



**DEVELOPMENT SERVICES – PLANNING DIVISION**

311 Vernon Street  
Roseville, CA 95678  
(916) 774-5276

Date: March 3, 2017

To: Sierra Vista Neighborhood Association, Drive Thru Recipients & RCONA Board

Subject: 5000 Baseline Rd

Dear Board Members:

You may be interested to know that the Roseville Planning Division has received a development application for the project identified below. Notice will be mailed to property owners adjacent to the project prior to action on the application. We invite you to review this request and to forward your comments and/or questions to us. Key project information relating to this project is provided as follows:

File #: PL17-0056

Project Name: SVSP PCL DF-40, DF-41, DF-42 – BASELINE MARKETPLACE MPP STAGE 1 & 2 EXTENSION

Description: REQUEST FOR EXTENSION OF AN APPROVED MAJOR PROJECT PERMIT (STAGE 1 & 2) THAT PERMITS CONSTRUCTION OF A 745,300 SQ FT. RETAIL CENTER CALLED BASELINE MARKETPLACE (2013PL-020 / MPP-000043)

Site Location: 5000 BASELINE RD

APN: 498-010-020-000

Specific Plan Area: SV

Specific Plan Parcel #: DF-42

Zoning: GC

General Plan: CC

Applicant: NG ALEXANDER REAL ESTATE DEVELOPMENT, LLC – ATTN: NICK ALEXANDER – 1700 EUREKA RD, STE. 100 – ROSEVILLE, CA 95661

Owner: DF PROPERTIES – ATTN: JEFF RONTON – 2013 OPPORTUNITY DR., STE. 140 – ROSEVILLE, CA 95661

Other: MACKAY & SOMPS – ATTN: VANCE JONES – 1552 EUREKA RD, STE. 100 – ROSEVILLE, CA 95661

If you are interested in having this project presented at one of your neighborhood association meetings, please contact the applicant at the phone number provided above or me at 774-5276 to discuss such a meeting. Please make requests for presentations at least two weeks prior to your meeting date so that we can assure that a City representative can attend. If possible, please put this item at the start of your agenda, after the minutes and treasurer's report.

If you have any questions or comments regarding this project, I can be contacted in the Planning Division at 311 Vernon Street or by phone at 774-5276. Your comments are very important to us as we work together to make Roseville a better community.

Sincerely,

Ron Miller, Associate Planner  
rmiller@roseville.ca.us

Find us online at  
[www.roseville.ca.us](http://www.roseville.ca.us)