

FOR LEASE

Veterans Plaza

990 Pleasant Grove Blvd • Roseville, California
95678

+/- 6,372 SF OF RETAIL SPACE AVAILABLE — OFFERED AT

\$1.80 PSF, NNN

**6,372
SF**

AVAILABLE

NNN

LEASE TYPE

44,000+

DAILY TRAFFIC

Signalized

INTERSECTION

01 Property Overview

Veterans Plaza is a +/- 30,272 square foot neighborhood retail center located on the busy signalized intersection of Pleasant Grove Blvd and Roseville Pkwy within the Roseville submarket. The property offers easy access to Highway 65 and is surrounded by a heavy population density of +/- 109,000 within a three-mile radius.

Suite 990-A offers +/- 6,372 square feet of contiguous retail space at \$1.80 PSF on a NNN basis, adjacent to Activate Games and a well-established roster of neighborhood service and military recruiting tenants. Monument signage is available.

6,372 SF

AVAILABLE

\$1.80 PSF

NNN RATE

1.8± AC

LOT SIZE

44,000+

DAILY TRAFFIC



02 Property Highlights

- Available: 6,372 SF
- Rate: \$1.80 PSF, NNN
- Average Daily Traffic Counts of More than 44,000
- Zoning: Community Commercial (City of Roseville)
- Signalized Intersection
- Adequate Parking
- Dense Surrounding Residential
- Monument Signage Available
- Well Established and Maintained Property



Veterans Plaza — aerial views

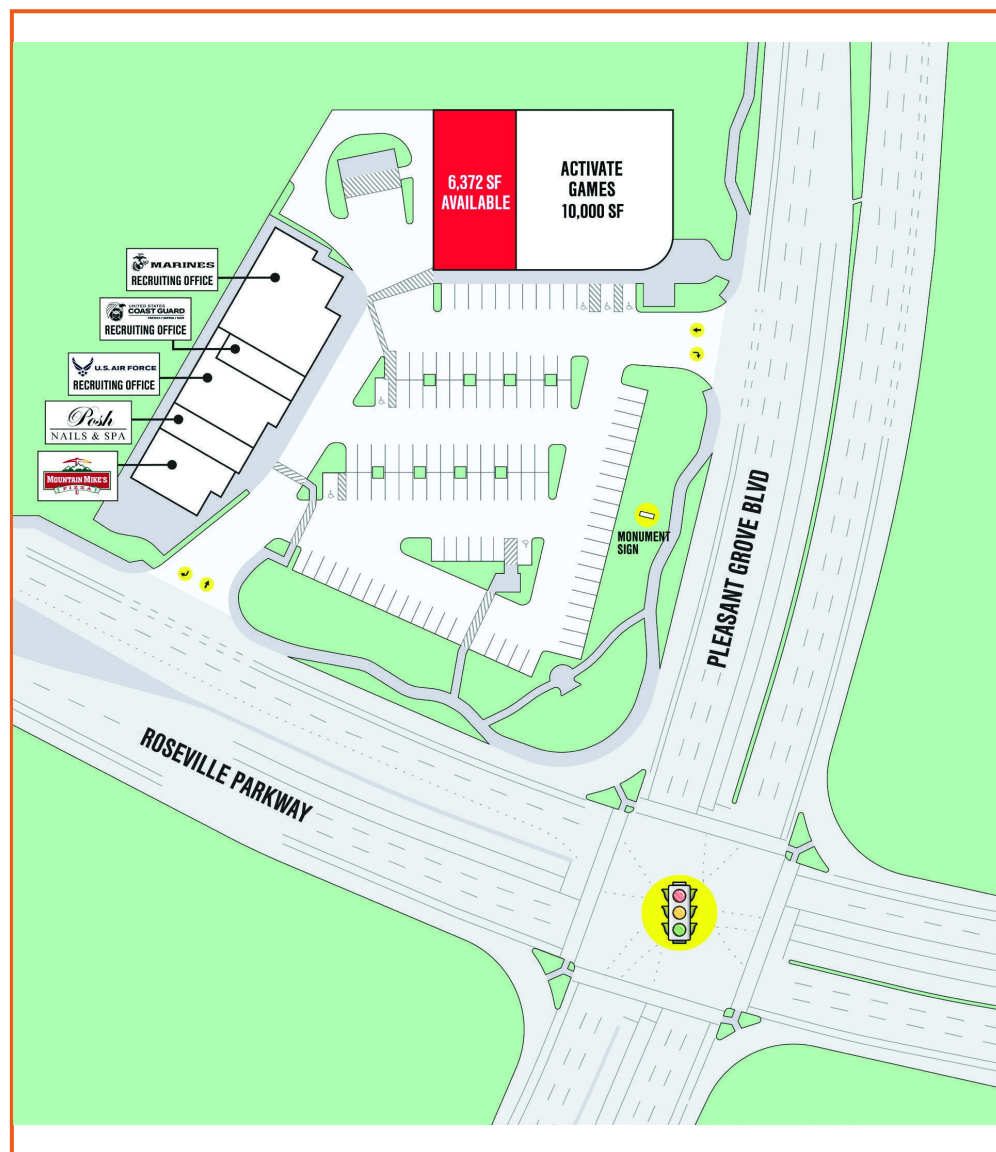
03 Site Plan

Veterans Plaza • Pleasant Grove Blvd & Roseville Parkway

SUITE	TENANT	SQUARE FOOTAGE
110-120	Mountain Mike's Pizza	
130	Posh Nails & Spa	
140-150	US Air & Space Force Recruiting	
160	U.S. Coast Guard Recruiting	
170-180	Marine Corps Recruiting	
990-A	AVAILABLE	6,372
990-B	Activate Games	10,000

The Space

Suite 990-A delivers +/- 6,372 contiguous square feet fronting Pleasant Grove Blvd, immediately adjacent to Activate Games. Parking is adequate, monument signage is available, and the center is anchored by a stable roster of neighborhood service and military recruiting tenants.



04 Roseville Market Overview

Trade area & preferred tenants

Roseville/Rocklin is one of Sacramento's most affluent submarkets and the region's largest retail submarket by square footage — home to Westfield Galleria at Roseville, as well as Rocklin Commons and Rocklin Crossing farther up Interstate 80.

The area's high incomes translate into strong buying power and an abundance of retail inventory. Households within one mile of Veterans Plaza average \$155,562 in annual income, with 26% earning more than \$200,000, and total consumer spending across the three-mile trade area reaches \$1.6 billion.

Veterans Plaza sits at the center of that demand — a signalized corner surrounded by dense, ownership-oriented residential, with Safeway, Paris Baguette, Habit Burger, Chando's Tacos, and Trek Bicycle all within the immediate trade area.

Preferred Tenants

- Apparel, Shoes & Accessories
- Jewelry, Gifts & Specialty Retail
- Electronics, Cellphones & Computers
- Sporting Goods, Bicycles & Recreation
- Auto Parts & Vehicle Accessories
- Hardware, Lighting & Plumbing
- Home Décor, Housewares & Flooring
- Furniture, Appliance & Mattress
- Drugstores & Medical Supply
- Bakeries & Specialty Food
- Beauty, Cosmetics & Personal Care
- Books, Stationery, Arts & Crafts
- Photography, Laundry & Dry Cleaning
- Department, Variety & Discount Stores



05 Location & Surrounding Area



Hwy 65

DIRECT ACCESS

44,000+

DAILY TRAFFIC COUNT

Signalized

PLEASANT GROVE & ROSEVILLE
PKWY

109,046

POPULATION · 3-MI

Monument

SIGNAGE AVAILABLE

The Location

Veterans Plaza occupies the signalized corner of Pleasant Grove Blvd and Roseville Parkway, with direct access to Highway 65 and more than 44,000 vehicles passing daily. The center is ringed by dense residential and established retail — Safeway, Subway, Paris Baguette, Tri Counties Bank, and The Sandwich Spot sit across Roseville Parkway, with Taco Bell, Habit Burger & Grill, Chando's Tacos, Trek Bicycle, and Flame & Fire Brazilian Steakhouse just up Pleasant Grove. Sonrisa Senior Living anchors the residential base to the east.

06 Area Demographics & Market

An affluent, educated, high-spending retail trade area

\$155,562

AVG. HOUSEHOLD INCOME · 1-MI

\$708,527

MEDIAN HOME VALUE · 1-MI

109,046

POPULATION · 3-MI

46%

BACHELOR'S DEGREE OR HIGHER · 1-MI

2025 Estimate	1 Mile	3 Miles	5 Miles
Population	13,136	109,046	254,348
2030 Population Projection	13,669	113,422	266,419
Households	4,925	40,974	92,733
Avg. Household Income	\$155,562	\$131,729	\$137,506
Median Household Income	\$131,999	\$108,802	\$112,454
Median Home Value	\$708,527	\$674,779	\$696,890
Median Age	39.5	40	41
Bachelor's Degree or Higher	46%	39%	41%

The trade area pairs high household incomes with strong educational attainment and home values well above the regional median — a profile that supports both daily-needs and discretionary retail.

The three-mile ring is home to roughly 109,000 residents and 41,000 households, projected to reach 113,400 residents by 2030. Within one mile, 1,262 households — about 26% — earn more than \$200,000 annually.

Total specified consumer spending reaches \$206 million within one mile and \$1.6 billion within three miles of the center.

Market Indicators

\$1.6B

CONSUMER SPENDING · 3-MI

26%

HOUSEHOLDS \$200K+ INCOME · 1-MI

+0.8%

ANNUAL POP. GROWTH 2025–2030 · 3-MI

44,000+

DAILY TRAFFIC COUNT

Source: CoStar Group, 2025 estimates (retrieved July 2026). Radii measured from the subject property.



07 For More Information

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