ROSEVILLE
-STATION-

An Entitled, Master-Planned Mixed-Use Development.
A Joint Venture Partnership Opportunity.

901-903 Galleria Blvd - Roseville, CA

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THE DEVELOPMENT

166,000 SF Retail

1,003 Luxury Apartments

150 Room Hotel

38,600 SF Creative Office

7.12% Yield-on-Cost

$453M Net Project Cost

Justus Enterprises, owner of the entitled 26.66-acre site at the center of the Galleria Boulevard corridor, is seeking a development partner to joint venture the ground-up development of Roseville Station: 19 buildings and 1.13 million rentable square feet of retail, office, hospitality and residential, underwritten to a $453 million total net project cost, a 7.12% untrended yield-on-cost, and $123 million of projected net value creation at stabilization. The pages that follow make the case for the place. The full underwriting is available upon request.

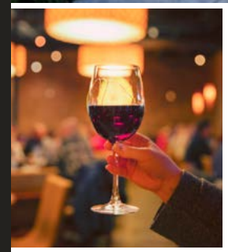
166,000 square feet of experiential retail. 38,600 square feet of Main Street office. One thousand residents above it all.

Roseville Station is a 1.3 million square foot mixed-use village rising at the intersection of Interstate 80 and Highway 65, immediately adjacent to the Westfield Galleria, the second-largest shopping mall in Northern California, and the Fountains at Roseville, whose forty stores and nine restaurants draw shoppers from across the region. The regional gravity is already here; tens of thousands of consumers arrive at this intersection every day.

What's been missing is the place: a real Main Street where Roseville gathers, dines, shops, works and lives, where the visit becomes the destination.

Unlike a conventional shopping center, Roseville Station is built around a curated ecosystem. A signature two-story Feature Market, designed for a marquee food-and-beverage operator in the spirit of Eataly, anchors the Town Square, a hardscape plaza with performance stage, market terrace and night lighting programmed for events year-round. Cafés, bars, restaurants and shops line a flexible Main Street that closes to cars on evenings, weekends, and event days spilling through arcades and wide sidewalks onto a shaded central Boulevard with a fountain, outdoor games, a children's play area and lounge gardens that function as the community's outdoor living room. A 150-room boutique hotel with rooftop lounge, wellness club and conference facilities bookends the south, delivering a steady stream of business and leisure travelers directly onto the street. More than 1,000 apartment homes surround it all, providing built-in, seven-day-a-week foot traffic no standalone center can replicate. Every tenant feeds the next: the morning coffee crowd becomes the lunch meeting, the after-work cocktail, the weekend on the square.















PROGRAM

RETAIL & RESTAURANT:
±166,000 SF of ground-floor commercial, anchored by the ±11,200 SF Feature Market on the Town Square, plus freestanding Boulevard kiosks and shop spaces ranging from intimate to flagship, with strong indoor-outdoor connections and generous patio opportunity throughout.

OFFICE:
±38,600 SF across two Main Street buildings with linear, easily divisible floor plates suited to full-floor users or boutique suites, Galleria Boulevard visibility, and direct access to every amenity on the street below, a recruiting and retention advantage no other office park can offer.

HOSPITALITY:
±150-room boutique hotel with rooftop lounge, restaurants, spa, pool and banquet facilities.

RESIDENTIAL:
±1,000 apartment homes in a quieter, greener pedestrian neighborhood wrapping the commercial core, connected to Main Street by mews and garden paths.

PARKING:
±1,300 structured stalls concealed from the street, anchoring both ends of Main Street so the public realm stays for people.

FEATURES

A MAIN STREET LIKE NO OTHER

The center of Roseville Station will be the epicenter of Roseville, a five-story urban street wrapped in arcades and wide sidewalks where cafés, bars, restaurants and shops spill outdoors as an extension of their interiors. The street itself is designed to flex: open to slow, one-way traffic on quiet weekdays, then closed entirely on evenings, weekends and event days, transforming into a pedestrian festival street anchored by the Town Square at one end and the Green and Park at the other. Between them runs the Boulevard, the community's outdoor living room, with shaded gardens, a fountain, lounge seating, outdoor games and a children's play area. For a retailer or restaurateur, this is frontage that doesn't exist anywhere else in the Sacramento region: a street engineered to slow people down, keep them longer, and bring them back.

ANCHORED BY EXPERIENCE, NOT A DEPARTMENT STORE

Roseville Station replaces the traditional anchor with something far more durable: the place itself. A two-story Feature Market, envisioned for a marquee food hall or market operator in the spirit of Eataly, commands the Town Square, a hardscape plaza with performance stage, market terrace and night lighting programmed year-round. At the opposite end, a 150-room boutique hotel with rooftop lounge, wellness club and banquet facilities delivers a continuous flow of business and leisure travelers directly onto the street. Events, performances, markets and the daily rhythm of the square do what no single anchor tenant can: generate traffic that belongs to every merchant on the street. Tenants here aren't leasing a suite in a center — they're taking a position in a destination.

DEMAND BUILT IN, FROM DAY ONE

Most projects spend years hoping a customer base materializes around them. Roseville Station opens with one already in place. More than 1,000 apartment homes wrap the commercial core, putting an estimated 2,000+ residents steps from every storefront, seven days a week. Hotel guests add a transient layer of demand with money to spend and nowhere they'd rather be. And next door, the Westfield Galleria, the second-largest mall in Northern California, and the Fountains pull a regional population to this intersection daily, from a trade area spanning Rocklin, Granite Bay, Lincoln and greater South Placer County, in a city with the thirteenth-highest retail sales in California. The customers are already coming to this corner. Roseville Station finally gives them a reason to stay.
















SIGMAGE









THE SITE

RETAIL & RESTAURANT OPPORTUNITIES

- **The Feature Market:** ±11,200 SF | The icon of the project. A two-story market hall fronting the Town Square, reserved for a marquee food hall, market or grocer concept. Expansive outdoor terrace and lounge seating; the single most visible commercial position on site.
- **Town Square Commercial:** Mixed-Use Block MU5, ±45,300 SF ground floor retail | Wrapping the Square and the north end of Main Street. Restaurant and bar spaces opening directly onto the plaza, performance stage and event programming, premium patio frontage in the project's highest-energy zone.
- **Main Street Shops:** Mixed-Use Blocks MU3 & MU4, ±37,100 SF combined ground floor retail | The heart of the strollable retail experience. Arcade-fronted shop spaces from boutique to junior-anchor scale, with indoor-outdoor connections and residential above.
- **Boulevard & Green Commercial:** Mixed-Use Block MU2, ±58,100 SF ground floor retail | The largest contiguous ground-floor block on site, anchoring the south end of Main Street at the Green. Suited to restaurant rows, fitness, entertainment and experiential concepts that benefit from park adjacency.
- **Boulevard Kiosks:** ±3,600 SF | Freestanding jewel-box buildings set within the Boulevard gardens. Coffee, gelato, wine bar and grab-and-go concepts placed directly in the path of every visitor.

OFFICE OPPORTUNITIES

- **South Office Building:** CO1, ±38,600 SF | The southern bookend, adjacent to the Hotel, Park and main project entrance. Signage visibility to Galleria Boulevard; amenity access no business park in the submarket can match.

HOSPITALITY

- **Boutique Hotel:** Building H1, 150 keys, 7 stories | The southern anchor. Rooftop lounge, wellness club, pool terrace, conference and banquet facilities — plus ground-floor restaurant and bar opportunities with built-in overnight demand and terrace connections to the Park.

RESIDENTIAL NEIGHBORHOOD: ±1,000 HOMES

- **Apartment Buildings:** R1–R7 | Seven five-story residential buildings (72–101 homes each) wrapping the western edge of the site around the Commons, linked to Main Street by mews and garden paths. Plus residences above the shops: Blocks MU2–MU5 carry four levels of apartments over their ground-floor commercial, roughly 390 additional homes directly on Main Street.
- **Parking Structure P1** | One nine-level structure and additional surface parking, totaling 1,300 stalls combined, concealed behind the office buildings at each end of Main Street, keeping the public realm for people, not cars.



1 GALLERIA BLVD
2 THE FOUNTAINS
3 ARRIVAL
4 MAIN ST. BLVD
5 TOWN SQUARE
6 THE MARKET
7 OFFICE
8 PARKING
9 THE GREEN
10 THE PARK
11 BOUTIQUE HOTEL
12 THE BASIN
13 THE COMMONS
14 MIXED-USE
15 RESIDENTIAL APARTMENTS



THE INVESTMENT

- Total net project cost: $453.0M ($402 per RSF, net of $22.5M hotel parcel sale)
- Stabilized NOI (Year 1): $32.3M
- Untrended yield-on-cost: 7.12%
- Stabilized operating value: $576.1M
- Projected net value creation: $123.0M
- Profit margin on cost: 27.2%
- Scale: 19 buildings and 1,127,300 RSF on 26.66 acres
- Construction duration: 45 months, phased delivery

THE PARTNERSHIP

Justus Enterprises, the existing landowner and sponsor, brings the entitled site, local market expertise, and a completed pro forma. The venture now seeks a development partner to bring capital and execution capacity to construction, lease-up and stabilization. Structure is flexible, including land contribution as joint venture equity, co-GP arrangements or a phased takedown, and will be tailored with the right partner. Full underwriting, entitlement documentation and diligence materials are available upon request.

The site is entitled. The corridor is proven. The demand is already driving past the front door. What Roseville Station needs now is the partner to build it. ***The full underwriting is available upon request***.

A BASIS BELOW REPLACEMENT COST

At $402 per rentable square foot net, Roseville Station capitalizes below replacement cost for comparable mixed-use product in primary California submarkets. The budget is fully loaded: $107 million of site work and indirects, $21.9 million of impact fees, a $10 million affordable housing reserve, and construction interest capitalized in full. Monetizing the hotel parcel returns $22.5 million of basis to the venture, and the land, carried at $27.2 million, seeds the partnership's equity from day one.

UNDERWRITING BUILT TO ABSORB STRESS

The pro forma is deliberately conservative: a 5% stabilized vacancy assumption against a 4 to 5% market, GMP contracts with a 5% contingency reserve and value engineering already embedded in the budget, and a sensitivity grid spanning exit caps from 4.50% to 5.50% with NOI variances of plus or minus 10%. Even at the most punitive corner of that grid, the project preserves margin over total cost. The 7.12% untrended yield-on-cost delivers a development spread above the institutional threshold for ground-up mixed-use development, before any credit for trended rents.







THE LOCATION

Roseville Galleria
Creekside Town Center
The Fountains
Stanford Ranch Crossing

There is no retail address in the Sacramento region with more accumulated pull than the Galleria Boulevard corridor. The Westfield Galleria, a 1.3 million square foot, two-level upscale center, with more than 200 stores, anchors the corridor with the region's only true luxury lineup, from Louis Vuitton and Tiffany & Co. to Nordstrom and the Apple Store.

Directly adjacent, the Fountains at Roseville, anchored by Whole Foods, delivers the open-air lifestyle complement: forty stores and nine restaurants built around plazas, fountains and year-round programming.

Across the street, Creekside Town Center and Stanford Ranch Crossing round out the cluster with the daily-needs and big-box draws, Costco, Home Depot, Dick's Sporting Goods, Total Wine, Amazon Fresh, that keep the trade area's households coming back week after week. Twenty-five years of retail investment have trained an entire region to drive to this interchange. That gravity is permanent, and Roseville Station sits at the dead center of it.

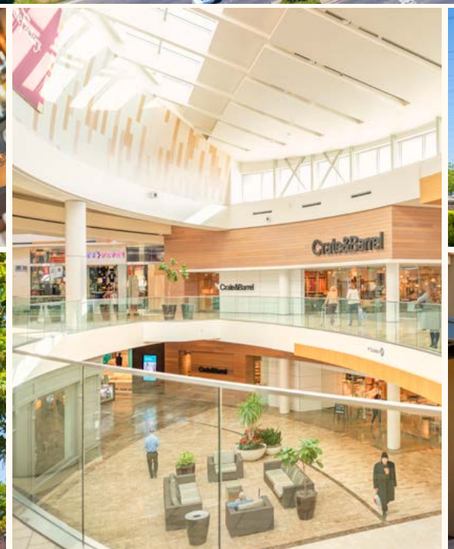
What the corridor has never offered is a reason to stay. Each of these centers was built for a trip: park, shop, leave. The visitor who spends two hours at the Galleria, the family that makes the weekly Costco run, the couple meeting for dinner at the Fountains, they all arrive at this intersection and they all eventually drive away, because nothing here has ever asked them to linger. Roseville Station converts that drive-to traffic into dwell time. A walkable Main Street, a market hall on a programmed town square, patios spilling onto a shaded boulevard, a boutique hotel, a thousand residents, Roseville Station is the missing piece that turns the region's busiest retail crossroads into the region's gathering place. For a tenant, the math is simple: the customers are already here, in volume, with proven spending power. Roseville Station is where they'll finally slow down.

The strategic position compounds for every category of tenant. Retailers and restaurateurs inherit a customer base that three generations of anchors have spent billions assembling — without bearing the cost of creating the draw. Office users put their workplace inside the region's densest amenity environment, a recruiting story no suburban business park can tell. And because Roseville Station is the only walkable, mixed-use district in the cluster, and the last large development site within it, tenants aren't just leasing into the corridor's strongest location; they're leasing into a position that cannot be duplicated. The epicenter of the regional retail draw now has a center of its own.









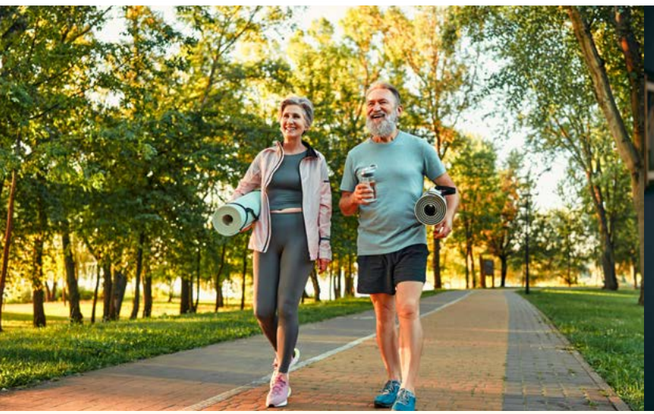






CLICK OR SCAN TO VIEW THE MOSAIC USA HANDBOOK

YOUR FUTURE SHOPPERS



ACROSS THE AGES

Age: 51-65
Household: Flourishing couples and multi-generational families
Housing: Single family, rooted in the suburbs
Income: $125,000 - $149,000K

Established homeowners with multi-generational households, prioritize quality and convenience, active in fitness and outdoor recreation, support community causes, enjoy shopping, dining, and spending time together close to home.



PHILANTHROPIC SOPHISTICATES

Age: 51–65
Household: Affluent empty nesters and established couples
Housing: Upscale owner-occupied homes in mature suburban communities
Income: $150,000+

High-income, well-educated homeowners who value philanthropy, cultural experiences, and premium goods and services. They support local nonprofits, enjoy fine dining, travel, golf, and fitness, and prioritize quality, convenience.

SHOPPING BEHAVIOR

- SHOPPING FREQUENCY
- HOUSEHOLD SIZE
- PRICE SENSITIVITY
- CONVENIENCE DEMAND
- BRAND LOYALITY

YOUR PREMIUM LIFESTYLE SHOPPERS

These established, affluent households represent some of the area's highest-spending consumers. Whether raising families or enjoying the empty-nest years, they prioritize quality over convenience alone, seeking premium retail, chef-driven dining, wellness, and experiences that make a destination worth visiting. Their strong discretionary income and frequent spending support a vibrant lifestyle-oriented retail environment.



CUL DE SAC DIVERSITY

Age: 35–54
Household: Diverse suburban families and established couples
Housing: Owner-occupied single-family homes in established neighborhoods
Income: $100,000–$124,999

Established suburban households that value convenience, community, and family. Active in youth sports, outdoor recreation, and local events, they regularly shop, dine, and use neighborhood services, making frequent trips.



PROGRESSIVE ASSORTMENT

Age: 35–54
Household: Diverse professionals, couples, and families
Housing: Established suburban neighborhoods with a mix of housing types
Income: $75,000–$99,999

Community-minded households who value convenience, quality, and an active lifestyle. They regularly dine out, shop local, and seek destinations that combine everyday services with dining, entertainment, and recreation close to home.

SHOPPING BEHAVIOR

- SHOPPING FREQUENCY
- HOUSEHOLD SIZE
- PRICE SENSITIVITY
- CONVENIENCE DEMAND
- BRAND LOYALITY

YOUR EVERYDAY DESTINATION SHOPPERS

These established households provide the steady, repeat customer base that successful mixed-use destinations rely on. They value convenience, trusted brands, dining, fitness, and services that fit seamlessly into daily life, returning frequently for everything from errands to meals with family and friends. Their consistent spending supports retailers throughout the week, not just on weekends.











SHOPS NEARBY

Abercrombie & Fitch
Aerie
Aeropostale
Aisha Jewelers
ALDO
American Eagle Outfitters
Anthropologie
Apple
Athleta
Bath & Body Works
Ben Bridge Jeweler
Blue Bottle Coffee
Blue Nile
BOSS
BoxLunch
Buckle
Build-A-Bear Workshop
Capital One Café
Cellaris
Champs Sports
CHANEL
Cheesecake Factory
Cinemark
Claire's
Coach
Cotton On
Crate & Barrel
Crocs
Fabletics
Foot Locker
Free People
GameStop
Gap
Gucci
H&M
Hallmark
Hollister
Hot Topic
Il Fornaio
Intimissimi
JCPenney
Jo Malone London
Journeys
Kids Foot Locker
L'Occitane
LEGO
LensCrafters
Levi's
Lids
Louis Vuitton
LoveSac
lululemon
LUSH
M·A·C Cosmetics
Macy's
Madewell
Mainland Skate & Surf
Marine Layer
Mendocino Farms
Mikuni
Nordstrom / Nordstrom Rack
Oakley
PacSun
Pandora
Peet's Coffee
PINK
Pottery Barn
RH Outlet
Ruby Thai Kitchen
Ruth's Chris Steak House
Saint Laurent
See's Candies
Sephora
Shake Shack
Sharetea
Shoe Palace
Spencer's
Sports Fever
Sunglass Hut
Swarovski
Talbots
Tempur-Pedic
The North Face
Tiffany & Co.
Tillys
Tory Burch
Torrid
UNIQLO
Vans
Victoria's Secret
Whole Foods Market
Williams Sonoma
Windsor
World Traveler Coffee Roasters
Yard House
Zales
Zara
Zumiez
Zocalo

ROSEVILLE

$199,288 HH Income

15% Growth Since 2020

171,000+ Residents

#1 City to Move in CA

Roseville ranks thirteenth in retail sales among all California cities and serves as the commercial hub for Rocklin, Granite Bay and Lincoln, one of the fastest-growing trade areas in the Sacramento region, repeatedly ranked among the best places to live in America. The trade area's growth is increasingly fueled by Bay Area transplants seeking the urban amenities they left behind, and Roseville Station is the first project in the market designed to deliver them. With regional access from I-80 and Highway 65, the Galleria's established gravity next door, and trail connections reaching toward Miners Ravine and Antelope Creek, Roseville Station sits at the center of it all. This is the first and only true urban village in the trade area. There will not be a second site like it.

Roseville sits at the meeting point of Interstate 80 and Highway 65, the most consequential interchange in the Sacramento region north of Downtown. I-80 connects the site to Sacramento in twenty minutes, the Bay Area in under two hours, and Tahoe's year-round recreation economy in ninety. Highway 65 channels the explosive growth of South Placer County: Rocklin, Lincoln, Penryn, Loomis are directly past the front door. This is not a location that depends on a single trade area; it's the crossroads where several converge, with freeway access that puts more than half a million regional consumers within an easy drive.

The city itself is one of California's quiet success stories. With a population now exceeding 170,000 and growing at more than two percent annually, Roseville has become the commercial capital of South Placer County while posting some of the strongest fundamentals in the state: the thirteenth-highest retail sales of any California city, unemployment near four percent, poverty around six percent, and job growth of 7.3% between 2019 and 2023. Median household incomes exceed $119,000, roughly fifty percent above the national median, and households in their prime spending years earn more still. In 2025, Consumer Affairs named Roseville the best place to move to in California. The market is not arriving; it has arrived, and it keeps compounding.

What's driving that growth matters as much as the numbers. Roseville has become a landing place for Bay Area transplants and young families trading coastal housing costs for attainable homeownership without surrendering quality of life, excellent schools, more than seventy CONT.























$137,789 Med Income

#2 Growth City in Nation

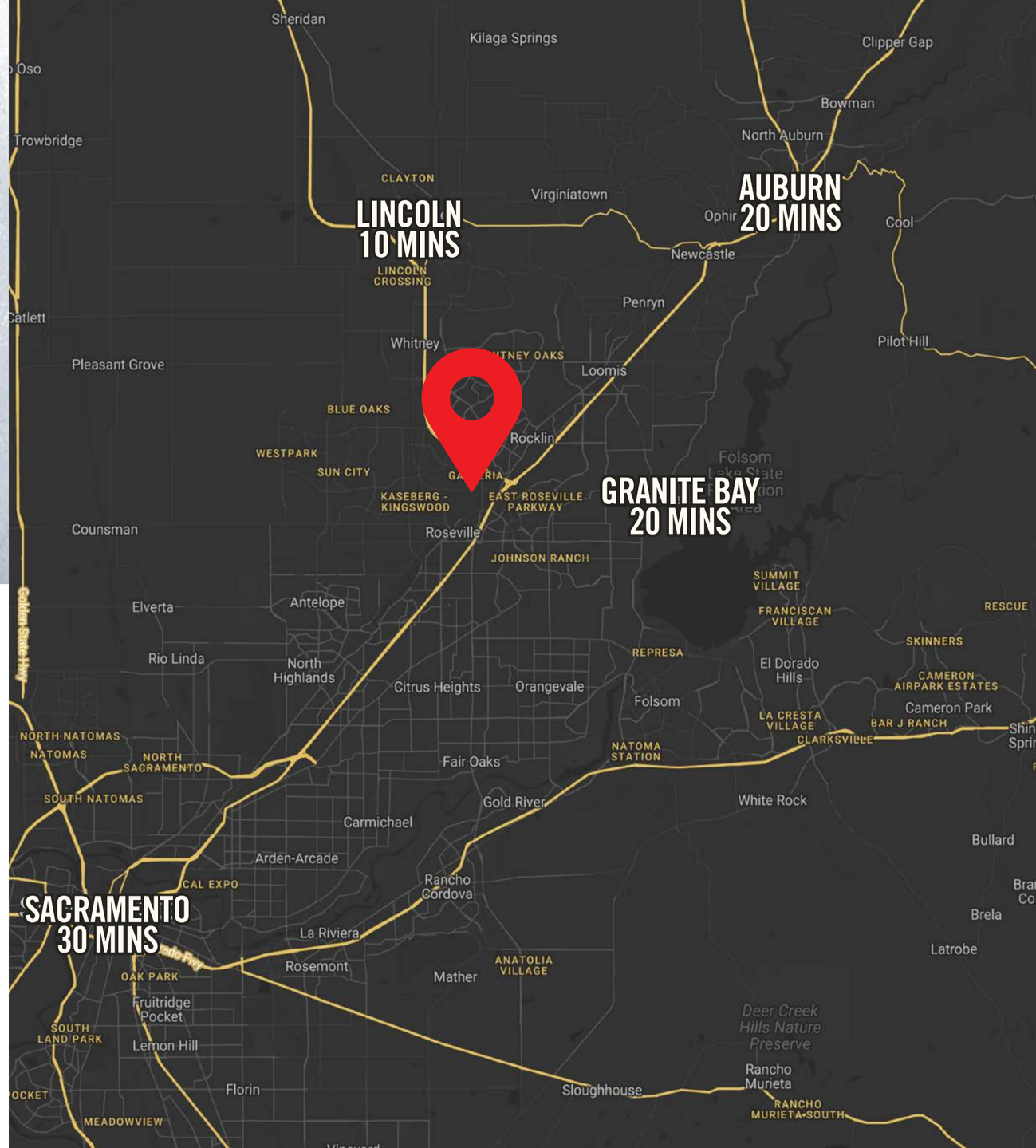
68.8% Homeowners

#1 City to Retire in CA

parks, major healthcare systems in Kaiser and Sutter, and community-owned utilities with electricity rates 25 to 35 percent below neighboring providers. These newcomers bring coastal incomes and coastal expectations: they want the food halls, the patio culture, the walkable evenings they left behind. Roseville has the demand; until now, it hasn't had the supply. Roseville Station is built precisely for this resident.

Within the city, no address carries more commercial weight than the Galleria Boulevard corridor. Twenty-five years of sustained investment, the 1.3 million square foot Westfield Galleria, the Fountains, Creekside Town Center, Stanford Ranch Crossing have made this interchange the default retail destination for all of South Placer County and beyond. The infrastructure is mature, the drive patterns are habitual, and the City continues to invest, with Highway 65 capacity expansion underway to serve the next generation of growth. Roseville Station occupies the last large development opportunity at the center of it all.

And the site itself completes the picture: roughly thirty acres fronting Galleria Boulevard, directly between the region's two dominant shopping destinations, with a naturalized creek basin at its southwest corner connecting toward the regional trail network. Visitors arrive from the freeway in minutes, park once in concealed structures, and step onto a Main Street that no other location in the market, and arguably no other location between Sacramento and the Sierra can offer. In a region defined by growth, Roseville Station holds the rarest position of all: the center.



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