



## Take advantage of this opportunity:

Population: 222,965

AVG HH Income: \$93,722

Households: 83,051

Traffic Count: 90,657 Daily

Trade Area  
Retail Sales: \$11.4 Billion

WHOLE  
FOODS  
MARKET

ANTHROPOLOGIE

Sur la table

DSW



ORVIS  
SPORTING TRADITIONS  
Since 1856

Yard House

chico's

charming  
CHARLIE



## Center Highlights:

Fountains at Roseville, a one-of-a-kind lifestyle center and the first to be developed in Northern California, is conveniently located within the City of Roseville (Hwy. 65; Intersection of Galleria Boulevard & E. Roseville Parkway). Anchored by Whole Foods, along with 8 full-service restaurants and 4 quick-service eateries are situated in and around the uniquely designed main street. These, along with regional, national and local retailers, make Fountains the most popular shopping destination in Placer, El Dorado and Sacramento counties.



## Style and Feel:

The design of Fountains lends itself to being in Europe; warm, inviting and exciting! Consumers spend numerous hours enjoying the many amenities throughout the center which include a majestic show fountain where water dances to a variety of music featured, custom site furnishings, sculptures, fire pit, interactive fountains and a train for children. In addition, entertainment galore is featured throughout the year. The summer concert series is well received; generates traffic of approximately 15K people. The first Friday of every month ('First Friday' event) hosts numerous activities that take place throughout the center; a kids' zone, crafters and a custom car show. Fountains at Roseville takes to heart what consumers are looking for, a place to shop, eat and play.



## The Trade Area:

Fountains at Roseville is located in one of the most dynamic and affluent trade areas in the Greater Sacramento region. Placer County experienced a growth rate of 42.5% within the last decade, in addition to an increase in housing units of nearly 50%. Placer County ranks within the top 1% of fastest growing counties in the nation.

In addition to the extremely strong residential population and household income demographics, Fountains benefits from an extraordinary population of 222,965 people within a 2 mile radius. Major employers within close proximity to the Fountains include Sutter Health & Medical Center, Kaiser Permanente, Hewlett Packard, Thunder Valley Casino, Wells Fargo Bank & NEC Electronics.



## Demographics:

Population:	222,965
Average Household Income:	\$93,722
Households:	83,051
Traffic Count:	90,657
Trade Area Retail Sales:	\$11.4Billion

## Trade Area Retail Sales by Category:

Apparel & Services	\$489M
Computers & Accessories	\$65M
Entertainment/Recreation	\$958M
Food at Home & Away	\$2.2B
House Hold Furnishings	\$537M
Retail Goods	\$6.9B
TV/Video/Audio	\$351M

Based on the Bureau of Labor Statistics, provided by ESRI.







- 1 NORDSTROM
- 2 ★ macy's
- 3 Sears
- 4 REI
- 5 DAVID'S BRIDAL

- 6 BARNES & NOBLE
- 7 Bath & Body Works
- 8 OLD NAVY
- 9 BEST BUY
- 10 Michaels

- 11 COSTCO WHOLESALE
- 12 SPORTS AUTHORITY
- 13 THE HOME DEPOT
- 14 LOWE'S
- 15 Roseville Convention Center

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