



**DEVELOPMENT SERVICES – PLANNING DIVISION**  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5276

Date: January 11, 2022  
To: RCONA  
Subject: 5000 Baseline Road

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 #: PL21-0386  
Project Name: SVSP PCL DF-40, DF-41, DF-42 - Baseline Marketplace MPP Stage 1 & 2 Extension  
Description: Request for a four-year extension of an approved Major Project Permit that permits construction of a 745,300 sq. ft. retail center. Original MPP approval under file #2013PL-020.  
Site Location: 5000 Baseline Road  
Specific Plan Area: Sierra Vista (SV)  
Specific Plan Parcel #: DF-40, DF-41, DF-42  
Zoning: General Commercial (GC)  
General Plan: Community Commercial (CC)  
Applicant: Eric Crow, MacKay & Somps  
Owner: Jeff Ronten  
Other: Sean Morales, Associate Planner, [smorales@roseville.ca.us](mailto:smorales@roseville.ca.us), (916) 774-5282

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 774-5282 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 774-5282. Your comments are very important to us as we work together to make Roseville a better community.

Sincerely,

Sean Morales, Associate Planner  
[smorales@roseville.ca.us](mailto:smorales@roseville.ca.us)

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