

CHAPTER 3: COMMUNITY PROFILE

Chapter 3 includes the following information:

1. Community Context
2. The Land
3. The People Who Live Here
4. The Housing Landscape
5. The Economy
6. Past and Future Growth

1. COMMUNITY CONTEXT

This section of the Comprehensive Plan sets the scene for how the community came to be what it is today. Looking at the current demographic, social, physical, and economic characteristics is an important step in planning for the future. Achieving the desired community vision starts with an understanding of the existing conditions and emerging trends. This section can also be used to help inform daily decision making and policy by staff and public officials by providing a clear understanding of the community.

2. THE LAND

Geographic and Development History

Roseville's 2002 Comprehensive Plan update has, by far, the most complete history section of any of Roseville's comprehensive plans. It is in that Plan's demographic summary chapter, called *The Land and Its People*. From a natural history perspective, it begins 500 million years ago, and covers the creation of this region's glacial terrain. It discusses the basics of the "continental and sub-humid" climate, and identifies typical topography, soils, and native prairie and hardwood vegetation.

The Land and Its People also has a very detailed account of the physical development of Roseville from the mid-19th century through the 20th century. But the conventional profile of Western European development within Roseville's natural context is summarized well by the "Historical" section of the Village of Roseville's 1969 Comprehensive Municipal Development Plan:

Historically, the growth and development of Roseville has been directly related to the growth of St. Paul. Earliest development was for rural and agricultural purposes, but with the housing boom created shortly after World War II, the demand for living space, especially single-family homes, generated a rush for land beyond the limits of the central...cities. Roseville lay directly in the path of expansion and so the nucleus of urbanization occurred primarily around the extensions of major St. Paul streets such as Snelling, Lexington, and Rice. While the major urban development took place between Snelling and Rice Streets south of T. H. 36, residential growth in the early post-war period is best described as scattered, with developers seeking out large tracts of land with soil and topographic characteristics suitable to large-scale subdivision.

By 1956, the population in Roseville had increased...and the former rural truck-farm community was faced with a host of problems resulting from rapid and unplanned urbanization. A comprehensive community-wide planning program was undertaken that year (one of the earliest planning efforts by any suburban community in the metropolitan area) and by 1959 the village was better equipped to deal with urbanization because it had adopted a comprehensive plan, subdivision regulations, and a zoning ordinance.

Existing Land Use

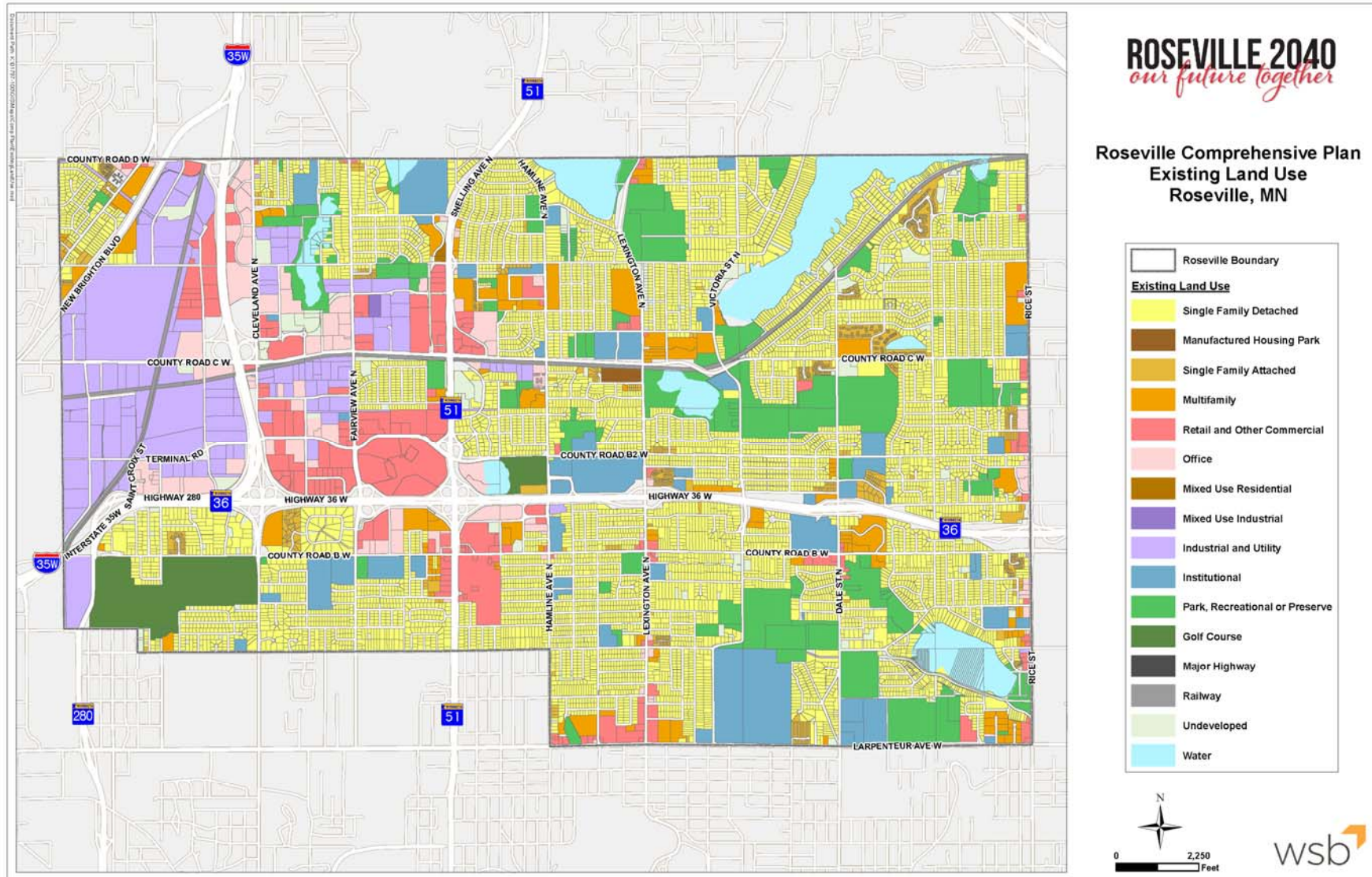
Existing land use can be thought of as what exists on the ground now, regardless of what has been planned or what zoning regulations exist. The most accurate depiction of what land uses currently exist in Roseville comes from the City's own geographic data to provide current land use types by acreage. [MAP 3-1](#) shows the existing land use in Roseville.

Existing land use types, total acreage, and percent of total acreage are shown in the table below. As a fully-developed inner-ring suburb, very little land in the community remains undeveloped.

TABLE 3-1 SOURCE: CITY OF ROSEVILLE

Existing Land Use in Roseville by total acreage and percent of total		
Land Use Type	Acres	Percent
Single Family Detached	2,939.0	43.0%
Single Family Attached	181.0	2.7%
Multifamily	312.5	4.6%
Manufactured Housing Park	9.2	0.1%
Retail and Commercial	520.8	7.6%
Office	274.3	4.0%
Mixed Use Residential	2.5	0.0%
Mixed Use Industrial	4.6	0.1%
Industrial and Utility	756.2	11.1%
Institutional	509.0	7.5%
Park, Recreational, or Preserve	813.8	11.9%
Golf Course	182.8	2.7%
Railway	95.5	1.4%
Undeveloped	182.1	2.7%
Water	49.7	0.7%
Total	6,832.9	100.0%

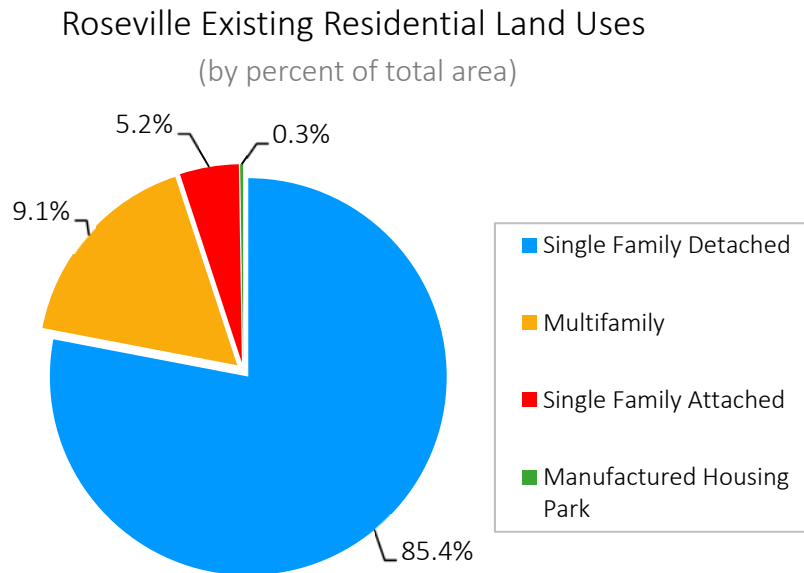
MAP 3-1 2018 EXISTING LAND USE (11 x 17 VERSION FOUND IN MAP 4-1, CHAPTER 4)



Existing Residential Land Use

Residential land uses make up just over 50% percent of Roseville's total land area. Of the residential land, single family detached homes are the predominant residential type at 85 percent of the total area devoted to residential uses.

FIGURE 3-1 SOURCE: ROSEVILLE CITY DATA



Existing Commercial and Industrial Land Use

Roseville has many commercial and industrial districts, and together they make up 22.7 percent of Roseville's land area. The majority of Roseville's industrial land is in the northwestern portion of the city. Major commercial centers include Rosedale Center, HarMar Mall, and the area along Snelling Avenue north of County Road C.

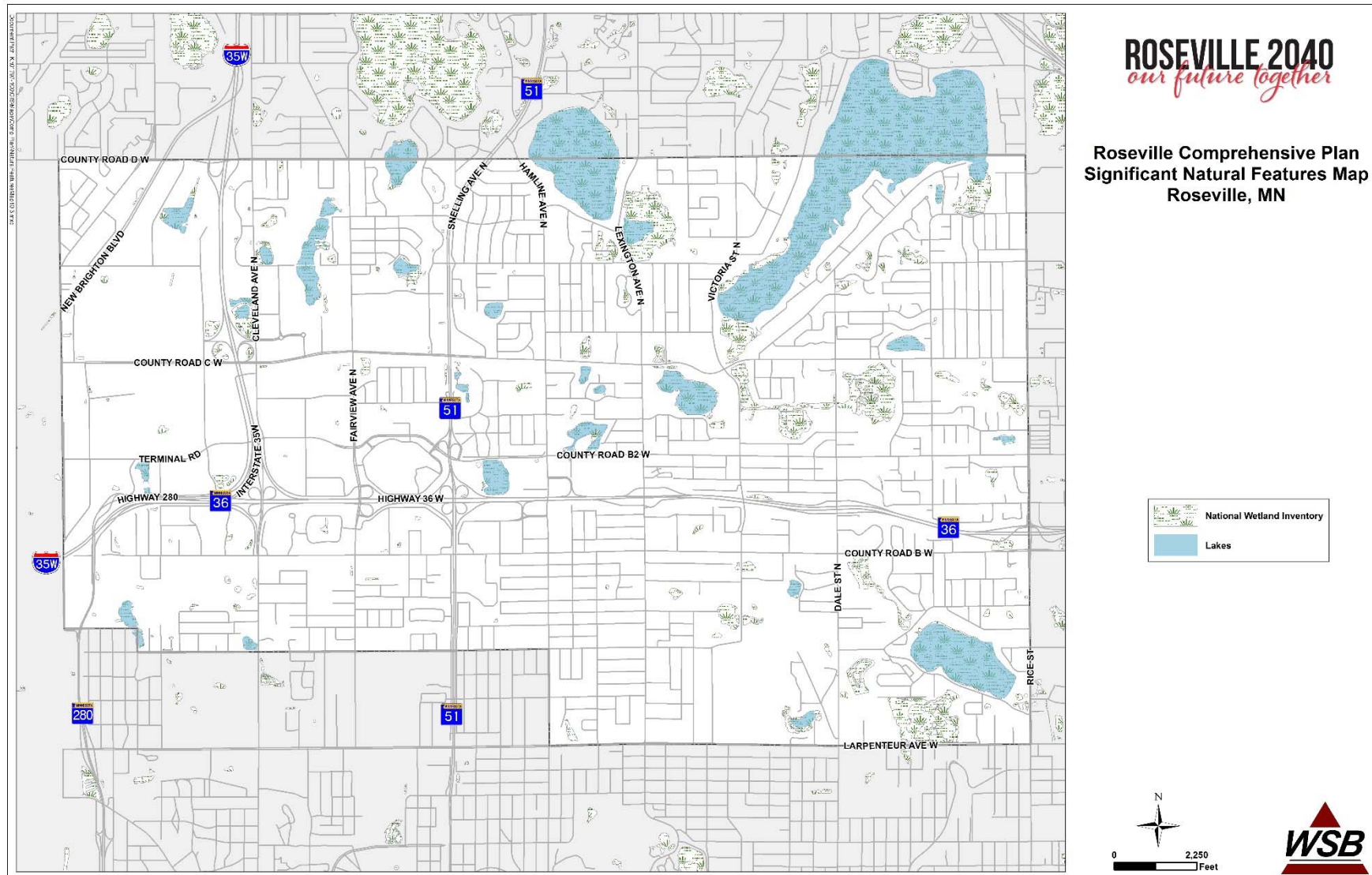
Existing Public Land Uses

Six percent of Roseville's land area is made up of institutional and utility land uses. These include civic buildings and City-owned land. An additional 12 percent of Roseville is devoted to outdoor recreation or sport areas, and open spaces that include parks.

Natural Features

As shown in [MAP 3-2](#), although Roseville has largely been urbanized, the city's landscape does include some open water and wetland areas.

MAP 3-2 EXISTING NATURAL FEATURES (11 x 17 VERSION CAN BE FOUND IN MAP 4-2, CHAPTER 4)



3. THE PEOPLE WHO LIVE HERE

Population History

The conventional account of Roseville's early settlement and population growth was captured in the earlier Geographic and Development History section. But such conventional accounts of the local history miss other significant facts that the Plan's equity lens brings into focus.

The area of present day Roseville, on the far western edge of the Northwest Territory, was home to local bands of the Dakota Nation. As the land of the Northwest Territory was progressively divided into incorporated US states and smaller territories, Native American communities were removed to clear the way for white settlers to homestead and farm the land. The passage of the bill creating the Minnesota Territory in the spring of 1849 dramatically accelerated the arrival of the new settlers. More newcomers moved north from St. Paul, and the heirs of the original settlers were able to develop and sell the land for new residential neighborhoods.

As land was subdivided, restrictive covenants were used to prohibit non-whites, non-Christians, and maybe other minority groups, from owning property in Roseville. One such restrictive covenant covering most of the lots of one particular residential subdivision included the following provision:

The said premises shall not be sold, mortgaged, leased or occupied by any person or persons who are not a member or members of the Caucasian race, but this shall not prevent the keeping of domestic servants who are not members of the Caucasian race.

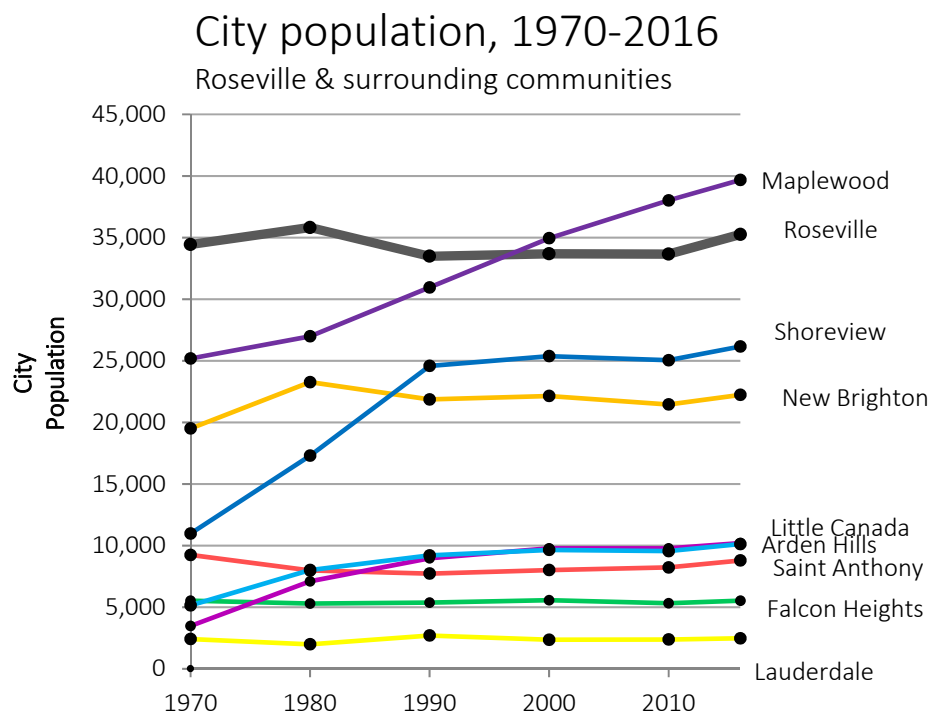
The extent of this practice in Roseville remains unclear, but racial covenants were commonly used across the country. Although enforcement of such provisions has been banned in Minnesota since 1953, they—along with widespread discriminatory practices in mortgage lending and insurance—necessarily contributed to racial segregation in Roseville by explicitly limiting the housing choices available to people of color during the time they were enforced. [TABLE 3-2](#) shows Roseville's non-white population from 1960 – 2010 compared to St. Paul, Minneapolis, the suburbs in the metropolitan region, and Minnesota as a whole.

TABLE 3-2 SOURCE: MINNESOTA COMPASS AND US CENSUS BUREAU

Population of Color	1960	1970	1980	1990	2000	2010
Minnesota	1.2%	1.8%	3.8%	6.3%	11.8%	16.8%
MSP Suburbs	0.4%	2.7%	2.4%	4.6%	10.0%	18.1%
Roseville	0.4%	1.0%	1.5%	4.9%	10.5%	20.7%
St. Paul	3.0%	4.6%	11.4%	19.7%	36.0%	44.1%
Minneapolis	3.2%	6.4%	13.3%	22.5%	37.5%	39.7%

Current Population

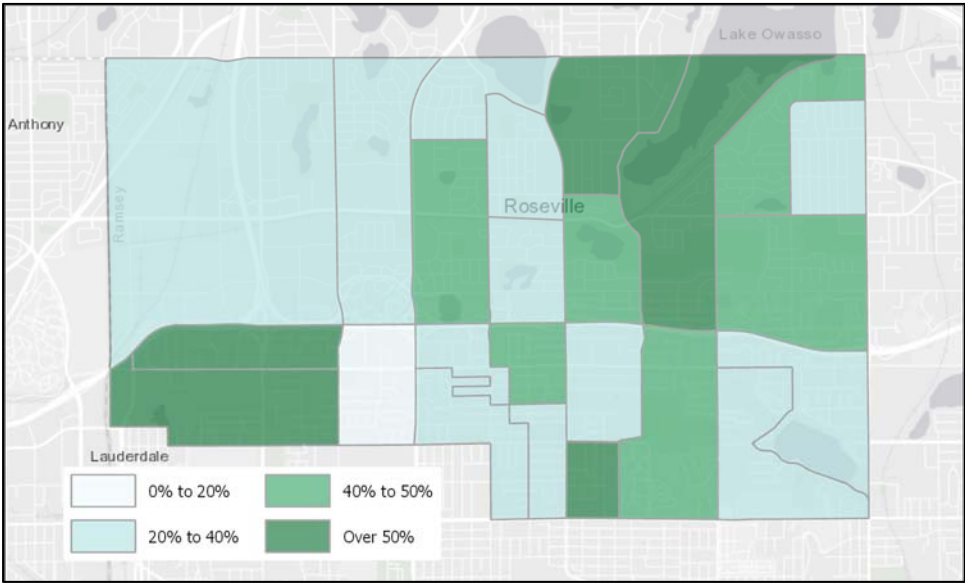
In 2016, Roseville's population was estimated at 35,254 people. The chart below shows U.S. Census population data for Roseville, indicating that Roseville has historically had a larger population in comparison to most of its surrounding communities ([FIGURE 3-2](#)). After experiencing a slight decline in the 1980s, Roseville's population has remained relatively steady in the decades since 1990.

FIGURE 3-2 SOURCE: U.S. CENSUS 2010 AND AMERICAN COMMUNITY SURVEY (2015 ESTIMATES)

Age demographics

The geographic distribution of Roseville’s population aged 50 years and older is shown in [MAP 3-3](#) below, with darker shades of green indicating a higher percentage of older residents.

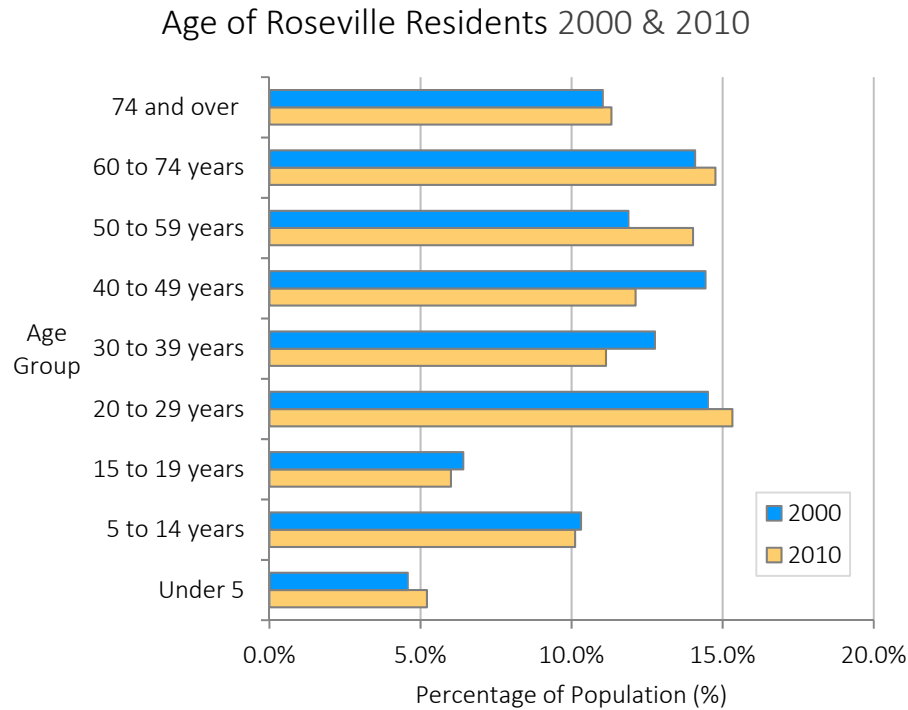
Map 3-3 PERCENTAGE OF THE POPULATION AGED 50 AND OLDER, BY CENSUS BLOCK GROUP
SOURCE: 2016 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)



Like many other communities around the state and the country, Roseville is experiencing a demographic shift toward an aging population. In the decade between 2000 and 2010, the percent of the population falling within the 50 – 59, 60 – 74, and 74-and-over age groups have all increased. Providing adequate housing and services for residents of all ages has been, and will continue to be, a priority for the City of Roseville. As older residents leave their current homes and seek new living arrangements, Roseville is seeing an increase in younger residents and families. [FIGURE 3-3](#) shows an increase in the percentage of residents in the 20 to 29 age group from 2000 to 2010.

The median age in the City of Roseville in 2016 was 40, while the median age at the 2000 census was 41. This mirrors the trend shown in [FIGURE 3-3](#) that younger residents are moving into the city. However, Roseville still trends older overall than the 2016 Ramsey County median age of 35.

FIGURE 3-3 SOURCE: 2010 US CENSUS



Household Income

The geographic distribution of household median income in Roseville is shown in [MAP 3-4](#) below.

Map 3-4 MEDIAN HOUSEHOLD INCOME, BY CENSUS BLOCK GROUP
 SOURCE: 2016 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)

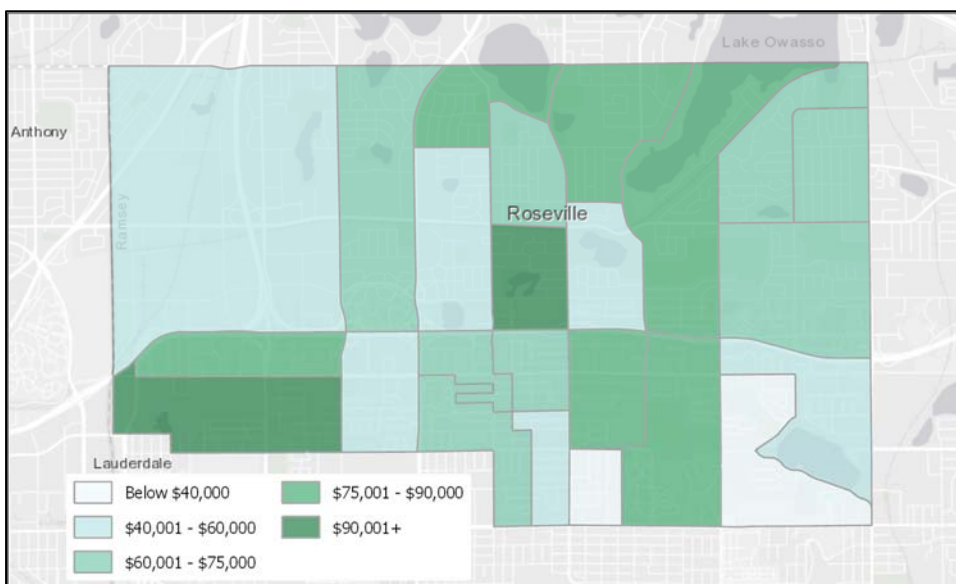
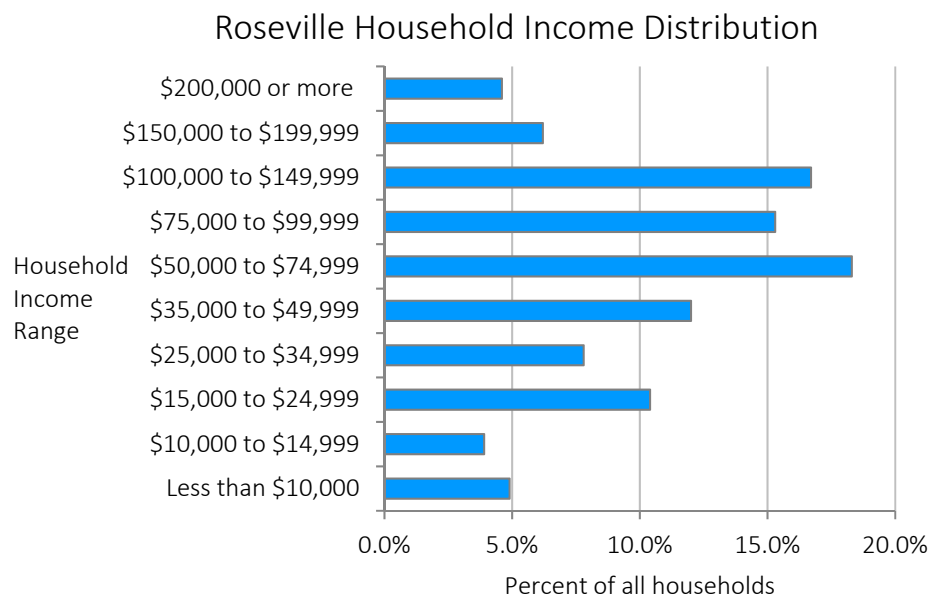


TABLE 3-3 SOURCE: 2015 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)

	Median household income (\$)	Average household income (\$)
Arden Hills	80,208	109,182
Shoreview	79,252	102,286
Falcon Heights	71,765	91,075
Hennepin County	65,834	92,879
Roseville	63,678	79,880
Maplewood	62,527	76,674
New Brighton	60,964	77,575
St. Anthony	60,742	82,997
Ramsey County	56,104	75,483
Minneapolis	51,480	75,185
Little Canada	50,156	64,834
St. Paul	48,757	67,612
Lauderdale	41,792	57,294

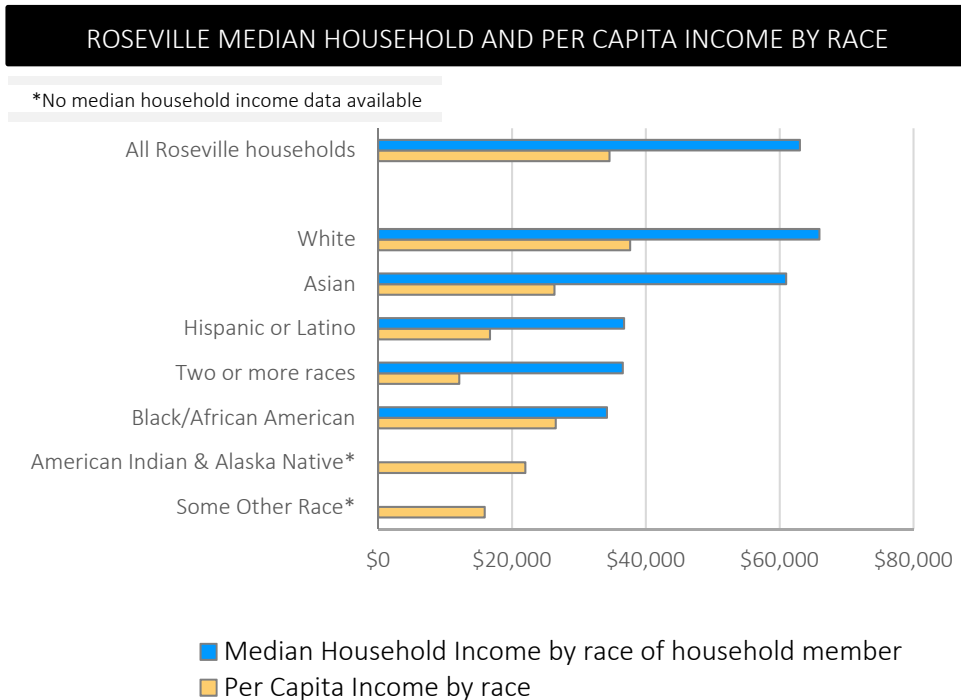
The median and average household income in Roseville is generally consistent with other nearby communities as shown in [TABLE 3-3](#) above. The median and average household income is slightly higher when compared to Ramsey County as a whole, but lower when compared with Hennepin County.

The range of Roseville household incomes is wide. Approximately 50 percent of households make between \$50,000 and \$150,000. About 39 percent of households make less than \$50,000, while 11 percent of households make more than \$150,000 (see [FIGURE 3-4](#)).

FIGURE 3-4 SOURCE: 2015 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)

Income disparities exist along racial lines in Roseville. The median household income for households with a white member is above \$60,000, while the same value for households with Hispanic/Latino or Black membership is below \$40,000 annually. Similar disparities exist when the metric is per capita income.

FIGURE 3-5 SOURCE: 2016 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)



Poverty Rate

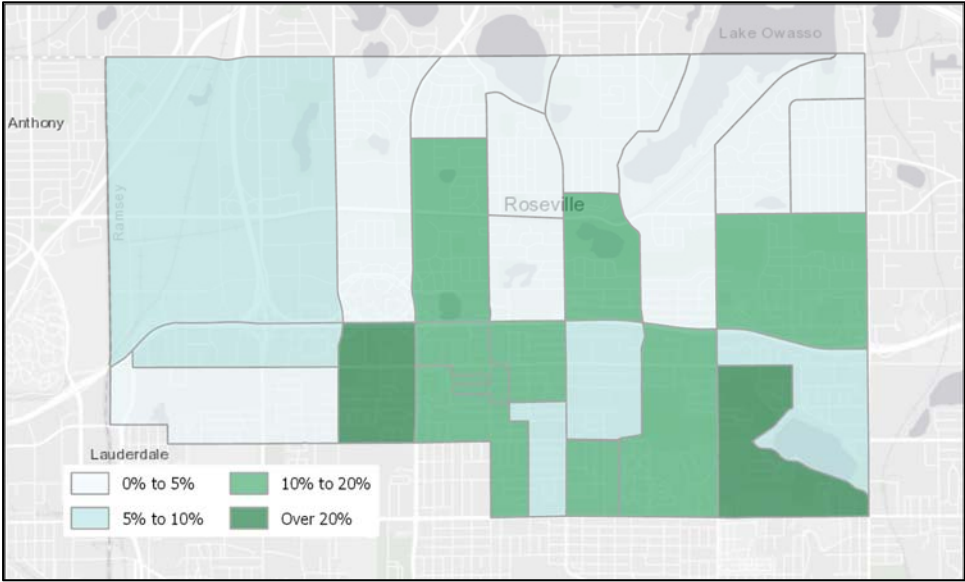
As shown in **TABLE 3-4**, the percentage of Roseville residents living below the poverty level is 11.5 percent, which is slightly lower than average compared to other surrounding communities. The percentage of Roseville residents living below the poverty level has increased significantly from a rate of 4.2 percent in 1999.

TABLE 3-4 SOURCE: 2015 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)

Community	Below poverty
St. Paul	22.3%
Minneapolis	21.9%
Lauderdale	17.9%
Ramsey County	16.5%
Hennepin County	12.5%
Little Canada	12.1%
Roseville	11.5%
New Brighton	11.4%
Falcon Heights	11.1%
Maplewood	9.6%
St. Anthony	6.1%
Shoreview	5.3%
Arden Hills	5.1%

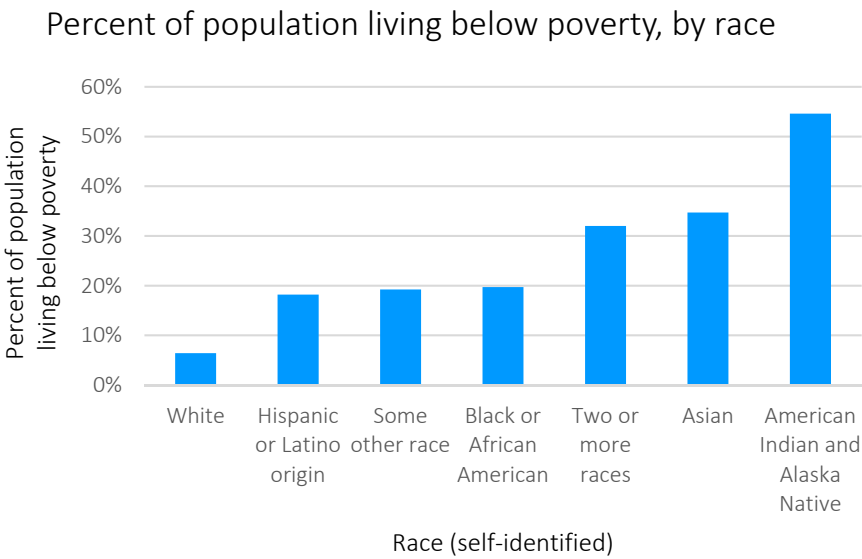
The geographic distribution of poverty in Roseville is shown in [MAP 3-5](#) below, expressed as the percentage of households living at or below the poverty level. This map is, as would be expected, a virtual opposite of [MAP 3-4](#).

MAP 3-5 PERCENTAGE OF POPULATION LIVING AT OR BELOW POVERTY LEVEL, BY CENSUS BLOCK GROUP. SOURCE: 2016 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)



As with household income ([FIGURE 3-4](#)), looking at poverty in Roseville through the racial equity lens tells a more nuanced story. Whereas six percent of the white population in Roseville lives in poverty, poverty is the reality for nearly 20 percent of both the black and Hispanic/Latino populations, 35 percent of the Asian population, and more than half of the American Indian population.

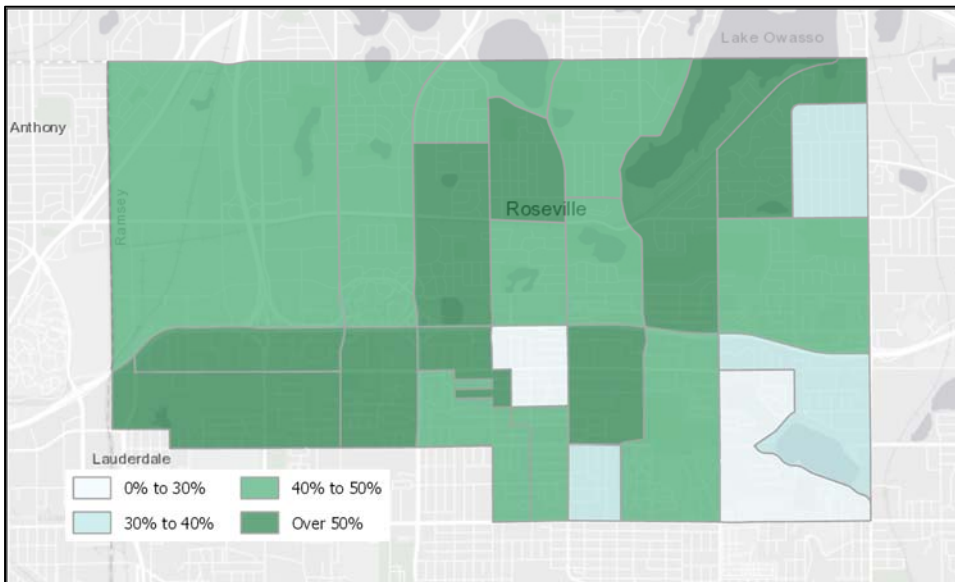
Figure 3-6 SOURCE: 2016 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)EDUCATION



Educational Attainment

The geographic distribution of the educational attainment level of Roseville's population is shown in [MAP 3-6](#) below, expressed as percentage of the population with a bachelor's degree or higher.

MAP 3-6 PERCENTAGE OF THE POPULATION WITH A BACHELOR'S DEGREE OR HIGHER, BY CENSUS BLOCK GROUP. SOURCE: 2016 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)



Roseville's population is becoming increasingly more educated. In 2000, the percentage of Roseville residents with a bachelor's degree or higher was 42.3 percent. In 2015, that number had increased to 46.5 percent ([TABLE 3-5](#)). Maintaining a highly-educated workforce is just one key component to attracting new employers to Roseville.

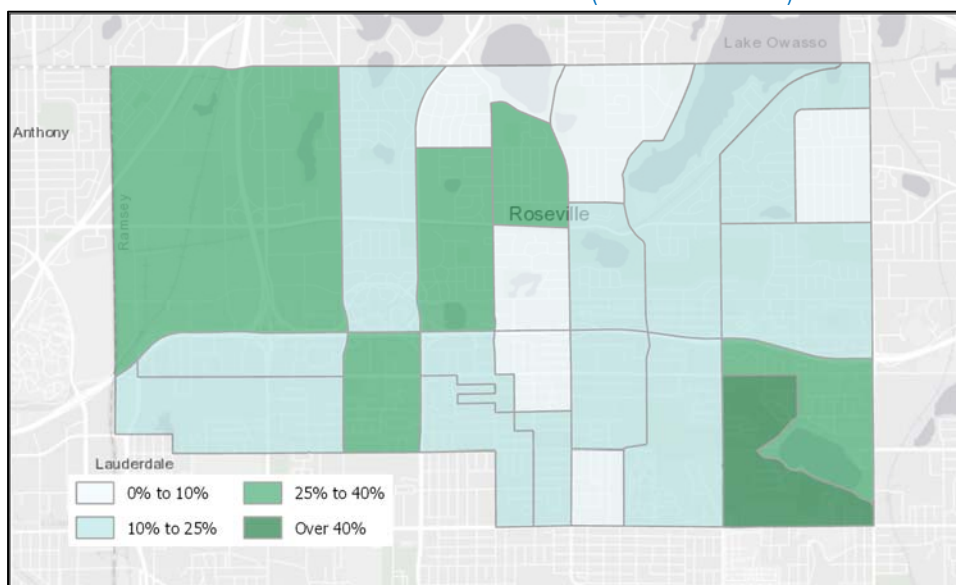
TABLE 3-5 SOURCE: 2015 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)

Educational Attainment of Population 25 Years & Older	Percentage
Total:	24,573
Less than high school graduate	6.6%
High school graduate (includes equivalency)	19.6%
Some college, no degree	18.8%
Associate's degree	8.5%
Bachelor's degree	25.9%
Graduate or professional degree	20.6%

Race

The geographic distribution of Roseville's racial diversity is shown in [MAP 3-7](#) below, expressed as the percentage of the population that identifies as a member of a minority race (race other than White).

MAP 3-7 PERCENTAGE OF THE POPULATION THAT IDENTIFIES AS NON-WHITE, BY CENSUS BLOCK GROUP. SOURCE: 2016 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)



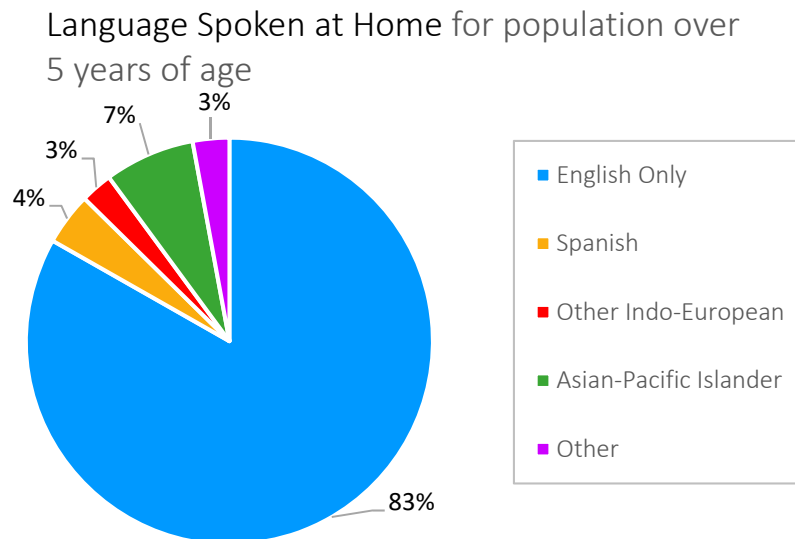
Similar to other nearby communities, Roseville is seeing an increase in racial diversity among its residents. From 2000 to 2010, the rate of non-white individuals in Roseville increased from 10.5 percent to 20.7 percent ([TABLE 3-6](#)). If regional trends for urban communities continue, it is anticipated that the number of non-white individuals in Roseville will continue to grow as a percentage of the overall population. After White-not-Hispanic, Asian-not-Hispanic is the second largest racial ethnicity in Roseville at 7.2 percent.

TABLE 3-6. SOURCE: 2010 US CENSUS

Racial Demographics		
	Population	Percent
White	26,700	79.3%
Black or African American	2,038	6.1%
American-Indian	132	0.4%
Asian	2,436	7.2%
Native Hawaiian/Pacific Islander	11	0.0%
Hispanic or Latino	1,551	4.6%
Other	32	0.1%
Two or More	760	2.3%
	33,660	100.0%

The proportion of the population who speaks a language other than English at home in Roseville is growing. In the year 2000, 91 percent of residents spoke English at home. Today that rate is closer to 83 percent ([FIGURE 3-7](#)), reflecting a growing diversity of residents representing cultures and ethnicities from around the world.

FIGURE 3-7 SOURCE: AMERICAN COMMUNITY SURVEY (2011-2015 ESTIMATES)



4. THE HOUSING LANDSCAPE

In 2016, there were approximately 15,776 housing units within the City of Roseville, made up of a mixture of housing types. Housing is the dominant land use in Roseville, making up 42 percent of the area of the city.

TABLE 3-7 SOURCE: 2016 METROPOLITAN COUNCIL HOUSING STOCK ESTIMATES

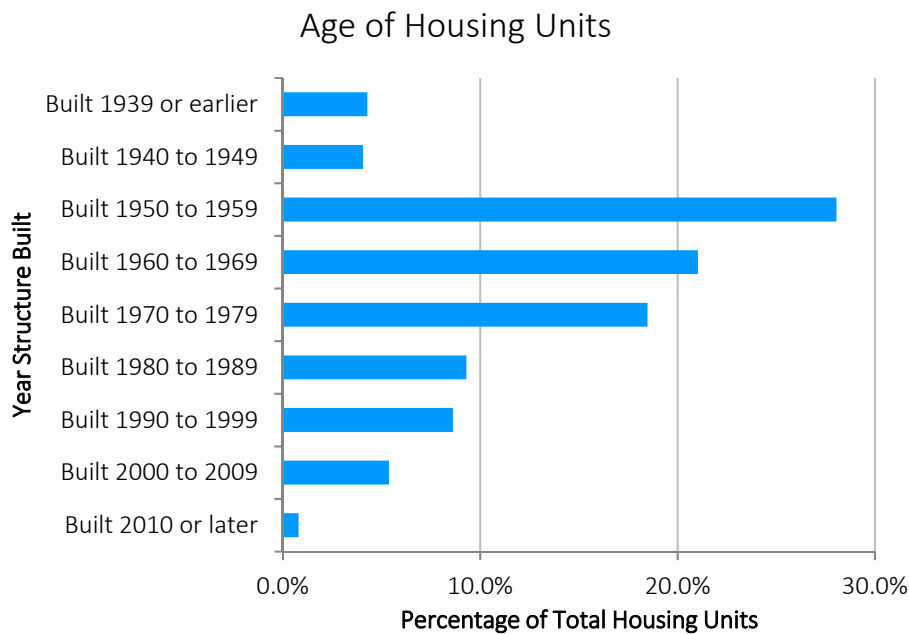
Roseville Housing Units by Housing Type

<i>Single-family units</i>		
Single-Family Detached	8,549	54.2%
Townhomes (single-family attached)	1,016	6.4%
Manufactured Home & Other (boat, RV)	124	0.8%
<i>Multifamily units</i>		
Duplex, Triplex, and Quadruplex	246	1.6%
Multifamily (5 units or more)	5,841	37.0%
2016 Total	15,776	

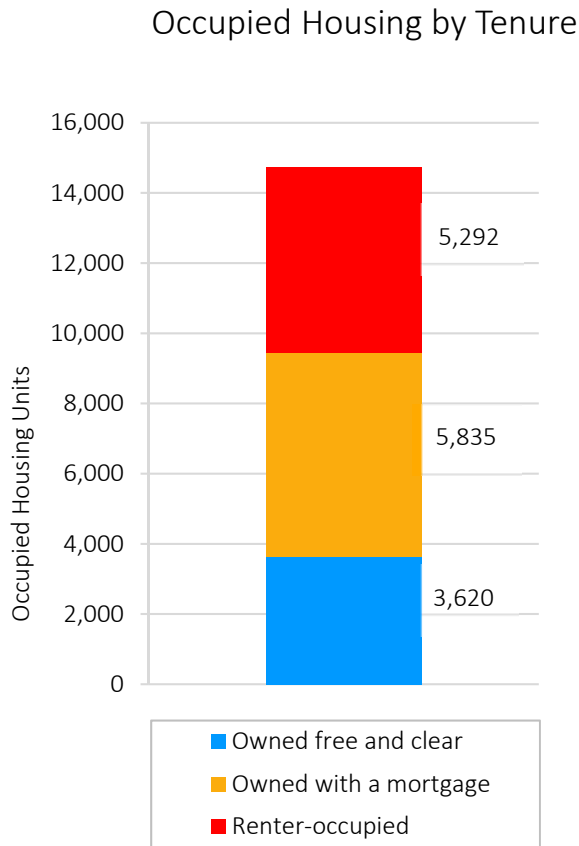
Single-family detached is by far the most dominant type of housing unit within Roseville (TABLE 3-7), and it requires the most land per household. With Roseville mostly fully developed, it is likely that most new housing units will come through redevelopment at increased housing densities.

Maintaining a quality housing stock is essential to a healthy Roseville. Similar to many inner-ring suburban communities, Roseville is seeing its housing stock age. Approximately 76 percent of housing units in Roseville were built prior to 1980.

FIGURE 3-8 SOURCE: 2015 AMERICAN COMMUNITY SURVEY (5-YEAR ESTIMATES)



While the majority of Roseville’s housing is owner-occupied, an estimated 36 percent of Roseville’s housing units are occupied by renters (FIGURE 3-9).

FIGURE 3-9 DATA SOURCE: AMERICAN COMMUNITY SURVEY (2015 ESTIMATES)

5. THE ECONOMY

The Metropolitan Council estimates there were nearly 37,000 jobs in Roseville in 2015 (TABLE 3-8). Average annual wages were \$46,047, which falls short of the Ramsey County average annual wage by about \$10,000. This may be because the retail, health, and food services industries which are dominant in Roseville's job landscape, tend to generate lower-wage positions. The Metropolitan Council's employment forecast predicts that Roseville will gain around 4,000 jobs by 2040.

TABLE 3-8 SOURCE: QUARTERLY CENSUS OF EMPLOYMENT AND WAGES,
MN DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT.

Industry	Employment Total
Retail Trade	5,802
Health Care and Social Assistance	5,735
Accommodation and Food Services	4,064
Administrative and Waste Services	2,588
Transportation and Warehousing	2,490
Professional and Technical Services	2,330
Construction	2,259
Manufacturing	2,152
Educational Services	2,068
All Other Industries	1,789
Finance and Insurance	1,259
Information	1,024
Public Administration	971
Other Services, Ex. Public Admin	957
Real Estate and Rental and Leasing	741
Management of Companies and Enterprises	366
Arts, Entertainment, and Recreation	343
Total:	36,930

6. PAST AND FUTURE GROWTH

Forecasts for Roseville

The Metropolitan Council has developed growth forecasts for Roseville by decade, addressing the projected population, number of households, and number of jobs ([TABLE 3-9](#)).

From its 2010 size of 33,660 people, the total population of the City of Roseville is expected to grow by 840 people by the year 2040, a very modest increase for a city of its size. The population growth is projected to be overtaken by the growth in new households, which may speak to a shift away from an aging demographic in Roseville. The City can expect a growth of around 1,500 households and over 4,000 new jobs over the next 25 years. As an inner-ring, developed suburb, Roseville will accommodate population growth and economic development largely through strategic redevelopment opportunities that allow for new or denser configurations of housing within the community.

TABLE 3-9 SOURCE: 2010 US CENSUS AND METROPOLITAN COUNCIL FORECASTS

Roseville Forecast, 2010-2040

Forecast Year	Population	Persons per Household	Households	Employment
2010 (US Census)	33,660	2.30	14,623	35,104
2016 (estimate)	35,836	2.24	15,245	37,452
2020	36,000	2.24	15,300	38,800
2030	36,200	2.19	15,700	39,800
2040	36,700	2.17	16,100	40,800
<i>Overall Change from 2016</i>	+864	-0.07	+855	+3,348

Comprehensive planning involves planning for people and jobs that are not yet here. The Metropolitan Council develops population, housing, and employment forecasts as a component of a Community System Statement to help communities set realistic goals and policies to plan for the future needs and trajectories of the community over the decades to come. The Council's forecasts have been incorporated into this Plan update to plan pragmatically for all City systems and services in the future.

Roseville's 2040 Comprehensive Plan will incorporate regional policy and metro-wide goals while also integrating important local goals, objectives, and preferred outcomes. Both regional *Thrive MSP 2040* outcomes, as well as the local goals and priorities identified in Chapter 2, will form the foundational lenses of this Plan, guiding decision making and informing the content of each subsection. The chapters that follow will build on this community profile, and an understanding of who and what is here now, to create a vision for who and what this community will be by the year 2040.