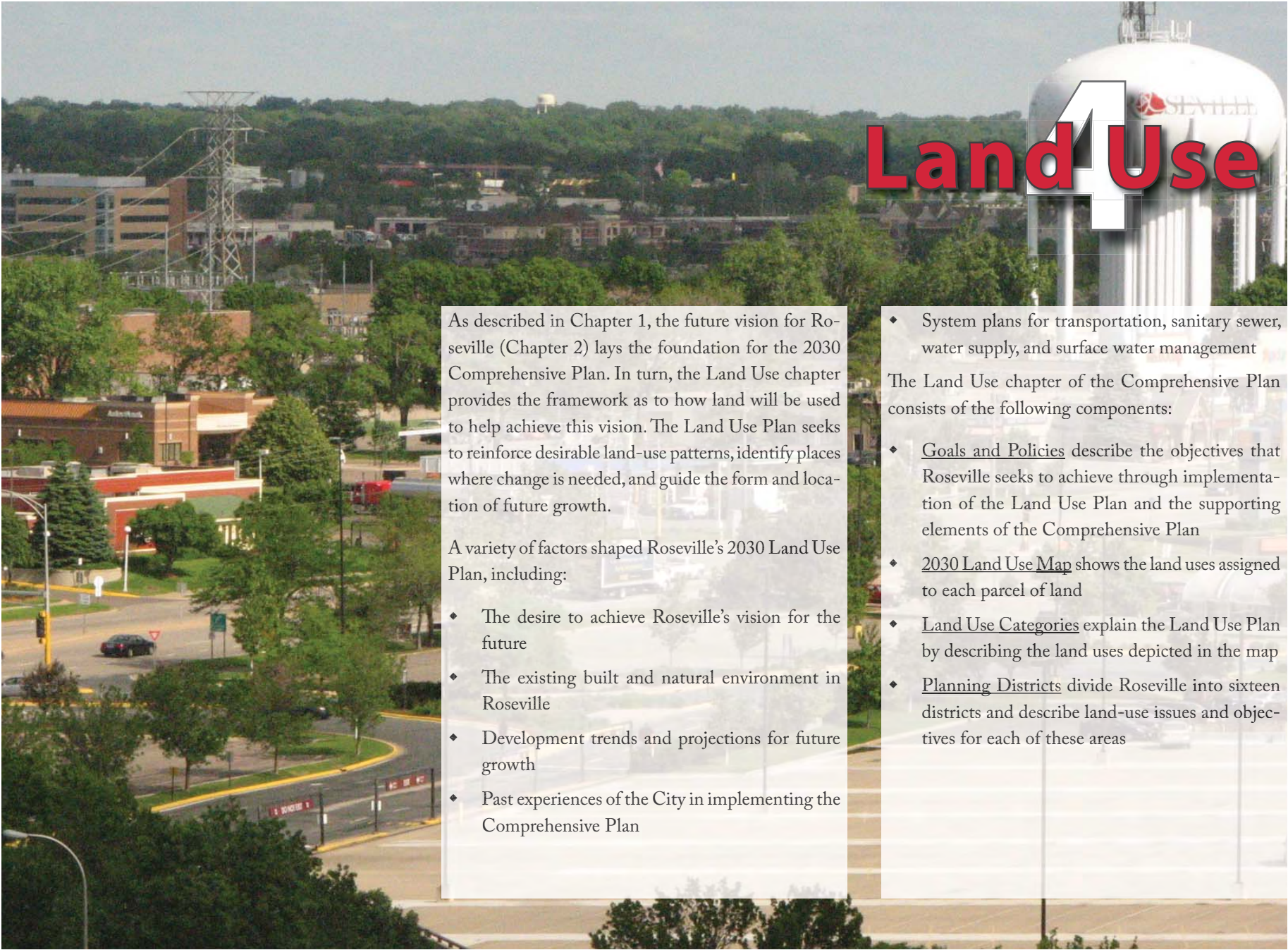




Land 4 Use

As described in Chapter 1, the future vision for Roseville (Chapter 2) lays the foundation for the 2030 Comprehensive Plan. In turn, the Land Use chapter provides the framework as to how land will be used to help achieve this vision. The Land Use Plan seeks to reinforce desirable land-use patterns, identify places where change is needed, and guide the form and location of future growth.

A variety of factors shaped Roseville's 2030 Land Use Plan, including:

- ♦ The desire to achieve Roseville's vision for the future
- ♦ The existing built and natural environment in Roseville
- ♦ Development trends and projections for future growth
- ♦ Past experiences of the City in implementing the Comprehensive Plan

- ♦ System plans for transportation, sanitary sewer, water supply, and surface water management

The Land Use chapter of the Comprehensive Plan consists of the following components:

- ♦ Goals and Policies describe the objectives that Roseville seeks to achieve through implementation of the Land Use Plan and the supporting elements of the Comprehensive Plan
- ♦ 2030 Land Use Map shows the land uses assigned to each parcel of land
- ♦ Land Use Categories explain the Land Use Plan by describing the land uses depicted in the map
- ♦ Planning Districts divide Roseville into sixteen districts and describe land-use issues and objectives for each of these areas

Goals and Policies

The plans for land use in the City of Roseville are guided by the following goals and policies.

General Land Use Goals and Policies

Goal 1: Maintain and improve Roseville as an attractive place to live, work, and play by promoting sustainable land-use patterns, land-use changes, and new developments that contribute to the preservation and enhancement of the community's vitality and sense of identity.

Policy 1.1: Promote and provide for informed and meaningful citizen participation in planning and review processes.

Policy 1.2: Ensure that the City's official controls are maintained to be consistent with the 2030 Land Use Plan.

Policy 1.3: Ensure high-quality design, innovation, sustainability, and aesthetic appeal in private and public development and redevelopment, with emphasis on efficient site access, appropriately sized parking areas, and overall beautification through the adoption and utilization of year-round landscaping and site design standards, guidelines, principles, and other criteria.

Policy 1.4: Maintain orderly transitions between different land uses in accord with the general land-use guidance of the Comprehensive Plan by establishing or strengthening development design standards.

Policy 1.5: Promote well-planned and coordinated development.

Policy 1.6: Encourage improvements to the connectivity and walkability between and within the community's neighborhoods, gathering places and commercial areas through new development, redevelopment, and infrastructure projects.

Policy 1.7: Create a higher aesthetic level for the community through use of redevelopment and infrastructure improvements to reduce or eliminate visual pollutants such as overhead power, cable, and telephone lines, traffic controllers, junction boxes, and inappropriate signage.

Policy 1.8: Reduce land consumption for surface parking by encouraging construction of multilevel and underground parking facilities, shared parking facilities, and other strategies that minimize surface parking areas while providing adequate off-street parking.

Policy 1.9: Encourage and support new development, redevelopment, and infrastructure improvements that incorporate and protect alternative energy sources, such as solar access, geothermal, wind, and biomass.

Policy 1.10: Promote and support the provision of a citywide technology infrastructure that is accessible to both the public and private sectors.

Policy 1.11: Establish and maintain cooperative working relationships with other governmental bodies for mutual benefit in planning land use.

Policy 1.12: Consider opportunities for acquisition of institutional property proposed for conversion to private use and private property for sale that fills a need for parks, open space, or trail corridors.

Goal 2: Maintain and improve the mix of residential, commercial, employment, parks, and civic land uses throughout the community to promote a balanced tax base and to anticipate long-term economic and social changes.

Policy 2.1: Review the Land Use Plan regularly to ensure its usefulness as a practical guide to current and future development. Whenever practicable, coordinate the Plan with the plans of neighboring communities, the county, school districts, and the most current Metropolitan Council system plans.

Policy 2.2: Promote and support transit-oriented development and redevelopment near existing and future transit corridors.

Policy 2.3: Encourage a broad mix of commercial businesses within the community to diversify and strengthen the tax base and employment opportunities.

Goal 3: Identify underutilized, deteriorated, or blighted properties and guide them toward revitalization, reinvestment, or redevelopment consistent with community goals and good planning and development principles.

Policy 3.1: Support the use of master plans for small redevelopment areas.

Policy 3.2: Promote redevelopment that reduces blight, expands the tax base, enhances the mix of land uses in the community, and achieves other community objectives.

Policy 3.3: Apply strategies to effectively enforce City codes related to the maintenance of buildings and property.

Goal 4: Protect, improve, and expand the community's natural amenities and environmental quality.

Policy 4.1: Promote the use of energy-saving and sustainable design practices during all phases of development including land uses, site design, technologies, buildings, and construction techniques.

Policy 4.2: Seek to use environmental best practices for further protection, maintenance, and enhancement of natural ecological systems including lakes, lakeshore, wetlands, natural and man-made storm water ponding areas, aquifers, and drainage areas.

Policy 4.3: Promote preservation, replacement, and addition of trees within the community.

Policy 4.4: Existing and future development of business and industry, shopping, transportation, housing, entertainment, leisure, and recreation opportunities shall be in harmony with the commitment Roseville has made to its environment and quality of life, without compromising the ability of future generations to meet their own needs.

Goal 5: Create meaningful opportunities for community and neighborhood engagement in land-use decisions.

Policy 5.1: Utilize traditional and innovative ways to notify the public, the community, and neighborhoods about upcoming land-use decisions as early as possible in the review process.

Policy 5.2: Require meetings between the land-use applicant and affected persons and/or neighborhoods for changes in land-use designations and projects that have significant impacts, prior to submittal of the request to the City.

Policy 5.3: Provide for and promote opportunities for informed citizen participation at all levels in the planning and review processes at both the neighborhood and community level.

Policy 5.4: Ensure adequate and diverse representation of the appropriate stakeholders in land-use studies and advisory bodies.

Residential Area Goals and Policies

Goal 6: Preserve and enhance the residential character and livability of existing neighborhoods and ensure that adjacent uses are compatible with existing neighborhoods.

Policy 6.1: Promote maintenance and reinvestment in existing residential buildings and properties, residential amenities, and infrastructure to enhance the long-term desirability of existing neighborhoods and to maintain and improve property values.

Policy 6.2: Where higher intensity uses are adjacent to existing residential neighborhoods, create effective land use buffers and physical screening.

Goal 7: Achieve a broad and flexible range of housing choices within the community to provide sufficient alternatives to meet the changing housing needs of current and future residents throughout all stages of life.

Policy 7.1: Promote flexible development standards for new residential developments to allow innovative development patterns and more efficient densities that protect and enhance the character, stability, and vitality of residential neighborhoods.

Policy 7.2: Encourage high-quality, mixed residential developments that achieve the community's goals, policies, and performance standards, encourage parks and open space, and use high-quality site design features and building materials.

Policy 7.3: Consider increased densities in new residential developments to reduce housing costs, improve affordability, and attract transit-oriented development.

Policy 7.4: Promote increased housing options within the community that enable more people to live closer to community services and amenities such as commercial areas, parks, and trails.

Policy 7.5: Consider the conversion of underutilized commercial development into housing or mixed-use development.

Goal 8: Promote a sense of community by encouraging neighborhood identity efforts within the community.

Policy 8.1: Seek opportunities to plan, design, and develop inter- and intra-generational, multipurpose neighborhood gathering places.

Policy 8.2: Where feasible, provide or improve connections between residential areas and neighborhood amenities such as parks, trails, and neighborhood business areas.

Commercial Area Goals and Policies

Goal 9: Provide attractive, inviting, high-quality retail shopping and service areas that are conveniently and safely accessible by multiple travel modes including transit, walking, and bicycling.

Policy 9.1: Encourage commercial areas to make efficient use of land, provide for safe vehicular and pedestrian movements, provide adequate parking areas, provide appropriate site landscaping, and create quality and enduring aesthetic character.

Policy 9.2: Promote commercial development that is accessible by transit, automobile, walking, and bicycle.

Policy 9.3: Seek to make on-site transit stops part of commercial development and redevelopment.

Goal 10: Promote an appropriate mix of commercial development types within the community.

Policy 10.1: Use the Comprehensive Plan to guide new commercial development to locations appropriate for its scale and use.

Policy 10.2: Emphasize the development of commercial uses that meet the needs of existing and future Roseville residents.

Policy 10.3: Support neighborhood-scale commercial areas that provide convenient access to goods and services at appropriate locations within the community.

Employment Area Goals and Policies

Goal 11: Achieve a healthy balance between commercial and employment land uses to maintain a sound and diversified economic base and living-wage jobs.

Policy 11.1: Promote and support the redevelopment of physically and economically obsolete or underutilized property.

Policy 11.2: Restrict and control open storage uses in commercial and industrial areas.

Policy 11.3: Encourage the development of multistory office and light-industrial uses to use land efficiently, expand the property tax base, and create jobs.

Policy 11.4: Use official controls to ensure all office, industrial, and business park developments consist of high-quality design, efficient parking strategies, and appropriate site landscaping.

Policy 11.5: Ensure the provision of adequate parking facilities for employment uses and encourage the use of shared, multilevel, and/or underground parking structures to reduce excessive use of land area for parking.

Goal 12: Minimize the potentially negative impacts of high-intensity employment uses.

Policy 12.1: Direct the location and development of businesses generating significant large truck traffic to areas with appropriate infrastructure.

Policy 12.2: Encourage improvements that reduce nuisance characteristics of high-intensity employment uses, especially near residential uses.

Mixed-Use Area Goals and Policies

Goal 13: Improve the community's mix of land uses by encouraging mixed medium- and high-density residential uses with high-quality commercial and employment uses in designated areas.

Policy 13.1: Facilitate the improvement, environmental remediation, and redevelopment of underutilized, heavy-industrial land and trucking facilities in designated locations into a compatible mixture of residential and employment uses.

Policy 13.2: Develop and utilize master plans, as official controls, for redevelopment areas in order to achieve an appropriate mixture of uses in the mixed-use areas designated on the 2030 Future Land Use Map.

Goal 14: Promote and support the development of mixed-use areas that have a rich mix of related and mutually reinforcing uses within walking distance of each other.

Policy 14.1: Encourage a mix of two or more uses within each development project either within the same building or horizontally on the site.

Policy 14.2: Use official controls to ensure all mixed-use development is cohesive, compact, and pedestrian-oriented, consisting of high-quality design, efficient parking strategies, and appropriate site landscaping.

Policy 14.3: Promote and support the provision of a robust system of public spaces within mixed-use areas such as parks, plazas, pathways, streets, and civic uses to encourage community gathering and connections.

Policy 14.4: Discourage piecemeal development that does not achieve the goals and policies for mixed-use areas.



Housing and Neighborhoods 6

Housing and Neighborhoods is the primary chapter of the Comprehensive Plan that guides future development and improvements to the City's housing and neighborhoods. This chapter contains the following elements:

- ♦ Introduction
- ♦ Goals and Policies
- ♦ Housing Age and Tenure
- ♦ Housing Types and Trends
- ♦ Future New Housing Needs, Potential Sites, and Unit Projections
- ♦ Housing Programs and Agencies

Introduction

Housing is a basic human need and an essential component of the quality of life in a community. Maintaining diverse, safe, and affordable housing is one of the most critical matters facing the city of Roseville over the next twenty years. The availability of a variety of housing types, styles, and price ranges, which allows residents to move through the life-cycle housing chain, is a key factor in maintaining a community's ability to thrive well into the future. Roseville has had numerous conversations regarding the type of housing that should be developed in order to continue to make the community a desirable place to live.

Diverse, affordable, and high-quality housing and neighborhoods are critical components in defining Roseville, maintaining a healthy tax base, and attracting and retaining residents and businesses. Neighborhoods are the building blocks of the larger community, and many people identify with the social and physical

aspects of their neighborhood. Because of the shared community connections within neighborhoods, they often foster grass-roots civic discourse. Healthy neighborhoods bring vitality and promote investment in the larger community, providing a firm foundation to plan for Roseville's future.

Goals and Policies

The following goals and policies are established to guide future development and decision making relating to housing and neighborhoods in the city:

Goal 1: Provide a wide variety of housing options in order to retain and attract a diverse mix of people and family types with varying economic statuses, ages, and abilities.

Policy 1.1: Promote the development of housing stock that is appealing to persons of varying economic means.

Policy 1.2: Regularly review official controls to ensure opportunities for development of new housing stock, enhancement of existing housing stock, and ability to provide a diversity of housing choices.

Policy 1.3: Encourage the development of market-rate, intergenerational rental housing.

Policy 1.4: Partner with the Roseville Housing and Redevelopment Authority (HRA) to provide programs that encourage a range of housing choices for all residents in Roseville.

Policy 1.5: Partner with regional, state, and federal agencies, other cities/HRAs, nonprofit groups, and private-sector developers to provide high-quality, af-

fordable housing to accommodate the City's share of regional affordable-housing needs.

Policy 1.6: Integrate housing plans and policies with other City planning initiatives.

Goal 2: Maintain and enhance Roseville as a community with strong, desirable, and livable neighborhoods.

Policy 2.1: Promote and maintain neighborhoods through official controls supporting design elements that create safer streets, facilitate social interaction between neighbors, and enhance neighborhood connectivity, such as sidewalks or pathways, streetscaping, traffic-calming strategies, and open or green space.

Policy 2.2: Provide programs for rehabilitating and upgrading existing housing stock.

Policy 2.3: Support housing renovation, redevelopment, and/or infill projects that complement existing neighborhood character and improve neighborhood desirability and longevity.

Policy 2.4: Maintain and encourage a mix of housing types in each neighborhood based on available amenities, transportation resources, and adjacent land uses.

Policy 2.5: Encourage the integration of affordable housing in new and existing neighborhoods.

Policy 2.6: Prevent neighborhood decline by supporting ongoing code-compliance inspections and neighborhood reinvestment strategies.

Policy 2.7: Encourage communication channels between residential and commercial property owners/managers to resolve potential neighborhood issues.

Policy 2.8: Identify and encourage the preservation of historic homes and neighborhoods.

Goal 3: Encourage the development of neighborhood identities that build a sense of community and foster neighborhood interaction, as appropriate.

Policy 3.1: Foster the creation of individual neighborhood identities through the promotion of each neighborhood's unique attributes and amenities.

Policy 3.2: Assist residents in developing and maintaining neighborhood organizations and forums.

Policy 3.3: Create two-way paths of communication between the City and neighborhood organizations regarding overall citywide information and specific issues of concern and interest to individual neighborhoods.

Policy 3.4: Encourage neighborhood-based planning processes that rely heavily on resident participation.

Policy 3.5: Consider involvement of neighborhood residents in further development of area plans for the 16 planning districts (Land Use Chapter 4) within the framework of the Roseville 2025 Vision and the Comprehensive Plan.

Policy 3.6: Partner with neighborhood organizations to provide forums for residents to participate in the achievement of the housing and neighborhood goals.

Goal 4: Integrate environmental stewardship practices into the housing stock and neighborhoods.

Policy 4.1: Support official controls and programs that incorporate state-of-the-art technology for new construction or rehabilitation of existing homes that promotes innovative and sustainable building methods.

Policy 4.2: Encourage the use of high-quality, durable, and energy-efficient building materials and home products in renovations of existing and construction of new housing to promote decreased energy and land consumption, resource efficiency, indoor environmental quality, and water conservation, and to lessen site, neighborhood, and community impacts.

Policy 4.3: Encourage third-party certification, such as Leaders in Energy, Environmental Design (LEED), MNGreenstar, and EnergyStar, of “green” building practices for new and renovated housing units and developments.

Policy 4.4: Create ongoing resources to educate the community about “green” renovation and healthy building techniques.

Policy 4.5: Encourage the use of low-impact landscaping, such as no-mow yards, native landscaping, and rain gardens, to reduce the consumption of natural resources in yard maintenance.

Policy 4.6: Encourage housing development on sites that have access to multiple modes of transportation, including transit, biking, walking, and to sites that efficiently utilize land in a sustainable manner.

Goal 5: Continue support of housing and neighborhood programming provided by the HRA that address community needs.

Policy 5.1: Work in partnership with the HRA to identify housing issues, provide resources for housing programs, and educate Roseville residents on housing-related topics.

Policy 5.2: Coordinate with the HRA on implementation of housing-related activities identified within the Comprehensive Plan.

Housing Age and Tenure

Roseville experienced a significant housing boom between the 1940s and 1970s with 83% of all owner-occupied units and 74% of all rental units being constructed during this period (see Table 6.1). This rapid development of housing over a relatively short time period has resulted in housing stock and neighborhoods that are reaching the age when they will concurrently require significant investment.

The ratio of owner-occupied housing to rental housing has remained consistent over the last two decades. According to the 1990 and 2000 U.S. Censuses, approximately two-thirds of the housing stock is owner-occupied and one-third are rental units (see Table 6.2). This balance continued through 2007 based on the number and type of new-construction building permits issued by the City.

In the last several years, the community expressed concern regarding conversion of owner-occupied, single-family homes to rental housing. The Census data shows a consistent number of single-family rentals over time, with 218 units in 1990 and 206 units in 2000. Anecdotal information has suggested that the rate of conversion of older single-family homes from owner occupancy to rental has increased. The City will continue to monitor housing tenure trends over time.

Housing Costs and Affordability

The U.S. Department of Housing and Urban Development defines housing affordability as requiring no more than 30% of household income for housing costs. According to Census 2000, the owners of 86% of Roseville’s single-family, owner-occupied households paid less than 30% of their household incomes toward

Economic Development and Redevelopment

Introduction

Economic development and redevelopment are not required contents for the Comprehensive Plan. These aspects of community development are, however, critically important for the future of Roseville. Through this Comprehensive Plan, the City continues to place strong emphasis on the enhanced quality of life for its residents and businesses by promoting the creation of living-wage jobs, expansion of the property-tax base, prevention of blight, and enhancement of community image.

The Economic Development and Redevelopment chapter of the Comprehensive Plan contains the following components:

- ◆ Goals and Policies
- ◆ Implementation Strategies
 - Opportunity Areas
 - Facilitating Redevelopment
 - Tools for Public Actions
 - Keys to Implementation

The Economic Development and Redevelopment chapter works in conjunction with other chapters of the Comprehensive Plan:

- ◆ Land Use seeks to establish and maintain areas that enable Roseville to attract and retain high-quality businesses.
- ◆ Transportation creates and maintains a street system that makes Roseville a viable business environment. The transportation system provides the connections between businesses, employees, customers and the market.
- ◆ Utilities provide the wastewater treatment and water-supply systems required to operate a wide range of businesses.
- ◆ Housing and Neighborhoods help to ensure that Roseville has a suitable supply of housing to attract people that become the customers and employees of local businesses.

In a perfect world, the Comprehensive Plan would not include a separate economic development and redevelopment chapter, as the development needs of the

community would be met through the combination of market forces, land-use planning, and other City land-use controls. However, in reality, this approach may leave certain development needs and community objectives unmet. The purpose of the Economic Development and Redevelopment Chapter of the Comprehensive Plan is to identify gaps and reinforce policies in the other chapters of the Comprehensive Plan and provide a foundation for local decision making to guide economic development and redevelopment efforts in Roseville.

Goals and Policies

The following goals and policies guide City actions related to economic development and redevelopment.

Goal 1: Foster economic development and redevelopment in order to achieve Roseville's vision, create sustainable development, and anticipate long-term economic and social changes.

Policy 1.1: Use planning studies to evaluate options and to establish plans for reinvestment, revitalization, and redevelopment of key areas and corridors.

Policy 1.2: Ensure that local controls allow for contemporary retail, office, and industrial uses that are part of the community vision.

Policy 1.3: Encourage an open dialogue between project proposers, the surrounding neighborhood, and the broader community through individual and neighborhood meetings and use of technology.

Policy 1.4: Enhance communication of the community's objectives for promoting business development to enhance the quality of life in Roseville.

Policy 1.5: Where appropriate, use public-private partnerships to achieve the community's economic development and redevelopment goals.

Goal 2: Enhance opportunities for business expansion and development that maintains a diverse revenue base in Roseville.

Policy 2.1: Foster strong relationships with existing and prospective businesses to understand their needs and to maximize opportunities for business retention, growth, and development.

Policy 2.2: Support existing businesses and welcome new businesses to serve Roseville's diverse population and/or provide attractive employment options that encourage people to live within the community.

Policy 2.3: Improve the awareness of community assets and opportunities that Roseville offers prospective businesses through ongoing participation in regional economic development organizations and coordination with county and regional agencies.

Policy 2.4: Encourage locally owned and/or small businesses to locate or expand in Roseville.

Goal 3: Establish an infrastructure system to meet the needs of current businesses and facilitate future growth.

Policy 3.1: Work with local businesses and the Metropolitan Council to improve transit service to, from, and within Roseville.

Policy 3.2: Work with Ramsey County, MnDOT, and the Metropolitan Council to promote, coordinate, and facilitate regional improvements to the roadway system, as well as to communicate planned roadway

improvements to the general public in advance of construction.

Policy 3.3: Ensure that adequate public utilities (e.g., sewer and water) will be available to serve future commercial and industrial development.

Policy 3.4 Encourage and promote the development of advanced, state-of-the-art telecommunication and information technology infrastructure to and within Roseville.

Policy 3.5: Work with service providers to ensure adequate supplies and reliable distribution systems for electricity and natural gas.

Goal 4: Encourage reinvestment, revitalization, and redevelopment of retail, office, and industrial properties to maintain a stable tax base, provide new living-wage job opportunities, and increase the aesthetic appeal of the city.

Policy 4.1: Encourage and facilitate infill commercial, industrial, and office development on vacant commercial parcels to ensure maximum efficiency of land use.

Policy 4.2: Encourage and facilitate redevelopment of or distressed commercial, industrial, and retail properties into viable developments by working with property owners and interested developers.

Policy 4.3: Foster environmental remediation of polluted property through partnerships with property owners and funding agencies.

Policy 4.4: Use inspections and code enforcement to promote the maintenance of property, identify ongoing issues, and prevent the spread of potential blighting factors.

Policy 4.5: Continue to give attention to creating and maintaining aesthetic quality in all neighborhoods and business districts.

Goal 5: Make effective use of available financial resources to facilitate community economic development and redevelopment objectives.

Policy 5.1: Establish a strong working knowledge of the type and purpose of available municipal, regional, state, and federal development incentive programs.

Policy 5.2: Review new and innovative economic development incentives for application in Roseville.

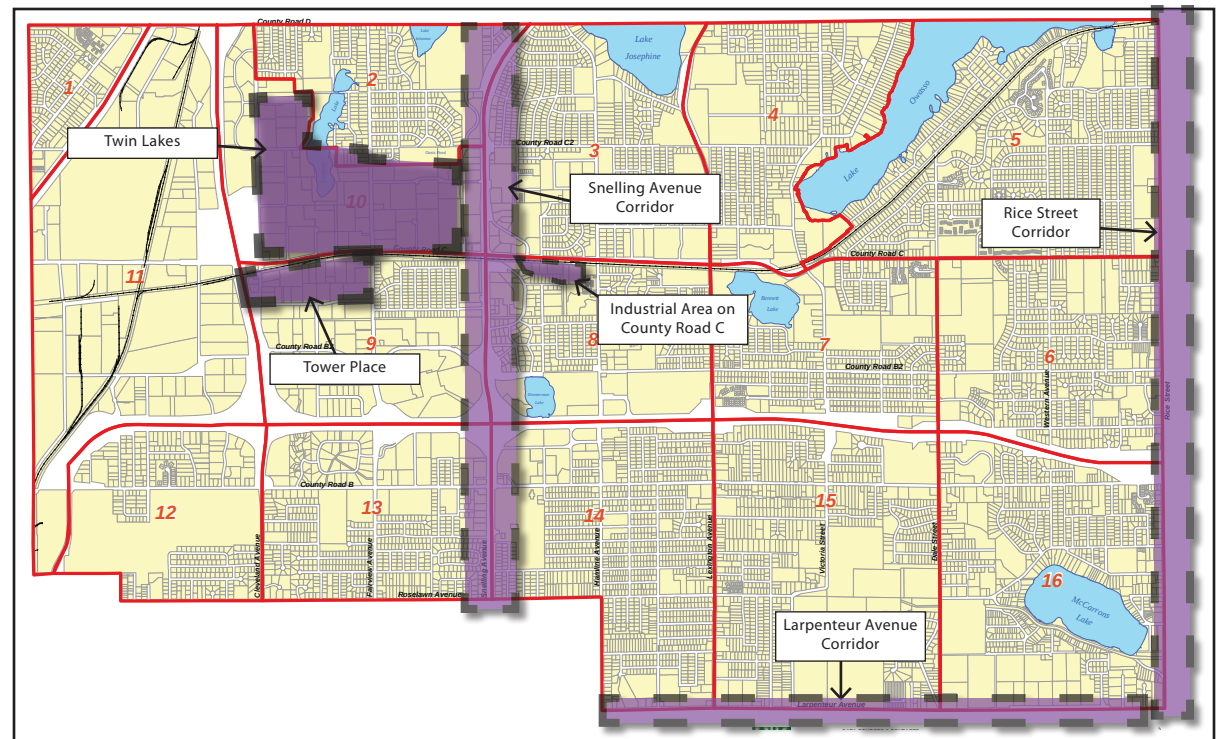
Policy 5.3: Establish guidelines for the use of financial incentives to promote the most effective use of limited resources, including tax revenues.

Goal 6: Integrate environmental stewardship practices into commercial development.

Policy 6.1: Foster transit-supportive development along existing and planned transit corridors.

Policy 6.2: Support official controls and programs that incorporate state-of-the-art technology for new construction or rehabilitation of existing commercial buildings that promotes innovative and sustainable building methods.

Policy 6.3: Encourage the use of high-quality, durable, and energy-efficient building materials and construction products in renovations of existing buildings and construction of new buildings to promote decreased energy and land consumption, resource efficiency, indoor environmental quality, and water conservation, and to lessen site and community impacts.



Opportunity Areas

Figure 7.1

Policy 6.4: Encourage third-party certification (e.g., LEED) of “green” building practices for new and renovated commercial structures.

Policy 6.5: Create ongoing resources to educate the development community about “green” renovation and “healthy building” construction techniques.

Policy 6.6: Encourage the use of low-impact and low-maintenance landscaping within commercial development to decrease natural resources consumed by landscape maintenance.

Policy 6.7: Encourage the reduction of impervious surfaces, including consideration of decreasing parking requirements in return for additional landscaping and pervious surfaces.

Implementation Strategies

The Economic Development and Redevelopment Chapter of the Comprehensive Plan creates a framework for public action. Many of the detailed plans and programs used to address economic development and redevelopment needs lie outside the Comprehensive Plan. This approach allows more flexibility in responding to changing market forces and development needs and opportunities.

Opportunity Areas

The Land Use chapter identifies a series of areas with particular opportunity for future redevelopment. A key to implementing the Comprehensive Plan will be understanding the development opportunities in these areas in order to create a plan for desired public improvements and to encourage the desired private investment. The map in Figure 7.1 highlights the location of these areas. The remainder of this section briefly describes the nature of the redevelopment opportunity in each area.

Rice Street Corridor

The Rice Street Corridor forms the eastern boundary of Roseville. The corridor is a complex setting with a wide range of land uses located in Roseville, Little Canada and Maplewood. It creates both the opportunity and the need for planned and coordinated redevelopment. The level of study conducted with the 2008 update did not allow for the planning needed to explore future land-use options in conjunction with the adjacent cities. The Rice Street Corridor is part of Planning Districts 5, 6 and 16 in the Land Use chapter.

Snelling Avenue Corridor

The Snelling Avenue Corridor is important to both transportation and development in Roseville. Snelling Avenue is the primary north/south corridor through Roseville. Only Interstate 35 and Highway 36 carry more traffic than Snelling Avenue. This corridor is a critical connection between Roseville and the region. The character of the roadway and the volume of traffic also physically divide the community. In the Land Use chapter, Snelling Avenue forms an edge for seven Planning Districts (2, 3, 8, 9, 10, 13 and 14). It is important to examine this corridor, including adjacent parcels, as a cohesive area and plan for future redevelopment possibilities, transit improvements, pedestrian connections, and landscaping improvements along this major entrance into Roseville.

Larpenteur Avenue Corridor

Another important corridor is Larpenteur Avenue from Hamline Avenue to Rice Street. The area west of Lexington Avenue has benefited from both public (streetscape) improvements and new private investment. The Comprehensive Plan seeks to extend these redevelopment initiatives along the corridor to the east. Additional planning will be needed to design and facilitate these changes.

Twin Lakes

The Twin Lakes area (see Planning District 10) has been a redevelopment focus of Roseville for many years. It is an excellent illustration of the long-term nature of redevelopment. Twin Lakes continues to be a redevelopment priority for Roseville. The Comprehensive Plan seeks to build on the foundation that has been laid by prior planning and environmental studies.

Tower Place

The Tower Place area lies in the northwest part of Planning District 9. The area continues to evolve as an employment center with office/warehouse and office developments. New opportunities may exist in the future if transit services are provided on the adjacent railroad corridor.

Isolated Industrial Area on County Road C

The Land Use chapter encourages the redevelopment of the existing industrial area south of County Road C and east of Snelling Avenue. The industrial uses exist on smaller parcels with constrained access in an area that is predominantly residential. Public involvement will be needed to facilitate this redevelopment and to provide needed access improvements.

Facilitating Redevelopment

The Comprehensive Plan seeks to create a place where land-use plans, policies, and controls work together with private investment to properly maintain all properties in Roseville. It is recognized that this approach may not succeed in all locations, as despite the best plans and intentions, properties may become physically deteriorated and/or economically unviable. In such places, the City may need to facilitate redevelopment and prevent the spread of blight and disinvestment. City involvement may include:

- ♦ Acquisition of land
- ♦ Preparation of sites for development
- ♦ Remediation of polluted land
- ♦ Construction or reconstruction of public improvements
- ♦ Provision of adequate parking

- ♦ Removal of other physical and economic barriers to achieve community objectives

These actions may require the use of a variety of financial tools available to the City.

Tools for Public Actions

In order to facilitate redevelopment, the State has provided cities with several tools to assist in financing improvements. These include:

- ♦ Tax Increment Financing
- ♦ Special Service District
- ♦ Tax Abatement
- ♦ Special Assessments
- ♦ Housing Improvement Area
- ♦ General Property Taxes
- ♦ Commercial Rehabilitation Loans and Grants

Keys to Implementation

The experience of Roseville shows that several factors are important to achieving goals and policies for economic development and redevelopment.

Patience: Many development goals cannot be met overnight. The time frame for implementation reflects its evolutionary nature; it looks forward over a period of years. The desired change often requires the patience to wait for the right things to happen, rather than making changes simply to be seen as doing something.

Commitment: Commitment to the Comprehensive Plan and patience go hand-in-hand. This Plan does not simply seek to attract development to Roseville; it also seeks to move Roseville toward a vision for

the future. There is a difference. Commitment to the Comprehensive Plan means the willingness to actively promote public and private investments that achieve its goals, and to deter developments that do not fit. Not all of these decisions will be easy.

Public-Private Partnerships: These goals and policies require a continuation and strengthening of the public-private partnerships found in Roseville for many years. City government, neighborhoods, and businesses must actively collaborate to achieve the vision for the community.

Financial Reality: Achieving these goals and policies requires the careful investment of public funds, but the private side of the financial equation must not be overlooked. The Comprehensive Plan seeks to balance the investment in public initiatives with the creation of a financial environment that sustains businesses, provides employment, enhances the tax base, and results in sustainable development benefiting the community.

Strategic Investments: If financial support for the Comprehensive Plan was unlimited, the need for strategic decisions would be less important. With limited funds, though, every expenditure is crucial. Every investment must be evaluated for its impact on achieving the vision for the future of Roseville.

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