



Roseville Economic Development Authority (REDA)

July 18, 2017

Meeting 6:00 p.m.

City Council Chambers

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| 6:00 p.m. | 1. Roll Call
Voting & Seating Order: McGehee, Willmus, Laliberte,
Etten, Roe |
| | 2. Pledge of Allegiance |
| | 3. Approve Agenda |
| 6:02 p.m. | 4. Public Comment |
| 6:03 p.m. | 5. Items Removed from Consent Agenda |
| | 6. Business Items (Action Items) |
| 6:04 p.m. | a. Receive Presentation from League of Women Voters
Roseville Area |
| 6:34 p.m. | b. Discuss Land Use, Housing and Density for the 2040
Comprehensive Plan |
| 7:04 p.m. | c. Discuss Economic Development Comp Plan for the
2040 Comprehensive Plan |
| 8:04 p.m. | 7. Approve Consent Agenda
a. Receive EDA 2 nd quarter report
b. Receive Garden Station update |
| 8:14 p.m. | 8. Adjourn |

All meetings at Roseville City Hall, 2660 Civic Center Drive, Roseville, MN unless otherwise noted.



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 7/18/2017

Item No.: 6.a

Department Approval

Executive Director Approval

Item Description: Receive Presentation and Recommendation from The League of Women Voters
Roseville Area

1 **BACKGROUND**

2 The League of Women Voters (LWV) Roseville Area is presenting research on housing that was
3 initiated as a capstone project from the University of Minnesota graduate students in Urban and Regional
4 Planning and Public Policy. The outcome and recommendations from their research is being presented
5 to cities in the research boundaries. The PowerPoint presentation is enclosed for the Board for initial
6 review of content and recommendations.

7 **POLICY OBJECTIVE**

8 The Roseville Economic Development Authority is the advising body related to the Housing section of
9 the Comprehensive Plan.

10 **BUDGET IMPLICATIONS**

11 There is no budget implications.

12 **STAFF RECOMMENDATION**

13 Receive presentation from The League of Women Voters Roseville Area.

14 **REQUESTED EDA BOARD ACTION**

15 Receive presentation from The League of Women Voters Roseville Area.

16 Prepared by: Jeanne Kelsey, Housing Economic Development Program Manager, 651-792-7086

Attachments: A: Study of Affordable Housing
B: LWV Testimony
C: U of M Student Recommendation
D: Power Point Presentation



A place for us?

**A Study of Affordable Housing and Its Availability in Falcon Heights,
Lauderdale, Little Canada, Maplewood and Roseville**



Study of Affordable Housing and its Availability in Falcon Heights, Lauderdale, Little Canada, Maplewood, Roseville

League of Women Voters Roseville Area, March 2017

by **Judy Berglund, Rebecca Bormann, Mindy Greiling and Bonnie Koch**

“I believe we’re headed into the greatest housing problem for poor people in our country since the early 1900s. Not since 2008. Not since World War II, but since the early 1900s. I think the convergence of market forces, social issues, policy and politics is going to present us with the greatest problem we’ve seen for many, many decades, so we need to pass these kinds of bills (capital investment) that didn’t get passed last year. We need to all pitch in and do our work.”

--Alan Arthur, president Aeon
October, 2016, at a celebration of new affordable housing built by his company

Fact: There are more low-income people in the suburbs than there are in the central cities, and the need for affordable housing is as great. (*Dr. Ed Goetz, CURA*)

Fact: So far this decade, 28 communities in the Twin Cities have added 4,584 new affordable rental units. That amounts to just one year’s worth of metro wide demand. More than half of those units were built in Minneapolis and St. Paul, according to the Met Council, though the two cities account for just one-fourth of the region’s population. (*Star Tribune, Dec. 30, 2016*)

Fact: Three in 5 households earning less than \$50,000 experience housing cost burden. (*Minnesota Housing Partnership*)

Fact: Homelessness is down statewide since 2012, but in Ramsey County, it increased 14 percent. (*Wilder Foundation*)

Fact: There are more homeless children in Minnesota today than there were homeless people in all of the state in 1991. (*Wilder Foundation*)

Facts like these prompted the League of Women Voters of Roseville Area to take a serious look at the housing crisis, which, one agency says, is a “tsunami that is broad, complex and multifaceted.”

The League has a long history of advocating for equality of rights. Social policy positions center on securing “equal rights and equal opportunity for all” and promoting “social and economic justice.” The demographics of first-ring suburban cities in the League of Women Voters Roseville Area, which includes Falcon Heights, Lauderdale, Little Canada, Maplewood and Roseville, are changing dramatically. The Minnesota Department of Education documents that in the last 10 years there has been a 125 percent increase in the percentage of students in

Roseville Area schools and 85 percent increase in the North Saint Paul/Maplewood school district who are learning English. We have a sizable Karen community (Burma refugees). Approximately fifty-seven percent of students in the Roseville schools are now students of color. Homeless students are a part of our school population.

Study Goal

This study examines if fair housing and an adequate housing supply exist for all our community members. It focuses on available units for families and individuals using Metropolitan Council definitions. We chose Council definitions because they are the ones cities will use for updating their comprehensive plans due to be filed with the Met Council next year. The League sought to determine if our inner-ring suburbs are doing our share.

What is affordable housing?

Housing is affordable to a family or individual if costs are no more than 30 percent of their income. For people who earn less than the median income this can be a challenge.

Government subsidizes housing to make it affordable in a variety of ways with the main goal of preventing homelessness. Affordable housing is obtained by: building it publicly, building it privately with public assistance or by giving rental vouchers to people who, on their own, must find landlords who will accept them.

In addition to government-subsidized affordable housing, manufactured mobile homes, older homes and apartment buildings provide affordable homes as well.

The Metropolitan Council's new Housing Policy Plan, developed to assist cities, states, "Having a variety of housing types, including housing affordable to very-low-income households or those with special support needs, is part of a well-balanced, economically resilient community and an economically competitive region."

Gathering Background Information

A committee of League members questioned a variety of housing experts to gather information for this report. Interviewees were: Barbara Dacy, Washington HRA; Dan Hylton, Housing Link researcher; Paul Fate, recently retired CEO, Common Bond; Dr. Edward Goetz, Center for Urban and Regional Affairs (CURA); Libby Starling and Beth Reetz. Metropolitan Council; Commissioner Mary Tingerthal and Katie Topina, Minnesota Housing; Cathy Bennett, Housing Initiative, Urban Land Institute Minnesota (ULI), Cathy ten Broeke, Minnesota state director to Prevent Homelessness, and Dr. Craig Waldron, Hamline University.

Ellen Shelton, Wilder Foundation, addressed homelessness at the League's November meeting. We focused on affordable housing and homelessness at our meeting with local policymakers in January. Dr. Goetz, (CURA) John Slade, Organizer for Ramsey and Washington Counties, Metropolitan Interfaith Council on Affordable Housing (MICA) and State Representative Alice Hausman, a legislative leader on expanding affordable housing units, were speakers at our February meeting. City and county elected and appointed officials and staff

involved in comprehensive planning were invited to this meeting. Many were in attendance.

History

The federal government began building subsidized housing as part of President Roosevelt's New Deal. No new federal public housing has been built since the 1970s, when policy shifted to programs for private developers to create affordable housing. In Minnesota the number of lower-cost units constructed peaked in 2001 and has since declined.

No publicly subsidized apartments have been built this decade in more than 80 suburbs and exurbs around Minneapolis and St. Paul, according to an analysis by Dougherty Mortgage, a firm that tracks the local apartment market.

In 1974 the Housing and Community Development Act created a Section 8 Voucher Program for rental assistance to low income applicants. In the early eighties the federal government decreased its funding for rental assistance vouchers from about \$10 billion to about \$2 billion.

Metropolitan Council researchers report that the number of households paying more than half their income for rent doubled between 2000 and 2013.

MICAH estimates that \$1.06 billion is needed in Minnesota to fill an existing affordable housing gap. Rep. Alice Hausman states that 41% of Minnesota renters are cost burdened, meaning they pay more than 30% of their income for rent.

It's become increasingly difficult for people of modest means to find housing. Developers, catering to more affluent clients, are purchasing and upgrading large apartment complexes, often forcing low-income renters to move.

Current Challenges

The major challenges for developing affordable housing in the five suburbs represented by the League are building costs and the need to find subsidies, according to Goetz (CURA). "We don't have subsidies available; they aren't funded adequately at the state or federal level, though we have one of the better state finance agencies," he said.

In addition to needing to secure scarce funding, it's difficult to develop housing for a city's poorest residents because their potential neighbors worry that it will reduce property values or damage quality of life. These people are called NIMBYs (Not in My BackYard). MICAH states that NIMBYism is often rooted in racism. In Minnesota, 25% of renters are white and 75% are people of color.

According to Paul Fate, immediate past president of CommonBond, the Met Council hasn't been as aggressive as they should be in promoting affordable housing. Dr. Ed Goetz says the Met Council could use their levers more aggressively.

On the other hand, Council housing experts say they are limited in what they can do. The Council has four systems of responsibility determined by state statute - transportation, parks, wastewater and aviation. If housing were one of the systems, the Council could insist noncompliant cities modify their housing plans.

The Met Council does have an enforcement tool. Its Livable Community Program, funded from the Council's property tax levy, grants funds for expansion and preservation of affordable housing to help cities meet housing goals. Local governments' housing plans must pass muster to receive monies. Of the 179 local units in the Metro Area, 95 participate in the Livable Community Program. Of our five cities, only Little Canada does not.

The Metropolitan Council prioritizes funding requests by giving a performance score based on how well communities are maintaining or expanding and promoting affordable housing supplies and if transit is accessible. Scores are based on data from the Minnesota Housing Finance Agency (MHFA) and range from 0 to 100. Below is a score comparison of our five cities and neighboring communities.

City	2016 Housing Performance Score
Maplewood	84
Roseville	82
Shoreview	81
Fridley	79
White Bear Lake	75
North St. Paul	70
Mounds View	69
New Brighton	69
Arden Hills	68
Falcon Heights	40
Lauderdale	34
Little Canada	25

Dr. Ed Goetz says that generally speaking we have enough affordable units at the 80% level, but where we lack is for 50% AMI (Area Median Income) and 30% AMI. In that respect, he said, we're far behind. John Slade of MICAHA says that the Met Council's goal is based on

given growth in population and jobs, not how much affordable housing is needed. They don't deal enough with current need.

Vouchers

Financial help for low income renters is available through Section 8 vouchers. The Housing Choice Voucher Program, funded by the federal government and distributed through Metro HRA, offers rental assistance. Eligible households pay 30% to 40% of their incomes for rent, and Metro HRA pays the remainder. Families may rent any type of housing in the Metro HRA service area where the landlord agrees to program participation and within HRA rent guidelines.

Special vouchers are also available. Bridges, a state program, provides rental assistance for households with one or more adults with mental illnesses. Veteran's Affairs Supportive Housing (VASH), a federal program, offers rental assistance for homeless veterans in connection with supportive services provided through the Veteran's Administration.

Low-income people in the Twin Cities wait years for a Section 8 housing voucher. The Metropolitan Council, which oversees Anoka, Carver, and most of the suburbs in Hennepin and Ramsey counties, opened its waiting list in February 2015 for the first time since 2007. The agency received 35,000 applications in four days. Only 2,000 names were put in a lottery, and those families face a wait of up to three years to actually get a voucher.

People who do manage to secure a voucher often have a hard time redeeming them since few places accept them. According to Met Council data, less than two thirds of Section 8 voucher holders are able to use them. The success rate for people with mental illness who have Bridges vouchers is one-third.

The Metropolitan Council data below shows voucher usage in our five cities. Numbers fluctuate and may not be totally accurate in 2017.

Type of Voucher	Falcon Heights	Lauderdale	Little Canada	Maplewood	Roseville
Housing Choice (Section 8)	39	6	135	380	262
Bridges	0	0	6	5	3

Developers

"Funding is the responsibility of the developer. He or she must pull the funding together and make it work. If you are a developer and you have a vision, you would not proceed without

making sure you have the underlying financing and subsidies in place,” said CommonBond’s Paul Fate.

The tool that affects the largest expansion of affordable housing is the Low Income Housing Tax Credit, (LIHTC) which gives developers tax incentives for including affordable housing in their projects, generally up to 60% Area Median Income (AMI). (Minnesota Housing prefers 50%.) Tax credits come through the Federal Government Treasury Department and are administered by local housing authorities. Credits are only applicable if there is land available for development or redevelopment and usually require givebacks from the city as well.

NIMBYs (Not in My BackYard) discourage developers because they lead to “slow nos,” where the city doesn’t say no right way, but rejects a project later in the negotiations process. Delay is costly for the developer who may be paying for an option on the land, own the land or be paying a holding cost. Developers learn which cities do this and gravitate to other cities.

Minnesota Housing Finance Agency

The Minnesota Housing Finance Agency distributes funds to cities through a consolidated Request for Proposal (RFP) to facilitate one-stop shopping. It partners with the Met Council, Section 8 vouchers, and Greater Metropolitan Housing to offer this funding, which comes from state and federal sources.

Cities rarely apply for funding for a building entirely devoted to Section 8 renters because the funding is hard to put together and make work. However, Minnesota Housing encourages local housing authorities to allocate at least some units for Section 8 vouchers within workforce housing projects. It’s valuable to do so in terms of Housing Performance Scores for state funding, according to Commissioner Tingerthal.

Landlords

Section 8 voucher renters are not protected under Fair Housing regulation. Even when receiving a housing voucher, they can’t easily find a landlord who will accept them. Section 8’s reputation is negative. Landlords don’t want to deal with the extra inspections and paperwork that are a part of the voucher program. In today’s current competitive housing market, they don’t need to bother with the hassle or accept applicants who have bad credit ratings or misdemeanors, which many low-income people and people with mental illness have.

The Minnesota Legislature is currently examining policies that would encourage landlords to take a risk on the poorest and most vulnerable rental applicants. Legislators recently allocated a small amount of money to provide a backstop to landlords renting to families who have criminal backgrounds or mental illness, to compensate for damages beyond what insurance covers. Current state policy discussions focus on how to prevent “three calls from police and then you get evicted” policies if the calls are due to a mental health crisis.

Some housing non-profits are compiling data with the hope of giving landlords more accurate screening processes to enable them to better determine who would be a good tenant.

Housing Link maintains a website to assist people in finding apartments where vouchers are accepted. Their research manager, Dan Hylton, recommends cities give rental licensees information about Housing Link and urge them to list there if their units are affordable.

Minnesota Challenge

A particularly helpful study of practical things that can be done to increase the willingness of local governments to build affordable housing is the Minnesota Challenge study conducted in 2014. The goal is to give state and local communities additional options for providing a full range of housing choices for low and moderate income residents. The study was conducted by CURA, the Housing Justice Center and Becker Consulting and funded by Minnesota Housing, the McKnight Foundation, ULI Minnesota and Enterprise Community Partners.

The most important lesson from the research is that local policies that affect cost play an important role in determining whether it is feasible to build affordable housing and in the amount of affordable housing that can be built throughout the region.

The report identifies eleven areas where improvements can be made, such as:

- Supporting appropriate density. The single area with the largest impact on cost is the failure of cities to support cost-effective density and scale of affordable housing projects. Several cities have been successful in resisting this tendency.
- Finding and acquiring sites for new developments is one of the most difficult, time consuming and expensive tasks developers undertake. A number of cities have been quite proactive in easing these burdens, from identifying appropriate sites to zoning sufficient land.
- Fee reductions and waivers. Local fees, which vary widely, can easily add \$20,000 to \$30,000 in costs per unit.
- Supporting inclusionary housing, where market rate units must include a certain ratio of affordable units.

Hope for the Future

Despite the complex challenges listed in this report, we are guardedly hopeful for the future. The Greater Minnesota Housing Fund, a nonprofit affordable housing lender, is developing the nation's first regional pool of money to help affordable housing stay that way. The Fund will assist buyers who want to buy apartment complexes when they come up for sale in the seven-county metropolitan area. The goal is to purchase 10 to 20 percent of the affordable housing buildings that go on the market.

In our area, Aeon, a Twin Cities non-profit organization, recently purchased a pair of apartment buildings that will provide much needed workforce housing. The first, Goldenstar, is a 109-unit building in Maplewood. The other, Sun Place, is a 30-unit structure in Roseville.

Recent research by the Urban Land Institute and the Regional Council of Mayors (RCM), that ULI staffs, found:

- Cities that are more accepting and intentional in supporting affordable housing as part of a full range of housing choices ensure their competitive ability by accommodating income diversity in their communities.
- Communities are adopting housing policies and modifying zoning codes to support mixed use, mixed income and walkable places.
- 51 percent of affordable housing units in suburban areas were built or preserved in Regional Council of Mayors (RCM) cities participating in the Urban Land Institute's services from 2008-2014.

A Word of Caution

Though progress has been made in increasing affordable housing for Minnesota's low and moderate income families, the future remains uncertain, given an expected rise in interest rates and a potential decline in public housing funding under President Donald Trump.

Minnesota's Housing Fund is depleted pending Legislative action this year.

Analysis of Affordable Housing In Our Five Cities

On November 1st, 2016, The Roseville Area League of Women Voters Affordable Housing Study Committee sent Falcon Heights, Lauderdale, Little Canada, Maplewood and Roseville City Managers a survey to determine the present affordable housing situation in their cities. The cities had just begun to update their comprehensive plans. In some situations answers were still unknown. City figures are accurate as of December 1, 2016.

The MN Housing Finance Agency defines affordability based on the Area Median Income (AMI). The agency publishes the AMI adjusted by county and by individuals per household. In Ramsey County the AMI is \$60,100 for an individual, \$85,800 for a family of four. Need for assistance is broken into three categories: those with incomes up to 30% AMI, incomes between 31 and 50% and incomes that are 51-80% of the AMI.

Survey questions were based on information members of the Study Committee gathered in interviews with individuals with expertise in regional affordable housing. The survey was organized into three areas based on the Metropolitan Council Housing Plan: Assessing Existing Housing/Needs/Priorities; Implementing Housing Planning; Projecting Future Affordable Housing Needs.

Existing Housing

City	Popula- tion	#Units 0-30% AMI**	#Units 31-50% AMI**	#Units 51- 80% AMI**	Apartments (Units)	Mobile Home Parks/ Units	LIHTC Financed Units***
Falcon Heights	5,571	25* (25)	616* (628)	1,156* (752)	Unknown* (963)	None	None
Lauderdale	2,484	52* (15)	480* (590)	528* (464)	536* (648)	None	None
Little Canada	10,319	605* (953)	825* (1100)	850* (1753)	1,580* (2195)	3/573* (450)	118
Maplewood	40,567	1,327* (1218)	2,920* (4059)	7,776* (7454)	4,373* (4373)	4/726* (734)	31
Roseville	35,580	371 + 15 owned by Met Council (1169)*	175* (2517)	Unknown (7268)*	Abt 5,000 (Includes single family rentals)* (6087)	1/105* (112)	258

*Number reported in survey (Met Council assessment)

**AMI = Area Median Income. 0-31% includes homeless.

***LIHTC = Low Income Housing Tax Credit.

Naturally Occurring Affordable Housing (NOAH), homes that are available without subsidies, are not specifically tracked by any of the cities, but are tracked in the aggregate by the Met Council and included in their Performance Scores.

Implementing Housing Planning

Acres available for future development is minimal so our inner-ring communities are more likely to focus on redevelopment and rehabilitation.

City	Residential Acreage Available for Development	Residential Acreage Available for Re-development	# Developer -initiated Request for Affordable Housing Builds: 5yrs/10yrs.	Approved/Denied
Falcon Heights	1	Unknown	1/1	Approved
Lauderdale	None	None	0/0	
Little Canada	About 20 acres	Hard to Predict	Unknown other than senior housing/high % of rental housing available	Senior housing approved
Maplewood	Minimal	City doesn't specify	2/Unknown	Approved
Roseville	None	58 acres for high density residential dev.	2/4	1 Pending/2 Approved/1 Denied (hinged on significant amt. of subsidy)

City Programs To Encourage Affordable Housing

There are many ways in which cities can encourage or make it easier for affordable housing to be developed in their communities. We asked if cities:

- Require a percentage of affordable units in high density development?
- Contribute local financial resources for low income housing?
- Reduce/waive building permit and municipal fees?
- Identify and acquire sites?
- Streamline the administrative process for project approval?
- Identify zoning regulations that allow for flexibility in affordable housing development such as parking requirements, design requirements?

There are few allowances in place in our cities presently, aside from:

- Falcon Heights: Has flexibility in zoning/subdivision codes through a Planned Unit Development (PUD).

- Lauderdale: flexibility.
- Little Canada: Assisted in providing tax exempt financing with some building upgrades. Contributed bond issuance fees to at least one complex to assist with improvement to a fire suppression system. Provided financing to three existing condo developments that met affordable guidelines using a statutory provision allowing for Housing Improvement Areas (HIA).
- Roseville: Has considered and given subsidy to low income housing projects.

Most cities require licensing of rental units and oversee them through state and city building codes. Maplewood does not have specific rental licensing standards. Falcon Heights only requires licensing of structures with four or less units.

Cities, generally, are not participating in programs that link individuals and families with affordable housing needs with availability in their communities.

Lauderdale and Roseville have participated in the Met Council's Livable Communities Program. Roseville has also worked with Corridors of Opportunity.

Projecting Affordable Housing Needs

The cities in the Roseville Area League are just beginning to update their comprehensive plans as required by the Metropolitan Council in 2018. When surveyed, they frequently did not have facts and figures readily available.

To assist communities in assessing their comprehensive plans, the Metropolitan Council forecasts population and job growth. It also projects regional household growth and determines each community's share of the regional need for housing. The figures below are based on a total regional need of 37,900 Affordable Housing units for the years 2021-2030. The numbers indicate how many units the Met Council has determined each community needs to add.

City	Allocation 0-30% AMI	Allocation 31-50% AMI	Allocation 51-80% AMI	Total Units Needed
Falcon Heights	0	0	0	0
Lauderdale	0	0	0	0
Little Canada	26	28	25	79
Maplewood	250	95	165	510
Roseville	72	50	20	142

As first-ring suburbs with changing demographics, none has begun to consider examining the relationship between employment in their cities and the need for housing for those employed.

Conclusion

At the time of the survey, all the cities indicated acreage available for new residential development is minimal to non-existent, placing emphasis on future redevelopment of existing land tracts and upgrades or rehabs of current properties.

In general, cities were not well informed about low-income affordable housing AMI availability and present rental voucher usage. Nor were they making affordable housing more development friendly through regulation flexibility. Connecting local individuals/families to support organizations that help them find housing is minimal.

Reflecting the LWVMN position on housing, improvement needs to be encouraged in:

- Providing for a full range of affordable housing opportunities in each city.
- Preserving and improving current affordable housing.
- Promoting better awareness of rental housing subsidy usage and linking low-income residents to support services.
- Supporting incentives that make development/rehabilitation more attractive to developers.
- Maintaining and regulating rental properties.
- Considering inclusion of affordable housing when minimal land available is developed.
- When licensing landlords, urge or require them to list on HousingLink if their units are affordable.

What's Next?

This year's study sought to educate League members, elected officials and the public about the need for affordable housing and its availability in the five cities in which most of our members reside. Many of the housing experts we interviewed told us that informed local advocacy by the League of Women Voters, partnering with other organizations, including churches, could be a key factor in garnering local interest to increase affordable housing options in our cities.

Capstone Project

League members are working with a team of University of Minnesota Humphrey School of Public Affairs graduate students working on a Master's Degree Capstone Project. The goal of the team is to analyze existing affordable housing in our five cities and build a framework of successful practices to meet future needs of our changing cities. With the students, we will make our study results and the framework they develop available to our cities to use as they update required Metropolitan Council housing plans. We will also make the framework available to other leagues representing first-ring suburbs who have many of the same needs as our cities.

LWV Affordable Housing Study Committee

Thanks to committee co-chairs: Rebecca Bormann, Mindy Greiling, Bonnie Koch and members: Judy Berglund, Emma Duren, Georgeann Hall, Claire Jordan, Kathy Juenemann, Kris Nagy, Beth Salzl.



This study is dedicated to Ann Berry, a lifetime League member and passionate advocate for affordable housing. Ann died in 2016.



League of Women Voters ROSEVILLE AREA

Attachment B

Falcon Heights, Lauderdale, Little Canada, Maplewood, Roseville

During the past year, the League of Women Voters of Roseville Area, with members in Falcon Heights, Lauderdale, Little Canada, Maplewood and Roseville conducted a study of affordable housing options in our five cities. The League study coincides with the updating of each city's comprehensive plan which includes a housing element. Our study looks at current housing situations, including existing gaps, and makes recommendations on planning for the future by providing a full continuum of housing options to increase the overall quality of life for every present and future resident, contributing to a vibrant local economy.

Our research included interviews with regional authorities on affordable housing, engaging a team of University of Minnesota Humphrey School of Public Affairs graduate students to do a complementary study, and hosting presentations by Wilder Foundation researcher Ellen Shelton and a panel made up of State Representative Alice Hausmann, Dr. Edward Goetz, U. of M. Center for Urban and Regional Affairs and John Slade, community organizer for MICHAH. Your packets contain today's testimony, the results of our research included in a written report, [A Place For Us?](#), and the student study recommendations which are specific to this city and endorsed by the League of Women Voters Roseville Area.

All information can also be accessed on our website, [www. LWVRosevilleArea.org](http://www.LWVRosevilleArea.org), including our written report, the report produced by the University of Minnesota team and a League produced Power Point that defines affordable housing.

I will read the League of Women Voter Roseville Area recommendations for the public to hear.

When updating the housing section of your comprehensive plan we recommend you:

1. Provide for a full range of affordable housing.
2. Preserve and improve existing affordable housing.
3. Consider inclusion of affordable housing when available land is developed.
4. Support incentives to make development/re-development more attractive to developers.
5. License and monitor rental properties.
6. Promote better awareness of linking low income renters to support services.
7. When licensing landlords, urge or require them to list on Housing Link if their units are affordable.

We welcome continued dialogue on any points. For additional information, you are also invited to a Council of Metropolitan Leagues sponsored panel on housing from 10:30 a.m. until noon, Saturday, October 21st at Centennial United Methodist Church, County Rd. C2 and Snelling, Roseville. Speakers will be Chip Halbach, MN Housing Partnership; Gail Dorfman, Met Council and St. Stephens Executive Director and Cathy Bennett, Housing Initiative at the Urban Land Institute.



COMPREHENSIVE PLAN PRIORITIES ROSEVILLE



KEY GOALS FOR ROSEVILLE

To address existing inequities in access to decent, affordable housing, the City of Roseville should focus on construction of new affordable housing in areas of opportunity that fit need needs of Roseville residents. The City should also support existing low cost housing through grant and loan programs that obligate some level of affordability and reduce discrimination through changes to the crime free rental ordinance.

These policies are the top five priorities, but the City should also consider design standard waivers, site acquisition, and reducing points of approval for affordable housing to support new construction. Existing housing should be preserved by identifying at-risk affordable housing and working with other entities to replace subsidy funds and homeownership opportunities should be expanded through home purchase and repair assistance. A local fair housing ordinance and landlord education about Section 8 can reduce discrimination.

PROVIDE PROJECT SCALE FLEXIBILITY FOR AFFORDABLE HOUSING

In a developed community, increasing density is key to constructing new affordable housing. Flexibility can be provided through density bonuses, reduced setbacks, increased maximum building height and increased floor area ratios.

Key elements of well-designed policies:

- Granted through an administrative approval, rather than through a conditional use permit
- Includes a minimum level of affordability and proportion of units
- Includes minimum length of affordability
- Includes enforcement mechanisms, such as income certification reports and a financial penalty for violation
- Allows for four story buildings to reduce per unit costs

Comprehensive Plan Language: Review density, building massing, and site plan requirements to allow for higher density affordable housing through building scale flexibility.

SUPPORT EXISTING LOW COST RENTAL

In the Twin Cities region, unsubsidized rental comprises at least 57% of all units affordable to households at or below 50% of area median income. To ensure that this important source of affordable housing remains, cities should develop lighter touch approaches that provide modest amounts of financial support in exchange for more flexible affordability requirements. These policies generally include provision of funds through a deferred loan or other mechanism that includes a requirement to rent at agreed upon levels and to rent to households meeting income levels. For more information, see *The Space Between*, a report by the Minnesota Preservation Plus Initiative.

Comprehensive Plan Language: Develop lighter touch approaches to ensure preservation of affordable housing without traditional subsidy programs.

SUPPORT LARGE FAMILY HOUSING

Ramsey County lacks affordable units with enough room for larger families. Several groups of immigrants in the Twin Cities have traditionally larger family sizes, which makes finding affordable, suitable, housing difficult. Local developers report high demand for units with three and four bedrooms and find the units are occupied by long term tenants. These tenants build community in the development, and having put roots down in the community, are more able to be a part of the wider community. To fill this gap, cities must provide funds to developers to finance construction of housing with three or four bedrooms. Low Income Housing Tax Credits are not sufficient to fund this type of development, so city support through forgivable loans, municipal bonds, or fee waivers is needed.

Roseville in particular can support this type of housing by allowing staff to waive parking requirements without a civil engineering study. The current code requires one parking spot per bedroom, plus additional spaces for guests. A development with large numbers of three and four bedrooms would require a large number of parking spaces, coming with a hefty cost.

Comprehensive Plan Language: Support the development of lower cost attached and multifamily housing for large families by working with developers and non-profit agencies and providing financial support.

MODIFY CRIME FREE HOUSING ORDINANCE

Crime free housing ordinances can have disparate impacts on women, people of color, and the disabled. Ordinances to require or encourage eviction of tenants that has been arrested for or accused of crimes, but have not been convicted are likely to harm people of color who are more often arrested for crimes, but may never be charged, let alone convicted. Additionally, ordinances that have a maximum number of police calls harm victims of domestic violence, crime victims in general and people with mental illness and other disabilities.

To reduce these impacts, police calls should be reviewed to determine whether they were a result of actual criminal behavior on the part of the resident, or if they are due to the resident being the victim of a crime, another type of emergency, or racial profiling of neighbors. Obligations to evict tenants accused of crimes should be removed.

Comprehensive Plan Language: Review Crime Free Housing Policies to reduce disparate impacts on protected classes.

SITE IDENTIFICATION

The comprehensive plan is an excellent opportunity to lay the ground work for future affordable housing development. By determining where affordable housing would be most appropriate, and calling out locations in the plan, staff can spread out the public opposition to affordable housing. This determination should include the use of examples of new construction in the Twin Cities area at a variety of densities. Creekside Commons in Minneapolis is a three story, thirty-unit apartment building that was designed to look like townhouses from the public right of way. Local non-profit developers including Beacon Interfaith, Aeon, Project for Pride in Living, and Common Bond have numerous examples of subsidized housing in suburban contexts that can be used in conversations about affordable housing. By doing this work now, the city is under some obligation to approve proposed affordable housing, reducing costly delays for developers.

Comprehensive Plan Language: Make map of potential affordable housing locations available to developers.

AFFORDABLE HOUSING

2016-2017

**LEAGUE OF WOMEN VOTERS
ROSEVILLE AREA**

**FALCON HEIGHTS, LAUDERDALE,
LITTLE CANADA, MAPLEWOOD,
ROSEVILLE**



ORIGINAL STUDY GOAL:

To learn about the types of affordable housing and availability (location, concentration) in each of our five cities.

EXPANDED STUDY GOAL:

To learn if fair housing and an adequate supply exist for all community members

**Worked with three graduate students
from the University of Minnesota
Humphrey Institute in a Capstone
Project.**

**One has a Master of Urban and Regional
Planning.**

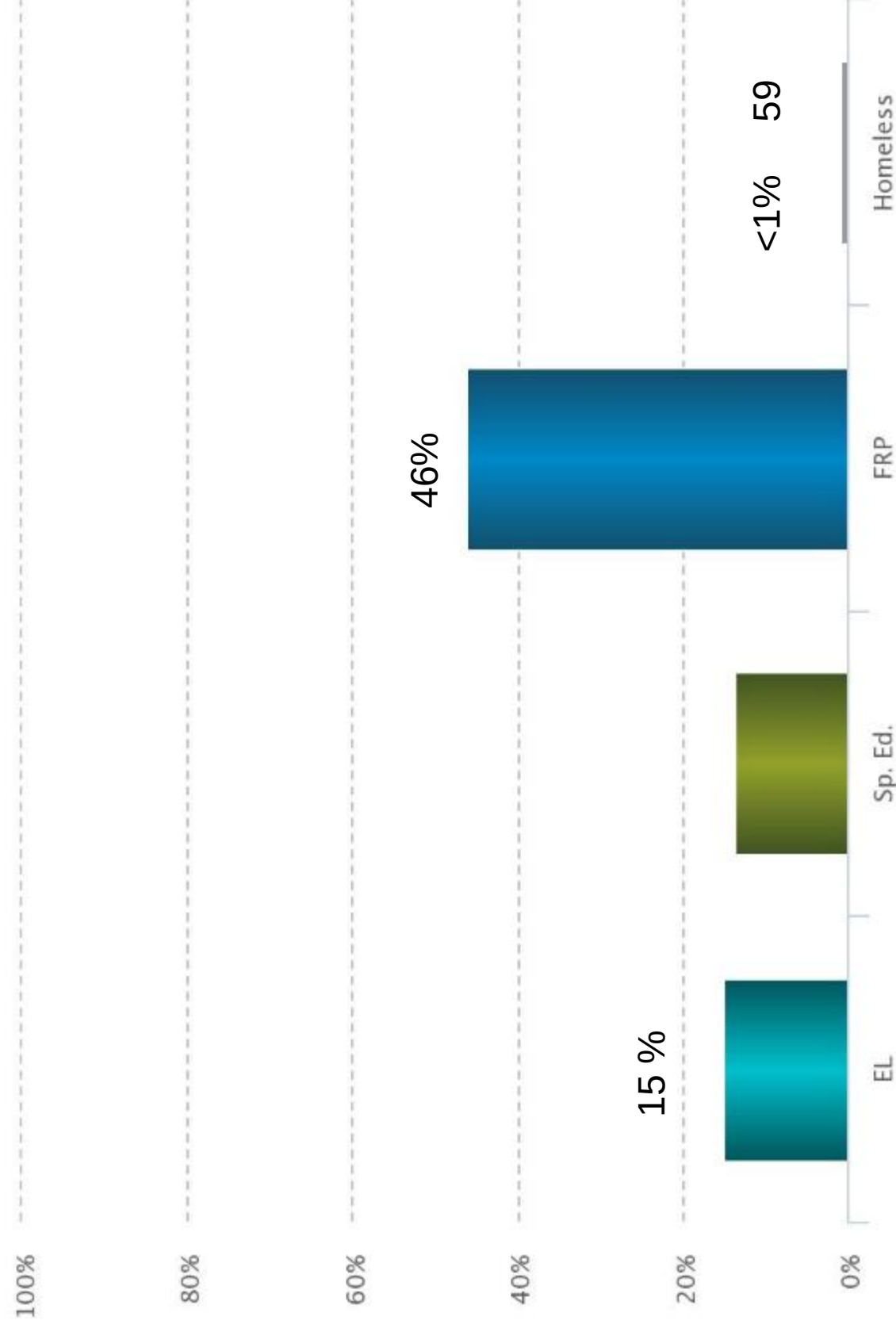
Two have Masters of Public Policy.

WHAT IS NEEDED TO PLAN FOR THE FUTURE? 2030-2040

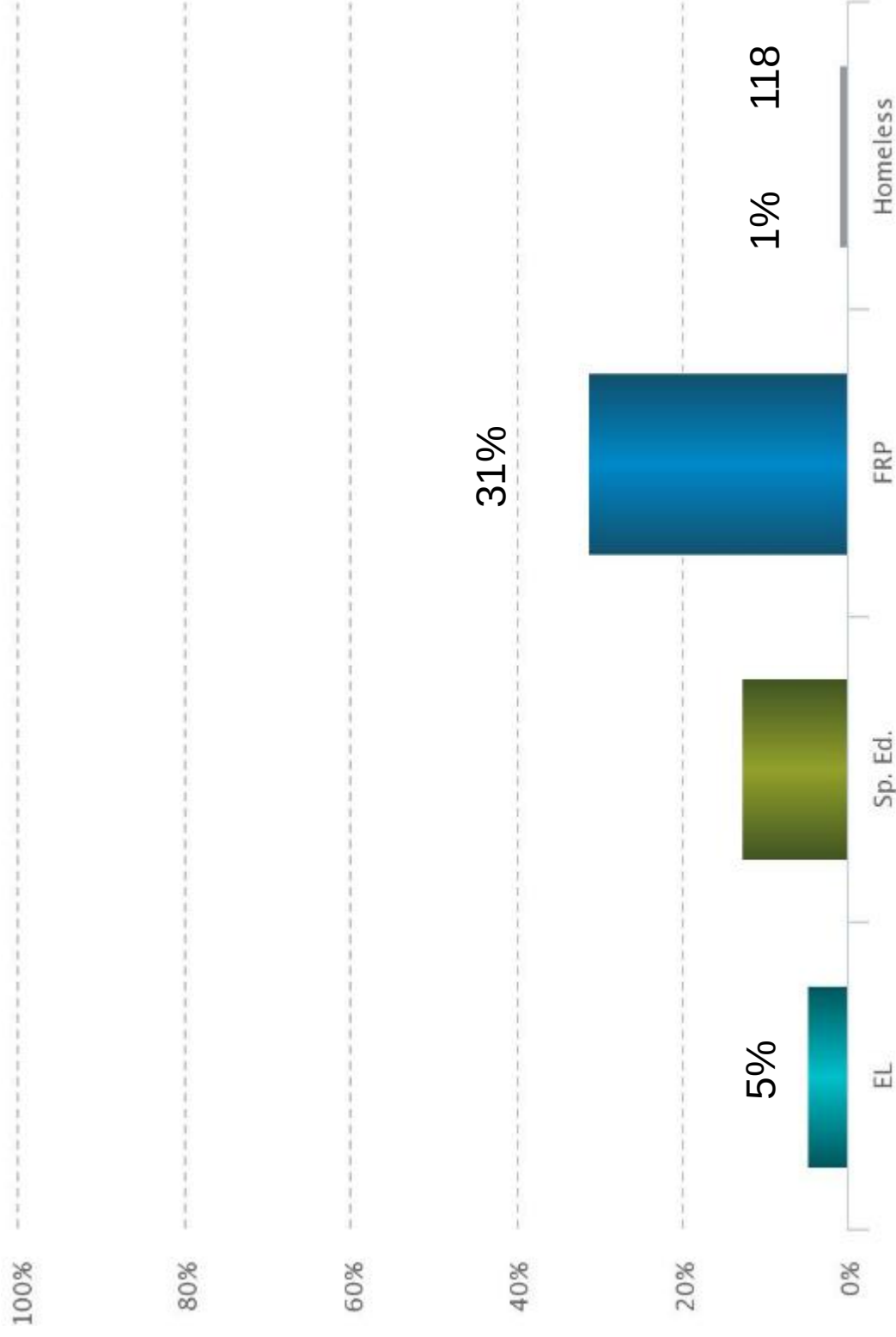
The Metropolitan Council has determined
Roseville needs to plan for:

	Affordable 0-30% A.M.I.	Affordable 31-50% A.M.I.	Affordable 51-80% A.M.I.	Total Units Needed
Roseville	72	50	20	142

ROSEVILLE SCHOOL DISTRICT SPECIAL POPULATIONS



MOUNDS VIEW SCHOOL DISTRICT SPECIAL POPULATIONS



League of Women Voters Roseville Area encourages City of Roseville to:

* Using LWVMN Positions



1. Provide for a full range of affordable housing including extremely low-income (1-30% A.M.I.) and very low-income (31-50% A.M.I.).
2. Consider requiring inclusion of affordable housing when land available is developed.

3. Preserve and Improve current affordable housing.
 - a. Keep inventory of affordable housing and identify at-risk properties.
 - b. Work with landlords to prevent affordable housing shifting to market rate causing displacement of low-income residents because of sudden rent increases.
 - Minnesota Housing Finance Agency (MHFA) provides funding sources for preservation.
 - Low-income Housing Tax Credits (LIHTC) can be used to repair and ensure affordability as was done for the Sienna Green/Rosewood Village complex.

- c. Consider municipal support in exchange for flexible housing.
 - Tie Roseville loan programs for multi-housing to affordability.
 - Work with Greater Minnesota Housing Fund to develop plan to protect unsubsidized housing.
 - Work with Greater Minnesota Housing loan programs for rehab of existing properties.

- d. Build stability for Roseville residents by expanding home ownership. (Gap in Roseville home ownership between different racial groups.)
 - Explore Down Payment Assistance options.
 - Fund emergency grants/loans
 - Partner with large businesses to offer loans for employees.

4. Support incentives that make development/rehabilitation more attractive to developers.
 - a. Map potential affordable housing locations available to developers.
 - b. Consider site acquisition.
 - c. Review and consider design standard waivers such as reduced setbacks, increased floor area ratio if certain percentage of units are affordable.
 - d. Support large family housing.
 - Provide financial support.
 - Modify parking code to reflect affordable units for large families.
 - e.g. A family of 6 is not going to need as many parking spaces.

- e. Reduce points of approval for new construction of low income housing.
 - e.g. Parking requirements could be reviewed administratively not by a civil engineer.
- 5. Maintain and monitor rental properties.
 - a. Urge or require landlords to list affordable units on Housing Link.
 - Promote better awareness of linking low income renters to support services. Make it a requirement for licensing.

- b. Review and modify crime free housing policies
 - Review police calls to determine if they are from resident criminal behavior, resident is victim, another type of emergency or racial profiling by neighbors.
 - Examine the “obligation to evict tenant accused of crimes” ordinance and consider removal. It may not be legal under Fair Housing regulations.
 - Reduce Section 8 discrimination through landlord education.

Common Affordable Housing Opposition Points

Traffic

Parking

Increased Crime

Increases to police costs

Impacts to school district

Neighborhood character

Planning Ahead – Being Pro-Active

1. **Develop better information dissemination** to residents who aren't going to check the city website to follow regularly on what is being discussed/aren't plugged in to Nextdoor/maybe don't even have a computer.
2. **Collaborate early** in the process with impacted groups.
3. **Change the narrative.**
 - Avoid potentially inflammatory wording in press releases.
 - Tie demographic data to community goals.
 - Connect development to the city's economic stability and viability.
 - Show diversity of residents and humanize residents.



THIS IS
ROSEVILLE
IS THERE A
PLACE FOR
EVERYONE?



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 7/18/2017

Item No.: 6.b

Department Approval

Executive Director Approval

Item Description: Discuss Land Use, Housing and Density for the 2040 Comprehensive Plan

BACKGROUND

Erin Perdu from WSB will present information pertaining to the Future Comprehensive Plan Land Use Map as part of the 2040 Comprehensive Plan update. The Roseville Planning Commission has provided input on the housing and land use materials on June 28. Ms. Perdu will review the Metropolitan Council Requirements for the 2040 Comprehensive Plan related to accommodating future population growth as well as review recommendations to explore changes to density ranges for the housing land use types.

POLICY OBJECTIVE

The Roseville Economic Development Authority is the advising body related to the Housing section of the 2040 Comprehensive Plan.

BUDGET IMPLICATIONS

There is no budget implications.

STAFF RECOMMENDATION

Provide feedback and direction to staff regarding the proposed Land Use designations and Density Ranges.

REQUESTED EDA BOARD ACTION

Provide feedback and direction to staff regarding the proposed Land Use designations and Density Ranges.

Prepared by: Jeanne Kelsey, Housing Economic Development Program Manager, 651-792-7086

Attachments: A: Memo from Erin Perdu
B: Future Land Use Definitions
C: Map with areas planned for new development or redevelopment
D: June 28 Draft Planning Commission – Comp Plan Minutes



Memorandum

To: City of Roseville Economic Development Authority

CC: Kari Collins, Community Development Director

From: Erin Perdu, Planning Consultant

Date: July 11, 2017

Re: Comprehensive Plan Update – Land Use, Housing and Density
WSB Project No. 1797-100

The Planning Commission has come to consensus of a couple of key pieces of the City's 2040 Comprehensive Plan that I will be presenting to you at your meeting on July 18: the draft future land use map and revisions to the future land use districts. To facilitate that discussion there are two attachments in your packet:

First, a framework for revised future land use districts: The revisions are based on feedback from the Planning Commission as well as in-depth discussions with staff on how these districts are implemented on a day-to-day basis. You will notice that rather than distinct commercial districts, there is now a spectrum of mixed-use districts. Reliance on where the customer base is drawn from has been removed. These districts vary in the desired breakdown (percentage) of residential use, the density of residential use, and the intensity of development in each district. Note that not all of the mixed-use districts *require* residential development, but they all allow some degree of residential use. The following is a summary of the old (2030) districts and how they have been revised (2040):

Old District	New District	Changes
NB	MU-1 – Neighborhood Mixed Use	Requires a mix of uses, including medium density residential; description of the areas as essentially nodes within various neighborhoods
CMU	MU-2 – Community Mixed Use	No significant changes other than increasing the minimum density for residential components to 10 units/acre
CB	MU-3 Corridor Mixed Use	Allows up to 50% residential use at a minimum density of 13 units/acre; removes references to customer base; more emphasis on the scale and intensity of the use
RB – Regional Business	MU-4 Core Mixed Use	Allows up to 25% residential use at a minimum density of 20 units/acre; removes references to customer base; more emphasis on the scale and intensity of the use
O – Office	E-1 Employment	More general description of allowed uses, scale and intensity also includes transportation considerations
BP – Business Park	E-2 Employment Center	Largely the same description, but also includes transportation considerations
I – Industrial	I – Industrial	Unchanged, except for transportation considerations.

Future Land Use and Density

July 11, 2017

Page 2

Next, the revised future land use map: The future land use map has been updated with the new district titles and descriptions. There are no major changes to the areas programmed (meaning, all of the areas previously shown as Community Business are now shown as Corridor Mixed Use with no changes, etc.). There have been changes to which areas are slated for development/redevelopment within the planning horizon.

Metropolitan Council Requirements:

The Metropolitan Council places several parameters on the future land use planning for all communities in the region based on the regional plan Thrive 2040. We have spent some time crunching the numbers and ensuring that Roseville meets the requirements. Those include: meeting your forecasts for population, households, and employment; meeting a minimum density for future development/redevelopment that matches your Community Designation; and meeting requirements for density that supports the city's affordable housing allocation. We will discuss each individually.

First, all calculations are based on **areas planned for new development or redevelopment**. So that includes both vacant areas and sites we think are likely to redevelop (or are planned for redevelopment) within the planning horizon). That means we are looking at future land use programmed on those sites that we have preliminarily indicated on the map in blue outline/crosshatch.

Second, the calculations are based on the density ranges (for residential development) that are prescribed in the description of the districts.

Land Use Category	Current (2030) Density Range (du/acre)		Proposed (2040) Density Range (du/acre)	
Low Density Residential	1.5	4	1.5	8
Medium Density Residential	4	12	5	12
High Density Residential	12	36	13	36
Community Mixed Use	4	36	10	36
Neighborhood Mixed Use	n/a		5	12

Forecasts: We are required to demonstrate that the planned land use results in development that meets the Met Council forecasts for population, households and employment. That calculation takes the acreage in each future land use category within the development/redevelopment area and multiplies it by the **midpoint** of the density range for residential categories. We have some additional calculations that we run for employment (based on lot coverage and avg. square footage per employee), but we will address those at a later date. Below is a table showing the forecasts for population and households, along with the projections based on the 2040 future land use map and the densities for each category.

	2010 Census	2040 Forecast	2010-2040 Net Gain	2040 Plan Yield
Population	33,660	34,500	840	3,936
Households	14,623	16,100	1,477	1,837

	Land Use Type	Dev. Acres	Density Range			Yield %	Midpoint Units
			Min	Mid	Max		
2040 Future Land Use Guidance	Low Density Res	37.83	1.5	4.75	8	100%	180
	Medium Density Res	8.33	5	8.5	12	100%	71
	High Density Res	25.81	13	24.5	36	100%	632
	Neighborhood Mixed Use	1.34	5	8.5	12	50%	6
	Community Mixed Use	164.91	10	23	36	25%	948
Guided Total		113.86					1,837

Future Land Use and Density

July 11, 2017

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As you can see, with the modest increase in the minimum required density in residential development in the Community Mixed Use district, the City has demonstrated that it can meet the regional population and household forecasts.

Community Designation: For this, we use the **minimum** of the density range for all future land use categories (excluding Low Density Residential) to ensure that the density of future development/redevelopment meets the required minimum density for Roseville's Community Designation, which is Urban. The Urban designation requires an average density of 10 units per acre for new development and redevelopment. To calculate this density, we take the acreage in each future land use category within the development/redevelopment area and multiply it by the **minimum** of the density range for residential categories. That density must be at least 10 units per acre.

Land Use Type		Dev. Acres	Density Range			Yield %	Minimum Units
			Min	Mid	Max		
2040 Future Land Use	Medium Density Res	8.33	5	8.5	12	100%	42
	High Density Res	25.81	13	24.5	36	100%	335
	Neighborhood Center	1.34	5	8.5	12	50%	3
	Community Mixed Use	164.91	10	23	36	25%	412
Guided Total		76.03					793

Community Designation Density	10.43
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Again, you can see from the above table that by changing the minimum density of Community Mixed Use to meet the urban community designation, the City's overall future land use plan now meets the Community Designation requirement.

Affordable Housing: Finally, the Met Council requires that sufficient land be guided at minimum residential densities of 8 units per acre to support the city's total allocation of affordable housing need (142 units). To be clear, the City is not required to develop 142 units of affordable housing, just have the density in place to support it. In Roseville, using the revised future land use districts as presented, we can use both your High Density Residential and Community Mixed Use future land use categories to meet the need as the minimum densities in those categories meet the required minimum of eight units/acre for affordable housing.

Therefore, to calculate this, we take the acreage of High Density Residential and 25% of the acreage of the Mixed Use (the required minimum percent residential) within the development/redevelopment area and multiply it by the **minimum** of the density range for those residential categories. That number must meet or exceed 142 total units.

Affordable Housing Need Allocation

At or Below 30 % AMI	72
From 31 to 50 % AMI	50
From 51 to 80 % AMI	20
Total Units	142

AMI = Area Median Income, which in 2016 was about \$85,000 for a household of four

Future Land Use and Density

July 11, 2017

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Land Use Type		Dev. Acres	Density Range			Yield %	Minimum Units
			Min	Mid	Max		
Guided in 2040 Plan	High Density Residential	25.81	13	24.5	36	100%	335
	Community Mixed Use	164.91	10	23	36	25%	412
Guided Total		67.0					748

With the changes in density to meet the Community Designation, the City is meeting it's affordable housing allocation. That includes the allocation specifically targeted at below 50% AMI which requires a minimum density of 12 units per acre (and so would only include the High Density Residential Area).

I will review the basis for these calculations and have an interactive spreadsheet available at the meeting if you would like to delve into any of these scenarios further. In the meantime, if you have any questions or comments as you review these materials before the meeting please feel free to contact me.

Future Land Use Framework

	Full Name	Summary	Description
LR	Low Density Residential	Density: 1.5-8 du/acre Uses: Single and Two-Family Residential Scale/intensity: small Transportation considerations: sidewalks	Low-density residential land uses include single-family detached houses generally with a density between 1.5 and four units per acre and two-family attached houses generally with a density of no more than eight units per acre. Institutional uses such as schools and places of worship are also permitted here.
MR	Medium Density Residential	Density: 5-12 du/acre Uses: Condominiums, Townhomes, duplexes, row houses, small lot detached homes Scale/intensity: medium Transportation considerations: sidewalks, trails	Medium-density residential land uses include single-family attached housing types such as triplex, quadruplex, row houses, side-by-side townhouses, back-to-back townhouses, mansion townhouses, and small-lot detached houses, generally with a density greater than five units per acre up to 12 units per acre. Institutional uses such as schools and places of worship are also permitted here.
HR	High Density Residential	Density: 13-36 du/acre Uses: Apartments, lofts, stacked townhomes Scale/intensity: medium-high Transportation considerations: sidewalks, connections to transit, multi-modal facilities	High-density residential land uses include multifamily housing types including apartments, lofts, flats, and stacked townhouses, generally with a density greater than 12 units per acre. Institutional uses such as schools and places of worship are also permitted here.
MU-1	Neighborhood Mixed Use	Density: 5-12 du/acre Uses: Medium density residential, commercial, office, civic, parks and open space Scale/intensity: small-medium Transportation considerations: sidewalks, connections between neighborhoods and businesses, connections to transit stops	Neighborhood Centers are located on important neighborhood thoroughfares with uses will be organized into a cohesive neighborhood “node”. These areas will incorporate a mixture of commercial and residential uses, with commercial uses preferable at block corners. Residential uses should generally have a density between five and 12 units per acre and should account for approximately 50-75% of the overall mixed-use area. Buildings shall be scaled appropriately to the surrounding neighborhood, reflecting a low-to-mid-rise profile. Commercial uses should be oriented toward pedestrians and the sidewalk. Commercial uses should be designed to minimize negative impacts adjacent residential neighborhoods while maintaining connections with sidewalks or trails. This is the most restrictive mixed use area in terms of intensity and is intended for application in areas adjacent to low-density residential areas. Development will be limited in height to correspond to the surrounding neighborhood character.
MU-2	Community Mixed Use	Density: 10-36 du/acre Uses: Medium-high density residential, commercial, office, civic, parks and open space Scale/intensity: medium Transportation considerations: sidewalks, multi-modal facilities, connections between uses, connections to transit stops	Community Mixed Use areas are intended to contain a mix of complementary uses that may include housing, office, civic, commercial, park, and open space uses. Community Mixed Use areas organize uses into a cohesive district, neighborhood, or corridor, connecting uses in common structures and with sidewalks and trails, and using density, structured parking, shared parking, and other approaches to create green space and public places within the areas. The mix of land uses may include Medium- and High-Density Residential, Office, Community Business, Institutional, and Parks and Open Space uses. Residential land uses will account for at least 25% of the overall mixed-use area. The mix of uses may be in a common site, development area, or building. Individual developments may consist of a mix of two or more complementary uses that are compatible and connected to surrounding land-use patterns. To ensure that the desired mix of uses and connections are achieved, a more detailed small-area plan, master plan, and/or area-specific design principles is required to guide individual developments within the overall mixed-use area.
MU-3	Corridor Mixed Use	Density: 13-36 du/acre Uses: High density residential, commercial, office, civic, parks and open space Scale/intensity: medium-high Transportation considerations: strong emphasis on pedestrian, transit and bicycle access and connections between uses.	Corridor Mixed Use areas are located along major transportation corridors in the City. Corridor Mixed Use areas may include a wide range of uses from shopping centers to freestanding businesses and institutions to high-density residential developments. High density residential uses are encouraged in these areas. Corridor Mixed Use areas promote the redevelopment of aging strip centers and underutilized commercial sites in a manner that integrates shopping, employment, services, places to live and/or public gathering spaces. Corridor Mixed Use areas should have a strong orientation to pedestrian, transit and bicycle access to the area and movement within the area. Residential uses, generally with a density greater than 13 units per acre, may be located in Corridor Mixed Use areas as part of mixed-use buildings with allowable business uses on the ground floor or as standalone buildings with well-designed infrastructure connecting them to the surrounding area.
MU-4	Core Mixed Use	Density: 20-36 du/acre Uses: High density residential, commercial, office, shopping centers. Scale/intensity: high Transportation considerations: access to transit, multi-modal facilities and connections, preserved pedestrian and bicycle access in high vehicular traffic areas, access to commercial areas from residential uses and transit hubs.	Core Mixed Use areas are located in places with visibility and access from the regional highway system (Interstate 35W and State Highway 36). Core Mixed Use areas include large-footprint commercial development, shopping centers, large-scale institutions, office buildings, high density residential uses, and other uses that generate more traffic, noise, and intensity than other mixed use districts. Public plazas and green infrastructure connections should be designed into the Core Mixed Use District. High density residential land uses of at least twenty units per acre are highly encouraged in these areas. Residential development should be well-connected to and accessible from the surrounding commercial uses by those travelling without a car. Structures found in Core Mixed Use areas are higher in bulk than other mixed use districts and are at a scale appropriate to their proximity to highways and major thoroughfares. Core Mixed Use areas should be well-served by existing or planned transit, and pedestrian and bicycle access both to and between areas in this district is strongly encouraged. The scale of this district requires inter-district connectivity and multi-modal access. Limits to surface parking are encouraged.

Future Land Use Framework

	Full Name	Summary	Description
E-1	Employment	Uses: office, business, research Scale/intensity: small-medium Transportation considerations: multi-modal facilities and connections to transit	Low-Intensity Employment areas include a variety of smaller-scale office uses such as business, professional, administrative, scientific, technical, research, and development services.
E-2	Employment Center	Uses: office, business, R&D, business parks Scale/intensity: medium-high Transportation considerations: multi-modal facilities and connections to transit	Employment centers are largely single-use areas that have a consistent architectural style with a mix of employment-oriented use types. These uses may include office, office-showroom-warehousing, research and development services, high-tech electronic manufacturing, medical, and lodging with business-park-supporting retail and services such as healthcare, fitness, child daycare, dry-cleaning, bank, coffee shop, restaurant, and convenience store. The scale of development in these areas is commensurate with their proximity to highways and major transportation corridors. Appropriate connections to transit should be included in Employment Center developments.
I	Industrial	Uses: manufacturing, light industrial, warehousing, distribution Scale/intensity: medium-high Transportation considerations: connections to transit, freight connections to rail, highways and major corridors	Industrial uses include manufacturing, assembly, processing, warehousing, distribution, related office uses, and truck/transportation terminals.
IN	Institutional	Uses: civic, school, places of worship Scale/intensity: medium-high Transportation considerations: sidewalks, connections to transit, multi-modal facilities	Institutional land uses include civic, school, library, church, cemetery, and correctional facilities on a larger scale than those normally incorporated into the low-density residential area.

ROSEVILLE 2040

our future together

2040 Future Land Use

Development-Redevelopment Areas

Development-Redevelopment Areas

Residential

- LR - Low Density Residential
- MR - Medium Density Residential
- HR - High Density Residential

Mixed Use

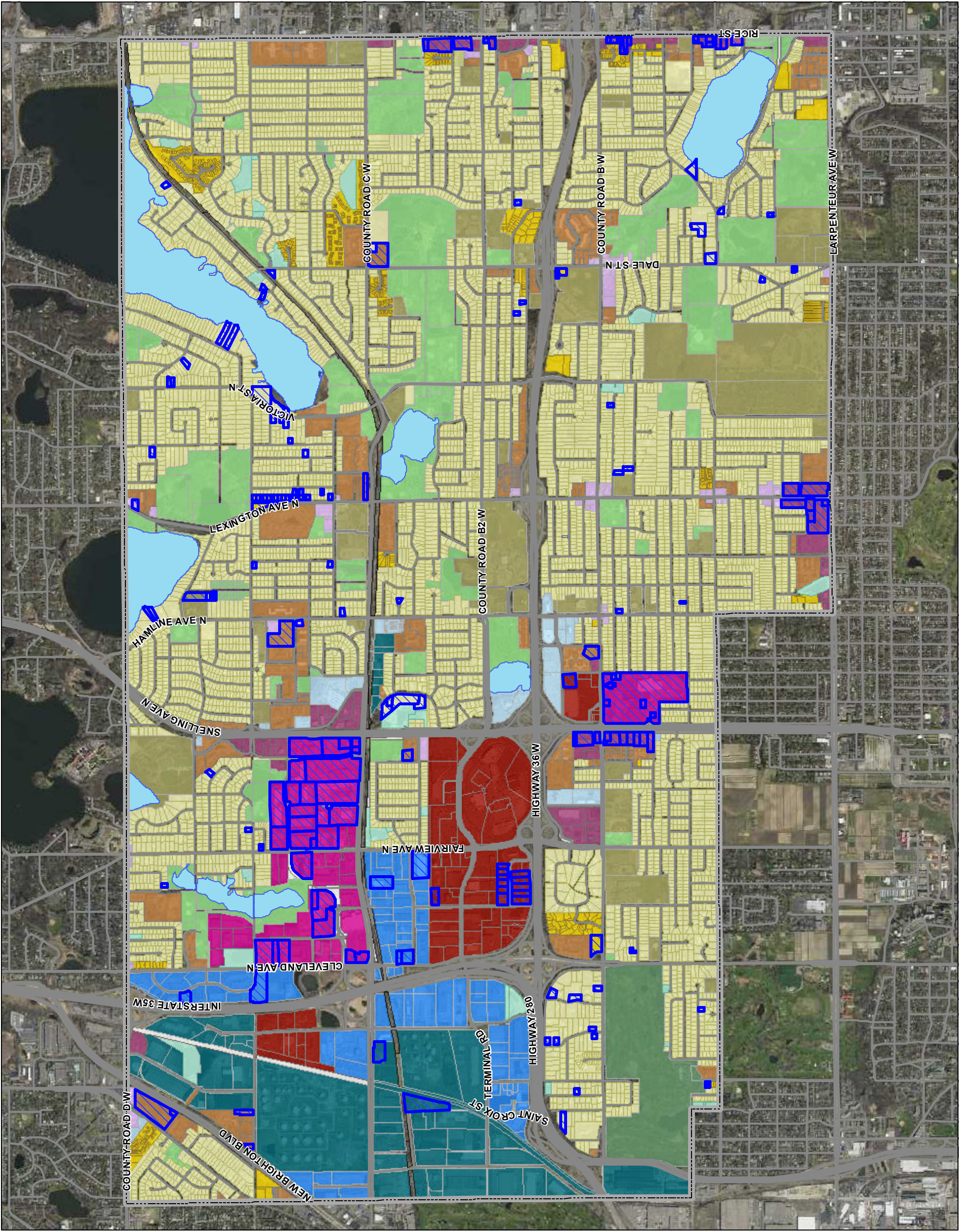
- Core Mixed Use
- Corridor Mixed Use
- Community Mixed Use
- Neighborhood Center

Employment

- Industrial
- Employment
- Employment Center

Public / Institutional

- IN - Institutional
- POS - Park/Open Space
- GC - Golf Course
- ROW - Right of Way
- RR - Railroad
- W - Water Ponding
- Lake



0 2,000 Feet
1 inch = 2,120 feet





**Planning Commission – Comprehensive Plan Update Meeting
City Council Chambers, 2660 Civic Center Drive
Draft Minutes – Wednesday, June 28, 2017 – 6:30 p.m.**

1. Call to Order

Chair Murphy called to order a Special meeting of the Planning Commission meeting at approximately 6:30 p.m. for the purpose of updating the City's comprehensive plan for 2040.

2. Roll Call

At the request of Chair Murphy, City Planner Paschke called the Roll.

Members Present: Chair Robert Murphy; Vice Chair James Bull; and Commissioners Sharon Brown, Chuck Gitzen, Julie Kimball, and Peter Sarby, with Jim Daire arriving at 6:40 p.m.

Staff/Consultants

Present: Community Development Director Kari Collins, City Planner Thomas Paschke, Senior Planner Bryan Lloyd, and Consultant Erin Perdu, WSB

3. Review of Minutes

a. May 24, 2017, Special Planning Commission Meeting – Comprehensive Plan Update

Commissioners had an opportunity to review draft minutes and submit their comments and corrections to staff prior to tonight's meeting, for incorporation of those revisions into the draft minutes.

Chair Murphy advised Erin Perdu's name is misspelled throughout the minutes and requested it be corrected.

MOTION

Member Gitzen moved, seconded by **Member Bull** to approve the May 24, 2017 meeting minutes as amended.

Ayes: 6

Nays: 0

Motion carried.

Chair Murphy reminded Commission members to state their name the first time they speak for the transcription service.

4. Communications and Recognitions:

- 42 a. **From the Public:** *Public comment pertaining to general land use issues not on*
43 *this agenda*
- 44
- 45 b. **From the Commission or Staff:** *Information about assorted business not already*
46 *on this agenda, including a brief update on the 2040 Comprehensive Plan Update*
47 *process*
- 48

49 Mr. Lloyd provided a brief update and schedule of upcoming meetings as part of
50 the Comprehensive Plan Update.

51

52 Member Bull inquired about the number of people participating in the
53 Walkabouts. He heard from a resident that the questions being asked on the
54 Walkabout were not pertinent to the issues being raised on the neighborhood
55 networks. He encouraged Members to use the neighborhood network Nextdoor
56 often and to talk with some of the leads about issues in neighborhoods.

57

58 Erin Perdu, WSB Consultant, responded there has generally been five or six
59 participants. There are questions that are meant to start the discussion, but they
60 make it clear they are there to talk about whatever things come up.

61

62 Community Development Director Collins requested Commission Members
63 encourage all residents to contact City staff with any feedback or concerns they
64 may have.

65

66 Member Sarby inquired if they knew who will be receiving the stakeholder
67 interviews.

68

69 Ms. Perdu responded they need to talk with staff regarding the interviews, and
70 they will be scheduled later this summer. The list will be made available to the
71 public.

72

73 Member Bull expressed concern they have not made it out to the diverse areas of
74 the City.

75

76 Ms. Perdu agreed there has not been a lot of racial, gender, or economic diversity
77 represented in the Walkabouts. They are hopeful the ECFE events in September
78 will provide some of this, as well as some of the stakeholder interviews.

79

80 Ms. Collins commented on June 10, they were at the Brittany Marion apartments
81 for a community safety get together. Although there was a significant language
82 barrier as she tried to talk with the parents about the Comprehensive Plan, it was
83 clear that adequate play space for their children was important to them.

84

85 Member Bull suggested a Comprehensive Plan event similar to the public safety
86 event may be the way to reach a more diverse audience.

87

88 5. **Project File 0037: 2040 Comprehensive Plan Update**

89
90 **a. Future Land Use Districts**

91 *Discussion of possible revisions to the names and descriptions of land use*
92 *designations*

93
94 Senior Planner Lloyd introduced himself and Erin Perdu, Planning Consultant
95 with WSB.

96
97 Ms. Perdu began by reporting on the future land use text revisions. She referred to
98 page 29 of the meeting packet and stated she hopes the new spectrum of districts
99 highlights the mixed use opportunities the City already had.

100
101 In response to Member Bull, Ms. Perdu stated they are looking at the future land
102 use classifications in the Comprehensive Plan that correspond to the districts on
103 the map. After it is adopted, they will make sure the zoning districts correspond
104 with the future land use districts.

105
106 Mr. Lloyd commented the zoning district names do correlate with the
107 Comprehensive Plan designations and the content between the two must match
108 up. All the permitted uses are based on the zoning districts.

109
110 Member Kimble inquired if the definitions were newly created by the consultants
111 or taken from someone else's definition. Ms. Perdu responded they created the
112 names, but a lot of the description language was taken from the existing district.
113 They have added some things regarding scale and transportation connections and
114 removed references where the traffic and customers were coming from.

115
116 Member Gitzen inquired if there are any industry standards for these names.

117
118 Ms. Perdu responded the residential terms are generally standard, but there are a
119 variety of names with mixed use and commercial.

120
121 Chair Murphy inquired if there is anything to distinguish between land use district
122 when standards overlap.

123
124 Ms. Perdu responded they should make distinctions to eliminate overlap.

125
126 Ms. Perdu reported they did not make many changes to the residential districts.
127 They did include a minimum density in the low-density category and added some
128 narrative regarding transportation connections and types of uses contemplated.
129 Ms. Perdu stated the density ranges remain the same as what was in the 2030
130 Comprehensive Plan.

131
132 Chair Murphy referred to Low Density Residential, and inquired what a 1.5
133 dwelling unit per acre would translate to be.

134
135 Ms. Perdu stated it translates to about three quarters of an acre.

Mr. Lloyd advised it is an average and is more helpful when the math is expanded.

Ms. Perdu then directed discussion to mixed use districts. She reported this is a replacement of the business districts with a spectrum of mixed use districts and most were already allowed in the 2030 Comprehensive Plan. The major change is with Core Mixed Use where the possibility of residential was added. She explained the Neighborhood Center is considered Medium Density Residential, but would also allow business uses. The title is based on discussion around how these neighborhoods were located at key intersections with small scale commerce opportunities.

Member Bull suggested they remove the word “predominant”, and replace it with an actual percentage. He also inquired what the percentages represent.

Ms. Perdu explained when a percentage is displayed, it is a percentage of the land mass area. For example, with Neighborhood Center, the percentage range of 50 to 75 percent is intended to look at the entire center and it does not need to occur on the same parcel. They can address how compliance is measured when they discuss the zoning code.

City Planner Paschke commented it would be flushed out more in the zoning code when they determine how they are going to achieve compliance in building specific regulations to get to the specific percentage.

Member Kimble explained it is more challenging to do this in a mixed use district because individual parcels may come up for development by different owners and developers.

Mr. Paschke stated there are some things in the code that prescribe how a given area is to develop over the course of time. It is up to the planners on staff to make sure they are achieving all of the specific requirements of the zoning district in compliance with the Comprehensive Plan. With regard to multi-level buildings, the zoning ordinance would make it a square footage or floor area ratio versus just a footprint to make sure the goals are achieved.

Ms. Perdu advised at this point, the intent is to be general and save the detail questions for the zoning revisions.

Member Gitzen commented a master plan should be included in all mixed use district requirements.

Member Kimble referred to Neighborhood Center and pointed out the description does not show that it “requires” a predominant mix of use. Also, with the subdivision language changes, she remembers they removed the definition of streets, yet she sees them included in Neighborhood Center, and Corridor Mixed

183 Use. She inquired if they have any districts that would allow for a walkable
184 stretch of blocks with a mix of residential and commercial, similar to Excelsior
185 and Grand in St. Louis Park or Grand Avenue in St. Paul. She also pointed out in
186 Community Mixed Use, mid-high density should say med-high density, and
187 inquired why Core Mixed Use is so limited with residential. There is a lot of land,
188 they could include residential vertically, and she would support it going up to 50
189 percent.

190
191 Ms. Perdu explained the intent of the Corridor Mixed Use is to allow flexibility in
192 a larger area with both vertical and horizontal mixed use. The Core Mixed Use
193 includes Rosedale and that entire commercial area. They left the density
194 beginning at zero percent and up to 25 percent and would like to hear from other
195 Commissioners if they think it should be increased.

196
197 Ms. Collins commented she was at a meeting where they reported Edina is
198 proposing a density of 65 units per acre in an area of development.

199
200 Chair Murphy inquired what type of elevation would be required to allow for that
201 amount.

202
203 Mr. Paschke responded it would be six stories in height. However, they are on
204 small lots that include commercial on the bottom and residential on top. He
205 inquired if the zero to 25 percent density with the Core Mixed Use would allow
206 for more than that with the zoning code.

207
208 Ms. Perdu commented they could allow for more flexibility in these percentages
209 and the code would be more specific.

210
211 Mr. Lloyd inquired if this discussion allows them to be less descriptive about the
212 range. He suggested with the Core Mixed Use, they want it to be mostly an
213 intense commercial area. However, a substantial amount of housing is also
214 allowed and that can be defined in the zoning updates.

215
216 Member Bull agreed with Mr. Lloyd, and stated if the zoning has the percentages,
217 a person could request a variance.

218
219 Ms. Perdu suggested they keep percentages in with the Neighborhood Center and
220 Community Mixed Use where a minimum residential is required.

221
222 The Commission agreed with Ms. Perdu and supports removing the use
223 percentages in the remaining summaries.

224
225 Member Kimble pointed out parks and open space is mentioned in all the mixed
226 uses except for Core Mixed Use, and she suggested they at least include green
227 connectors with that use.
228

Member Sarby pointed out except for Neighborhood Center, all the titles include the words “mixed use”. He suggested it be called Neighborhood Mixed Use.

Ms. Perdu moved the discussion to the four types of employment districts. She reported the Low-Intensity Employment district includes single office buildings, the Employment Center includes business parks, and aside for some changes to transportation descriptions, there were no changes to Industrial and Institutional.

Member Kimble commented she struggles with the term Low-Intensity Employment since there can be quite a few employees in a single office.

Ms. Perdu commented they will work on a new name.

Chair Murphy referred to Industrial, inquired what type of laboratory would be included in that use, and questioned the term “freight connections” under transportation considerations. He suggested they use the term “rail connections.”

Ms. Perdu stated that word “laboratory” was carried over from the previous plan and she did not have any specific intent for it. She agreed it could be located in other areas, and will delete it. Regarding freight connections, this description will be linked with the City’s Transportation Plan that includes a freight element. Ms. Perdu requested the Commission give her additional changes in wording after the meeting, or email them to Mr. Lloyd.

Member Gitzen inquired if self-driving cars are incorporated into this plan. It has been reported that in 10 to 20 years, parking lots and garages will be obsolete.

Member Kimble inquired if something should be included acknowledging this possibility.

Mr. Lloyd stated there are petroleum storage facilities are in town that may not be needed, but could still be used for industrial purposes. He inquired if they should consider a policy that if gas stations start to close, the City will step in to help develop that site so there are not gas stations sitting empty on corners.

Member Bull agreed they will see a movement to smaller and self-driving vehicles, but not the obsolescence of gas stations in this timeframe. The roadway structure and infrastructure will begin to change dramatically with these forecasted changes.

b. Future Land Use Map

Discussion of overall future land use map as updated with new land use designations based on previous discussion, how land use designations affect (and are affected by) certain Metropolitan Council requirements, and potential development/redevelopment areas, in general, as well as deeper discussion of select “special study areas”

Ms. Perdu displayed the 2040 Future Land Use map.

Dale Street and the south side of Highway 36 (near the Parkview School site)

Mr. Lloyd highlighted property in the northeastern corner of Parkview School site and the intersection of Dale Street and Highway 36. The properties have traditionally been single family and the Institutional zoning regulation has been limiting efforts to redevelop it. He suggested it be guided Low Density Residential or Medium Density Residential to allow that property to be something more than single family homes.

Mr. Lloyd displayed a sketch from one of the property owners that showed an outline of the southern property and five townhouse units. The property owner has indicated that the neighboring property owner is interested in the same kind of idea. The County has indicated if the properties were both developed in this way, they would prefer a single access to both locations as well as to the ball fields to the south.

Alex McKinney, property owner, commented he purchased the property in 2013 or 2014, and it was previously residential. It is located on the east side of Parkview School with ballfields adjacent to the property. The two properties combined are about one acre and they are both located on the south side of Highway 36. After speaking with the other property owner, they decided to look into having a larger area of townhouses. They are requesting higher density zoning on both properties to allow for this.

Chair Murphy inquired what future tenants would think about being next to the middle school.

Mr. McKinney responded there is a park on the northern third of the site. The school is next door to his property, but it is about a quarter mile walk to it. He is not concerned with Highway 36 being on the other side because on the north side of the highway, townhomes were built and are selling. Mr. McKinney commented he is open to feedback from the City on whether the units should be rented or owned.

Member Kimble stated having a school nearby can be a good selling point and likes the idea of townhouses in this area. She commented it would also be nice to have some green area in front as well.

Member Bull agreed and likes the idea of a medium residential because of the traffic pattern in the area, and drainage will have to be considered.

Member Gitzen suggested they figure out the access with the County and see if their requirements fit with the plan.

Mr. McKinney stated there is already a dual curb cut and water and electricity to the property.

Chair Murphy advised the Commission is generally receptive to this idea.

Mr. Lloyd advised they will update the future versions of the plan.

Ms. Perdu referred back to the 2040 Future Land Use map and stated the districts represent the proposed land use districts and not the titles from before. She then displayed the 2040 Future Land Use map with the Special Study Areas and stated they will include more detail on how those areas can be redeveloped.

Rice/Larpenteur area

Chair Murphy referred to the Rice/Larpenteur area and inquired if the intent was for the Special Study Area to go up further north.

Ms. Perdu advised they will make the map consistent with the scope of the study.

Presbyterian Homes office building – Hamline Avenue

Mr. Lloyd highlighted this area as one that Member Gitzen had suggested. It includes the Presbyterian Homes office building on Hamline Avenue, the Hamline Shopping Center, and the gas station.

Member Gitzen advised this area is owned by Presbyterian Homes and they plan to redevelop it.

Ms. Perdu advised they will highlight it as a redevelopment area.

West side of Snelling – across from HarMar and Target

This area was also highlighted for redevelopment by Member Gitzen. He stated there is a line of fast food restaurants and this whole area seems logical for redevelopment.

Member Sarby agreed this area needs to be targeted for development/redevelopment.

South of County Road C and East of Snelling Avenue

Mr. Lloyd reported this area is guided as medium density and residential.

Chair Murphy stated the usability of this site was always a question because of a marshy area east of Snelling.

Ms. Perdu stated they had discussion on this site and had changed the use to single family.

Member Gitzen commented it is underutilized and fits under development/redevelopment.

Snelling and County Road C – Byerly's Center area

Member Gitzen stated part of this area had already been discussed, but more of it needs to be included in development/redevelopment.

Mr. Paschke pointed out part of the site that is included in the Twin Lakes development area.

Member Gitzen commented the old Ford business is no longer there and the retail mix is changing. The area to the west is prime to be redone.

The Commission agreed they would like to include the areas suggested by Member Gitzen.

As requested by the Commission at a previous meeting, Ms. Perdu provided information on what is going on in Edina with Southdale Center. She reported Edina designated this as their community activity center in their 2008 Comprehensive Plan. The current zoning is mostly a land commercial district, and general objectives include details about mixed use, increased density and intensity of use, life-cycle housing, and a safe pedestrian environment. There is a mixture of zoning districts around the perimeter of Southdale, and there is not one cohesive district for the area. They did have a small area plan where they provided a framework vision with specific uses with an emphasis on human-scale, reducing surface parking, creating a better street grid, and buffering pedestrians.

Member Kimble pointed out this was in the 2008 plan, but it did not materialize until now. She stated the City has made the streets more user friendly and broken down, and they have been doing a really nice job in changing the character of the area.

Ms. Perdu commented they could potentially incorporate these types of ideas into their narrative about Rosedale and the Comprehensive Plan.

Ms. Perdu continued her report on the calculations associated with the Metropolitan Council requirements.

Affordable Housing

The Metropolitan Council requires there to be enough residential density and available land for development and redevelopment. This creates opportunities for affordable housing and it is important the City guides at least eight units per acre to meet the 120-unit required. They use the minimums of the City's density range to calculate how many units it will get and the City's affordable housing allocation is 142 units. Currently, the City's high density residential meets this minimum at 238 residential units. At this point, Community Mixed Use does not count toward the affordable housing allocation.

In response to Member Kimble, Ms. Perdu explained they take the developable acres (19.8) and multiply it by the minimum density (12 units per acre) to get 238

minimum units. The yield factor shows that it is important to have a minimum residential requirement in districts so that it can be included in the calculations.

Chair Murphy inquired what the current numbers are for affordable housing compared to the Metropolitan Council requirement.

Ms. Collins responded the City is required to identify housing programs and tools they offer to the Metropolitan Council, and they provide a score of how the City is doing with affordable housing opportunities. This has been between 90 and 100 percent for the last couple of years. Roseville has very limited vacant land and that is why they are looking at redevelopment in areas that may accommodate multifamily housing.

Ms. Perdu reported Roseville is classified as Urban. The eight units per acre is the minimum density requirement throughout the metro area.

Member Bull clarified the numbers show they should provide an additional 72 units of affordable housing for people that are making less than \$24,000 in income.

Ms. Perdu responded the portion below 50 percent area median income (AMI) has to be at a higher density than 8 units per acre. It is required to be 12 units per acre, but the City's high-density category already meets the minimum.

Meeting Forecasts

Roseville's population is projected to gain about 840 people and 1,477 households through 2040. The household sizes will be going down, and the new housing that is going to be developed will be multi-family, which means less people per household. This is very common in the urban and inner ring suburbs of the Metropolitan Council.

Member Gitzen stated he recalled the projected number of households to be around 600. Ms. Perdu stated she will look into it.

Ms. Perdu explained the Plan Yield is how many households and how much population the City could yield from development and redevelopment. It includes the available acres, programmed density, and projected persons per household.

Ms. Perdu reported the City meets the population projection and is slightly under the forecast for the number of households. One way to increase the number of developable households would be to increase the areas designated as redevelopment. The City has more housing projected than people projected, and the Metropolitan Council assumes that new development is going to be for smaller households.

Member Daire commented the 2010 census figures for population and household shows there are 2.3 persons per household. The 2040 plan shows there to be 2.14

persons per household. The ageing section of the population will not be around in 2040, and then the population density per household drops. The Metropolitan Council may have missed this with its recommendations and they should look more closely at it.

Ms. Perdu responded she can talk with their Metropolitan Council representative to get more information about what was behind the recommendation.

Community Designation: Urban

Ms. Perdu read the description of what an urban community is and explained if they can meet the criteria for the Urban designation, the rest of it will fall into place. Urban communities are expected to plan for forecasted population and household growth at average densities of at least 10 units per acre for new development and redevelopment. Roseville has the same designation as Golden Valley, Edina, and Bloomington, among others.

Chair Murphy inquired what Arden Hills was designated as.

Ms. Perdu responded they are designated as suburban which requires a density of five units per acre. There is a total of nine designations for communities in the metro area. The intent is to have more growth towards the center of communities.

Mr. Paschke stated it better utilizes systems already in place, such as public transit and infrastructure, versus stretching the systems and expanding outward.

Ms. Perdu highlighted the table found on page 27 of the meeting packet, and commented to make the calculation, they use any land use category with future residential development programmed, but not low density residential. She explained Roseville's Community Designation Density is 7.04 and it needs to be 10. This is found by dividing the minimum units (367) and dividing it by the guided total (52.07).

Ms. Perdu reported there are several ways the future land use maps can be modified to meet the forecast and Community Designation requirement. These include:

- Increase redevelopment areas
- Increase percentage of residential in mixed use districts
- Increase the minimum density ranges for Medium and High Density Residential and mixed use categories

Member Kimble suggested they add in the new areas to see how the number is impacted.

Ms. Perdu highlighted the different new areas on the map and commented only High Density Residential would help.

Member Kimble referred to the redevelopment site located south of County Road C and east of Snelling, and inquired if that site could be Medium Density instead of Low Density.

Mr. Paschke responded it potentially could, but the wetland area is fairly large and there would be an issue with access.

Ms. Perdu provided a scenario where they could increase the minimum Medium Density to six, the minimum High Density to 18, and the minimum Neighborhood Center and Community Mixed Use minimums to six to achieve the required density of 10 units per acre.

Member Daire suggested they keep Medium Density and Neighborhood at four, High Density at 12, and change the Community Mixed Use to 10.

Ms. Perdu suggested they put Medium Density at five, High Density at 13, Neighborhood Center at four, and Community Mixed Use at 10.

Member Kimble commented she likes this scenario better based on the description of Community Mixed Use.

Member Daire inquired if this meets the 1,477 required households. Ms. Perdu stated that number will also include Low Density Residential, and with the additional area they are close.

Member Kimble and Chair Murphy stated they like Member Daire's suggestion.

Mr. Lloyd pointed out that Low Density Residential could have up to eight dwelling units per acre, as stated in its description, which helps in the calculation.

Chair Murphy requested comments from staff regarding the new numbers they proposed.

Mr. Lloyd responded adjusting the minimum is immaterial because developers generally want to do as much as possible.

Ms. Paschke agreed they are typically at or near maximums, not minimums.

The Commission agreed they were comfortable with the following minimums: Medium Density Residential at five, High Density Residential at 13, Neighborhood Center at five, and Community Mixed Use at 10.

Ms. Perdu advised she will redo the maps and update the numbers based on discussion and provide an update at the next meeting. There will be a HarMar Walkabout on July 20, and an EDA work session on July 18. At their next meeting on July 26, they will have final concepts for land use, ideas for the special study areas, and begin discussion on housing.

Member Bull requested an update on Meeting in a Box and inquired who they have reached out to. He suggested providing a one-hour training session to familiarize people on how Meeting in a Box works. He also inquired about surveys.

Mr. Lloyd reported another Meeting in a Box was done since the last meeting, and a couple more people have indicated interest. It was also brought to the Human Rights, Inclusion, and Engagement Commission meeting last week, but he is unsure if it will produce any more Meeting in a Box events. He will also look at what contact information he has for people who attended the kickoff event and consider how to reach out to them. They hope to have a short video tutorial on how it works and plan to reach out to the Nextdoor community with information. Regarding surveys, he has not heard of recent survey numbers, but will look into it.

Member Bull inquired how they are going to set a baseline and measure goals. They should consider ways they can group the measurement of goals to make it easier to gather results.

Ms. Perdu advised this will be covered in the implementation chapter of the plan, but it can also be discussed along the way.

Mr. Paschke responded there will be some goals, such as code modifications, that are not measurable because they are not associated with a number.

Member Kimble commented she has an article available from the *National Real Estate Investor* publication on the topic of Self Storage.

Member Bull inquired if they should be doing anything to prepare for their joint meeting with the City Council on July 24.

Mr. Paschke suggested they come up with topics for discussion and they can go over them at the next meeting. He will email out the agenda from the previous joint City Council meeting along with the article from Member Kimble.

6. Adjourn

MOTION

Member Kimble moved, seconded by Member Gitzen adjournment of the meeting at approximately 8:50 p.m.

Ayes: 7

Nays: 0

Motion carried.



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 7/18/2017
Item No.: 6.c

Department Approval

Executive Director Approval

Item Description: Discuss Economic Development for the 2040 Comprehensive Plan

BACKGROUND

Economic Development Consultant, Jim Gromberg from WSB, will review the priorities that the Roseville Economic Development Authority (REDA) adopted in early 2016. Mr. Gromberg will guide the REDA in further discussing the priorities to help develop Economic Development goals that will be contained in a draft of the Economic Development chapter of the 2040 Comprehensive Plan. A draft of the Economic Development chapter will come back to the REDA for future review and will incorporate feedback from this discussion.

POLICY OBJECTIVE

The Roseville Economic Development Authority is the advising body related to the Economic Development section of the 2040 Comprehensive Plan.

BUDGET IMPLICATIONS

There is no budget implications.

STAFF RECOMMENDATION

Provide feedback and direction to staff regarding the priorities for Economic Development.

REQUESTED EDA BOARD ACTION

Provide feedback and direction to staff regarding the priorities for Economic Development.

Prepared by: Jeanne Kelsey, Housing Economic Development Program Manager, 651-792-7086
Attachments: A: Memo from Jim Gromberg
B: REDA Priority Setting Rankings from 2016



Memorandum

To: *Roseville Economic Development Authority*

From: *Jim Gromberg, Economic Development Coordinator*

Date: *July 10, 2017*

Re: *Economic Development Comp Plan Component
WSB Project No. 01797-010*

Thank you for the opportunity to assist the City of Roseville as you continue to update of the comprehensive plan including an economic development component. The Economic Development Authority (EDA) has completed a priority setting process in early 2016. At that time, the EDA identified certain priorities for the community concerning economic development activities. The EDA then divided the priorities into 3 categories of high, medium and low. They were further ranked based on the overall priority in the categories. The full results of that process are attached to show the items that were identified and what would be the focus of economic development activities over the course of the next couple of years. In reviewing the list there appears to be several items that are high priorities and scheduled for completion in 2016 with the remaining items projected for 2017 or being on-going projects for the future.

We will be using the list as a starting point to allow for the EDA to make the best use of their limited time to review the economic development issues. Members of the EDA are encouraged to review the list and make any notes for issues that they would like to discuss prior to the meeting. Our process will be to look at the priorities and determine if they are still a priority and are they ranked accordingly concerning high, medium and low. We will look if they have been accomplished and should be removed and/or replaced with new priorities resulting for the completion of the project. As the community is successful in the taking advantage of economic opportunities and the elimination of potential risks, the priorities should be reviewed updated to allow for Roseville to move forward with reaching its potential for economic growth and stability.

The following agenda will allow for the meeting to stay on task and complete the review within the EDA's time constraints:

Introductions.....	7:00 pm
Priorities Discussion.....	7:05 pm
Ranking Discussion.....	7:25 pm
Implementation Strategies Discussion.....	7:40 pm
Conclusion.....	8:00 pm

After we have completed the priorities analysis we would bring a draft economic development strategic plan (which will also serve as the Economic Development Element of the Comprehensive Plan) to the EDA which will generally include 5-7 over reaching economic development goals. These goals would then be used to begin the process of developing the implementation plan. The implementation plan could also include the assignment of tasks to the corresponding responsible parties and a general timeline for completion of those goals. The final document will become the basis for the future direction of economic growth but should be view as a point of time and requires the City to review the goals on a regular basis

Comp Plan EDA Component

July 10, 2017

Page 2

(some will be accomplished and some may become irrelevant due to environmental changes) to make sure they reflect the desire goals of the community.

Current	A step up	Your Preferred Timeframe	Your Priority
High Priority			
Redevelopment, reuse, revitalization (other areas, facades)	Targeted acquisition & redevelopment support	As needed	24
Business Friendly Practices & Reputation	Clear incentive policies & processes	2016	23
Finance and Incentives	Clear policies & processes – business subsidy, tax increment, tax abatement	2016	23
Brownfield Redevelopment (priority-Twin Lakes)	Clarify policies re: city roles & incentives	2016	23
Resident Oriented/ Neighborhood Commercial	Engage business/property owners & residents (starting with SE Roseville)	2016 & ongoing	23
Redevelopment, reuse, revitalization (other areas, facades)	Engage property owners, affected business owners & residents	Ongoing	23
Additional research to support development strategy and comprehensive plan	Dialogue with brokers, developers and property owners in Roseville market	Ongoing/as needed	23
Build organizational capacity and clearly defined partner relationships to support economic	Clarify roles/relationships and collaborate with partner organizations (e.g. GREATER MSP,	2016	23
Business Friendly Practices & Reputation	“Shovel Ready” sites	2016 & ongoing	22
Business Friendly Practices & Reputation	Listen & adjust policies that aren’t working well	Ongoing	21
Resident Oriented/ Neighborhood Commercial	Understand stakeholder goals & create revitalization vision	2016 & ongoing	21
Build organizational capacity and clearly defined partner relationships to support economic development	Identify & implement preferred approach to providing staff and/or consulting capacity for economic development	2016	21
Finance and Incentives	Establish & implement systems to measure, report & shape policy/programs	2017 & ongoing	21
Brownfield Redevelopment (priority-Twin Lakes)	MN DEED “Shovel ready” support for private landowners	2016 & ongoing	21
Resident Oriented/ Neighborhood Commercial	Tailor incentive policies, programs & need for organizational support	2017 & ongoing	20

Resident Oriented/ Neighborhood Commercial	Targeted organizational support and/or relationships	2017 & as needed	20
Resident Oriented/ Neighborhood Commercial	Promote vision/opportunity	2017 & as needed	20
Medium Priority			
Business Retention and Expansion (BRE)	Organized approach to pro-active and reactive business visitation	2016	19
Marketing/Image of Roseville	Marketing strategy	2016-2017	19
Finance and Incentives	Consider carefully tailored local tools	2017	19
Workforce/talent	Expand coverage of workforce at Roseville Business Council & in communications with businesses (e.g. Business Spotlight)	2016 & ongoing	19
Workforce/talent	Build information/referral capacity	2016-17	19
Resident Oriented/ Neighborhood Commercial	Assist with market analysis & planning	2016 & 2017	19
Additional research to support development strategy and comprehensive plan	Market trends/implications for Roseville	2016	19
Workforce/talent	Work with Metro Transit to expand transit to business parks & major employers	2017	19
Additional research to support development strategy and comprehensive plan	Econ & market insights inform development strategies & comp plan	2017 & beyond	19
Redevelopment, reuse, revitalization (other areas, facades)	Tailor incentive policies and programs	As needed	18
Redevelopment, reuse, revitalization (other areas, facades)	Promote vision/opportunity	Ongoing	18
Business Retention and Expansion (BRE)	Business as city stakeholder and customer (e.g. training, surveying, engage with comp plan, other)	2017	17
Additional research to support development strategy and comprehensive plan	Fiscal implications of development	2016/2017	17
Marketing/Image of Roseville	Execute pro-active marketing strategy	2017 or later (when ready)	17

Workforce/talent	Support partner-sponsored job fairs and/or opportunities to expose students to careers with Roseville employers	2017 & ongoing	17
Brownfield Redevelopment (priority-Twin Lakes)	Clean up grants & technical assistance	Ongoing	17
Redevelopment, reuse, revitalization (other areas, facades)	Assist with some or all of the following: market analysis, clarifying stakeholder goals and creating a revitalization vision	2017	16.5
Business Friendly Practices & Reputation	On-line permitting	2016	16
Workforce/talent	Integrate deeply into business retention, expansion and attraction	2017 & ongoing	16
Business Retention and Expansion (BRE)	GREATER MSP bio-med focus	2016/2017	15
Brownfield Redevelopment (priority-Twin Lakes)	Work with/assist property owners with environmental assessment, funding, market insights	2016 & ongoing	15
Business Friendly Practices & Reputation	Business concierge	2017 & ongoing	15
Brownfield Redevelopment (priority-Twin Lakes)	Acquisition & site assembly		15
Resident Oriented/ Neighborhood Commercial	Targeted acquisition & redevelopment support	2016 & ongoing	15
Low Priority			
Build organizational capacity and clearly defined partner relationships to support economic development	Explore options to build economic development organizational capacity that complements the city EDA including local commission, economic development corporation or similar approach	2016	14
Business Retention and Expansion (BRE)	Resources & support for businesses (e.g. Laliberte suggested mentors)	2017	13
Business Retention and Expansion (BRE)	Engage referral sources – CPAs, utilities, bankers, brokers, lawyers	2017	13
Brownfield Redevelopment (priority-Twin Lakes)	Incentives	Past 2017	13

Build organizational capacity and clearly defined partner relationships to support economic development	Support establishment of complementary economic development organization, assuring strong communication and alignment with EDA	2017 & ongoing	13
Brownfield Redevelopment (priority-Twin Lakes)	Marketing or developer RFPs		8+?
Business Friendly Practices & Reputation	Expedited Review Process		7



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 07/18/2017

Item No.: 7. a

Department Approval

A handwritten signature in blue ink, appearing to read "J. E. Collins".

Executive Director Approval

A handwritten signature in blue ink, appearing to read "L. J. Truog".

Item Description: Receive Second Quarter 2017 REDA Staff Activity Report

1 **BACKGROUND**

2 Staff periodically provides the Roseville Economic Development Authority (REDA) with programs
3 and activities that the EDA staff has been working on.

4 **POLICY OBJECTIVE**

5 Provide the REDA with information regarding programs and activities on an ongoing basis.

6 **BUDGET IMPLICATIONS**

7 This report is for informational proposes only and does not have a budget implication.

8 **STAFF RECOMMENDATION**

9 Review the second quarter 2017 REDA Staff Activity Report.

10 **REQUESTED COUNCIL ACTION**

11 Receive the second quarter 2017 REDA Staff Activity Report.

Prepared by: Jeanne Kelsey, 651-792-7086

Attachments: Report

A: Development Activity

B: HRC Programs through June 30, 2017

Roseville Economic Development Authority
2nd Quarter, April – June 2017
EDA Staff Activity Report

Economic Development Activity

- Accela online permitting launched May 2017 – approximately 150 businesses have used the new system
- Education to employment connections for the Roseville Business Community
 - Continue to explore with Todd Olson, College and Career Readiness Administrator, of ISD #623 job skill needs for area businesses, workforce solutions programs, and other community members that would benefit from the school districts efforts.
 - Exploring organizations and businesses that would benefit from the partnership.
- Discussions with developers looking at sites and redevelopment opportunities
 - Various sites
 - Provided startup business resources
 - Entertainment venue
- Coordinated Business Council
 - April presentation Update from Rosedale
 - May presentation Legislative Update (Ended up being update from all attending meeting)
 - June presentation Flint Hills refinery and tank farms of Roseville
- Business Newsletter
 - Business Spotlights
 - Blue Cross Blue Shield of MN – retail office
 - Bridging - nonprofit
 - Resources
 - ISD 623 – Career Pathways and Work Experiences
 - Free summer help paid internships through Ramsey County
 - Economic Gardening
- Small Businesses Series
 - June 15, 2017 SBS The Loss of a Customer
- SE Roseville
 - Continuation of the Revitalization of Rice/Larpenteur – St. Paul, Maplewood, and St. Paul
 - Awarded ULI Healthy Corridors Grant
 - Working to develop subcommittee with Maplewood, St. Paul and Ramsey County first kick off July 27, 2017
 - Single Family Housing Replacement Program – 196 S. McCarrons Blvd
 - Armory (211 N. McCarrons Blvd) – discussions with interested developers
 - Military affairs allowed for 2nd bid process which is tentatively awarded based upon financing.
- Working with Golden Shovel to develop marketing strategy
- Reviewing of TIF #17 and 17A – Twin Lakes uses
- Ribbon cutting ceremonies
 - Aldi

- Meetings with following Partners
 - o David Griggs – Greater MSP
 - o John Connelly – Twin Cities North Chamber of Commerce

Housing Activity

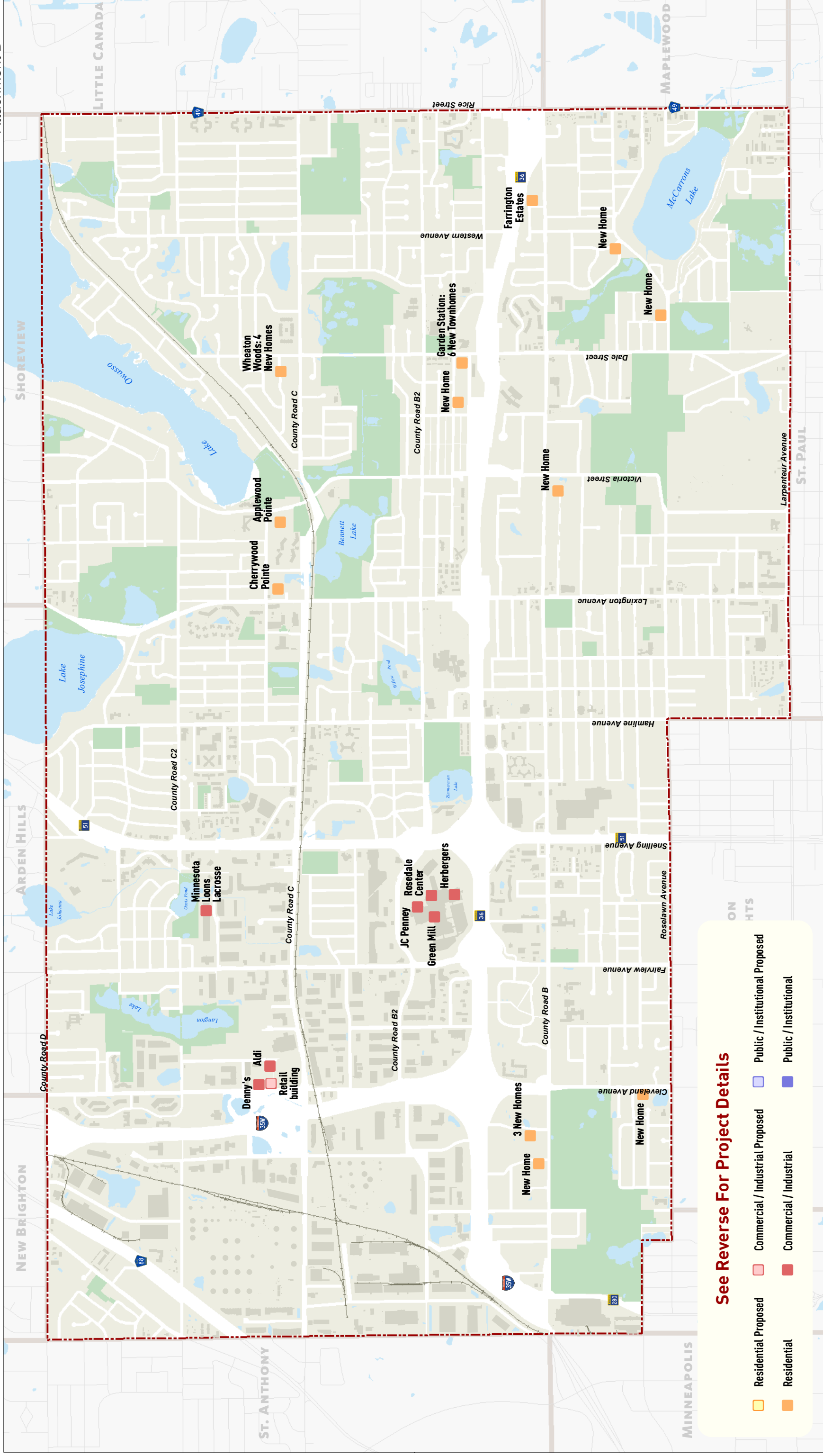
- Discussions with developers looking at sites and redevelopment opportunities
 - o Housing Developers
 - Sands Development, LLC
 - Submitted LCDA Application
 - Provided MHFA letter of support from Mayor
 - Journey Home
 - Gaughan Companies
- Provide resources for housing needs and concerns.
- Moved loan program and servicing over
 - o Researched alternative housing program originators and construction advise services
 - July 1, 2017 – Contract with CEE
 - July 1, 2017 – Contract with CRF

Program Updates

- BRE Program
 - o Ambassador Visit – Kids in Need Foundation
 - o Conducted Business visits with the St. Paul Area Chamber of Commerce
 - Horton Holdings – Research of Engine Cooling Systems
 - TSE Inc. – Providing training for disabled
 - Veritas – Software Company
 - McGuire Agency
 - Minncor
 - o Requested visits
 - Bimbo Bakery (Saralee)
 - Old Dutch
 - Xcel Energy Call Center
 - RespirTech – acquisition to be completed late summer/early fall
 - Pediatric Home Services – Ambassador Visit to come after remodeling
 - Arvig – Communications Company
 - Lynch CO Enterprise – Wholesale boots
- REDA Program status updates
 - o Energy Audit Program
 - As of May 1, 2017 energy audit reimbursement was centralized to CEE.
 - As of May 31, 2017 - 54 Audits completed
 - o Housing Loan Program (attachment A)
 - o Development Activity Report May and July 2017 (attachment B)
 - o Housing Replacement Program striving for closing before September 1, 2017

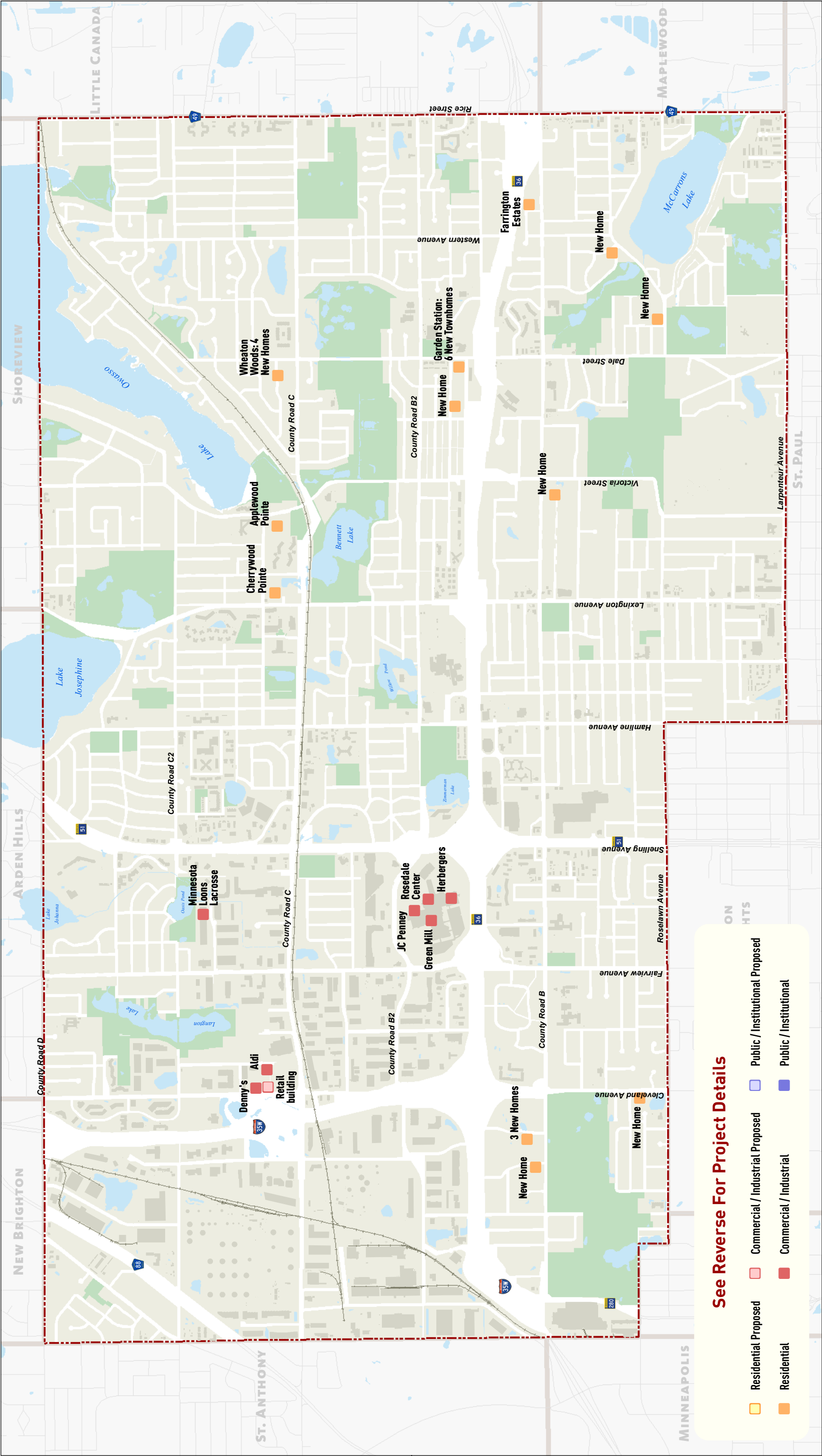
City of Roseville Monthly Status Report
Housing *Resource* Center - North and East Metro
January 1, 2000 - June 30, 2017

Jan-Dec																			
Jan-Dec					Jan-Dec					Jan-Dec					Year-to-				
'00-'12	'13	'14	'15	'16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Dec '17	Date	TOTAL	
Roseville Home Improvement Loan																			
Applications Rec'd	45	3	1	7	11	1	1	0	0	0	0	0	0	0	0	0	2	69	
Loans Closed	28	2	1	3	9	0	1	0	1	0	0	0	0	0	0	0	2	45	
Application not moving forward				4	2	0	0	0	0	0	0	0	0	0	0	0	0	6	
Revolving Loan																			
Applications Rec'd	167																	167	
Loans Closed	134					Merged with Revolving Loan 2008													134
Family Home Ownership Loan																			
Applications Rec'd	9																	9	
Loans Closed	6					Merged with Revolving Loan 2008													6
MHFA Fix Up Fund / Rehab																			
Loan Applications Rec'd	38	1	1	1	7	0	0	0	0	0	0	0	0	0	0	0	0	48	
Loans Closed	22	1	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	26	
Ramsey County Deferred Loan																			
Loan Applications Rec'd	44	11	4	7	2	0	1	1	1	2	0	0	0	0	0	0	5	73	
Loans Closed	26	7	5	3	2	0	0	0	0	0	0	0	0	0	0	0	0	43	
Construction Consultation Report																			
Consultation Phone or Walk-in	1,621	204	92	71	142	6	7	8	6	7	8	0	0	0	0	0	42	2,172	
Site Visits, Inspection	1,218	123	107	68	86	4	4	5	3	2	3	0	0	0	0	0	21	1,623	
Scope of Work	316	8	1	1	3	0	0	0	0	0	0	0	0	0	0	0	0	329	
Additional HRC Services																			
Number of calls	5345	178	173	193	274	9	6	6	10	3	5	0	0	0	0	0	39	6,202	
Total SERVICES Provided	9,018	538	386	358	540	20	20	20	21	14	16	0	0	0	0	0	111	10,951	
NOTE: These numbers reflect the number of CLIENTS serviced. In many instances a client will receive more than one service.																			
Roseville Home Imp. Loan started 2008. Revolving Loan and Family Home Ownership Loan merged into the Roseville Home Imp. Loan 2008																			



Development Projects: May 2017

ROSEVILLE COMMUNITY DEVELOPMENT DEPARTMENT • MAY 2017 • DEVELOPMENT ACTIVITY REPORT (*NEW IN MAY)					
	Project Name	Address	Project Description	Applicant/Owner Information	Starting/Occupancy
Residential Proposed Projects	Wheaton Woods	Wheaton Ave & Dale St	17 single-family homes (4 issued as of 4/28/17)	Golden Valley Land Co/TJB Homes/Accent Homes	Summer 2016/TBD
	Garden Station	Cope Ave/Lovell Ave	18 attached townhomes	GMHC	Winter 2015/TBD
	Farrington Estates	311 County Rd B	6-lot single-family subdivision	Premium Real Estate Solutions/Michael B. Oudin	Winter 2016/Fall 2017
	Applewood Pointe	2665 Victoria St	105-Unit senior co-op	United Properties	Summer 2016/Fall 2017
	Cherrywood Pointe	2680 Lexington Ave	Assisted living/memory care	United Properties	Summer 2016/Fall 2017
	New Home	718 Lovell Avenue	Single-family home	Dream Homes Inc.	Spring 2017/TBD
	New Home	901 Burke Ave	Single-family home	Equinox Construction, LLC	Summer 2016/Spring 2017
	New Home	1975 Cleveland Ave	Single-family home	David Raab	Winter 2016/Summer2017
	New Home	2179 Marion Rd	Single-family home	Homeowner	Summer 2016/Spring 2017
	New Home*	555 Roselawn Ave	Single-family home	Bald Eagle Builders	Spring 2017/Summer 2017
	New Home*	2199 Acorn Rd	Single-family home	Lee Homes	Winter 2017/Summer 2017
	New Home	2201 Acorn Rd	Single-family home	Lee Homes	Winter 2017/Summer 2017
Residential Under Construction	New Home	2215 Acorn Rd	Single-family home	Lee Homes	Winter 2017/Summer 2017
	New Home*	631 Cope Ave	Townhome	GMHC	Spring 2017/Fall 2017
	New Home*	635 Cope Ave	Townhome	GMHC	Spring 2017/Fall 2017
	New Home*	639 Cope Ave	Townhome	GMHC	Spring 2017/Fall 2017
	New Home*	643 Cope Ave	Townhome	GMHC	Spring 2017/Fall 2017
	New Home*	647 Cope Ave	Townhome	GMHC	Spring 2017/Fall 2017
	New Home*	651 Cope Ave	Townhome	GMHC	Spring 2017/Fall 2017
	New Home*	654 Wheaton Ave	Single-family home	TJB Homes	Spring 2017/TBD
	New Home	662 Wheaton Ave	Single-family home	TJB Homes	Spring 2017/TBD
	New Home*	663 Wheaton Ave	Single-family home	TJB Homes	Spring 2017/TBD
	New Home	678 Wheaton Ave	Single-family home	TJB Homes	Spring 2017/TBD
Commercial/ Industrial Proposed	Retail Building	2035 Twin Lakes Pkwy	New single-story, multi-tenant shell building	Tech Builders/Tech Builders	Fall 2016/Spring 2017
	Aldi	2005 Twin Lakes Pkwy	New grocery	JAVA Capital Partners	Fall 2016/Summer 2017
	Denny's	2045 Twin Lakes Pkwy	New restaurant	Tech Builders/Tech Builders	Fall 2016/Spring 2017
	Green Mill	1705 Highway 36 #1010	Relocate restaurant	Europa Painting and Remodeling	Spring 2017/TBD
	Herbergers	1675 Highway 36	Interior remodel	Thomas Grace Construction/Bon Store Realty Two	Winter 2017/TBD
Commercial/ Under Construction	JC Penney	1700 County Rd B2	New entrance	JC Penny Properties, Inc./Maxwell Builders	Fall 2016/Spring 2017
	Minnesota Loons LaCrosse	1633 Terrace Dr	Tenant remodel	Guptil Construction/St. Paul Fire & Marine Ins.	Winter 2017/Spring 2017
	Rosedale Shopping Center	1700 County Rd B2	Utility work, parking deck, interior updates, new anchor	Jones Lang LaSalle/PPF RTL Rosedale Shopping Ctr, LLC	Fall 2016/TBD
	Retail Building	1681 Rice St	New 9500 sq ft, single-story, multi-tenant shell building	Abufeddah, Inc.	Winter 2017/TBD
Proposed Public/Inst					
Under Construction Public/Institutional					



Prepared by:
Community Development Department
May 2, 2017

Development Projects: May 2017

ROSEVILLE COMMUNITY DEVELOPMENT DEPARTMENT • MAY 2017 • DEVELOPMENT ACTIVITY REPORT (*NEW IN MAY)					
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Proposed Public/Inst					
Under Construction Public/Institutional					



REQUEST FOR ECONOMIC DEVELOPMENT AUTHORITY ACTION

Date: 07/18/2017

Item No.: 7.b

Department Approval

City Manager Approval

Item Description: Project update for Garden Station

BACKGROUND

The Roseville Economic Development Authority (REDA) periodically will get project updates. The REDA staff continually reaches out to Greater Metropolitan Housing Corporation (GMHC) to verify status of development agreement and construction requirements of units. Attached is the most recent update from GHMC (Attachment A).

BUDGET IMPLICATION

There is no budget implications at this time.

STAFF RECOMMENDATION

Receive status update on Garden Station.

REQUESTED REDA ACTION

Receive status update on Garden Station.

Prepared by: Jeanne Kelsey, Housing and Economic Development Program Manager, 651-792-7086

Attachment A: Garden Station status update

GARDEN STATION UPDATE

JULY 12, 2017

CONSTRUCTION UPDATE

- Phase 1 is entirely complete.
- Phase 2 began construction May 1, 2017. It consists of two buildings with three units each. Both buildings are currently being framed.
- Goal is to start Phase 3 around September 1, 2017.

MARKETING UPDATE

Phase 1 – 6 units

- Closed: 6

Phase 2 – 6 units

Occupancy Fall 2017

- Sale Pending: 4
- Available: 2
 - o If these units do not sell prior to completion, we will make one the new model.

Phase 3 – 6 units

Occupancy Spring 2018

- Sale Pending: 2
- Available: 4

Spring and early summer were very active with many potential buyers going through Garden Station. The quick influx of spring sales allowed us to move forward with Phase 2 as hoped on May 1, 2017. We are planning on mid to late fall occupancy for Phase 2.

We have also received two purchase agreements for Phase 3 along Lovell Avenue and there has been interest expressed by several other buyers for the homes along Lovell. The goal for Phase 3 will be to begin this fall, keeping us on track for a spring or summer 2018 completion.