

CHAPTER 1: INTRODUCTION

Chapter 1 includes the following information:

1. Purpose of the Plan
2. How to Use the Plan
3. Comprehensive Planning Lenses
4. Recent Research and Community Engagement

1. PURPOSE OF THE PLAN

The 2040 Comprehensive Plan (Plan) provides an opportunity to establish a vision for how the community will grow and develop over the coming decades and is intended to be reflective of the desires of the entire community. It analyzes various topics related to development including land use, housing and neighborhoods, economic development, transportation, utilities, and parks and trails, among others. This Plan aims to build off the goals and policies identified in *Imagine Roseville 2025* and the 2030 Comprehensive Plan. As part of the 2040 Comprehensive Plan update, many of the goals and strategies from the 2030 Comprehensive Plan were analyzed and incorporated, or amended as applicable, so that momentum may be continued.

Minnesota Statute requires that cities within the seven-county metropolitan area update their comprehensive plans every ten years. Comprehensive plans are reviewed by the Metropolitan Council, which is responsible for managing and planning for the growth of the Twin Cities region. The purpose of the update is to ensure that local plans are consistent with forecasts and policy plans prepared by the Metropolitan Council. In addition, regularly updating the comprehensive plan allows for communities to adjust their goals based on emerging trends and changing demographic needs.

A comprehensive plan does not ensure any change by itself. It must be implemented on a daily basis by elected officials, commission members, City staff, and other stakeholders; all the while being influenced by larger market forces. The Plan is intended to inform decision making related to official controls, such as the zoning and subdivision ordinances, as well as guide future investment through the Capital Improvement Plan (CIP). As such, it is an important document in shaping the City's future, and it should be referenced regularly.

The purpose of this chapter is to frame the context for Roseville’s 2040 Comprehensive Plan update and to describe the recent efforts that support and inform this Plan. The next chapter will outline the City’s overall vision, goals, and decision-making framework.

2. HOW TO USE THE PLAN

The Plan is meant to be a living document, grounded in real challenges and opportunities. It is meant to be revisited often and revised as conditions change. The City will use the continuous input of the public, whether through formal or informal means, to evaluate whether the vision, goals, and policies are still relevant.

Based on the priorities voiced through public input, the demographic, physical, social, and economic changes affecting the City, and the requirements of the Metropolitan Council, the Plan is divided into the following chapters:

- 2 – Vision, Goals, and Decisions
- 3 – Community Profile
- 4 – Land Use
- 5 – Housing
- 6 – Economic Development
- 7 – Transportation
- 8 – Parks, Recreation, Trails, and Open Space
- 9 – Resilience and Environmental Protection
- 10 – Surface Water Management
- 11 – Water Supply System
- 12 – Sanitary Sewer System
- 13 – Implementation

Each chapter includes an overview of the existing conditions related to the topic, the related goals, a summary of “what we heard” from the public, and “for the future” action items.

The Community Profile chapter provides detailed background information regarding demographics, housing, economy, environment, transportation, and

land use for the City of Roseville, Ramsey County, and in some cases comparable cities. This information can be used in the context of land use and development decisions, as well as a stand-alone document.

Appointed and elected officials use the City’s Comprehensive Plan as a guide when making decisions with limited resources about land use, housing, transportation, equity, quality of life, and sustainability. Decision makers commonly reference the Comprehensive Plan when deciding what uses should be allowed on a parcel of land; allocating resources for infrastructure investments; preserving and improving parks, open spaces, and trail connections; and enhancing the quality of life for all residents. Overall, the Plan is meant to provide specific guidance for local officials to realize the vision set forth through the planning process.

3. COMPREHENSIVE PLANNING LENSES

In addition to the traditional planning topics identified in the preceding list of chapters, other topic areas and ways of thinking about planning for Roseville’s future have been considered and incorporated into the 2040 Comprehensive Plan, either as new categories of goals and policies within traditional chapters, or simply as ideals that guide the act of reviewing and revising the Plan’s goals and policies. Such topic areas include the following.

Public Safety

Public safety is a foundational responsibility of the City. More than being central to the shared vision of Roseville as a safe community, public safety has become one of the lenses bringing focus to the Comprehensive Plan update. Roseville’s location between the region’s two central cities and varied suburban communities, and the nearly 50/50 blend of housing to commercial properties, with its daily influx of workers and shoppers, present a unique context for public safety. In light of this complexity, the City understands the importance of providing appropriate responses and emergency medical care to diverse community members and visitors, in addition to engaging in prudent and effective planning, preparation, and operational readiness for large-scale emergencies and serious community threats.

Thrive MSP 2040 Outcomes

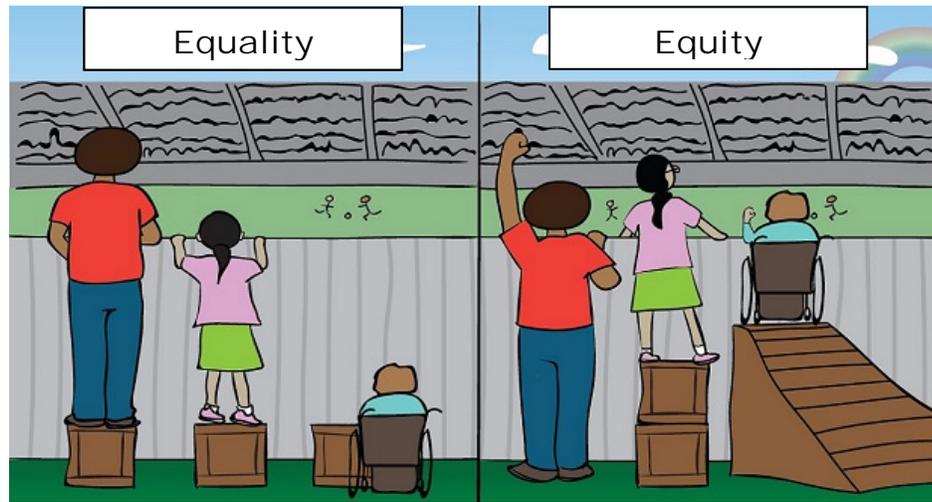
The Metropolitan Council’s *Thrive MSP 2040* Outcomes – stewardship, prosperity, equity, livability, and sustainability – have also been used in this Plan as “lenses” through which Roseville envisions its future. These lenses will add context to analysis and action steps throughout the Plan. Each chapter of the Plan works to achieve a balance between the *Thrive MSP 2040* Outcomes; for the purposes of this Comprehensive Plan, Roseville describes these lenses as follows:

1. **Stewardship:** responsibly managing natural and financial resources, and making strategic investments in the future.
2. **Prosperity:** investing in infrastructure and amenities that attract and retain successful businesses, a talented workforce and, consequently, wealth.
3. **Equity:** creating a wider range of choices for those individuals and groups who have few, if any choices, and engaging a full cross-section of the community in decision making.
4. **Livability:** creating and renewing vibrant places and underlying infrastructure that build community identity, investing in parks and affordable housing, and collaborating with neighbors.
5. **Sustainability:** protecting regional vitality for generations to come, including through promoting wise use of water, and advancing climate change mitigation, adaptation, and resilience efforts.

Ideas of stewardship, prosperity, livability, and sustainability have been fundamental to Roseville’s comprehensive planning efforts for decades. By contrast, equity has not traditionally been an explicit part of those previous comprehensive plans. While Roseville has been conscientious about planning for everyone in the community *equally*, without regard to race, gender, or other differences, treating people equally has not eliminated the disparities created by the past actions of government at the local, regional, state, and federal level. But the goal of using equity as a lens is not to just improve the outcomes for marginalized individuals and communities. The goal is to increase the success for all groups. An equity lens will help Roseville develop goals and strategies that may be targeted based on the needs of particular groups, but the outcomes will result in improvements for all groups.

One way to understand the difference between equity and equality is to visualize three people trying to view a soccer game ([FIGURE 1-1](#)).

FIGURE 1-1 SOURCE: THE SECOND LINE EDUCATION BLOG



The image on the left in [FIGURE 1-1](#) represents the “equality” approach. All three individuals are given the same resources (the blocks to stand on) to help them watch the game, and it is assumed that everyone will benefit from having the same resources available to them. But it is clear that even with the same resources, each person has varying degrees of access to view the game. What works for one does not necessarily work for all. In the image on the right, the individuals are given different resources to make it possible for each of them to have equal access to the game. This image represents the “equity” approach.

Race continues to be a particularly strong predictor of outcomes across multiple indicators for success – including education, health, jobs, incarceration, and housing. As such, the vast majority of available data that can shed light on equity issues such as income, education, and employment, is cross-referenced by race. One example is the comprehensive equity assessment of the Twin Cities region, called *Choice, Place and Opportunity*, published by the Metropolitan Council in 2014, which documents the persistence and impacts of such racial disparities throughout the region.

However, the City of Roseville recognizes that many other groups of people are also marginalized, including based on gender, sexual orientation, ability, age, and more. The City is committed to adapting the frameworks, tools, and resources that are developed to advance racial equity so that they can also be applied to these other areas of marginalization. This Plan includes goals and strategies geared toward creating an equitable community for all residents, current and future. These can be found in the land use, housing, economic development, parks, transportation, and resilience chapters. Goals and strategies focused on equity will be highlighted with this symbol throughout the Plan: **E**

4. RECENT RESEARCH AND COMMUNITY ENGAGEMENT

Imagine Roseville 2025

The *Imagine Roseville 2025* process was initiated in May of 2006 and provided an opportunity for residents and stakeholders to develop a vision for the future of the community. A priority was to ensure that the process was inclusive and authentic, and that the results would be used in a meaningful way to guide future decisions for Roseville. An extensive public participation process was carried out that included several large group meetings, steering committee meetings, subcommittee meetings, and workshops. Information was gathered and used to develop a vision statement, as well as goals and strategies for different topic areas. An implementation matrix was developed that identified a timeline, responsible party, and cost for each strategy. *Imagine Roseville 2025* was adopted by the City Council on March 29, 2007, and became the foundation for the 2030 Comprehensive Plan.

Community Surveys

The City of Roseville has conducted three community-wide surveys in recent years; in 2011 (survey performed by Cobalt Community Research), 2014 (survey performed by The Morris Leatherman Company), and 2016 (survey performed by The Morris Leatherman Company). In each case, the results showed that Roseville residents generally feel very positive about their quality of life, are pleased with the direction of the City, and believe the City services they receive are a good value. A new community survey is anticipated for completion in 2018.

Intergenerational Community Study

In 2011, a study completed for the City of Roseville Housing and Redevelopment Authority (RHRA) examined the needs of families with children and of seniors in the suburbs north of St. Paul. It analyzes some of the issues affecting families and seniors that influence housing decisions. It also analyzes the effectiveness of an intergenerational programming housing model to meet the housing needs for seniors and families with children. In the report, “intergenerational communities” are described as those geared towards providing housing and services that address the specific needs of residents and encourage interactions between generations as a way to address those needs. The report concludes with recommendations to address the housing needs of seniors and families with children.

Comprehensive Housing Needs Assessment

In 2018, the City of Roseville Economic Development Authority (EDA) hired Maxfield Research, Inc. to update its Comprehensive Housing Needs Assessment. The study is intended to provide a realistic expectation of housing demand in the City of Roseville through the year 2030. The study finds that since Roseville is a first-ring suburb that is mostly built out, most new housing will come from redevelopment at increased housing densities. The report provides an analysis of demographics, employment trends, housing characteristics, the rental market, senior housing, for sale housing, and housing demand.

Each of these studies are available on the City's Comprehensive Plan website: <https://www.cityofroseville.com/CompPlan>.