CHAPTER 4: LAND USE

Chapter 4 includes the following information:

1. What We Heard
2. Existing Land Use
3. Land Use: What Will Be Here in the Future?
4. Goals and Strategies

A key purpose of a comprehensive plan is to incorporate forecasted population growth, housing needs, and development opportunities into future land use decisions. The Future Land Use Map is the primary way to do that. Updating the City's Land Use Plan offers Roseville the opportunity to anticipate the physical landscape and development patterns that will best meet the needs of the community. City officials can then make forward-thinking decisions that direct land use in a way that moves the community closer to the goals in Chapter 2.

As an inner-ring suburban community adjacent to both Minneapolis and St. Paul, the land in Roseville is largely built out. Approximately 1 percent of Roseville's land remains undeveloped. However, when opportunities for redevelopment and change arise, the Future Land Use Plan offers targeted guidance on the specific redevelopment locations and land uses that will fit with the community's vision.

1. WHAT WE HEARD

A summary of the public engagement related to land use at the events described in Chapter 2 is as follows:

- Ensure the availability of resources and facilities to serve Roseville's seniors.
- Provide amenities and services to support individuals and families with low incomes.
- Redevelop existing malls/retail areas, especially HarMar.
- Have a new, updated community center somewhere centrally located.
- Provide resources to attract and retain millennials.
- Create destination places that are not focused on shopping, including entertainment, cultural activities, and gathering spaces.
- Protect small pockets of green space.
- Break up large commercial areas and provide opportunities for small businesses.

- Create sense of place via streetscape improvements.
- Make the City more walkable.
- Build diverse types of gathering spaces.
- Create places for the arts and culture.
- Downtown-like retail (that is organized around a "center" or node) is preferable to strip malls.
- Places that are crowded and/or do not feel safe to pedestrians and bicyclists include Rosedale, HarMar, and the areas around Snelling Avenue/County Road B2 and Snelling/Larpenteur in general, tend to drive people away.
- Spaces for smaller, locally-owned businesses are needed.

When asked what is most important in managing growth while preserving a high quality of life, over 25 percent of online survey respondents stated, "revitalize areas with vacant or under-utilized land"; the next highest response (at nearly 22 percent) was "protect existing neighborhoods".

When asked more specifically about whether development on vacant or under-used land should be encouraged, approximately 60 percent of online survey respondents agreed or strongly agreed. Also, nearly 51 percent of respondents disagreed or strongly disagreed with the statement that Roseville needs more commercial areas.

In addition to these general public engagement efforts, several open houses were held in December, 2017, specifically related to future land use issues in areas where the Future Land Use Map was changing from the previous (2030) comprehensive plan. Attendees at these open houses were able to ask specific questions about their property, or properties in their neighborhood, that were proposed to have their future land use designation change in some way. Many parcel-specific comments were noted and a complete documentation is contained with the public engagement results in Appendix A. A summary of the input from the land use open houses is as follows:

- Concerns raised about the ten percent high density residential minimum requirement in the Corridor Mixed Use district at the Lexington-Larpenteur area open house
- Encouragement for mixed use plans for commercial properties along Rice Street
- Deep concern for how additional development at (or redevelopment of) HarMar might affect the residential neighborhoods to the east and south
    - Support for high-density residential development served by the A-line Bus Rapid Transit (BRT) stops along Snelling Avenue
    - Desire for a better multi-modal transportation network in the area northwest of County Road C and I-35W

- Questions about the potential development of low density residential parcels along the west side of Snelling Curve and access to them; but general consensus on their designation
- Questions about the Employment designation of parcels along County Road C (which is an existing light-industrial area) and protection of adjacent single-family neighborhoods

2. Existing Land Use

Existing land use information from the City's Geographic Information System is shown in Table 4-1 and Map 4-1. Roseville's largest land use category is its single family detached neighborhoods which encompass over 32 percent of the land area of the City. A more detailed discussion of the various use categories follows.

Table 4-1 Existing Land Use. Source: City of Roseville, 2016

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

Existing Residential Land Use

The primary land use type in Roseville is residential of a variety of types. Nearly 42 percent of the City's land is devoted to the combined residential uses of single family detached, single family attached housing, and multi-family housing. Areas with attached or multi-family residences tend to be located along or near major roadways throughout the City.

Existing Commercial Land Use

While only encompassing 5.8 percent of its area, Roseville is well known for some of its large commercial areas, including Rosedale Center, at the northwest corner of Highway 36 and Snelling Avenue. The City is also home to HarMar Mall, the location of the original Target store, the Wal-Mart development at Twin Lakes, and other strip-centers along major transportation corridors. In addition, many neighborhood-scale commercial nodes are distributed throughout the city, which provide shopping and services for residents of the area, as well as pass-through traffic.

Existing Industrial and Office Use

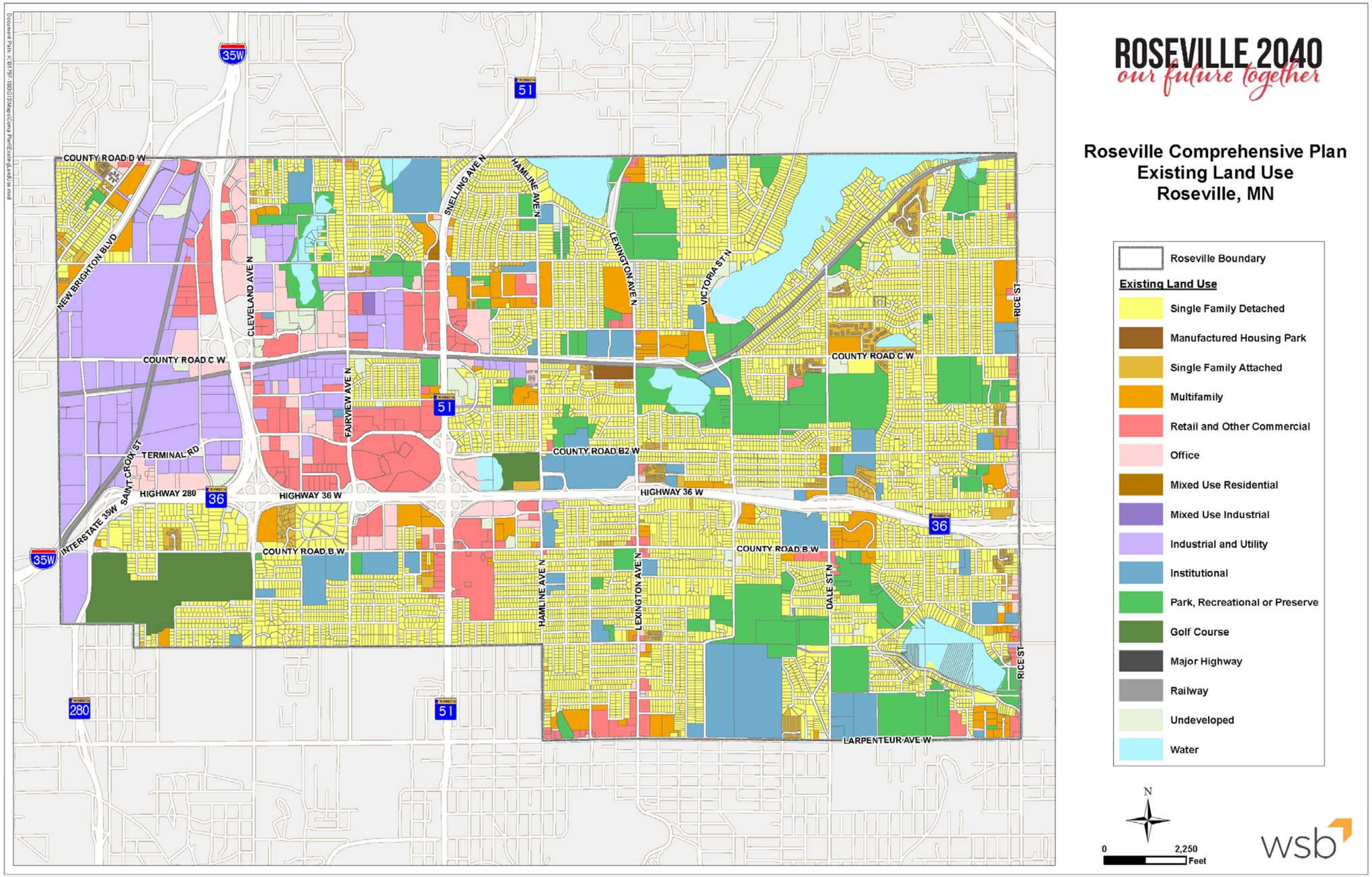
Industrial and office uses make up approximately 12 percent of Roseville, with industrial areas predominantly clustered north and west of the I-35W/Highway 280 corridor. Office complexes are also found within the industrial areas, as well as along Highway 36 and within the Twin Lakes redevelopment area.

Parks, Open Space, and Natural Features

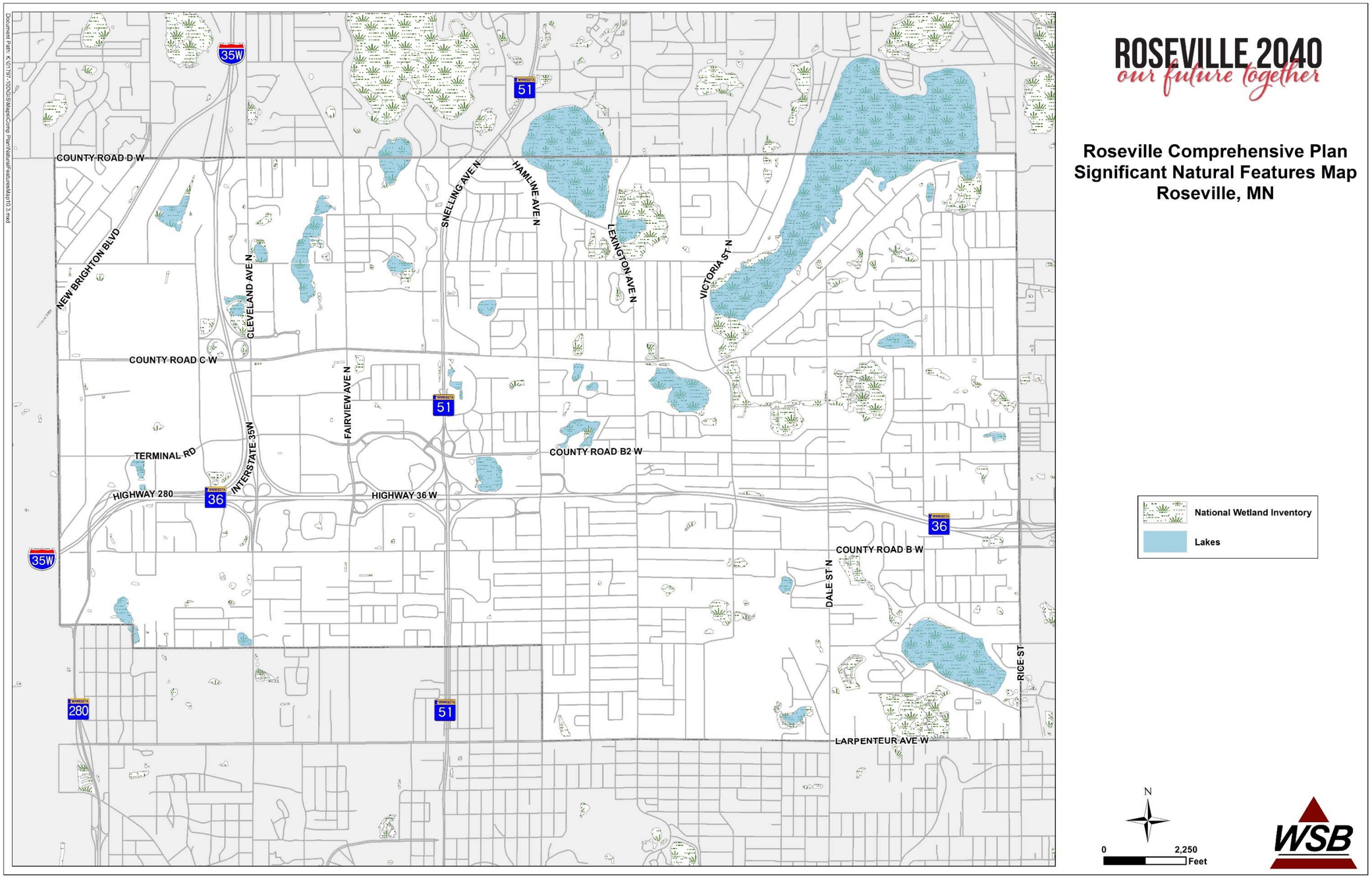
Roseville is a built out and largely urbanized community, but retains parks and open spaces that define the community and shape land development. Around 12 percent of its land area is devoted to parks and recreational or open space. Some of the largest include Central Park, Tamarack Park (which includes a large wetland area), and Reservoir Woods Park.

MAP 4-2 shows Roseville's wetlands as included in the National Wetland Inventory. These natural features are an important part of the character of Roseville and are largely preserved in parks and public land areas.

MAP 4-1 EXISTING LAND USE. SOURCE, CITY OF ROSEVILLE GIS, 2018.



MAP 4-2 LAKES AND WETLANDS



3. Land Use: What Will Be Here in the Future?

Expected Growth and Change

Future land use planning begins with incorporating forecasts of community growth and anticipating the needs that will arise as a result of this growth and change. The Metropolitan Council has developed growth forecasts for Roseville by decade, addressing the projected population, number of households, and number of jobs. Meeting expected growth projections requires intentional land use planning.

Table 4-2 Roseville forecast, 2010-2040. Source: 2010 U.S. Census & Metropolitan Council Estimates and Forecasts.

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

These forecasts show that the population is projected to decrease in Roseville by the year 2040, while the number of households is expected to increase modestly. This is consistent with the trend in decreasing household size; in Roseville, this means average household sizes going from 2.35 in 2016 to 2.14 in 2040.

Planning for Growth in a Developed Community

Planning for new housing in Roseville necessitates looking for redevelopment opportunity areas because very little undeveloped land remains in the community. Redevelopment areas in Roseville were identified by several means:

- Vacant, undeveloped parcels from the City's GIS system.
- Feedback from the public kick-off meeting, online survey, and in-person focus groups on areas that should be revitalized.
- Discussions with City staff and Planning Commission to identify under-utilized parcels.

MAP 4-4 shows the Future Land Use Plan for Roseville, including lands that the City feels are likely to develop or redevelop before 2040. Those consensus areas include properties in the Twin Lakes redevelopment area, properties along the Rice Street corridor, the HarMar Mall, the commercial area at Lexington and Larpenteur, and some of the properties to the west of Rosedale Center.

It is important to note that the City of Roseville considers "redevelopment" as an opportunity not just to reconstruct a site, but also to improve what is already there. The City intends to increase the vibrancy and attractiveness of the identified redevelopment areas by allowing and encouraging re-use of existing structures, infill development, redesign of parking areas and transportation facilities, and more. Redevelopment sites include areas that are underutilized, or that have the potential for adding to or revitalizing the buildings, businesses, and infrastructure.

Land Use Categories

The development of Roseville's 2040 Land Use Plan involves updating the land use descriptions and density ranges of each land use category. Some significant changes to those categories have been made, including:

- **Mixed-Use Districts.** The Plan now includes a range of Mixed-Use districts in place of what had been called business districts. These districts recognize that varying levels and scales of residential development are appropriate and should be permitted to mix with commercial uses throughout the city, including at major regional destinations, like Rosedale. Promoting the flexibility for residential uses to be located near, or even in the same building as commercial development, can help developers and property owners revitalize commercial areas and evolve sites as the retail landscape continues to change over the coming decades.
- **Employment Districts.** Districts for offices, research facilities, and business parks were renamed and re-described to focus more on the scale and intensity of the employment uses.
- **Scale, Intensity, and Transportation Considerations.** Added to each district is a summary indicating what type of scale and intensity is intended for the uses and structures there. Transportation considerations include things like what sorts of connections are needed between buildings, uses, and major transportation routes. Multi-modal connections are often mentioned, which refers to pedestrian, bike, transit, and vehicular "modes" of transportation.

The complete description of future land use categories is included in TABLE 4-3

TABLE 4-3 FUTURE LAND USE FRAMEWORK

	Full Name	Summary	Description
LR	Low-Density Residential	Density: 1.5–8 units/acre Uses: Single- and two-family residential Scale: small Intensity: low Transportation considerations: sidewalks, trails	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 or small lot single-family detached houses generally with a density of no more than eight units per acre.
MR	Medium-Density Residential	Density: 5–12 units/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.
HR	High-Density Residential	Density: 12–36 units/acre Uses: Apartments, lofts, stacked townhomes Scale: medium to large Intensity: medium to high Transportation considerations: sidewalks, trails, connections to multi-modal facilities	High-density residential land uses include multifamily housing types like apartments, lofts, flats, and stacked townhouses, generally with a density greater than 12 units per acre.
POS	Parks and Open Space	Uses: parks, playfields, playgrounds Scale: small Intensity: low Transportation considerations: sidewalks, trails, connections between uses, and connections to transit stops	Park and open space land uses include public active and passive recreation areas such as parks, playfields, playgrounds, nature areas, and golf courses.
GC	Golf Course	Uses: golf course Intensity: low	Golf course land uses include private golf courses, golf holes, practice ranges, and greens.

	Full Name	Summary	Description
MU-1	Neighborhood Mixed-Use	Density: 5–12 dwelling units/acre Uses: Medium-density residential, commercial, office, civic, parks and open space Residential requirement: none Scale: small to medium Intensity: low Transportation considerations: sidewalks, trails connections between neighborhoods and businesses, and connections to transit stops Floor Area Ratio: 10-30%[1]	Neighborhood Mixed-Use areas are located at important neighborhood crossroads where uses will be organized into cohesive neighborhood "nodes". These areas may incorporate a mixture of commercial and residential uses, with commercial uses preferable at block corners. While very little residential development is anticipated in these areas, any new residential uses should generally have a density between five and 12 units per acre. FAR conservative estimate of 10% to 30%. 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 to adjacent residential neighborhoods while maintaining connections with sidewalks or trails. This is the most restrictive mixed-use area in terms of intensity, and it is intended for application in areas adjacent to low-density residential neighborhoods. Development will be limited in height to correspond to the surrounding neighborhood character.
MU-2	Community Mixed-Use	Density: 10–36 dwelling units/acre Uses: Medium- to high-density residential, commercial, office, civic, parks and open space Residential requirement: 10% Scale/Intensity: medium Transportation considerations: sidewalks, trails, multi-modal facilities, connections between uses, and connections to transit stops Floor Area Ratio: 10-30%	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 10% of the overall mixed-use area. FAR conservative estimate of 10% to 30%. 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.

[1] Floor Area Ratio (or FAR) is the ratio between a building's total floor area to the area of the parcel upon which it is built

	Full Name	Summary	Description
MU-3	Corridor Mixed-Use	Density: 13–36 dwelling units/acre Uses: High-density residential, commercial, office, civic, parks and open space Residential requirement: 10% Scale: medium Intensity: high Transportation considerations: strong emphasis on pedestrian, transit, and bicycle access, and connections between uses Floor Area Ratio: 10-30%	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. FAR conservative estimate of 10% to 30%. Corridor Mixed-Use areas promote the redevelopment of aging strip centers and under-utilized 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 dwelling units/acre Uses: High-density residential, commercial, office, shopping centers Residential requirement: 10% Scale: large Intensity: high Transportation considerations: access to 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 Floor Area Ratio: 10-30%	Core Mixed-Use areas are located in places with visibility and access from the regional highway system (I-35W and 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 20 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 traveling without a car. FAR conservative estimate of 10% to 30%. Structures found in Core Mixed-Use areas are greater 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 intra-district connectivity and multi-modal access. Limits to surface parking are encouraged.

	Full Name	Summary	Description
BRT	Bus Rapid Transit Overlay	Density: minimum 15 dwelling units/acre Uses: High-density residential, commercial, office, shopping centers Scale: medium-large Intensity: medium-high Transportation considerations: access to BRT stations, access to commercial areas from residential uses and transit hubs Floor Area Ratio: 10-30%	The BRT Overlay district is located along the BRT corridor, and affects the mapped Development/Redevelopment Areas generally within a half-mile of BRT stations. Underlying primary zoning districts will govern land uses in these locations, except that any residential development occurring in the overlay must be at a minimum of 15 dwelling units per acre. Residential development should be well-connected to and accessible by those traveling by BRT line transit. The buffer is not meant to create any parcels with split zoning; specific zoning designations will be evaluated at the time the zoning ordinance is updated. FAR conservative estimate of 10% to 30%

Code	Full Name	Summary	Description
E-1	Employment	Uses: Office, business, research Scale: small to medium Intensity: low to medium Transportation considerations: multi-modal facilities, and connections to transit stops Floor Area Ratio: 10-30%	Employment areas include a variety of smaller-scale office uses such as business, professional, administrative, scientific, technical, research, and development services. FAR conservative estimate of 10% to 30%.
E-2	Employment Center	Uses: Office, business, R&D, business parks Scale: medium to large Intensity: medium to high Transportation considerations: multi-modal facilities and connections to transit stops Floor Area Ratio: 10-30%	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, 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. FAR conservative estimate of 10% to 30%.
I	Industrial	Uses: manufacturing, light industrial, warehousing, distribution Scale: medium to large Intensity: medium to high Transportation considerations: connections to transit, freight connections to rail, highways and major corridors Floor Area Ratio: 10-30%	Industrial uses include manufacturing, assembly, processing, warehousing, distribution, related office uses, and truck/transportation terminals. FAR conservative estimate of 10% to 30%.
IN	Institutional	Uses: civic, school, places of worship Scale: medium to large Intensity: medium to high Transportation considerations: sidewalks, connections to transit, multi-modal facilities Floor Area Ratio: 10-30%	Institutional land uses include civic, school, library, church, cemetery, and correctional facilities on a larger scale than the low-density residential areas that traditionally surround them. FAR conservative estimate of 10% to 30%.

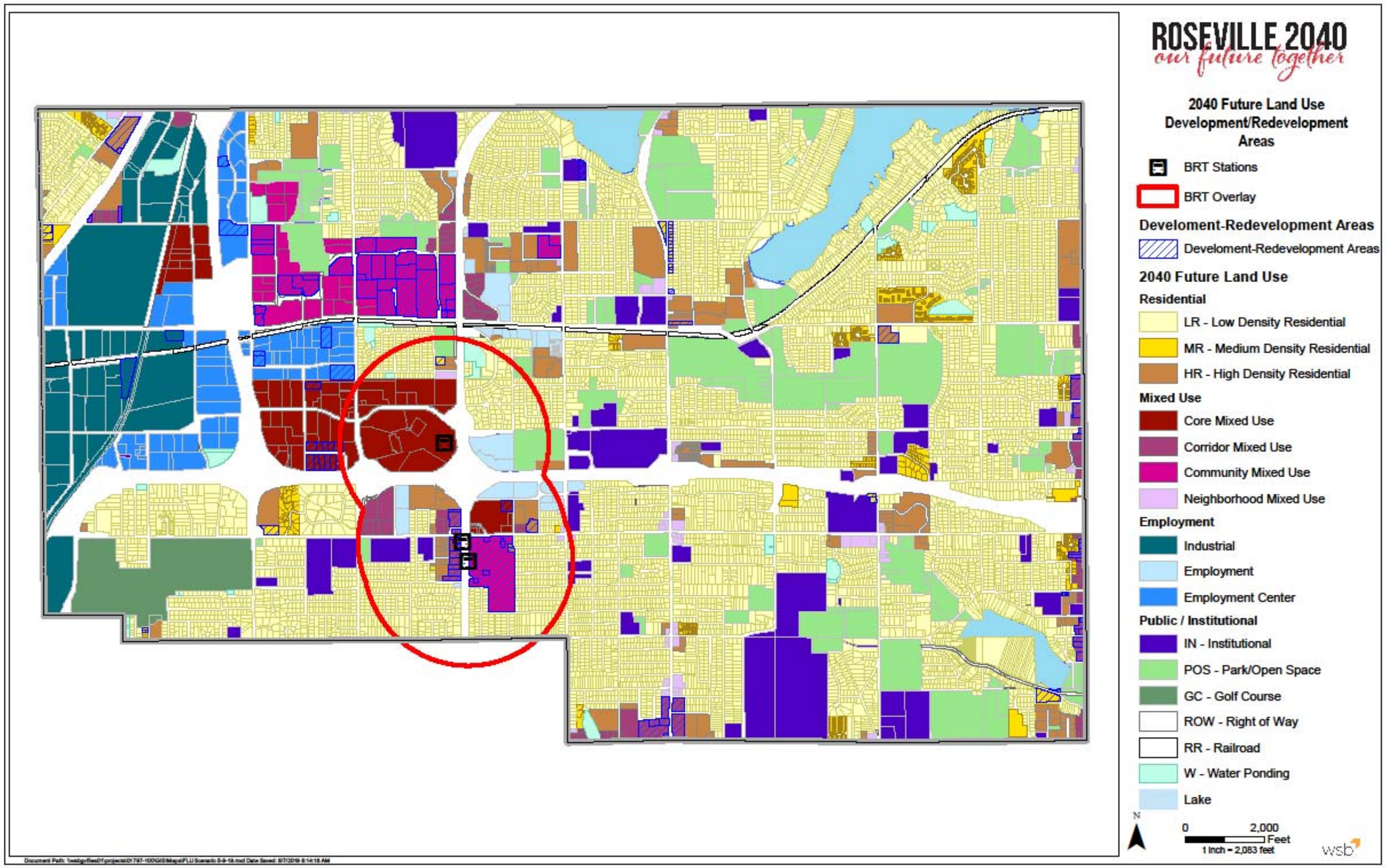
TABLE 4-4 FUTURE LAND USE CATEGORY BY LAND AREA

2040 Land Use Category	Total Acres	Percent of Total Land Area (%)
Low-Density Residential	3,055.6	44.6
Medium-Density Residential	150.6	2.3
High-Density Residential	376.7	5.5
Neighborhood Mixed-Use	43.4	0.6
Community Mixed-Use	263.2	3.9
Corridor Mixed-Use	134.9	2.0
Core Mixed-Use	278.1	4.1
Employment	85.2	1.2
Employment Center	283.4	4.1
Industrial	486.6	7.1
Institutional	537.7	7.9
Parks and Open Space	770.7	11.3
Golf Course	157.0	2.3
Right-of-Way	20.3	0.3
Railroad	95.4	1.4
Water Ponding	74.0	1.1
Lake	20.4	0.3
Total	**6,832.9**	100.0%

Future Land Use Plan

The Future Land Use Plan presented in MAP 4-3 includes the future land use districts and areas likely to develop or redevelop as discussed in previous sections of this chapter.

MAP 4-3 2040 FUTURE LAND USE PLAN WITH LIKELY REDEVELOPMENT AREAS



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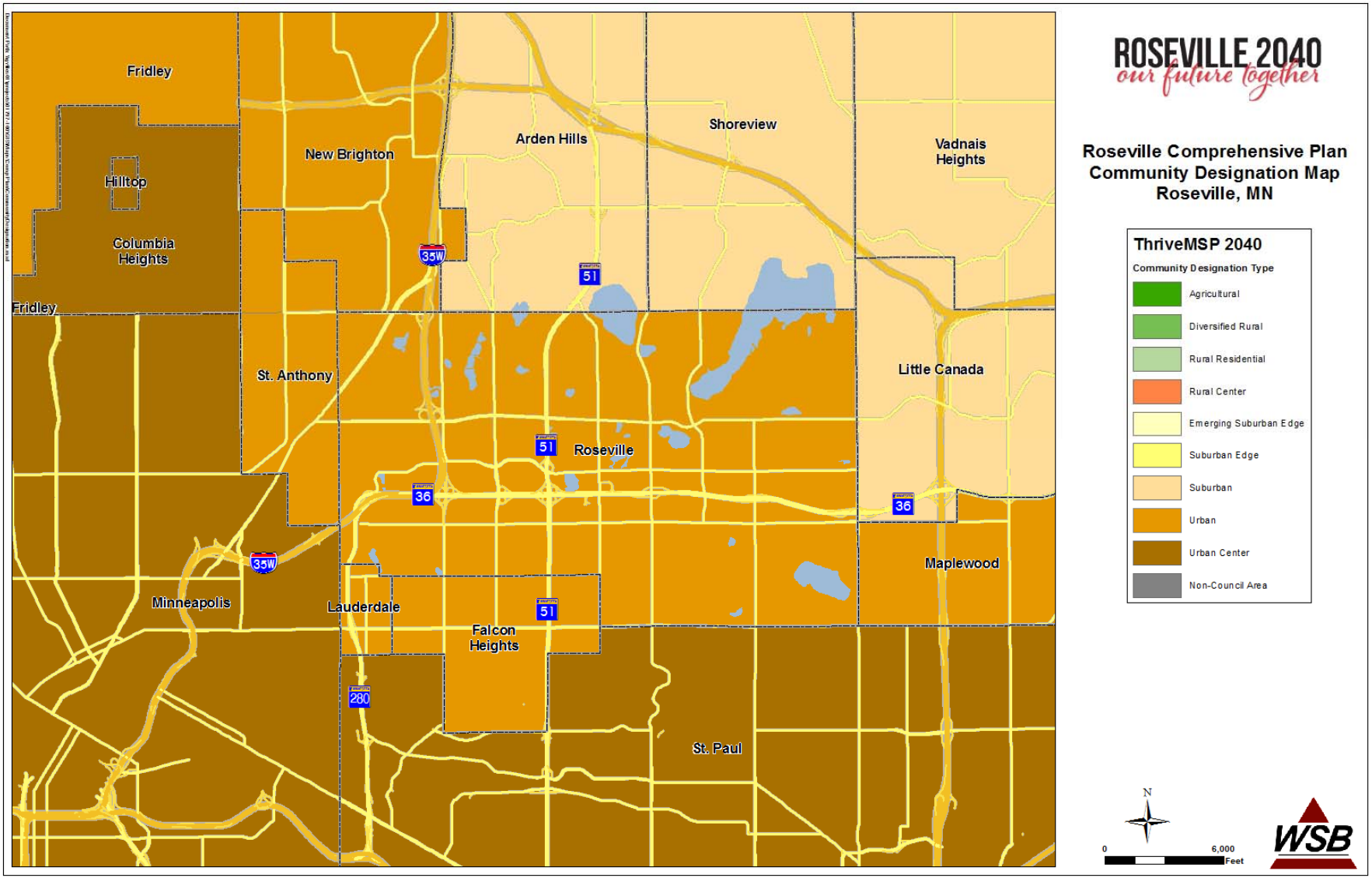
Regional Context: Community Designation

In *Thrive MSP 2040*, the Metropolitan Council groups similar jurisdictions within the metropolitan region based on urban or rural character for the application of identified regional policies and goals. The entirety of Roseville is designated as Urban under this classification. As described in the box below, the Urban designation translates to specific expectations in terms of development density and incorporation of transit services as a transition city between the urban core and more auto-dependent suburban communities.

Community Designation: The Metropolitan Council identifies Roseville as an **Urban** community. Urban communities experienced rapid development during the post-World War II era and exhibit the transition toward the development stage dominated by the influence of the automobile.

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. In addition, Urban communities are expected to target opportunities for more intensive development near regional transit investments at densities and in a manner articulated in the *2040 Transportation Policy Plan.*

MAP 4-4 COMMUNITY DESIGNATION FOR ROSEVILLE AND SURROUNDING COMMUNITIES



Meeting Growth Expectations

As stated earlier, Roseville's "likely development-redevelopment areas," are identified as opportunity areas for development, redevelopment, re-use, intensification, infill, or improvement by 2040. Those areas are shown outlined in blue cross-hatch on MAP 4-3 and they are critical to understanding how the City meets its growth expectations for the coming decades. These areas were identified because they fall into one of three categories:

- **Vacant land:** A very small amount of land in Roseville remains undeveloped. All parcels that were vacant when this Plan was written are included in the development-redevelopment areas.
- **Under-utilized sites:** Some sites were identified as "under-utilized', meaning that there might be an excessive amount of parking that could be used for other uses, there could be vacant *portions* of a site that could be built out, or there might be significant vacancies within shopping centers that indicate the area is ripe for redevelopment.
- **Areas with redevelopment potential:** These areas were highlighted in public engagement efforts as needing attention, revitalization, change, or intensification of uses.

Overall, the growth expectations for Roseville through the year 2040 can be met through the identified redevelopment areas in MAP 4-3. TABLE 4-5 below shows the residential acreage associated with the parcels included in the redevelopment areas, as well as the land use density ranges associated with each of these residential categories. Applying the expected density ranges to the land use areas, this table demonstrates the two ways in which the likely redevelopment areas will meet Roseville's forecasted and expected 2040 growth:

- **Overall Average Density:** Applying the *minimum* end of the density range to each residential land use category, the overall average density is the total number of expected minimum units divided by the total number of acres in the likely redevelopment areas. Roseville's overall average density is just over 10 units per acre, which achieves the expected average for an Urban community.
- **Overall Forecasted Growth:** Applying the *midpoint* of the density range to each residential land use category, the total number of expected units from this calculation is 1,116, which exceeds the 855 units forecasted growth from 2016 to 2040 as shown in TABLE 4-5.

Note that a "10 percent" residential assumption is applied to three of the mixed-use districts in the Future Land Use Plan, as that is the amount of residential development *required* in those districts, reducing both the guided land area and the potential residential units by 90 percent in those categories.

Also note that the Neighborhood Mixed Use category is not included in this table because the City does not anticipate any residential development in these areas prior to 2040. The BRT Overlay is also not included because the City can demonstrate adherence to the growth projections even without counting additional residential density in those areas.

TABLE 4-5 RESIDENTIAL GROWTH POTENTIAL BASED ON FUTURE LAND USE DESIGNATIONS AND REDEVELOPMENT AREAS.

	Land Use Type	TOTAL Dev. Acres	Density Range			Yield %	TOTAL Minimum Units	TOTAL Midpoint Units
			Min	Mid	Max			
2040 Future Land Use	Medium Density Res	11.02	5	8.5	12	100%	55	94
	High Density Res	17.69	12	24	36	100%	212	425
	Community Mixed Use	170.91	10	23	36	10%	171	393
	Corridor Mixed Use	44.43	13	24.5	36	10%	58	109
	Core Mixed Use	15.73	20	28	36	10%	31	44
	Guided Total	**51.82**					**528**	**1064**

Community Designation Density	10.18

Looking once again at the likely redevelopment areas identified in the 2040 guide plan, the following table, TABLE 4-6, summarizes the commercial and industrial redevelopment acreage in the city and translates this acreage into employment potential. In total, redevelopment of the identified commercial, industrial, and mixed-use opportunity areas could yield up to 5,648 new jobs in Roseville by the year 2040, exceeding the Metropolitan Council forecast of approximately 4,000 new jobs in Roseville by 2040 (TABLE 4-2). That is a maximum number, however, which would assume complete redevelopment of all areas shown on the Future Land Use Map and does not account for the number of jobs located on the sites (such as HarMar Mall) as they existed at the time this Plan was written. Once again, the Neighborhood Mixed Use Category is not shown in this table because the City does not anticipate any redevelopment of these areas prior to 2040.

Employment projections (shown below in table 4-6) are based on averages of data on Space Requirements for Employee by Development Type from, Economic And Planning Systems, Inc. (2016). Floor area ratios were determined based on a survey of commercial, office and industrial sites around the metro area.

TABLE 4-6 POTENTIAL EMPLOYEE YIELD IN NON-RESIDENTIAL FUTURE LAND USE CATEGORIES

Future Land Use	Acres	Yield	F.A.R.	New Sq. Footage	Area Per Employee	Employee Yield
Community Mixed-Use	170.9	90%	20%	1,340,089	400	3,350
Corridor Mixed-Use	44.4	90%	20%	348,330	400	871
Core Mixed-Use	15.7	90%	20%	123,345	400	308
Employment	0.0	100%	20%	-	160	-
Employment Center	17.7	100%	20%	153,949	160	962
Industrial	8.9	100%	20%	77,815	500	156
Total						5,647

Staging of Redevelopment out to 2040

As shown in TABLE 4-2, Roseville has already achieved its 2040 forecasted population growth, according to 2016 Metropolitan Council estimates, but still has 855 units of forecasted household growth between now and 2040. These additional households can be accounted for in the redevelopment areas shown on the Future Land Use Plan. The City has identified specific areas for revitalization and redevelopment based on community input that are shown on MAP 4-3 and discussed in more detail in the Economic Development chapter of this Plan. These areas might not redevelop by completely removing everything that is currently on the sites, but these are sites where the City believes additional development – or reuse of existing structures – is appropriate.

The staging of that development is difficult to predict in Roseville, given the changing nature of the retail environment, where many of the redevelopment sites are located, and the special studies (such as the Rice-Larpenteur Gateway Area Vision Plan) underway. Assuming steady growth over the next two decades, the City can expect redevelopment overall to be spread fairly evenly between the 2020 – 2030 and 2030 – 2040 decades. This pattern is reflected in TABLE 4-7. This table includes an inset, which specifies a number of "units considered affordable." Affordable densities, as defined by the Metropolitan Council, are those with a minimum of eight units per acre. Because the minimum residential density in all of Roseville's high-density residential and mixed-use redevelopment areas is greater than eight units per acre, all housing expected to be developed in these districts within the 2021 – 2030 decade qualifies as affordable housing.

TABLE 4-7 REDEVELOPMENT STAGING TABLE

	Land Use Type	TOTAL Dev. Acres	Acres 2019-2020	Acres 2021-2030	Acres 2031-2040	Density Range Min	Density Range Mid	Density Range Max	Yield %	Minimum 2019-2020	Minimum 2021-2030	Minimum 2031-2040	TOTAL Minimum Units	Midpoint 2019-2020	Midpoint 2021-2030	Midpoint 2031-2040	TOTAL Midpoint Units
2040 Future Land Use	Medium Density Res	11.02	0	5.51	5.51	5	8.5	12	100%	0	28	28	55	0	47	47	94
	High Density Res	17.69	0	8.85	8.85	12	24	36	100%	0	106	106	212	0	212	212	425
	Community Mixed Use	170.91	0	85.46	85.46	10	23	36	10%	0	85	85	171	0	197	197	393
	Corridor Mixed Use	44.43	0	22.21	22.21	13	24.5	36	10%	0	29	29	58	0	54	54	109
	Core Mixed Use	15.73	0	7.87	7.87	20	28	36	10%	0	16	16	31	0	22	22	44
	Guided Total	**51.82**								**0**	**264**	**264**	**528**		**532**	**532**	**1064**

Community Designation Density	10.18
Total expected housing units	1,064
Units considered affordable (≥10 du/ac in 2021-2030 decade)	236

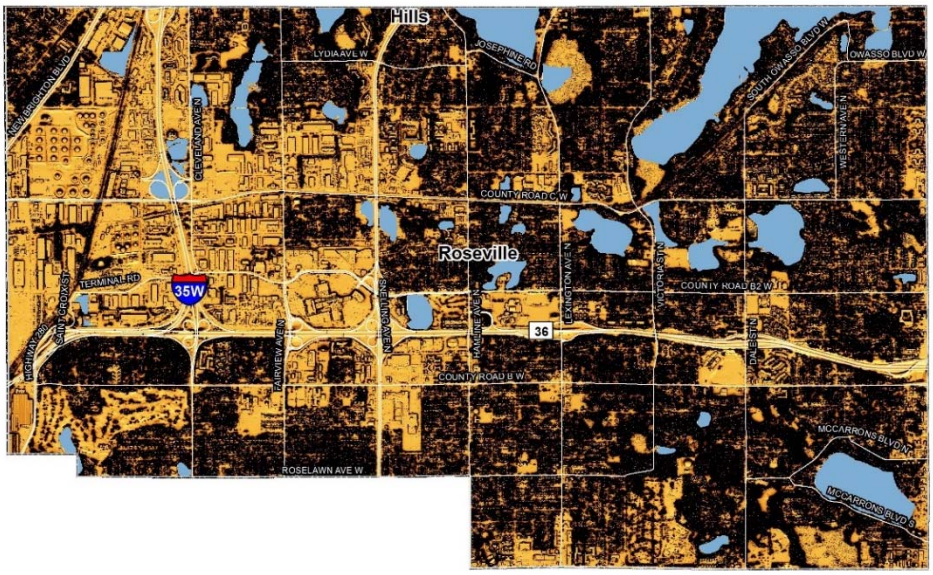
Protection of Historic Sites

Roseville values the historical and cultural resources of the city's natural and structural heritage. Many of these resources have been identified by the Roseville Historical Society, whose mission is, in part, to commemorate these sites and promote historical research of this area. The City will continue to support efforts by the Historical Society to identify and preserve the history of Roseville.

Solar Access Protection

Solar energy resource protection is an increasingly important aspect of long-range planning, as communities prepare for incorporation of alternative and efficient energy technologies. The map below is a preview of the larger map discussed in Chapter 9: Resilience and Environmental Protection. It shows Roseville's gross solar energy potential, with high-potential areas shown in brighter yellow.

MAP 4-5 SOLAR ENERGY POTENTIAL MAP. SOURCE: METROPOLITAN COUNCIL. FULL SIZE MAP LOCATED IN CHAPTER 9.



The western area of the city, with its largely developed industrial, commercial, and business parks, have the best solar potential, as it contains fewer trees and larger areas of uninterrupted solar access. According to data from the Metropolitan Council, the current gross solar energy generation potential can be measured at 1,706,136 megawatt hours per year. Rooftop solar potential generation alone is 252,346 megawatt hours per year. Rooftop solar systems are the most likely and practical source of solar energy production in Roseville. Solar energy goals and strategies will be discussed in more detail in Chapter 9 of this Plan.

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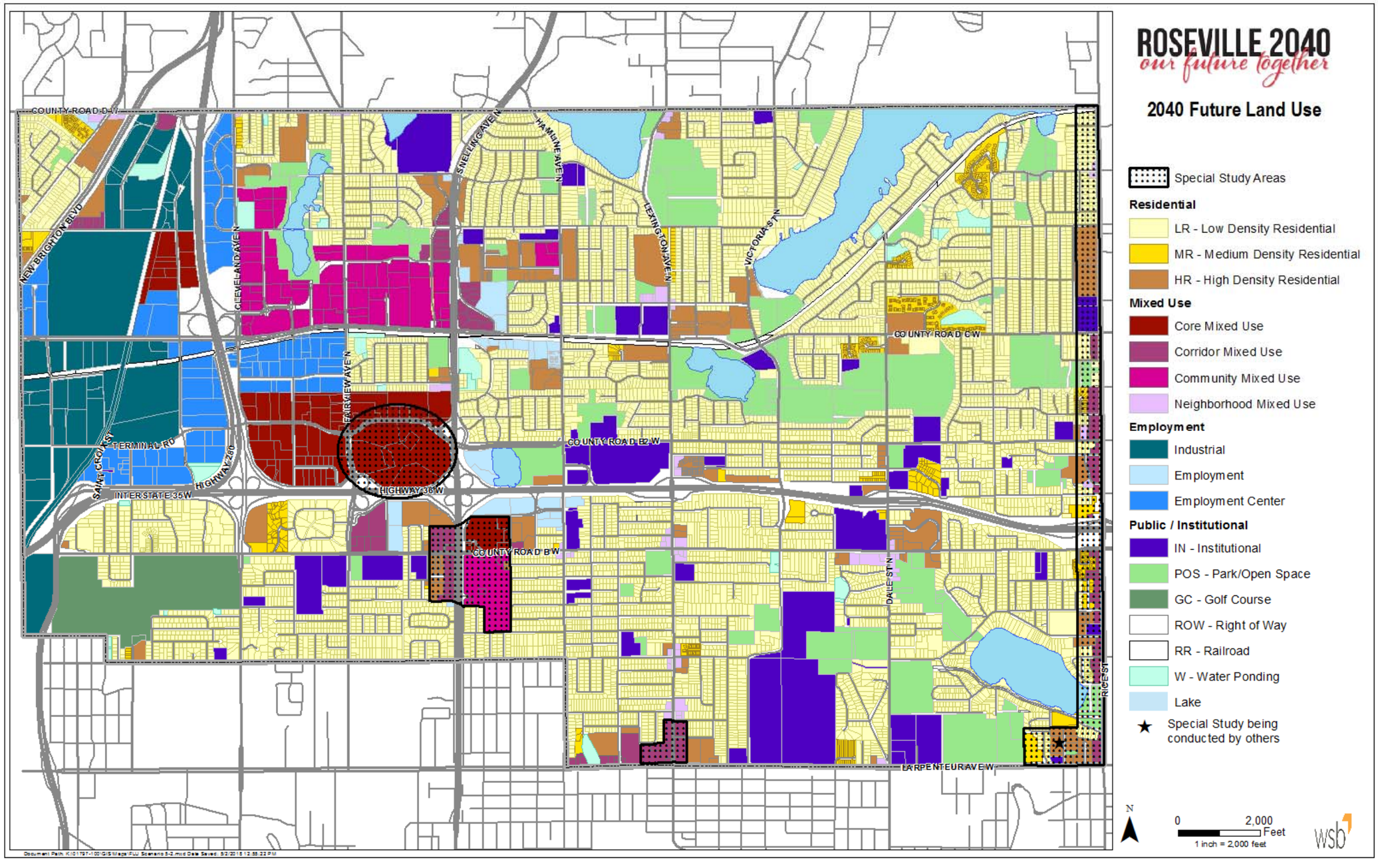
MAP 4-6 SPECIAL STUDY AREAS



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4. GOALS AND STRATEGIES

Several of the Citywide goals established in Chapter 2 relate to the topic of land use, and are restated here as the overall land use goals. The main implementation strategy for future land use planning is to update the City's official controls to reflect the uses and density ranges in the Plan. In addition to these updates, the City commits to the following strategies to implement the goals of this chapter as well as to facilitate development and redevelopment that corresponds to the Future Land Use Plan. Goals and strategies focused on equity are highlighted with the equity symbol. Ⓔ

Goal — Create an attractive, vibrant, and effective city with a high quality of life by implementing placemaking principles in the design and management of the public realm.

Strategies:

- Create design standards for both vertical and horizontal mixed-use developments, not only so that the uses are compatible, but so that the scale, mass, and feel of new development enhances the desired community character.
- Continue to provide the resources and programming to maintain the City's park and green space areas in recognition of their value as cherished community amenities.

Goal - Be an early adopter of creative and sustainable redevelopment policies.

Strategies:

- Continue to use economic development incentives to achieve redevelopment goals (refer to the Economic Development Chapter for more information).
- Promote and support transit-oriented development and redevelopment near existing and future transit corridors.
- Promote the use of energy-saving and sustainable design practices during all phases of development, including land uses, site design, technologies, buildings, and construction techniques.
- Ensure that existing and future development of business and industry, shopping, transportation, housing, entertainment, leisure, and recreation opportunities are in harmony with the commitment Roseville has made to its environment and quality of life, without compromising the ability of future generations to meet their own needs.

- Use environmental best practices to protect, maintain, and enhance natural ecological systems, including lakes, lakeshores, wetlands, natural and manufactured storm water ponding areas, aquifers, and drainage areas.

Goal — Foster and support community gathering places, both large and small, indoor and outdoor.

Strategies:

- Use official controls to ensure the provision of a robust system of public spaces within mixed-use areas, such as parks, plazas, pathways, streets, and civic uses, to encourage community gathering and connections.
- Continue to develop and update park and recreation system master plans and allocate resources to implement those plans.
- Consider opportunities for acquisition of property that fills a need for parks, open space, or trail corridors.

Goal — Encourage development of neighborhood identities to build a sense of community and foster neighborhood communications, planning, and decision making.

Strategies:

- Create flexible development standards for new residential developments that allow innovative development patterns and more efficient densities that protect and enhance the character, stability, and vitality of residential neighborhoods.
- Ⓔ Develop zoning regulations and policies to provide for a variety of housing types and densities to support a wide range of housing alternatives for current and future residents. This includes housing types that are sensitive to the cultural diversity of the city.
- Recognize that the most likely opportunity sites for creating additional housing choices are near existing commercial areas; ensure that zoning is in place to allow such development.
- Develop programs and policies to encourage the redevelopment of housing stock in a way that maintains or enhances the integrity of existing neighborhoods.
- Apply strategies to effectively enforce City codes related to the maintenance of buildings and property.

Goal — Create a diverse array of sizes and types of gathering places throughout the city to promote community, art, and culture.

Strategies:

- Prioritize the incorporation of gathering spaces into new development opportunities as they arise, to create public spaces for community-building.
- Ⓔ Plan, design, and develop inter- and intra-generational, multipurpose neighborhood gathering places in master plans and during small area studies for redevelopment areas. Create spaces that will serve a variety of cultural needs that reflect the demographics of the community.
- Create a space that functions as the "center" for the community; a place for gathering, family and cultural activities, entertainment, and small local businesses.

Goal — Enhance public safety through high-quality urban design including Crime Prevention through Environmental Design (CPTED) principles.

Strategies:

- Support the use of master plans for small redevelopment areas.
- Reduce land consumption for surface parking by encouraging construction of multi-level and underground parking facilities, shared parking facilities, and other strategies that minimize surface parking areas while providing adequate off-street parking.
- Restrict and control open storage uses in commercial and industrial areas.

Ⓔ ***Goal — Support initiatives (including land use and zoning tools) and partnerships to improve health care quality, affordability, and access.***

Strategies:

- Encourage improvements to the connectivity and walkability between and within the community's neighborhoods, gathering places, and commercial areas through new development, redevelopment, and infrastructure projects.
- Prioritize the incorporation of linkages and connections for all modes of transportation into employment area projects, to more seamlessly connect residents with jobs.

Goal — Create regulations that allow renovation and redevelopment of spaces that could be used to support a variety of small businesses.

Strategies:

- Promote and support the redevelopment of physically and economically obsolete or underutilized property.
- Revise the commercial zoning districts to reflect the mixed-use development priorities expressed in this Plan.

Special Study Areas

There are several areas of Roseville that were identified early in the community engagement process as worthy of more detailed study, as shown on MAP 4-6. One of these areas, the Rice-Larpenteur area, is being studied as part of a separate process. That study, the Rice-Larpenteur Gateway Area Vision Plan, is included as Appendix B of this Plan. Ideas and possibilities for others, including Rosedale, HarMar, and the commercial area at Lexington and Larpenteur, are presented here.

This Plan stops short of providing small area plans for each of these areas. However, these areas are important to Roseville for a variety of reasons and should be examined further as part of the implementation of this Plan. The concepts presented in exhibits at the end of this chapter are only ideas (and not formal recommendations) for how each area could be re-energized, building upon the assets already there.

Special Study Area – See Page 29

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HARMAR MALL

① Connection from Street to Mall

Connection from the Snelling Avenue bus stop to the Mall entrance could be enhanced from a visual, safety and amenity perspective by incorporating a covered walkway. This could be in the form of a planted arbor, weather protection and/or solar panels. The walkway serves a visual element that defines an entry from Snelling Avenue, provides shade in summer, and protection from rain, wind, and snow for pedestrians.

② Pop-up Parking Lot Food Trucks

Areas of the parking lot that are empty during certain times could be used for seasonal or more regular food truck events. This is a great way for small businesses to get introduced to the area while livening up portions of the site that are often dead space between the street and the shops inside the building. This could include just a couple spaces reserved for one truck, several spaces open to multiple trucks, or a large space for umbrellas, chairs and tables for people to sit at while they eat their food during warmer weather. This requires no permanent infrastructure as the trucks and furniture are all mobile.

③ Active-Use Space

Local community markets, be they flea markets, farmers markets or community events could assist in activating the street frontages of the HarMar Mall. For example, County Road B has large expanses of parking on both sides in front of Target and HarMar, these areas could facilitate pop up events, providing interest, activity and introducing new visitors to HarMar. There is also an opportunity to engage with the many diverse ethnic groups in the area to embellish the mall with art, activity and culturally relevant retail opportunities. This type of unique destination has the potential to draw people from other parts of the region.

④ Trees in Parking Areas

Strategic tree planting wherever possible can provide both shade for parked cars and to minimize the urban heat island effect of the large expanses of paved surfaces. This will provide a range of benefits to users and enhancing the visual appeal of HarMar Mall.

⑤ Solar Panels/Renewable Energy

HarMar Mall can improve its carbon footprint by installing solar panels. Opportunities to provide elevated solar arrays over the large expanses of at-grade parking would benefit to visitors by providing shade in summer and weather protection in winter. Minnesota is a national leader in this renewable energy and installing rooftop solar could bring cost savings to the mall and the city. This would also provide an opportunity for electric vehicle charging.

⑥ Mixed-Use Buildings

As HarMar faces growing competition, it becomes important to create new opportunities for housing and a variety of complimentary uses to those typically found in the mall. Areas of peripheral parking on County Road B or the parking lot to the south of Cub Foods could be transformed into mixed-use or residential developments providing both additional occupants and customers to the center as well as capitalizing on the walkability and access to nearby public transit connections.

⑦ Plaza Space

A plaza or public space could provide opportunities for public art, activities, and outdoor dining. This could be an additional branding opportunity and work in conjunction with other suggestions such as the active use space to define HarMar mall as a unique destination.

Special Study Area – See Page 29

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LEXINGTON-LARPENTEUR ROSEVILLE CENTER

1 Plaza Space

While there are various open space options, a plaza or public space possibly at or near the Cub Foods pavilion could provide opportunities for public art, activation, seasonal events and signage to denote this as a destination. This could be an additional branding opportunity for the tenants and build on existing elements.

2 Active Playground

The Cub Foods Pavilion also provides a great location for a playground, which would be a great ammenity for the residents surrounding this commercial area. A playground could be safely separated from traffic and allow for greater use of the pavilion for shade, picnics and markets. This Pavilion is a great asset to the neighborhood and a play space in this area would make the most of this existing infrastructure.

4 Trees in Parking Areas

Strategic tree planting wherever possible can provide both shade for parked cars and to minimize the urban heat island effect of the large expanses of paved surfaces. This will provide a range of benefits to users and enhancing the visual appeal of Roseville Center.This will provide a range of benefits to users as well as enhancing the visual amenity. As there are existing tree plantings in the parking lot near Cub Foods, it is easy to see the difference between areas with and without trees. Car parking on the east side of Lexington Ave is particularly open.

3 Overhead Lighting

To create a unique identity for this area in the context of its surroundings, including the nearby retail node at Larpenteur Ave. and Rice Street, an overhead lighting system could be used. Such a system could also be used for branding events and programmed activities with banners, flags, sculptures and lighting installations.

Special Study Area – See Page 29

ROSEVILLE 2040
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ROSEDALE MALL

① Elevated Park

County Road B2 is a significant physical barrier to pedestrians crossing from the North to the South. In order to turn this significant constraint into an opportunity, an elevated park could provide a safe and equitable crossing point as well as much needed open space in this area is it becomes more developed over time.

② Mixed-Use Buildings

As the Rosedale Center has positioned itself as the Downtown for Roseville, it becomes important to consider new opportunities, for housing and a variety of complimentary uses to support those typically found inside the mall. Areas of peripheral parking could be transformed into mixed-use developments providing both additional residents and customers to the center as well as capitalizing on the walkability and access to all of the Rosedale's amenities including the transit center.

③ Solar Panels/Renewable Energy

HarMar Mall can improve its carbon footprint by installing solar panels. Opportunities to provide elevated solar arrays over the large expanses of at-grade parking would benefit to visitors by providing shade in summer and weather protection in winter. Minnesota is a national leader in this renewable energy and installing rooftop solar could bring cost savings to the mall and the city. This would also provide an opportunity for electric vehicle charging.

④ Trees in Car Parking Areas

Strategic tree planting wherever possible can provide both shade for parked cars and to minimize the urban heat island effect of the large expanses of paved surfaces. This will provide a range of benefits to users and enhancing the visual appeal of HarMar Mall.

⑤ Rooftop Park/Parking

The consolidation of parking into multi-level ramps offers opportunities to mitigate the impact of inclement weather on parking areas it is worth considering how these new structures could also provide open space and green roofs or rooftop parks. These structures could potentially support rooftop restaurants, playgrounds, day care facilities or a range of mixed uses as well as public open space or lawn areas.

⑥ Building Crossing the Roadway

County Road B2 is a significant physical barrier to pedestrians crossing from the North to the South. One means to provide a safe and equitable crossing point could be to leverage the 'air-rights' to the roadway to build a new building here. Such a building would incorporate a 24/7 access from the North to the South. As the Rosedale Center serves as the largest designation for Roseville, this could be a valuable opportunity to provide public facilities or amenities that may be lacking in the area. Those uses may include: healthcare, gym, fitness center, pool, daycare, kindergarten or office space. The building could also provide parking if it was deemed necessary.