

CHAPTER 6: ECONOMIC DEVELOPMENT

Chapter 6 includes the following information:

1. Background
2. Business Profile
3. What We Heard
4. Redevelopment
5. Priority and Opportunity Areas
6. Goals and Strategies

1. BACKGROUND

Roseville's business community is critical to community health in terms of job opportunities, shifting the overall tax burden from residents, and in quality of life. On November 30, 2015, Roseville enabled the creation of an Economic Development Authority (EDA) and transferred all of the Roseville Housing & Redevelopment Authority programs and account balances to the EDA. After an initial priority-setting session with the EDA, several proactive economic development themes emerged: Business Retention & Expansion, Business Recruitment, Workforce Development, and Partnership or Collaboration Opportunities. The City of Roseville has since taken an aggressive role in establishing an economic development presence that will help communicate what the City can offer to its businesses, and what resources or properties are available in the community.

Current efforts target the following themes:

Business Retention & Expansion

The City adopted a Business Visitation program on August 29, 2016. The program identifies two types of visits: a Retention visit and an Ambassador visit. The Retention visit is a "first touch" where City staff visit with business representatives and conduct a survey to determine if the business has any immediate concerns or needs. The survey used in these visits is from the Grow Minnesota program offered through the Minnesota Chamber of Commerce. The information gathered from the Retention visit is entered into a database that is shared with the Minnesota Chamber of Commerce.

An Ambassador visit is done to thank an existing Roseville business for locating or remaining in Roseville, or to walk through a business that has recently invested in

their business or expanded. Ambassador visits usually include the Mayor, City Manager, Community Development Director, and Economic Development staff. These visits allow staff to provide support for businesses expansion needs, create awareness of available programs, and ensure businesses are aware of newsletters and details of regular events.

The Economic Gardening Program offered by Ramsey County is another Business Retention & Expansion effort. The City refers Roseville businesses to the program. Selected businesses are provided free research information that growing companies might not be aware of or cannot afford. The research specialists assist in four key areas: strategic market research, geographic information systems, search engine optimization, and social media marketing.

Business Recruitment

The Economic Development staff often provides information to prospective businesses that are considering relocating to Roseville. To help support the goals of the EDA, the City Council and EDA adopted a Public Financing and Business Subsidy Policy on October 17, 2016, that identifies when and how the City will subsidize a project. This policy is a critical tool for retaining and attracting livable-wage jobs. Financial tools identified within the policy include tax increment financing (TIF), tax abatement, bonds, sewer access charge (SAC) credits, or other public financing options, assuming a project is aligned with EDA goals and objectives.

Workforce Development

The City supports the Roseville and Mounds View school districts by connecting businesses to resources offered by the school districts that help recruit and train prospective workers. For example, the City has collaborated with Roseville Area High School's Career Pathways program to help businesses identify eligible students for internship opportunities, and to promote the Roseville Area Career and Resource Fair.

The City also supports workforce development opportunities with area post-secondary schools. Roseville businesses are well positioned to attract talent from more than 20 universities, colleges, and technical schools located within—or within ten miles of—the community. The City has benefited from strong partnerships with University of Minnesota, University of Northwestern – St. Paul, and Century College, and will continue to explore more opportunities with these schools, and others, to help future graduates navigate the paths toward internships and on-the-job training.

A key strategy to keeping Roseville businesses strong is to link them to workforce resources, such as Ramsey County's Workforce Solutions program, which supports area businesses through workforce development services. Workforce Solutions helps businesses find skilled staff and assists with training to increase the skill level of a business's current workforce. Other non-educational entities, such as Better Futures Minnesota or MINNCOR, provide training to individuals who have been incarcerated and, consequently, find it extraordinarily difficult to rejoin the workforce upon their release.

Partnership or Collaboration Opportunities

The City of Roseville has collaborated with community organizations and economic development agencies to advance the goals of the EDA. Three chambers of commerce currently serving Roseville are the Saint Paul Area Chamber of Commerce, the Twin Cities North Chamber of Commerce, and the Minnesota Chamber of Commerce. These Chambers, in addition to Greater MSP, the Urban Land Institute, the Roseville Visitors Association (RVA), and other business-forward groups have helped Roseville retain and expand businesses, as well as identify resources for businesses seeking to locate in Roseville.

The City collaborates with the St. Paul Area Chamber of Commerce and the Twin Cities North Chamber of Commerce to provide monthly Roseville Business Council meetings that have presentations on a variety of regional topics. On a quarterly basis, the EDA pays for up to 40 Roseville businesses to attend the Small Business Series, which is programmed in partnership with the St. Paul Area Chamber of Commerce. These quarterly educational workshops promote best practices for managing and owning a business.

Tourism is also critical to the vibrancy of the community. Rosedale Center attracts more than 14 million visitors annually. Along with the other shopping centers, entertainment entities, and restaurants and hotels, the importance of visitors to the local economy is evidenced by the fact that more than a quarter of Roseville businesses fall into either the Retail Trade or the Accommodations and Food Service sectors. Continually investing in our City's systems of parks, trails, open spaces, and wayfinding signage will also help keep Roseville the gateway for guests coming from the Dakotas, Wisconsin, Illinois, Upper Minnesota and Canada.

Economic Development Marketing

In 2016, the Roseville EDA identified economic development marketing as a way to create a stronger business presence, regionally and nationally. Staff worked with Golden Shovel Agency to help develop an identity, gather information, and begin marketing Roseville to better communicate the wide range of program offerings available to local businesses, as well as city amenities and available sites

for redevelopment or business expansion. The City developed a marketing strategy that includes a new website presence (www.growroseville.com), social media platforms, newsletters, and spotlighting of businesses and available properties.

2. BUSINESS PROFILE

Roseville is known for its regional shopping destination, Rosedale Center, but the City's business mix is much more complex. There are more than 2,100 unique businesses in Roseville, employing approximately 36,000 people from around the region. There are 17,431 people in the workforce living in the City of Roseville.¹



The 1.2-million square foot regional shopping mall, Rosedale Center, is a key economic engine for the City, and one of its most important destinations for both residents and visitors. Despite the challenging environment for retail, Rosedale is continuing to evolve. In addition to accommodating a 120,000-square foot expansion for another anchor tenant scheduled to open in 2018, Rosedale Center is currently spending \$76 million on renovations throughout the mall.

¹ Data in infographics in this chapter is taken from ESRI Business Analyst, 2017 data which draws from sources including the U.S. Census Bureau.

Many people in Roseville’s economy are employed either in retail trade, or in accommodations and food services, which together account for nearly 31 percent of the positions. The City also has a strong healthcare and social assistance workforce (12.5 percent), and professional, scientific, and technical services accounts for an additional 6.4 percent of the existing positions.

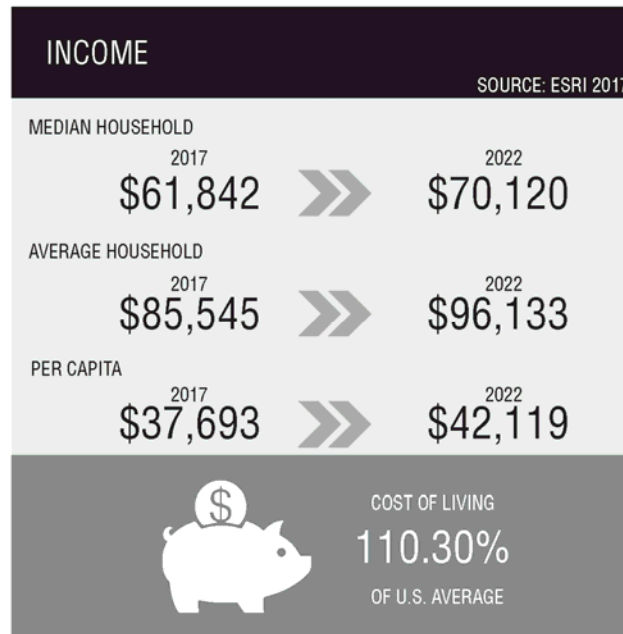


The average unemployment rate among Roseville residents is significantly lower than Minnesota’s (3.2 percent vs. 4.3 percent), reflecting Roseville’s strong economy. As shown in [TABLE 6-1](#), communities of color in Roseville experience unemployment at a rate of 4.38 percent, however, compared to 2.35 percent unemployment among whites; this local disparity (2.03 points) is smaller than the statewide gap of 3.94 points.

TABLE 6-1 Source: 2016 American Community Survey 5-year estimates

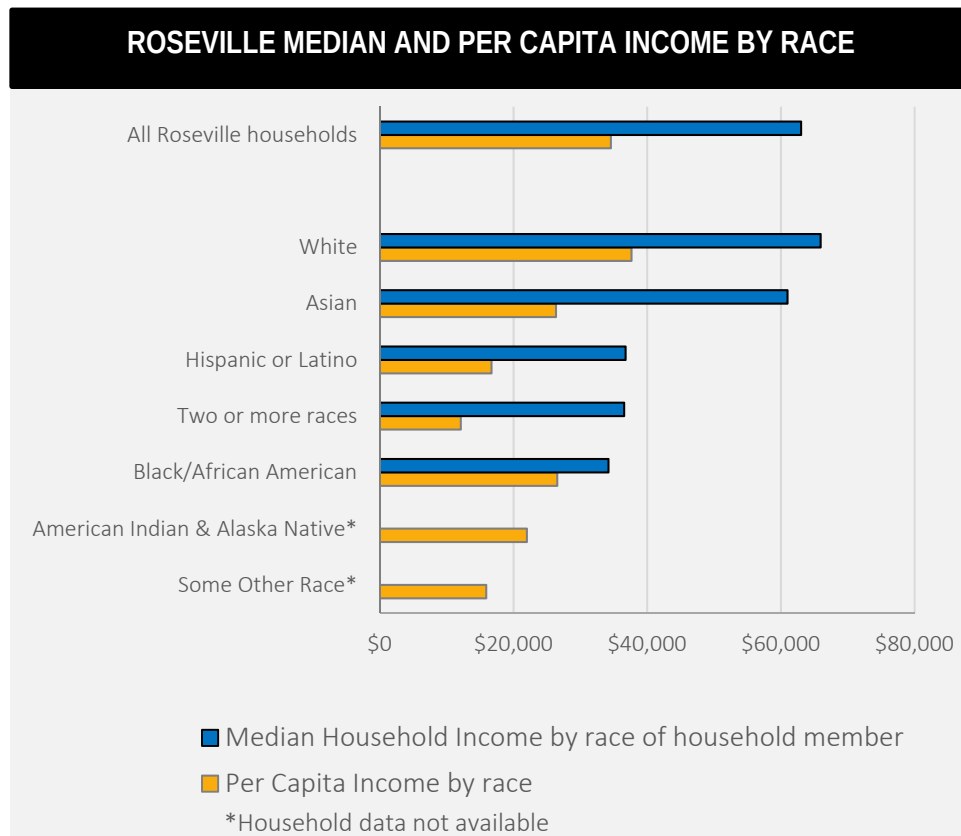
Race	MN	Roseville
White	2.86%	2.35%
Black	8.85%	4.57%
American Indian/Alaska Native	8.68%	0.00%
Asian	3.96%	3.32%
Hawaiian Pacific Islander	3.58%	0.00%
Other	6.49%	9.94%
Two or More Races	7.19%	6.05%
TOTAL MINORITY UNEMPLOYMENT	6.80%	4.38%

In addition to the low unemployment rate, the City also has an average household income of over \$85,000, which is expected to rise significantly in the next five years. However, the City also has a cost of living that is about 10 percent higher than the national average. Therefore, the City will focus on attracting and retaining jobs with wages that allow employees to afford housing in the community.

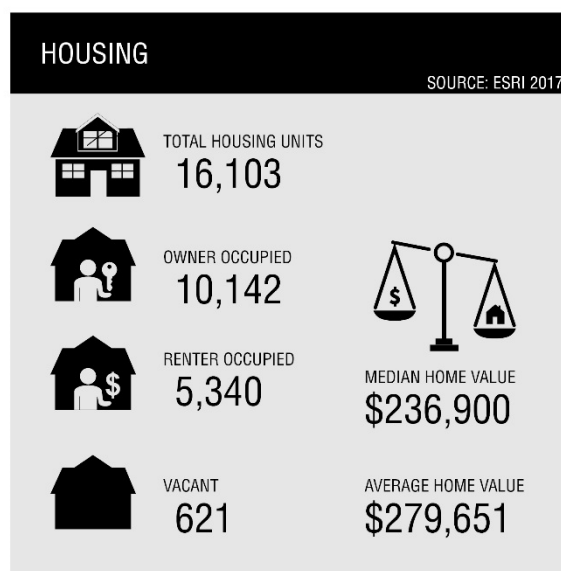


While the overall income outlook for households in Roseville is positive, it is important to recognize disparities in household income within Roseville. Specifically, individual and household income disparities persist along racial lines. [FIGURE 6-1](#) below illustrates that in Roseville, overall median incomes are higher for white households than households composed of any other racial category. The per capita income of Roseville's white population is 30 percent higher than the same measure for its black population, and more than twice the per capita income of its Hispanic population. The City of Roseville acknowledges the persistence of racialized income inequality, and strives to better understand the ways in which policy decisions made at the local level can reduce racial income gaps and improve economic opportunities for all.

FIGURE 6-1 SOURCE: AMERICAN COMMUNITY SURVEY 2016 ESTIMATES

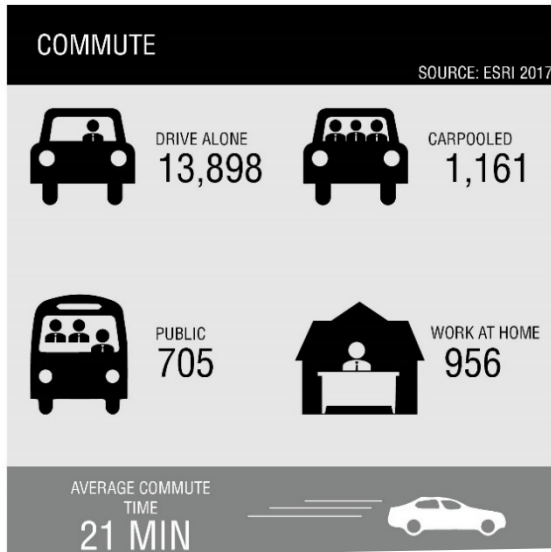


It is part of the City's vision that workers are able to both live and work in Roseville. Attracting businesses from a diverse mix of industries will only be achieved if Roseville prioritizes offering a wide range of housing. The City currently has a median home value of \$236,900.



Using traditional financing assumptions (20 percent down payment and not spending more than 30 percent of income on housing), a household would need an annual income of approximately \$70,000 to own a home in Roseville. A family with two wage earners would need to average about \$16.83 per hour to reach this income level, which fits in the general range of the per

capita income for the community. Nevertheless, the City recognizes that it is important to provide housing opportunities corresponding to the entire spectrum of jobs and salary levels that are currently available so that all workers have the opportunity to live in Roseville. As noted previously, per capita incomes for people of color lag behind those of the white population in Roseville, creating higher barriers to homeownership.



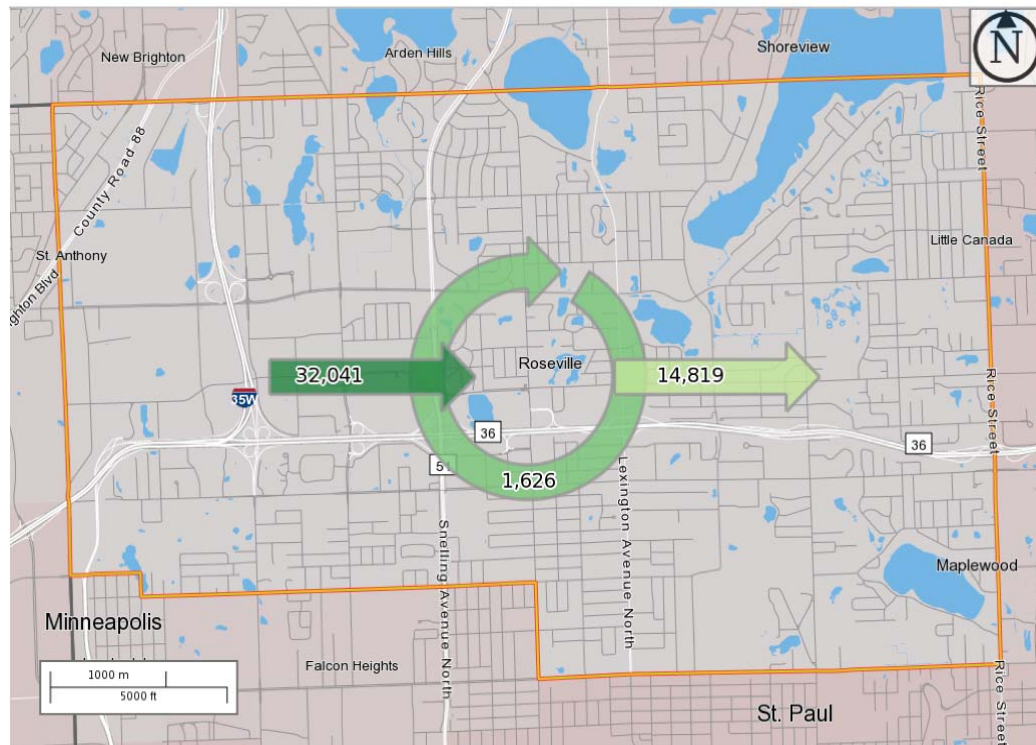
Right now, most of the City's residents do not work in Roseville. They commute to jobs elsewhere, and most of the people who work in Roseville commute in from other cities. As shown in [MAP 6-1](#), below, approximately twice as many people commute to Roseville for work as leave Roseville for jobs in other places. Only 1,626 Roseville residents live

and work in the City.

The City's advantageous location nestled adjacent to Minneapolis and St. Paul means somewhat shorter commuting times to work. The average travel time to work is 22 minutes for Roseville residents, compared to the metro-wide average of 25 minutes. Also, a large number of residents carpool or use transit.

MAP 6-1 COMMUTER INFLOW-OUTFLOW PRIMARY JOBS FOR ALL WORKERS.

SOURCE: U.S. CENSUS 2015

**3. WHAT WE HEARD**

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

- Attract more locally-owned restaurants and businesses instead of chains, including craft breweries and a food co-op/grocery store.
- Redevelop existing malls/retail areas, especially HarMar.
- A desire for a downtown-like retail environment, which is preferable to strip malls.
- Create more spaces for small, locally-owned businesses.
- Revitalize HarMar mall.
- Have smaller commercial areas that are more spread out (and thus more user-friendly), rather than large and all clustered together.
- Provide more opportunities for arts and culture.

In the online survey, many of the responses emphasized improving social, community, and retail amenities (e.g., schools, churches, organizations, stores, libraries, etc.). When asked what the City's top priorities should be for the next five years, bringing in more small "mom & pop" businesses ranked third.

One question asked what strategy is most important to managing growth while preserving quality of life; the top answer was “Revitalize areas with vacant or under-utilized land”.

Other relevant results are shown in the FIGURES 6-2 through 6-6 below:

FIGURE 6-2 ARTS AND CULTURE BUILDINGS RANK #1 AMONG THE TYPES OF BUILDINGS OR BUSINESSES RESPONDENTS WOULD LIKE TO SEE

Q11 Which type of buildings or businesses do we need more of in Roseville?

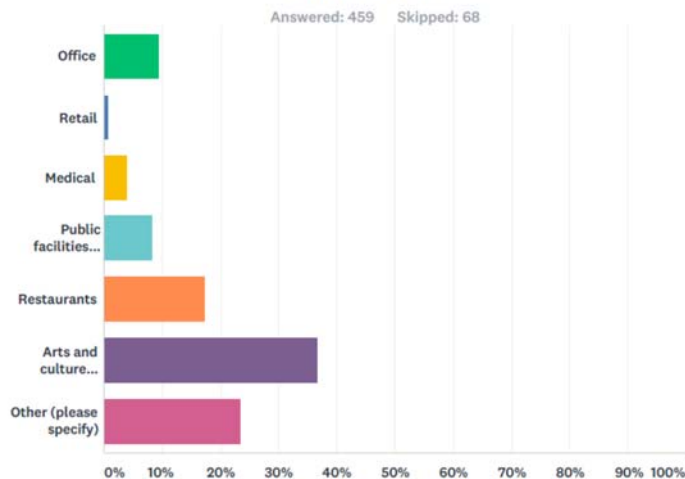


FIGURE 6-3 RESPONDENTS GENERALLY DISAGREE THAT THE CITY NEEDS MORE AREAS FOR RETAIL SHOPPING, SERVICES, AND JOB OPPORTUNITIES

Q13 Roseville needs more commercial areas to provide retail shopping, services, and job opportunities.

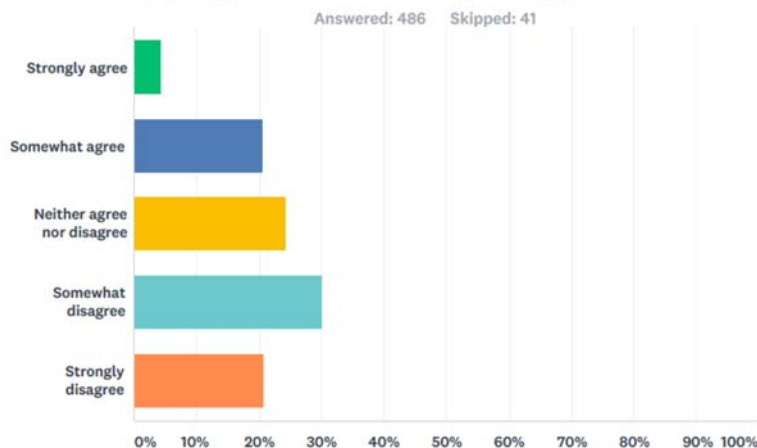


FIGURE 6-4 THERE IS SOMEWHAT MORE SUPPORT FOR AREAS FOR INDUSTRIAL OR OFFICE PARKS

Q14 Roseville needs more areas for industrial and office parks.

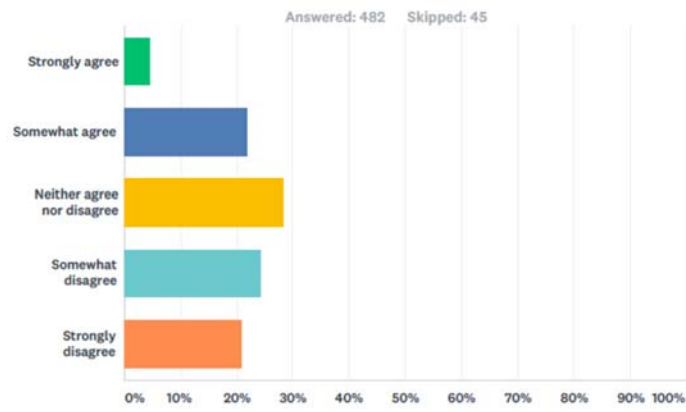


FIGURE 6-5 TECHNOLOGY, RENEWABLE ENERGY, RESTAURANTS, HEALTH CARE, AND EDUCATION ARE THE TOP FIVE TYPES OF BUSINESSES THAT RESPONDENTS WOULD LIKE TO SEE MORE OF IN THE CITY

Q15 What are the top five industries or businesses you would like to see more of in Roseville?

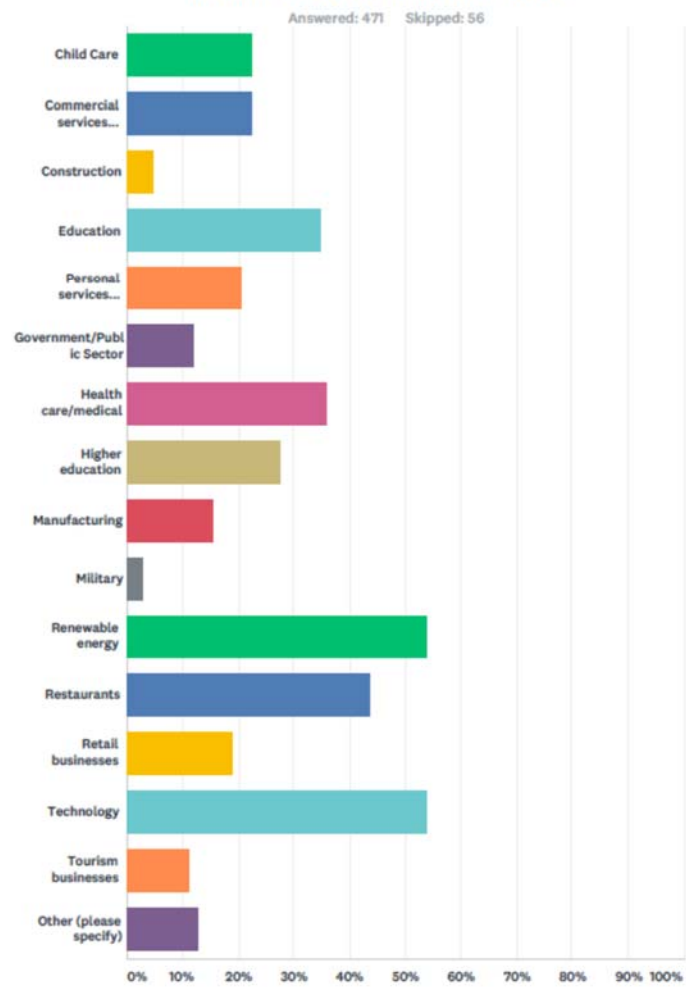
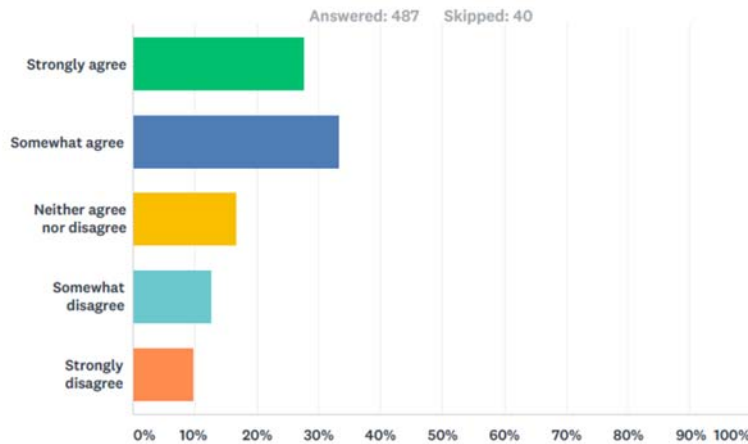


FIGURE 6-6 RESPONDENTS SHOWED STRONG SUPPORT FOR DEVELOPING VACANT OR UNDER-USED LAND IN THE CITY

Q12 Development on vacant or under-used land should be encouraged.



In a 2016 City survey conducted by The Morris Leatherman Company, the top two responses for the City to “fix or improve” were roads and job creation.

Focus Group

At a focus group meeting held in April 2017, around the topic of economic development, participants² discussed why they do business in Roseville and what challenges they see in the coming decades. Many positive aspects of the City were discussed, including:

- Roseville has a strategic location in the region.
- There is a history of long-standing businesses that have made significant infrastructure and capital investments.
- Roseville has a friendly attitude towards businesses that is better than most cities.

Among the challenges were:

- Some businesses (particularly industrial operations) need more space than can be found in Roseville.
- East-west transit connections are missing.
- The bike and pedestrian network is disconnected from key destinations in the city.

² A total of six participants (outside of staff, consultants, and City officials) attended the focus group meeting, representing the St. Paul Area Chamber of Commerce, the Roseville Visitors Association, Ramsey County, and other businesses.

- More housing is needed that is affordable to workers of major employers in Roseville.

The Focus Group then discussed things that should change to bring about successful economic development in the City. Highlights of that discussion included:

- Creating “trendy” places and good walking and biking connections that are attractive to employees hired from elsewhere who are choosing a place to live.
- Developing and marketing pedestrian and bikeways that connect to key destinations in the city, as well as trails in surrounding communities.
- Thinking about future residents based on demographic trends.
- Creating more employment centers in the City as a balance for the amount of retail here.
- Ensuring that new development/redevelopment creates walkable/bikeable places.

4. REDEVELOPMENT

As described earlier in this Plan, the City faces unique challenges and opportunities because it is fully developed. While there is very little vacant land for new development, there are sites that have great potential for redevelopment, intensification, and revitalization that can serve as catalysts for economic development for decades.

As stated in Chapter 4 of this Plan, 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 under-utilized, or that have the potential for adding to or revitalizing the buildings, businesses, and infrastructure.

The lack of “greenfield” (never-developed) land for development does present challenges that the City must face when creating an economic development strategy, namely:

- Extra costs of environmental clean-up (brownfield sites).
- Space constraints for existing businesses that want to expand.
- Costs of re-using existing structures on a site.
- Multiple properties and multiple property owners.

Unique opportunities for financial assistance do exist for redevelopment sites. A summary of these tools can be found in the next section. Many other financial incentives are available through the Minnesota Department of Employment and Economic Development (DEED) related to business development, community development, and infrastructure.

Tool	Description	Funding Source
Tax Increment Financing (TIF)	The most commonly used tool to enable redevelopment, and already used by the City. Some special districts can be enabled by special legislation in addition to just redevelopment TIFs.	City of Roseville
Tax Abatement	Tax abatement may be considered to help pay for public improvements, redevelop blighted areas, provide employment opportunities, or help provide access to services.	City of Roseville and State of Minnesota
Special Taxing Districts	Enabled by state statute, can be set up by an EDA to fund redevelopment.	City of Roseville
Livable Communities Grants	These grants fall into several categories focused on housing (LHIA), transit-oriented development (TOD), tax-base revitalization (TBRA) and linking housing, jobs, and services (LCDA).	Metropolitan Council
Special Assessments	Special assessment districts can be created to pay for infrastructure projects that will kick-start economic development.	City of Roseville
Federal Grants	Community Economic Development Strategy Program and Low Income Housing Tax Credits.	U.S. Economic Development Administration, U.S. Housing and Urban Development
Infrastructure Requirements	Adjustment of the requirements for infrastructure to help the area redevelop in a pattern that supports current usage trends.	City of Roseville

Tool	Description	Funding Source
Ramsey County Economic Gardening Program	Geared toward cultivating home-grown businesses looking to grow and expand; provides technical assistance and focused research.	Ramsey County
DEED Redevelopment Grant Program	Helps communities with the costs of redeveloping blighted industrial, residential, or commercial sites and putting land back into productive use.	State of Minnesota
Clean Up Revolving Loan Program	Provides low-interest loans to clean up contaminated sites that can be returned to marketable use.	U.S. EPA
Contamination Clean Up and Investigation Grant	Helps pay for assessing and cleaning contaminated sites for private or public redevelopment.	State of Minnesota
Demolition Loan Program	Helps with the costs of demolishing blighted buildings on sites that have future development potential but no current plans.	State of Minnesota
Ramsey County Environmental Response Fund	Focuses on brownfield sites, this program helps project partners clean up contaminated properties.	Ramsey County
Eminent Domain	Only for “Public Use” or “Public Purpose” (MN Statute 117.025 Subd. 11).	City of Roseville

5. PRIORITY AND OPPORTUNITY AREAS

The City has identified priority sites for redevelopment, as well as opportunity sites which will be the focus of economic development efforts through 2040. Redevelopment Priority Areas and Opportunity Areas have been identified, and ranked, through a community input process involving residents and elected officials.

The identified locations are broken down into two categories: Priority Areas and Opportunity Areas. The distinction between the two categories is the level of assistance and focus that the City will use to encourage redevelopment. The Priority Areas and Opportunity Areas are discussed in greater detail in the sections below, and their locations are shown in [MAP 6-2](#), on Page 19. Details on these

priority and opportunity areas are included in the exhibits at the end of this chapter.

Priority Areas

The City will use a higher level of assistance to encourage the redevelopment of Priority Areas. Some of the possible assistance for these areas could include:

- Tax increment financing
- Special taxing districts
- Tax abatement
- Special assessments
- General property taxes
- Metropolitan Council Livable Communities Grant program
- Assistance with the application to county, state, and federal grant programs that may fit the type of projects that are proposed for the area
- Assembly of properties
- Adjustment of the requirements for infrastructure to help the area redevelop in a pattern that supports current usage trends

Area 1 – Twin Lakes: Twin Lakes is a Priority Area for the City. Redevelopment of this area has been progressing for a number of years and has seen recent momentum in the redevelopment and repositioning of several properties.

The City's collaboration with the State on brownfield clean-up efforts has incentivized developers to consider the area and has expedited development by shedding light on soil conditions.

Many of the existing original buildings, however, remain underutilized and underperforming. As developers have reviewed remaining parcels for redevelopment, there seems to be a large interest in the market for a residential project. Although the area is equipped with zoning that allows and encourages residential development, the development that has taken place so far has not included any residential uses.

Area 2 – Southeast Roseville: The southeast corner of the community, and the corridor identified by Larpenteur Avenue and Rice Street, is a Priority Area for Roseville and has been the subject of an extensive visioning effort with the adjacent communities of Maplewood and St. Paul. The visioning plan identifies short-, mid-, and long-term recommendations for this gateway into these three communities. Recommendations stretch wide from infrastructure improvements that would better accommodate multi-modal traffic, to enhanced land use recommendations and design standards. The City initially identified this area as a priority redevelopment area because of its location, cultural diversity, and

economic anxiety. As properties along the corridor redevelop, it will be critical that each community look to the recommendations of the visioning plan to ensure that efforts are consistent and aligned with the goals and objectives identified for the area. A copy of the Rice-Larpenreur Gateway Area Visioning Plan can be found as Appendix B to the Comprehensive Plan.

Opportunity Areas

Other areas have also been identified by the City as being important and providing a significant opportunity for redevelopment. However, redevelopment of these Opportunity Areas is not as urgent, which is reflected by a lower level of possible participation by the City. The City may use the same financial assistance tools for these sites as listed for the Priority Areas. The City acknowledges that market forces will be far more of a driver to effect change at the locations below, versus the aggressive involvement of City effort channeled to Priority Area sites.

Area 3 – HarMar: The HarMar Opportunity Area currently consists of an enclosed mall and other freestanding structures that were constructed in the early 1960s with traditionally associated parking areas for retail interactions. The area is ideally situated to allow for easy access for pedestrians and cyclists to both mass transit and the surrounding neighborhoods. In the near-term, there are opportunities to adjust the uses; create better connections between neighborhoods, transit, and the mall; and increase activity on the site. The long-term plan for the area will be its revitalization to fully exploit the infrastructure that is readily available to the area. Roseville also recognizes that careful attention to transitions and buffers between redevelopment of the HarMar area and the adjacent low-density residential neighborhoods is critical to the success of the redevelopment and the long-term health of the neighborhoods. This redevelopment will occur as the retail market continues to mature and consumer behaviors adjust and change.

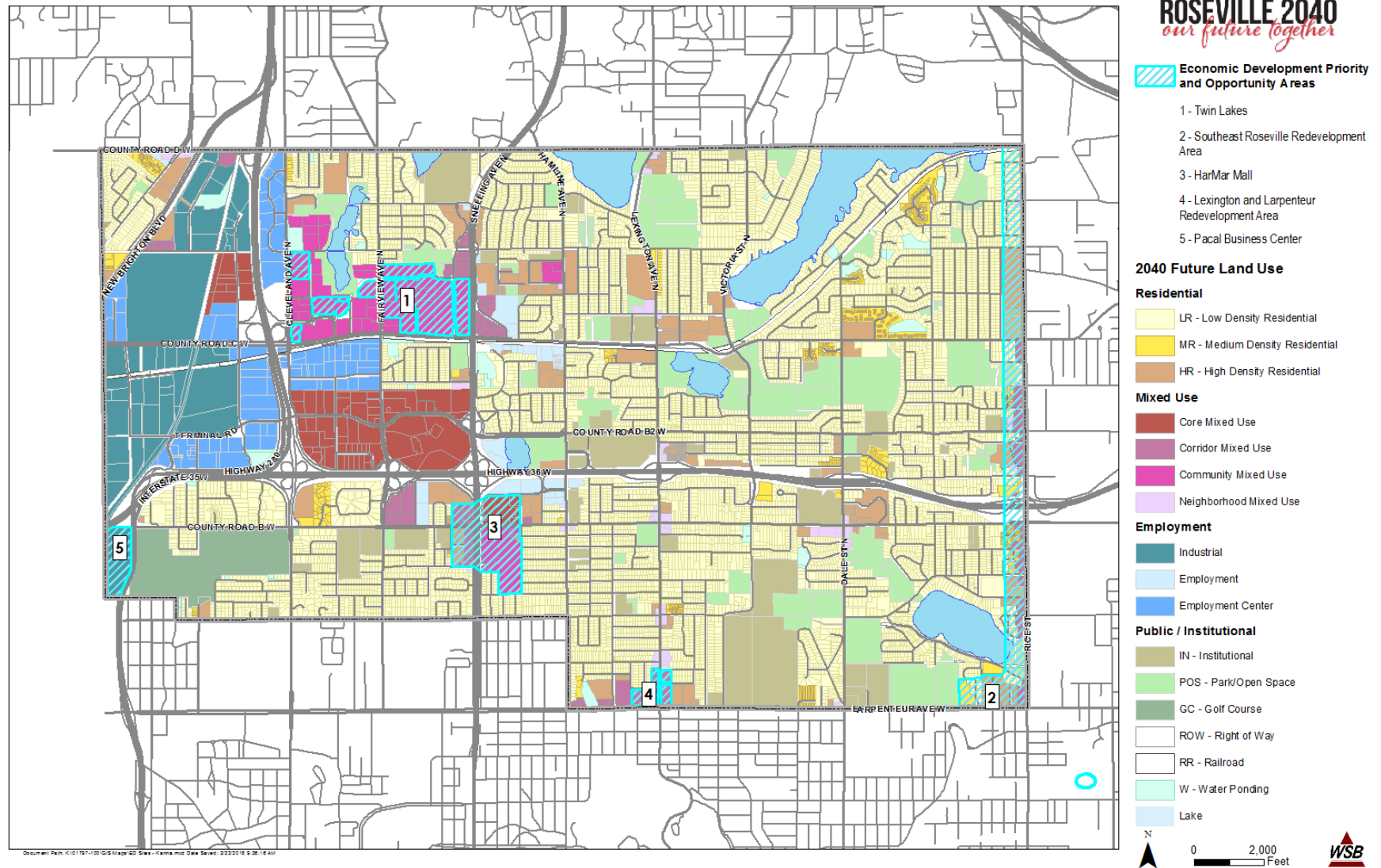
Area 4 – Lexington and Larpenreur: The Lexington and Larpenreur Opportunity Area is located along the southern boundary of the City at the intersection of two main transportation routes. The area was developed with small-scale strip retail centers and may not be serving its full potential in use and taxable value. This redevelopment area will be focused on the creation of community amenities to help meet the needs of the surrounding residential neighborhoods.

Area 5 – Pacal Business Center: The Pacal Business Center Opportunity Area is located to the west of Highway 280 and consists of an older manufacturing facility that has been divided into different business operations. This area does have limited access, making the redevelopment more difficult than the other areas identified in the City. The City will work with the parties involved with any

redevelopment if the goals for both the City and developer are in alignment for the area.

The City will continue to develop relationships with all partners involved with the redevelopment areas described in this chapter. The City understands that those relationships will allow for projects, and ultimately the successful redevelopment of the areas, to be completed efficiently and in a way that incrementally realizes the City's vision. The City will also continue to pursue economic development opportunities for the entire community as they arise.

MAP 6-2 ECONOMIC DEVELOPMENT PRIORITY AND OPPORTUNITY AREAS IN ROSEVILLE



6. GOALS AND STRATEGIES

Goals and strategies focused on equity are highlighted with the equity symbol. ⑤

Goal – Create a development process and/or possible acquisition plan for identified redevelopment areas that is in conformance with the Comprehensive Plan.

Strategies:

- Specify the appropriate level of City involvement for each redevelopment area.
- Develop and implement a program for financial assistance for projects.
- Engage property owners in the process for redevelopment of their sites.
- Assist with the completion and creation of the following types of information: market analysis, clarifying stakeholder goals, and creating a revitalization vision.

Goal – Develop a comprehensive marketing and messaging strategy that promotes the business-friendly nature of the City.

Strategies:

- Create a marketing plan to attract specific industries and businesses to the city, including the sites desired for redevelopment.
- Implement a streamlined development process, including an online permitting application process.
- Complete a development-friendly code audit to identify and adjust regulations and policies with the goal of creating a more streamlined development process that would encourage redevelopment in targeted areas.
- Benchmark the City's development fees against comparable communities to ensure that they are appropriate and yet business-friendly.
- Develop site profiles along with Roseville's Community Profile to include in a multi-media marketing strategy.
- Facilitate development-ready status for high priority redevelopment sites and include them in the marketing strategy.
- Continue to implement the Business Retention and Expansion Program.

Goal – Utilize land use planning to enhance job growth and continued economic health throughout all areas of the City.

Strategies:

- ⑤ • Engage the business owners, commercial property owners, and residents to understand stakeholder goals and concerns.

- Develop programs and assist with the acquisition of funding and technical assistance for the completion of the projects.
- Identify the types of land uses and related building types that promote job generation and job retention to encourage economic growth in the city.
- Encourage transit-oriented development (TOD) to support new and existing employment centers.
- Utilize place-making principles when working with developers and property owners to ensure that redevelopment creates jobs and enhances Roseville's unique identity.
- Promote art and cultural opportunities to attract, retain, and expand businesses that contribute to the City's creative economy.

Goal – Identify workforce needs of City businesses and facilitate partnerships between the Chambers of Commerce, educational institutions, housing developers, and the business community to satisfy market demands.

Strategies:

- Facilitate collaborations among local higher education institutions and business leaders to link educational programs with the workforce development needs of area businesses.
- Create a roundtable discussion with specific business clusters to understand and address workforce issues affecting business operations.
- Create a local developers' roundtable to facilitate regular discussion of redevelopment opportunities in the city.
- Continue and strengthen the City's partnership with Greater MSP, whose mission is to accelerate job growth and capital investment in the region.
- ⑤ • Encourage and facilitate the development of a broad range of workforce housing choices including both multifamily and single-family formats.

Goal – Create infrastructure necessary to retain and attract desirable businesses, and promote an innovative business environment.

Strategies:

- Work with regional groups on the needs for specific types of businesses and industries to allow for the development of infrastructure.
- ⑤ • Encourage the expansion of Metro Transit routes to employment centers and businesses and promote multi-modal transportation opportunities.
- Review the development standards to allow for more flexibility for development based on changing market conditions.
- ⑤ • Consider the adoption of a rehabilitation, façade, and/or sign incentive program for existing small businesses in the city.
- ⑤ • Consider the creation of a small business incubation space within the city.

ROSEVILLE 2040

our future together

PRIORITY AREA: TWIN LAKES

OVERALL ACERAGE

128 Acres

CURRENT LAND USE

Commercial

FUTURE LAND USE

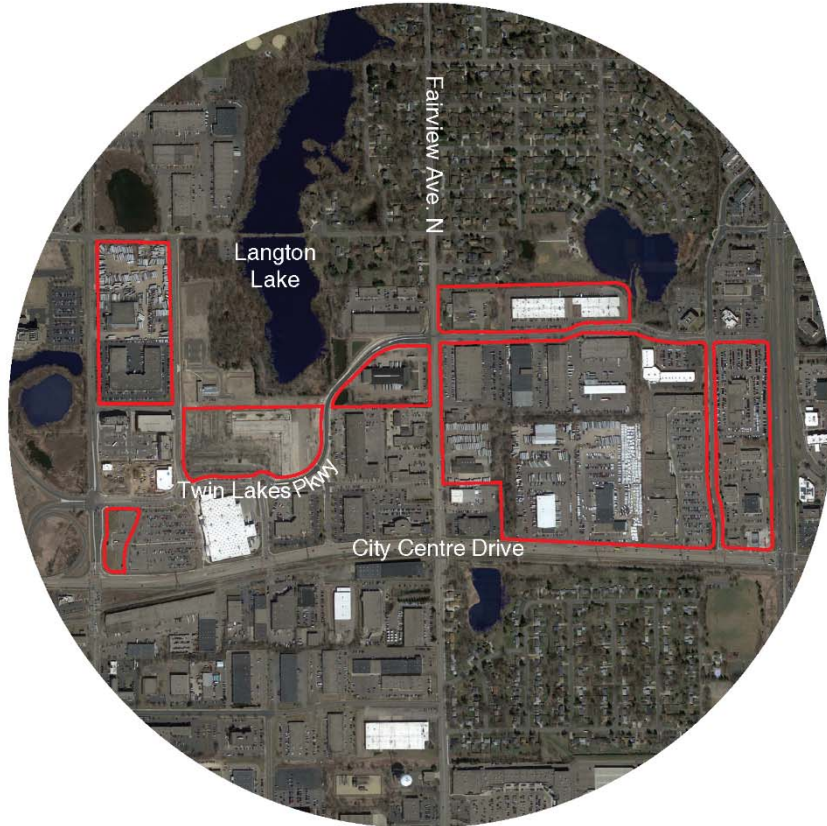
Community Mixed Use

REDEVELOPMENT

The redevelopment of this site has been in progress for a number of years. There has been significant success as properties are redeveloped and repositioned.

ISSUES

Many of the existing buildings are underutilized and underperforming when viewed based on tax generation.



ROSEVILLE 2040

our future together

PRIORITY AREA: SOUTHEAST ROSEVILLE

OVERALL ACERAGE

33 Acres

CURRENT LAND USE

Commercial and
High Density Residential

FUTURE LAND USE

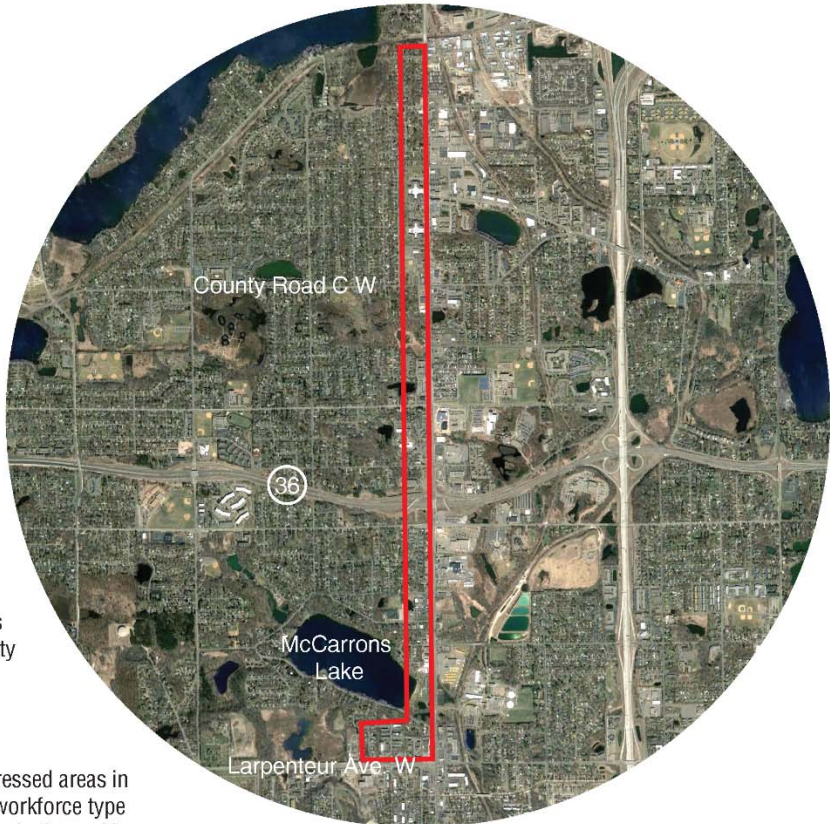
Corridor Mixed Use
Medium Density Residential
High Density Residential

REDEVELOPMENT

The redevelopment of this site is currently being studied to determine how the area can best be redeveloped in conjunction with Maplewood, St. Paul and Ramsey County which are all present at the intersection. Roseville has identified this area as a priority redevelopment area because of its location, cultural diversity and economic anxiety that is encompassed in the area.

ISSUES

This area is one of the most economically distressed areas in the community and has a significant need for workforce type housing and development that better fits the aspirations of its residents.



ROSEVILLE 2040

our future together

OPPORTUNITY AREA: HARMAR

OVERALL ACERAGE

82 Acres

CURRENT LAND USE

Commercial and
High Density Residential

FUTURE LAND USE

Core Mixed Use
Corridor Mixed Use
Community Mixed Use
High Density Residential

REDEVELOPMENT

This site includes an enclosed mall that was constructed in the early 60's with traditionally associated parking area for retail interactions. The site is ideally situated to allow for significant access to both mass transit and the residential areas of the community. In the near-term, there are opportunities to adjust the uses; create better connections between neighborhoods, transit and the mall; and increase activity on the site. The long-term plan for the area will be its revitalization to fully exploit the infrastructure that is readily available to the area. This redevelopment will occur as the retail market continues to mature and consumer behaviors adjust and change.

ISSUES

The aging HarMar Mall will need to overcome poor walkability and connectivity to Snelling Avenue and the transit amenities it provides. Parking areas both west and east of Snelling Avenue will need to be assessed to understand actual parking needs.



ROSEVILLE 2040

our future together

OPPORTUNITY AREA: LEXINGTON AND LARPENTEUR

OVERALL ACERAGE

17 Acres

CURRENT LAND USE

Commercial

FUTURE LAND USE

Corridor Mixed Use

REDEVELOPMENT

The area was developed as a small-scale strip retail area and is currently not seeing its full potential in use and tax revenue generation. This redevelopment area will be focused on the creation of community amenities to help meet the needs of the surrounding single family housing. It currently has strong tenant anchors in the very popular Key's Cafe, nearby Cub Foods grocery, and the redevelopment on the south side of Larpenteur Avenue with the CVS Pharmacy.

ISSUES

This area has a number of aging multi tenant buildings that will require reinvestment to capitalize on the investments in local road infrastructure to improve walkability.



ROSEVILLE 2040

our future together

OPPORTUNITY AREA: PACAL BUSINESS CENTER

OVERALL ACERAGE

27 Acres

CURRENT LAND USE

Industrial

FUTURE LAND USE

Industrial

REDEVELOPMENT

This area is located to the west of Highway 280 and consists of an older manufacturing facility that has been divided into different business operations.

ISSUES

This area does have limited access, making the redevelopment more difficult than the other areas identified in Roseville. The City will work with the parties involved with any redevelopment if the goals for both the City and developer are in alignment for the area.

