

Vision for Roseville 2

In 2006, the community engaged in an intensive visioning process to establish a thoughtful vision for Roseville. The City Council's intent was for the *Imagine Roseville 2025* (IR2025) initiative to create a vision that would allow the Council to place short-term demands within a longer-term context. The IR2025 Final Report contains a vision statement, goals, strategies, and sub-strategies that address a broad range of community elements, including: community, safety, housing, environment, parks/open space/recreation/wellness, education, infrastructure, and finance/revenue.

The following vision statement from IR2025 is the starting point for the goals and policies of the Comprehensive Plan.

Imagine Roseville 2025 Vision Statement

Our rich history provides a foundation for us to be optimistic about our future and the opportunities it

brings. All families are strong, healthy, and embraced, and we serve people throughout their lives with places to live, work, learn, worship, and play. We are a great place to raise a family, run a business, age in place, and recreate, and we protect these opportunities by thoughtfully investing in infrastructure, facilities, services, and open spaces.

We take pride in our safe and well-maintained neighborhoods, housing, and businesses, and we benefit from connected neighborhoods and compact development. Our strong design standards and proactive planning create a community that is attractive, appealing, and desirable, with a healthy mix of land uses and the flexibility to respond to change.

We recognize our responsibility to act as environmental stewards and provide a regulatory framework that fosters a sustainable community. Our renowned parks and our recreational and public facilities are community centerpieces that attract people of all ages and abilities, and help us support and promote individual wellness and fitness.

We celebrate our unique position in the heart of the metropolitan area, recognize our role within the region, and actively participate in regional collaboratives. We model fiscal responsibility with a clear eye toward proactively investing in Roseville's future. Our strong and diversified tax base is kept healthy by a vibrant local business climate, and high-quality jobs provide families with economic security.

We value and invest in lifelong learning opportunities and life-cycle housing that attract a diverse mix of residents and businesses and keep our community strong. Leading-edge technology and a comprehensive and reliable transportation system support residents and businesses, and a variety of convenient, flexible, and safe transit alternatives serve all community members.

And we strive to be even more inclusive, proactive, responsible, and efficient so that Roseville remains a wonderful and welcoming community for generations to come.

Other Elements of IR2025

The IR2025 Report contained a set of goals and strategies for achieving this community vision. These goals and strategies play an important role in shaping the plans, goals, and policies contained in the Comprehensive Plan. As a reference, the following list presents the goals included in the IR2025 Final Report.

Community

- ◆ Roseville is a welcoming community that appreciates differences and fosters diversity.
- ◆ Roseville is a desirable place to live, work, and play.
- ◆ Roseville has a strong and inclusive sense of community.
- ◆ Roseville residents are invested in their community.

Safety

- ◆ Roseville is a safe community.

Housing

- ◆ Roseville's housing meets community needs.

Environment

- ◆ Roseville is an environmentally healthy community.

Parks, Open Space, Recreation, Wellness

- ◆ Roseville has world-renowned parks, open space, and multigenerational recreation programs and facilities.

- ◆ Roseville supports the health and wellness of community members.

Education

- ◆ Roseville supports high-quality, lifelong learning.

Infrastructure

- ◆ Roseville has a comprehensive, safe, efficient, and reliable transportation system.
- ◆ Roseville has well-maintained, efficient, and cost-effective public infrastructure.

Technology

- ◆ Roseville has technology that gives us a competitive advantage.

Finance and Revenue

- ◆ Roseville has a growing, diverse, and stable revenue base.
- ◆ Roseville responsibly funds programs, services, and infrastructure to meet long-term needs.