

Community Context 3

Planning for the future does not start on a clean slate. The future will be built on the foundation of Roseville as it exists today. Roseville has evolved over time, shaped by a variety of forces, which will continue to shape the community into the future. A clear understanding of these influences provides the context for planning decisions.

It is impossible to plan for the future without a careful examination of the physical, demographic, social, and economic characteristics of the community. What characteristics exist today and are likely to be the same in 2030? How is the community changing and how might these trends influence the future? Do these characteristics point to potential public responses through the Comprehensive Plan? The Community Context chapter provides information needed to answer these questions.

Use of Census Data

Much of the demographic data in this chapter comes from the 2000 Census. While Roseville has changed since the Census, it remains the best available information about the characteristics of population and housing. Where possible, the Census statistics are supplemented with more current data.

Location

Roseville lies in Ramsey County in the center of the seven-county Twin Cities Metropolitan Area. Roseville enjoys the benefits of a unique location in the region (see Figure 3.1).

- ♦ Roseville is approximately nine miles from downtown Saint Paul and seven miles from downtown Minneapolis.
- ♦ Minneapolis-St. Paul International Airport is 17 miles from Roseville.
- ♦ Roseville is served by two major regional highways (Interstate 35W and State Highway 36).

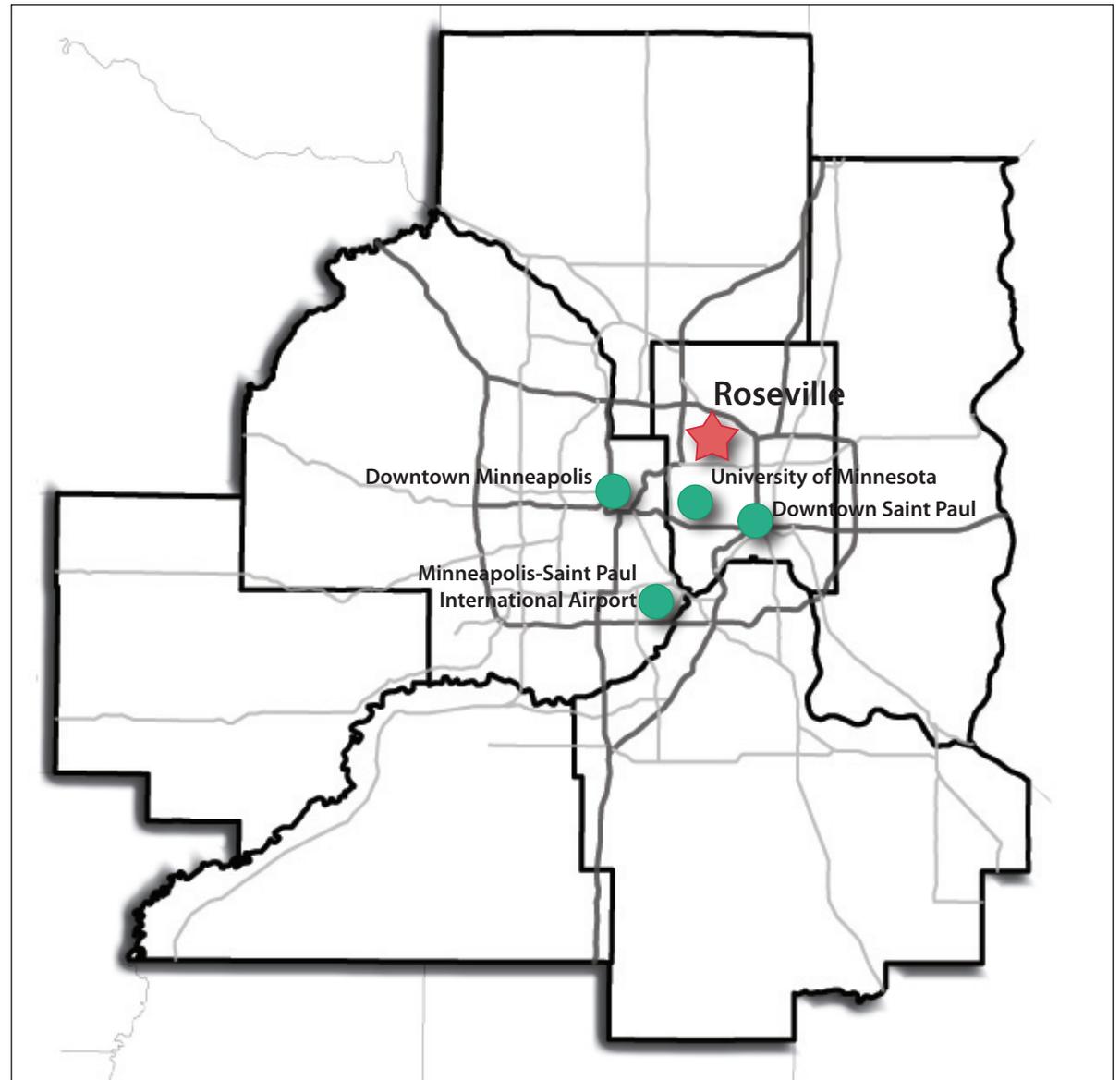
This location gives Roseville residents convenient access to employment centers and amenities throughout the Twin Cities. Roseville's location also provides local businesses with excellent access to customers, employees, and markets.

Physical Characteristics

Roseville's physical setting forms the foundation of the Comprehensive Plan. Existing land-use patterns influence the type and location of future development. Housing is the largest land-use and a defining characteristic.

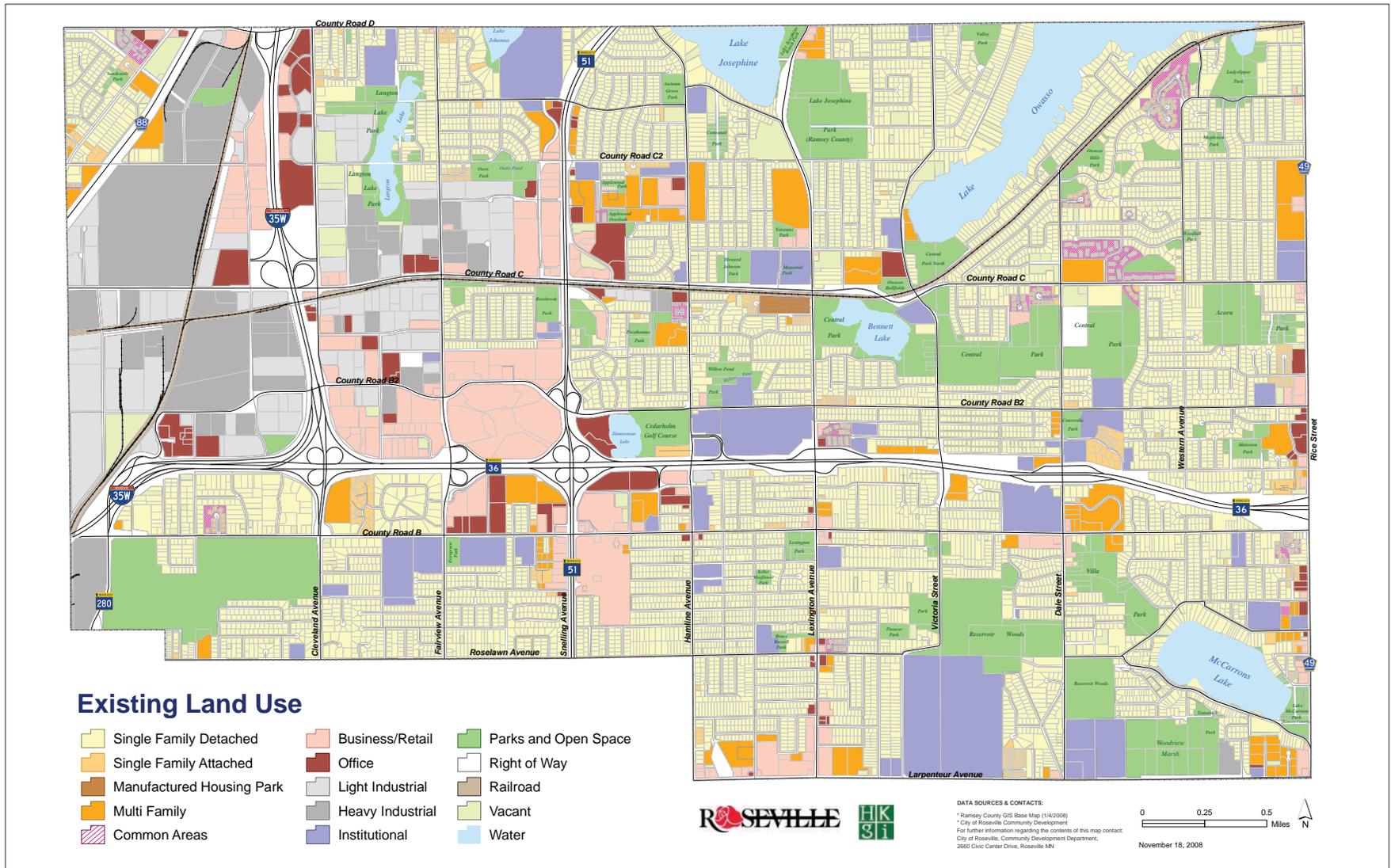
Existing Land Use

Roseville contains 7,105 acres. The map in Figure 3.2 is a snapshot of land use in 2008. The table in Figure 3.3 contains the estimated area in each land-use category. The purpose of this map is not to precisely specify the use of each parcel, but to illustrate the overall pattern



Regional Setting

Figure 3.1



of development. Some key aspects of the existing land-use pattern are:

- ◆ Low-density residential is the dominant land use. This form of housing occupies more than 34% of Roseville’s total land area.
- ◆ Roadways have been an important factor in shaping the development pattern of Roseville.
- ◆ Business (commercial and industrial) uses are primarily concentrated in the western third of Roseville, along the I-35W and Highway 36

Existing Land Use (2008)
 Figure 3.2

Land Use Category	Acres	% Total
Single-Family Detached	2,925	33.0%
Single-Family Attached	126	1.4%
Manufactured Home Park	9	0.1%
Multifamily	279	3.1%
Common Areas	59	0.7%
Business/Retail	486	5.5%
Office	192	2.2%
Light Industrial	396	4.5%
Heavy Industrial	471	5.3%
Institutional	510	5.8%
Parks and Open Space	1,089	12.3%
Right of Way	1,810	20.4%
Railroad	96	1.1%
Vacant	33	0.4%
Vacant Developable	129	1.5%
Water	251	2.8%
Total	8,861	100%

Existing Land Use (2008)

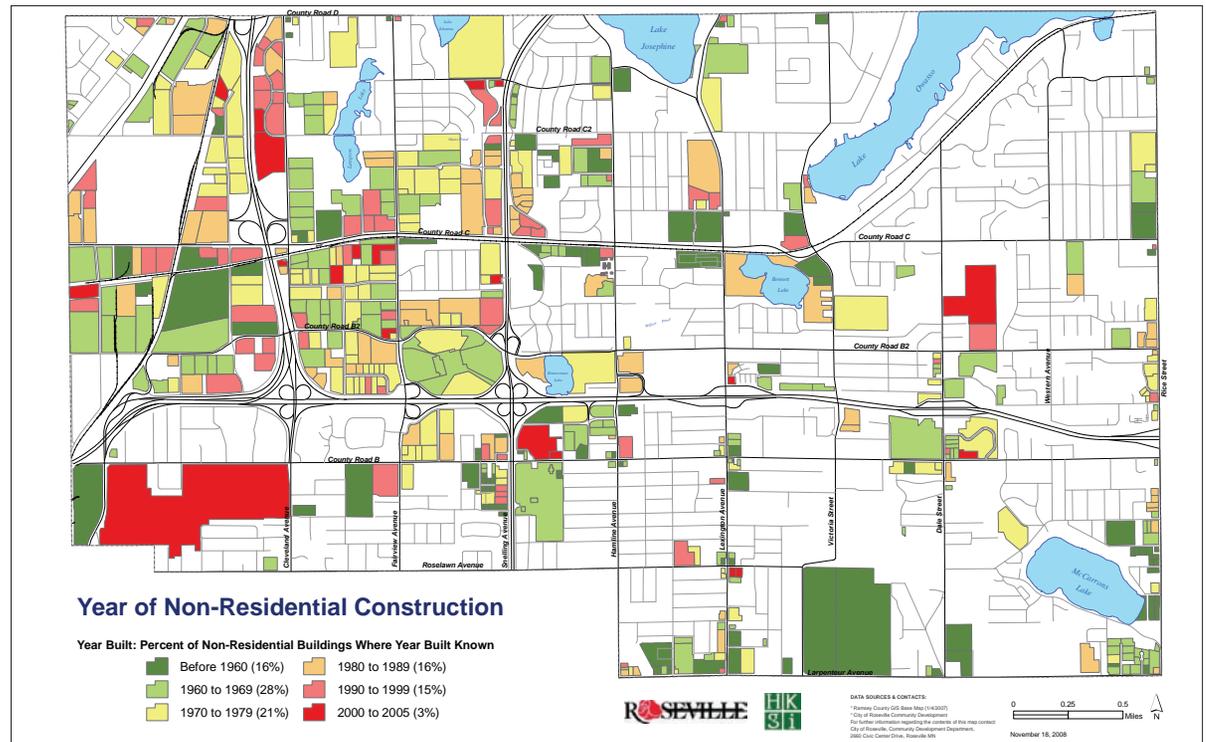
Figure 3.3

corridors. Commercial areas can also be found along major street corridors (e.g. Rice Street and Snelling Avenue) and at major street intersections.

- ♦ Lakes, parks, and open spaces are defining characteristics of Roseville.

These and other physical characteristics will influence the future growth and development of Roseville and are discussed throughout the Comprehensive Plan.

- ♦ Major street corridors are an important factor in organizing land uses (Transportation: Chapter 5).
- ♦ The ability to provide sanitary sewer and water services influences the capacity for land to support current and future development. Storm-water



Year of Non-Residential Construction

Year Built: Percent of Non-Residential Buildings Where Year Built Known

- Before 1960 (16%)
- 1960 to 1969 (28%)
- 1970 to 1979 (21%)
- 1980 to 1989 (16%)
- 1990 to 1999 (15%)
- 2000 to 2005 (3%)

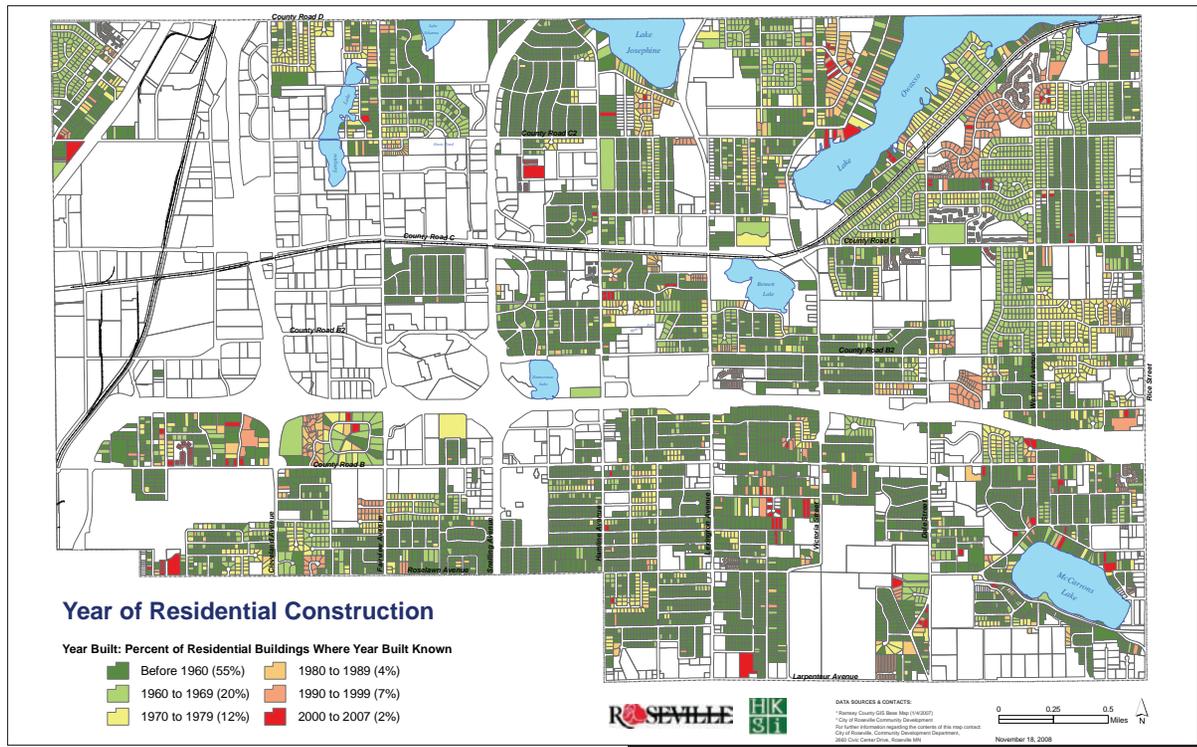
Year Built - Non-Residential

Figure 3.4

management systems are required to support development, but also become defining physical features (Utilities: Chapter 10).

- ♦ Parks (Chapter 8) influence the form and location of development and the quality of life in Roseville.
- ♦ Public objectives for Economic Development and Redevelopment (Chapter 7) influence the use of land for commercial and industrial purposes. As existing land uses grow older, the need for reinvestment and the opportunity for redevelopment will increase.

Each chapter of the Comprehensive Plan describes some aspect of the existing context that shapes plans for the future of Roseville.



Year Built - Residential
 Figure 3.5

Age of the Built Environment

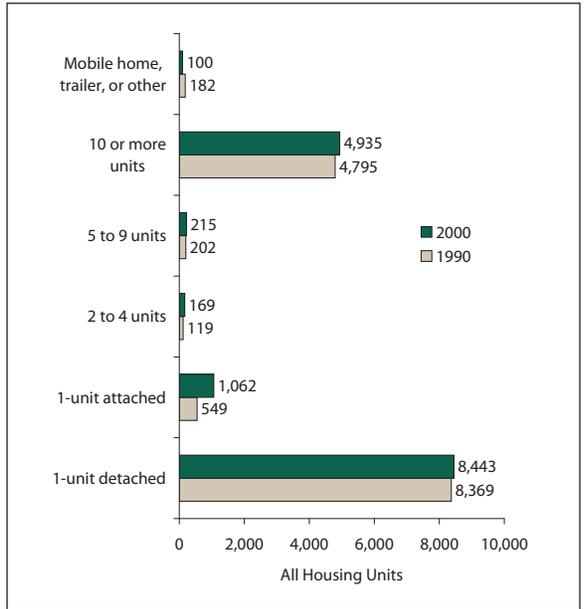
Roseville is an established and mature community. More than half of all nonresidential development was built before 1980 (see Figure 3.4) and more than 55% of existing housing was built prior to 1960 (see Figure 3.5).

The age of buildings is one factor to guide other investigations into the condition of the built environment. Older buildings require additional maintenance and capital replacement. However, data about building condition was not available for use in updating the

Comprehensive Plan. These maps also show the time pattern of development in Roseville.

Housing

Housing is a critical part of the context of planning for the future of Roseville. It is the single largest form of built land use. Housing shapes the form and character of the community and influences those who live in Roseville today and will live here in the future. The plan for public action to address special housing needs can

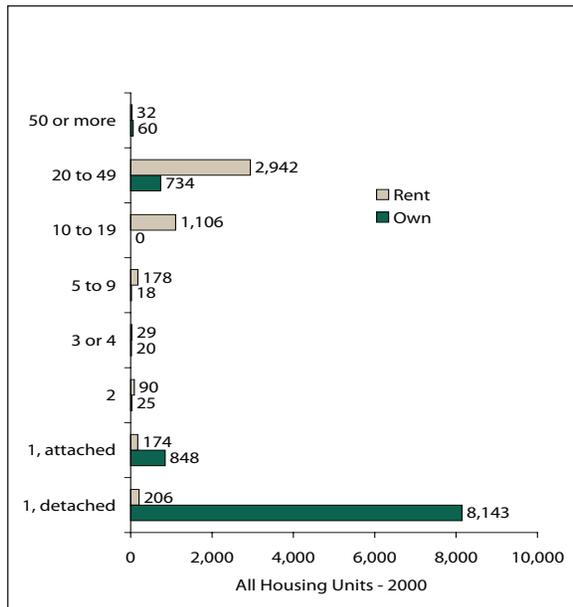


Changes in Housing 1990-2000
 Figure 3.6

be found in the Housing chapter (Chapter 7) of the Comprehensive Plan.

Figure 3.6 shows the growth in Roseville’s housing stock from 1990 to 2000. The Census reported 708 new housing units over that decade, a 5% increase in the total number of units. Single-family detached housing (one-unit detached) accounted for only 10% of this growth. This type of housing is occupied by an individual family and is not physically connected to any other housing unit. It is the typical home found in Roseville.

The majority of new housing development (72%) came in the form of single-family, attached housing (one-unit attached). This housing type is a structure containing a housing unit for one family that is physically connected



2000 Housing - Own/Rent

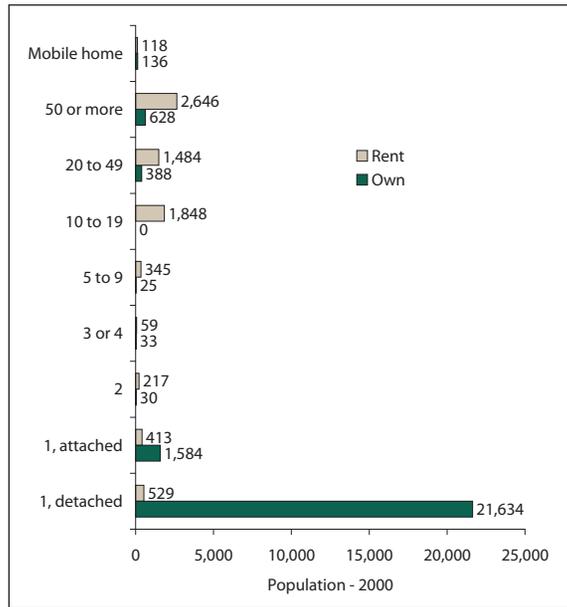
Figure 3.7

to one or more comparable housing units. Twin homes and town homes are common examples of single-family attached housing.

In 2000, single-family housing (detached and attached) made up 64% of Roseville’s housing stock.

Nearly one-third (32%) of the 2000 housing supply was classified as rental (see Figure 3.7). The vast majority of rental housing was in buildings containing ten or more units. Only 206 units (2.4%) of all one-unit, detached housing were rental.

There were more limited options for owner-occupied housing with a density above one unit per building. Only 797 units (15% of all units with two or more units

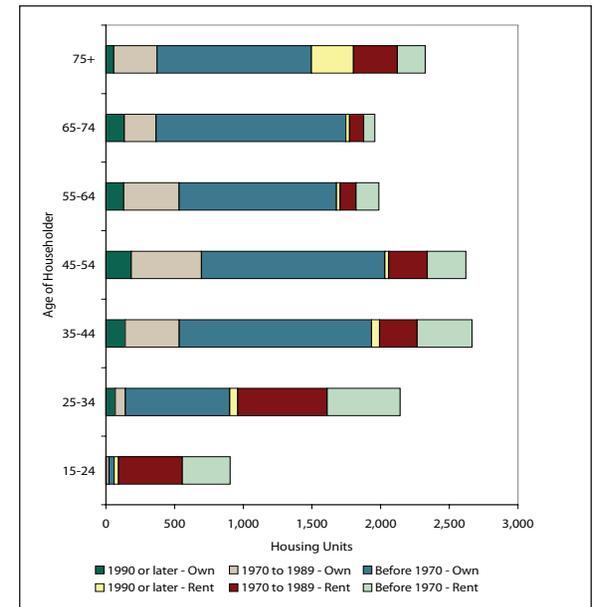


Population in 2000 Housing

Figure 3.8

in a structure) were classified as owner-occupied. These units represent 8.1% of all owned housing in Roseville. The majority of these units were in buildings with 20 or more units.

Over two-thirds of Roseville’s population in 2000 lived in single-family detached housing (see Figure 3.8) and nearly one-quarter of the population lived in rental housing. Eighty percent of renters lived in buildings with ten or more units.



Housing by Age of Householder

Figure 3.9

Figure 3.9 connects the age of the housing with the age of the householder. The data show:

- ◆ A householder age 44 or younger occupied 30% of all owned housing built in 1990 or later.
- ◆ 76% of senior households (householder age 65 and older) lived in owned housing.
- ◆ The majority of Roseville’s population in all age groups lives in single-family, owned housing.
- ◆ The 15-to-24 age group is the least likely to live in owned housing.
- ◆ The oldest residents live in either single-family housing or in larger rental structures.

- ♦ Few seniors age 65 to 74 live in rental housing.
- ♦ The majority of rental units (59%) are occupied by households headed by persons age 44 or younger.

This data provides insights on both the housing supply and the age of the population attracted to Roseville.

Past and Future Growth

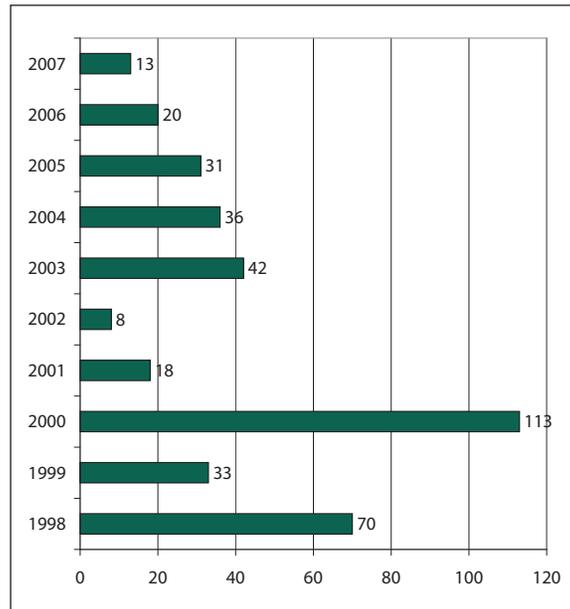
Growth trends and projections are critical elements of the Comprehensive Plan. Historic trends describe how current conditions evolved and may offer insights about future development. Looking to 2030, Roseville will continue to grow as a place to live, work, and shop. Projections of future development determine the demand for land and the need for infrastructure and municipal services.

This section looks back over recent development trends and looks ahead at projections of Roseville’s future.

Development Trends

Recent development trends provide a useful context for planning. The chart in Figure 3.10 shows annual new housing starts (based on building permit data). This chart reflects several important residential development trends in Roseville, including:

- ♦ 384 new housing units were built between 1998 and 2007.
- ♦ Over one-half (56%) of these units were built in 2000 or before.
- ♦ Average growth over the past five years has been 28 units per year.



Building Permits - New Residential

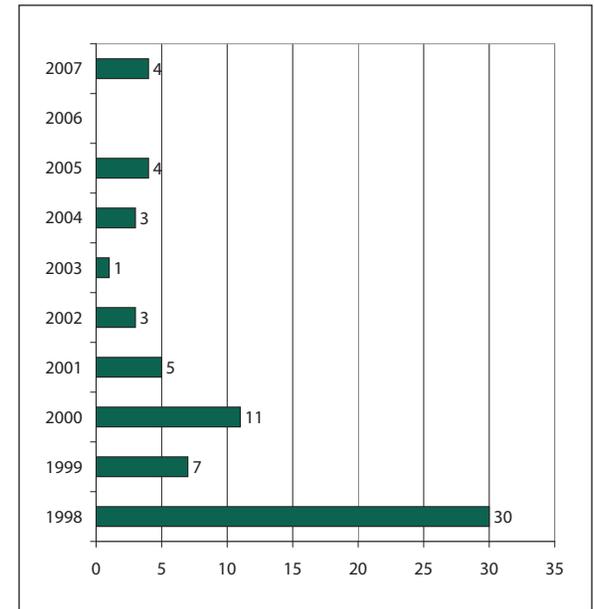
Figure 3.10

- ♦ New housing starts fell in each year from 2003 to 2007. Only 13 new units were built in 2007.

While these trends do not determine future housing development, they help to highlight important questions. What pace of new housing development can be expected over time? How can Roseville best encourage an appropriate mix of new housing options? How does housing influence the characteristics of the future population?

Commercial-industrial development followed a similar growth pattern (see Figure 3.11). Data show:

- ♦ A total of 68 new commercial-industrial projects were undertaken from 1998 to 2007.



Building Permits - New Commercial/Industrial

Figure 3.11

- ♦ Over 70% of the permits were issued in 2000 or before.
- ♦ From 2003 to 2007, an average of three new commercial-industrial projects were undertaken each year.

Metropolitan Council Forecasts

Future growth is a critical consideration in updating Roseville’s Comprehensive Plan. The Comprehensive Plan relies on the most recent forecasts made by the Metropolitan Council, which were approved in August 2005. The chart in Figure 3.12 contains population, household, and employment forecasts for 2010, 2020,

and 2030 with comparisons to actual totals for 1990 and 2000.

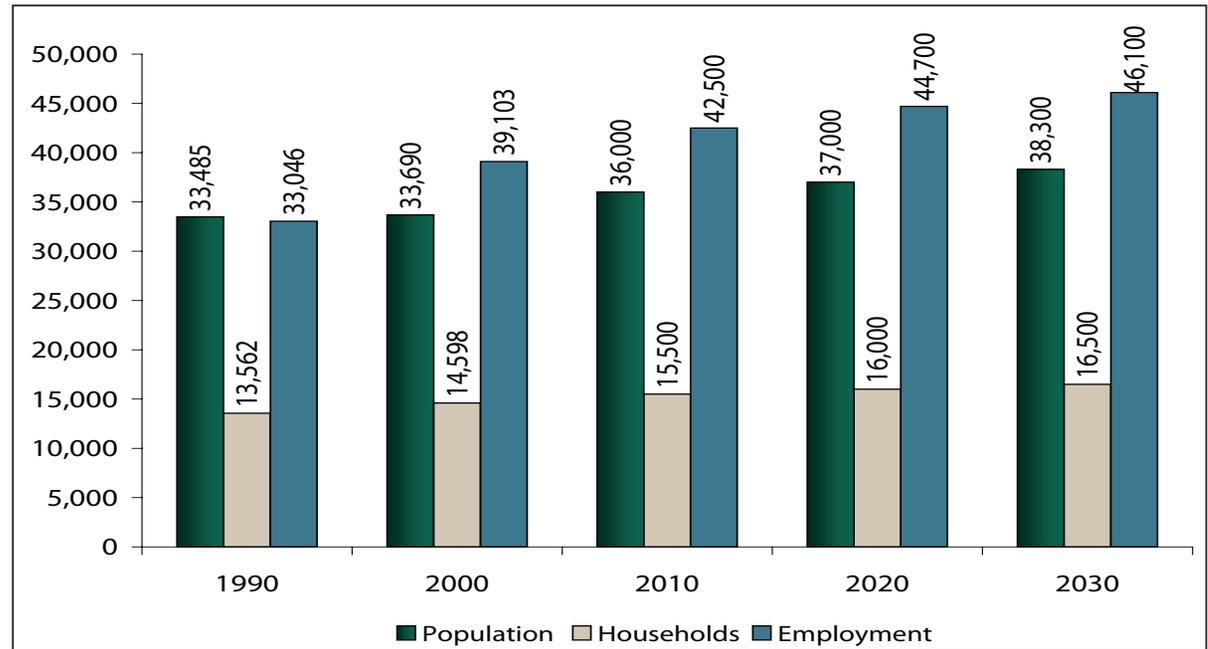
These forecasts show Roseville’s population increasing by 4,610 people (13.6%) from 2000 to 2030. The majority of this growth is expected to occur by 2010 with the addition of 2,310 new residents. The forecasted growth slows to an increase of 1,000 and 1,300 people over the following two decades.

The forecasts assume that the average household size remains constant at 2.2 people. The average household size is calculated by dividing the population living in households, excluding residents of general quarters, by total number of households. The number of Roseville residents living in general quarters is currently about 2,000, and this number is assumed to remain relatively constant through 2030.

The greater projected change comes in the area of employment. The Metropolitan Council forecasts predict almost 7,000 new jobs in Roseville between 2000 and 2030, an 18% increase. Similar to population, most of the growth is projected to occur by 2010, with slower expansion from 2010 to 2030.

Population Forecasts

The population forecasts in this chapter are consistent with the Metropolitan Council’s system statement for Roseville. These population forecasts are used as the basis for all chapters of the Comprehensive Plan. The City of Roseville will work with the Metropolitan Council to update these projections as the implications of development, demographic, and economic changes become clearer.



Metropolitan Council Forecasts

Figure 3.12

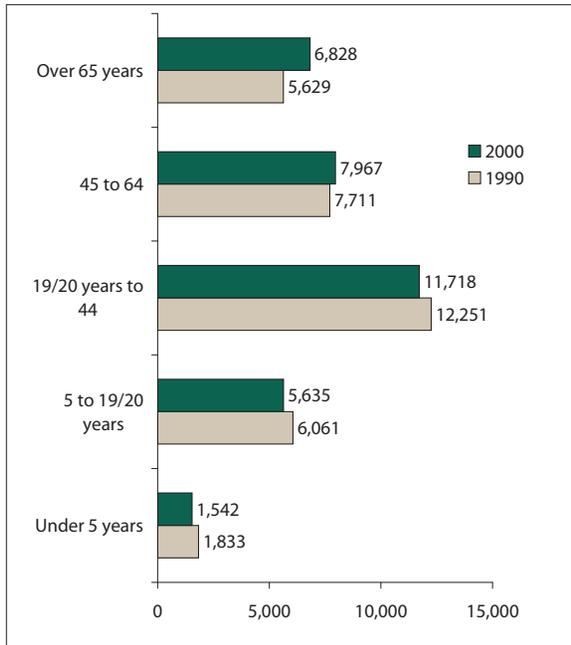
One of the challenges in updating the Comprehensive Plan is projecting growth in Roseville. The downturn in development since 2003 shows how quickly conditions can change. While the Metropolitan Council projections represent the best available estimate of future growth, they were made prior to the recent economic slowdown.

In looking to 2030, a variety of factors will influence the actual outcomes. Key factors include:

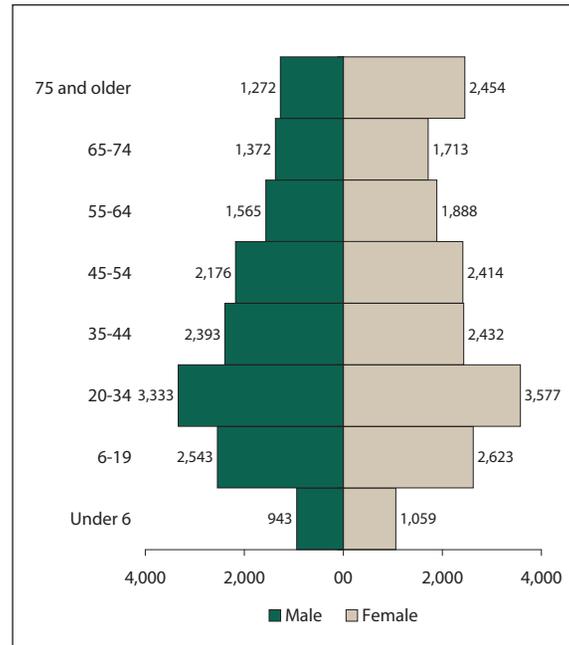
- ◆ Overall economic and housing market conditions
- ◆ Housing styles
- ◆ Energy costs

- ◆ Transportation
- ◆ Aging of the population and other demographic changes
- ◆ Competition from other communities

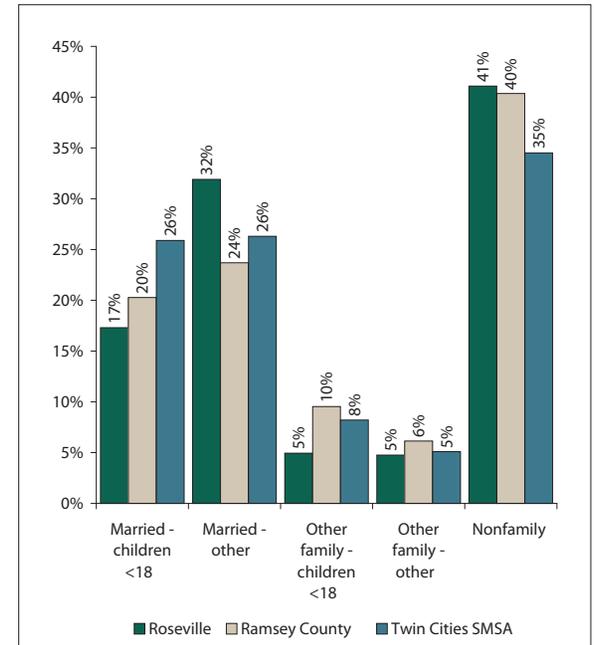
An important element in implementing the Comprehensive Plan will be to monitor these changes and their implications for the future of Roseville.



Changes in Age - 1990-2000
Figure 3.13



Gender of 2000 Population
Figure 3.14



Household Type (2000)
Figure 3.15

Characteristics of the Population

Age

Roseville’s population increased by 0.6% between 1990 and 2000, going from 33,485 in 1990 to 33,690 in 2000. The 45+ age group grew by 1,455 residents while the number of residents under the age of 45 decreased by 1,250 people between 1990 and 2000. (See Figure 3.13.)

Roseville has a larger proportion of older residents than Ramsey County and the greater metropolitan area. Twenty percent of the city’s reported population in 2000

was age 65 or older. This compares with 12% for Ramsey County and 10% for the Twin Cities region.

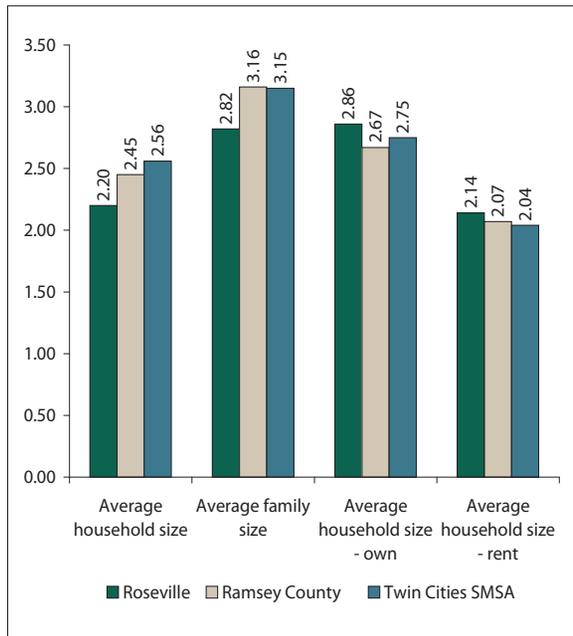
The median age of Roseville is notably older than that of the county and the region. The 2000 median age of Roseville’s population was 41.0 years. This compares with 33.7 years for the county and 34.2 years for the region.

Figure 3.14 shows the age distribution of the 2000 population. In 2000, women made up 54% of Roseville’s population. Women outnumbered men in all age groups.

Households

A household includes all the people who occupy a housing unit as their usual place of residence. (See box on next page for Census definitions of households.) Household characteristics offer another perspective on the characteristics of people living in Roseville:

- 59% of Roseville households are family households (see Figure 3.15). This compares with 60% for the entire county and 65% for the region.
- 49% of all Roseville family households include a married couple.



Household Size (2000)

Figure 3.16

- Only 22% of all households included children under the age of 18. For the region, 34% of all households contained children.
- Roseville has a larger proportion of nonfamily households (41%) than the region as a whole (35%). Roseville’s nonfamily households consist largely of the householder living alone (82% of nonfamily households).

1,036 households were added from 1990 to 2000. This change represents a reduction of 417 family households and a 1,453 increase in nonfamily households. The number of households with persons living alone increased by 34%.

Definition of Households

A household includes all the people who occupy a housing unit as their usual place of residence.

A Family Household includes a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption. A family household may contain people not related to the householder, but those people are not included as part of the householder’s family in Census tabulations. This means that the population living in family household may exceed the population of families.

Nonfamily Households contain a group of unrelated people or one person living alone.

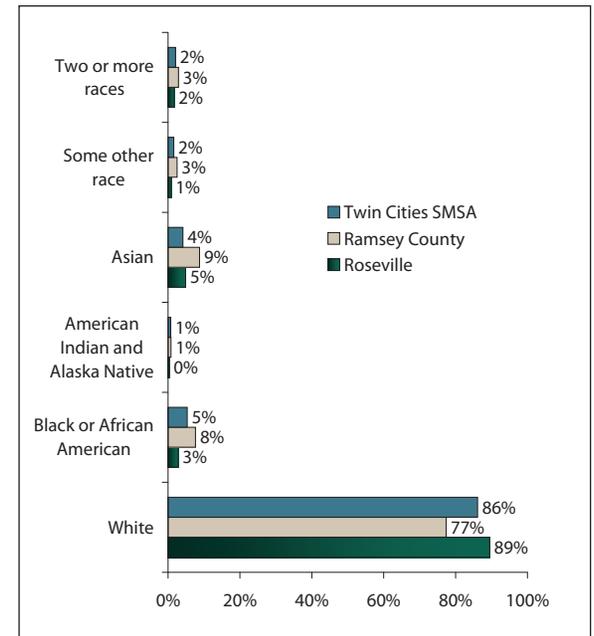
The Householder is the person in whose name the home is owned or rented.

The average household and family size in Roseville is smaller than for Ramsey County and the region as a whole (Figure 3.16). The average size of household is getting smaller. From 1990 to 2000, the average size of all Roseville households dropped from 2.37 people to 2.20 people. Households in owner housing were larger (2.86 people per household) than those in rental housing (2.14 people).

The size and composition of households will be an important factor influencing the future population of Roseville.

Race

It is important to understand how the Census addresses race. The Census allows people to select the race or races

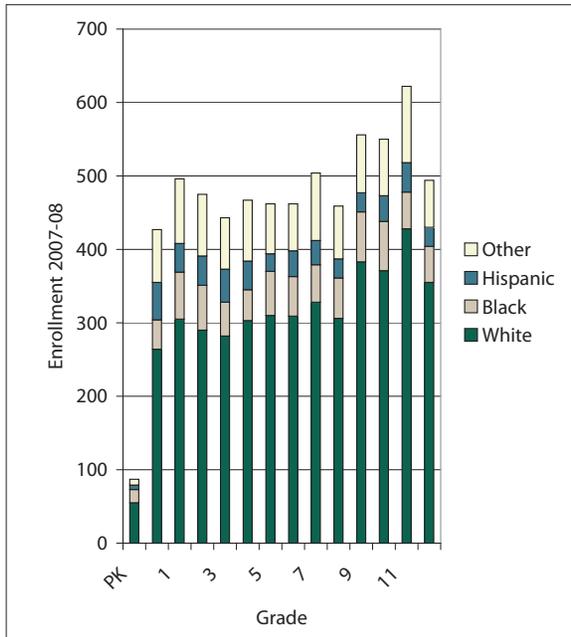


Race of 2000 Population

Figure 3.17

with which they most closely identify. The standards for collecting and presenting data on race and ethnicity were revised for the 2000 Census. The new guidelines are intended to reflect “the increasing diversity of our Nation’s population, stemming from growth in interracial marriages and immigration.” As a result, race data from the 2000 Census is not directly comparable with that of any prior census.

Despite the data differences, it is useful to compare the racial composition of the population in 1990 and 2000. This chart shows a notable change in the diversity of Roseville’s population. In 1990, 95.1% of the population was white. The 2000 Census reported that 89.5%

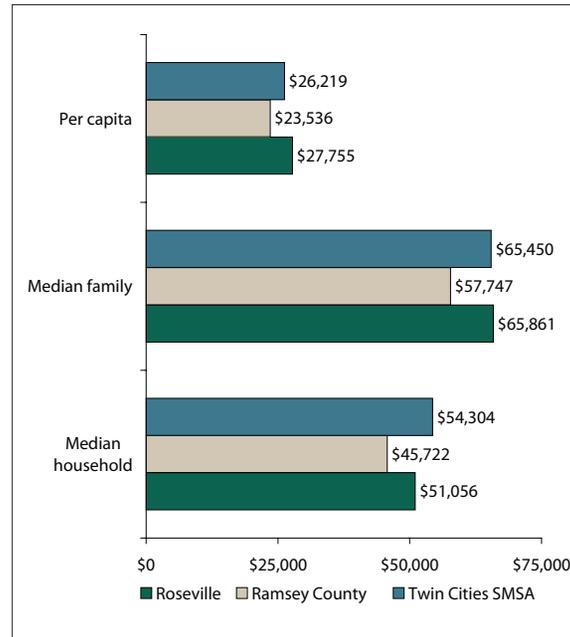


Race of 2007-08 School Enrollment

Figure 3.18

of Roseville’s population identified itself as white. The racial diversity of Roseville’s population is somewhat less than Ramsey County and the region as a whole (see Figure 3.17).

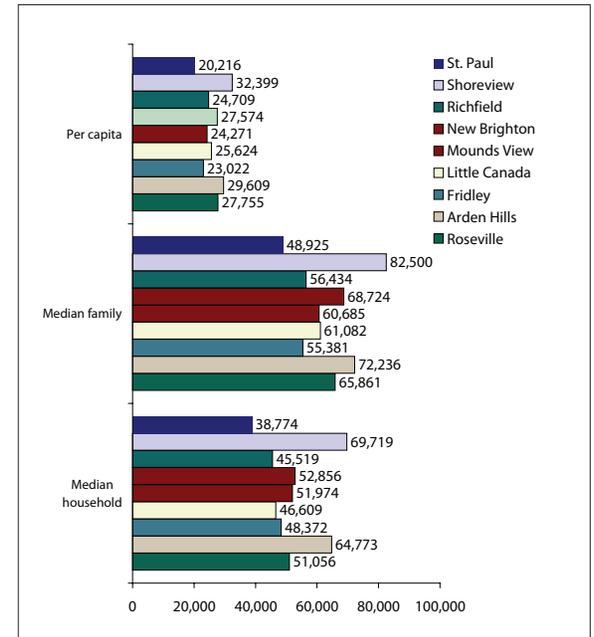
Another factor in understanding race data is the manner of reporting of the Hispanic population. People who identify their origin as Spanish, Hispanic, or Latino are not classified as a separate racial category—they may be of any race. In the 2000 Census, 667 people were reported as Hispanic or Latino (of any race). This represents 2% of the total population.



Income (2000)

Figure 3.19

School enrollment data collected and reported by the Minnesota Department of Education provides a more current look at the racial composition of Roseville’s population. For the 2007/2008 school year, the Roseville School District reported that 34% of total enrollment was a race other than white. (In this data, Hispanic is classified as a nonwhite category of race.) The chart in Figure 3.18 shows the racial composition for each grade. The nonwhite portion of the student population is generally consistent across the grades ranging from 28% in 12th grade to 39% in 2nd and 3rd grades. The data does not describe how open enrollment influences student characteristics.



Income - Other Cities (2000)

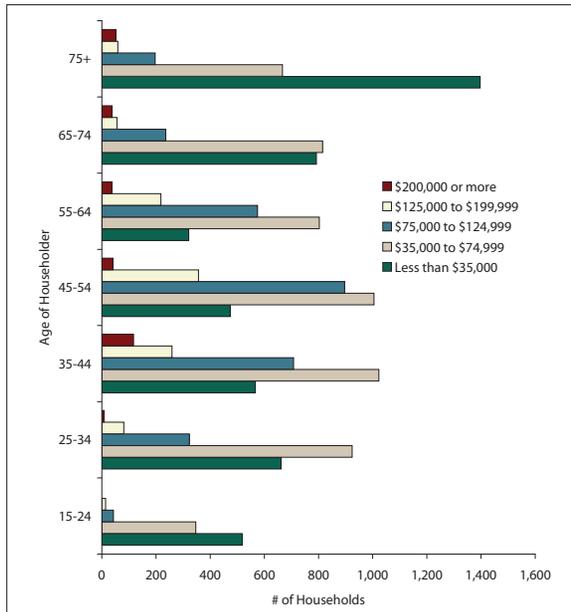
Figure 3.20

Income

Income influences many aspects of community. Income provides the capacity to acquire housing (own or rent) and to purchase goods and services from local businesses. Income influences the demand for and the capacity to support public services.

All measures of Roseville’s income are above Ramsey County levels and comparable to the overall regional levels (see Figure 3.19).

Figure 3.20 compares Roseville with other similar suburban cities in the Twin Cities region. Roseville falls in the midrange for household, family and per capita



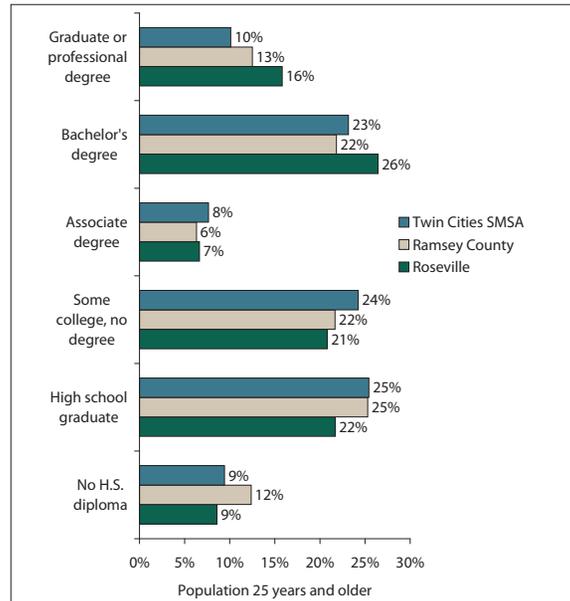
Income by Age of Householder (2000)

Figure 3.21

incomes. Incomes in Roseville are very similar to the other Ramsey County cities used in this comparison.

Another perspective comes from the relationship between income and age. The chart in Figure 3.21 shows the distribution of household income by age of the householder. This data illustrates several factors about the wealth of the community:

- ◆ Only 2% of all households have income over \$200,000.
- ◆ 71% of all households had incomes below \$75,000.
- ◆ Income levels drop after age 64. This trend reflects a shift from income to assets as people retire.



Educational Attainment (2000)

Figure 3.22

- ◆ The oldest and youngest households have the lowest incomes.
- ◆ Only 13% of all senior households has income above \$75,000. 51% of senior households have incomes less than \$35,000.

Educational Attainment

The Census shows an increase in college education among Roseville residents. In 2000, 69.7% of the population (age 25 and older) had attended college. This share of the population is up from 61.5% in the 1990 Census. Less than 9% of the 2000 population of people over 25 did not graduate from high school.

The chart in Figure 3.22 compares educational attainment in Roseville with Ramsey County and the region. Forty-two percent of Roseville's population had earned a bachelor's or master's degree compared with 34% for Ramsey County and 33% for the region.

Employment

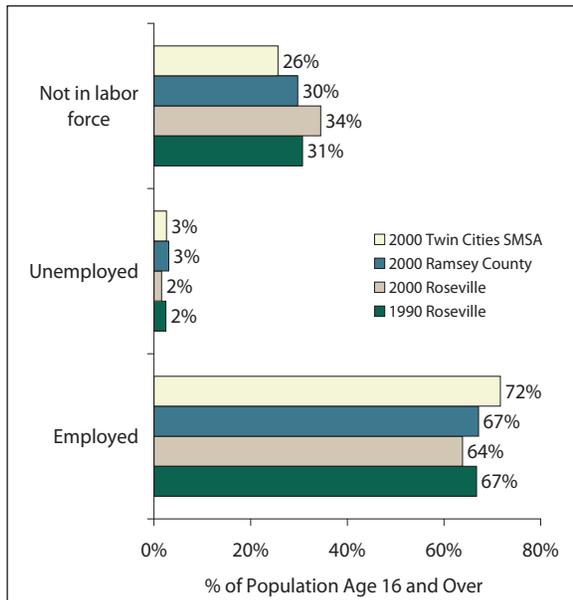
Employment touches many aspects of community life. Jobs provide the income to pay for housing and to purchase goods and services. The location of jobs influences the amount of time Roseville residents are in the community each day. Commuting decisions affect transportation systems.

Labor Force

The Census defines the potential working population as persons age 16 and older. The labor force includes all people classified in the *civilian labor force*, plus members of the U.S. Armed Forces. The civilian labor force consists of people classified as employed or unemployed.

The share of Roseville's population in the labor force fell between 1990 and 2000 from 66.7% to 63.8%, respectively (see Figure 3.23). The change in the labor force comes from a larger portion of the population reporting itself as not in the labor force (30.7% in 1990 to 34.5% in 2000). Persons not in the labor force typically represent retirees, students, and stay-at-home parents. This change is not due to greater unemployment. The percent reported as unemployed stayed constant at 2% between 1990 and 2000.

Fewer of Roseville's working-age population is part of the labor force than the county or the region. This employment status is consistent with its age and demographic characteristics.



Residents in Labor Force

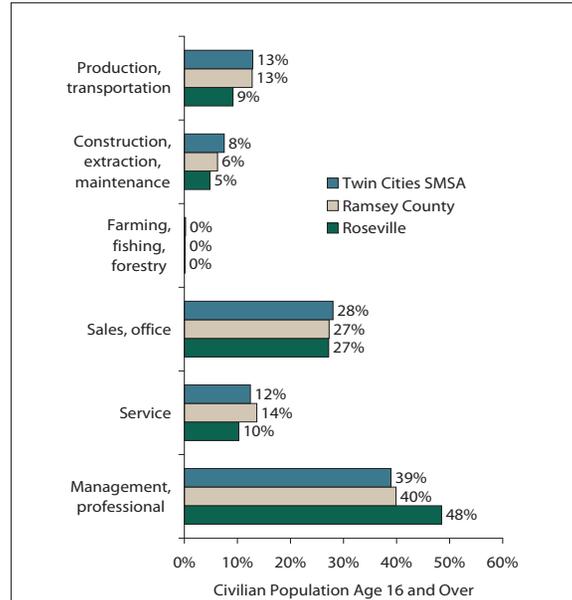
Figure 3.23

The Census looks at the percentage of the working age population in the labor force for various age groups. Roseville is similar to Ramsey County and the Twin Cities region for all age groups.

Labor force statistics break out data for the employment status of women. The proportion of women (by age group) in the labor force is comparable to Ramsey County and the region.

Occupation

Figure 3.24 compares the occupations of Roseville’s population with Ramsey County and the region. Roseville stands out with over 48% of the working population employed in managerial and professional occupations.



Occupation (2000)

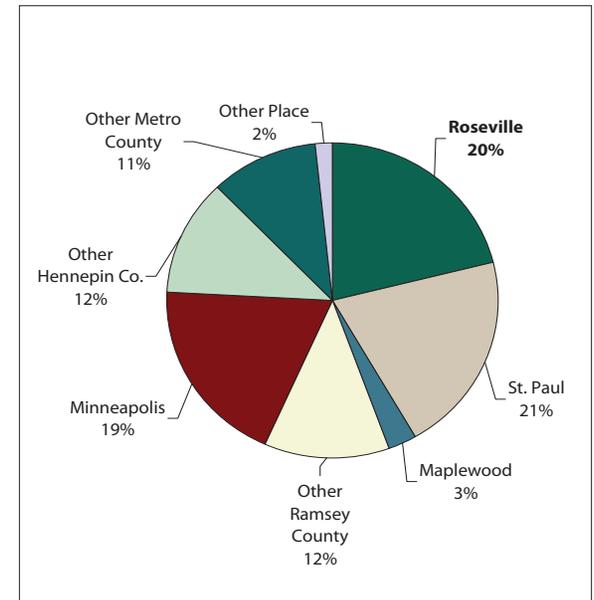
Figure 3.24

Roseville tends to be home to fewer people employed in service, construction, and production fields.

Location and Commuting

The Census tracks the location of workplace for the population. Only 20% of Roseville residents in the work force reported a place of employment in Roseville (see Figure 3.25). Thirty-six percent of Roseville workers are employed in St. Paul or another Ramsey County city. Another 29% travel to Hennepin County for employment. Eighty-seven percent of the Roseville work force was employed in Ramsey and Hennepin Counties.

Travel-to-work data shows a strong dependence on automobiles (see Figures 3.26). The percentage of Roseville



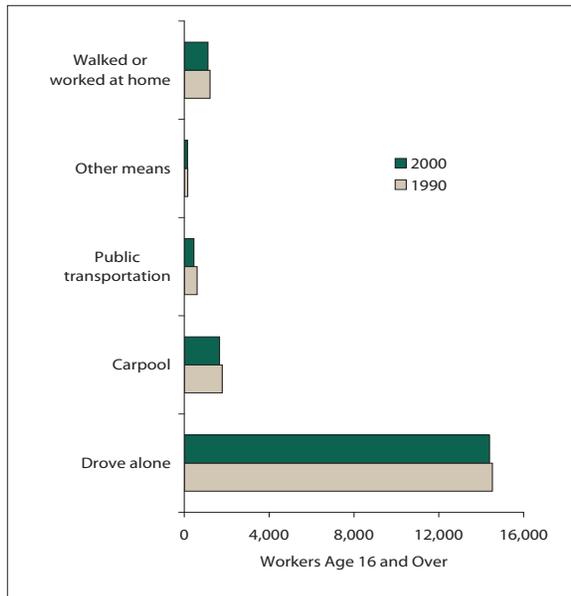
Place of Employment

Figure 3.25

workers driving alone to work increased slightly from 1990 (79.4%) to 2000 (81.0%). The labor force in Roseville makes limited use of public transportation (3.3% in 1990 and 2.6% in 2000). More people carpooled or worked at home than used public transportation. The share of workers that walked or worked at home decreased from 6.6% to 6.3% from 1990 to 2000.

These commuting patterns are reflective of other suburban settings in the Twin Cities regions.

The Census also collects data on the mean travel time to work. The 2000 Census reported a mean commute time of 20 minutes. (This statistic was not reported in the 1990 Census.) Roseville’s location contributes to



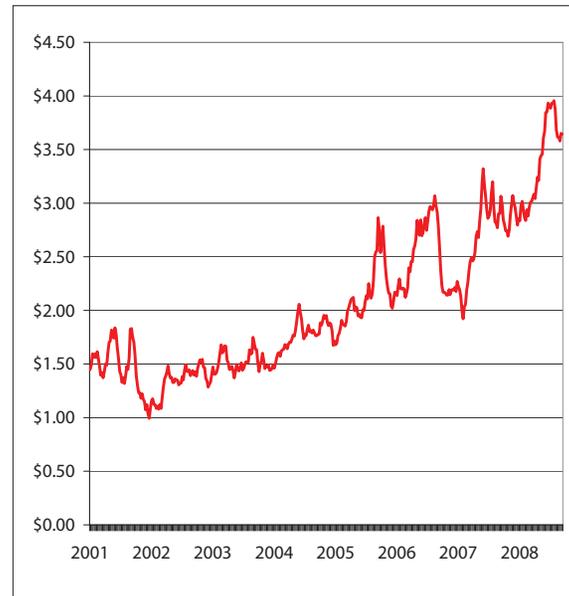
Means of Travel to Work (1990/2000)

Figure 3.26

lower travel times to work in comparison to the county and the region.

The decision to live or work in Roseville may be influenced by fuel and travel costs. The chart in Figure 3.27 shows changes in the average cost of gasoline since 1992. The cost of gasoline has risen sharply in the past six years. In December 2001, the average cost was \$0.99 per gallon. The cost has risen steadily since then, reaching \$3.95/gallon in July 2008 (a 298% increase).

It is likely that the cost of gasoline will continue to rise over the life of the Comprehensive Plan. The impacts of higher fuel costs have implications for all aspects of the Plan.



Average Price for Gallon of Gasoline

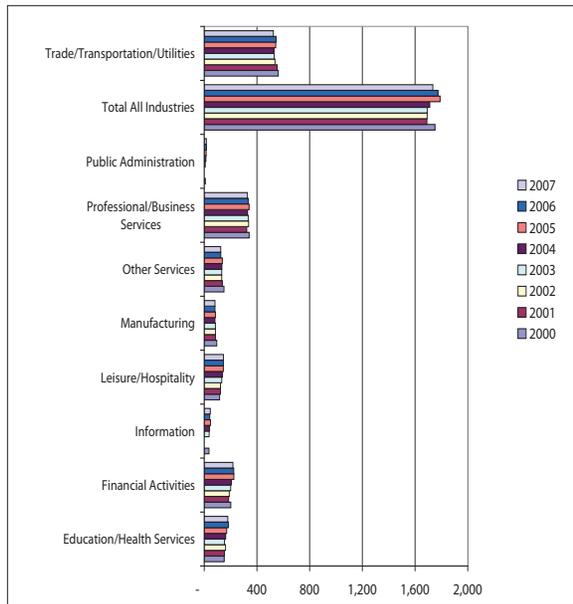
Figure 3.27

Employment in Roseville

Roseville is a net importer of employment. In the 2000 Census, 17,761 Roseville residents were employed in the civilian labor force. Roseville was the place of employment for 34,432 people.

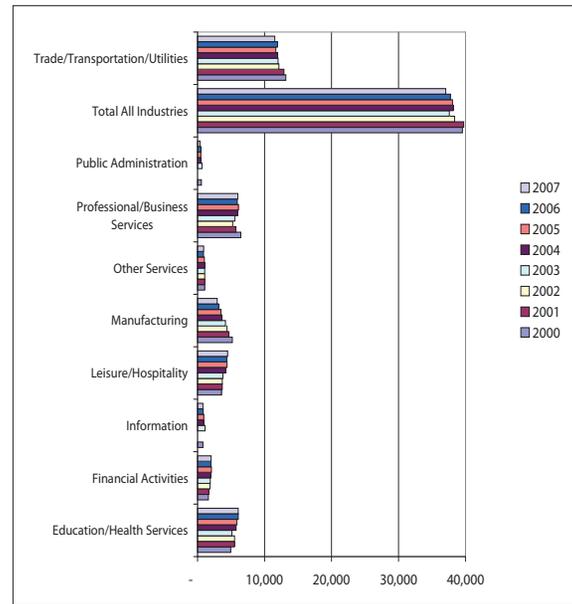
The 2000 Census reported the place of residence for people traveling to Roseville for work. Only one in ten people employed in Roseville also lived in Roseville. The Roseville work force comes from across the metropolitan area. Workers travel out from the core cities and in or across from other suburbs.

The Department of Employment and Economic Development conducts and publishes a Quarterly Census of



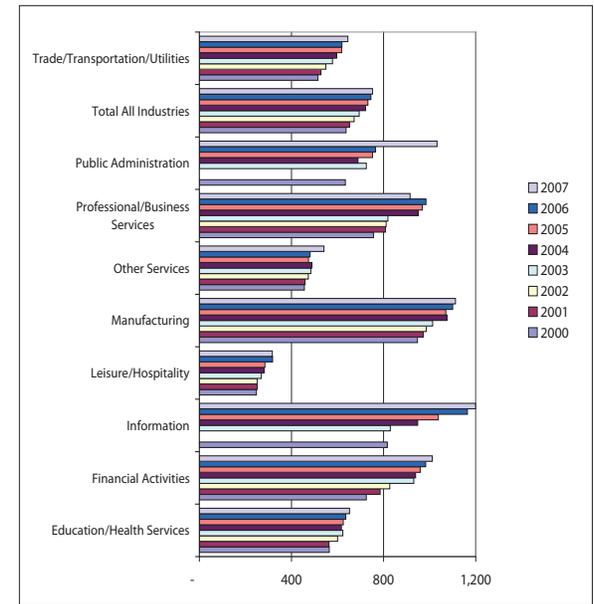
Average Number of Establishments

Figure 3.28



Average Number of Employees

Figure 3.29



Average Weekly Wages

Figure 3.30

Employment and Wages (QCEW). The QCEW covers all establishments reporting wage and employment data to the State under the Unemployment Insurance System. The charts in Figure 3.28, Figure 3.29, and Figure 3.30 show Roseville employment trends reported in the QCEW. Key employment trends include:

- ♦ The total number of business establishments in Roseville decreased by 16 firms between 2000 and 2007. Although reflecting an overall decrease in this time period, 43 firms (2.5%) located to the city between 2003 and 2007. During the 2003 to 2007 period, the most growth occurred in the Education/Health Services (26 establishments) and the Financial Activities (17 establishments) sectors.

- ♦ The total number of employees decreased by 2,468 (6%) from 2000 to 2007. *Manufacturing* business lost 2,251 jobs, more than 90% of the total decrease in jobs. *Trade-Transportation-Utilities*, *Information*, *Other Services*, and *Public Administration* businesses all reported fewer employees in 2007 than in 2000. Jobs were added in *Financial Activities*, *Professional/Business Services*, *Education/Health Services*, and *Leisure/Hospitality* businesses.
- ♦ The average weekly wage in 2007 was \$752. This wage represents an 18% increase from 2000. All

categories reported increased wages from 2000 to 2007. The highest 2007 average weekly wage was in *Information* (\$1,199) and *Manufacturing* (\$1,112). The lowest wages were found in *Leisure/Hospitality* (\$317) and *Other Services* (\$541). The 2007 average weekly wages in *Retail Trades* was \$444.

This page is intentionally blank.