



PLANNING COMMISSION

Comprehensive Plan Update Meeting Agenda

Wednesday, August 23, 2017 at 6:30 p.m.

Roseville City Hall Council Chambers, 2660 Civic Center Drive

1. **Call to Order**
2. **Roll Call**
3. **Approval of Agenda**
4. **Review of Minutes**
 - a. **July 26, 2017 Comprehensive Plan Update Meeting**
5. **Communications and Recognitions**
 - a. **From the public:** Public comment pertaining to general land use issues not on this agenda
 - b. **From the Commission or staff:** Information about assorted business not already on this agenda, including a brief update on the 2040 Comprehensive Plan Update process
6. **Project File 0037: 2040 Comprehensive Plan Update**
 - a. **Follow-Up on Items from Previous Meetings**

A question was raised at the July 26 meeting about why the Metropolitan Council's expectation of Roseville's capacity for additional residents by 2040 is smaller than the capacity for additional dwelling units. In brief, the expected number of new dwelling units is greater than the expected number of new residents because household size is expected to decrease. More detail on this is included in the packet.
 - b. **Housing**

Detailed discussion about goals and policies related to housing development as well as housing maintenance and redevelopment
7. **Adjourn**

Upcoming Comprehensive Plan Update Meetings:

Planning Commission: September 27 & October 25

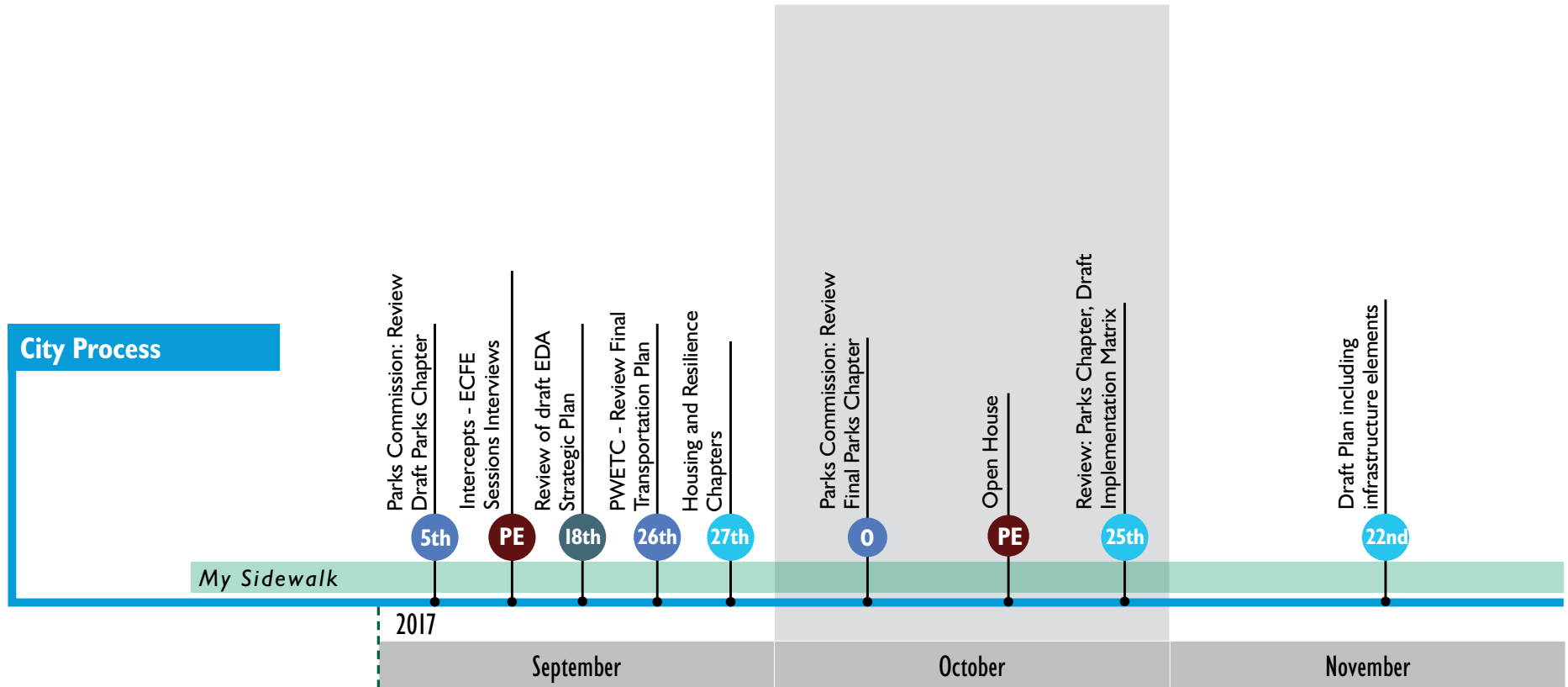
Public Works, Environment, and Transportation Commission: September 26

For up to date information on the comprehensive planning process, go to www.cityofroseville.com/CompPlan

Regular Meetings: **Planning Commission & Variance Board:** September 6 & October 4

City Council: August 28 & September 11, 18, 25

Roseville Comprehensive Plan Schedule



Key to Meeting Symbols

- PC - Planning Commission
- CC - City Council
- O - Other Commissions
- A - Interagency
- S - Staff
- PE - Public Engagement





**Planning Commission – Comprehensive Plan Update Meeting
City Council Chambers, 2660 Civic Center Drive
Draft Minutes – Wednesday, July 26, 2017 – 6:30 p.m.**

1 **1. Call to Order**

2 Chair Murphy called to order a Special meeting of the Planning Commission meeting at
3 approximately 6:30 p.m. for the purpose of updating the City’s comprehensive plan for
4 2040.

5 **2. Roll Call**

6 At the request of Chair Murphy, Community Development Director Collins called the
7 Roll.

8 **Members Present:** Chair Robert Murphy; Vice Chair James Bull; and Commissioners
9 Sharon Brown, Chuck Gitzen, Julie Kimble, Peter Sparby, and Jim
10 Daire.

11 **Staff/Consultants Present:** Community Development Director Kari Collins, Senior
12 Planner Bryan Lloyd, Consultant Erin Perdu, WSB, and Lydia
13 Major, LHB

14 Chair Murphy requested Agenda Approval be added to this and future agendas.

15 Member Bull requested an addition to the agenda regarding Discussion on Items from
16 Previous Meetings be added to this and future agendas.

17 **MOTION**

18 **Member Bull moved, seconded by Member Gitzen to add Discussion on Items from**
19 **Previous Meetings to this and future agendas to allow for follow up discussion**
20 **specific to the Comprehensive Plan.**

21 **Ayes: 7**

22 **Nays: 0**

23 **Motion carried.**

24 **MOTION**

25 **Member Bull moved, seconded by Member Daire to approve the agenda as**
26 **amended.**

27 **Ayes: 7**

28 **Nays: 0**

29 **Motion carried.**

30 **3. Review of Minutes**

31 **a. June 28, 2017, Special Planning Commission Meeting – Comprehensive Plan**
32 **Update**

33 **Corrections**

34 **▪ Page 9, Line 376 (Gitzen)**

35 Change wording to, “Member Gitzen commented when and if the Ford
36 business is no longer there, the retail mix will be changing.”

- 37 ▪ **Page 11, Line 446 (Bull)**
38 Change wording to, “Member Bull stated he recalled the projected number...”

39 **MOTION**
40 **Member Gitzen moved, seconded by Member Bull to approve the June 28,**
41 **2017 meeting minutes as amended.**

42 **Ayes: 7**
43 **Nays: 0**
44 **Motion carried.**

45 **4. Communications and Recognitions:**

- 46 **a. From the Public:** *Public comment pertaining to general land use issues not on*
47 *this agenda*

48 Gary Grefenberg, 91 Mid Oaks Lane, Roseville

49 Mr. Grefenberg commented he has worked in southwest Roseville as a
50 neighborhood organizer, was part of the last Comprehensive Plan Review
51 Committee, and served as Chair of the Human Rights Commission and the
52 Community Engagement Commission. He stated the City’s community
53 participation efforts have been inadequate and the important issue of traffic
54 congestion and speeding were left out of the notes. He suggested they provide the
55 notes for the walkabouts to those who participated before they are finalized and
56 provide the consultants with an overview of issues that have been present in
57 Roseville. There are some significant land use changes they have previously
58 fought against and got the Council to reject that the consultants may have no
59 knowledge of.

60 Mr. Grefenberg referred to the 2040 Future Land Use map. He commented there
61 was a good turnout for the east HarMar walkabout, but only three people showed
62 up for the west HarMar walkabout. When they did the last review, they did not
63 want to have the same zoning for HarMar that they had for Rosedale. They
64 allowed Target to go through, but HarMar received a less intensive development
65 designation. He suggested they consider redeveloping the HarMar Mall into a
66 Community Center instead of developing a new one.

67 Mr. Grefenberg suggested they present the proposed Future Land Use plan to
68 various neighborhoods. He believes there is strong opposition to the proposal for
69 the northwest corner of Cleveland and County Road B. The townhouses and
70 Midland Grove Condos have fought against losing the greenspace and it is now
71 proposed as an area of development/redevelopment. Southwest Roseville has
72 fought for more open space, but it appears it is being taken away. He urged City
73 staff to use Nextdoor and other neighborhood networks to communicate with
74 Roseville residents.

75 At the request of Member Kimble, Mr. Grefenberg pointed out the boundaries he
76 considers to be part of southwest Roseville. These include Highway 36 to the
77 north, Highway 280 to the west, the southern Roseville City limit boundary, and
78 includes HarMar to the east.

79 Mr. Grefenberg stated he has not seen a Parks Department plan and he suggested
80 they allow community input regarding the removal of mature trees in the
81 proposed development area. He questioned the proposed zoning change for
82 Evergreen Park to Institutional, wants to keep it as open space, and does not
83 support the expansion of the parking lot. He then referred to the Pathway Master
84 Plan and stated it did not include the 2030 Comprehensive Plan proposed
85 pathways.

86 He requested they allow the residents in southwest Roseville to provide input on
87 the proposed land use changes either through a focus group or neighborhood
88 meeting.

89 Member Daire stated he is very interested in defining neighborhood groups and
90 requested to meet with Mr. Grefenberg after the meeting to define neighborhood
91 groups in southwest Roseville so that they can be involved in future discussion.

92 Mr. Grefenberg clarified there is no neighborhood association, but there are
93 various interest groups and a variety of contacts who need to be involved.

94 Member Bull commented they need to involve all neighborhoods Roseville in this
95 process. He explained that redevelopment does not necessarily mean new, and
96 that was recently clarified in their joint meeting with the City Council. Regarding
97 the area around Byerlys, redevelopment could include the restructuring of the
98 existing buildings, and the parking areas around them. He also made a
99 recommendation they use Nextdoor as a resource to gather the important issues
100 from the community. The Pathways Master Plan is part of the Transportation
101 Plan and the consultant is from the same company as Ms. Perdu. Items discussed
102 are all being streamlined into the 2040 Comprehensive Plan. The Parks
103 Department recently went through a Master Plan Update, and that is why it is not
104 part of the current Comprehensive Plan.

105 Chair Murphy suggested Mr. Grefenberg attend the Planning
106 Commission/PWETC Joint Meeting on August 22 to further discuss the Pathways
107 plan.

108 Member Kimble commented if they reach out to the area described by Mr.
109 Grefenberg, they should also include the area east of HarMar since they abut up to
110 the area.

111 Member Gitzen stated the City Council directed them to revisit the neighborhoods
112 after they come up with an initial plan.

113 Chair Murphy stated the technical update of the Comprehensive Plan does include
114 a land use update. There are Planning Commission meetings that take place twice
115 a month where people can be present to make comments on items that are not on
116 the agenda. This Public Comment time is also available at every City Council
117 meeting as well.

118 At the request of Chair Murphy, Mr. Grefenberg explained his area of concern
119 regarding open space has to do with the proposed future land use for the park that
120 is to be zoned Institutional. The Mid Oaks development and condos also want a
121 certain area to be a park.

122 Chair Murphy responded the area where the park is wanted requires a land
123 acquisition that has not taken place. The parcel across the street has been
124 acquired, but not yet designated for park use.

125 **b. From the Commission or Staff:** *Information about assorted business not already*
126 *on this agenda, including a brief update on the 2040 Comprehensive Plan Update*
127 *process*

128 Member Kimble commented as a compliment to the City Council, she has
129 observed they are good at having a focus on the issues at hand, sticking to them,
130 and bringing closure to them.

131 Community Development Director Collins reported there were about 40 people
132 who attended last week's walkabout at the HarMar location and she was very
133 pleased. It was an active discussion and they received a lot of feedback.

134 Chair Murphy inquired how attendees of the walkabouts and Commission
135 members receive the feedback from the event.

136 Ms. Perdu responded they do not require anyone to sign in at the event so they do
137 not have their contact information. However, a summary of the discussion can be
138 found on the website after each event.

139 Ms. Collins stated people understand they are there to make comments and
140 provide feedback. At the walkabouts, they encourage them to stay connected to
141 see how their comments are incorporated into the Comprehensive Plan.

142 **5. Project File 0037: 2040 Comprehensive Plan Update**

143 **a. Future Land Use Districts**

144 *Review of suggested amendments for the Future Land Use Map based on*
145 *comments from the July 18, 2017, meeting of the Roseville Economic*
146 *Development Authority*

147 Erin Perdu, WSB Consultant, reported after meeting with the City Council, there
148 were a few areas they commented on. In the area around Byerlys and the
149 restaurant area adjacent to Roseville, they expressed concern if those were
150 appropriate areas to designate as redevelopment. She believes these concerns to
151 be due to a misunderstanding of redevelopment. Based on previous comments in
152 this meeting, it appears the definition of redevelopment has been clarified. She
153 stated these areas do not necessarily have to be redeveloped, but they are areas
154 that are underused and could use some intensification and redevelopment.

155 Chair Murphy confirmed the Byerlys site was discussed with the City Council at
156 their joint meeting.

157 Member Kimble explained redevelopment is guidance and it encourages types of
158 uses that create vibrancy that are attractive to residences and businesses. It does
159 not mean they need to knock it down and build something new. If something is
160 not working, they look at it and see if it could benefit from a broader use.

161 Member Daire suggested instead of using the term "redevelopment areas", they
162 use the "term redevelopment opportunities" or "redevelopment potential." It

163 would then give the impression that shows there is opportunity for improvements
164 in the land use and its potential. Retail and marketing are changing due to online
165 purchasing, and there is community desire for small, family owned stores.

166 Member Gitzen inquired if there are any ramifications regarding affordable
167 housing by using the word “opportunities” instead of “areas”.

168 Ms. Perdu responded she does not foresee any ramifications by changing the
169 name of what it is called.

170 Member Daire commented it is an inventory of various kinds of uses and
171 opportunities.

172 Member Bull explained the Comprehensive Plan expresses land use guidance. In
173 the past, the HarMar area was guided for mall development and retail. Now they
174 want to expand to a more modern use to make it available for business and
175 residential opportunities.

176 Member Kimble commented one of the challenges is the way they may redevelop
177 over time. It is more challenging when there are a lot of different owners and it
178 develops over a long period of time. She inquired if it is enforced even though
179 they refer to it as guidance.

180 Ms. Collins responded they are required to make sure the zoning code matches the
181 goals of the land use designations. Moving forward, a property will need to
182 redevelop within the zoning codes identified in the Comprehensive Plan. If it does
183 not fit with what the developer is proposing, they will need to apply for a land use
184 amendment. These designations should reflect what they want to do and attract in
185 the future.

186 Senior Planner Lloyd explained the Comprehensive Plan is very much supported
187 by the zoning to the land use area. The Twin Lakes area is the only Community
188 Mixed Use area in the Comprehensive Plan, but it has 4 different zoning districts
189 to support it. There can be some variation in how the zoning code reinforces the
190 general guidance.

191 Member Bull advised a land use amendment needs super majority support from
192 the Council and the Metropolitan Council needs to approve it.

193 Member Daire inquired if developers know what the Council will consider after
194 the Future Land Use plan is approved by the Council, and the zoning regulations
195 are applied.

196 Mr. Lloyd responded yes, and they would further say to developers it must be in
197 line with the Comprehensive Plan and zoning code.

198 Ms. Collins commented when they refer to mixed use district, it does not
199 necessarily mean vertical mixed uses. It also refers to a variety of mixed uses in
200 certain areas. It may look like the definitions are being reinvented, but they are
201 not radical changes as they are taking from what they already had in their existing
202 definitions and trying to make the titles more reflective of what was already there.

203 Member Kimble stated some of it is the intention of how the mixed uses relate to
204 each other. She suggested they have some visuals of examples on what some of
205 these mixed uses mean.

206 Member Bull expressed a concern in changing the land use pattern and zoning
207 code along with it is it becomes an existing nonconforming property. If property
208 owners want to make modifications, they have to conform to new standards.

209 Member Kimble inquired how they govern allowable percentages for a mixed use
210 area. She commented she likes the proposed change to the corridor mixed use.

211 Ms. Perdu explained Community Mixed Use requires a master plan for an entire
212 area before development begins. It can be developed in phases, but percentages
213 are determined up front.

214 Mr. Lloyd commented in Twin Lakes, there is land capacity to meet the 25
215 percent minimum residential requirement. They do not have a plan yet on how to
216 make the transition if 75 percent of the land is developed and the last 25 percent
217 needs to be residential.

218 Ms. Perdu stated they need to discuss HarMar and whether it should be
219 Community Mixed Use, Corridor Mixed Use, or a split designation. She opined
220 there should be some requirement for residential because the adjacent
221 neighborhood wraps around it. She could also see a frontage along Snelling with a
222 Corridor Mixed Use designation similar to the area across the street. She clarified
223 Corridor Mixed Use allows residential, but does not require it. However,
224 Community Mixed Use does require residential.

225 Member Kimble inquired what the impact on greenspace and gathering space
226 would be if they were to align Corridor Mixed Use with Snelling.

227 Ms. Perdu explained Community Mixed Use references the inclusion of open
228 space and Corridor Mixed Use does not require it. Having a split use on the parcel
229 can be tricky for future development. If the parcel is divided, it will reduce the
230 amount of area where residential is required.

231 Member Kimble inquired if they could have a Corridor Mixed Use with a
232 minimum residential requirement. There is a lot of potential at that site for mixed
233 income housing with its proximity to City transit.

234 Ms. Perdu responded the Council was looking at Corridor Mixed Use, thought it
235 fit better with the property along Snelling, but did not want to see residential right
236 along Snelling.

237 Chair Murphy commented a challenge in that area is foot crossing at Snelling and
238 County Road B.

239 Ms. Perdu stated pedestrian crossing in this area has come up multiple times at the
240 walkabouts.

241 Commissioner Gitzen commented he sees the HarMar area as one site and does
242 not see the advantage of changing it to Corridor Mixed Use.

243 Mr. Lloyd explained there are areas around the community that have dual zoning
244 characteristics. However, more recently the Council has expressed interest in not
245 trying to do that intentionally. If the HarMar area is designated Community
246 Mixed Use and it has a zoning district that requires a regulating plan, they could
247 include text in the Comprehensive Plan that allows for commercial use along
248 Snelling, limit commercial uses in the south and east portions of the site, and
249 require minimum residential.

250 Member Kimble pointed out under uses, for Community Mixed Use it shows
251 medium-high density residential, and for Corridor Mixed Use it says high density
252 residential.

253 Chair Murphy explained it is confusing to have the upper bound of density at 36
254 dwelling units per acre for both Community Mixed Use and Corridor Mixed Use.

255 Ms. Perdu responded the upper bound is high density for both of those uses, and
256 the lower bound is different for both.

257 Member Sparby commented Corridor Mixed Use eliminates the positive elements
258 of Community Mixed Use, like parks and open spaces, and the inclusion of
259 residential. The parcel is large and it should not be hard to meet the 25 percent
260 residential requirement. He supports keeping it at Community Mixed Use.

261 Member Kimble agreed with Member Sparby.

262 Chair Murphy inquired if the Commission was interested in changing the
263 definition for Corridor Mixed Use to have a residential requirement. No Members
264 responded.

265 Member Gitzen commented he supports Community Mixed Use, but the wording
266 in the Comprehensive Plan should clarify what they discussed for that area.

267 **MOTION**

268 **Member Sparby moved, Member Kimble seconded to keep the HarMar site**
269 **designated as Community Mixed Use with clarifying verbiage.**

270 Member Gitzen requested a friendly amendment to the motion to include wording
271 that explains their intent in that area. Members Sparby and Kimble accepted the
272 amendment.

273 Mr. Lloyd stated they can add the nuance to the text instead of the graphic itself.

274 **Ayes: 7**

275 **Nays: 0**

276 **Motion carried.**

277 Member Kimble clarified it does not mean everything gets torn down and there
278 are a lot of options.

279 **b. Future Land Use Map**

280 *Review suggested amendments to the Future Land Use Districts based on*
281 *comments from the July 18, 2017, meeting of the Roseville Economic Development*
282 *Authority*

283 Ms. Perdu reported another item brought up by the Council for potential revision
284 was to the Neighborhood Mixed Use category because they are only including
285 corner parcels (with existing small businesses) in that category. The emphasis of
286 that area is on small business that can serve as a “node” for that neighborhood and
287 is compatible in scale with surrounding residences. She proposed removing the
288 residential requirement and renaming the district to Neighborhood Node.

289 Member Gitzen commented when it says they are incorporating commercial and
290 residential, it sounds like they are requiring residential.

291 Ms. Perdu stated she will revise the description to say, “These areas may
292 incorporate a mixture of corporate and residential uses...”

293 Member Kimble suggested they state in the summary the places that require
294 residential versus allow for it. She likes the title Neighborhood Node.

295 Member Daire stated it would be helpful for the density ranges for Low Density
296 Residential and Medium Density Residential to be mutually exclusive densities.
297 Low Density Residential could be 1.5 to 5 du/acre and Medium Density
298 Residential could be 6 to 12 du/acre.

299 Ms. Perdu commented it is a typographical error and should read 1.5 to 4 du/acre,
300 as stated in the description text.

301 Mr. Lloyd pointed out the description text for Low Density Residential actually
302 shows a density of no more than eight to allow for duplexes.

303 Member Gitzen inquired if Medium Density Residential should say greater than
304 four instead of five.

305 Ms. Perdu responded the standard is to use round numbers.

306 Mr. Lloyd commented regarding mutual exclusivity, there may not be a need for
307 it to be that clean. There may be a residential pattern, like an apartment building,
308 that fits into Medium Density Residential, but the developer wants a lower density
309 that falls under Low Density Residential. This development type would be
310 allowed at the lower density in the Medium Density Residential district.

311 Member Sparby commented it now seems there could be a mixture of commercial
312 and residential in the Neighborhood Node district with a high percentage of
313 commercial. He prefers having some residential guidelines and a requirement as a
314 transitional zoning designation going from residential to commercial.

315 Ms. Perdu agreed and stated on the map, the neighborhoods are already there and
316 they do not need to require residential development.

317 Mr. Lloyd pointed out the areas designated in the Neighborhood Node and
318 commented the EDA preferred to keep the commercial allowance tighter to the
319 corner. If they do that and require 50 to 75 percent residential, there is not a lot of
320 room for commercial uses and it becomes more of a residential corner. In this
321 area, there is not enough room to require the residential percentages.

322 Member Sparby stated he preferred the Neighborhood Mixed Use title because it
323 was provided uniformity to the other mixed use designations.

324 Ms. Perdu stated she changed it because there is no requirement for residential,
325 but it works either way.

326 **MOTION**
327 **Member Bull moved, seconded by Member Gitzen to remove the residential**
328 **requirement from the Neighborhood Node designation, and to rename it to**
329 **be Neighborhood Mixed Use.**

330 **Ayes: 7**
331 **Nays: 0**
332 **Motion carried.**

333 The Commission recessed at 8:12 p.m. and reconvened at 8:21 p.m.

334 Member Gitzen inquired what multi-modal facilities refers to under Community
335 Mixed Use and suggested it be defined.

336 Ms. Perdu responded they wanted to make sure pedestrians, bikes, transit, and
337 anything else is incorporated into the designs for redevelopment.

338 **c. Housing**

339 *Introduction to the topic of housing as the next major content area to address in*
340 *the comprehensive plan update*

341 Ms. Perdu advised she will present on the topic of housing, but suggested
342 Members respond to the questions provided in the memo dated July 19, 2017 in
343 the meeting packet via email to be reviewed at the next meeting. The
344 Commission agreed.

345 Ms. Perdu reported based on the Land Use Map, the City will not have an issue
346 with having enough density to meet the affordable housing requirements. She
347 provided a rendering of the Market Value of Owner Occupied Housing and
348 Housing Types for Roseville. A \$238,500 or less home is considered an
349 affordable level designated by the Metropolitan Council based on 30 percent of a
350 person's median income.

351 Chair Murphy inquired if Cooperative Housing was included in the Housing
352 Types graph for Roseville.

353 Ms. Perdu responded it is included in the multi-family category.

354 She continued her report by showing a rendering of New Housing Units by Type
355 and Cost-Burdened Households in Roseville. It showed there is a demand that
356 current owners need more affordable options in a range of housing types,
357 including lower-cost rental options. There have not been any affordable rental
358 units constructed since 2011 or any owner-occupied units since 2006.

359 In response to Member Kimble, Mr. Lloyd stated the only multi-family
360 developments that have taken place in recent years is Applewood Points and
361 Cherrywood Points, which are both senior housing.

362 Member Kimble referred to the Cost-Burdened Household graph, and commented
363 the graph could also reflect people buying homes they cannot afford.

364 Member Gitzen requested an electronic copy of the slides in the presentation. Mr.
365 Lloyd stated he will email them out.

366 Ms. Perdu went over the questions she provided on page 16 in the meeting packet.
367 She stated there are some creative things they can do with zoning and planning to
368 make affordable housing more available and requested Members provide any
369 other tools or examples that would be helpful for future discussion.

370 Member Kimble requested additional information from staff on what Roseville
371 has used in the past and is presently using regarding affordable housing.

372 Mr. Lloyd suggested Members provide the answers to the questions to him by
373 August 11 in order to get it into the meeting packet before the next meeting on
374 August 23.

375 Member Daire inquired if the majority of Affordable Housing Tools on listed on
376 page 20 in the meeting packet are government interventions or contributions for
377 privately developed housing. He also requested to know what is available to them
378 from Ramsey County that would be comparable to what Hennepin County
379 provides so that they can make choices on what would apply to their housing
380 goals.

381 Ms. Perdu agreed with Member Daire’s descriptions of the Affordable housing
382 tools.

383 Member Gitzen stated there was a recent *MinnPost* article by Peter Callaghan that
384 talked about affordable housing and how cities are trying to enact ordinances to
385 encourage naturally occurring affordable housing. He inquired if this has been
386 looked at for Roseville.

387 Mr. Lloyd commented he was not familiar with it.

388 Member Kimble commented they have a huge stock of 1950s and 1960s ramblers
389 that are coming into the affordable range and are considered starter homes, but
390 she is unsure if they count with the Metropolitan Council.

391 Ms. Perdu advised they do not count with the Metropolitan Council, but they are
392 considered naturally occurring affordable housing.

393 Ms. Collins commented Naturally Occurring Affordable Housing (NOAH) talks
394 about reinvesting in the City’s affordable housing stock and that is something they
395 should take a look at. She would like to invite Jeanne Kelsey to their next
396 meeting to talk about how some of the City’s financing tools were developed and
397 how they have or have not historically incentivized housing.

398 Member Kimble requested Ms. Kelsey also explain how challenging it is to build
399 affordable housing.

400 **d. Community Engagement Summary**

401 *Review the engagement activities to-date, as well as the main themes in the*
402 *feedback that was offered, as “Phase 1” of the engagement plan is wrapped up*

403 Lydia Major, LHB, provided an update on the Community Engagement Process.
404 She reported it was helpful to have Mr. Grefenberg present at the beginning of the
405 meeting and to hear his suggestions about how to improve the process.

406 Ms. Major referred to the memo dated July 17, 2017 in the meeting packet. They
407 are finishing the final stages of the Phase 1 (Visioning) engagement process. They
408 will take all the information gathered to fill in any gaps and adjust how they
409 proceed with Phase 2. She explained Phase 2 is where they take all the gathered
410 information and show more concrete ideas to the community for additional
411 feedback.

412 Member Kimble inquired if the 527 responses to the survey is typical based on the
413 amount that could have responded.

414 Ms. Major stated it represents just under a 1.5 percent response, it is not a
415 statistically valid survey, and is getting close to what would be acceptable for a
416 City this size. She encouraged Members to take all the feedback as a whole and
417 not focus on just the survey results.

418 Ms. Major reported they met with staff to figure out how to fill in gaps and they
419 will be meeting with specific community contacts for more information. They
420 plan to proceed with one on one stakeholder interviews to get additional feedback.
421 She encouraged Members to offer feedback on how to fill in gaps and will be
422 flexible with suggestions for Phase 2.

423 Chair Murphy inquired what form the input will take and when they will be able
424 to see it.

425 Ms. Collins responded they have a meeting tomorrow to talk about next steps for
426 the visioning effort. They have not seen any draft language at this point. The
427 Healthy Corridors Initiative is also taking place and the consultant will be part of
428 that discussion in order to integrate it into the visioning effort. The goal is still to
429 have a draft by the end of 2018.

430 Ms. Major responded they are developing some directions and will have another
431 community meeting in September. There is quite a bit of idea generation going on
432 right now, that should come in time to inform a lot of Ms. Perdu's thinking about
433 the Land Use Map; however, with ULI and some of the refinements that will be
434 made, that information will be following later.

435 Ms. Major requested feedback from Members on what they would like to see
436 done to fill in the gaps from Phase 1 and if they had any suggestions about
437 revising the plan and moving forward into Phase 2.

438 Member Bull inquired if Roseville's Communications staff have been utilized.

439 Mr. Lloyd explained the Communications staff are the ones that push information
440 out on Nextdoor and Facebook as well as the quarterly newsletter and electronic
441 communications. They provide them with the basic message and they will select
442 the appropriate channels for those messages.

443 Ms. Collins added they publish the news updates, Roseville's Facebook page,
444 Twitter account, and Nextdoor communications.

445 Member Kimble inquired if they have received any other notes from other focus
446 groups.

447 Ms. Major referred to page 27 of the meeting packet, and pointed out the focus
448 group meetings that have taken place. All the event summaries are up on the
449 website, except for the most recent HarMar walkabout.

450 Member Kimble inquired what the thoughts were around the HarMar group and if
451 there will be additional discussion.

452 Ms. Collins responded when they have a more defined plan that the community
453 can react to and a more finalized Future Land Use Map, they plan to have various
454 open houses to allow the community to respond to future land use changes.

455 Member Sparby thanked Mr. Grefenberg for his passion for southwest Roseville
456 and inquired if a walkabout has happened in that area.

457 Ms. Perdu commented the closest walkabout was in the Evergreen Park area, but
458 there was not one done in the far south.

459 Ms. Major explained walkabouts have a limitation in the amount of geographic
460 area they can cover. They do not think of them as serving an entire district and are
461 used more to cover a neighborhood. A community open house is more useful to a
462 larger area. She cautioned that a good meeting turns out a few dozen people and it
463 is not an active participation. The kick off meeting turned out 70 people, but the
464 demographic was mostly white, middle-aged people and was not representative of
465 Roseville's population. That is why they need to think creatively to find ways to
466 meet a more diverse group of residents.

467 Member Sparby suggested they recruit captains or leaders in the area to try to get
468 more people involved by word of mouth. He suggested Mr. Grefenberg as a
469 stakeholder for an interview and stated they should be as transparent as possible
470 with the stakeholder interview process.

471 Ms. Major stated they are still working on the stakeholder interview list and
472 making sure it represents the gaps they need to fill.

473 Mr. Lloyd commented in addition to advertising the walkabouts on social media,
474 they also sent out a direct mailing to every household that lived within 1,000 feet.

475 Member Sparby stated one way to attend an event is receiving a mailing and
476 choosing to go. Another way is being recruited by City leaders in your area.

477 Chair Murphy inquired if the City Council meeting with the EDA offered any
478 additional suggestions on how to proceed.

479 Ms. Collins stated that meeting was very focused and did not talk about
480 engagement.

481 Ms. Major advised she will get back to them on the questions that were asked and
482 present an outline on what is going to happen this fall.

483 **e. Follow Up on Items from Previous Meetings (added agenda item at the**
484 **request of Member Bull)**

485 Member Bull inquired of Ms. Perdu if she had clarified with the Metropolitan

486 Council the number of new housing units required. At the previous meeting, it
487 was reported that the Metropolitan Council stated the City needed 1,477, but he
488 thought it was around 600.

489 Ms. Perdu responded she did not have any new information pertaining to this
490 request, but will provide an electronic response before the next meeting.

491 Member Bull stated it will be good to keep track of what the action items are to
492 review at the next meeting. He inquired what the Phase 2 activities will include.

493 Ms. Major stated they are planning another community meeting, revisiting
494 targeted groups, taking another round at intercept boards, providing a limited
495 survey asking for feedback on directions given, and having a community open
496 house that Ms. Collins previously described.

497 **6. Adjourn**

498 **MOTION**

499 **Member Bull moved, seconded by Member Daire adjournment of the meeting at**
500 **approximately 9:08 p.m.**

501 **Ayes: 7**

502 **Nays: 0**

503 **Motion carried.**



Memorandum

To: City of Roseville Planning Commissioners

CC: Bryan Lloyd, Senior Planner

From: Erin Perdu, Planning Consultant

Date: August 17, 2017

Re: Comprehensive Plan Work Session – Housing
WSB Project No. 1797-100

The main topic of this month’s meeting is housing, which will include a discussion of specific tools led by my colleague, Jeanne Kelsey, the City’s Housing and Economic Development Program Manager. Last month I gave the group some homework questions to get you all thinking about housing tools. You also received some information from Bryan and Jeanne (August 9th) on the housing needs and market demands in Roseville. Our challenge is to link the goals of the plans and needs of the community with the tools that the city is willing to use to meet those needs. We also need to be specific about how and when the city will deploy the tools in its toolbox.

Metropolitan Housing Forecast:

First, in response to your questions from last month regarding why the Metropolitan Council has forecasted flat (or declining, if you count the 2016 population estimate) population growth but an increasing number of households. I have read the documentation (attached) and contacted Met Council staff to discuss and the answer is as simple as the math indicates: they predict that household size will decline as shown below:

Forecast Year	Population	Households	Persons Per Household
2010	33,660	14,623	2.30
2016 (estimate)	35,836	15,245	2.35
2020	33,800	15,300	2.21
2030	34,000	15,700	2.16
2040	34,500	16,100	2.14
<i>Overall Change from 2016</i>	-1,336	+855	-.16

Housing Tools:

As I mentioned briefly at the end of our last meeting, our next step in the Comprehensive Plan process is to build on the affordable housing analysis done as part of the land use chapter. The Housing Chapter is our chance to delve deeper into the issues of how the City will support the development of affordable housing, in addition to making sure that there is land programmed at appropriate densities.

Housing

August 17, 2017

Page 2

Your homework responses (thank you to those who sent them to Bryan), have helped to bring some clarity to the range of choices available in the matrix; I've included a revised matrix in this packet. The tools that Jeanne will discuss with will refine those even further, so that we can put together a complete draft matrix and chapter narrative for your review at the September meeting.

The specific questions that you should answer while discussing the specific housing tools and techniques that Jeanne will present include:

- Could this tool be used to fulfill a specific housing need that has been identified in Roseville? Which ones?
- When would the city consider using this tool? What criteria would we use when determining when to use this tool?

I look forward to hearing the results of your discussion.

Roseville Housing Goals	Affordable Housing Tools																				
	Development Authorities	Housing Bonds	Tax Abatement	Tax Increment Finance	MN Housing Consolidated RFP	CDBG grants	HOME funds	Aff. Housing Incentive Funds	NSP Funds	Homebuyer assistance programs	Repair & Rehab Support	Foreclosure prevention	Energy Assistance	Rental Assistance	Livable Communities grant (Metropolitan Council)	Local Fair Housing Policy	Fee waivers or adjustments	Zoning and subdivision policies	4(d) tax program	Land trusts	Public/private task force
Develop a coordinated housing strategy for the City.																					
Provide mechanisms that encourage the development of a wide range of housing that meets regional, state and national standards for affordability.																X		X	X		
Implement programs that result in safe and well-maintained properties.											X	X	X								
Establish public-private partnerships to ensure life-cycle housing throughout that city to attract and retain a diverse mix of people, family types, economic statuses, ages, and so on.					X											X					
Employ flexible zoning for property redevelopment to meet broader housing goals such as density, open space, and lot size.																		X			
Develop design guidelines to support new or renovated housing that contributes to the physical character of the neighborhood, healthy living, and environmental and economic sustainability.																X					

Remodeling Resources and Incentives

Housing Resource Center Construction Consultation (past) Current is CEE Lending Center

Since 2000, the City of Roseville has contracted with the Housing Resource Center (HRC), a program of the Greater Metropolitan Housing Corporation (GMHC), to provide construction consultations to Roseville residents. This contract also supports homeowners as they maintain and upgrade their homes. HRC staff provide the following services to Roseville residents free of charge:

- Site visits with homeowners regarding home improvement and work to be performed
- A written scope of work or a list of work for contractors to bid
- Assistance in reviewing contractor bids, proposals, and estimates
- Assistance during the construction process
- Information on construction standards, building codes, and permits
- Provide referrals for scope of work needed

Roseville Energy Audit Program

The energy audit program was put in place in 2010 to give homeowners information about the most effective ways to increase their home's energy efficiency. The Center for Energy and Environment (CEE), which is the organization that Xcel Energy contracts with to perform the audits.

Any Roseville homeowner is eligible to apply for an audit once every three years, which is done by completing an audit waiver form and submitting it to the NEC. The NEC staff member then contacts the homeowner to schedule the audit, and after the audit is completed, the NEC bills the City of Roseville for the audit. Roseville secures funds to do 200 free audits a year.

The top two reasons homeowners cite for having an energy audit are to save money or because they are new to the home and want to ensure the home's energy efficiency. The top recommendations made by the auditors to improve the home's efficiency was the addition of insulation and ventilation.

Green Remodeling Plan Book (GRPB)

The *Green Remodeling Plan Book (GRPB)* was originally conceived of as an online resource to help homeowners approach their home improvement projects using healthy sustainable practices and to provide product information that has been thoroughly researched and evaluated for its effectiveness. The *GRPB* was initially developed in collaboration with the Family Housing Fund and managed by the RHRA who recruited an intern from the University of Minnesota's Sustainable Design Department to create the resource using the advice and expertise of experts in the field.

The *GRPB* was first made available in 2011 and has since become a frequently used resource by both Minnesota homeowners and others around the country who use it for educational purposes. The *GRPB* also received recognition at the Minnesota Healthy Communities Conference and received a Twin Cities Community Development Program Initiative Award from the Local Initiative Support Corporation (LISC) in 2013.

When the RHRA first developed the plan book, they also made a commitment to review and update the material every 3 to 4 years. The first update was completed earlier this year by a student from the University of Minnesota Architecture program who has an emphasis in Sustainable Design. The *Green Remodeling Plan Book* is available at www.cityofroseville.com/greenremodel.

Remodeling Plan Books for Ramblers and Split Level Homes

These plan books provide home owners with concepts and ideas for remodeling and adding space to their homes and were developed in partnership with many other first-ring suburbs in 2000 and 2003 to give ideas for typical homes. The Plan Books are on the Cities website, available in the library and the Community Development Department. www.cityofroseville.com/1634/Remodeling-Resources

Roseville Redesign Program

The Roseville Redesign Program, which reimbursed qualified home owners/projects up to ½ of the architectural fee (to a \$3500 maximum), was paid for with funds from the RHRA levy but was discontinued in 2009 for lack of use and interest in the program. The program also featured a design book that continues to be on the City's website.

The plan books are available at www.cityofroseville.com/1634/Remodeling-Resources

Housing Replacement Program

The City of Roseville first adopted the Housing Replacement Program in 1998. The RHRA took over administering the program in 2002 but never had resources to continue purchasing properties. In 2013 the RHRA updated the program and set aside levy funds to assist with acquisition of properties. The goal of the program both then and now is to acquire older homes that have a limited floorplan, footprint, or are too costly to improve, demolish them, then sell the land to a qualified builder and homeowner to construct a new home. The program does require the newly constructed homes to meet specific design and site criteria.

Since 1998, the housing replacement program has been used to purchase 6 properties and 4 of the 6 lots have had new homes built on them. The 5th property was sold recently to provide easement access for the Cherrywood Estates development (on Lexington, across the street from City Hall). The 6th property is currently be demolished to get ready for resale.

Roseville Green Building/Remodeling Award

Since 2010 the RHRA has budgeted \$850 a year to recognize and reward up to three residential properties per year that incorporate best practices for improvements when building or remodeling a home in Roseville. The winning properties are highlighted at a City Council meeting, in the City's newsletter, and featured on the City's website. www.cityofroseville.com/1824/Green-Remodeling-Award

Home Improvement Workshops

In 2015 the HRA, with the support of the City Council, decided to move away from the Home and Garden Fair but continue the workshops that had been part of the fair. To that end, staff developed a workshop series in collaboration with the Ramsey County

Library. In the Summer and Fall of 2015 and Spring of 2016 staff hosted or co-hosted 6 workshops and 2 Ask the Expert resource fairs. Since 2017 the EDA staff has not hosted nor co-hosted workshops as the Roseville Public Library has taken over schedule and hosting the workshops.

Inspection and Abatement Initiatives

Neighborhood Enhancement Program

The Neighborhood Enhancement Program (NEP) was implemented in 2008. The NEP is used to raise awareness of the importance of keeping homes in good repair in order to maintain the quality of neighborhoods and to protect property values.

The program works like this: Each year City Code Compliance officers define the areas to be inspected then send out a letter telling property owners when someone from the City will be walking by their home making a visual inspection from the street to see if there are any apparent code violations. If violations are found (such as long grass or peeling paint), staff send a letter about the violation and work with the property owner to remedy the situation.

The NEP has performed over 22,642 residential and commercial property inspections since 2008 and eliminated 90% of the noted violations. The program has received many supportive comments about its effectiveness and has been endorsed by the League of Women Voters.

Rental Licensing and Rental Registration

Rental Licensing

In 2014, the City of Roseville passed an ordinance requiring multifamily properties with more than 4 units to be inspected and licensed. This program is partially funded by the fees associated with the license application and partially by the Community Development Department. Designed to incentivize rental property owners to maintain their buildings, each property is inspected and then given a rating based on the number of code violations found. The inspection includes a look at the site conditions, building exteriors, common areas such as mechanical rooms, and 25% of the individual units.

This program has been well received by the property owners and has allowed City staff to provide vital educational information to property owners of buildings that were built prior to some of the current life safety requirements. Attachment G provides a year-to-date summary.

Rental Registration

In 2008, the City of Roseville passed an ordinance requiring residential properties (with four or fewer units) used as rentals to register with the City. In the first year of the program, 358 properties registered with the City. In 2015, 800 properties registered. This program is also funded by the fees associated with the reapplication and partially by the Community Development Department. The Rental Registration Program was adopted, in part, based on the recommendations of Imagine Roseville 2025 Housing Goals (Goal 6.C.2), which recommended stronger codes for rental properties of 4 or fewer units, and

also a task force that was formed to focus on understanding what the rental issues were in Roseville. The Rental Registration Program also provides a way to identify and quantify rental units within the City.

In 2015, the RHRA hired an intern to review the ordinance and determine what if any changes were needed. As a result of that review, the ordinance now has a stated policy for late registrations and requires property owners to post a certificate of registration in the rental unit.

Roseville Abatement Program*

The Roseville Abatement Program was first funded by the RHRA levy in 2008 with \$105,000, which is used on a revolving basis to pay the upfront cost to execute an abatement. The cost of the abatement is then put on the property owner's tax bill and eventually paid back to the City by the property owner.

Abatement is typically the final step in the code enforcement process. The process is begun when a suspected code violation is reported to a Code Enforcement Officer or is observed by staff. Staff then reviews the City's records for the property and visits the site to determine whether the complaint is, in fact, a code violation. If a violation is documented, the property owner is notified in writing and given between 10 to 30 days (depending on type of violation) to correct the violation. The property is re-inspected after the appropriate time period and if the violation remains, the property owner is sent a second letter indicating that they have between 5 and 15 days to address the violation. If after the second re-inspection the code violation still exists, the property owner is given notice that the violation will be presented to the City Council to determine if abatement of the property is warranted. Attachment H provides a list of the abatements performed in 2015.

**For grass and immediate threats to public safety, there is a different process.*

Home Improvement Loans

Roseville Home Improvement Loan Programs

Roseville has offered residents low-interest home improvement loans since 2000. The loan programs have been revolving and self-sustaining since 2009 with no new levy funds being added to the program.

The criteria for the loan programs has varied over the years and is re-evaluated from time to time to make sure the programs are meeting the needs of the residents when considering property values, demographics, and income limitations. For example, in 2015 the program's criteria was modified to remove income restrictions and to establish a maximum property value (before improvements) of \$216,500 (which was the 2016 median value of residential properties in Roseville). The maximum loan amount was also increased from \$25,000 to \$40,000. After these changes were implemented, the number of loans closed in 2015 increased. In an effort to encourage energy efficiency, the loan program requires homeowners to have an energy audit prior to the loan origination.

Roseville Multi-family Housing Loan Programs

The RHRA established in 2008 and budgeted from Levy funds to assist existing rental property owners with 5 or more units to reinvest and update their properties. The program was budgeted for every year since in the Levy as it was identified that the RHRA would need substantial loan proceeds to build a revolving loan program and to assist with acquiring property that could be developed into multi-family housing. The program has been utilized for two developments thus far: Rehabilitation of Sienna Green (previously HarMar Apartments) and Garden Station Homes. Information on the program is provided to support the building codes division as they continue to implement the rental licensing program. In addition, the program has supported RHRA and now the REDA activities for acquiring property that can be redeveloped into higher density housing.

Housing Improvement Areas (HIA)

Roseville developed an HIA policy in 2009 to provide townhome and condominium associations with “last resort” financing when significant rehabilitation is needed when the association demonstrates insufficient financial reserves to fund the rehabilitation, or when the association is unable to secure funding from traditional sources. If the City determines an association qualifies for an HIA, the City drafts an agreement, which reflects the requirements in the City’s policy as well as state statutes, that the association must adopt. To date, the program has been used once with assisting Westwood Village I, but inquiries occur at least annually.

County and State Home Improvement Loan Programs

Ramsey County and the State of Minnesota also offer rehabilitation loan programs that are income limited and may be related to emergency assistance. The programs do have maximum loan amounts or terms, and are offered secured and unsecured with varying interest rates.

Ramsey County also receives federal HOME funds annually from Housing and Urban Development (HUD) as well as Community Development Block Grant (CDBG) funds that have specific guidelines for property owners. These funds are limited and require income qualifications or are to be used in low-to-moderate income neighborhoods for acquisition or infrastructure improvements. The City of Roseville and the RHRA have used these funds to assist housing developments.

First Time Home Buyer Funds

County Funds

This is a Ramsey County program that helps first home buyers purchase homes more affordably by providing deferred loans that can be used for down payment assistance, closing costs, and occasionally, health/safety/code improvements. Criteria:

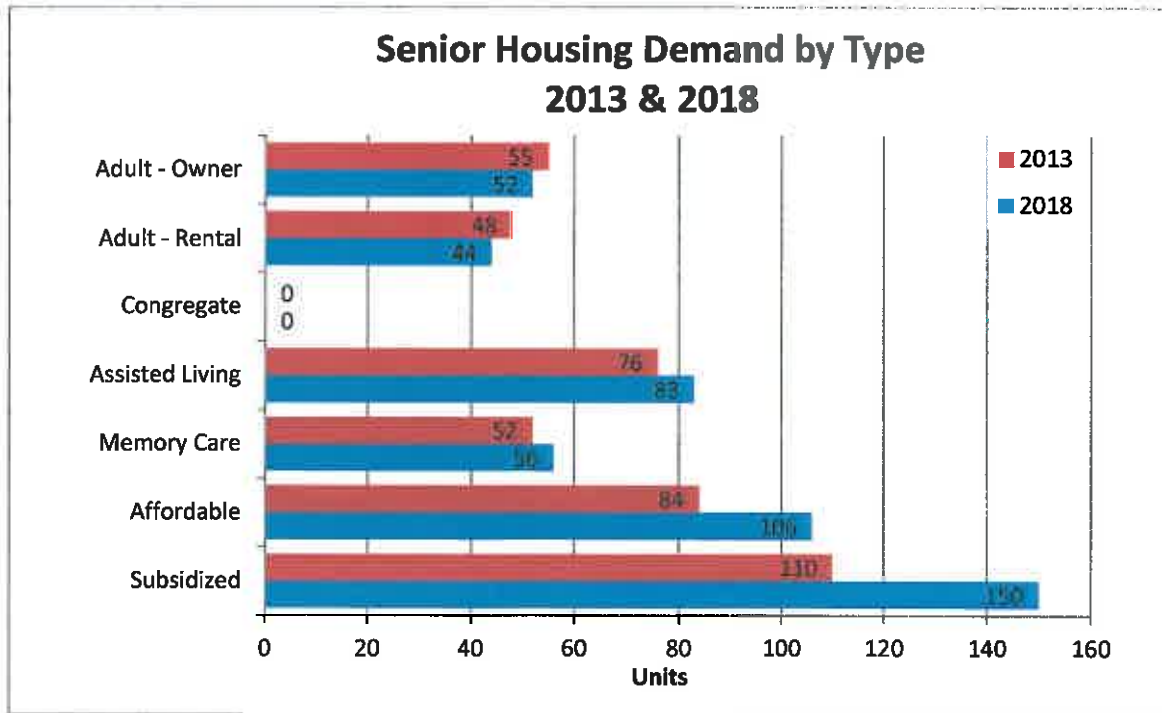
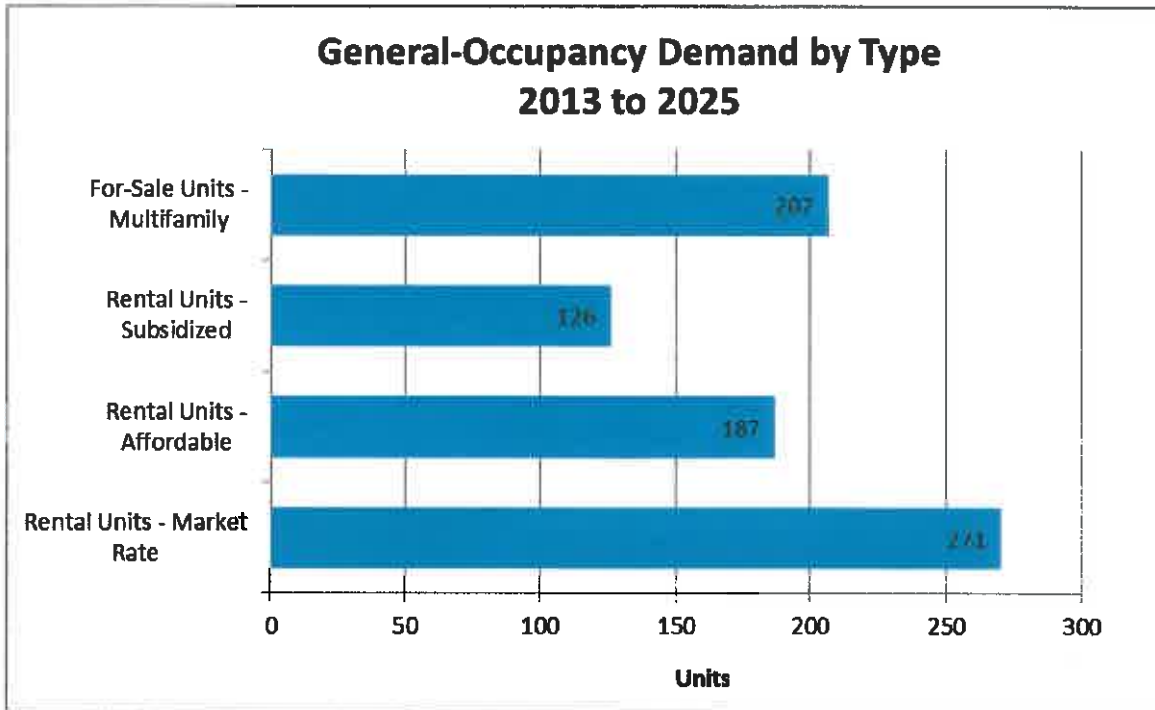
- Up to \$10,000 deferred loan with 0% interest rate.
- Maximum purchase price \$200,000.
- Buyers must provide a minimum \$2,000 to the transaction.
- Provide proof of 3 years of full time employment.

RECOMMENDATIONS AND CONCLUSIONS

Introduction/Overall Housing Recommendations

This section summarizes demand calculated for specific housing products in Roseville and recommends development concepts to meet the housing needs forecast for the City. All recommendations are based on findings of the *Comprehensive Housing Market Analysis*. The following table and charts illustrate calculated demand by product type. It is important to recognize that housing demand is highly contingent on projected household growth; household growth could be higher with available land for development and increased densities.

TABLE H-1 SUMMARY OF HOUSING DEMAND CITY OF ROSEVILLE March 2013		
Type of Use	2013-2025	
General Occupancy		
Rental Units - Market Rate	271	
Rental Units - Affordable	187	
Rental Units - Subsidized	126	
For-Sale Units - Multifamily	207	
Total General Occupancy Supportable	791	
	2013	2018
Market Rate		
Adult Few Services (Active Adult)	103	96
<i>Ownership</i>	55	52
<i>Rental</i>	48	44
Congregate	0	0
Assisted Living	76	83
Memory Care	52	56
Total Market Rate Senior Supportable	231	235
Affordable/Subsidized		
Active Adult - Subsidized	110	150
Active Adult - Affordable	84	106
Total Affordable Senior Supportable	194	256
Note: Due to limited land availability, not all of the demand may be able to be developed in Roseville		
Source: Maxfield Research Inc.		



Housing Opportunity Sites

The City of Roseville has identified 22 sites that could be redeveloped into housing. The map on the following page shows the location of each site, current use, total acres, and supported density.

Given the land supply in the City of Roseville, there is a limited number of locations throughout the City that could suffice for future housing development. All of the sites have their strengths and weaknesses related to future development/redevelopment of housing. Table H-2 provides a matrix of analysis for each opportunity site. Based on the analysis, Maxfield Research Inc. recommends potential uses and timeframes. Table H-3 provides more detailed data from Table H-2.

Although each of the property locations would be suitable for future housing development, new housing development will be, in part, driven by land acquisition costs. Simply put, the more the developer pays for the land, the more revenue per unit will be needed to cover development costs.

Redevelopment Priorities

Market Rate Rental

Maxfield Research Inc. recommends that a top priority should be to develop a market rate rental development. Our competitive inventory identified that no new market rate general occupancy rental product has been added to the City for about 25 years. Due to the age and positioning of the existing rental supply, a significant portion of units are priced at or below HUD guidelines for fair market rents (see Table D-2), which indirectly satisfies demand from households that income-qualify for financially assisted housing. As a result, a limited portion of the existing rental stock actually caters to those who desire newer contemporary market rate rental housing.

Market rate multifamily rental housing is one of the few bright spots in the real estate industry today; here locally in the Twin Cities Metro Area and nationally. The downturn in the housing market and the overall economic slowdown initially created an increased demand for rental housing. With increased home buying due to the tax credit and subsequent increased unemployment, vacancy rates climbed during the 4th Quarter of 2009 and remained relatively high until the 1st Quarter 2010. However, as of 2nd Quarter 2010, vacancy rates have decreased and rental traffic has increased according to property managers and leasing personnel. Employment activity in the area is expected to slowly increase as the recovery strengthens. As of 4th Quarter 2012, the vacancy rate Metro wide was 2.9% and 3.3% in Roseville. A vacancy rate under 5.0% indicates pent-up demand.

RECOMMENDATIONS AND CONCLUSIONS



Housing Opportunity Sites



Source: Ramsey County GIS Base Map 4/9/2013
Community Development Department

RECOMMENDATIONS AND CONCLUSIONS

**TABLE H-2
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
March 2013**

Map Number	Acres	Current Zoning	Current Use	Surrounding Uses	Strengths	Weaknesses	Recommended Use	Timing
1	8.6	HDR-1	Mostly wooded vacant parcel	Industrial uses to the east, Rose 8 Estate apartments to the south, townhomes and commercial uses to the west and Bramante's Apartments and commercial uses to the north.	Immediately available for development, large acreage with only one owner.	Incompatible industrial land uses to the east, noise and traffic along New Brighton Blvd.	Affordable rental development	2014+
2	2.7	HDR-1	Three-single family homes	Roseville Commons Condos to the east, townhomes and Executive Manor Condos to the south, single-family homes to the north, townhomes to the west.	Surrounded by other high-density residential uses, easy access to New Brighton Blvd. Immediately available for development. Asking price of \$495,000.	Land has been on the market for two years with few interested parties.	Affordable or market rate rental development	2014+
3	5.0	LDR-1	Mostly wooded area with one single-family home and pond	Single-family homes to the east and west, I-35W to the north, and Midland Hills Country Club to the south.	Located in an established neighborhood, lack of land available for single-family homes.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 15 to 20 single-family homes	2015+
4	2.2	LDR-1	Mostly wooded area with one single-family home	Ferris Woods townhome subdivision to the east, Midland Grove condos to the north, single-family homes to the south.	Located adjacent to existing upper-end townhome subdivision.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 10 to 12 upper-end townhomes.	2015+

CONTINUED

RECOMMENDATIONS AND CONCLUSIONS

TABLE H-2 Continued
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
 March 2013

Map Number	Acres	Current Zoning	Current Use	Surrounding Uses	Strengths	Weaknesses	Recommended Use	Timing
5	6.1	HDR-1	Three industrial buildings with CPI Card Group, Brede Exposition Services, and Interim Healthcare.	Langton Lake to the west, industrial uses to the east and south, single-family homes to the north.	Adjacent to Langton Lake. Could be redeveloped with Site #6 for the largest site in the City.	Incompatible industrial land uses to the east and south. Multiple owners must sell to assemble land.	Mixed use development with multifamily housing, retail and commercial uses.	2025+
6	12.2	HDR-1	Two warehouse buildings with Color Technologies, Warner Tech-care, Bridging with Hope, and Industrial Custome Products.	Industrial uses to the west and south, Oasis Park and single-family homes to the north, commercial uses to the east.	Could be redeveloped with Site #5 for the largest site in the City. Close proximity to retail center and Byerly's Grocery along Lincoln Drive.	Incompatible industrial land uses to the west and south. Multiple owners must sell to assemble land.	Mixed use development with multifamily housing, retail and commercial uses.	2025+
7	3.3	LDR-1	Vacant parcel owned by the Roseville Public School District	Grove Park to the north, single-family homes to the west, south, and east.	Adjacent to Grove Park, located in an established neighborhood.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 10 to 12 single-family homes.	2017+
8	3.9	HDR-1	Hamline Shopping Center	Roseville Covenant church and single-family homes to the north, Hamline House condos and Presbyterian Homes offices to the east, Hamline Terrace Apartments and Terrace Park Apartments to the south, and Centennial Commons to the west.	Surrounded by other high-density residential uses.	Existing tenants must relocate. Cost of demolishing or rehabbing building may be expensive.	Mixed use development with multifamily housing, retail and commercial uses	2020+

CONTINUED

RECOMMENDATIONS AND CONCLUSIONS

**TABLE H-2 Continued
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
March 2013**

Map Number	Acres	Current Zoning	Current Use	Surrounding Uses	Strengths	Weaknesses	Recommended Use	Timing
9	10.4	HDR-1	Specialty Lab, MIDC Distribution Center, Albrecht Company, United Rental.	Single-family homes to the north, Rosepointe Senior Living and Pocahontas Park to the south, office space to the east.	Highly visible from County Road C. Close proximity to several retail centers and Rosedale Mall.	Multiple owners must sell to assemble land.	Mixed use development with multifamily housing, retail and commercial uses	2025+
10	6.2	MDR	Tom Hurias Greenhouses	Single-family homes to the east and south. Snelling Avenue to the west. Commercial uses to the north.	Highly visible as it is located on a high traffic corner of Snelling Avenue and County Road C.	Land has been with family since 1935. Owners may not be willing to sell.	Mixed use development with multifamily housing, retail and commercial uses	2025+
11	2.0	HDR-1	Vacant parcel	Rosemall Apartments to the north, single-family homes to the east and south, TCF Bank and SuperTarget to the west.	Close proximity to retail centers and public library.	Small parcel. Due to economies of scale, might not be able to justify cost of development with the number of units able to be built.	Up to 48 affordable rental units.	2014+
12	9.9	HDR-1	Single-family homes and wetland area	Single-family homes to the north, Parkview Estates to the east, Central Park to the south, Roseville City Offices and Skating Center to the west.	Surrounded by other high-density residential uses.	Wetland area reduces the number of buildable acres on parcel.	multifamily rental or owner housing	2017+

CONTINUED

RECOMMENDATIONS AND CONCLUSIONS

**TABLE H-2 Continued
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
March 2013**

Map Number	Acres	Current Zoning	Current Use	Surrounding Uses	Strengths	Weaknesses	Recommended Use	Timing
13	5.9	HDR-1	Vacant parcel	Golden Living Center to the north, single-family homes to the east, Bennett Lake to the south, Parkview Estates to the west.	Immediately available for development	Owned by Roseville school district. May use land for educational expansion.	multifamily rental or owner housing	2025+
14	4.9	LDR-1	Mostly wooded vacant parcels	Westwood Village Townhomes and Ramsey Square Condos to the east, single-family homes to the south and west.	Located in an established neighborhood, lack of land available for single-family homes.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 15 to 20 single-family homes.	2015+
15	4.5	HDR-1	Mostly wooded vacant parcel	Ramsey Square Condos to the north, Central Park to the east and south, American Legion Park and Rosetown Ridge Townhomes to the west.	Scenic views of Central Park and surrounded by other high-density residential uses.	Is the owner willing to sell?	Market rate rental development	2014+
16	1.4	HDR-1	Vacant parcel	Single-family homes to the north, and south, commercial uses to the east, Roseville Baptist Church to the west.	Immediately available for development. Land sold in April with asking price of \$135,000.	Small parcel. Due to economies of scale, might not be able to justify cost of development with the number of units able to be built.	Market rate rental development	2014+

CONTINUED

RECOMMENDATIONS AND CONCLUSIONS

TABLE H-2 Continued
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
 March 2013

Map Number	Acres	Current Zoning	Current Use	Surrounding Uses	Strengths	Weaknesses	Recommended Use	Timing
17	3.4	LDR-1	Mostly wooded area with one single-family home	Single-family homes to the south, Highway 36 to the north.	Located in an established neighborhood, lack of land available for single-family homes.	Noise from traffic along Highway 36.	Approximately 10 to 15 single-family homes.	2017+
18	5.2	LDR-1	Vacant parcels	Surrounded by single-family homes.	Located in an established neighborhood, lack of land available for single-family homes.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 10 to 15 single-family homes.	2017+
19	1.4	HDR-1	Vacant parcels platted for townhomes	Single-family home to the north and west, Hilltop Apartments to the east, McCarron Condos and Military Recruiting Center to the south.	Surrounded by other high-density residential uses. Already platted for townhomes.	Development has been stalled since 2005.	10 entry-level townhomes.	2014+

CONTINUED

RECOMMENDATIONS AND CONCLUSIONS

**TABLE H-2 Continued
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
March 2013**

Map Number	Acres	Current Zoning	Current Use	Surrounding Uses	Strengths	Weaknesses	Recommended Use	Timing
20	4.9	MDR	Mostly wooded area with one single-family home	McCarrons Lake to the north, single-family homes to the east and west, apartments to the south.	Convenient access to McCarrons Lake and Trout Creek Trail.	Is the owner willing to sell?	Up to 60 townhomes	2020+
21	0.5	HDR-1	One single-family home	Greenhouse Village to the north and west, single-family homes to the east and south.	Owned by Greenhouse Village. Available land to expand.	Small parcel. Due to economies of scale, might not be able to justify cost of development with the number of units able to be built.	Additional senior units associated with the Greenhouse Village	2018+
22	3.0	HDR-1	Fire station and vacant parcels	Karie Dale Apartments and single-family homes to the north, King of Kings Lutheran School and Concordia Academy to the east, Rosetree Apartments to the south, and single-family homes to the west.	Owned by Roseville HRA. Potential flexibility in selling price.	L-shaped parcel. May be difficult to develop western portion of site with single-family home immediately north.	Mixed-income general occupancy rental development.	2013+

Source: Maxfield Research Inc.

RECOMMENDATIONS AND CONCLUSIONS

Apartment development is also at a 20-year high in the Twin Cities, with numerous projects either under construction or in the development pipeline. The majority of new planned development is in the Uptown neighborhood or in Downtown Minneapolis. New rental properties recently completed or under construction in the Twin Cities are charging rents (on average) from \$1.35 per square foot to \$2.20 per square foot, depending on the location of the property. Most of the new rental development that has occurred or is currently being developed in the Twin Cities is located in Downtown Minneapolis, Downtown St. Paul, Southwest Minneapolis, near the University of Minnesota, or in popular suburban communities such as St. Louis Park, Bloomington, and Edina.

The average rent per square foot at new urban properties is approximately \$1.70 per square foot, while ranging from about \$1.55 to \$2.30. New properties in Downtown Minneapolis and the Uptown neighborhood are averaging about \$1.80 to \$2.30 per square foot. New suburban properties are charging between \$1.30 and \$1.45 on average; some of these properties are located in second- and third-tier suburban communities, such as Lakeville, Woodbury and Minnetonka. A project in Roseville would fall within the aforementioned price per square foot range for suburban communities, approximately \$1.30 to \$1.45 per square foot.

Site #15 should be a top priority site for market rate rental units. The Site would be able to capitalize on scenic views of Central Park and have high visibility along County Road C W. With 4.5 acres and a maximum density of 24 units per acre, the Site could accommodate up to 108 units.

Site #22 should also be a top priority site as it is already owned by the Roseville HRA. We recommend a mixed-income rental development with approximately 20% of the units affordable to households earning at or below 60% AMI. With 3.0 acres and a maximum density of 24 units per acre, the Site could accommodate up to 72 units. However, since the parcels form an L-shape lot, we recommend either developing just the eastern side along Dale Street with outdoor amenities to the west, or a step-up of building height from west to east to create a buffer between the existing single-family homes to the north and the new development.

Site #16 could also be another potential short-term opportunity. The site was listed for \$135,000 and advertised as a prime location for apartments and was sold on April 2, 2013. According to the selling agent, the buyer wanted to build eight townhome units, but is in conversations with the City on constructing apartment units. With 1.4 acres and a maximum density of 24 units per acre, the site could accommodate up to 33 units.

Other potential sites for market rate rental units include sites #5, #6, #9, and #12. However, these sites may be more difficult to develop because they consist of multiple parcels with multiple owners and/or there is an existing use on site and the existing users would need to sell and relocate.

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Affordable Rental

There is also strong demand for affordable rental units. Between 2013 and 2025, there is demand for 187 affordable rental units. Much of the existing rental stock that functions as affordable housing is in multistory buildings with a higher percentage of smaller unit types, which often cannot comfortably accommodate family households. New affordable units would attract many existing Roseville residents residing in older market rate properties seeking larger unit sizes and more modern unit and building amenities. In addition, affordable housing will be attractive to households from outside Roseville who seek to reside in a community with close proximity to employment, shopping, and schools.

Aeon recently constructed *Sienna Green II*. The majority of the units were two-bedroom and three-bedroom units to better accommodate family households. The development has performed well and has been fully-occupied since it opened in August 2012.

Although there is demand for approximately 187 affordable units between 2013 and 2025, we recommend phasing the units with no more than 80 to 100 units in the short-term. We recommend an affordable family rental development in either a traditional three-story building with a unit mix weighted towards larger unit sizes or two- and three-bedroom townhomes/rowhomes. Affordable rental townhomes have been found to be very popular throughout other markets similar to Roseville.

Monthly rents would have to be in accordance with maximum gross rent set by HUD and MHFA. See Table D-2 for the 2012 income limits and maximum gross rents in Ramsey County.

Site #1, #2 and #11 are currently vacant and could be ready for development in the short-term. Parcel 05.29.23.32.0002 of Site #2 is currently for sale with an asking price of \$495,000. The second parcel is also for sale but it is not actively on the market. According to the listing agent, the property has been on the market for about two years. There have been several conversations with potential buyers, but nothing has come to fruition.

Site #11 would be more advantageous than Site #1 for affordable rental units as it is in close proximity to several retail centers and is within walking distance to the Roseville Public Library. The library would be a strong asset for potential families living on the site. In addition, bus route 65 travels along County Road B W into Downtown St. Paul. With 2.0 acres and a maximum density of 24 units per acre, the Site could accommodate up to 48 units.

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Subsidized Rental

With new rental housing units added the City of Roseville, there may be increased occupancies among the existing rental stock, particularly among older properties that are unable to compete with newer, contemporary market rate properties. According to Metro HRA, 266 Section 8 housing vouchers are being utilized in the City. We recommend working with landlords to encourage greater acceptance of Section 8 vouchers for properties that meet the voucher payment standards.

For-Sale Single Family Housing

As a first-tier suburb in the Twin Cities Metropolitan Area, the City of Roseville has a very limited amount of vacant land. Should the land supply be greater in the City, we acknowledge that demand for single-family housing would be very strong.

Based on the current zoning, single-family housing could only be located on Sites #3, #4, #7, #14, #17, and #18, for a total of 24 acres. Based on the density of up to four units per acre, up to 96 single-family homes could be built. However, due to the limitations of land availability, we recommend that the City optimize some of the low-density residential parcels and rezone as HDR-2 to permit townhome/twin home types. More discussion about for-sale multifamily housing is provided in the next section.

Due to the age, quality and price of Roseville's existing housing stock, most of the existing housing stock appeals to and meets the housing needs of entry-level homeowners. Homeowners who desire move-up and executive housing, which is typically priced at \$350,000 and above, have likely been forced to relocate to adjacent communities, including Arden Hills, New Brighton, Moundsview, Shoreview and North Oaks, since modest housing product in this price range is available in the City. We believe there is an opportunity to offer higher-amenity homes that would be attractive to households in the existing resident base who desire to continue to reside in the City but find that little housing is available to meet their preferences. For instance, all of the 26 lots in *Josephine Woods* sold within one year with home prices ranging from about \$450,000 to \$560,000.

For-Sale Multifamily Housing

Based on the availability of land, demographics of the resident base and forecast trends, we find demand for 217 new attached multifamily housing units between 2013 and 2025. These attached units could be developed as townhomes, twin homes or a combination of the two housing products. Due to the continued downturn in the new construction condominium market, we do not recommend a condominium component through 2016.

The following provides additional details on the target market and development recommendations for each for-sale multifamily housing product recommended.

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- *Side-by-Side and Back-to-Back Townhomes* – This housing product is designed with four or more separate living units and can be built in a variety of configurations. With the relative affordability of these units and multi-level living, side-by-side and back-to-back townhomes have the greatest appeal among entry-level households without children, young families and singles and/or roommates across the age span.

Households typically choose this housing product for the maintenance-free lifestyle and relative affordability for new construction housing. Although a primary reason for attached multifamily housing is affordability, we recommend that attention be placed on the visual and structural quality of housing as well as its compatibility with the architecture of surrounding homes.

- *Twinhomes and One-Level Townhomes* – By definition, a twin home is basically two units with a shared wall with each owner owning half of the lot the home is on. Some one-level living units are designed in three- or four-unit buildings in a variety of configurations. The swell of support for twinhome and one-level living units is generated by the aging baby boomer generation, which is increasing the numbers of older adults and seniors who desire low-maintenance housing alternatives to their single-family homes but are not ready to move to service-enhanced rental housing. Housing products designed to meet the needs of these aging Roseville residents, many of whom desire to stay in the City if housing is available to meet their needs, will be needed into the foreseeable future.

We recommend that development of twinhomes and one-level townhomes be comprised of a lesser percentage of homes priced between \$250,000 and \$275,000 as well as a higher percentage priced above \$300,000. Many seniors will move to this housing product with substantial equity in their existing single-family home and will be willing to purchase a nicer, more efficient home that is similar to or slightly above the price point of their existing single-family home.

Site #19 should be a top priority site for townhome units. The land was platted for ten townhomes in 2005 before the market downturn. Encouraging development in the next few years could be a possibility as the market continues to strengthen.

Site #4 could be advantageous for approximately 10 to 12 upper-end townhomes. It is located adjacent to an existing upper-end townhome subdivision within a wooded area for privacy.

Site #20 could also accommodate up to 60 townhome units as it is zoned for medium density of up to 12 units per acre. Amenities such as McCarrons Lake and Trout Creek Trail could provide marketability for upper-end townhomes.

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Senior Housing

Since the previous Comprehensive Housing Study was conducted in July 2009, 124 service-intensive senior units at *Cherrywood Pointe* and 48 active adult cooperative units at *Applewood Pointe I* have been constructed. In addition 42 units are currently under construction at *Applewood Pointe II*.

As illustrated in Table E-1, there is more demand for senior housing in the City of Roseville. Although Roseville already has an array of senior housing options, much of the forecast growth in Roseville is a result of the existing population base aging into the older adult and senior age cohorts. Development of additional senior housing is recommended in order to provide housing opportunity to these aging residents in their stages of later life. The types of housing products needed to accommodate the aging population base are discussed individually in the following section.

Before moving forward in our discussion, it is important to note that similar to other established suburbs in the Metro Area, the age distribution is weighted toward the older adult and senior cohorts. The development of additional senior housing serves a two-fold purpose in meeting the housing needs in Roseville and other established communities: older adult and senior residents are able to relocate to new age-restricted housing in Roseville, and existing homes and rental units that were occupied by seniors become available to other new households. Hence, development of additional senior housing does not mean the housing needs of younger households are neglected; it simply means that a greater percentage of housing need is satisfied by housing unit turnover.

- **Active Adult Rental** – In the near-term, we recommend development of an 80 to 90 mixed-income active adult rental project in the City of Roseville. Currently, no market rate or affordable (i.e. shallow subsidy) active adult rental housing is available in the City. Older adults and seniors who desire these housing products have either been forced to relocate to other communities outside the City of Roseville or are residing at general occupancy rental projects. We believe a mixed-income building would be an ideal development concept to create the most dynamic, inclusive community for active seniors and to temper stigmas and potential neighborhood opposition of affordable housing development.

During the housing market slowdown, many markets have experienced delays in realizing demand for market rate active adult housing. These delays are the result of seniors who choose not to sell their homes or find they are unable to sell their homes, along with the fact that active adult rental housing is not need-based. However, as the market continues to improve, seniors maybe more willing to put their home on the market.

- **Active Adult Ownership** – Currently, there are three active adult ownership projects in Roseville and all three continue to perform extremely well. In addition, United Properties is currently constructing phase II of *Applewood Pointe* (42 units) and all but two units have sold. We forecast that owner-occupied, age-restricted housing will continue to be a prod-

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uct of choice for active seniors, and that demand for this housing product will increase into the foreseeable future. However, we recommend waiting a few years (2018+) to build another active adult ownership property.

- **Active Adult Subsidized** – Financing subsidized senior housing is difficult as federal funds have been shrinking. Therefore, a new subsidized development would likely rely on a number of funding sources; from low-income tax credits (LIHTC), tax-exempt bonds, Section 202 program, USDA 515 program, among others.
- **Service-Enhanced Senior Housing** – Although there is demand for 76 assisted living units and 52 memory care units, we do not recommend developing another service-enhanced senior housing project until after 2018. At that time, additional analysis of the market could be undertaken to determine the viability of new service-enhanced senior housing in the City. With the new construction of *Cherrywood Pointe* as well as *Johanna Shores* in Arden Hills within the last year, there should be sufficient supply to meet short-term demand.

Challenges and Opportunities

Table H-2 identified and recommended housing types on the 21 housing opportunity sites in the City of Roseville. The following were identified as the greatest challenges and opportunities for developing the recommended housing types (in no particular order).

- **Land Constraints.** As previously stated, the City of Roseville has few existing areas within the community that can accommodate residential development. The City has a limited supply of residential lots suitable for single- or two-family housing developments. As such, future development will likely occur on infill or redevelopment sites throughout the City. According to the Regional Multiple Listing Service of Minnesota, there are only three actively marketing land listings in the City, priced at \$119,900 and \$125,000 per lot. Furthermore, the lack of supply drives up the cost of land which places upward pressure on housing price.

Due to Roseville's location, housing demand could be significantly higher should Roseville have the available land to accommodate future growth. New single-family housing in particular would be highly desired.

- **Housing Densities.** In an effort to reach the demand potential with limited land, increased densities will allow for more diverse future housing products that maximize the housing types developable on a parcel. Higher density projects can capitalize on economies of scale to provide greater affordability. The City should allow for flexibility among zoning requirements and encourage creative site planning as a means to increase density and provide greater housing opportunities. Such flexibilities may include reductions in setbacks, parking requirements, floor area, lot area, etc. We especially encourage higher densities near employment and transit corridors and new urbanism and mixed-use development.

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The chart below shows net housing densities by product type that may be achieved. There is a movement in many Metro Area communities to smaller lot sizes through planned unit developments that results in higher densities and more affordable housing costs.

TYPICAL HOUSING DENSITIES BY PRODUCT TYPE	
Product Type	Net Units Per Acre
DETACHED HOUSING	
Single Family	
Executive (90' wide lot+)	1.75 - 2.50
Standard (60'-80' wide lot)	2.75 - 3.75
Small Lot (less than 50')	4.00 - 5.00
Detached Townhomes/Villas	4.50 - 6.00
ATTACHED HOUSING	
Twin Homes	6.50 - 8.00
Townhomes/Rowhomes	10.00 - 14.00
Low/Mid-Rise Multifamily	40.00 - 50.00
Six-Story Multifamily	65.00 - 75.00
Hi-Rise Multifamily	85+
Sources: Maxfield Research Inc., Urban Land Institute, <i>Site Planning</i>	

- **Affordable Housing.** Due to the older housing stock of both owner-occupied and renter-occupied housing, the need for general occupancy affordable housing is being mostly fulfilled by the product in the marketplace. First-time home buyers are able to purchase entry-level homes, and many market rate rental developments have rents that are considered affordable.

However, there is a need for more diversity among housing types that are affordable, especially for families and seniors. Most of the existing housing stock cannot accommodate larger families that desire three or more bedrooms per unit. In addition, there is a need for affordable age-restricted housing with and without services.

We also recommend targeting housing assistance programs towards producing housing for the workforce – or those households earning between 80% and 120% of AMI.

- **Age of Rental Housing Stock.** As illustrated in the *Rental Market Analysis* section of the report, the majority of rental housing units are older. There have been no new general-occupancy rental projects constructed since *The Lexington* in 1989. The average age of renter-occupied units is over 40 years old in Roseville. As a result, most of the rental housing stock lacks the contemporary amenities many of today’s renters seek. Many renters today seek the following unit amenities: in-unit laundry, walk-in closets, balconies/patios, oversized windows, and individually controlled heating and air-conditioning. Community amenities include community rooms with kitchens and big screen TVs, fitness centers, Wi-Fi, extra storage, and the inclusion of environmentally-responsible design and features. Most

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of these features and amenities are not offered in current rental housing products in Roseville.

- **Multifamily Development Costs.** It may be difficult to construct new multifamily product with amenities today's renters desire given achievable rents and development costs. Maxfield Research tracks development and construction costs for new rental housing across Minnesota. In the Twin Cities core the average costs per unit ranges on average from about \$150,000 to \$250,000. The average rent per square foot in Roseville is about \$1.00 per square foot, when most first-ring suburb projects will need at least \$1.40 or more per square foot to be financially feasible. Based on these costs, it may be difficult to develop stand-alone multifamily housing structures by the private sector based on achievable rents. As a result, a private-public partnership or other financing programs may be required to spur development.
- **Land Banking.** Land Banking is a program of acquiring land with the purpose of developing at a later date. After a holding period, the land can be sold to a developer (often at a price lower than market) with the purpose of developing housing. The city should consider establishing a land bank to which private land may be donated and public property may be held for future affordable housing development.
- **Housing Programs.** The Roseville Housing and Redevelopment Authority (HRA) offers a number of programs to promote and preserve the existing housing stock in Roseville. Some of the key programs that are offered include:
 - Foreclosure Prevention – Partnered with a third party such as the Minnesota Home Ownership Center or Lutheran Social Service Financial Counseling. Provides counseling and financial assistance to homeowners facing possible foreclosure.
 - Roseville Home Improvement Loan – Provides loans up to \$20,000 at a rate of 4% with terms up to 10 years. Homeowners may borrow an additional \$5,000 to cover Green Design improvements.
 - Multifamily Rental Property Loans – Assists in obtaining financing for the redevelopment of affordable multifamily rental properties. Maximum loan is \$50,000. For properties that need substantial rehabilitation, the Roseville HRA will consider requests for more funds than the maximum. Also assists condominium associations to obtain below market rate financing for improvements.
 - Construction Management Services – Assist homeowners regarding local building codes, reviewing contractor bids, etc. The City of Roseville pays the HRC to administer the program.
 - Home Fair – Provide residents with information and resources to promote improvements to the housing stock. The *Roseville LivingSmarter Home and Garden Fair* is of-

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ferred the third Saturday in February. Homeowners can meet and ask questions to architects, landscapers, building contractors, lenders, building inspectors, etc.

In addition to the City housing programs, the following bullet points summarize programs administered through Ramsey County.

- Energy Conservation Deferred Loan Program – Provides 10-year deferred payment loans to improve energy efficiency to 1-4 unit owner-occupied properties. Loans are restricted to low and moderate income households and must be recommended through an energy audit.
- Ramsey County Residential Rehabilitation Deferred Loan Program – For low income homeowners, the loan will be forgiven after 10 years in the home. For moderate income homeowners, the loan must be repaid in full when the homeowner refinances, sells, transfers interest or moves from the property. In both cases, there is no interest and no monthly payment. Home improvement deferred payment loans for up to \$15,000 may be used for basic and necessary improvements which make the home more livable, more energy efficient, or more accessible for disabled persons.
- Ramsey County FirstHOME Buyer Assistance Program – Helps first home buyers purchase homes more affordably by providing deferred loans that can be used for down payment assistance, closing costs, and occasionally, health/safety/code improvements. Eligible income is 80% of the Metro Area's AMI by household size.

However, there are other programs the HRA could consider to aid and improve the City's housing stock. The following is a sampling of potential programs that could be explored.

- Remodeling Advisor – Partner with local architects and/or builders to provide ideas and general cost estimates for property owners.
- H.O.M.E. Program – Persons 60 and over receive homemaker and maintenance services. Typical services include house cleaning, grocery shopping, yard work/lawn care, and other miscellaneous maintenance requests.
- Rental License – Licensing rental properties in the community. Designed to ensure all rental properties meet local building and safety codes. Typically enforced by the fire marshal or building inspection department. Should require annual license renewal.
- Mobile Home Improvements – Offer low or no-interest loans to mobile home owners for rehabilitation. Establish income-guidelines based on family size and annual gross incomes.
- Foreclosure Home Improvement Program – Low-interest loans to buyers of foreclosed homes to assist home owners with needed home improvements while stabilizing owner-

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occupied properties. A portion of the loan could be forgivable if the occupant resides in home at least five years. Eligible participants should be based on income-guidelines (typically 80% AMI or lower).

- Rent to Own - Income-eligible families rent for a specified length of time with the end-goal of buying a home. The HRA saves a portion of the monthly rent that will be allocated for a down payment on a future house.
- Rental Collaboration – Host meetings on a regular basis (quarterly, bi-annually, or annually) with rental property owners, property management companies, Realtors, etc. to discuss key issues and topics related to the rental housing industry in Roseville.
- Density Bonuses – Since the cost of land is a significant barrier to housing affordability, increasing densities can result in lower housing costs by reducing the land costs per unit. The City of Roseville can offer density bonuses as a way to encourage higher-density residential development while also promoting an affordable housing component.
- Waiver or Reduction of Development Fees – There are several fees developers must pay including impact fees, utility and connection fees, park land dedication fees, etc. To help facilitate affordable housing, some fees could be waived or reduced to pass the cost savings onto the housing consumer.

City Priorities

Based on the findings of our analysis, the following is a priority summary for the City of Roseville. Priorities are identified in sequential order, beginning with the task/product type deemed most important.

1. Develop market rate general occupancy rental housing positioned as an upscale rental community.
2. Develop an affordable family rental housing community.
3. Develop an affordable active adult senior housing community with plans for a future second phase of market rate active adult housing.
4. Work with landlords to encourage greater acceptance of Section 8 vouchers for properties that meet the voucher payment standards.
5. Provide support for rehabilitation and replacement of existing single-family and multifamily housing. Educate homeowners and rental property owners about available loan programs.

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6. Develop general occupancy for-sale townhomes designed for entry-level buyers and older adult/senior households.
7. Reassess the need for additional owner-occupied active adult senior housing and service-enhanced senior housing products. Should housing need for senior housing be sustained, we recommend development of additional units.

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Map Number	PID Number	Acres	Total Assessor Value 2013	Current Zoning	Current Use	Surrounding Uses	Comp Plan Guided Use	Strengths	Weaknesses	Recommended Use	Timing
1	0529233210007	8.6	\$1,707,300	HDR-1	Mostly wooded vacant parcel	Industrial uses to the east, Rose 8 Estate apartments to the south, townhomes and commercial uses to the west and Bramante's Apartments and commercial uses to the north.	HR	Immediately available for development, large acreage with only one owner.	Incompatible industrial land uses to the east, noise and traffic along New Brighton Blvd.	Affordable rental development	2014+
2	052923320001; 052923320002	2.7	\$364,100	HDR-1	Three-single family homes	Roseville Commons Condos to the east, townhomes and Executive Manor Condos to the south, single-family homes to the north, townhomes to the west.	HR	Surrounded by other high-density residential uses, easy access to New Brighton Blvd. Immediately available for development. Asking price of \$495,000.	Land has been on the market for two years with few interested parties.	Affordable or market rate rental development	2014+
3	082923340057	5.0	\$358,300	LDR-1	Mostly wooded area with one single-family home and pond	Single-family homes to the east and west, I-35W to the north, and Midland Hills Country Club to the south.	LR	Located in an established neighborhood, lack of land available for single-family homes.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 15 to 20 single-family homes.	2015+
4	092923330006	2.2	\$267,100	LDR-1	Mostly wooded area with one single-family home	Ferris Woods townhome subdivision to the east, Midland Grove condos to the north, single-family homes to the south.	LR	Located adjacent to existing upper-end townhome subdivision.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 10 to 12 upper-end townhomes.	2015+
5	042923310017; 042923310018	6.1	\$4,250,700	HDR-1	Three industrial buildings with CPI Card Group, Brede Exposition Services, and Interim Healthcare.	Langton Lake to the west, industrial uses to the east and south, single-family homes to the north.	HR	Adjacent to Langton Lake. Could be redeveloped with site #6 for the largest site in the city.	Incompatible industrial land uses to the east and south. Multiple owners must sell to assemble land.	Mixed use development with multifamily housing, retail and commercial uses.	2025+

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TABLE H-3 Continued
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
March 2013

Map Number	PID Number	Area	Total Assessed Value 2013	Current Zoning	Current Use	Surrounding Uses	Compl. Plan Guided Use	Strengths	Weaknesses	Recommended Use	Timing
6	042923420030; 042923420043	12.2	\$5,600,000	HDR-1	Two warehouse buildings with Color Technologies, Warner Tech-care, Bridging with Hope, and Industrial Custome Products.	Industrial uses to the west and south, Oasis Park and single-family homes to the north, commercial uses to the east.	HR	Could be redeveloped with site #5 for the largest site in the City. Close proximity to retail center and Byerly's Grocery along Lincoln Drive.	Incompatible industrial land uses to the west and south. Multiple owners must sell to assemble land.	Mixed use development with multifamily housing, retail and commercial uses.	2025+
7	032923240007	3.3	\$1,446,200	LDR-1	Vacant parcel owned by the Roseville Public School District	Grove Park to the north, single-family homes to the west, south, and east.	LR	Adjacent to Grove Park, located in an established neighborhood.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 10 to 12 single-family homes.	2017+
8	032923310027	3.9	\$2,665,000	HDR-1	Hamline Shopping Center	Roseville Covenant church and single-family homes to the north, Hamline House condos and Presbyterian Homes offices to the east, Hamline Terrace Apartments and Terrace Park Apartments to the south, and Centennial Commons to the west.	HR	Surrounded by other high-density residential uses.	Existing tenants must relocate. Cost of demolishing or rehabbing building may be expensive.	Mixed use development with multifamily housing, retail and commercial uses	2020+
9	102923220002; 102923220004; 102923220001; 102923210037; 102923210038; 102923210036; 102923210035	10.4	\$5,232,600	HDR-1	Specialty Lab, MIDC Distribution Center, Albrecht Company, United Rental.	Single-family homes to the north, Rosepointe Senior Living and Pochahontas Park to the south, office space to the east.	HR	Highly visible from County Road C. Close proximity to several retail centers and Rosedale Mall.	Multiple owners must sell to assemble land.	Mixed use development with multifamily housing, retail and commercial uses	2025+
10	102923220022; 102923220023; 102923220026; 102923220027	6.2	\$994,100	MDR	Tom Hurias Greenhouses	Single-family homes to the east and south, Snelling Avenue to the west. Commercial uses to the north.	MR	Highly visible as it is located on a high traffic corner of Snelling Avenue and County Road C.	Land has been with family since 1935. Owners may not be willing to sell.	Mixed use development with multifamily housing, retail and commercial uses	2025+

CONTINUED

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**TABLE H-3 Continued
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
March 2013**

Map Number	PID Number	Acres	Total Assessed Value 2013	Current Zoning	Current Use	Surrounding Uses	Compl. Plan Guided Use	Strengths	Weaknesses	Recommended Use	Timing
11	102923340006	2.0	\$4,250,000	HDR-1	Vacant parcel	Rosemall Apartments to the north, single-family homes to the east and south, TCF Bank and SuperTarget to the west.	HR	Close proximity to retail centers and public library.	Small parcel. Due to economies of scale, might not be able to justify cost of development with the number of units able to be built.	Up to 48 affordable rental units.	2014+
12	022923330048; 022923330049; 022923330050; 022923330051; 022923330052; 022923330053; 112923220004	9.9	\$1,235,100	HDR-1	Single-family homes and wetland area	Single-family homes to the north, Parkview Estates to the east, Central Park to the south, Roseville City Offices and Skating Center to the west.	HR	Surrounded by other high-density residential uses.	Wetland area reduces the number of buildable acres on parcel.	multifamily rental or owner housing	2017+
13	0229233340024	5.9	\$7,891,100	HDR-1	Vacant parcel	Golden Living Center to the north, single-family homes to the east, Bennett Lake to the south, Parkview Estates to the west.	HR	Immediately available for development.	Owned by Roseville school district. May use land for educational expansion.	multifamily rental or owner housing	2025+
14	022923440067; 022923440066; 022923440065	4.9	\$439,600	LDR-1	Mostly wooded vacant parcels	Westwood Village Townhomes and Ramsey Square Condos to the east, single-family homes to the south and west.	LR	Located in an established neighborhood, lack of land available for single-family homes.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 15 to 20 single-family homes.	2015+
15	122923220006	4.5	\$189,700	HDR-1	Mostly wooded vacant parcel	Ramsey Square Condos to the north, Central Park to the east and south, American Legion Park and Rosetown Ridge Townhomes to the west.	HR	Scenic views of Central Park and surrounded by other high-density residential uses.	Is the owner willing to sell?	Market rate rental development	2014+
16	122923140076	1.4	\$221,400	HDR-1	Vacant parcel	Single-family homes to the north, and south, commercial uses to the east, Roseville Baptist Church to the west.	HR	Immediately available for development. Land sold in April with asking price of \$135,000.	Small parcel. Due to economies of scale, might not be able to justify cost of development with the number of units able to be built.	Market rate rental development	2014+

CONTINUED

RECOMMENDATIONS AND CONCLUSIONS

TABLE H-3 Continued
HOUSING OPPORTUNITY SITES
CITY OF ROSEVILLE
March 2013

Map Number	PID Number	Acres	Total Assessed Value 2013	Current Zoning	Current Use	Surrounding Uses	Comp. Plan Guided Use	Strengths	Weaknesses	Recommended Use	Timing
17	122923430059	3.4	\$183,700	LDR-1	Mostly wooded area with one single-family home	Single-family homes to the south, Highway 36 to the north.	LR	Located in an established neighborhood, lack of land available for single-family homes.	Noise from traffic along Highway 36.	Approximately 10 to 15 single-family homes.	2017+
18	132923230081; 132923230086	5.2	\$416,000	LDR-1	Vacant parcels	Surrounded by single-family homes.	LR	Located in an established neighborhood, lack of land available for single-family homes.	Small parcel. Due to economies of scale, might not be able to justify cost of lot preparation and construction for the number of homes able to be built.	Approximately 10 to 15 single-family homes.	2017+
19	132923140049; 132923140048; 132923140047; 132923140046; 132923140045; 132923140051	1.4	\$258,800	HDR-1	Vacant parcels platted for townhomes	Single-family home to the north and west, Hilltop Apartments to the east, McCarron Condos and Military Recruiting Center to the south.	HR	Surrounded by other high-density residential uses. Already platted for townhomes.	Development has been stalled since 2005.	10 entry-level townhomes.	2014+
20	132923446038; 132923440035	4.9	\$321,700	MDR	Mostly wooded area with one single-family home	McCarrons Lake to the north, single-family homes to the east and west, apartments to the south.	MIR	Convenient access to McCarrons Lake and Trout Creek Trail.	Is the owner willing to sell?	Up to 60 townhomes	2020+
21	142923330067	0.5	\$182,000	HDR-1	One single-family home	Greenhouse Village to the north and west, single-family homes to the east and south.	HR	Owned by Greenhouse Village. Available land to expand.	Small parcel. Due to economies of scale, might not be able to justify cost of development with the number of units able to be built.	Additional senior units associated with the Greenhouse Village	2018+
22	112923410062; 112923410074; 112923410073; 112923410072; 112923410071; 112923410070	3.0	\$1,850,900	HDR-1	Fire station and vacant parcels	Karie Dale Apartments and single-family homes to the north, King of Kings Lutheran School and Concordia Academy to the east, Rosetree Apartments to the south, and single-family homes to the west.	HR	Owned by Roseville HRA. Potential flexibility in selling price.	L-shaped parcel. May be difficult to develop western portion of site with single-family home immediately north.	Mixed-income General occupancy rental development.	2013+

Source: Maxfield Research Inc.