

As you travel around Roseville, you may notice new construction occurring in long-vacant areas. But this activity is actually the result of decades of thoughtful and comprehensive planning coming to fruition.

These efforts help fuel a healthy economic environment and create a place where residents and businesses invest in the future.



Anticipating the future

For the past 35 years, Roseville has used what's called a Specific Plan, or master planning method to anticipate and manage growth.

A comprehensive look at land use accounts for the city's needs and plans for the right balance of residential, commercial, office, and industrial land. It also examines parks, open space, and other municipal operations like utilities, traffic and public safety.

This planning ensures economic health and that future city services are available as the population grows.

Because Roseville is a full-service city, we're able to effectively coordinate these services and infrastructure more easily than many other communities.



To learn more visit
roseville.ca.us/DevelopmentDecoded

Development Decoded





Development pays its way

It's the City's policy that new development must have a positive fiscal impact on Roseville.

Roadways, and amenities like trails and parks, are typically built as development occurs.

Developers pay fees which are gradually collected as new areas are built. These fees fund infrastructure to meet changing needs.

When existing roadways are later widened to accommodate increases in traffic, this isn't a reaction. Rather, these phased improvements are anticipated many years before you ultimately see them constructed.

By making changes incrementally, additional road maintenance costs aren't incurred decades before extra lanes are needed.



Housing is essential

A common question we hear is why so many homes are currently under construction.

Sometimes parcels do not develop for 15, 20, or more years, but they have been approved and anticipated by the City since the adoption of a Specific Plan by the City Council.

Additionally, homebuilding in California is essential and mandated as the state faces a continuing lack of affordable housing.

State of California housing law defines how housing needs are determined. This law directs a greater share of affordable units to communities with the most jobs and opportunities. The state also specifies the number of housing units each community needs through a process called the Regional Housing Needs Allocation. For Roseville, 12,066 units are allocated, and 6,178 must be lower income.

Many of the amenities, stores, and restaurants you enjoy are a result of Roseville's residential and economic growth.



Retail often follows residential growth

We're often asked why commercial centers can take longer to develop than housing.

As you can imagine, economic demand drives retail development. For stores and restaurants to be financially viable, they need a sufficient population within a given area. This gives businesses more certainty to move forward.

Additionally, lending practices have changed and it can take time for companies to secure the necessary financing and leases.

The City of Roseville's role is to create an environment that attracts businesses so they can thrive.



Reliable utilities

Sound and stable utility services are critically important as Roseville grows. Therefore, as part of the specific planning process or development review, our electric and water utilities are engaged to ensure that we can provide reliable services to new water, wastewater, waste services (trash and recycling), and electric customers.

We also conduct planning, assessments, and forecasting to make sure we have enough capacity for water delivery, wastewater treatment, and equipment needed to haul trash and recycling—this level of planning is inherent in the utility business.

Our planning horizon looks at immediate and long-term impacts and determines ways to mitigate those impacts while also balancing economic prosperity.



Maintaining public safety

Maintaining a safe and healthy community is the top City Council priority.

The Roseville Fire and Police Departments continually work to ensure public safety service levels are maintained as the city grows.