

**CITY OF ROSEVILLE
LICENSE AND PASSPORT CENTER
DOCUMENTATION OF REGIONAL
SIGNIFICANCE**



THE REGIONAL SIGNIFICANCE OF THE ROSEVILLE LICENSE AND PASSPORT CENTER



License and Passport Center Concept including parking lot and supporting green space

The City of Roseville, located in Ramsey County, is a first ring suburb of St. Paul and Minneapolis. Roseville is home to 36,254 residents, 15,554 households, and over 34,000 jobs within the community. Roseville shares borders 10 different communities including St. Paul and Minneapolis and has the principal arterials of Hwy. 36 and I-35W corridors as well County Road minor arterials that traverse through the city. As a result of its location and amenities, Roseville is a regional destination for jobs, shopping, and recreation.

The Roseville License and Passport Center, located in along Lexington Ave in the City of Roseville, provides driver's licenses, vehicle tabs, hunting and fishing licenses, passports, and other services to residents of Roseville and much of Ramsey County and the Twin Cities metro area. The facility is extremely busy and has over 200,000 transactions annually per year. Also,

many people from throughout the Twin Cities metro have utilized the Roseville Passport Center in preparation for their international trips.

The License and Passport Center has been in its current space since 2000 in leased space from the Lexington Shops retail center. As time went on, the License and Passport Center served more and more customers and changes were required by the federal government to separate the general license operation space from the passport service area. This required more space. Ultimately the City decided to purchase the retail center in order to provide more space for long term growth of the Civic Campus.

The City anticipated that the popular License and Passport Center needed to grow if it was to remain a convenient and efficient location for its customers to meet their needs. Therefore, in 2017 the City conducted a space needs analysis which identified several space and operational deficiencies of the current space. This was followed up with a Civic Campus Master Plan which analyzed the needs of the overall campus and provided concepts to meet the many needs of the City well into the future.

Primarily the studies identified that the current 5,000 square foot space should be nearly 10,000 square feet in size. This would provide sufficient separation of the operations as required by federal regulations, as well as efficient circulation, allow room for growth and provide staff support spaces and an expanded waiting area.

The new facility will also provide additional recreational space for the City's Parks and Recreation programs. Currently, the City operates a dance studio program out of open space in the retail center. This space is too small for the size of the program and limits potential growth of the popular recreational program. A new Dance and Wellness Studio, a 5,000 square foot open recreational space with restroom and other support amenities, will be the home of the Roseville School of Dance, various adult wellness classes such as yoga and mindfulness and could be available to community and non-community users when not in use for City programs.

The cost of the new facility is estimated to be around \$7 million and would include costs for design, construction, relocation and required infrastructure to support the new facility.

Roseville License and Passport Center serves the region

In 2019, the Roseville License and Passport Center processed 204,912 transactions which included tab renewals, drivers' license renewals, title transfers, DNR permits, Auto Dealer title transfers, and the processing of passport applications.

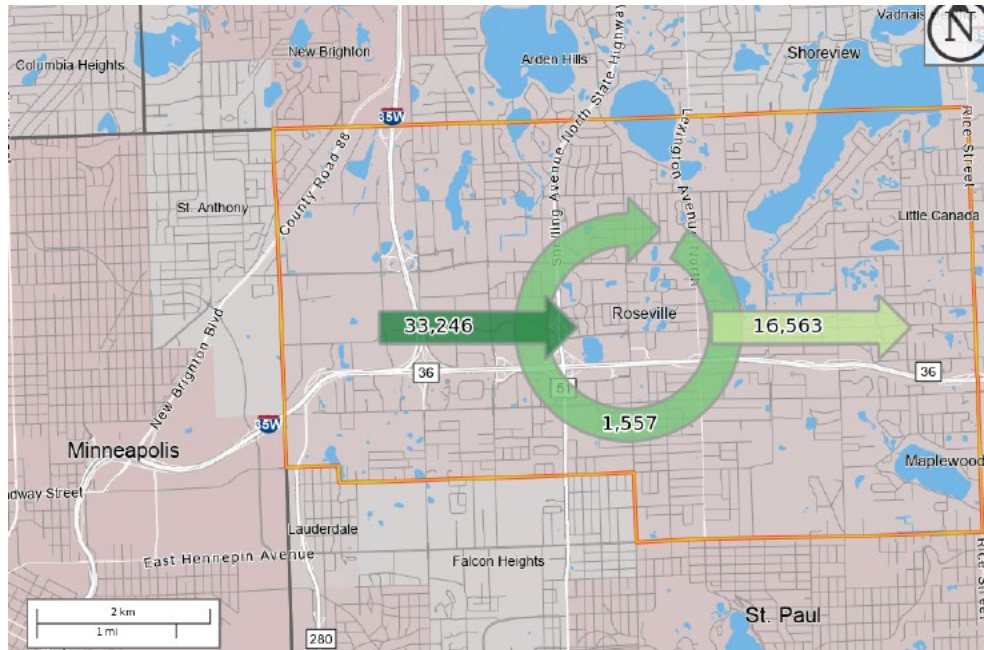
2019 Roseville License and Passport Center Transactions per month and total transactions

Auto Dealer Titles: ALL													
Long App	2,628	2,093	2,833	3,290	3,617	3,447	2,541	2,181	2,420	2,687	2,264	2,921	32,922
Renewal	2,498	2,327	1,454	1,693	1,512	1,103	908	1,599	1,497	1,504	1,177	1,355	18,627
No Fee	5	9	7	11	-	2	1	26	4	30	90	1	186
Auto Dealer Total	5,131	4,429	4,294	4,994	5,129	4,552	3,450	3,806	3,921	4,221	3,531	4,277	51,735
Indiv. Vehicle Titles: Regular	1,259	916	1,457	1,721	1,601	1,402	1,571	2,209	1,513	1,312	942	1,142	17,045
Indiv. Vehicle Titles: Expedite	17	9	12	13	26	21	13	8	11	8	4	5	147
Vehicle Tab Renewals	5,275	5,634	6,839	6,177	6,078	5,899	5,134	4,984	5,597	4,720	3,598	4,169	64,104
No Fee MV Transactions	43	57	56	46	62	54	32	71	44	58	33	29	585
Drivers' Licenses: Standard	2,556	2,200	2,745	2,572	2,691	2,732	2,635	2,532	2,217	2,243	1,726	1,708	28,557
Drivers' Licenses: Real	463	385	527	550	578	567	693	753	756	1,346	1,026	1,021	8,665
Drivers' Licenses: Enhanced	49	28	33	53	64	51	59	70	84	127	118	120	856
Drivers' Licenses - No Fee	225	267	313	267	247	211	189	237	199	217	179	228	2,779
DL Book / Other	73	18	27	36	17	25	13	30	25	27	26	24	341
DNR Recreational Vehicles	342	237	172	399	643	472	337	167	94	96	59	138	3,156
DNR Fish & Game	6	5	13	16	41	28	8	11	5	5	8	9	155
Other State Trans Total	10,308	9,756	12,194	11,850	12,048	11,462	10,684	11,072	10,545	10,159	7,719	8,593	126,390
Passports	1,302	912	1,357	1,175	870	880	862	874	812	1,073	878	1,080	12,075
Passport photos	1,399	1,103	1,512	1,398	1,083	1,063	1,166	1,084	1,063	1,416	1,103	1,322	14,712
Passport Transactions	2,701	2,015	2,869	2,573	1,953	1,943	2,028	1,958	1,875	2,489	1,981	2,402	26,787
Total Transactions	18,140	16,200	19,357	19,417	19,130	17,957	16,162	16,836	16,341	16,869	13,231	15,272	204,912

Past customer surveys show that nearly 80% of the customers of the Roseville License and Passport Center are non-Roseville residents. The Roseville License Center ranks among the busiest of the state's Deputy Registrars.

Employment in Roseville

US Census Data from 2019 shows that Roseville's nearly 1,500 businesses creates 34,803 jobs in Roseville. Of that number, 33,246 (or 95%) were not residents of Roseville. This data shows that Roseville is a major regional employment center, and that Roseville serves over 65,000 persons when combining daytime and nighttime populations.



Due to the high concentration of jobs in Roseville, many persons that work in Roseville utilize the Roseville License and Passport Center services on a regular basis.

Roseville as a Regional Shopping Destination

Data received in a 2022 report by Evironics Analysis commissioned by the City of Roseville indicates that retail sales, including food and beverage sales, totals approximately \$1.33 billion annually. In its model, Envrionics show that overall sales are significantly more than what the demand by Roseville's residents for these goods were, making Roseville a major regional shopping destination. Rosedale Center alone has 1.3 million square feet of retail uses and has over 14 million visitors annually. There are 1.5 million people within fifteen miles of Roseville. Based on all of these factors, non-residents generate significant activity across all retail sectors and therefore Roseville has to provide infrastructure (utilities, local roads, traffic control, pathways) and service for these businesses that serve non-city residents with city resources.

Given the amount of shoppers and consumers that come to Roseville on a daily basis, many of these visitors utilize the Roseville License and Passport Center as part of their visit to Roseville.

Regional Transportation Network in Roseville

A significant portion of traffic in Roseville originates from outside of its boundaries. The following table shows the current traffic volumes and those forecasted for 2040.

	Current ADT	2040 Projected ADT
TH 36	91,000	96,000
I-35W	155,000	162,000
Snelling Ave (TH 51)	45,000	46,000
Lexington Ave (CSAH 50)*	16,800	19,000
Rice Street (CSAH 49)	19,400	22,000
Fairview Ave (CSAH 48)	23,000	24,000

*The Roseville License and Passport Center is located on Lexington Ave.

Roseville is served by 15 fixed and 6 express Metro Transit bus routes including the Bus Rapid Transit Route A along Snelling Ave. and the Rosedale Transit Center.

Leisure and Recreation Opportunities in Roseville

The City of Roseville maintains and operates 32 parks that contain 679 acres of recreation and open space and 67 miles of trails and walkways. The City's Parks and Recreation Department offers more than 1,000 recreation programs and events that serve the greater Roseville area.

Pre-pandemic, the Roseville Parks and Recreation Department brought over 56,000 residents and non-residents together for community-wide events. The City's Cedarholm Golf Course has over 20,000 rounds of golf played annually. Over 30,000 people used our park building facilities either through rentals or recreational programming. The City's Harriet Alexander Nature Center and Muriel Sahlin Arboretum have over 20,000 visitors during the year that visit to enjoy the beauty of nature. The Guidant John Rose Minnesota OVAL is a facility that serves the entire state, provides public skating opportunities for over 20,000 people a year and hosts national and international speed skating and bandy competitive events.

With the strong draw of Roseville's parks and facilities, many non-residents utilize the Roseville License and Passport Center when they visit Roseville.