

Economic Development Profile

City of Roseville, Michigan



Department of
Community & Economic
Development

Revised 2017

ABOUT

Welcome to the City of Roseville, the State of Michigan's first Redevelopment Ready Certified Community. Located in southern Macomb County, Roseville is an established, rapidly redeveloping community of almost 50,000 residents featuring a wide variety of residential, commercial, and industrial opportunities.

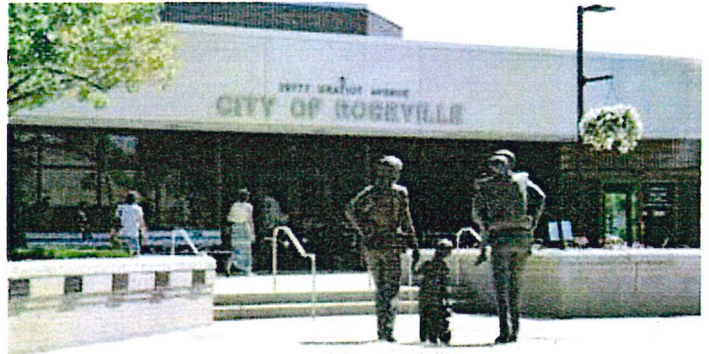
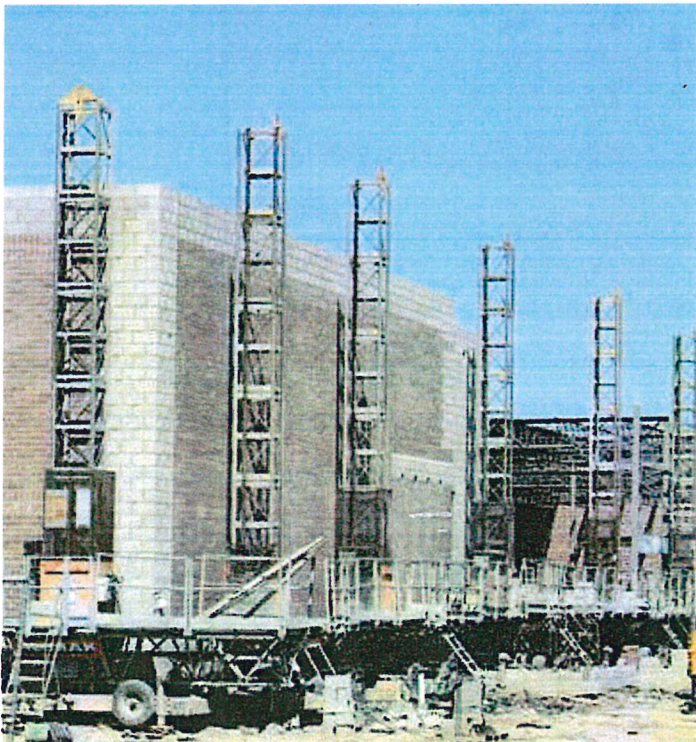
Located at the intersection of major interstates I-94 and I-696, the City is a gateway to nearly four billion residents located in the four-county area. Hundreds of well-known retailers can be found along Gratiot Avenue, including Macomb Mall (one of the country's first enclosed shopping centers and currently in the midst of a multi-million dollar renovation). Its location also provides great industrial infrastructure, with the Groesbeck Corridor granting direct access to an extensive intermodal freight system including all major interstate highways, a Canadian National (CN) rail line, and a short commute to two of North America's busiest border crossings including the Port of Detroit and the Blue Water Bridge in Port Huron. Additionally, the newly

formed Vantage Port Detroit Aerotropolis, which includes both Detroit Metropolitan and Willow Run airports, quickly and efficiently connects Roseville to people and goods across the globe.

Roseville is also home to well-maintained middle class neighborhoods populated by engaged residents, thanks to the City's award-winning school district. Patton Elementary School was recently announced as an Academic State Champion by Bridge Magazine — a prestigious award that only 111 of the 3200 schools evaluated received.

Located in the heart of Southeastern Michigan region, Roseville also benefits from its proximity to the development of the communities surrounding it. There is the excitement of the big city nightlife, cultural and sporting venues in Detroit, as well as the outdoor adventure destinations of Lake St. Clair, the extensive network of Metro Parks and the agricultural-based tourism of Northern Macomb County.

BUSINESS OPPORTUNITIES



Business in Roseville

The following section provides estimates of various aspects of operating a business in the City of Roseville, as well as information about access and transportation.

Transportation and Ease of Access	
Distance to:	Driving Time
Detroit	26 Minutes
Port Huron	46 Minutes
Ann Arbor, MI	61 Minutes
Flint, MI	66 Minutes

Top Employers	Employees
National Coney Island	1000
Global Automotive Systems, LLC	450
Atlas Tool, Inc.	350
RCO Engineering, Inc.	300
Summit Automation Inc.	200

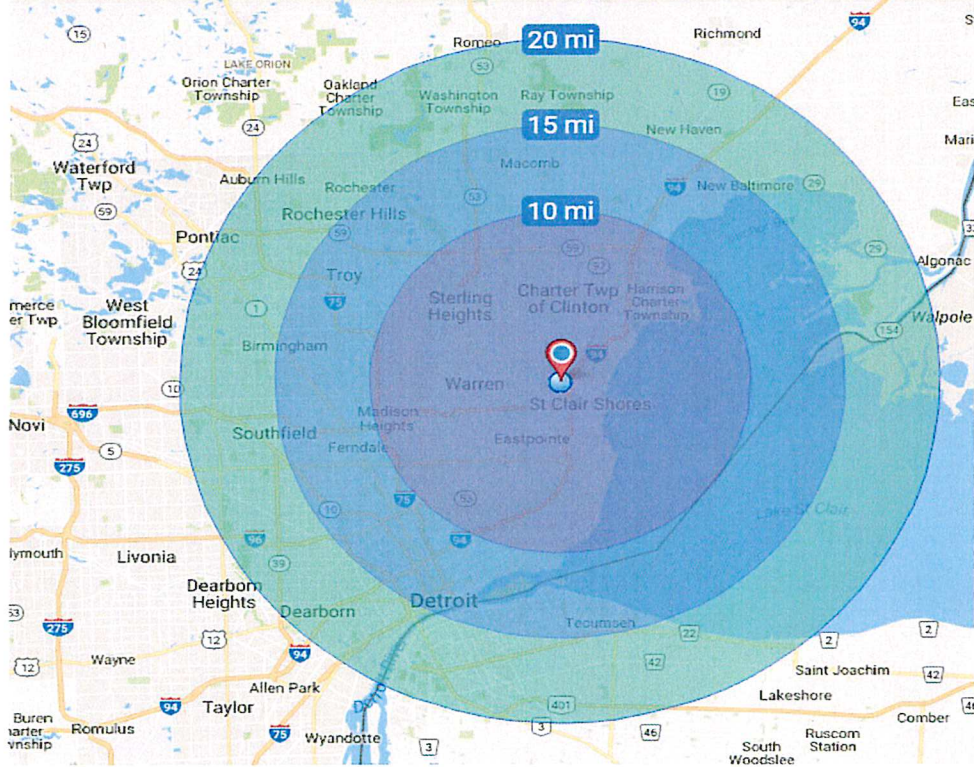
Airports	
Distance to:	Driving Time:
Detroit Metropolitan Wayne County Airport	41 Minutes
Willow Run Airport	45 Minutes
Selfridge Air National Guard Base	20 Minutes
Coleman A. Young International Airport	16 Minutes

Ports	
Distance to:	Driving Time:
Detroit Wayne County Port Authority	26 Minutes
Port Huron, MI	46 Minutes
Port of Monroe, MI	67 Minutes

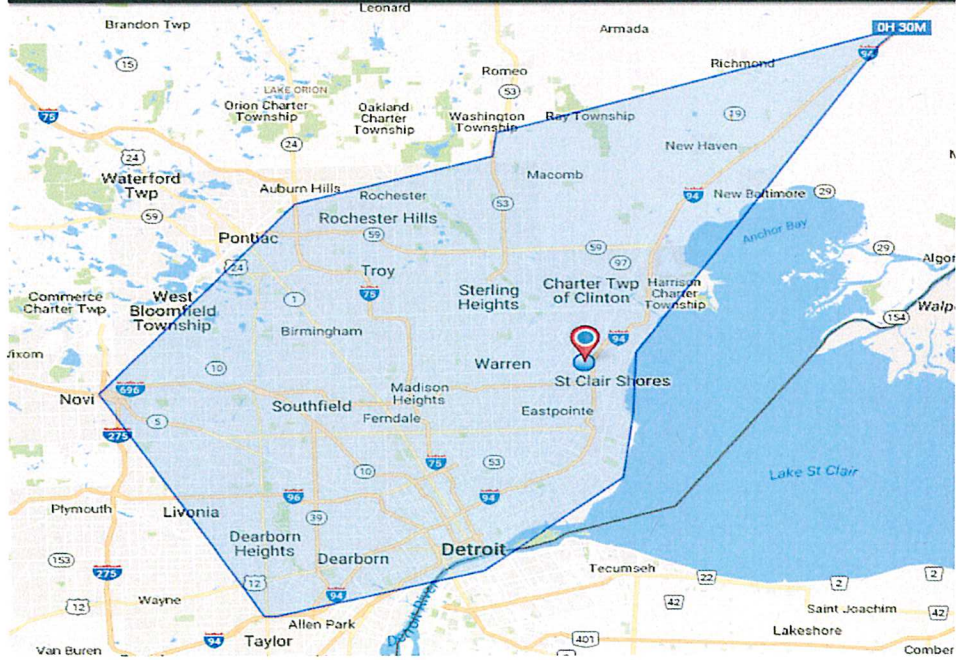
International Bridge/Tunnel Crossing	
Distance to:	Drive Time:
Ambassador Bridge - Detroit, MI	23 Minutes
Blue Water Bridge - Port Huron, MI	43 Minutes
Detroit - Windsor Tunnel - Detroit, MI	21 Minutes
Gordie Howe International Bridge - Detroit, MI**	26 Minutes
**Expected Completion Date: 2022	

Major Highways	
Distance to:	Driving Time:
I-94	3 Minutes
I-696	3 Minutes
I-75	13 Minutes
I-96	19 Minutes

City of Roseville > City of Roseville Drive Time > City of Roseville - Distance Radius

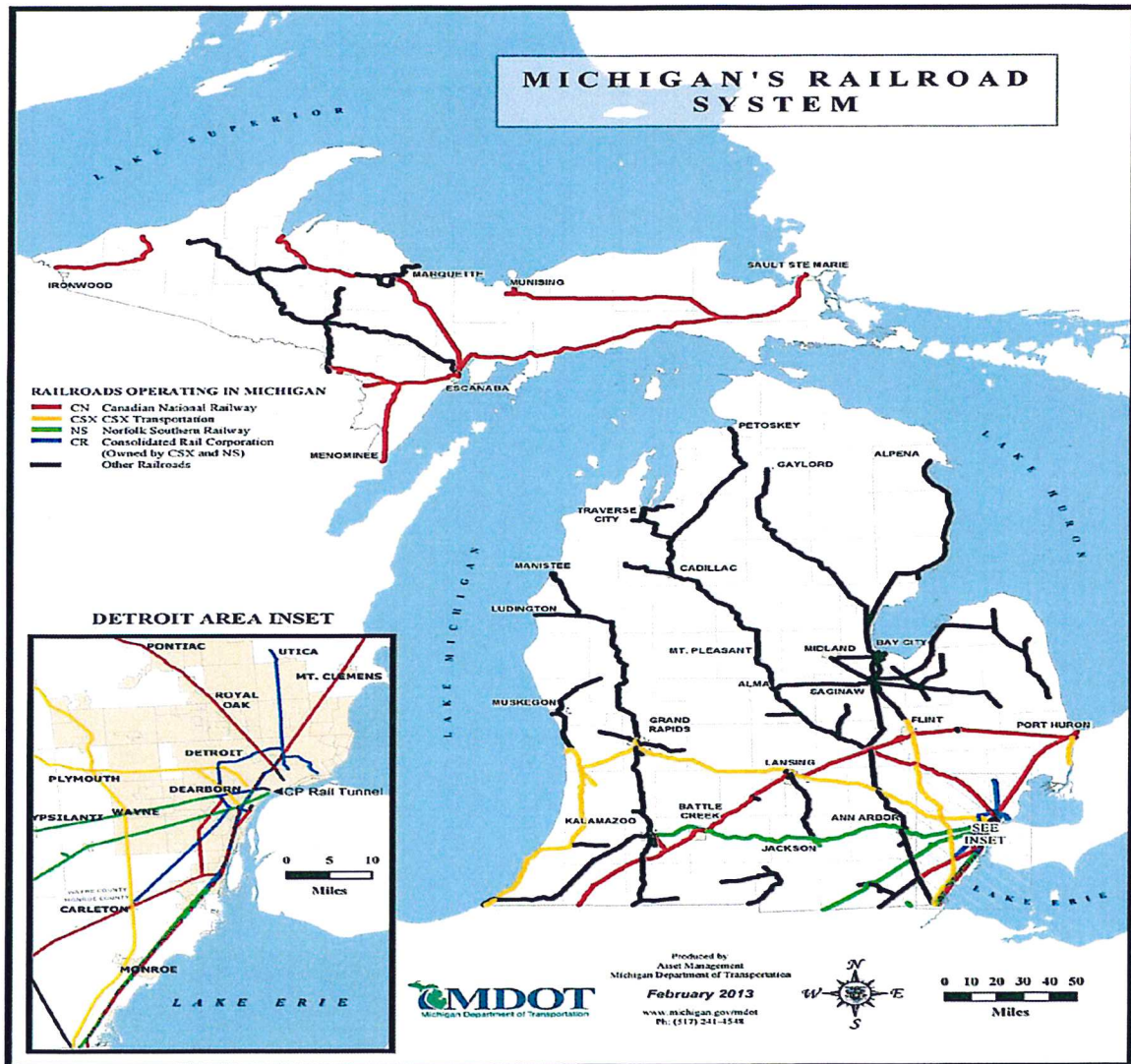


City of Roseville > City of Roseville Drive Time > City of Roseville - 30 Min Drive Time



Railroad Routes

The City of Roseville is fortunate to have CN Canadian National Railway transect through the community. Below is a statewide map of the Michigan Railway Connections. If opportunity allows, it is may be possible to seek funding to locate a rail spur as a connector to the rail abutting Groesbeck Highway.



Regional Strengths

A robust manufacturing presence, including a defense corridor. Extensive transportation network; M-3 Mass Transit; I-696, I-75, I-94, Rail. Natural resources such as Lake St. Clair.

Gratiot Avenue

The SEMCOG 2040 Regional Transportation Plan for Southeast Michigan includes a federal government commitment to the RTA for an additional \$6.5 million to study transit development in other high-priority transit corridors including express bus, rail, and bus rapid transit (e.g., Gratiot Ave. (M-3) from Detroit to Mt. Clemens; M-59 corridor between Pontiac and Mt. Clemens; and Michigan Ave. The RTA will be responsible for prioritizing these corridors and securing local matching funds for these studies.

Also, mentioned in the RTA is the regional freight system is an important economic asset. SEMCOG will continue to partner with initiatives to promote growth in supply chain and logistics activity and gather information on freight industry needs.

Examples of these initiatives include, but are not exclusive to:

- ✦ Michigan Economic Development Corporation's Logistics and Supply Chain Strategic Plan implementation,
- ✦ Detroit Regional Chamber's *Translinked* initiative, and MichAuto
- ✦ Transit Authority of SE Michigan



Gratiot Avenue (M-3) Map: Original Transportation "Spoke" From City of Detroit Northward

Gratiot Avenue, (M-3), is a major metropolitan thoroughfare that traverses the entire length of the City and allows convenient non-interstate access to Mt. Clemens and Detroit.



Gratiot Avenue Access Management Plan

In 2009, the City of Roseville participated in a joint Access Management Plan for the Gratiot Avenue Corridor along with the Southeast Michigan Council of Governments (SEMCOG), the Michigan Department of Transportation (MDOT), Macomb County Department of Planning and nine corridor communities as it stretches over 26 miles across Macomb County.

The purpose of the Gratiot Avenue Access Management Plan and associated zoning ordinance provisions are intended to improve safety and traffic operations along the Gratiot Avenue corridor in Macomb County. Gratiot experiences periodic congestion along several segments and there are locations with a relatively high number of crashes and general concerns associated with pedestrian safety. Those conflicts, and thus the potential for crashes and congestion, can be reduced through standards on the number, placement, and design of access points (intersecting streets, median crossovers and commercial driveways). Each community adopted the North or South Plan as part of its Master Plan and community-specific zoning ordinance amendments as part of this project to provide the basis for implementation.

Redevelopment opportunities trigger the adoption and consideration of Access Management into site plan review for Roseville-based projects. The resulting plans will serve as a guide and vision for improved access.



All communities in Macomb County are serviced by SMART (Suburban Mobility Authority for Regional Transportation) bus system. Nearly 200,000 people ride SMART buses every week. A total of 54 routes, with 7000 stops, connect Macomb County to its neighbors in the Detroit region. SMART offers fixed route service, connector service, ADA service, and additional bus services. Detroit now offers riders another way of transportation in the Q Line. M-1 RAIL owns and operates the QLINE, a 6.6-mile circulating streetcar loop serving 12 locations on Woodward Ave. from Downtown Detroit through Midtown, New Center and the North End.

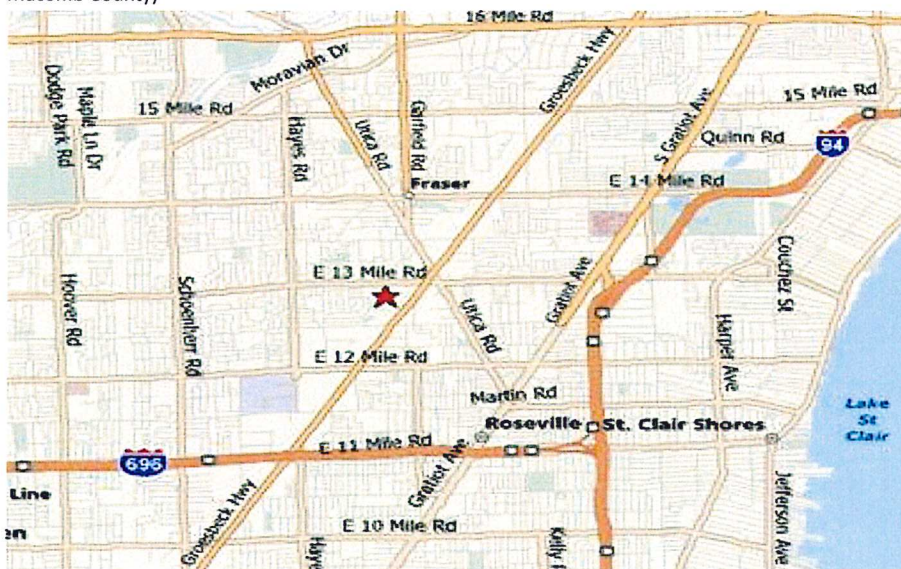
Groesbeck Highway

Unlike Gratiot Avenue, Groesbeck Highway (M-97) is a state trunkline that offers an abundance of traditional manufacturing opportunities, as the primary zoning classification along the corridor is industrial. Groesbeck Highway has a larger traffic volume than Gratiot Avenue and its large property sizes making it an ideal place for industry. Both roadways have their own unique location, convenience, and purpose.

Year	Road	AADT
2014	Groesbeck Hwy (M97)	52,300
2015	Gratiot Avenue	46,700

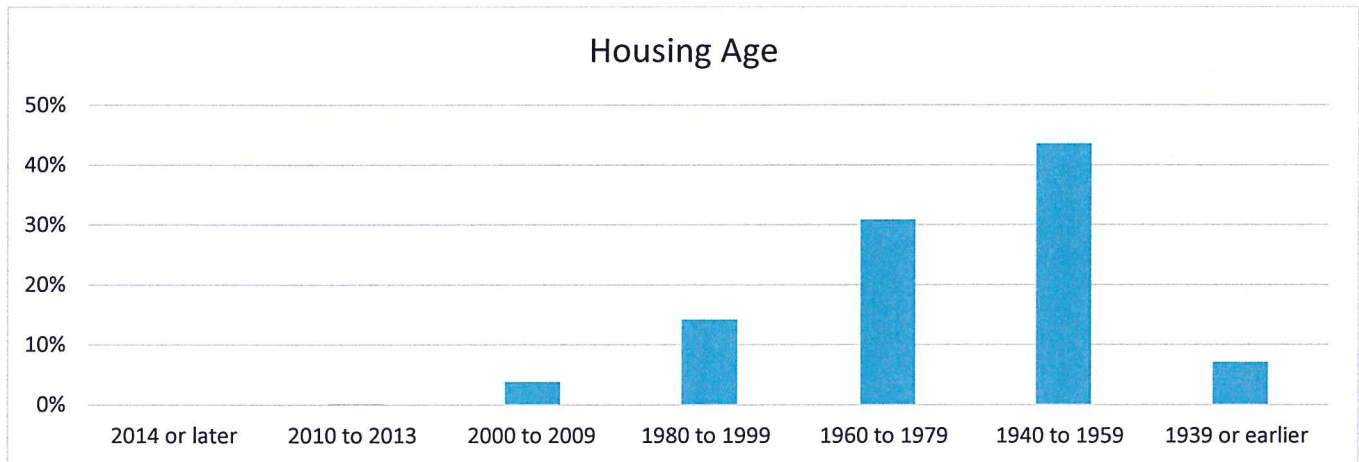


(Map of major roadways in Macomb County)

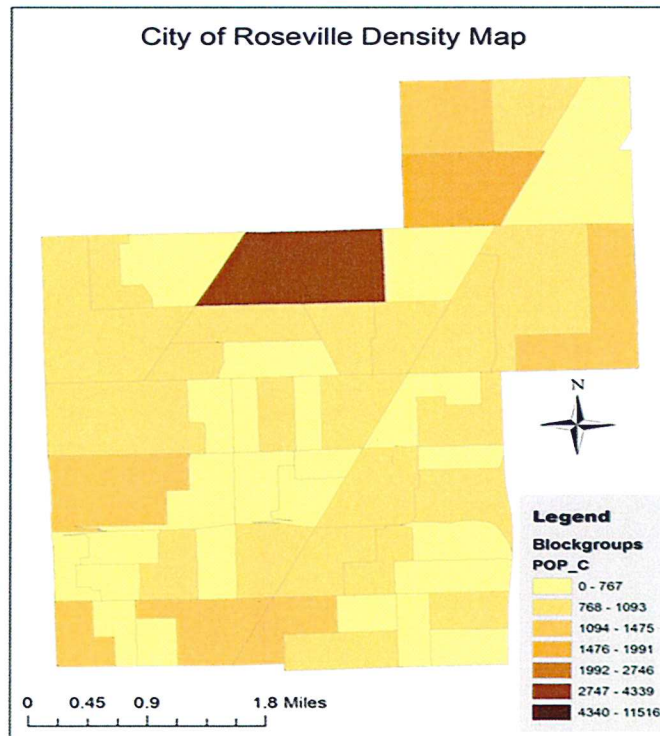
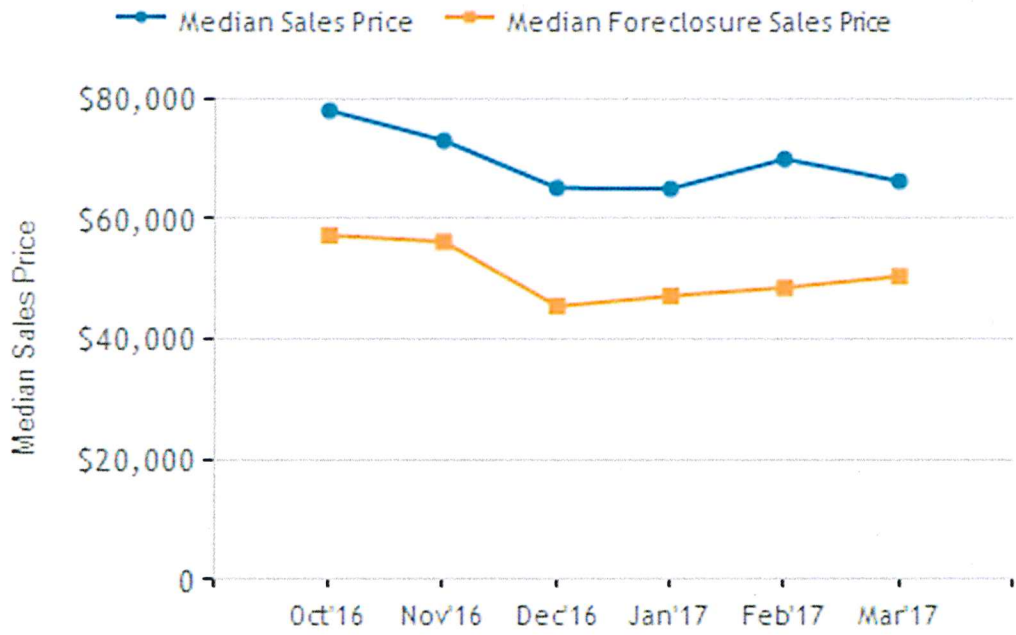


Economic Housing Data

City of Roseville Economic Data			
	Roseville	Macomb County	Michigan
Population (2015 Estimate)	47,529	854,689	9,900,571
Median Age	37.9	40.8	39.5
Educational attainment Bachelor's or Higher (25+)	10.80%	23.30%	26.90%
Median household Income	\$40,713	\$54,582	\$49,576
Per Capita Income (2015)	\$20,987.00	\$27,525.00	\$26,607.00
Number of Households	19,772	336,379	3,841,148
Residential Vacancy Rate	3.60%	5.58%	8.40%
Labor Force (2015)	24,281	441,134	4,855,005
Average Household Size			



Estimated Median House/ Condo Value	
City of Roseville	State of Michigan
\$74,737	\$137,500



Talent

The following section provides an outlook of the workforce and educational attainment in Roseville.

Talent & Employment Data			
	Roseville, MI	Macomb County	Michigan
Labor Force	24,281	441,134	4,855,005
Unemployment	2,699	39,477	477,746
Unemployment Rate	11.1%	9.0%	9.8%
Mean travel time to work	25 minutes	27 minutes	24 minutes
Educational attainment Bachelor Degree or Higher (25+)	10.8%	23.3%	26.9%
Median Household income	\$40,713	\$54,582	\$49,576

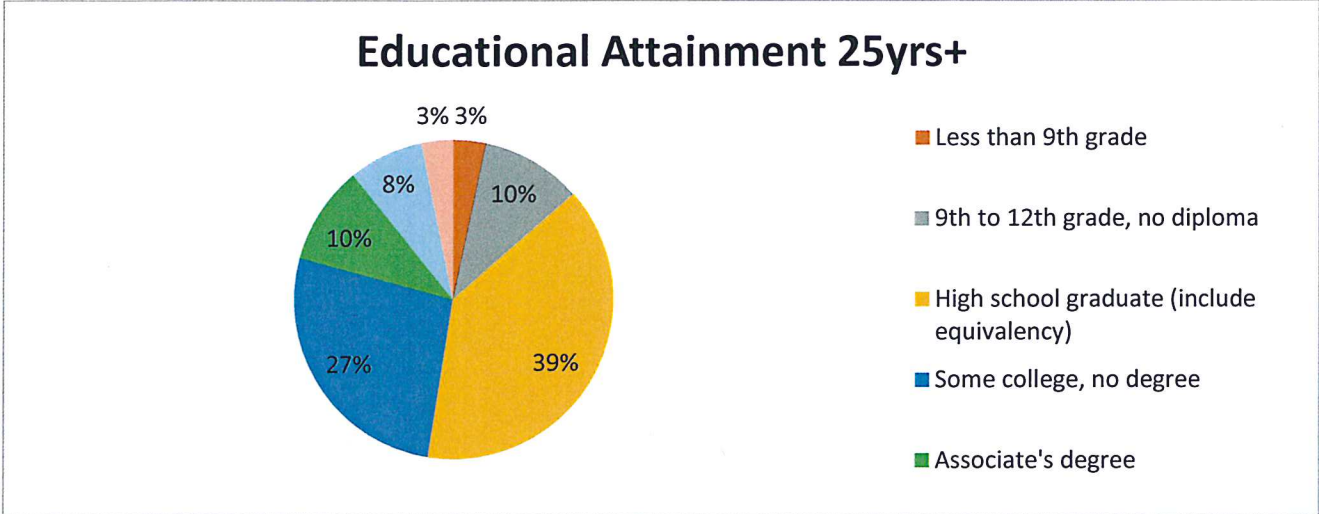
Communting to work	
Workers 16 years and over	20,931
Car, truck, or van -- drove alone	17,218
Car, truck, or van -- drove alone	2,410
Public transportation (excluding taxicab)	430
Walked	242
Other means	272
Worked at home	359
Mean travel time to work (minutes)	24.8

Education:

Although the city or the County do not have a traditional four-year university in its jurisdiction, the Macomb Community College south campus is located in the neighboring City of Warren. Macomb Community College is one of the nation’s leading community colleges, providing learning experiences to more than 48,000 students annually. Macomb nationally ranks in the top two percent in the number of associate degrees awarded and is the largest grantor of associate degrees in Michigan.

Macomb County is home to many community colleges and off campus branches which include: Baker College, Davenport University, ITT Technical Institute, Walsh College, and are also other university offsite branches: Central Michigan University and Wayne State University. Roseville is also home to Dorsey Technical School. Along with the

colleges Roseville Community School District offers Career and Technical Education programs for high school students in the district. These programs are designed to prepare youth for a broad range of employment and training services and are offered under the guidance of certified teachers, counselors, and cooperative education coordinators.



Forecasted Jobs by Industry	2010	2015	2020	2025	2030	2035	2040	Change 2010 - 2040
Natural Resources, Mining, & Construction	1,102	1,238	1,235	1,346	1,397	1,372	1,465	363
Manufacturing	2,843	2,901	2,697	2,580	2,537	2,433	2,385	-458
Wholesale Trade, Transportation, Warehousing, & Utilities	820	889	895	955	962	976	949	129
Retail Trade	6,010	5,797	5,437	5,353	5,295	5,332	5,312	-698
Knowledge-based Services	2,310	2,376	2,311	2,355	2,382	2,359	2,335	25
Services to Households & Firms	2,937	2,937	3,024	3,054	3,165	3,440	3,502	565
Private Education & Healthcare	1,733	1,973	2,203	2,392	2,580	2,678	2,849	1116
Leisure & Hospitality	3,104	3,109	2,850	2,937	3,060	3,200	3,364	260
Government	1,382	1,352	1,382	1,406	1,435	1,453	1,473	91

Where Workers Commute From	rank	workers	percent
Roseville	1	3,490	18.7%
Clinton Township	2	2,210	11.9%
Warren	3	1,855	10.0%
Detroit	4	1,810	9.7%
St. Clair Shores	5	1,445	7.8%
Sterling Heights	6	1,020	5.5%
Eastpointe	7	765	4.1%
Harrison Township	8	535	2.9%
Fraser	9	490	2.6%
Chesterfield Township	10	485	2.6%
elsewhere	-	4,528	24.3%

* Workers, age 16 and over employed in Roseville = 18,633

Where Residents Work	rank	workers	percent
Roseville	1	3,490	17.3%
Warren	2	2,490	12.4%
Detroit	3	2,175	10.8%
Clinton Township	4	1,330	6.6%
Troy	5	1,085	5.4%
Sterling Heights	6	1,055	5.2%
St Clair Shores	7	820	4.1%
Fraser	8	555	2.8%
Southfield	9	450	2.2%
Auburn Hills	10	425	2.1%
elsewhere	-	6,267	31.1%

* Workers, age 16 and over employed in Roseville = 20,142

Incentives

The City of Roseville may be able to offer local development and tax incentive programs to assist you in building or expanding your business. Some of the programs that may be available to you are listed below:

- *Commercial Rehabilitation Act (PA 210)* encourages the rehabilitation of commercial property by abating the property taxes generated from the new investment.
- *Industrial Property Tax Abatements (PA 198)* provide incentives to encourage Michigan manufacturers and high technology companies to make new investments in the state.
- *Commercial Redevelopment Act (PA 255)* encourages the replacement, restoration and new construction of commercial property by abating the property taxes generated from the new investment for a period up to 12 years.
- *Michigan Community Revitalization Program* is an incentive program available from the Michigan Strategic Fund (MSF), in cooperation with the Michigan Economic Development Corporation (MEDC), designed to promote community revitalization that will accelerate private investment in areas of historical disinvestment;

Brownfield Authority

The City of Roseville partners with Macomb County to qualify properties for tax increment financing reimbursement that can be applied towards specific activities pursuant to Public Act 381 (Brownfield Redevelopment Financing Act). Qualifying properties include, but are not limited to, tax reverted, blighted, or functionally obsolete property. Activities such as environmental assessments, infrastructure improvements, demolition, lead or asbestos abatements, among others, can be eligible for reimbursement.

<http://www.michiganbusiness.org/cm/Files/Fact-Sheets/BrownfieldProgramProcess.pdf>

Downtown Development Authority

The City of Roseville formed a new Downtown Development Authority (DDA) to assist local businesses and redevelop our core historic Utica Junction area. The DDA provides for a variety of funding options including tax increment financing mechanism, which can be used to fund public improvements in the town overlay district.

<https://www.miplace.org/globalassets/media-documents/placemaking/community-development-guide/downtown-development-authority-pa-197.pdf>

Corridor Improvement Authority

This authority is designed to assist communities with funding improvements in commercial corridors outside of their main commercial or downtown areas. The CIA establishes a tax increment financing plan, levy special assessments and issues revenue bonds and notes.

<https://www.miplace.org/globalassets/media-documents/placemaking/community-development-guide/corridor-improvement-authority-pa-280.pdf>

Enterprise Zone

A specific geographical area that has been designated by a governmental authority. Businesses within the enterprise zone are entitled to receive various types of financial aid. These include tax benefits, special financing and other incentives designed to encourage businesses to establish and maintain a presence within the specified zone.



Economic Development Resources

City of Roseville Community and Economic Development

The Economic Development department aims to support the growth of companies in the community that lead to the addition or retention of quality jobs. Development staff can assist businesses in navigating the many support opportunities that are available, and help bridge connections to services that help companies grow and thrive.

<https://sites.google.com/site/destinationrosevillemi/our-agencies>

Macomb County Planning & Economic Development

Macomb County Planning works with businesses to retain, grow and attract economic investment while improving the overall quality of life for residents and businesses in Macomb County.

<http://ped.macombgov.org/PED-EconomicDevelopment-About>

Eastpointe-Roseville Chamber of Commerce

The Chamber works hard to create a business environment that makes Eastpointe and Roseville exceptional places to live, work and play. They aim to be a catalyst, creating connections that strengthen and drive Michigan businesses. The chamber provides networking opportunities, educational seminars, and community focused events to help build and develop the local economy.

<http://erchamber.com/>

Macomb County Chamber of Commerce

The Macomb County Chamber of Commerce is an advocate of large and small businesses in Macomb. The chamber offers its members networking opportunities and business events.

<http://macombcountychamber.com/>

Michigan Economic Development Corporation

The MEDC is the state of Michigan's marketing arm and lead advocate for business development, talent and jobs, tourism, film and digital media incentives, arts and culture grants and overall economic growth. The MEDC offers a number of business assistance services and capital programs for business attraction and acceleration, entrepreneurship, strategic partnerships, talent enhancement, and urban and community development.

<http://www.michiganbusiness.org/#home-intro>

Michigan Small Business Development Center

MI-SBDC enhances Michigan's economic wellbeing by providing counseling, training and research for new ventures, existing small businesses and advanced technology companies. They assist small businesses launch, grow, transition and innovate.

<http://sbdcmichigan.org/>

Key Districts & Focus Areas:

Roseville Downtown Development Authority

The DDA aims to create an environment that is attractive, comfortable and secure for businesses, residents, and employees within its boundaries and beyond. The newly formed DDA is looking to attract numerous companies and organizations to the district to create that downtown feel.

<https://sites.google.com/site/destinationrosevillemi/home/downtown-development-authority>

Utica Junction Town Center Overlay District

The Town Center Overlay District is intended to permit the redevelopment of specifically defined sites within the area, historically identified as Utica Junction, which is generally bounded by commercial frontage on Utica Road from Gratiot Avenue on the south to Birmingham Street on the north. This district is intended to allow for the development of a fully integrated, mixed use, pedestrian-oriented town center area, as designed on the zoning and Master Plan.

<https://drive.google.com/file/d/0BxPeD3YdDU3zUmlCdXk4QnE3TE0/edit>

Utica Junction Blight Elimination Plan

The plan discusses certain ways the city can use CDBG dollars to eliminate slums and blight in the Town Center area.

Gratiot Avenue & Groesbeck Highway Reinvestment Strategy

This plan goes into detail about strategies, planning and economic vision of both Gratiot and Groesbeck Highway.

<https://drive.google.com/file/d/0BxPeD3YdDU3zRmlyRIFWZVJDaTA/edit>

Community Master Plan and Capital Improvement Plan

Adopted in March of 2010, the Master Plan is a comprehensive long range plan intended to guide growth and development of a community or region. It is a blue print for the future that sets public policies regarding growth and development. A master plan creates a vision that is supported by policies, guidelines and priorities.

<http://www.ci.roseville.mi.us/LinkClick.aspx?fileticket=yCoYQCJN6xk%3d&tabid=1229>

A Capital Improvement Plan (Program), or CIP, is a short-range plan, usually four to ten years, which identifies capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan.

[\[LINK TO CAPITAL IMPROVEMENT PLAN\]](#)

Little Mack Commercial Corridor

The City is diligently working on this corridor as it is home to many Hotels and medical offices. With the new Kroger marketplace, complete reinvestment of Meijer, and now many businesses owners are looking to update their establishments. The City has found the need for non-motorized plans and is looking into creating a more bicycle friendly corridor.

Other Resources

Natural Resources: Lake St. Clair

Roseville has an abundance of regional assets that helps the community grow. Known for its nearly 32 miles of Lake St. Clair coastline and the Clinton River with its many tributaries. Our blue waters provide us in Macomb with a unique opportunity to expand our economy and increase our quality of life. If you love boating or fishing, the beautiful Lake St. Clair is a top attraction. In fact, Bassmaster Magazine, in its May 2013 edition, crowned Lake St. Clair as the best bass lake in the country in its annual ranking of the nation's best bass lakes. Below are a few new initiatives to market our natural resources as an economic tool.

Macomb County Blue Economy Initiative

Macomb County has traditionally been a national leader in water related businesses and is known for its nearly 32 miles of Lake St. Clair coastline and the Clinton River with its many tributaries. Our blue waters provide us in Macomb with a unique opportunity to expand our economy and increase our quality of life.

<http://ped.macombgov.org/PED-LandAndWater-Programs>

Macomb County Blue Economy Strategic Plan

The mission statement for the Macomb County Blue Economy Initiative is to "celebrate the world-class assets of the Clinton River and coastal Lake St. Clair as they relate to diversifying and transforming our local economy.

http://ped.macombgov.org/sites/default/files/content/government/ped/pdfs/MCBluEcoStratDevPlanSec1_9-27-12_1.pdf

Green Macomb Initiative

The City of Roseville partners with Macomb County Planning to support green infrastructure efforts that strengthen the economic vitality, quality of life, and environmental wellbeing for those visiting, living, and working in Macomb County.

<http://green.macombgov.org/Green-Home>

Macomb County Housing Rehabilitation Program

The HOME Housing Rehabilitation Program is made available through a partnership with Macomb HOME Consortium, of which the City of Roseville is a member along with the U.S. Department of Housing and Urban Development. The objective of the program is to provide housing assistance to owner-occupants of single family housing units who are low and moderate income.

<http://www.ci.roseville.mi.us/Departments/CommunityEconomicDevelopment.aspx>

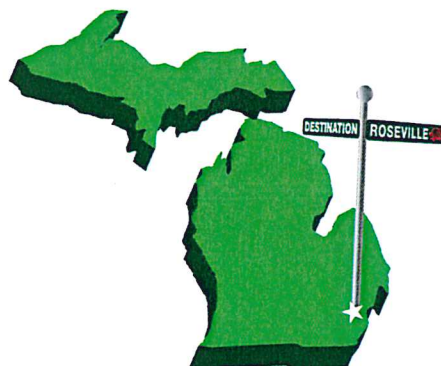
Roseville-Eastpointe Rec Authority

The mission of the Recreation Authority Roseville-Eastpointe is to provide a full range of quality recreation programs and facilities and aesthetically pleasing parks which will increase the overall quality of life for the residents of the Cities of Roseville and Eastpointe.

<http://www.ci.roseville.mi.us/Departments/RecreationAuthority.aspx>

Sources Used

Us Census Data
SEMCOG
Bureau of Labor Statistics
Reality Trac
American Community Survey



CITY

of

ROSEVILLE

DEPARTMENT OF COMMUNITY &
ECONOMIC DEVELOPMENT

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ONE
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