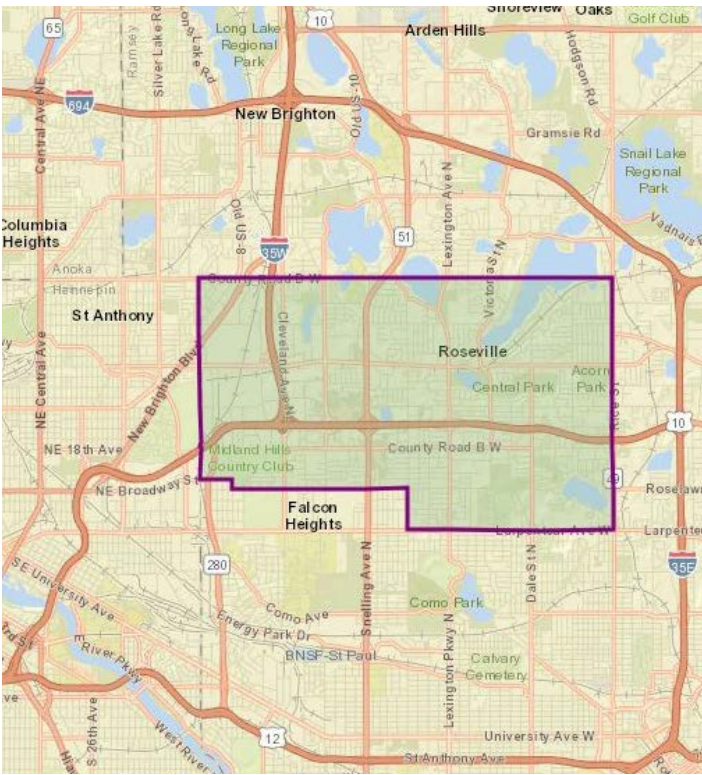


ROSEVILLE AT A GLANCE



of the most prominent retail centers in the region and draws more east metro consumers than any other shopping center. The mall opened in 1969, serves a trade area population of approximately 2 million people, and welcomes 12 million visitors and guests annually. Nearly 90,000 vehicles per day (VPD) pass directly south of the retail hub on Hwy 36 which is largely fed by the 155,000 VPD passing by on I-35W just blocks west. In general, traffic flows to the west in Roseville—there is nearly 20% less traffic on Hwy 36 from the eastern border of the city.

In 2016, the city issued nearly 5,000 permits with a valuation of approximately \$150 million, a 15% increase in permits over the previous five-year average. The total number of permits included roughly 250 commercial remodels and over 1,500 residential remodels. Of the roughly 1,500 businesses calling Roseville home, 27% are retail, 23% offer professional services, and 12% are healthcare services. The remaining 38% represents a diverse mix of transportation, warehousing, manufacturing, banking, and insurance.

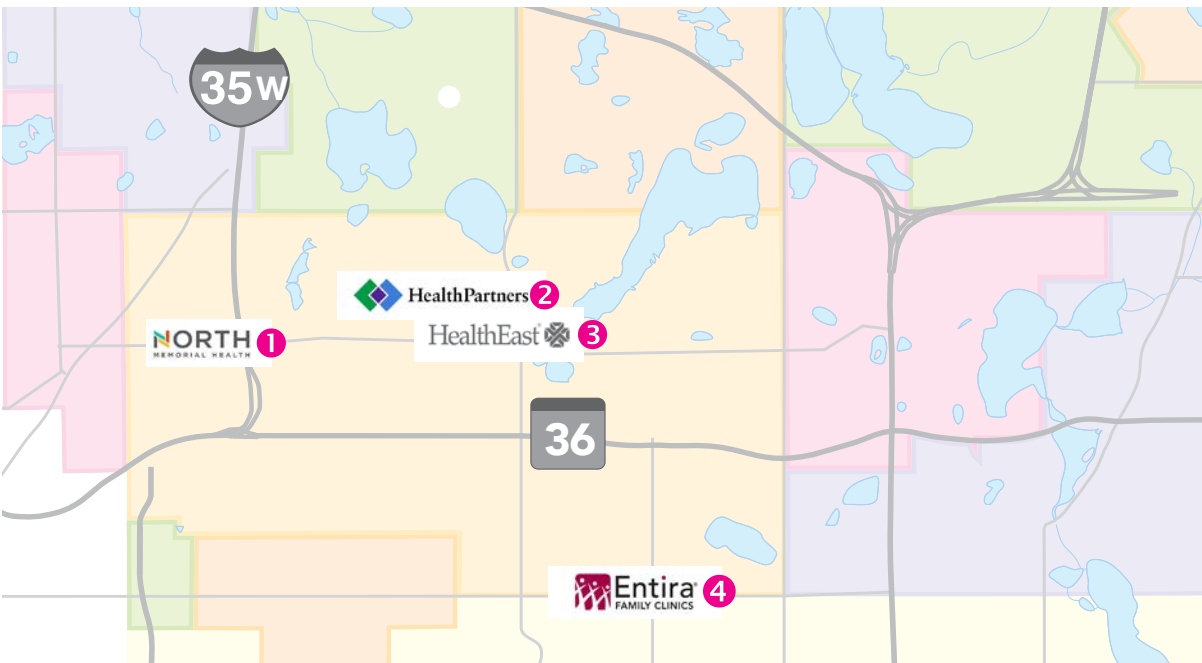
Though less than 14 square miles in size, Roseville is a dynamic retail and commercial hub located directly off the major highways I-35W & State Hwy 36. While maintaining one of the lowest property tax rates in the Twin Cities, commercial and redevelopment activity is on the rise along with mixed-income residential development.

The Rosedale Center, which will consist of approximately 1.5 million square feet of retail space by 2019, along with six other shopping centers makes Roseville one

To maximize economic development and activity, Roseville shifted in 2016 from a housing and redevelopment authority (HRA) to an economic development authority (EDA). The two authorities have similar structures in that both seek to identify, eliminate, and prevent blight and assist in affordable housing. EDA's, however, stimulate economic development by removing barriers for investment. As an EDA, Roseville has developed financial incentives and property acquisition policies to lay out objectives and priorities. The city has hired consultants for facilitating economic development as well.

HEALTHCARE IN ROSEVILLE

Primary care providers, medical development, and medical office buildings (MOBs)



Medical development & MOBS

Number	Status	Provider	Building SF	Total Avail SF
1	Existing	North Memorial	60,000	0
2	Existing	North Suburban Family Physicians (HealthPartners)	10,000	0
3	Existing	HealthEast Clinic	36,000	1,075
4	Existing	Entira Family Clinic	13,000	0
Total			119,000	1,075



INSIGHTS Roseville, Minnesota

Written by: Michael Stein and Pat Saari

Today, the inner suburb bordering both Minneapolis and St. Paul makes up 6.6% of the population in Ramsey County which is expected to fall to 5.8% by 2040. Roseville makes up roughly 10.5% of all households in Ramsey County. The median home value is \$220,500 and the median household income is \$63,700, both 14% higher than Ramsey County as a whole. The median age in Roseville is 42.1 years, nearly 22% higher than Ramsey County.

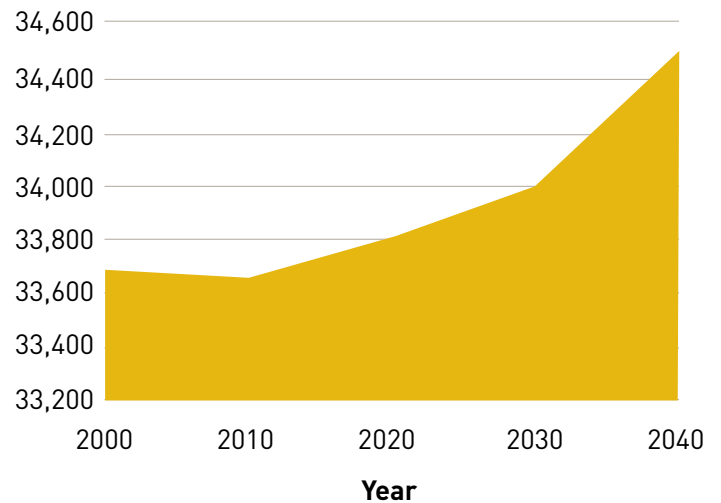
The dismantling of the merger between Veritas Technologies and Symantec Corp after 11 years gave way to a new top employer for 2016 in Roseville. The Minnesota Department of Transportation’s (MnDOT) metropolitan office now holds that spot which employs approximately 800 people. After selling Veritas at a steep discount, Symantec announced that it too would make cuts to their workforce. Both struggled to realign strategies in the shift of technologies to cloud and mobile services. Also significant is the move by C.H. Robinson Worldwide, Inc. in relocating approximately 100 employees from Roseville to downtown Minneapolis in 2016.

Employer	Employees as of 12/1/2017	Location Type
MnDOT	800	Single location
University of Northwestern	700	Single location
Metz Baking Co	600	Single location
Symantec Corp	500	Branch
Veritas	500	Branch
Minnesota Dept. of Education	500	Headquarters
MEDTOX Scientific	400	Subsidiary
Old Dutch Foods	400	Single location
Byerlys	377	Branch
Pentair Hypro	375	Branch

FORECASTED DEMOGRAPHICS

Roseville’s population is expected to increase, though below the pace of the county through 2040. In 2010, there were 33,660 people in Roseville. This number is expected to increase by 2.5% through 2040. The chart at right highlights this growth in the community. By 2040, the population is expected to grow to 34,500 individuals.

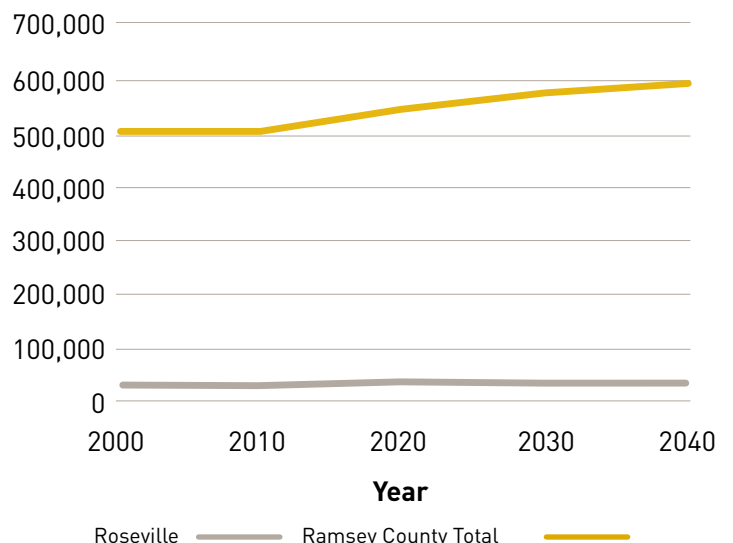
Roseville Population Growth
2000 – 2040



Source: Metropolitan Council

Within Ramsey county, Roseville accounts for 6.6% of the total population. The county will grow by almost 18% by 2040 (from 2010) which will outpace Roseville’s growth significantly. By 2040 Roseville will account for only 5.8% of the total population for the county.

Roseville and County Population Growth
2000 – 2040



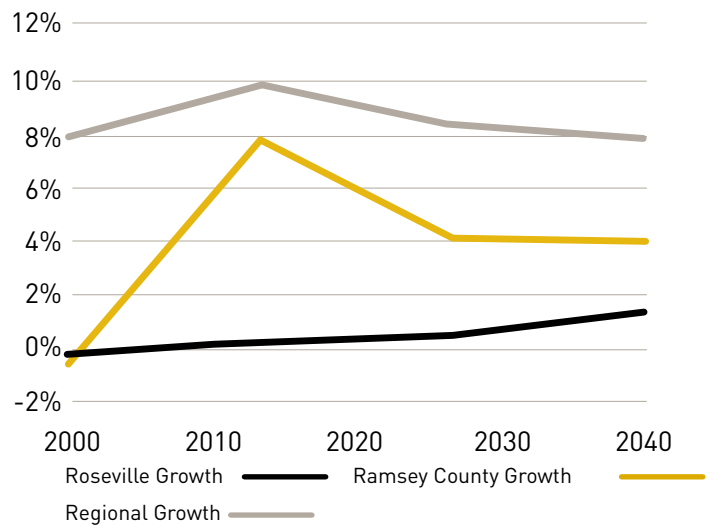
Source: Metropolitan Council

FORECASTED DEMOGRAPHICS

Both the Twin Cities Metropolitan Region and Ramsey County are expected to outpace the Roseville growth rate through 2040. While the growth rate will slow as the population density increases, both the metro and the county are expected to continue to grow at a faster rate than Roseville through 2040.

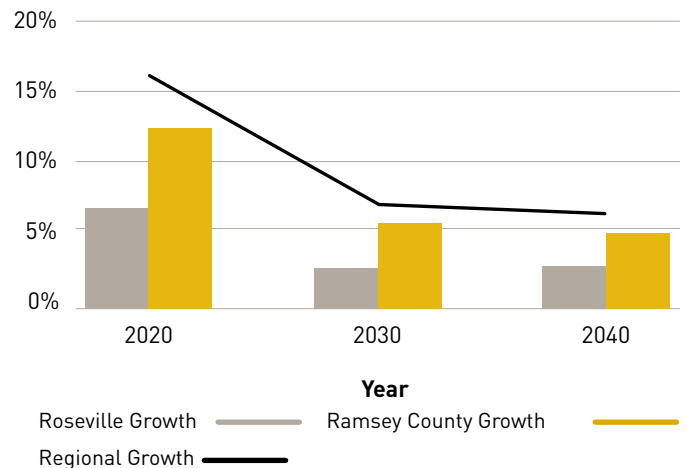
Similarly, the metro and Ramsey County are expected to outpace Roseville in terms of employment. While all these geographies expect employment growth through 2040, Roseville will lag in employment growth. From 2010 to 2020, the metro is expected to grow by 16%, while the county will grow just over 12% and Roseville will grow 6.3% during this period. Between 2030 and 2040, growth in jobs will slow for all geographies, to just 6% for the metro, almost 5% for the county and 2.6% for the city.

**Roseville/County/Regional
Expected Population Growth by %
2000 – 2040**



Source: Metropolitan Council

**Roseville/County/Regional
Expected Employment Growth by %
2010 – 2040**



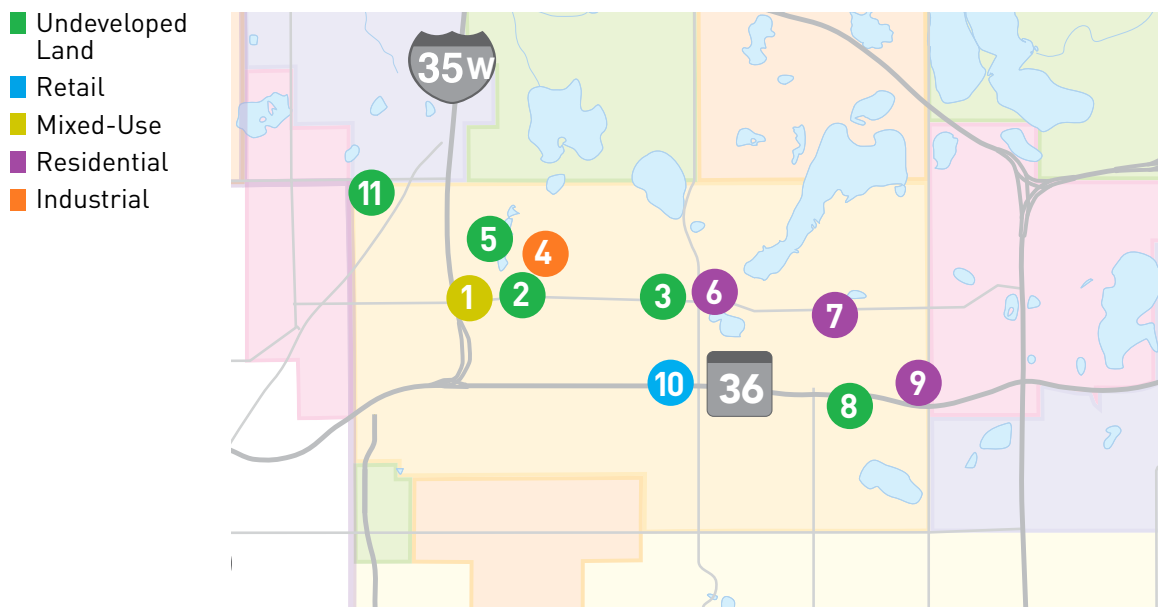
Source: Metropolitan Council

The table below provides a summary of the expected change in population and employment for Roseville, Ramsey County and the Twin Cities Metropolitan Region.

Area	Population					Employment			
	2000	2010	2020	2030	2040	2010	2020	2030	2040
Roseville	33,690	33,660	33,800	34,000	34,500	35,104	37,300	38,300	39,300
Ramsey County Total	511,035	508,640	548,220	570,610	593,320	316,937	356,130	375,220	393,070
Region Total	2,642,062	2,849,567	3,127,660	3,388,950	3,652,060	1,543,872	1,791,080	1,913,050	2,032,660
Roseville % of Ramsey County	6.6%	6.6%	6.2%	6.0%	5.8%	11.1%	10.5%	10.2%	10.0%
Roseville growth	-	0%	0%	1%	1%	-	6.3%	2.7%	2.6%
Ramsey County growth	-	-0.5%	7.8%	4.1%	4.0%	-	12.4%	5.4%	4.8%
Ramsey City % of region	19.3%	17.8%	17.5%	16.8%	16.2%	-	19.9%	19.6%	19.3%
Regional Total	-	7.9%	9.8%	8.4%	7.8%	-	16.0%	6.8%	6.3%

Source: Metropolitan Council

OTHER SIGNIFICANT DEVELOPMENT(S)



1. This 8-acre plot of land at the northeast quadrant of Cleveland Ave and the newly constructed Twin Lakes Pkwy has seen a vast amount of activity since 2016. Anchored by an existing Metro Transit Park & Ride, the redevelopment of industrial product began with the opening of two new hotels in June of 2016. The deliveries of the 100-room Hampton Inn and the 102-room Home2 Suites have pushed nearby competition to step up their offerings as well. Located just across 35W, the existing 118-room Holiday Inn recently remodeled the space and added a pool. In a separate development on the southern part of the plot, a 17,000-sq.-ft. Aldi opened in June of 2017. A Denny's restaurant also opened in June of 2017, which leaves a little more than an acre in the grocery/retail development. The remaining site can build up to approximately 10,000 sq. ft. A new Walmart opened in 2014 directly south of the development across Twin Lakes Pkwy.
2. PIK Terminal Co. is assessing the best and highest use for the remaining 12 acres of their land directly north of Walmart. Ag-biotech firm Calyxt purchased about half of the land in 2016 for their new headquarters, as well as an existing greenhouse. The sale price was \$5.5 million. Construction on the headquarters is underway.
3. 20 acres of land is slated for a multi-phase redevelopment between Fairview and Snelling Ave on County Rd C. Multiple industrial buildings are currently on the future mixed-use site.

4. At the corner of the newly completed Twin Lakes Pkwy and Fairview Ave is a 5-acre site that McGough Construction purchased at the end of 2017 for a new 60,000 sq. ft. headquarters.
5. North of the Twin Lakes Corporate Center on Cleveland Ave is a 10-acre site which is being marketed as a flex redevelopment.
6. United Properties has two senior living projects under construction. The company began developing cooperatives in 2000 and expects completion of both the 105-bed senior co-op and an assisted living/memory care facility by early 2018.
7. Wheaton Woods, a development of 17 single-family homes at Wheaton Ave & Dale St, broke ground in 2016 and features smaller residences and overall footprint.
8. The Garden Station site is under construction and will contain 18 attached townhomes when completed. The development broke ground in 2016 and has units ranging from 1,600-3,300 sq. ft.
9. Tentatively called Dignicare Senior Memory Care, Greiner Construction is proposing a 26-unit living memory care facility at 197 County Rd B2. Adjacent to the proposed project is the Twin Cities' second Dunkin' Donuts location. Opening in late 2016, Dunkin' Donuts expects 40 Twin Cities locations over the next 6 years. The first location in New Hope opened weeks earlier.
10. The Rosedale Center is seeing significant growth within and around the mall. Originally built in 1969, the mall is expanding with the construction of a new 140,000 sq. ft. department store for Von Maur. The new structure, which is currently parking for Rosedale customers, will be the store's second Minnesota location and is expected to break ground this spring. Von Maur plans to add 200 jobs in Roseville. Existing tenants JCPenney and Herbergers are also remodeling their spaces. Portillo's is expected to build their fourth Minnesota location on a lot just in front of Macy's and JCPenney. A Wedding Day Diamonds opened just north of the Rosedale Center in 2017.
11. With assistance from the city and the Metropolitan Council, Waite Park developer Sand Cos. wants to build an affordable, solar-powered apartment complex for Roseville workers. The 209-unit, \$46 million Edison Apartment on approximately 8.5 acres of vacant land would be for low-income renters and would help Roseville achieve some of the mixed-income development goals it has made known. Construction is scheduled to start in June 2018.

Additional ...

- The stretch of Snelling Ave between Como Ave in St. Paul and Highway 36 recently underwent a \$7 million project. MNDot added new turn lanes, provided sidewalk and ramp improvements, and conducted various concrete repairs. The project was completed late 2017 after a 2-month delay during the Minnesota State Fair.
- The City of Roseville, also collaborating with neighbors St. Paul and Maplewood, spent significant resources identifying traffic improvements in the southeast part of Roseville. Rice St between County Rd B and University Ave will be a stretch of emphasis this year.

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