

Roca Profile

Roca is located just south of Lincoln approximately 3 miles. It lies along Salt Creek and has a large amount of floodplain land to the west. A major railroad track lies on the west and is fairly heavily traveled. There is a paved connection to Lincoln running north out of town, as well as paved connection to Highway 77 on the west and S. 68th Street on the east. There is significant acreage development to the north and east and the extraterritorial jurisdiction of Hickman is nearly touching Roca's on the southeast, the two towns being separated by only about 2 miles as the crow flies.

Roca is a quiet town with not a whole lot of activity. The residents enjoy the small town atmosphere, and the proximity to Lincoln makes the trip to shopping only a few minutes. The baseball fields in Roca have recently been upgraded and the town is very proud of them, although they have had some difficulty getting people to maintain them and staff the many games. The Homestead Trail, a gravel bike and pedestrian trail built on former railroad right-of-way and extending from Lincoln to Beatrice, is located less than a ¼ mile west of town. There is also a very active strawberry and pumpkin patch just southwest of town that sees a huge number of visitors annually, almost all of which drive through the village to get there.

Roca has a hard time finding volunteers for projects as well as to serve on various boards. Often, board seats will stay open and people must be recruited to run. This means many of the same people serve on these boards for multiple terms, or circulate from board to board. The town also notes that it is not very diverse.

The businesses in Roca are relatively stable with little turn-over. The tavern, bank, elevator, and Cleary representatives are the primary businesses. There is a unique building on the corner of Main Street and B Street, a two story stone structure which was a bed and breakfast at one time and now houses a photography studio. There are also many businesses in the surrounding countryside including a quarry and stone milling operation, B&B and winery, and a children's summer camp. There has been very little residential development over the last several decades.

Roca identifies the lack of community involvement and difficulty getting volunteers as a major challenge. They would also like to see more diversity in the community and increasing attractiveness of the downtown area.

GOALS:

1. Main Street is a wide expanse of paving with no distinct edges and no separation between pedestrians and cars. Streetscaping may make downtown more attractive and inviting, as well as slowing cars.
2. Roca would like to develop some sort of an annual event. There is currently a dance and a Christmas potluck. They also have a parade and Haydayze event. There has been discussion about some sort of bike event. With the proximity of the homestead trail it would seem a bicycle or trail run might be appropriate.
3. Although the park near the ballfield is in good condition there is a need to look at how they might handle traffic and parking better as well as possibly laying out the facility to be more useful.
4. Roca will be affected, probably more than other towns, by the coming South Beltway. They would like to consider what those effects might be and how they should be preparing for them.