

ITEM #8 – ROGERS ROAD REZONING

Council Question: Overall, have the proposed changes been tested with the community?

Staff Response: Staff tested proposed changes with the community at a meeting on April 28th at the Rogers Road Community Center. Staff presented a series of decision points to attendees and then asked for feedback. In some cases there was a clear preference among attendees, in which case staff and consultants made revisions to the draft ordinance. In cases without clear direction, staff deferred to feedback heard at previous meetings and/or maintaining the standard as written in the draft ordinance.

Council Question: Page 234: For minor home occupations, the chart specifies no regular pick-up/delivery by commercial vehicles. How would UPS or FEDEX fit into this?

Staff Response: The specific language for deliveries to minor home occupations is “There shall be no regular pick-up and delivery by vehicles other than those of a size normally used for household deliveries.” If UPS or FedEx were delivering to a home business at a frequency/scale typical of a residence, there would not be an issue. If neighbors reported too much commercial vehicle activity, Code Enforcement staff would do a site visit to observe whether there was a code violation.

Council Question: Page 235: At our last meeting, I thought that we were told that the community did not want ground signs. What has changed?

Staff Response: Some residents interested in home-based businesses wanted the ability to have signage. Other residents were concerned about ground signs. We developed a compromise to allow cantilevered ground signs with a low maximum sign area. The ‘cantilevered’ ground sign as described in LUMO is a sign type that’s more appropriate for residential areas. It is affixed to a post rather than ground mounted, and in the case of Rogers Road it is limited to 4 sq. ft. in area. This approach gives home-based businesses opportunity for more visibility while also respecting the concerns of community members about the impact of the more imposing standard ground sign.

Council Question: What constitutes an event in the context of a home-based business?

Staff Response: An event associated with a home-based business would be anything that draws more activity than what’s allowed on a daily basis – 50 trips per day. Home-based businesses would be allowed to exceed this limitation once per year for an event.

Council Question: The Planning Commission recommended minimum block size of 450-500 ft. Was that integrated into the proposed changes, and if not, why not?

Staff Response: The text amendments as currently proposed maintain a minimum block length of 850 feet, similar to the previous draft. Staff shared the block length decision point with community residents at meeting on April 28th. Attendees had little feedback to offer on this question, and so staff relied on internal analysis of the development context of different block lengths. Phoenix Place, a subdivision within the Rogers Road Neighborhood, has block lengths of roughly 850 ft. Blocks that meet the 450-500 ft. length recommended by the Planning Commission, in a residential context, are more typical of urban neighborhoods such as Northside. Many suburban neighborhoods exhibit block lengths much larger than 850 ft, and/or are difficult to measure due to the disconnected street pattern. Staff therefore feels