



Department Source: Community Development - Planning

To: City Council

From: City Manager & Staff

Council Meeting Date: June 21, 2022

Re: Public Hearing - Street Renaming – Changing a portion of E. Southampton Drive to Veterans United Drive (Case #138-2022)

Executive Summary

Approval of this request would result in the renaming of a portion of E. Southampton Drive (east of Providence Road) to Veterans United Drive. An additional request to rename State Farm Parkway (south of Grindstone Parkway) to Veterans United Parkway has been withdrawn.

Discussion

Veterans United Home Loans requests that the portion of E. Southampton Drive located east of Providence Road be renamed to Veterans United Drive. The proposed street name would replace Southampton between Providence Road and the existing roundabout located at the northeast corner of the Veterans United Campus addressed as 4700 Providence Road and formerly occupied by State Farm Insurance.

Per section 24-15 of the City Code [Changing names of streets; procedure], public hearings are required by both the Planning and Zoning Commission and City Council when existing street names are proposed to be changed and there is less than 100% support of the adjoining property owners. In this specific instance, no petition was submitted indicating 100% support for the proposed names. A letter from the Curators of the University of Missouri was submitting indicating support for the proposed names.

During the May 5, 2022, Planning and Zoning Commission public hearing the applicant withdrew its request seeking to rename State Farm Parkway to Veterans United Parkway (as noted below, however, the commissioners voted on both name changes). The applicant, however, desired to pursue the renaming of E. Southampton Drive to Veterans United Drive as a means of providing public street identity to the newly established Veterans United headquarters campus and in recognition of its contributions to the community. The applicant further noted the street renaming would assist in regulatory compliance with standards the company was subject to by ensuring all correspondence was directed to its headquarters located off a street bearing its name.

It should be noted, that the former headquarters of Veterans United was located within the Forum Shopping Center off of a private street named 'Veterans United Drive' that was approved by Ordinance #21719 in June 2013. Upon approval of this private street name, the addresses of 1400 Forum Boulevard Suites 17, 18, 48, and 49 were changed to 1400 Veteran United Drive Suites 17, 18, 48, and 49. As part of this proposed renaming, the



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applicant consents to the removal of the private street name and seeks to have the address of the impacted suites returned to the 1400 Forum Boulevard addresses.

Finally, given the proposed impact that such a street name change will create with regulatory agencies that Veterans United interacts with, the applicant requests that the effective date of the requested street name changes, if approved, be delayed such that it does not become effective until no less than 90 days after final Council passage. This delay, according to the applicant, will allow sufficient time to process required documentation with the outside regulatory agencies that the company interacts with.

This item was considered by the Planning and Zoning Commission at its May 5, 2022 meeting. A public hearing was held and staff as well as the applicant provided reports relating to the matter. There were no public comments made regarding the request. Following the staff and applicant reports, the Planning and Zoning Commission expressed concerns that the renaming of the proposed streets was inconsistent with the policies expressed within Chapter 24-15 of the City Code and the UDC, that there was no certainty that Veterans United would continue to maintain a presence within the community similar to that of State Farm, and that concern with the renaming was expressed by City public safety responders as well as representatives from Boone County Joint Communications. The Commission did recognize that the applicant's amended request was better than the original submission and acknowledged the contributions that Veterans United has made to the community.

Following additional discussion, the Commission made a motion to approve the renaming of E. Southampton Drive to Veterans United Drive which failed by a vote of 2-5, two absent. In a separate motion, for procedural purposes based on the submitted application, the Commission moved to approve the renaming of State Farm Parkway to Veterans United Parkway which failed 0-7.

The Planning and Zoning Commission staff report, locator maps, correspondence, and meeting minute excerpts are attached.

Fiscal Impact

Short-Term Impact: Street sign replacement costs of \$1,040 if one roadways was renamed. \$300 would be allocated to replacement of three (3) City street signs along the roadways. The remaining \$740 would be incurred due to replacement of three (3) MoDOT traffic signal signs and the corresponding costs for traffic control, installation, and labor. Additional costs would be expended for property owner address change notification and updating of the City's address database.

Long-Term Impact: None.



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Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Infrastructure, Tertiary Impact: Not Applicable

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Per Section 24-15 of the City Code, hold the required public hearing relating to the proposed street renaming and, if supportive, approve the associated ordinance renaming E. Southampton Drive to Veterans United Drive and rescinding Ordinance #21719.