

**AGENDA REPORT  
PLANNING AND ZONING COMMISSION MEETING  
November 7, 2019**

**SUMMARY**

A request by D & D Investments of Columbia, LLC to rename Rice Road to Geyser Boulevard, beginning at Ballenger Lane and continuing east to its terminus at Lake of the Woods Road, an approximately 1-mile long stretch of roadway. (**Case #237-2019**)

**DISCUSSION**

The applicant is seeking to change the name of Rice Road between Ballenger Lane and Lake of the Woods Road to Geyser Boulevard. The attached application letter provides additional background information related to this request as well as details the outreach that was conducted prior to submitting the request.

Section 24-15 (Changing names of streets; procedure) of the City Code allows Council to change a street name by ordinance. The provisions also specify that when there is not written support of 100% of all abutting property owners of record along the street to be renamed the request shall first be considered by the Planning and Zoning Commission at a public hearing. Furthermore, the City Council must also conduct a public hearing prior to rendering a decision on the matter. And finally, the provisions indicated that all owners of record impacted by the renaming shall be notified by certified letter.

Prior to the PZC public hearing, certified letters were sent to all property owners of record notifying them of the public hearing. A second public hearing will be conducted at a City Council meeting during the second reading of this request. In addition, if Council approves the change, additional letters will be sent to the property owners and tenants of the affected properties notifying them that the street name change was approved.

Once approved, an official address change letter would be sent for each individual property addressed located along the subject street segment. The City will be responsible for changing all internal address references for things such as utility billing and would send letters to various entities including the US Post Office, Joint Communications, County Assessor, utility companies, etc. This is necessary in order for these entities to recognize the address change and to update their databases & records. The City will also be responsible for changing 13 street signs along Rice Road at a cost of \$100 per sign. The property owners and tenants will be responsible for changing their addresses in all other regards.

Currently, Rice Road begins at Lake of the Woods Road, and continues west until it transitions to Hanover Boulevard, a distance of approximately 1.6 miles. It is important to note that the requested name change does not affect the entire street that is currently named Rice Road. Only the east portion of the street, constituting about a one-mile stretch, would be renamed as a result of this request's approval. The portion of the street existing west of Ballenger Lane would continue to be known as Rice Road, up to the point the street transitions to Hanover Boulevard, which occurs at the point that the street changes from a predominantly east/west direction to a predominantly north/south direction.

At this time, there is little specific guidance within the UDC or the City's Municipal Code regarding street naming practices. Section 29, Appendix A-2(a): Street Names and Numbers states the following:

- Names. The council shall approve all public and private street names and suffixes within the city. A subdivider shall propose a name, pre-directional (if necessary) and suffix for each new or renamed street within a proposed subdivision in accordance with the street name standards set forth in the UDC Administrative Manual.
- Names of new streets shall not duplicate or sound like existing or platted street names in Boone County unless the new street is a continuation of an existing or platted street. Names of new streets shall not duplicate or sound like any established business or development in Boone County. Names shall be easily spelled and pronounced.

Staff has provided the proposed street name to Boone County Joint Communications for review and comment. Joint Communications has approved "Geyser Boulevard"; however, it should be noted that the applicant submitted "Avian Boulevard" as the proposed street name with their initial application. This name was used in all public advertising and property owner communications; however, was determined by Joint Communications as unacceptable due to it being too phonetically similar to and contained overlapping address ranges to streets on the opposite side of the City of Columbia which if incorrectly selected in an emergency may significant delay the delivery of emergency services.

Aside from the few standards within the City's Municipal Code, there are no other objective standards against which the proposed street name change can be evaluated by City staff. However, many departments provided general comments based on "best" practices. The overall sentiment was that changing the name of a street for only a portion of the street is likely not best practice. Having a consistent name for the entirety of a street makes navigation easier for the general public, service providers, as well as emergency responders.

While the City has few street naming regulations, Boone County has adopted additional street naming guidelines. Section 27.9.11 of the Boone County Zoning Regulations requires that street name continuity be maintained over the length of a road. An excerpt of the Boone County Zoning Regulations is attached, but is being provided for informational purposes only. Upon review of this request, the Boone County Resource Management Department has indicated that it would recommend denial of it based on its non-compliance with the adopted guidelines for street naming.

### **RECOMMENDATION**

Staff recommends denial of the proposed renaming of Rice Road given that such action is not for the purpose of resolving a name duplication, the action does not include the entire length of the roadway, and due to the disruptive impact that such a name change will have upon the service providers (public and private), property owners, and the general public.

### **SUPPORTING DOCUMENTS (ATTACHED)**

- Locator maps
- Application Letter
- Boone County Zoning Regulations 27.9.11 (excerpt)

### **PUBLIC NOTIFICATION**

All property owners of property that abut the portion of Rice Road to be renamed were notified of a public hearing by certified letters. Additionally, all residents/tenants occupying property abutting that portion of Rice Road to be renamed were notified by letter.

Report prepared by Clint Smith

Approved by Patrick Zenner