



Department Source: Community Development - Planning

To: City Council

From: City Manager & Staff

Council Meeting Date: June 6, 2022

Re: Set Public Hearing – Street Renaming E. Southampton Drive (Case #138-2022)

Executive Summary

Approval of this resolution would set June 21, 2022 as the public hearing date for the requested street name change of E. Southampton Drive to Veterans United Drive, as required by Section 24-15 of the City Code.

Discussion

Veterans United Home Loans requests that E. Southampton Drive (east of Providence Road) be renamed Veterans United Drive. The proposed street name would change from Providence Road to 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, the City Council must conduct a public hearing on the proposed street name changes, unless 100% of the property that abut the streets have signed a petition supporting the renaming of the roadways. At this time, the City has not received petitions; therefore, a public hearing is required. A letter from the Curators of the University of Missouri was submitting indicating support for the proposed name.

The applicant indicates the purpose of the renaming is to provide public street identity to the newly established Veterans United headquarters campus and in recognition of the company's contributions to the community. The applicant further noted the street renaming would assist the company in regulatory compliance by ensuring all correspondence is directed to its headquarters located off a street bearing its name.

Previously, Veterans United headquarters was located in the Forum Shopping Center off of a private street authorized to be named and addressed as 1400 Veterans United Drive Suites 17, 18, 48, and 49 by Ordinance #21719 in June 2013. If this request is approved, the applicant has agreed that the duplicate street name would be eliminated and the current addresses within the Forum Shopping Center would revert to the former 1400 Forum Boulevard Suites 17, 18, 48, and 49 addresses. Additionally, during the Planning Commission's public hearing the applicant requested that the renaming of State Farm Parkway be removed from consideration.

Pursuant to the provisions of Section 24-15 of the City Code, the Planning and Zoning Commission considered this request at their May 5, 2022 meeting. Following staff's presentation, the applicant provided an overview and answered Commission questions. There was no public input regarding the matter.



The Commission expressed several concerns with the requested name changes. However, Commissioners did state 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 in favor; five against; 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 full Planning Commission staff report, locator maps, CATSO Major Roadway Plan, and meeting minute excerpts are being concurrently introduced (Case #138-2022) on the June 6, 2022 Council agenda as a separate action item.

A locator map has been attached identifying the street name segments proposed for renaming.

Fiscal Impact

Short-Term Impact: \$1,040 in sign replacement costs. \$300 in costs for replacement of three (3) City street signs and \$740 in costs to replace three (3) MoDOT traffic signal signs, 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.

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

If Council finds it appropriate to consider the requested street remaining, set the required public hearing for June 21, 2022.