

EXCERPTS
PLANNING AND ZONING COMMISSION MEETING
NOVEMBER 7, 2019

Case Number 237-2019

A request by D & D Investments of Columbia, LLC, to rename Rice Road to Geysers Boulevard, beginning at Ballenger Lane and continuing east to its terminus at Lake of the Woods Road, an approximately one-mile-long stretch of roadway.

MS. LOE: May we have a staff report, please?

Staff report was given by Mr. Clint Smith of the Planning and Development Department. 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.

MS. LOE: Thank you, Mr. Smith. Are there any -- well, before we get on to questions, I would like to ask Commissioners if anyone has had any ex parte on this case prior to this meeting and, if so, to share that with the Commission so we all have that information before us. Ms. Rushing?

MS. RUSHING: I did have a discussion with a member of the community who indicated he lives in this area and he didn't care one way or the other. That's all.

MS. LOE: Thank you. Any other Commissioners? Ms. Carroll?

MS. CARROLL: I asked a few first responder friends if they thought that it would relate, and mixed responses.

MS. LOE: Thank you. Any additional comments on ex parte? Seeing none. Are there any questions for staff? Mr. Strodtman?

MR. STRODTMAN: And staff, Mr. Smith, you may not know, but this isn't -- this -- this -- the recommendation that you're making has not always been the case, and I'll just throw out an example, Nifong. You know, Nifong is AC, Nifong and then there's probably a couple of others.

MS. RUSSELL: Grindstone, Vawter School.

MR. STRODTMAN: Grindstone, Vawter School. So is there any history there or do you know? I thought those roads are very -- you know, disorganized because of all of the different names, but it has happened, I guess.

MR. SMITH: It has happened. And -- and I didn't specifically research the chain of events that led to those. I think most people internally would suggest that those aren't best practice either. I would point out, though, generally, when you are considering breaking a street name like this, if you are considering it, doing it at a major intersection is probably the -- probably the best idea as opposed to breaking just in a location that is along a residential street portion. So you do see some of those street name changes and that's generally where you will see them, so there's a clear distinction between where one ends and the other begins. But I can't say there was any specific policy that said that -- that was an acceptable practice other than I think there was no specific policy against or for it, so it's really a case-by-case basis, I would say.

MR. TEDDY: I can't account for all the names along that sequence, but I know when Grindstone Parkway was built, that was basically a new alignment of Nifong, so Nifong was left in its old alignment, a portion of it, and it -- and the road became known as the Nifong connector, so I think the decision was made not to change Nifong because it had addresses along it.

MR. STRODTMAN: Thank you.

MS. LOE: Any additional questions for staff? Seeing none, we will open up the floor for public comment.

PUBLIC HEARING OPENED

MS. LOE: If anyone has comments to make on this case, please come forward and give us your name and address for the record. You'll have three minutes to speak. If you're representing a group, you have six minutes to speak.

MR. FARNEN: Good evening. My name is Mark Farnen, 103 East Brandon, Columbia, Missouri. I'm appearing on behalf of the applicant, D & D, LLC. I'm happy to answer any questions, and there are a lot of them, kind of like the one that we just asked about how did we get that Nifong thing. Feel free to do that because there is a lot of unusual information and we don't do this very often. We think that the staff report was good, but I want to add some context. They showed you one map and they had a similar kind

of a red line to show you where Rice Road was. My line is a little longer because that continuous road, which they accurately pointed out, really turns into Hanover. And if that were one continuous road, it would include -- it would look like that, that yellow part would be Hanover, the red part would be Rice Road, and if we were given our way, then that next part would be green. We built the orange part. That was annexed into the City in 2006. There was no road there until 2018. So this is not a dramatic change over a long time. It took 12 years before that road even got built there. That was because when they annexed it, the City said we will give you the permission, we will give you the ability to annex this in with the contingency that whoever gets it has to build the road so the City doesn't have to, so we did. We spent a million dollars to build that -- that orange part of the road, which is an extension of Rice Road. And what that did is that popped -- that made access to Lake of the Woods possible from all of the rest of the neighborhoods to the west. So it was a City benefit. It was a requirement. And then that part that was annexed that's in the black oval, that is called Forest Hills Subdivision. So when we built the road, then we thought we'll name that road Forest Hills Road. That was the first thing that we thought of. And we informally asked -- this was not the formal request at the time, can we just do that, and they said, well, there's nothing that prohibits it. The Code is pretty permissive about this, but we already have a Forest Avenue in this town, so you can't call it Forest Hills. So we said what can we name it, and they said go online and Joint Communications in Boone County has this little road name check tool. And you put names in until it says it's okay. So we started in the As and we got to Avian, and -- and it said that's a good name and we thought it sounded like birds and it was nice, so we said okay. So we turned that in, and the road name check tool said it was right, but then they got to the human check part, and the human check part, they said, we said this out loud and the word "Avian" sounds too much like the word "Fabian" which is the name of a street, so even though you passed the check, that's not going to do anymore, so we changed it again. We put in about 100 different names. There are so many different rules for this, and we came up with the name Geyser because we have Waterfront to the south, we have Redwing to the north, and we thought it fit in with the neighborhood. We felt we had the ability to do it because there is no prohibition against it in the Code. We followed all the rules. These are what they are. These are informal and formal, and it talks about 1,000 feet, should be designated as a street or an avenue. We don't name them at all if there's less than seven houses on it. You're not supposed to make it sound like

anything else. You're not supposed to use a name of animals, weather, seasons, colors, or other common names which eliminates everything including Rice Road. If we begged you today to name it Rice Road, it would fail the test three ways because it sounds like Brice Road in this town, it is a common name of a plant, the blandest plant you can get, rice, and it has already changed its name on a continuous street because it goes from Rice to Hanover and not at a major intersection. Geysers pass each of those tests. So we asked people in the community how are we doing on this? What do you think? We also sent letters to every property owner in the neighborhood twice. The first round, we didn't get as many responses as we want, and we were shooting for 100 percent because we didn't want to have to come here. We got 100 percent, you didn't have to have the hearing at P & Z, go straight to -- straight to City Council. We couldn't get 100 percent, and some people said, and, you know what you ought to do, try again, so we did. And we sent those letters again, and then we went door and door, and we sent e-mails to people that we could find, and we made phone calls to people, and we got 88.1 percent. There are 110 properties out there along that stretch of road that we're asking for. We got, yes -- signed yes from 88.1 percent. Two people said no that were able to contact. Now, there are a lot of people that they aren't at home, you get a lot of the no response, but we did remarkably well getting 88.1 percent, two people said no. If you only took the part of the road that we built, we got 100 percent there, but we were encouraged to do the entire section because they said, like staff mentioned, it should go from major road to major road. So we went from Lake of the Woods all the way over to Ballenger Lane. If we were allowed to just do the one thing, we have 100 percent and we wouldn't be here tonight. I'll go through the issues really quickly. The consistent name for the entirety of the street and as it affects emergency response, and I think that's a big one for people. This won't impact it because look where the fire station is. The fire station is in the lower part and you see the two black arrows going up. It's less than a minute and a half from this.

MS. LOE: Mr. Farnen, do you have any -- would you be willing to take questions from the Commissioners?

MR. FARNEN: Yeah. I would rather do it that way.

MS. LOE: All right.

MR. FARNEN: I would be happy to. And I would be happy to address any of the issues that are in the staff report.

MS. LOE: Are there any questions for this speaker?

MR. FARNEN: Yes, sir -- ma'am.

MS. LOE: Let's start with Mr. Stanton and go down the row.

MR. STANTON: Why the change now? Why change Rice Road now?

MR. FARNEN: Because we didn't build the road there. We -- that road has been on the -- on the plans of the City since at least 2006 when they annexed it. We acquired that property and then were required to build a road. We finished that in May of 2018, and that's when we start -- or in May-June of 2018. So we're a summer later now and as we started to build the homes, or we have gone ahead and started to build single-family, three-bedroom, two bath homes. They're generally affordable, about \$165,000 is what the price is on them, which is less than the Cullimore Cottages cost to build, all right? They're 165,000. They're single-family. We didn't ask to change the zoning. But each time that anybody has inquired about this, the first question they ask us is, Rice Road, is that that place where they're having all that trouble. We want to get past that. Yeah. And we want to get past that, because that's not the key to the issue. There are other questions that are related to that and they go, well, just changing the name is not going to solve the whole problem. And we said, that's exactly right. It is not. There are so many little things that go into making that neighborhood and that whole area better. The police do it that way. They have hotdogs in the park for people, and if you asked anybody is that the solution of the problem, you would say no. But if you said is this designation of this whole area as the strategic plan area, and if we did that and did outreach to the community and to the neighbors in combination with the different way that we do our policing, in combination with -- with the speed bumps that they've put in, which they did, in combination with providing more stable neighborhoods, does that solve the problems? It certainly makes a good step forward, but there are little parts to it, and this is one of the parts that we think helps sustain the good things that we have done in that neighborhood that do fit in with the comprehensive plan, sustainability, affordable housing, and each of those other goals that the City has.

MR. STANTON: So it's really not a technical issue why you're changing the name, it's more of a political social issue?

MR. FARNEN: I would say that it is -- that -- that it -- it -- it's not technical. That's -- part of the staff report said this doesn't cause -- this doesn't address a defect with a duplicative name right now. That's true, but we don't cause a problem by doing it. In other words, we pass the tests that they have. Geysers Road passed it. It passed the human test. It passed everything with Joint Com in terms of emergency response and that sort of thing. It's not considered best practice, it's considered better practice because we did it between the two major roads. There's hardly a road in this town that's a major road that doesn't have that defect. This would not. The same thing, though, is true on College. That used to be Tandy to College, and then they changed it from College and eliminated the Tandy part on it, but now it goes College, and it goes to Rock Quarry Road. And that continuous road doesn't. It would continue with the same name. The same thing was true on the Business Loop where it turns into Conley. The same thing is true on the other end where you have to turn to stay on it. If you go straight, you're on the outer road on the other side of I-70. The same is true on Providence. That should be Third Street except to the place where it curves at Mark Twain where it should be Fifth Street, and it used to be Route K. All the -- all the major roads have that same defect, but this one would not to any other different degree than -- than what it already has where it changes to Hanover.

MR. STANTON: I guess my issue is I rather have heard that statement off the bat. We're trying to make it look like we -- you know, we're trying to fix some technical issue where really the issue is I built homes and they're lined up on a road named Rice, and I'm trying to make sure that my affordability, even may be cheaper than Cullimore Cottages would be on a road that would be more marketable.

MR. FARNEN: It is that.

MR. STANTON: I'd rather do that. I didn't hear that until I brought that up. That wasn't in the presentation.

MR. FARNEN: That's -- Mr. Stanton, part of the reason you didn't hear that is because I took too long on the first part. I'll show you the slide that I have in there that was part of my original presentation and would be in it. I'll do it. I even put the ones in there that they didn't bring up, that it would be hassle factor and it doesn't solve the underlying problem, and that's the same answer I just gave to your question and part of the -- what I intended to present to you tonight as part of my original statement. Yes, sir?

MS. LOE: Ms. Rushing?

MS. RUSHING: Well, my concern is that you have, unlike the other roads you've mentioned where the names change --

MR. FARNEN: Yes.

MS. RUSHING: -- here we have a number of people who are already living along this road who are going to have to make sure that all of their subscriptions, all of their business information, all of that gets changed to a different address.

MR. FARNEN: That's right.

MS. RUSHING: And I'm not really hearing a substantial argument that would cause me to want to cause those residents to have to do that.

MR. FARNEN: All right. That's the hassle factor. Here's the good news about that. We -- if we had been allowed -- if we were allowed, in fact, we would change this right now if you wanted to, but if we were allowed to only rename that portion of the road that we built, what I showed in orange earlier that was in that black oval, if we could have done that, then that piece of road runs from Shamrock to Lake of the Woods. We have 100 percent of the -- of the adjoining neighbors that buy in right now. There are six homes there currently. There's one seventh one on the way. The rest of those lots are undeveloped at this point in time. It would not cause substantial changes of address or any impact to those except by people who have already agreed to do so including the people who own the lots. There are 59 homes there. On the next 51, the post office is the king of changing the addresses. That's what they do every day. That's their whole business is your address. They do send the welcome kits. They do have a way to go about this in a methodical and easy way, and they do forward your mail for one year even if you fail to do it yourself. One out of seven people in America change their address each year. That's about 15,000 to 20,000 people in this town that do that on a regular basis, and most people still are able to get around town and get their mail efficiently. What about Social Security checks? What if they send my check to the wrong place? If they send it to your old address, it goes to your house because you're still there. Nothing gets misdirected to a different address. It does get directed to a different address, but not to a different home. They're all in the same place. Most of the people that you will rely on have a bill. When they send you their bill, then on that very bill, it says have you changed your address. The only thing you have to do is fill out your new address, put the check in it, and mail it off and it's done. The

same thing is true with subscriptions when you renew, and you have one year. You do have to tell your relatives about it. You do have to teach your kids before they go to kindergarten that they have a new address. That's true. And it is a simple, simple process that the post office will help you, the utilities get changed over by the City, GPS is almost instantaneous at this point because of the technology that we have now. It does not disrupt in any manner -- in any real manner emergency response because the fire station is right there. The police drive it every day. So does the sheriff because it's right on the border of the county, and so all the law enforcement in this area are very familiar with it, and it doesn't affect the internal hyperlocal traffic of the people that already live there because they use that road, it just changes name. That's the only change that really happens, and the hassle factor is minimal. I did it twice this year because my daughter graduated from college, moved to Texas, so we did it once, then she moved back here and we did it twice, and it's already done. They'll give me a year and they automatically forward your -- your stuff, so it's -- it's not bad. If we weren't asked to do that additional part, we wouldn't, and we would have 100 percent buy-in, and it would affect only six homes and all of them have said yes. Plus we have 88 percent of the people along that entire stretch that already said yes. Eighty-eight percent said it's okay. There's at least one guy here tonight that's going to say no. Yes, sir?

MS. LOE: Ms. Burns --

MR. FARNEN: Sorry.

MS. LOE: -- then Mr. Stanton.

MS. BURNS: In the application letter, it says this request to change the name of one part of this local street is one part of a larger effort to invest and reinvigorate this area?

MR. FARNEN: Yes.

MS. BURNS: What are the other parts of the effort?

MR. FARNEN: Well, the parts that we do are that we -- that we went first and we spent the million dollars to make that street go through. For -- since 2006 when we annexed that area into the City, that was part of what Bob Hutton at that time said we will not annex this unless somebody promises to build that street through. We have a collector problem there, a neighborhood collector, and we want -- we don't want to route all the traffic from all of that neighborhood out through City streets at -- without making Rice Road go through, so we did that part first. All we wanted to do was rename it. What we know from

the Affordable Housing Initiative that they have here is that homeownership leads to more civic involvement and we don't have a neighborhood association there yet because they don't -- nobody lives on that street yet, but we will create a neighborhood association. They have a homeowners' association just to the north of us, not a neighborhood association, but that's one of the initiatives that we have talked with them about. That homeowners' association met on October the 27th and discussed this, and they signed ten petitions in favor of this, even though they didn't -- they don't about the road and weren't notified. They still knew about it and wanted to do it. They think this is an addition to the neighborhood and an investment.

MS. BURNS: And the road is one aspect of it, and I appreciate that, but further in the letter, it says, while some people indicated they believe simply changing the name of a street would not solve all of the problems in the area related to crime, equity, and housing.

MR. FARNEN: Right. We don't. We don't solve all those problems, and we aren't asked to. In fact, when we talked to people on that street -- nobody can. Nobody has been able to do it.

MS. BURNS: This is just the first -- and when I read the applicant's letter, I thought, wow, there is a lot more to this than just changing the name of a street.

MR. FARNEN: There is -- there are more problems there than can be addressed or solved by changing the name of the street. That's absolutely true, and we agree with the staff in that regard. And, in fact, there's going to be a man that talks to you tonight and is going to say that. You didn't -- you didn't fix the whole problem. That's right. We are not the police department. We can't -- we don't even have the authority to address some of those things. But what we can do is make an investment in a community that needs it. It's why the strategic plan was passed in 2014 and put a premium on doing something in that rather than turn your back. It's difficult for us to do it when the first question we get is, oh, is that that troubled place.

MS. LOE: Mr. Stanton?

MR. FARNEN: Yes, sir.

MR. STANTON: So you have formed the homeowners. So how many of the people that you contacted actually live on the street? So you say you contacted all the landowners on the stretch?

MR. FARNEN: That's the requirement.

MR. STANTON: Right.

MR. FARNEN: Yes.

MR. STANTON: So of those landowners that live on the street, I mean, that own some property, how many live there?

MR. FARNEN: That's hard to say, but I'm going to say about 30.

MR. STANTON: Thirty percent?

MR. FARNEN: No. About 30 that I know of.

MR. STANTON: Thirty people.

MR. FARNEN: And so -- and here's why. There are some people that live on one side of the duplex that they own.

MR. STANTON: Okay.

MR. FARNEN: And we're not that nosy and some people weren't home, and I can't tell you exactly how that breaks out. I -- I do know that the majority of those properties are owned by somebody that doesn't live there. So then what we did was, instead of just sending them by note, then we started down the same process that the City did. The City sent mail and notification to every resident and to every property owner that they could get a record of. We did door to door. I did 27 of the homes with my daughter. Another crew did a different -- and I think they did about 30, so there's 67 homes that we attempted. Some were home, some were not. I went back and I listed as two and a half times because I went back and did what I called point five and tried to catch six that I didn't get at home that we didn't have a response from from either a property owner or a tenant. But -- and -- and of the two people that said no, one is a homeowner and one is a renter. But we only got two out of that whole 110, and I did at least 27 homes and another guy did about 30, so 67 that we attempted, but not everybody -- and, here, I'll give you a good one. We went up -- we went and knocked on a door and FedEx was there right in front of us. FedEx went, dropped off the package, knocked on the door, the lady opened the door, got the package, took it in. I went to the door. Knocked on the door. Who are you? I'm not going to -- and I said I'm Mark Farnen; I'm here to talk to you about a deal -- I don't know you. I'm not going to open the door. Go away. Okay. So I didn't count that as a yes or a no. I count that as fear. We had three places that are listed as no soliciting. We didn't go there. I had a couple of homes where people were tenants who

said, I don't think that we should sign anything for you because we don't own it, and sent us back to the owners. Everybody was nice to us -- everybody.

MR. STANTON: Okay. All right. This is my issue. I commend your affordable housing that you --

MR. FARNEN: Right.

MR. STANTON: I commend you uplifting community. So why don't you uplift it with the existing street? It's almost like you're trying to separate from the cousin. I mean, you know, oh, I'm a -- I'm a Johnson, but --

MR. FARNEN: Yeah.

MR. STANTON: I'm going to use my maiden name because I don't want to be associated with that side of the family.

MR. FARNEN: No, it's not about that.

MR. STANTON: It's because -- if your -- if your intention is to uplift, then uplift and stand with the community.

MR. FARNEN: Yeah.

MR. STANTON: And the name shouldn't matter.

MR. FARNEN: It shouldn't.

MR. STANTON: Because on the face, outside looking at this, this offers, this -- without digging deep, it's like, I want to change the name because I don't want to be associated with Rice and I want my property value that I'm trying to sell to not be connected with that street.

MR. FARNEN: Yeah.

MR. STANTON: But you're saying that you're trying to uplift the community, so you can't kind of do both.

MR. FARNEN: With that name -- with that name --

MR. STANTON: You've got to stand on it. You've got to stand with the -- stand with the squad or not.

MR. FARNEN: I'm standing with the squad. I hate the name. It just -- to dispute the fact that Rice has a bad connotation to it right now would be wrong. I can't do that. It does. It's the first question

we get. It's the first question I asked Danny when he called me and said would you help, and I said what have you got. And he goes, we've got some properties out there on Rice Road. And I said the same Rice Road where they're shooting people up and having the problems right now, and he goes yeah, and that's the problem. And I said all right. So we sat down and talked. It's the same reaction that everybody has. Everybody has that same reaction. It's the same reaction that you have if you say you live in The Highlands. There's a different response, but everybody has an automatic reaction to it. It's the same thing with some people when you say, oh, you live in The Grasslands. Oh, I live on -- it happens all the time.

MR. STANTON: But they fixed -- but they fixed Harlem and they didn't change the name.

MR. FARNEN: They absolutely did and -- and if we had the ability and the power to make everything right today, we would. We did a part of it. We helped fix that traffic problem that they have had over there in terms of the collection and the in and out. We're making a positive investment in the housing stock over there and encouraging home ownership, which is a part of the strategic plan. We're doing all the rules that they asked us to do and following them. What we don't need is a -- is to be burdened with the problem that we didn't cause. We talked to people who live in that neighborhood. Somebody told me, Mark, you're just putting lipstick on a pig. And I said that's not true because we don't have a pig. Ours is a good neighborhood. The people who live there believe that they live in a good neighborhood. If you have -- if you -- if you put lipstick on a pig, you have to have a pig first, and that's not the way we perceive this. We're not trying to set ourselves off from anybody, and the only extent to which people have is on these maps. Right here, it shows the existing neighborhood associations. If you look west of Ballenger Road, then you'll see that one part of Rice Road has Meadowvale as their homeowners -- as their neighborhood association. Zaring is right south of that. Now jump over Ballenger Road and you get to Hominy Branch. Look what they did. Hominy Branch did their neighborhood association except cut out the duplexes that run along Rice Road, and then they went to Indian Hills Neighborhood Association, and ours is outside of any of those. They've already divided themselves up into neighborhoods because they think they have unique characteristics. That's where the census line ends, is on Ballenger. It's where the Hanover to Rice division already exists. The strategic plan area goes right up to where we bought and it stops there. Why does it stop there? Why didn't they include us?

It's not because they don't like us, it's not because they think we're bad people, it's not because they want to disassociate themselves from us. That's where the census track line stops, I think. So what it may appear on its face, is not the intent and should not be taken as a motive.

MS. LOE: Any additional questions for Mr. Farnen? I see none. Thank you, Mr. Farnen.

MR. FARNEN: I'm sure there are other people who want to talk. Thank you.

MS. LOE: Any additional speakers on this case?

MR. JOHNSON: Hello, City Council. How are you doing this evening? My name is Rodney Johnson, and I reside at 4801 Rice Road. I have lived on that corner for ten years. My opinion is this just -- this is just my opinion. The attempt to rename this road is for financial gain and also to deceive the public. I don't think by renaming this road that they will divulge information as far as how many murders have happened just down the block from where I live. We have to include that information. If we include that information, I don't think they're going to sell as many properties as they feel they're going to sell. I feel that this is about financial gain, and that's just my opinion. You know, I'm here as one man that has lived in this neighborhood for a long time. A lot of things that I want to say have already been said. I disagree. I disagree with the name change totally. You know, from the logistical side of things, what I have to do, which was mentioned earlier, is change my address across the board; work, 401(k), and different entities that I have, you know, going on in my life. If I were to move, it would be the same thing, and I do rent, by the way, but I've rented for ten years at this spot. I love where I live. I think bringing value to a neighborhood starts with the -- the individuals that are there, the residents that live there. And to invest money on one end of Rice Road, which has already been mentioned before, well, the new part of Rice Road now, why didn't we invest that money on the other end where there is a negative tone or connotation of what's going on on that side of Rice Road. I feel that would have been better served. That's just my personal opinion. I'm not here to take away from progress, you know. Progress drives change sometimes, but with that being said, I don't feel that -- I feel some -- you know, a little bit like I'm being bullied by things -- the negative things that are happening on the west side of Rice Road and now we're being bullied into a name change by, you know, progress and, you know, development, you know, which -- I mean, like I said, change is a good thing, but, in this case, I feel it's putting a Band-Aid on a wound that needs to be addressed from a different angle and a different outlook. And that is just my

opinion. That's pretty much all I have to say. I appreciate your time. Thank you for listening to me and, hey, whatever you choose to do, I -- I approve of it or disapprove. I mean, I don't know. I just -- I would thank you for your time at that point.

MS. LOE: Thank you, Mr. Johnson. Are there any questions for this speaker? I see none.

Thank you.

MR. JOHNSON: Thank you.

MS. LOE: Any other speakers on this case?

MR. KRITZER: Good evening. My name is Donald Kritzer; I reside in Fulton, but I'm a landlord and property owner on Rice Road. Have been for about 15 years. I appreciated all the comments that Mr. Farnen had. I've learned a lot from sitting here listening and some of the background that I didn't know about. One of -- I was curious as to the name change because when we were given our notice, it was Avian, and then it was changed, I noticed tonight, it was changed to Geysler and I didn't know the background for that, but it's quite interesting. A little bit about my background in listening to some of this. I was a firefighter for 25 years in Callaway County. For 12 years, I was a county commissioner for Callaway County, and we were responsible for 911 addressing and all the names of roads and cities and street names and the numbering of that, so I was able to follow along a lot of what he was saying and some of the reasons behind it, some of the issues on it. Ballenger Road is kind of a major thoroughfare there on it, even though there's not a traffic light or anything there on it. I see that as being a pretty major or significant dividing line, even though it doesn't have some of the other points. I never did pick up the name that's further east of Rice Road through that subdivision. Is it -- is it Forest Hill? Is he still here?

(Person speaking from audience is indiscernible.)

MR. KRITZER: All right. So what is the -- what's the name of that section of the road now?

MS. LOE: I'm sorry. Mr. Kritzer, we need to have --

MR. SMITH: I need to clarify and probably answer the question right here. So, yeah. I think the original request -- and I say request. This -- this actually came up a couple of years ago and they had intended to rename it, I think, Forest Hills Road, and there were conflicts with that name.

MR. KRITZER: Okay.

MR. SMITH: And at that point, that case did not move forward. So they are proposing to change Rice, though, as this point, to Geyser, so there is no Forest Hills Road, but the name of the subdivision, I think, is Forest Hills Subdivision.

MR. KRITZER: So Rice runs all the way from Ballenger to that Lake of the Woods?

MR. SMITH: Correct.

MR. KRITZER: Okay. That's -- I just wanted clarification. Thank you. But I was one of them that supported the name change. And I've talked with my tenants. I had two properties over here. I sold one about three years ago that was on that road. And my tenants are okay with the change. I get a lot of turnover and most of it is due -- most of it is other investors that have had duplexes down those roads and stuff on it. But I've got some -- I love it when they stay five or six years, but that's not always the case. But I'm -- I'm still in support of the name change.

MS. LOE: Thank you. Are there any questions for this speaker? I see none. Thank you.

MR. KRITZER: All right. Thank you.

MS. LOE: Any additional speakers on this case?

MR. NGUYEN: Good evening, everybody. My name is Cuong Nguyen; I live at 9751 East Nemersford Road, Columbia, MO 65201. We have a couple properties over there in Forest Hill that we're developing. To address all the -- you know, the staff's statement from earlier and all the inconveniences that everybody has pointed out, you know, I think we need to keep in the back of our head that these inconveniences, you know, we've all moved at some point in our time, but they're very minor inconveniences. They're not a lingering problem that's going to be out there. But, you know, I believe any progress is better than no progress, to sit there and if we can change the name of the road and attract homeowners that have, you know, pride in their home, pride in their property, pride in their community, you know, that residual effect is just going to eventually spread out. That, to me, makes a lot more sense than not doing anything, leaving that void there, and continuing to have what we have. You know, the crime problem over at Rice Road, to address that, I think we need to have a permanent police presence over there, but that's whole another thing. I would rather have something over there, some kind of progress over there than nothing. To me, it makes a lot more sense than -- than having nothing over there at all. You know, if we can change the name and, you know, keep in mind, you know, the majority

of us are on board with this, you know. We have no problem with the inconvenience of getting our address changed, so there's -- you know, we all have spoken. We've done the process. We've done everything you guys have asked us to do to get to this point here, and then all of us are in favor of changing this name. I think that, in itself, should bear some weight, so that's -- you know, I hope that you guys take that into consideration.

MS. LOE: Thank you. Are there any questions for this speaker?

MR. NGUYEN: Yes, sir.

MS. LOE: Mr. Stanton?

MR. STANTON: What school district is the -- is Rice Road in; do you know? Or let's say that the area in question?

MR. NGUYEN: I believe Battle. I'm sorry. Battle.

MR. STANTON: Battle?

MR. NGUYEN: Yes, sir.

MR. STANTON: The most modern high school built in Central Missouri.

MR. NGUYEN: Yes, sir. Uh-huh. I have both of my girls going there.

MR. STANTON: So if I were buying a house, I'm looking at the school district, I'm in a good school district, brand-new house, affordability, 160,000, hey, we got a lot of good points, right? So what's -- your -- your product sells itself, right?

MR. NGUYEN: Right.

MR. STANTON: So what's the name change?

MR. NGUYEN: Well, the name change is --

MR. STANTON: The product sells itself. You've got affordable housing, you're in a good school district. What's the problem? Anybody that's really -- there's problems there. I live in central City. I live by Douglass Park.

MR. NGUYEN: Right. Because Rice --

MR. STANTON: And I bet you every investor would love to have my property, and they'll tell me a story about it being in a bad neighborhood, but I bet it's pretty valuable where it's at. So I guess the point I'm getting is --

MR. NGUYEN: Yes, sir. Yes, sir.

MR. STANTON: -- what's in the name? If you've got a good product, you're in a good school district, you're in a good tax bracket, you're in a good census track, your product should sell itself, correct?

MR. NGUYEN: Very valid points, absolutely. But Rice Road has a stigma to it with everything that's going on.

MR. STANTON: So does Harlem, so does Tremaine in New Orleans.

MR. NGUYEN: Uh-huh. Right.

MR. STANTON: But I bet you you go to Harlem, a lot of people want to live in Harlem.

MR. NGUYEN: But why would we want --

MR. STANTON: Oakland.

MR. NGUYEN: Anything that we can do to attract homeowners to those properties, okay -- to fill in a subdivision with prideful homeowners that can help improve the community, which, in turn, can improve the City, which, in turn, attracts population growth from relocation, why wouldn't we want to do that? Why would we rather do nothing?

MR. STANTON: Well, a good product would do that. You have that. You have affordability, you have a good school district, you're in a good tax area, you're in a -- you know, your infrastructure is good, Ballenger is a pretty new road, access to downtown, Highway 70. You've got it all, so --

MR. NGUYEN: Yes, sir. We do. We do. But let's take the name out of -- the name change and the stigma of Rice Road completely out of it. You guys have set forth a process to say, hey, if you want to rename a street, follow these steps, do these things, and then you have -- you know, and if you have the majority homeowner -- property owners that live there, tax-paying property owners that live there that are all in agreement with this, that have set forth and have done what the City has laid out to do this, so completely take the name and stigma and all that out of Rice Road, if we've done that, then that itself should bear some weight. That itself should have some consideration.

MR. STANTON: But your name -- but the neighborhood hasn't changed. It's still the same, you just changed the name, so --

MR. NGUYEN: And it's not -- and it's not going to change by doing what we're doing.

MR. STANTON: So the name does not make -- the product is. Your product is going to make the difference and it's going to attract people that are looking for that value and the fact --

MR. NGUYEN: Yeah. But that's going to bring -- correct. That's going to bring this residual community improvement throughout that whole area, which, in turn, is -- you know. We should -- we should lower the crime rate.

MR. STANTON: What's your -- what's your ideal homeowner look like?

MR. NGUYEN: My ideal homeowner?

MR. STANTON: In these new homes, what is your ideal demographic?

MR. NGUYEN: We have set those homes out for hard-working blue-collar families, sir. You know, I'm not asking for the millionaires, just your hard-working average family. That's -- that's who. The people that work hard for their money, which, in turn, is going to take pride in their house because they worked hard for that product. They're going to stay put in that product. They want to -- they're going to want to raise their kids in that product, which, in turn, they're going to want that safety and that's going to rub off through the whole entire community. Why would we want the news everyday blasting about the crime rate that goes on in Rice Road? Do you think if I were possibly thinking about relocating to Columbia, Missouri, I pull up the news and that's all I see, you think I would relocate here? No, absolutely not. So if we can reduce that in any way, shape, or form, why wouldn't we? So not only have improved that community, that area, okay? And yes, it starts with one, but it eventually grows and spreads, okay? It's not just -- when we do this, it's not going to be limited between Ballenger and Lake of the Woods. It's going to -- it's going to have this residual effect. It's going to spread out. There's a -- and then everybody is going to be on -- on board with it, you know. It takes a whole community to do that, you know. And if that's the case and we've reduced crime rate, now, all of a sudden, it's -- you know, when you turn on the news, you don't hear about shootings on Rice Road, crime on Rice Road, this and that. You think that would -- that would attract new population growth for the City?

MR. STANTON: Okay. But you're going to have a -- you're going to have a different name, so you're not even going to associate yourself with Rice.

MR. NGUYEN: No. We do support that. You're incorrect.

MR. STANTON: You're going to have a different name. I'm Geyser, I'm not Rice.

MR. NGUYEN: Incorrect.

MR. STANTON: So you can't -- you won't be able to -- you may be able to reap the benefits of the improvement. When something goes down, you'll be -- we're Geyser, we're not Rice.

MR. NGUYEN: My neighbor behind me has a different street name. That means I can't associate with him, I can't talk to him?

MR. STANTON: Difference in the name. That's -- that's just what I'm trying to --

MR. NGUYEN: Because it gets the momentum going. You know, and keep in mind when they did this and, you know, from what I've heard from the previous speaker, they've always wanted to name this Forest Hills Boulevard or Road, right? So they never went into this wanting to change and disassociate themselves with Rice Road. That was never the case. From day one, they've always wanted to name it Forest Hills Road, but I guess there's another Forest Road already. So by default, that street that they put in to improve that area, okay -- a million-dollar street, by default it got named Rice Road, okay? So this was nothing that -- this isn't an afterthought because of all the crime in this, so please keep that in mind, too, when you have to make that consideration, you know. This isn't an afterthought. That street was always supposed to be Forest Hills Road, okay? So, you know, we're not doing this with ill intent. That is not the case. What benefit would we get out of this? What benefit would the community get out of this? If we can place prideful homeowners in that area, would it or would it not improve that area? Or we do nothing and we struggle and we leave it vacant and, you know, run the chance of vandalism, run the chance of more crime, and now the City has to, you know, have more spending, increase patrols, all this stuff, and to me it makes no sense, you know. And we've done everything we've -- that you guys have asked us to do to follow the process for the name change, and we've done that.

MR. STANTON: Mr. Johnson lives on that street now. He's a hard-working -- right?

MR. NGUYEN: Yes, sir. Absolutely. We've talked outside, he's a wonderful man.

MR. STANTON: So there's -- there's other people that live on that street that fit that bill?

MR. NGUYEN: Absolutely wonderful -- wonderful gentleman. We talked outside.

MR. STANTON: So what you're saying is that you won't invest in that area if there's no recent change?

MR. NGUYEN: No, sir. No. That never came out of my mouth.

MR. STANTON: Vandalism and all this were being this bad element is --

MR. NGUYEN: No. No. I would say there would be increased expenditures from the City if we were to leave it the way it is and run that risk. Why would we if we can place homeowners that are there, okay -- that reside in that property that keep an eye on their own property, that can, you know, watch out for one another, as opposed to vacant homes, and have more police presence out there, which takes that police presence from other potentially, you know, more deserving situation, or have to hire additional police officers to patrol. That makes no sense. I think we, you know, this brings nothing but good to -- to the community. And I think we're -- we're overplaying this, you know, oh, they want to change the name because it's associated with Rice Road and this and that. That was never the case from day one.

MS. LOE: Mr. Stanton, do you have any additional questions?

MR. STANTON: I just have a statement. If I were going to buy a house there, I'm going to look on Trulia, and I'm going to see the crime rates and everything is going to be the same for your road or Rice, the same area.

MR. NGUYEN: Yes, sir.

MR. STANTON: The cops -- whether the cops are in your area, I'm going to run into the Rice area cops anyway.

MR. NGUYEN: You're 100 percent right.

MR. STANTON: So you're still going to be associated with Rice and the name change is disassociation from the Rice Road area and you're trying to distance yourself from the existing -- if I'm a good -- if I'm good homeowner, I'm going -- I'm going to get that data anyway.

MR. NGUYEN: I completely agree with you as far as your research on Trulia, because I did the same thing relocating here from Columbia, Missouri, okay? However, that's -- and what you just said is exactly what we're trying to reduce and suppress.

MS. LOE: Are there any additional questions for Mr. Nguyen?

MR. STANTON: I'm done.

MS. LOE: Thank you, Mr. Nguyen.

MR. NGUYEN: Thank you.

MS. LOE: Any additional speakers on this case?

MR. VARETH: My name is Dan Vareth; I live at 5130 East Deer Park Road, Columbia, Missouri 65201. Sorry, I'm a little nervous. I don't do a lot of public speaking. I just wanted to address Mr. Stanton's question as far as, you know, product selling itself, okay? I came from a blue-collar background. My dad is a concrete worker, and I'm -- so, literally, every day of my life, we got to do that, 6:00, 6:30 at the jobsite. I did a lot of work on the house myself -- the houses that I built out there -- put the flooring down, did the yards, set the cabinets, went and did the carpet. My wife picked out the colors. We can't sell the houses that we have for 165,000 to 175,000. The same house built in the same -- in a different area with arguably worse schools than Battle as far as education, you know, the facilities they have, in a different area, they're selling between \$189,000 to \$246,000, and we're asking 165,000. So to think that the product should sell itself, it should, because me coming there as an investor, seeing the sign and the lot price, knowing, you know, Ashland is \$55,000, knowing that south Columbia is, you know, \$75,000, \$100,000, I was intrigued by the price point, so I inquired to the investment -- the investment -- or, excuse me, the developers as to how to, you know, get involved and how to do that. I didn't think it was a big deal and my wife didn't think it was a big deal. But we sit here a year later since the houses have been completed. The first one was done December 17th and the second was done -- it was February just after Valentine's Day, and I've had five calls on them. And the reason that -- we get the same thing over and over again is it's on Rice Road, right? They see the house, they love the product, but the name still sits there. I didn't think it was a problem when I invested in it. I didn't think it was a problem when I put \$350,000 in it, but I'm sitting here in front of you tonight telling you that my product, the same thing that is in south Boone County, it's the same thing, if not better, because I put my heart in it, and my wife put her heart in it, and we can't sell it. So that's all I have to say.

MS. LOE: Thank you. Are there any questions for this speaker? I see none. Thank you.

MR. VARETH: Appreciate it.

MS. LOE: Any additional speakers?

MR. DRANE: My name is John Drane; I live at 7902 South Hillcreek Road, that's south of town. Four and a half years ago, I lived on Hidden Creek Court. That was 4110. It was where Hanover and Rice met. It was a little cul-de-sac right there where it met. We moved out of there four and a half years

ago, my wife and I, because of the crime. We had gunshots going off all the time of night, not just the ones that were reported, you know. So we left there. We had a police chase through our cul-de-sac out there. I mean, it was a little rough area, you know. What these guys are trying to do is bring in more of a community, more people. You need more people out there. You've got to have more people out there. I think that will solve the issue of the crime north on that side. But it's just a -- it's just a name change, that's it. And I think it'll bring in more people, you know. If -- I wouldn't move back to Rice Road, but I would move to Geysler, but not back to Rice Road. That's all I have to say. Questions?

MS. LOE: Thank you. Any questions for this speaker? I see none. Thank you.

MR. DRANE: Thank you.

MS. LOE: Any more speakers on this case? Seeing none, we're going to close the public comment period.

PUBLIC HEARING CLOSED

MS. LOE: Commissioner discussion? Ms. Russell?

MS. RUSSELL: Actually, I have a question for staff. If we deny this full-length name change, are they still able to change -- is the applicant still able to change that one million dollar -- that one little piece of road if they get 100 percent?

MR. SMITH: Yeah. So -- so this request is for a portion of Rice Road from Ballenger to Lake of the Woods. They don't have full ownership, so it has to go through public hearing. There is a -- part of the eastern half of what you see on the screen is owned by a very small number of owners, so I would say the likelihood they got full buy-in by all those owners would be greater. I would think that would be a separate request if they did that and they had 100 percent owner signoff on that, we would take that straight to City Council.

MS. RUSSELL: Okay. Thank you.

MR. SMITH: And staff would just review that, too, and have a separate recommendation. It would probably be similar to this. It would probably be a denial again there, just not to prejudge it, but this would be splitting a Rice Road in an area where it's basically in the middle of a neighborhood, and that was the direction we gave them when we first talked about this a couple of years ago. So -- and this

request, too, just to make sure it's -- what you see on your screen is -- is about two-thirds of Rice, and there's another extra part to the west.

MS. RUSSELL: I was just asking about the -- the part they built in this Forest Hills, Aiden, Geysers area.

MR. SMITH: Correct.

MS. RUSSELL: Okay. Thank you.

MR. SMITH: Yeah.

MS. LOE: Additional comments? Mr. Smith?

MR. SMITH: Yeah. I just want to take the opportunity too, before anyone leaves, just to clarify that this will go to City Council, and there will be another public hearing at City Council, as well. And that would be December 16th, unless the schedule changes, but that would generally be the date it would be scheduled. It would be on the agenda for December 2nd, too, but that would generally just to accept the resolution to set the public hearing for December 16th, so the discussion would be December 16. So if you're looking to come to that one, I just wanted to make that note.

MR. ZENNER: And before you finalize your decision, based on Ms. Russell's comments, you have a request before you for a partial naming from Ballenger to Lake of the Woods. That request needs to be voted on, up or down. No alternative recommendations to this. As Mr. Smith just pointed out, any future desire to rename that portion of what is now known as Rice Road that is in the Forest Hills Subdivision is an entirely separate request. So please just, if you would, keep the recommendation to this particular request at hand so it doesn't get too confusing.

MS. RUSSELL: It was just an informational request.

MR. ZENNER: That's all right. I just wanted to clarify. Thank you.

MS. LOE: Mr. Smith, Mr. Farnen told us how many responses they had received, and we did see that in the letter. But does the staff have that on record at all? It looked like the City received no responses to their requests or their notices.

MR. ZENNER: We don't ask for responses as it relates to our mailings, ma'am.

MS. LOE: Correct.

MR. SMITH: We -- they were certified, so we had the receipt for the certified letters. So I have a number. I don't have it in front of me, but I have a number of -- of ones that did sign for those certified letters.

MS. LOE: But you -- the City has no verification that 88 percent of the residents along that --

MR. SMITH: Well, no. Mr. Farnen, with the application, had submitted basically petitions that we use a lot for this sort of thing --

MS. LOE: Okay.

MR. SMITH: -- where homeowners would sign on there. So we did look at those. I have no reason to believe that, you know, the signatures he got didn't equal up to 88 percent of the owners that he received responses back from, so -- and we, just so there's a number there, we had approximately 38 unique property owners along this stretch.

MS. LOE: Thank you. Ms. Burns?

MS. BURNS: And am I correct, Mr. Smith, in your staff report, you indicated that there would have been 100 percent of cooperation, it would have gone straight to City Council?

MR. SMITH: Correct.

MS. BURNS: But there was not 100 percent of cooperation, and that's why we're here tonight?

MR. SMITH: Correct.

MS. BURNS: Thank you.

MS. LOE: Mr. MacMann?

MR. MACMANN: If there are no questions, I'd like to make a motion, but I will let you know I'm going to vote no, but I'm going to move in the affirmative. In the case of 237-2019, Rice Road street name change, I move that we go forward.

MS. RUSSELL: Second.

MS. LOE: Second by Ms. Russell. We have a motion on the floor. Any discussion on that motion? Mr. Stanton?

MR. STANTON: So your motion is --

MR. LOE: To approve.

MR. MACMANN: My motion is to approve, but I am going to vote no.

MR. STANTON: So approve the change of the name?

MS. RUSSELL: Correct.

MR. STANTON: That's your motion?

MR. MACMANN: That's my motion. My vote will be the opposite of that, Mr. Stanton.

MR. STANTON: Got it.

MR. MACMANN: Just so the -- to be clear, our motions must be in the affirmative.

MR. STANTON: Got it.

MS. LOE: Or we try to make them in the affirmative.

MR. MACMANN: We try -- we try --

MS. RUSHING: We try. It's easier.

MR. MACMANN: We try to make them in the affirmative.

MS. LOE: I'm going to -- my comment is going to be that I'm going to support the motion because we do not have regulation on the books that does not permit someone to come forward and ask for a street name change. It does not require that street names may only be changed because there is a duplicate name. In fact, I don't think that's a very valid reason to request a street name change because the system doesn't allow duplicate street names to begin with. I think borrowing the county's rationale, while looking to them for reasonable justification makes sense, but I don't think we can look to them to regulate our decision, since -- if those regulations don't, in fact, apply to us in this case. So while I agree it would be good to have a standard operating practice, I believe staff has informed us we do not, in fact, have a standard operating practice in this case.

MR. ZENNER: Our standard operating practice is to rely upon Joint Communications and Joint Communications used to be a joint city-county agency. They are now an entity of the county and, as such, we still rely upon Joint Communications and the regulations that they have as it relates to addressing an emergency dispatch.

MS. LOE: Correct. And they have approved this name.

MR. ZENNER: And they have approved the name, however, they also have an addressing and street name policy that we do also rely on even though the City Council is entitled to approve street naming and street name conventions as Council sees fit. The use of the street naming policy as it exists

within Boone County and with Joint Communications as a part of the basis of this application is the only reference point that we have to go by other than what is in Chapter 24 of the City Code that defines this renaming process.

MS. LOE: Right. And I understand. And we cited several major street examples where the name changes, but there are numerous minor street examples. So there are a plethora of precedents where streets in Columbia do change name. And I -- I'm reticent to deny this name change based on the City not having more staunch requirements. If we do feel like we don't want to do this, I encourage us to create our own regulations to do so.

MR. ZENNER: And I would respectfully point out that the street naming conventions and the street names that we have within the City of Columbia's corporate limits that share multiple names on a continuous street segment were named before the existing policy that was worked on for approximately three to five years with Joint Communications as they were part of the City of Columbia was the direction to which the City was at one point working jointly with our partner to have adopted. And when that entity split and went to Boone County, so too went the desire to adopt a naming and addressing process that was more definitive. So we had engaged quite heavily in what is being used and referenced as the best practice that we have to rely on at this point. Can't control what has happened in other locations, and I would suggest to you that professionals that sat in our seats many moons ago would have probably cringed at the idea that AC, Grindstone, Vawter to Nifong or Nifong to Vawter is actually an existing street that has been considered acceptable. There are certain circumstances where you may have that, as Mr. Teddy pointed out, but, in general, not normally. There have been a lot of street name changes that have occurred in this City because of other political rational bases, and that is around the Douglass Park area, there's very great examples of why streets aren't contiguous because of racial-related issues at the time that streets were extended or built. That's not how our policy exists. That's not how the policy that we would reference is that we refer addresses and refer street names to for consideration. We are trying to unitize across both the City and the County a unified addressing policy and naming convention and, over time, we hopefully will be there.

MS. LOE: Thank you, Mr. Zenner. And I do appreciate that. I just -- I feel that it's a bit subjective at the moment, and being I'm black and white and you guys know that. And, Mr. Johnson, I do

sympathize. I personally would not like the street named for me, but I'm impressed that 88 percent of the population is supporting this, and I appreciate that, too. Any additional comments? Mr. MacMann?

MR. MACMANN: Just real quickly, my objections are not technical, just to be clear.

MS. LOE: With that, Ms. Burns, may we have a roll call, please?

MS. BURNS: Yes.

Roll Call Vote (Voting "yes" is to recommend approval.) Voting Yes: Mr. Strodman, Ms.

Loe. Voting No: Mr. MacMann, Mr. Stanton, Ms. Rushing, Ms. Russell, Ms. Burns, Ms. Carroll.

Motion fails 6-2.

MS. BURNS: Seven to two -- six to two, motion fails.

MS. LOE: So recommendation for approval will not be forwarded.

MR. ZENNER: Recommendation will be forwarded for denial.

MS. LOE: Recommendation will be forwarded for denial. We get into our negatives here. That concludes our cases for the evening.