

September 30, 2019

City of Columbia
Community Development Department – Planning &
Development
701 East Broadway
Columbia, MO 65201

RE: Request to rename a portion of Rice Road in Columbia, MO

This letter and accompanying application requests permission to rename a section of Rice Road, located in northeast Columbia, from Rice Road to Avian Boulevard. The section of Rice Road being considered runs from Ballenger Lane on the west to Lake of the Woods Road on the east where Rice Road terminates.

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, much of which has been designated as a Strategic Plan Neighborhood in the city's Strategic Plan. We have already constructed a new portion of Rice Road that did not previously exist and provided connectivity for this neighborhood to Lake of the Woods Road; are in the process of investing in the construction of new, single-family, moderately priced homes intended primarily for individual homeownership; and would like to change the name of this portion of Rice Road to enhance the reputation and help identify this area as an emerging, positively oriented neighborhood.

In the process, we believe that this combination of efforts, along with the engagement of the residents and property owners in the area, will promote the safety and well-being of the community and contribute to the goal of providing diverse and affordable housing options in this part of town.

According to the Columbia Code of Ordinances, street name changes are allowed, and a process of due diligence is outlined. The code specifies that outreach must be conducted to all property owners whose properties abut the street whose name would be changed. If 100% of all property owners agree, the public hearing process is limited in scope and the application is submitted for approval directly to the Columbia City Council. In

this instance, the applicant has contacted all property owners by mail; followed up with an additional mailing to owners who were initially non-responsive; and further followed up with phone calls or emails where that information was readily available. It was determined that the 100% approval rate would not be met, so this application will result in a full process of public hearings which includes discussions with the public, Planning & Zoning Commission and the Columbia City Council.

In addition to the outreach efforts aimed at property owners, the applicant has expanded outreach efforts to residents of the area who may not be the owners of record of properties along Rice Road. As of the filing of this application, response to the proposal has been overwhelmingly favorable. By our calculations, there are 110 properties that abut this section of Rice Road. On the section of Rice Road between Lake of the Woods Road and Shamrock Drive, 100% of the property owners approve of the road name change. (Our original intent was simply to rename that section of Rice Road that we constructed and which abuts a significant number of properties which we currently own or control.) However, policies developed by Columbia Public Safety indicate that the name change should apply to the entire stretch of Rice Road between Lake of the Woods Road and Ballenger Lane to the west. When that section of road is included, the overall results, including property owners and residents who responded to outreach efforts yielded highly favorable results.

Of the 110 properties affected, 97 signed approvals were collected for an overall approval rate of 88.1%. (In the event that a property owner response was not available, resident signatures were applied to those addresses.) Of the remaining properties or residents surveyed, 5% remained unresponsive (neither resident or owner responded); 2% requested that the applicants come back at a later time or contact someone else; 1% were not in favor of the proposal; and the remaining properties could be characterized as "Other". In that category were people who were home but did not want to answer the door; vacant properties where no resident or owner could be reached; or people who posted No Soliciting signs or remained otherwise unengaged.

Our preliminary discussions indicate that this request is in compliance with the processes outlined in the Columbia Code of Ordinances; that it is acceptable to public safety officials in its

current form; and that GPS technology is far superior to the technology that existed when most policies relating to wayfinding and mapping were originally adopted.

People who were contacted by the applicant were informed that a change in the name of Rice Road would require that both residents and property owners would be required to go through the Change of Address process with various business or governmental entities, but were also informed that they would not be assessed any fees by the city for costs associated with changing street signs, notification of public safety entities, etc.

While some people indicated that they believed simply changing the name of a street would not solve all of the problems in the area related to crime, equity and housing, and others indicated that there would be some "hassle factor" involved in the address change process, they were generally positive about someone making an effort to reinvest in the area.

We agree. This request is just one part of our intent to improve the overall condition and reputation of the neighborhood and believe that it will take the collective participation of all owners and residents to continually improve this area as a safe, welcoming and vibrant community. We are asking for permission to pursue this reasonable goal.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel Burks/Dave Drane", with a large, stylized loop at the end.

Daniel Burks/Dave Drane
D&D Investments LLC
1200 I-70 Drive SW
Columbia, MO 65203