



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Community Development - Planning

To: City Council

From: City Manager & Staff

Council Meeting Date: July 7, 2025

Re: 2620 Starke Avenue – Rezoning (Case # 195-2025)

Executive Summary

Approval of this request would result in the rezoning of 25-acres, from PD (Planned Development) to M-C (Mixed-use Corridor). The subject site is located south of the Northeast Regional Park at 2620 Starke Avenue, approximately 800 feet southeast of the intersection of Highway 63 and N. Oakland Gravel Road.

Discussion

Haden & Colbert (agent), on behalf of JAMPAM, LLC (owner), is seeking approval to rezone a 25-acre parcel from PD (Planned Development) to M-C (Mixed-use Corridor) to facilitate potential future development of the acreage. The subject parcel includes tracts of land that were jointly annexed into the City's corporate limits in 2005. The eastern parcel contains 17.38-acres, which was designated as O-P (Planned Office) permanent zoning upon its annexation. The western parcel contains 7.62 acres, and it was permanently zoned C-P (Planned Commercial) upon its annexation. Since annexation and permanent zoning the parcels have remained undeveloped.

With the 2017 adoption of the Unified Development Code, all planned districts were reclassified to PD (Planned Development); however, the unique zoning entitlements established by the statements of intent for each parcel remained in effect. The O-P district established on the eastern tract permitted all contemporary former O-1 Office uses. The C-P Planned Business district permitted former C-3 (General Commercial) uses, but prohibited such uses as adult businesses, halfway houses, machine shops, pawn/thrift shops, massage and tattoo parlors, and bars.

The subject parcel is accessed from Starke Avenue, which is designated as a major collector roadway on the CATSO Major Roadway Plan. The site is also indirectly served by a roadway network inclusive of as many as three additional major collectors, and an arterial roadway. Oakland Gravel Road, Brown Station Road, and the planned extension of Venetian Parkway from Starke Avenue, north to Waco Road, all lie within a half-mile of the site. Additionally, the site is served by the nearby interchange providing access to Highway 63, via Oakland Gravel Road and connecting across the interchange to Brown School Road. Both Oakland Gravel and Brown School Roads are designated as major arterials entering either side of the interchange.

Given the site is located in close proximity to a number of major roadways, vehicular accessibility is ample. However, this contextual location makes the parcel somewhat less-desirable for low-intensity uses, such as residential. If approved, the M-C zoning would prohibit the development of single- and two-family homes on the subject site, limiting the



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potential for conflicting uses internal to the site and within the local traffic network. The extensive roadway network in the vicinity of the site is supportive of the Columbia Imagined Future Land Use Map designations for the subject parcel, which align with its historical planned district designations. The O-P portion of the site is designated "Employment District," which is intended for employment generators, like offices, manufacturing, and their supporting uses. This district is an appropriate location for uses such as multi-family housing, convenience retail, and daycare facilities. The "Commercial District" designation on the western tract is intended for a range of uses from auto-oriented regional retail, to high-density residential.

The O-P and C-P zoning found on the subject parcel extend to the adjacent parcels to both the east and west, respectively. The tract west of the subject parcel, near the interchange, was annexed in 2005 and permanently zoned C-P, which permitted all former C-3 uses. The parcel to the east of the subject site was annexed and permanently zoned O-P in the fall of 2006. This property lies between the subject site and a number of residential properties further to the east that include a vacant R-1 tract and an unimproved, vacant R-1 residential subdivision. This O-P tract is not included in the current rezoning request, and as such, would continue to act as a transitional zoning district and buffer between the proposed M-C zoning on the subject parcel and the R-1 zoning to the east.

Based on the land use designations of Columbia Imagined and the high level of vehicular accessibility, staff is supportive of the requested M-C zoning. The proposed M-C zoning is generally consistent with the existing C-P zoning ordinance on the western portion of the subject site, and many of the use exclusions would be maintained if the property is rezoned. Bars were prohibited by the 2005 zoning ordinance, but would become a principal permitted use under the M-C.

The existing O-P zoning on the eastern tract permitted all former O-1 uses, including residential, financial institutions, counseling centers, medical offices, and other general offices consistent with the current "general personal services" use. The rezoning to M-C will introduce a number of additional uses currently not permitted on the O-P portion of the parcel, such as bars and restaurants, hotels, self-service storage facilities, tree or landscaping services, indoor and outdoor recreation, adult retail, and the light vehicle uses.

The requested M-C zoning is believed consistent with the "Employment District" and "Commercial District" designations as shown on the Future Land Use Map within Columbia Imagined, as well as the existing land use context. While the site is remotely located with regards to the City's corporate limits, its locale is appropriate for provision of regional employment and service opportunities to nearby residents, both in the City and the County.

Development of the subject parcel would not be considered traditional infill given its location in the greater context of the City; however, the residents north of Highway 63 and west of Paris Road are currently underserved by commercial uses in close proximity. The rezoning would remove the current barriers to development and be supportive of the land use and growth management policies of Columbia Imagined.



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The Planning Commission considered this request at their June 5, 2025 meeting. Staff presented its report and the applicant's representative gave a brief overview of the request. No one from the public presented comments. After brief Commission discussion, a motion to approve the requested rezoning passed unanimously (9-0).

The Planning and Zoning Commission staff report, locator maps, rezoning exhibit, and meeting minute excerpts are attached for review.

Fiscal Impact

Short-Term Impact: All costs associated with the extension of public infrastructure will be borne by the applicant.

Long-Term Impact: On-going maintenance of public infrastructure and provision of public safety and solid waste services. Future impacts may or may not be offset by increased user fees and/or property tax collections.

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

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

[Comprehensive Plan Impacts:](#)

Primary Impact: Land Use & Growth Management, Secondary Impact: Livable & Sustainable Communities, Tertiary Impact: Mobility, Connectivity, and Accessibility

Legislative History

Date	Action
06/06/2025	Approved annexation and permanent C-P and O-P zoning. (Ord. # 018519)

Suggested Council Action

Approve the proposed rezoning from PD to M-C, as recommended by the Planning & Zoning Commission.