

**AGENDA REPORT  
PLANNING AND ZONING COMMISSION MEETING  
May 5, 2022**

**SUMMARY**

A request by Veterans United Home Loans for approval to rename State Farm Parkway and E Southampton Road to Veterans United Parkway and Veterans United Drive, respectively. The street name change would affect State Farm Parkway from Grindstone Parkway south to the roundabout and E Southampton Drive from S. Providence Road east to the roundabout. **(Case #138-2022)**

**DISCUSSION**

The applicant is seeking to change the name of two streets: State Farm Parkway between Grindstone Parkway and its southern terminus to Veterans United Parkway; and E Southampton Road between S. Providence Road and its eastern terminus to Veterans United Drive. It should be noted that the applicant originally submitted "Veterans United Parkway" as the proposed street name for both roadway segments. This proposed name was used in all public advertising and property owner communications.

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. The City Council must also conduct a public hearing prior to rendering a decision on the matter. And finally, the provisions of Section 24-15 require 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 scheduled hearing. The required City Council public hearing will be held as part of this item's required "second reading". If the name change is approved by City Council, an official address change letter will be sent to each individual property address located along the subject street segments.

The City will be responsible for changing all 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 and records. The City will be responsible for changing 6 street signs along these roads for a total cost of \$600. MoDOT will be required to change six signs at the adjoining traffic signals for an approximate cost of \$1,480 plus the cost of traffic control, installation, and labor. The property owners and tenants will be responsible for changing their addresses in all other regards.

Currently, State Farm Parkway begins at Grindstone Parkway, and continues south until it terminates at a roundabout intersecting with E Southampton Drive, a distance of approximately 0.63-miles. The CATSO Major Roadway Plan (attached) shows Phillips Farm Road connecting with the southern curb return of the existing roundabout and extending eastward towards the S. Ponderosa Street (aka US 63 South outer road). Southampton Drive begins at Sinclair Road and continues east until it terminates at the aforementioned roundabout, a distance of approximately 2.5-miles. The requested name change will only impact the approximate ½-mile portion of Southampton Drive east of S. Providence Road. The portion of Southampton Drive west of S. Providence Road would retain its existing name.

It should be noted, that within the City's addressing records there is an existing private drive aisle within the Forum Shopping Center (Forum Boulevard and Stadium Drive) that has been given the name of

“Veterans United Drive”. A single suite with frontage along this access aisle and occupied by Veterans United was readdressed from 1400 Forum Drive to 1400 Veterans United Drive. As part of this request and to eliminate the duplication of “Veterans United Drive,” the signage and street address within the Forum Shopping Center will be removed and the suite will be re-addressed as 1400 Forum Boulevard.

Street naming guidance in the Unified Development 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 names to Boone County Joint Communications for review and comment. Joint Communications has recommended denial of “Veterans United” as a street name for both segments as it would create duplicate street names.

While the City has few street naming regulations, Boone County has adopted additional street naming guidelines. City staff coordinate the review of proposed street names amongst regional stakeholders including internal City departments, Boone County, MoDOT, and Joint Communications who each provide guidance based on their own regulations and street naming best practices. While external agencies may comment on proposed street names, the City Council has final authority on naming all City streets.

The requested street names are directly related to a business, Veterans United Home Loans. Section 29, Appendix A-2(a) of the City’s UDC and ordinances of Boone County provides “Names of new streets shall not duplicate or sound like any established business or development in Boone County.” The reverse is customary; new businesses occasionally name themselves after established streets, such as Broadway, Forum, Providence, and Stadium.

Upon review of this request, the Boone County Resource Management Department has indicated that it would recommend denial based on its non-compliance with the adopted guidelines for street naming pertaining to “vanity names” (public streets named after corporations) and street continuity. Furthermore, Section 27.9.11 of the Boone County Zoning Regulations requires that street name continuity be maintained over the length of a road unless the road shifts off-alignment by more than 200 feet.

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; however, several City departments and external agencies have provided general comments based on “best” practices. The overall sentiment was that using business names as street names, changing the name of a street for only a portion of the street, and duplicating street names is not best practice. Approving a street name containing a business name may encourage other businesses to seek similar requests. Having a consistent name for the entirety of a street makes navigation easier for the general public, service providers, and emergency responders. Duplicate street names may cause confusion and impact the delivery of emergency services.

In stating these technical concerns, staff is aware that Veterans United is an award-winning business and an exemplary partner with the City, providing support for numerous organizations and community initiatives. The City Council may choose to make exceptions from the street naming guidance in recognition of the extraordinary contributions made by the company to the community.

There are four other property owners directly affected by the change, and in the one instance of a property owner that will have to change its address (University Hospital Providence South Clinic, 551 East Southampton), that owner provided a letter stating no objection to the name change. The other properties would not change their current addresses. The applicant has requested that the 1400 Veterans United address be restored to 1400 Forum, which is appropriate and eliminates one conflict with the proposed name changes.

### **RECOMMENDATION**

Pursuant to the staff's technical review, a recommendation of denial is offered for the proposed change of E. Southampton Drive to Veterans United Drive based on the following:

1. Would create a street name (Veterans United Drive) that duplicates another street name (proposed Veterans United Parkway) thereby potentially impacting the delivery of emergency services. This condition is less severe when the two roadway names are connected and in proximity, as in the nearby examples of Grindstone Parkway and Grindstone Plaza Drive.
2. Requested name conflicts with City of Columbia and Boone County ordinances that prohibits street names from duplicating or sounding like any established business in Boone County.
3. Doesn't include the entire length of Southampton Road and disrupts street name continuity.

The arguments against the proposed renaming of State Farm Parkway to Veterans United Parkway are the same as the first two above as well as the following:

1. Would create a street name (Veterans United Parkway) that sounds like another street name (proposed Veterans United Drive) thereby potentially impacting the delivery of emergency services.
2. Requested name conflicts with City of Columbia and Boone County ordinances that prohibits street names from duplicating or sounding like any established business in Boone County. In this case, the existing street name was named after a business (State Farm).

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

- Locator maps
- CATSO Major Roadway Plan
- Public Correspondence

### **PUBLIC NOTIFICATION**

All property owners of property that abut the portion of State Farm Parkway and Southampton Road to be renamed were notified of the public hearing by certified letters. Correspondence from the Curators of the University of Missouri has been submitted indicating support of the proposed renaming.

Report prepared by Patrick Zenner

Approved by Tim Teddy