

Street Name Change Memo

9/12/2025

Project: New Longview
Job Location: Lee's Summit, MO

RE: Stallion Way – Pergola Park 6th Plat

Dear City Planning Staff:

I am the Authorized Representative for NLV Development Company LLC.

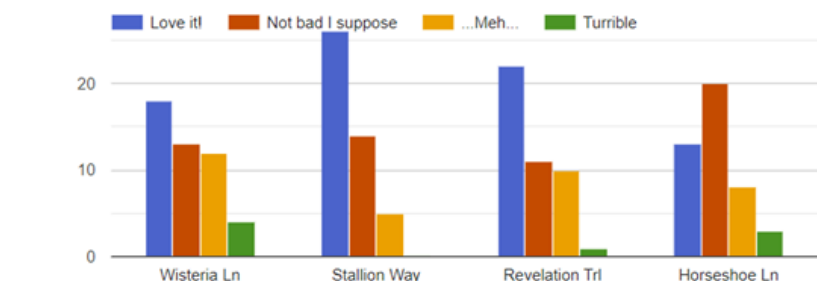
We are in process of platting Pergola Park 6th Plat within the New Longview subdivision and are requesting a street name change from SW Conservatory Dr to SW Stallion Way. City staff asked for a narrative to explain.

Quick Background:

- All of the existing streets in New Longview are inspired by details from Longview Farm
 - o Fascination/Sensation/Ovation are all previous horse names, Armie and Mary were apparently Loula's pet pigs, Blue Ribbon, American Royal, Loula all have their own story, etc.
- Pergola Park 6th Plat included a new street so we knew we would need to name it eventually
- Pergola Park 5th Plat involved stubbing in that street
 - o Which meant we needed to submit a name earlier than planned

The Process:

- We knew from the start we wanted to involve neighbors in the naming process so we came up with a placeholder: 'SW Conservatory Way'
 - o This was a reference to a conservatory that was planned (but never built) in that general location
 - o [It was also a bit of tongue-in-cheek inside joke as we were 'conserving' the street name with a temporary placeholder]
- Then in/around September 2024 we issued a survey with several name options and encouraged people to vote on their favorite and submit alternates
 - o Responses are pasted below

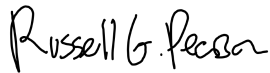


Result:

- We had around 60 responses and exactly ZERO people chose SW Conservatory Dr as their favorite
- Top contenders included Revelation Trail (my personal favorite) and Wisteria Lane (which I'm glad wasn't chosen given the Desperate Housewives connection) along with a few other good options
- Stallion Way received the most positive / least negative responses

To the best of my knowledge there are not currently any addresses or tracts that use the Conservatory Dr designation, and Pergola Park 6th Plat already shows the SW Stallion Way name, so presumably it's a minimal impact logistically.

Sincerely,



Russell Pearson, CCIM
BoxDevCo Real Estate
rpearson@boxdevco.com
816-589-4415