

## **Street Name Change Memo**

9/12/2025

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

RE: Stallion Way – Pergola Park 6<sup>th</sup> Plat

Dear City Planning Staff:

I am the Authorized Representative for NLV Development Company LLC.

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

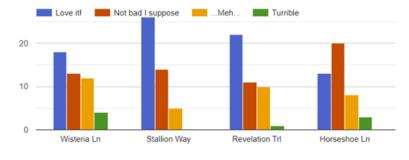
## **Quick Background:**

- 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 6<sup>th</sup> Plat included a new street so we knew we would need to name it eventually
- Pergola Park 5<sup>th</sup> Plat involved stubbing in that street
  - o Which meant we needed to submit a name earlier than planned

## The Process:

0

- 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
  - [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 <u>Revelation Trail</u> (my personal favorite) and <u>Wisteria Lane</u> (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 6<sup>th</sup> 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

Russell 6 Pecan

816-589-4415