CITY OF RAYTOWN

PLANNING & ZONING COMMISSION

AGENDA

Raytown City Hall
Board of Aldermen Meeting Chambers
10000 East 59th Street
July 10, 2025
7:00 pm

1. **Election of Officer(s)**

2. **Welcome by Chairperson**

3. **Call meeting to order and Roll Call**

Meyers:	Thurman:	Emerson:	Sneddon:
Jean-Paul:	Frazier:	Stock:	Bruenger:
Myers:			

4. **Approval of Minutes – March 6, 2025, Regular Meeting Minutes**
   a) Revisions
   b) Motion
   c) Second
   d) Additional Board Discussion
   e) Vote

5. **Public Discussion** (Regarding matters not on this agenda only)

6. **Old Business:** None

7. **New Business:**
   A. Final Draft Comprehensive Plan Presentation.
      1. Presentation of the Final Draft of the Comprehensive Plan by The Lakota Group.
      2. Facilitated discussion.

8. **Other Business: None.**

8. **Set Future Meeting Date – The next Regular Planning Commission Meeting is Scheduled for Thursday, August 7, 2025, at 7:00 PM.**

9. **Adjourn**

CITY OF RAYTOWN

PLANNING & ZONING COMMISSION

REGULAR MEETING

MINUTES

March 6, 2025
7:00 pm
Council Meeting Chambers

DRAFT

1. **Welcome by Chairperson.** Chairman Meyers called the meeting to order at 7:00 P.M.

2. **Call meeting to order and Roll Call.** Secretary Stock called roll.

Thurman: Present	Jean-Paul: Absent	Frazier: Present
Emerson: Present	Meyers: Present	Sneddon: Present
Bruenger: Present	Stock: Present	Morales: Present

3. **Election of Officers:** The Planning Commissions held an election for the office of Chairman, Vice Chairman, and Secretary. For the office of Chairman, Steve Meyers was nominated by Ms. Stock. David Frazier was nominated by Ms. Emerson. Mr. Meyers was elected to the office of Chairman.

   David Frazier was nominated to the office of Vice Chairman by Ms. Stock, and Mr. Bruenger nominated Jason Sneddon. Mr. Frazier was elected to the office of Vice Chairman.

   Dee Ann Stock was nominated to the office of Secretary by Steve Meyers. There were no other nominations. Ms. Stock was elected to the office of Secretary.

4. **Approval of Minutes:** Minutes of February 6, 2025, Regular Meeting were approved 8-0 upon a motion by Ms. Stock and a second by Ms. Emerson.

5. **Public Discussion:** None.

6. **Old Business:** None.

7. **New Business:**
   A. Presentation of the Draft Goals and Strategies for the Comprehensive Plan update.
   Ms. Kelly introduced Mr. Josh Bloom of The Lakota Group. Mr. Bloom shared the Draft Goals and Strategies for the Comprehensive Plan update. The presentation focused on seven (7) pillars in the categories of:

   - Economic Development
   - Housing & Neighborhoods

- Mobility
- Land Use
- Infrastructure
- Parks, Recreation, & Quality of Life
- Operational Excellence

Mr. Bloom shared the input that has been gathered from the community thus far, and shared the recommended goals and strategies on these topics. Victor Burks from Tesserre spoke on the pillar of Infrastructure. The commissioners asked questions. Mr. Bloom and Mr. Burks responded.

Mr. Bloom shared some conceptual design recommendations for the city-owned parcel of property located in the heart of the downtown district, commonly known as the "Green Space," and for the privately-owned parcel of land located just east of the City of Raytown Wellness Center. These locations were referred to as "Opportunity Sites." Mr. Bloom noted which recommendations were preferred by the public and the which ones were less preferred.

Mr. Bloom shared that they intend to complete the Draft Comprehensive Plan sometime in April, and that they Final Plan should be ready for adoption sometime in May or June of this year.

8. **Other Business:** None

9. **Set Future Meeting Date –** The next Regular Planning Commission Meeting is scheduled for Thursday, April 3, 2025, at 7:00 PM.

10. **Adjourn**

The meeting was adjourned at 8:16 PM.

DRAFT

ON THE RISE

RAYTOWN

COMPREHENSIVE PLAN | 2040

Acknowledgments

The City and The Lakota Group Planning Team would like to thank the Board of Aldermen, Planning Commission, Comprehensive Plan Steering Committee, and City staff for their guidance throughout the planning process.

Board of Aldermen

Mike McDonough, Mayor
Jim Aziere, Alderman
Janet Emerson, Alderman
Traci Fann, Municipal Judge
Theresa Garza, Alderman
Loretha Hayden, Alderman
Diane Krizek, Alderman
Bonnaye Mims, Alderman
Josh Morales, Alderman
Latrice Thomas, Alderman
Theresa Tush, Alderman
Greg Walters, Alderman

Planning Commission

Steve Meyers, Chairman
David Frazier, Vice Chairman
DeeAnn Stock, Secretary
Alderman Janet Emerson
Christopher Bruenger
Kevin Jean-Paul
Josh Morales
Ryan Myers
Jason Sneddon
Daneen and Dave Thurman

Steering Committee

Diana Castillo
Brad Drace
Tony Mesa
Carmen Morgan
Daniel Smith
Faye Whitney

City Staff

Damon Hodges, City Administrator
Missy Wilson, Economic Development Director & Assistant City Administrator
Diane Egger, Community Development Director
Shana Kelly, Planning and Zoning Coordinator
Toni Alexander, Public Information Officer
Robinson Camp, Public Works Director
Dave Turner, Parks Director

Table of Contents

- Chapter 1: Raytown on the Rise.....4
- Chapter 2: About Raytown.....10
- Chapter 3: Engaging Raytown.....46
- Chapter 4: Future Land Use.....54
- Chapter 5: The Comprehensive Plan.....64
  - Pillar 1: Economic Development.....66
  - Pillar 2: Housing & Neighborhoods.....86
  - Pillar 3: Mobility.....92
  - Pillar 4: Infrastructure.....108
  - Pillar 5: Parks, Rec. & Quality of Life.....114
  - Pillar 6: Operational Excellence.....124
- Chapter 6: Implementation.....128



CHAPTER 1

Raytown on the Rise



Welcome to Raytown!

WHAT IS A COMPREHENSIVE PLAN?

Raytown's Comprehensive Plan is a policy document. For the Planning Commission and Board of Aldermen, it sets a forward vision for the city, establishing principles by which it can govern and lead.

For the City's professional staff, the Comprehensive Plan helps them administer the city's initiatives across departments and informs the professional staff's research and advice to the Board. The Plan helps professional staff implement the will of Raytown's citizens.

In this Comprehensive Plan, "comprehensive" means addressing in the broadest sense all of the facets of city management and the city's long-range needs, including land use, zoning, population change, economic development, mobility, open space, infrastructure, quality of life, city services, life-safety services, and more. (Schools, an integral component of civic life, fall under the Raytown School District, which has its own strategic plan.)

Why is a Comprehensive Plan Important?

While planning cannot predict the future, it can prepare the city for a range of likely scenarios, grounded in local values. Most cities update their comprehensive plan at 10 or 20-year intervals. This Plan reflects how Raytown's residents and elected leaders envision the city's future and it establishes guidelines and implementation actions to achieve that vision. Because of its long-range nature, the Plan must be adaptable to local, regional, or global changes that may not be anticipated today.

A comprehensive plan represents a significant investment of money and effort on the part of the City and its residents. But a plan like this also has a payoff: Over the period of its implementation, it will be consulted frequently by City staff, aldermen, commissioners, and others to help them make sound decisions that reflect shared values and priorities. This investment of resources demonstrates the City's continued commitment to good management and strategic thinking.

THE COMPREHENSIVE PLAN PROCESS

The yearlong planning process kicked-off in March 2024 after the City selected a consulting team through a request for proposals. The planning process was divided into three phases:

Phase 1: Engage & Assess

Phase 1 included research, analysis, and public engagement. This included familiarization of the team with the City's context, opportunities, and barriers; original research into current demographic and economic conditions; and community engagement through interviews, public workshops, and surveys. This phase was summarized in an Existing Conditions Report that was shared with city leaders and the public.

Phase 2: Envision

Phase 2 put forward potential future visions for the city and alternative scenarios, grounded in the research conducted in Phase 1. The Envision phase also presented a set of draft recommendations. A second public engagement process invited residents to provide feedback and help to refine the goals and priorities so they are achievable and align with the city's values and aspirations.

Phase 3: Plan & Implement

The final Comprehensive Plan was developed in Phase 3. Draft strategies were refined and expanded, and an implementation plan was created to support the goals and strategies. The Plan was then adopted by the Planning Commission and the Board of Aldermen in July 2025 to become a living policy document for the City.



PAST AND CURRENT PLANNING EFFORTS

This 2025 Comprehensive Plan is the first planning effort of its kind in Raytown since 1996. During that 29-year interval, Raytown has changed, often as a result of changes that happened in the region and beyond.

The following provides a brief overview of past planning efforts.

Raytown Comprehensive Plan | 1996

As far back as the 1996 Comprehensive Plan, a central planning theme was Raytown's "land-locked" nature: It was understood that new development would largely have to take the form of redevelopment and infill. The plan recommended modestly increasing density along the length of Raytown Road between downtown and 71st Street through the development of duplex homes. (This has not occurred.) It also recommended single-family residential development on Westridge Road, south of 83rd Street, including on industrial-zoned land. This has largely come to pass.

The commercial development sector was in a different phase in 1996. The Plan emphasized additional regional-scale commercial development on Highway 350, with smaller scale commercial development downtown. At the time, the 101,000 square-foot Raytown Square had been recently completed at Highway 350 and Gregory Boulevard. Since 1996, the Walmart Supercenter was also built on Highway 350.

For the historic downtown, the 1996 Plan recommended mixed-use development with higher density housing, specialty shops, and office uses. It recommended an overlay zoning district for additional design control, which was included later in the 2001 Downtown Plan. The 1996 Plan also observed that "extensive commercial development on the periphery of Raytown and along its major corridors may discourage the redevelopment of downtown for such uses."



Downtown Raytown

Central Business District Plan | 2002

The Central Business District Plan, though now over 20 years old, provided a framework for downtown development that is still largely applicable today. It emphasized placemaking and creating a unique, pedestrian-scaled environment with a mix of uses that includes retail, multi-family residential, and office. The plan noted the importance of preserving historic buildings as part of downtown's identity, designing attractive entrances, and adding pedestrian amenities. For corridors leading into the CBD, the plan differentiated their scale and function, with Blue Ridge Boulevard North acting as an extension of downtown through improved development guidelines, and Raytown Trafficway/63rd Street West accommodating commercial uses whose function or scale are not appropriate to the historic CBD. The plan predated the opening of the Rock Island Trail as a source of new downtown visitors. It also predated the worldwide growth of e-commerce, which has influenced the types of commercial activities most viable in historic business districts.

> **"I am excited to see this plan come to life around town, it'll be great for Raytown!"**
>
> *- Stakeholder*

Highway 350/Blue Parkway Corridor Plan | 2007

This intergovernmental economic development and redevelopment plan addressed the eight-mile Highway 350 corridor between I-435 at the northwest to I-470 at the southeast, the central three miles of which fall within the City of Raytown. This important road, managed by MoDOT, serves a critical regional transportation function, but its design to move vehicles is at odds with accommodating pedestrians and goals for capturing through-traffic for economic development. The Highway 350 Plan supported continued auto-related land uses (e.g., car and car parts businesses) which, today, is in conflict with Raytown's goal of reducing these uses. (More recent local ordinances have placed additional land use controls on these commercial activities.) Proposed retail opportunities correspond to the corridor's existing strengths: fast food, convenience retail, banking, and other highway-oriented businesses. Proposed potential sites for larger users (e.g., big-box stores or distribution warehouses) were primarily envisioned on portions of the corridor outside of Raytown. Functional recommendations prioritized a full interchange at Highway 350 and Blue Parkway and improved pedestrian accommodations. Aesthetic recommendations prioritized gateway markers, landscape, and high-impact beautification interventions.

Design & Construction Manual | 2009

This manual provided regulatory guidance to developers and consulting engineers submitting plans for public improvements (e.g., roads, water, sewer, stormwater, lighting, etc.), including private improvements for public access.

Parks Master Plan | 2016

The Raytown Parks and Recreation Department (RPRD) oversees the management of parks, recreation facilities, historic sites, and recreational programs. In 2016, a master plan was established to "guide the delivery of excellent parks, trails, public facilities, activities, programs, and services that will contribute to community prosperity and improve the quality of life for residents and visitors to Raytown." The plan included a comprehensive assessment and inventory of all parks, programs, and facilities and outlined strategic actions to sustain and enhance the parks and recreation system.

To implement the master plan, a Capital Improvement Plan (CIP) and Strategic Recommendations were developed. The CIP detailed physical improvements to the park system, including expenditure projections and priorities across parkland and trails, maintenance, recreation facilities, recreation programs, and administration, finance, and governance.

The Strategic Recommendations provided guiding visions and strategies for each category to ensure the creation and maintenance of high-quality parks, trails, facilities, and programs that enhance the quality of life for all who live, work, and play in Raytown.

Additional Planning Efforts

In addition to the plans described above, the City has advanced several initiatives in recent years. A stormwater infrastructure study and improvement plan grew out of a voter-approved bond issue of $7.2 million in 2022. The final design is expected in fall 2024.

In 2007, the City adopted the "350 Highway Corridor Plan," which included development design guidelines.



First Baptist Church

BOARDS AND COMMISSIONS

The ten-member **Board of Aldermen** meets twice monthly. The elected mayor serves as the chair of the governing body, which oversees the City's operations and management.

In addition to the Board of Aldermen, Raytown benefits from citizen volunteers on other boards and commissions. These include:

- *Planning and Zoning Commission.* The nine-member Commission is appointed by the mayor and approved by the Board of Aldermen. The Commission meets monthly when there are applications to address. The Commission reviews conditional use applications and proposes amendments to existing zoning ordinances to the governing body.
- *Board of Zoning Adjustment.* The five-member BZA meets monthly when there are applications to address. The BZA hears applications for variances to zoning regulations and appeals of administrative decisions made by City staff while enforcing zoning regulations.
- *Parks and Recreation Board.* The nine-member Park Board meets monthly and oversees finances and operations of the city's public parks.
- *Special Sales Tax Oversight Committee.* This citizen committee meets four to six times per year to review how the City spends revenues attributable to the Transportation, Public Safety, and Capital Sales taxes. It advises the Board of Aldermen.



Downtown Raytown

Planning in Missouri

Almost all states either require or allow municipalities to prepare comprehensive plans. Each state's laws dictate the degree to which a community needs a comprehensive plan, when a plan should be updated, the required content of the plan, and its relationship to state and local land use law. In the State of Missouri, Chapter 89 of the Missouri Revised Statutes prescribes the requirements for preparing a comprehensive plan and the comprehensive plan's role in local planning and zoning.

- *Statute 89.340* states that local commissions shall make and adopt a comprehensive city plan for the physical development of the municipality. The plan, including maps, charts, and explanatory materials, should outline recommendations for land use and physical development. It may cover various aspects such as the general location, character, and extent of streets, public spaces, and utilities. Additionally, it can address changes to public ways and spaces, including their acceptance, widening, removal, or relocation, as well as the redevelopment of blighted and slum areas.

- *Statute 89.040* requires that zoning regulations in Missouri be made in accordance with a comprehensive plan "to lessen congestion in the streets; to secure safety from fire, panic and other dangers; to promote health and the general welfare; to provide adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; to preserve features of historical significance; to facilitate the adequate provision of transportation, water, sewage, schools, parks, and other public requirements."





CHAPTER 2

About Raytown

ABOUT RAYTOWN



Welcome to Raytown!

Named after William Ray, a blacksmith who repaired travelers' wagons along the Santa Fe Trail, the town was settled by pioneers in the early 19th century, when it was known as Blue Ridge. It was later renamed Raytown in 1854.

Prior to European contact, the land of the Kansas City region was home to the Mississippi tribe, the Osage, Kaw, and Otoe-Missouria peoples.

Three 19th century westward trails ran through Raytown and the Kansas City area: The Santa Fe, Oregon, and California Trails. These transportation routes, used by traders, fur trappers, and those seeking farmland, led to permanent settlements. Raytown remained a settlement of farmers and tradespeople through the first quarter of the 20th century.

Raytown incorporated as a city in 1950, a show of independence from rapidly growing Kansas City. Though limited in land area, the population increased rapidly in the post-World War II years, from about 1,000 people in 1950 to 17,000 in 1960. Much of Raytown's housing was built during this period from the 1950s through the 1970s and reflects the ranch home styles popular at the time [1].

[1] Additional information about Raytown's history can be found at History - Raytown Chamber.

The City of Raytown was already "land locked" by the time it incorporated, meaning its boundaries could not expand by annexation. The 10-square mile city lies in eastern Jackson County and is almost entirely surrounded by the City of Kansas City, Missouri, with the exception of a small boundary of less than 1,000 feet with the City of Independence, in the northeast corner of Raytown. Raytown functions as a bedroom community of Kansas City, the regional economic hub.

Raytown C-2 School District, known as Raytown Quality Schools, covers a catchment area of 32 square miles that extends beyond the city's boundaries and includes portions of eastern Kansas City and southwestern Independence.

Community Profile

All populations are continually changing as generations age and people move in or out of the city. Raytown's current population, recent trends, and forecast future changes help inform planning decisions for the future.

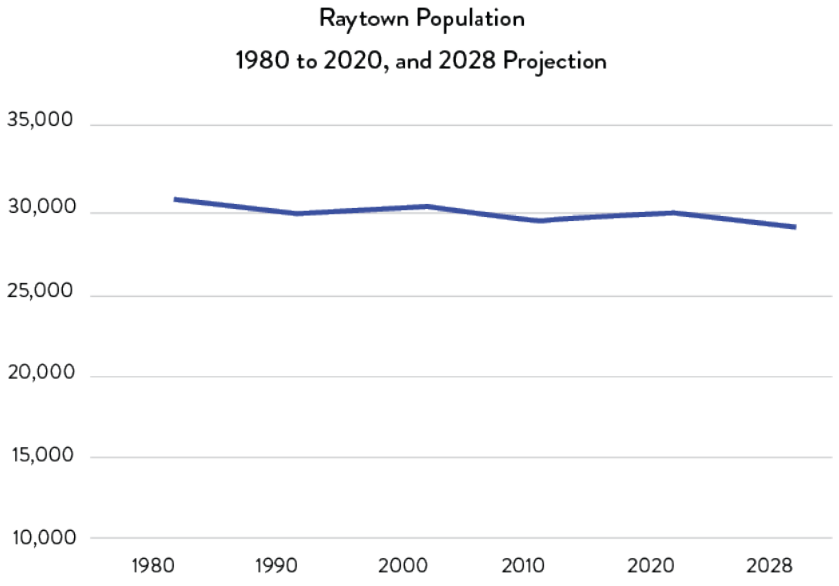
Population

In the Post-World War II period, Raytown's population grew at a rapid clip. The city was built out quickly and families settled in new homes. From 17,083 people in 1960, the city reached its highest historical population of 31,831 by 1980. Since 1980, the population has decreased slightly to 30,012 in the 2020 Census. The estimated 2024 population is 29,366 and the projected population in 2028 is 28,942.

The consistency of Raytown's population is at least partly due to the supply of and demand for housing in the city: population expansion requires new housing inventory, and recent demand for new construction has been low.

Raytown is one of 16 cities in Jackson County. Kansas City, which surrounds Raytown, falls mostly within Jackson County. The County's total population is about 726,000, with the largest cities being Kansas City (508,090, not entirely within Jackson County), Independence (123,011), and Lee's Summit (101,108). Growth among these cities is dramatically different: Between 2010 and 2020, Kansas City grew 10.5% (about 1% annually), Independence grew 5.3% (about 0.5% annually), and Lee's Summit grew 10.7% (about 1.1% annually), while Raytown had a 1.6% population loss (or 0.16% annually).

Figure 1: Raytown Historical and Projected Population



Two of Raytown's immediate neighbors, Grandview and Independence, share some demographic characteristics, with similar household incomes and education levels. Grandview is significantly younger, with a median age of 35.6 to Raytown's 41.2. Lee's Summit is a much wealthier suburb with a higher education level.

Race and Ethnicity

Raytown's profile by race and ethnicity is diverse, with one-third of the population identifying as Black and 13% identifying as Some Other Race or Two or More Races. Nationally, 12% of the US identify as Black and 19% identify as Hispanic.

Several national trends affect how race and ethnicity are reported in the Census and American Community Survey. As the ACS has introduced expanded race categories such as "Some Other Race" and "Two or More Races", and as personal understandings of race have evolved, data has become more challenging to align with past Census profiles.

Today, 47 percent of the city's population (including those identifying as Black, American Indian, Asian, Some Other Race, and Two or More Races) identify as persons of color.

Persons of Hispanic origin may be of any race so may be included across Raytown's entire population.

Population diversity can also be quantified by a Diversity Index, which is a measure provided by the US Census Bureau. The Diversity Index expresses the probability that two randomly chosen individuals will belong to different racial and ethnic groups, with the index ranging from 0 (no diversity) to 100 (complete diversity). Raytown has a Diversity Index of 67, indicating a 67 percent probability that two randomly selected individuals will come from different racial or ethnic groups. Raytown's diversity index matches Jackson County's. For adjacent cities, Kansas City (71) and Grandview (75) are more diverse; Independence (60) and Lee's Summit (45) are less diverse.

Figure 2: Raytown Race and Ethnicity Profile

Race (2023 est.)	Percentage
White Alone	52%
Black Alone	33%
American Indian Alone	1%
Asian Alone	1%
Pacific Islander Alone	0%
Some Other Race Alone	3%
Two or More Races	10%
Hispanic Origin (any race)	9%

Figure 3: Demographic Profiles of Raytown and Adjacent Cities

City	Population (2024 est.)	Households (2024 est.)	Median HH Income (2024 est.)	Median Age	Avg HH Size	Education. BA or higher (2024 est.)
Raytown	29,366	12,440	$61,733	42.0	2.33	25%
Kansas City	520,858	224,547	$65,404	35.8	2.30	40%
Grandview	26,371	10,780	$52,229	35.6	2.43	25%
Independence	123,133	51,338	$58,075	40.2	2.37	21%
Lee's Summit	105,180	40,443	$103,871	40.0	2.58	51%

Figure 4: Diversity Index for Raytown and Adjacent Cities

City/County	Diversity Index
Raytown	*67*
Kansas City	*71*
Grandview	*75*
Independence	*60*
Lee's Summit	*45*
Jackson County	*67*

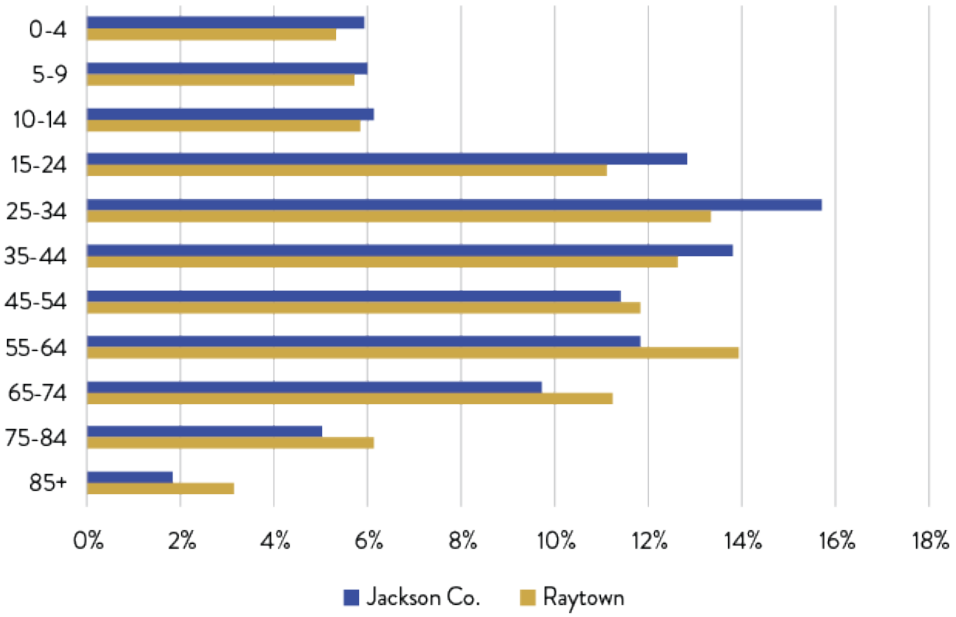
Age

Like the country overall, Raytown's population is aging. The median age in 2010 was 40.5 and today is estimated at 42.0. Grandview (35.6) and Jackson County overall (37.4) are significantly younger. The median age for the US is 38.5.

The aging of America reflects the movement of larger generations, such as Baby Boomers and their children, Millennials, through different life stages. Aging is further magnified by nationally lower fertility rates.

Viewing Raytown's population by age bracket helps to reveal where the population is weighted. The following chart compares Raytown age brackets to Jackson County. In every segment over 45 years old, Raytown's population is older than the County. The 25 to 44 brackets, which constitute family formation years, comprise a smaller proportion in Raytown than in the County.

Figure 5: Raytown Population by Age Bracket, Compared to Jackson County



Household Size

As Raytown is aging, the average household size declined slightly, from 2.39 in 2010 to an estimated 2.32 today. Jackson County had a similar slight decline, from 2.41 in 2010 to an estimated 2.35 today. Nationally, household size decreased from 2.58 to 2.51 over the same period.

The trend to smaller households is influenced by several factors, including lower marriage rates, later marriages, reduced birthrates and fewer children, and an aging population with more seniors living alone. In a planning context, changes in household size can influence considerations for the types and configurations of future housing development, as well as in the forecasting of demand for social services for an aging population.


Single-family Housing

HOUSING AND MARKET ASSESSMENT

Housing Profile

Raytown's housing stock of mostly single-family ranch-style homes in intimate, park-like neighborhoods creates the kind of setting that residents highly value. Many of these Mid-Century homes could now be considered historic.

Housing Inventory

While the city's approximately 13,500 housing units are primarily single-family, there are a number of apartment complexes, particularly in neighborhoods close to downtown. Crescent Creek, a newer development in the northeast quadrant of the city, incorporates New Urbanism principles with smaller detached and attached homes on smaller lots.

About 77 percent of homes in Raytown were built in the post-War decades from 1950 through the 1970s. Very few new homes have been built since 2010. With few new units being added to the inventory, the city's population and residential tax base are effectively capped. Yet recent population trends and market circumstances have not called for significant new home construction.

Housing Costs and Affordability

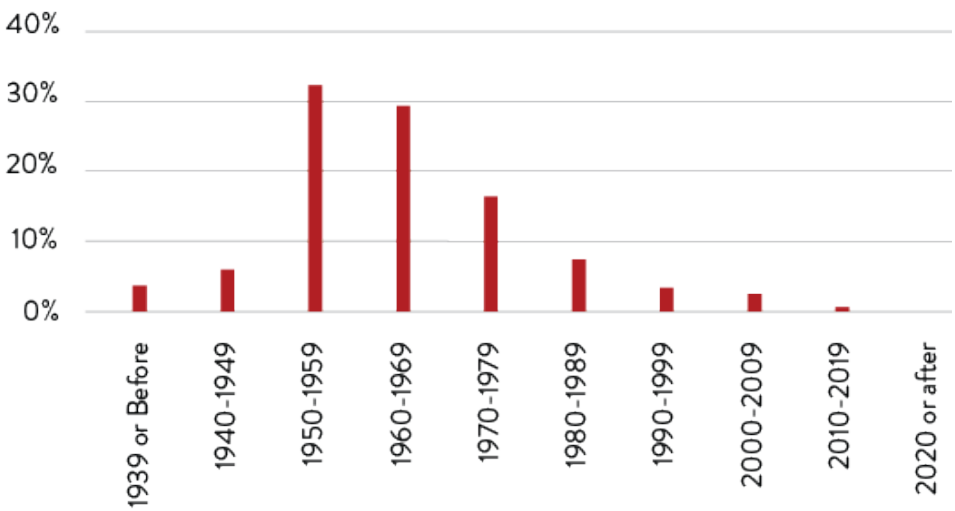
Homes in Raytown fall at a median value just slightly lower than neighboring Grandview and Independence. Raytown's Housing Affordability Index, at 129, means the city is more affordable than its neighbors. The median percent of income spent on a mortgage for a median-value home in Raytown is only 18% [2].

[2] The Housing Affordability Index has a midpoint of 100, representing an area where the median income is sufficient to qualify for a loan on a home valued at the median home price and not be cost-burdened. Higher values indicate greater affordability. A related metric is Percent of Income for Mortgage. A homeowner who spends more than 30% of income on rent or mortgage, taxes, insurance, and utilities is considered cost-burdened.

Many homes in Raytown can be purchased at a price point accessible to young couples and families, today in the range of $100,000 to $300,000 as an entry point, though many older homes in the city require substantial upgrades. This value proposition has made Raytown attractive to first-time homebuyers.

Homeownership in the city is at 63%, slightly below the national rate of 66%. Raytown's owner occupancy rate is higher than Independence (61%) and KCMO (51%), but lower than Lee's Summit (72%). Homeownership has several benefits for cities in that it encourages investment and maintenance, and it creates social capital within neighborhoods through stability.

Figure 6: Raytown Housing Inventory by Year Built



For homeowners themselves, ownership builds household wealth over time.

Since mortgage rates jumped in 2022 from historic lows, the housing market has experienced several anomalies. Homeowners with mortgages at unusually low rates of three or four percent are reluctant or cannot afford to move and take on a new mortgage at seven percent. This has contributed to a low inventory of homes for sale and increased prices due to tight supply.

Rental housing in Raytown tends to be less well-maintained, particularly among designated affordable units. A reportedly encroaching problem has been the purchase of formerly owner-occupied homes by private equity firms and other investors which tend to extract value without investing in upkeep.


Raytown Housing

Figure 7: Area Homeownership Rates, Home Values, and Affordability Indices

	Homeownership	Median Home Value	Housing Affordability Index	Percent of Income for Mortgage
Raytown	*63%*	*$181,109*	*129*	*18%*
Grandview	*48%*	*$188,292*	*105*	*23%*
Independence	*61%*	*$197,704*	*111*	*21%*
Kansas City	*51%*	*$262,370*	*94*	*25%*
Lee's Summit	*72%*	*$321,796*	*122*	*19%*
Jackson County	*56%*	*$247,787*	*99*	*24%*

Market and Economic Base

Raytown's consumer spending capacity is modest when compared to demographic benchmarks. This is primarily related to modest household incomes and consumer lifestyle characteristics. Still, existing spending potential of Raytown households could, potentially, support new retail business development and retail services in the city.

Raytown households' Spending Potential Index (SPI) for consumer goods and services fall primarily in the 70s on a scale with a midpoint of 100. (Lower than 100 indicates less spending potential; higher than 100 indicates greater spending potential.)

Retailers and retail service providers are attracted to areas with high SPI scores as one factor among other demographic traits.

Historically, retail sales gap (or leakage) calculations helped cities understand how much local spending potential was being lost to other communities. However, with the rise of online shopping, including even for convenience purchases like household supplies, the relevance of sales gap analysis has diminished. Instead, evaluating available spending through the SPI and in the context of local retail strengths is more insightful.

With Raytown's Hy-Vee, Walmart Supercenter, and six neighborhood shopping centers, it is possible for a household to make a majority of its purchases within the city.

However, in interviews and surveys, most people report making most of their purchases outside Raytown. In the specific category of restaurant dining ("food away from home"), and with a desire for more restaurants having been expressed by many people, it is very likely that much of the $34 million in available spending goes elsewhere.



Crane Brewing

Figure 8: Retail Spending Potential for Raytown Households

Category	Total Annual Spending (all HHs)	Average per HH	SPI
Apparel & Services	*$20,482,474*	*$1,640*	*75*
Entertainment/Recreation	*$35,601,457*	*$2,851*	*75*
Food at Home	*$63,213,577*	*$5,062*	*74*
Food Away from Home	*$34,158,241*	*$2,736*	*73*
Health Care	*$72,929,118*	*$5,840*	*79*
Household Furnishings & Equipment	*$27,454,130*	*$2,199*	*74*
Personal Care Products & Services	*$8,912,505*	*$714*	*75*
Vehicle Maintenance & Repairs	*$12,683,020*	*$1,016*	*78*

Lifestyles

Tapestry® is a proprietary lifestyle segmentation system developed by ESRI that classifies American households into 67 national categories, or "LifeModes." These categories represent various demographic characteristics (such as age and income) combined with qualitative preferences (such as consumer tastes and spending habits). Since Tapestry LifeModes are national, households in the same lifestyle segment share similar traits regardless of their location in the country.

Tapestry is typically used by national retailers to identify places where the household characteristics and lifestyle preferences match their target customers, but it is not the only factor in such decisions. One of the criticisms of the Tapestry system is that the names assigned to some of the segments can sound unflattering or even pejorative. The purpose of including them here is to understand how this framework classifies Raytown households.

It is common for most households in a relatively small geography, like a small city, to fall primarily into just a few of the 67 segments. In Raytown, one Tapestry segment is dominant, followed by two significantly smaller clusters:

Rustbelt Traditions | 52%

Rustbelt Traditions households are primarily married couples living in older industrial cities. They are budget-aware shoppers who live in older, post-War single-family home developments and work in both white-collar and skilled blue-collar jobs.

- Household income: $51,800
- Median age: 39.0
- Married couples; some singles
- Household size: 2.47
- High school with some time in college
- Employment: Primarily white collar with some skilled blue collar
- Housing: Single-family homes in older neighborhoods; 71% are homeowners

Traditional Living | 17%

Traditional Living households are cost-conscious families and singles. They are a younger market, meaning they may be juggling their early marriages or family years while still having interest in social and recreational activities. The segment includes a relatively high proportion of single-parent and single-person households.

- Household income: $39,300
- Median age: 35.5
- Married couples; some singles
- Household size: 2.51
- High school (70%), many with some time in college
- Employment: Manufacturing, retail trade, and health care
- Housing: Single-family homes or duplexes; about 59% are homeowners

Midlife Constants | 17%

Midlife Constants include seniors and those approaching retirement, with below-average labor force participation. They are primarily married couples, though the proportion of single person households is growing.

- Household income: $53,200
- Median age: 47.0
- Married couples; some singles
- Household size: 2.31
- High school (63%), or some college
- Employment: Primarily white-collar with some skilled blue-collar
- Housing: Single-family homes in older neighborhoods; 71% are homeowners. Many have lived in the same home for years.

Figure 9: Top Tapestry Segments for Raytown Households

Tapestry LifeMode	% of Raytown population
Rustbelt Traditions	*52%*
Traditional Living	*17%*
Midlife Constants	*17%*

Employment and the Labor Force

Raytown's labor force is most concentrated in skilled blue-collar sectors and white-collar services. The largest sectors include Retail Trade, Health Care/ Social Assistance, Manufacturing, Transportation, and Construction. In aggregate, these categories account for 56 percent of the workforce.

Because Raytown's commercial economy is small, most workers commute to jobs outside the city. This is a planning consideration that affects transportation and housing for these relatively modest earners.

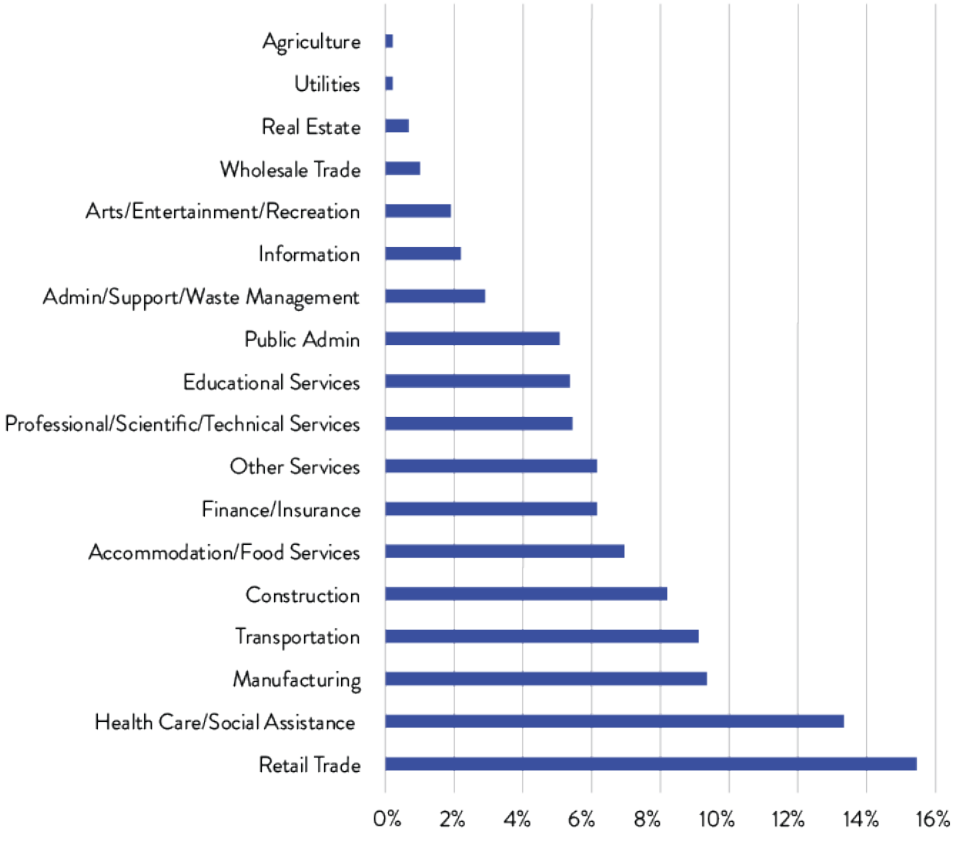
Retail

Raytown has a number of retail centers throughout the city, mostly Neighborhood and Community shopping centers, based on International Council of Shopping Centers (ICSC) classification, plus the historic downtown.

Historic Downtown

The historic downtown, centered at Raytown Road and 63rd Street, was once the center of retail activity for the city. It has been diminished as a result of multiple factors including changes in the retail industry, loss of building fabric due to demolitions, and changes in roadway scale, among others. It retains its historic character and scale at its center and has great potential to be revitalized through place-based economic development.

Figure 10: Raytown Labor Force by Industry (Raytown Residents)



Raytown Plaza Shopping Center | 6215-6245 Blue Ridge Blvd

This Neighborhood Center (based on ICSC classification), built in 1959 adjacent to the historic downtown, contains 99,800 square feet of gross leasable area. It currently lists about 16,000 square feet (about 16 percent of GLA) available for lease at $8.50 per square foot per year. The Center has not had recent upgrades and appearances need improvement.

Raytown Centre 65 | 6520-6530 Raytown Rd

A Strip/Convenience Center (based on ICSC classification) with 25,200 square feet GLA, built in 1977. The Center has 18 storefronts with only one currently listed for lease: 840 SF at $10/SF/Yr. Tenants are primarily independent retail service providers. The property has not been updated but is well-maintained and almost fully occupied.

Woodson Village | 11501 E. 63rd Street

This 1974 Neighborhood Center contains 124,500 SF GLA. Currently it offers 14,000 SF for lease. The updated center is mostly occupied and stable, anchored by Cosentino's Apple Market and an Amazon odd-lot warehouse store.

Center 63 | 6201-6240 Raytown Trafficway

Built in 1978, this 89,451 SF Neighborhood Center currently lists 25,091 SF (28 percent of GLA) for lease at $7.00 to $11.00/SF/Yr. The Center is adjacent to the historic downtown. Tenants are retail services, independent restaurant, and fitness, having lost its original anchor Thriftway grocery store. The center has not been updated and presents poorly.

Blue Ridge Plaza | 5210-5252 Blue Ridge Boulevard

Blue Ridge Plaza, at the intersections of Blue Ridge Boulevard, Woodson Road, and 53rd Street, is a 66,190 SF Neighborhood Center built in 1977, currently listing 10,310 SF (16 percent of GLA) for lease at $9.00/SF, however the anchor tenant space is currently being used for storage. Other tenants are primarily independent food and retail services, with a Family Dollar store and McDonald's on an out-parcel. The shopping center has not been updated.

Towne Center | 9033-9067 E Highway 350

A 37,482 SF Neighborhood Center built in 1975. The Center has been updated and is currently fully occupied, primarily by value-oriented retail and restaurants.

Raytown Centre Shops | 6633 Raytown Rd

A small Strip/Convenience Center that has not been recently updated but is well-occupied.

Office and Industrial

Office and industrial are not major land uses in Raytown, though there are several small office buildings and flex spaces. Significant properties include:

Hawthorne Business Park | 5893 Raytown Road

This 14,000 SF warehouse/industrial building is part of a three-building complex, built in 1987. One of the three buildings is currently offered for least at $8.00/SF/Yr.

5520-5542 Raytown Road

A 37,000 SF office/flex space built in 1979. Approximately one-half of the building is currently available. The building is outdated in appearance, with low curb appeal; the complex is currently on the market.

Westview 63 | 8801 E. 63rd Street

A 1984 two-story office building renovated in 2019, it is offering 1,930 SF of Class C space at about $14.00/SF/Yr. This is one of the higher-quality office spaces available in the city.

Raytown Flex Center | 7609 Raytown Road

A 14,000 SF warehouse/flex space built in 1985. Approximately half of the space is available for lease at $6.00/SF/Yr.



Raytown Flex Center



Hawthorne Business Park

OPPORTUNITY AREAS

Throughout the city, there are sites and areas for future commercial or residential development, including infill, revitalization, or redevelopment. There are also opportunities for creating parks and public spaces, independently or as part of the development of an underused site.

Three areas or sites are high priority as their development or revitalization would have a profound and catalytic impact for the city:

Historic Downtown

The goal for the historic downtown is to create a vibrant center of community and commercial activity – the kind of place where Raytown residents can find dining, entertainment, niche retail, and public spaces to enjoy. Approaches to downtown development should include an interconnected set of strategies and actions that follow the National Main Street paradigm, including Economic Vitality, Promotion, Design, and Organization. Critical to revitalizing the historic downtown will be incorporating a variety of activation strategies and tactics, including both permanent installations (such as "people spots") and temporary interventions (such as events).

Within downtown, several sites lend themselves to catalytic redevelopment: The former Fox's Drugs occupies a "landmark location" – a corner that people identify as a gateway to downtown. Its neon signs have been part of downtown's identity for decades. Other downtown parcels whose redevelopment could be catalytic include the former Raytown Feed & Seed buildings and the vacant lot at the southeast corner of Railroad Street and 65th Street (north of Crane Brewing), which could be developed as part of a trail-oriented destination.

Downtown "Green Space"

The Downtown "Green Space" – bounded by Raytown Road, East 62nd Street, and Blue Ridge Boulevard (and by historic commercial buildings on the south) – represents a specific development opportunity within the historic downtown. It has been used for concerts like Raytown Live and other community events, but the open field is not otherwise programmed. This represents an opportunity to develop a mixed-use project that adds residents, retail commercial, and designed open space to the downtown district.

350 Highway & Hardy Avenue

This 12-acre development site, adjacent to the Raytown Schools Wellness Center and across 350 Highway from the Walmart Supercenter, is currently marketed for development. It is zoned Highway Commercial (HC/350) and is within the 350 Highway Corridor Overlay District. There are no active development proposals, but the site presents an opportunity for multi-family residential use or, potentially, a small hotel.



Historic Neon Sign


Downtown "Green Space"

LAND USE

Community Land Use

In Raytown, the dominant land use is residential, accounting for 46 percent of the city's land. Single-family neighborhoods make up the bulk of residential land (41 percent), while multi-family housing represents approximately five percent.

These multi-family residential areas are primarily concentrated around the downtown core and along key corridors such as Blue Ridge Boulevard and Raytown Road, where access to transportation and amenities is greatest.

Commercial land use is the second largest land use category representing 22 percent of Raytown's land area, largely focused along Highway 350 and major thoroughfares like Raytown Road and 63rd Street.

These areas host shopping centers and strip malls that serve the everyday needs of residents and could benefit from urban design improvements and infill strategies. Downtown Raytown, characterized by its traditional main street-style commercial uses, presents a unique opportunity for revitalization and could become a vibrant destination within the city, blending small businesses, dining, and entertainment.

Institutional land uses, which include schools, public buildings, and government facilities, are the third largest land use category and occupy 17 percent of Raytown's land area. These spaces play a crucial role in providing services and infrastructure to support the community. Office uses at 8 percent of land area are often interspersed with commercial land, as well as within some neighborhoods, supporting professional services and local businesses.

Industrial land use comprises five percent of Raytown's total area and is mostly found south of downtown, north near City Hall, and in scattered pockets along Highway 350. These areas are vital for local employment and economic activity, though they occupy a smaller share of the city's overall land use. As Raytown continues to evolve, the thoughtful management of these land use patterns will be essential in meeting community needs and guiding sustainable growth.

Land Use Category	Acreage	% of Raytown Land Area
Residential	*1133*	*46%*
Single-Family	*1016*	*41%*
Multi-Family	*117*	*5%*
Commercial	*556*	*22%*
Office	*193*	*8%*
Industrial	*112*	*5%*
Institutional	*422*	*17%*
Parks	*56*	*2%*

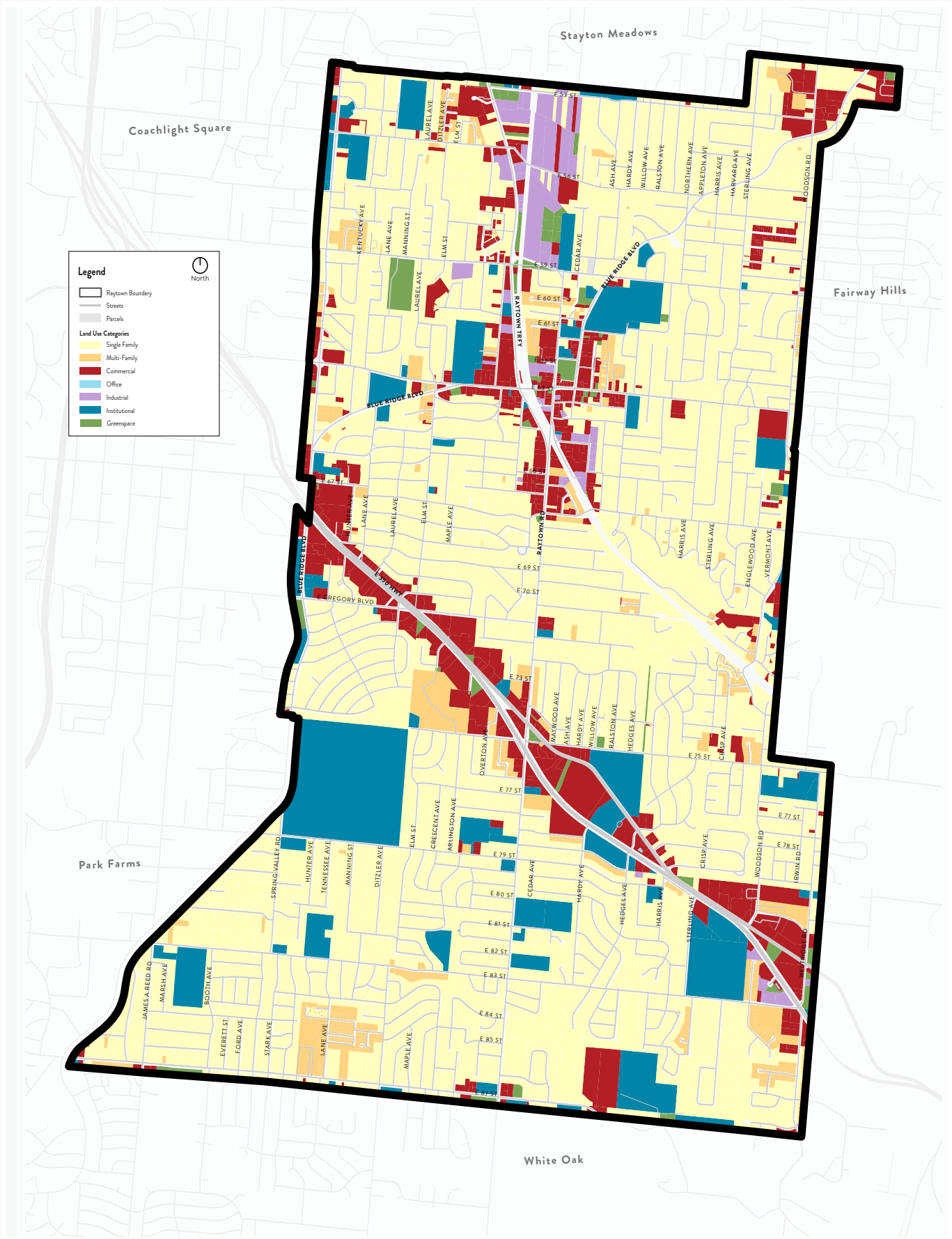


Residential Land Use



Commercial Land Use

Figure 11: Land Use Map



ZONING ORDINANCE

The zoning regulations and districts promote the safety, well-being, and prosperity of the city's citizens by ensuring efficient and orderly development. This involves regulating land use, building occupancy, traffic flow, and population distribution to achieve the best use of land while protecting against flood hazards. It also aims to provide adequate public utilities and facilities, control building heights, and manage the density of development, all in a way that benefits the general public's health, safety, and welfare. Eight zoning districts regulate and restrict land use and set standards for development.

Residential Districts

The City of Raytown is zoned predominantly for residential uses (73 percent) with 69 percent of zoned areas allowing for single-family residential and nine percent supporting multi-family residential along arterial roads throughout the community and near downtown. There are no areas currently zoned for Manufactured Home Park Residential.

- **Low-Density Residential (R-1):** Allows for single-family detached residential and other uses compatible with residential surroundings such as religious institutions, golf courses, accessory uses, and parks and recreation.
- **Medium-Density Residential (R-2):** Supports two-household residential development, single-family detached and attached, and other compatible uses allowed with-in R-1.
- **High-Density Residential (R-3):** Allows for multi-family residential in a higher density setting while ensuring livability and open space.

  Multi-family residential can include single-family attached residential and apartment/condominium development.
- **Manufactured Home Park Residential District (MH):** The purpose of this district is to offer a regulated environment for manufactured homes including modular and mobile homes.

Nonresidential Districts

Nonresidential districts include commercial, industrial, and conservation designations. Commercial designations account for 11 percent of the zoning districts, industrial accounts for three percent, and conservation areas account for seven percent.

- **Neighborhood Commercial District (NC):** Provides for the location of neighborhood-serving commercial uses such as retail, convenience stores, drive-throughs, banks, government uses, and offices. This zoning designation accounts for all other commercial areas outside of the highway corridor including the CBD, Raytown Trafficway, Raytown Road, and Blue Ridge Boulevard.
- **Highway Commercial Corridor District (HC):** Accommodates commercial activities that would benefit from proximity to a highway or arterial road serving a regional draw and are often more auto-mobile oriented. This zoning designation is found along Highway 350.
- **Industrial District (M):** Primarily for production, processing, and assembly plants and office and warehousing uses that may require separation and buffering from residential and non-compatible adjacent uses. Industrial zoning is confined to Highway 350, a district south of the CBD, and the area surrounding City Hall north of the CBD.
- **Conservation District (N):** Protects and promotes the preservation of natural and scenic features, natural habitats of wildlife, soil erosion, and watershed areas. Allows for agriculture, camps, and parks and recreation.

Overlay Districts

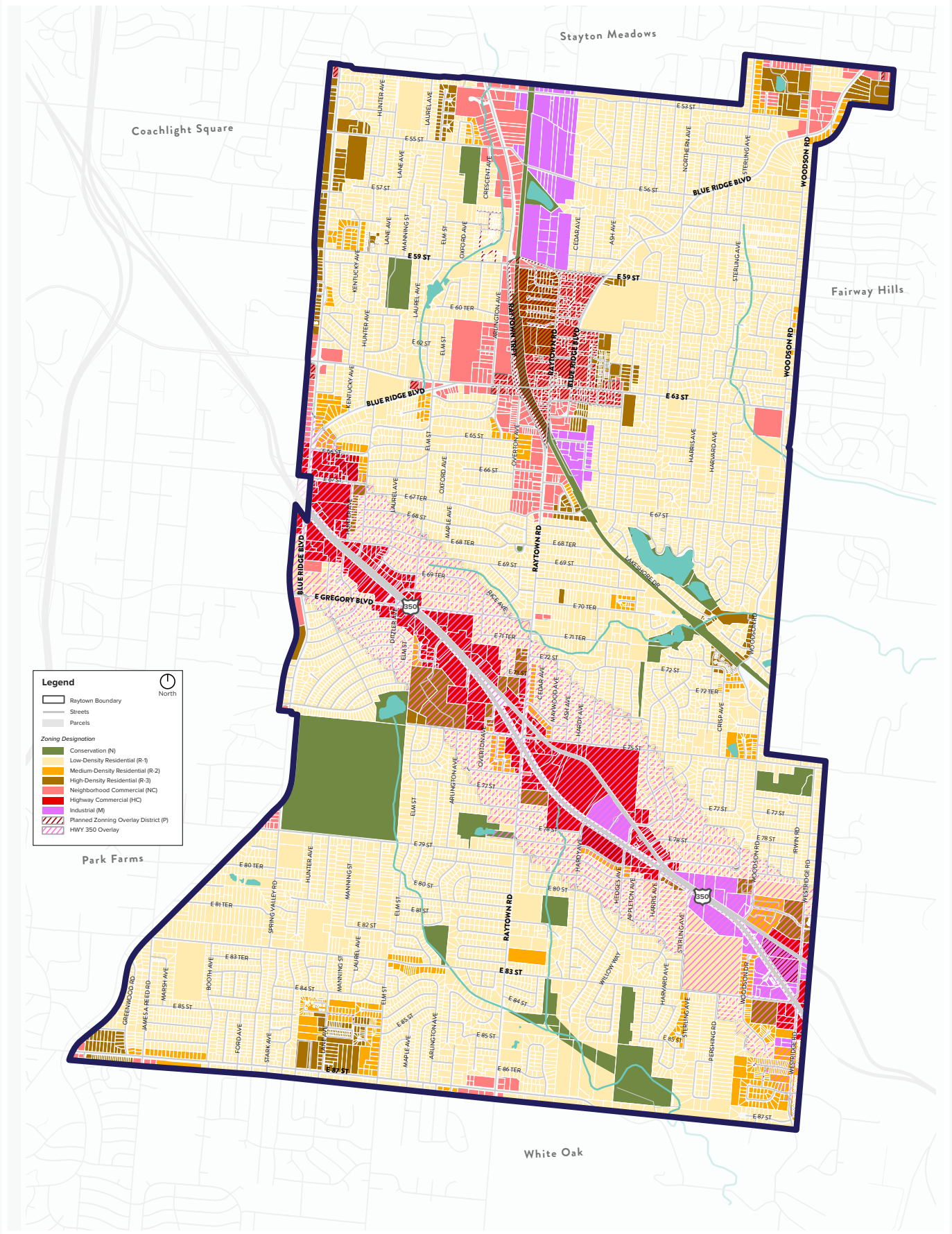
Overlay zoning districts are special zoning areas that are applied on top of existing base zoning districts to add additional regulations or requirements without changing the underlying zoning classification. These districts are used to address specific issues or concerns within a particular area, such as historic preservation, environmental protection, floodplain management, or aesthetic controls.

- **Town Square Overlay District (TS):** Includes the commercial uses within the Central Business District that provide major retail, government, business services and entertainment facilities, and residential uses above ground-floor uses. Allows for multi-family residential uses as well as single-family attached.
- **Floodplain Overlay District (FP):** Includes all lands in Raytown identified as A and AE zones on the flood insurance rate maps for Jackson County. Safeguards these areas from development without extensive review.
- **Housing Opportunity Residential Overlay District (HO):** Provides for denser single-unit detached residential development on smaller-lots in certain areas of the city along with other compatible uses.
- **Planned Zoning Overlay District (P):** May be affixed to all zoning districts and the owner shall submit development plans to the planning commissions. Allowed uses correspond with the underlying district unless otherwise altered as part of the approval process such as allowing additional uses like mixed residential uses or mixed residential and commercial uses.
- **Condominium Dwelling Overlay District (CD):** Provides for the development of condominium residential uses and administrative provisions are approved by the planning commission.
- **Historic Preservation Overlay District (HP):** Applies to all designated historic and architecturally significant structures and properties to conserve the character of the historic resources, foster civic pride, and enhance the attractiveness of the city. Planning Commission may identify and nominate these neighborhoods, sites, and structures and requires a city register of historic places.

Figure 12: Raytown Labor Force by Industry (Raytown Residents)

Zoning Districts	Acreage	% of Raytown's Land Area
Residential Districts	*4,199*	*79%*
Low-Density Residential (R-1)	*3,693*	*69%*
Medium-Density Residential (R-2)	*271*	*4%*
High-Density Residential (R-3)	*289*	*6%*
Manufactured Home Park Residential (MH)	*0*	*0%*
Nonresidential Districts	*1,144*	*21%*
Neighborhood Commercial District (NC)	*301*	*6%*
Highway Commercial Corridor District (HC)	*274*	*5%*
Industrial District (M)	*174*	*3%*
Conservation District (N)	*394*	*7%*

Figure 13: Zoning



- **Adult Entertainment Use Overlay District (AE):** Supplemental to the underlying zoning, this district confines adult entertainment establishments to commercial and industrial zones in which the impact would be least disruptive.
- **Central Business District Design Elements:** Set parameters for the physical appearance of the City's Central Business District to create a traditional downtown core.
- **Highway 350 Design Standards:** Addresses the transportation, land use, and aesthetic components of development and redevelopment along Highway 350 to create a vibrant mixed-use corridor as established in the corridor plan.



Raytown Towne Center

MOBILITY AND CONNECTIVITY

Raytown's transportation network is largely vehicle-oriented. Raytown Road, 63rd Street, and Highway 350 – a state arterial bisecting the city – facilitate convenient vehicle access across the city and to nearby Kansas City and surrounding communities. The city also has a network of low-stress local streets connecting to homes; these see relatively few crashes and experience low traffic volumes. However, although speed limits are low in residential areas, community members expressed concerns that speeding is an issue throughout the city.

The Kansas City Area Transportation Authority (KCATA) operates several bus routes adjacent to Raytown, but none currently stop within the city limits.

The Rock Island Trail bisects Raytown, providing bicyclists and pedestrians access to the state's growing rails-to-trails network, which will stretch over 450 miles once completed. Finally, the

Figure 14: Commute Times for Raytown Households

Travel Time to Work (ACS 5-Year Estimates 2017-2021)	
Less than 10 minutes	*10%*
10 to 14 minutes	*8%*
15 to 19 minutes	*15%*
20 to 24 minutes	*24%*
25 to 29 minutes	*8%*
30 to 34 minutes	*23%*
35 to 44 minutes	*5%*
45 to 59 minutes	*3%*
60 or more minutes	*3%*

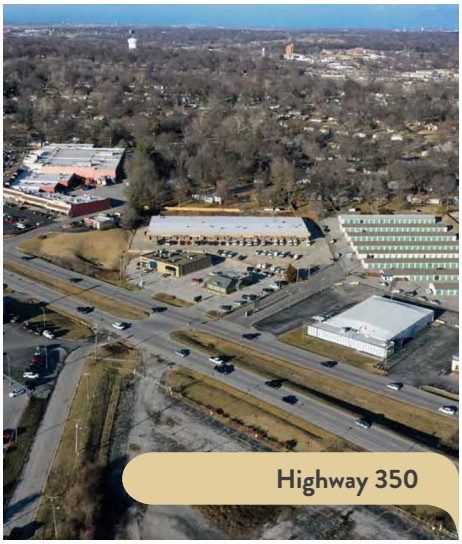
The majority of Raytown households (72%) have two or more cars and spend about $13,000 (or 20% of income) on annual transportation costs.

pedestrian network in Raytown has significant gaps, creating barriers to access and unsafe walking conditions, particularly near schools and other community destinations.

Travel Snapshot

Raytown residents' commuting patterns reveal a high reliance on personal vehicles: 98% of Raytown workers who commute to work use a personal vehicle, while less than 2% walk or bike according to US Census data.

Despite more than 30,000 jobs accessible within a 30-minute transit trip, almost no Raytown residents took transit to work before KCATA service was ended in Raytown. The most common time for Raytown commuters to depart for work is 9:00am, and the average commute takes 24 minutes, which is similar to the statewide average.



Highway 350

Roadway Network

Raytown's roadway network provides convenient vehicle access to all parts of the city, as well as connections to surrounding cities like Lee's Summit, Independence, and Kansas City. There are 331 lane-miles of roadway in Raytown, and speed limits range from 25mph in most residential areas, to 35mph on arterials, and 45mph on highways such as Highway 350.

The City of Raytown is responsible for maintaining and repairing almost all streets and sidewalks within city boundaries, including major roadways such as 63rd Street, Blue Ridge Boulevard, and Raytown Road.

The exception is Highway 350, which is maintained by the Missouri Department of Transportation (MoDOT).

Recent surveys have found that 40% of street pavement across Raytown is categorized as failing and in need of significant repairs.

One key network concern is missing ramp connections between Highway 350 and Blue Ridge Boulevard. The intersection is currently lacking a southbound on-ramp and northbound off-ramp, limiting motorists' ability to conveniently get to Raytown destinations from surrounding communities.

More than 40,000 vehicles, including 8,000 trucks, pass through this interchange daily, emphasizing the critical nature of this intersection.

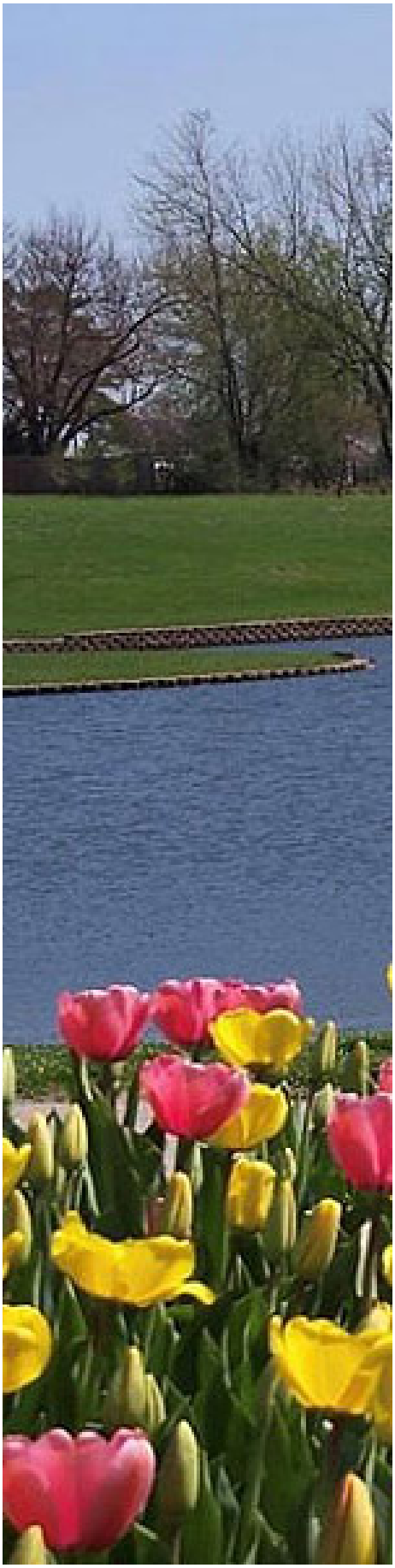
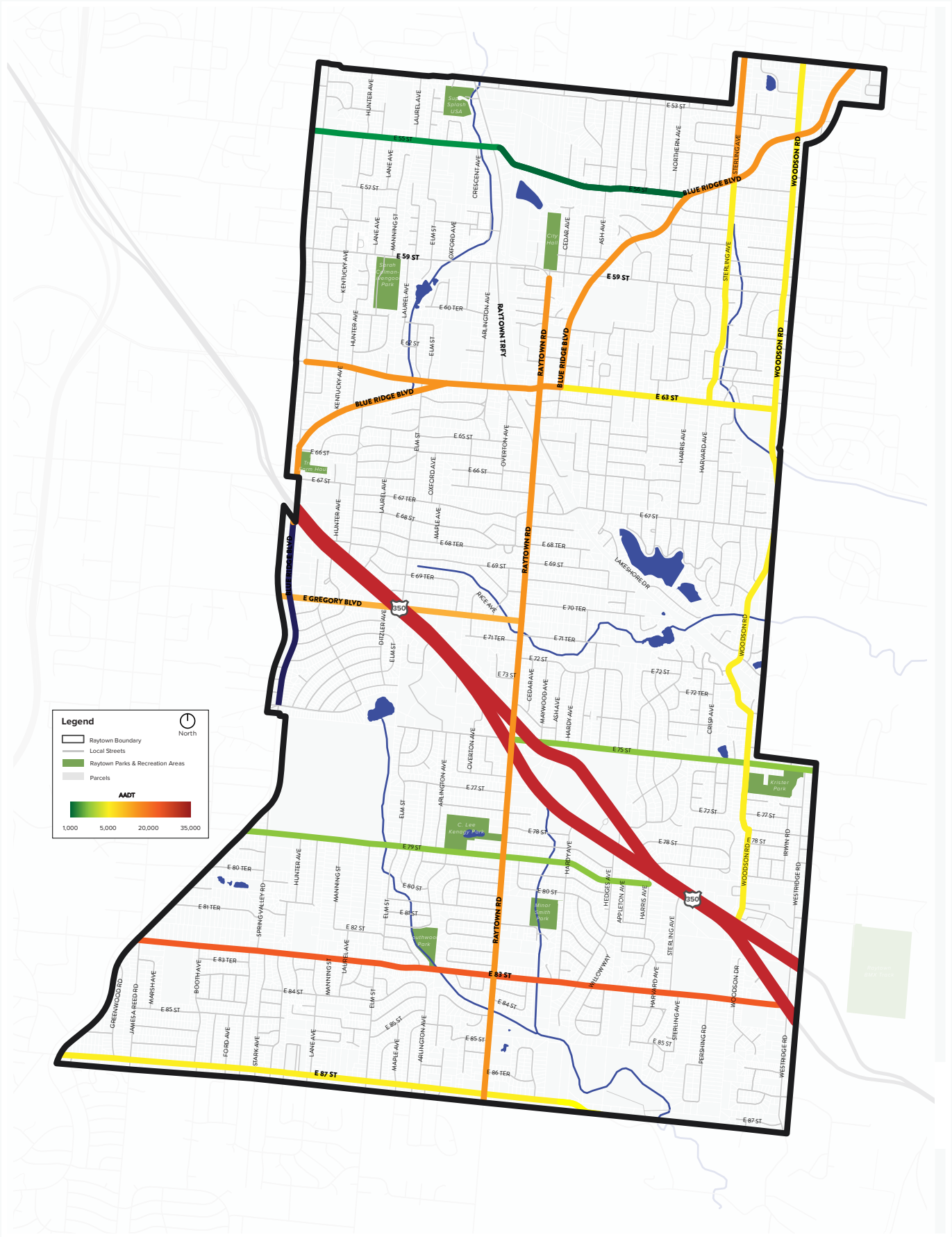


Figure 15: Roadway Network Vehicle Volumes



Many residents have expressed the opinion that Highway 350's design and facilities are inferior to other similar highways in the region. They pointed to Highway 291 in Lee Summit and Route 7 in Blue Spring as more positive alternatives to the existing design of Highway 350. Many community members expressed dismay that major roadways in Raytown like Highway 350 are used predominantly by people driving through the city to get to other places.

Safety

Between 2018 and 2022, there were 873 crashes resulting in injury and five fatalities on Raytown roads. Of these crashes, five involved a bicyclist, and 24 involved a pedestrian.

More than 22% of all collisions occurred on or at an intersection with Highway 350. However, crashes are occurring throughout the city. Residents expressed that speeding is a concern and that there is a current lack of enforcement due to staffing shortages.

The table on page 31 shows the top-10 streets with the most collisions resulting in injuries or fatalities. These streets, which comprise of just 19% of all roadway miles in the city, account for a disproportionately high 72% of all crashes.

Public Transit Network

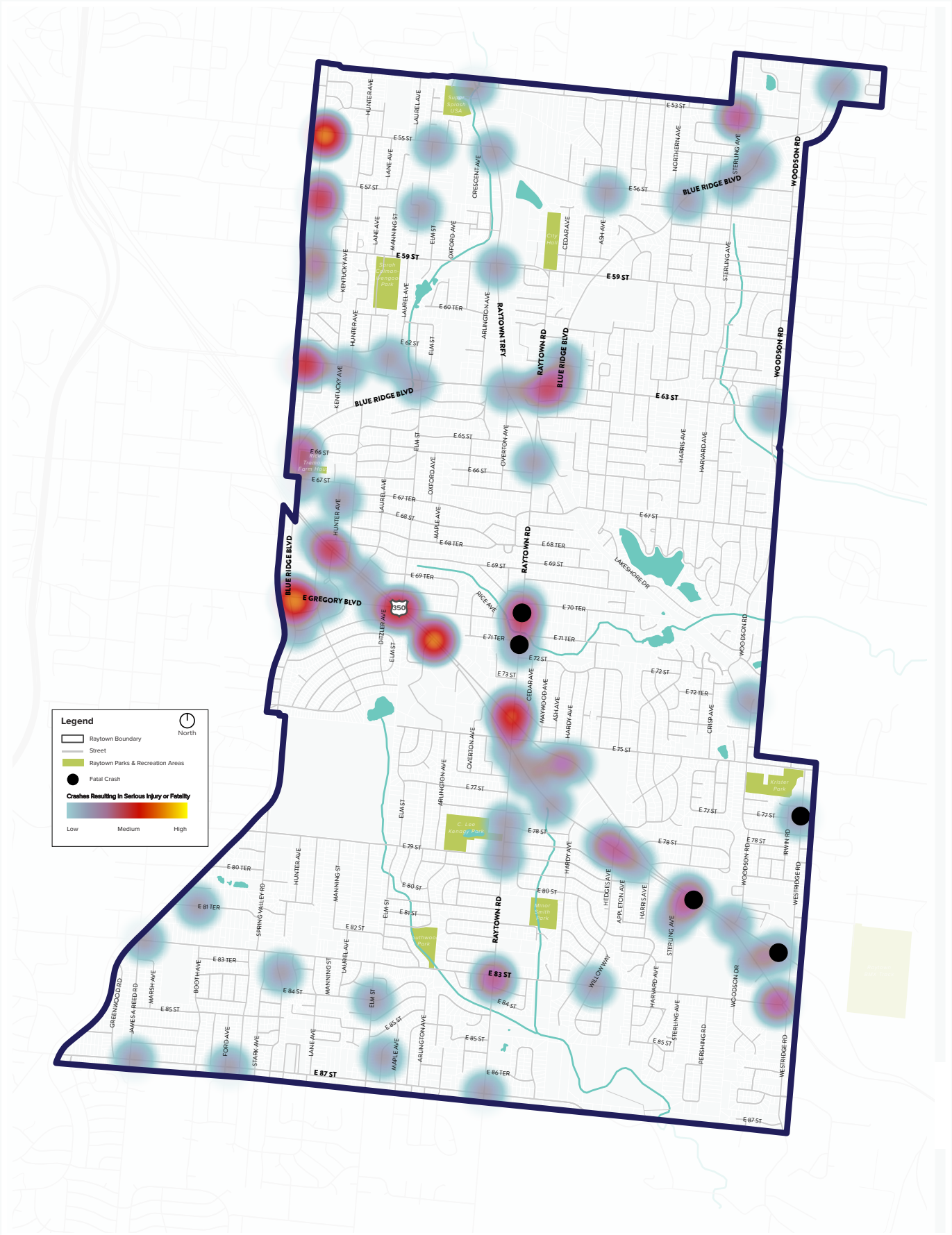
As of July 7, 2024, the Board of Aldermen elected to end fixed-route transit service provided by the KCATA, and instead will have access to IRIS On-Demand service. KCATA formerly operated four routes in Raytown: Route 28 Blue Ridge, Route 29 Blue Ridge Limited, Route 63 63rd Street, and 399 Raytown Flex.

The IRIS On-Demand service requires a reservation made at least three hours in advance and provides some connections to fixed-route bus service stops outside of Raytown.

Figure 16: Raytown Households Means of Transportation to Work

Means of Transportation to Work (ACS 5-Year Estimates 2017-2021)	
Car, truck, or van	*89%*
Drove alone	*83%*
Carpooled	*6%*
Walk	*< 1%*
Bicycle	*< 1%*
Taxi, motorcycle, or other means	*< 1%*
Public transportation	*0%*
Worked from home	*9%*

Figure 17: Serious Injuries or Fatalities Heat Map



Community members have expressed concern that a lack of public transportation options limits mobility and access, especially for senior citizens, the disabled, students, and those without access to a car. There is a specifically strong desire among Raytown residents for reliable bus service to Downtown Kansas City.

Pedestrian Facilities and Sidewalk Inventory

Throughout community engagement, residents frequently expressed a strong desire to see improved walkability in Raytown and specific concerns about children walking in streets because of a lack of sidewalks.

For 150 miles of roadway, there are just 46 miles of sidewalks in Raytown. Seventy-three percent of roadways have no sidewalks on either side. Forty percent of Raytown sidewalks are less than five feet wide and do not meet the Americans with Disabilities Act (ADA) guidelines.

Notably, students who live within a certain radius of schools (one mile for elementary; 1.5 miles for secondary) are not offered bussing, but many of the homes within these boundaries have fragmented sidewalk networks.

Just 39 percent of streets within a quarter-mile of schools have a sidewalk on at least one side.

The most complete sidewalk facilities are on Raytown Road, through downtown on 63rd Street, and on Blue Ridge Boulevard north of 63rd Street. Nearly every stretch of these streets has sidewalks on both sides.

For east-west pedestrian connectivity, only 63rd Street and 59th Street provide sidewalks across the city, but each have stretches without sidewalks on the north side. The downtown district on 63rd Street is relatively well-connected by pedestrian facilities, providing crosswalks, pedestrian signals, and a pedestrian refuge island at the Raytown Trafficway intersection. That said, sidewalks are missing entirely from the north side of 63rd

Figure 18: Locations and Aggregate Number of Crashes Resulting in Injury, 2018-2022

Crashes Resulting in Injury		
Street	**Injuries**	**Fatalities**
Highway 350	*276*	*2*
Raytown Road / Trafficway	*186*	*2*
Blue Ridge Boulevard	*171*	*0*
63rd Street	*119*	*0*
Blue Ridge Cutoff	*93*	*0*
Gregory Boulevard	*84*	*0*
53nd Street	*23*	*0*
Woodson Road	*23*	*0*
Sterling Road	*22*	*0*
87th Street	*21*	*0*

Street from Ash Court to Woodson Road, limiting safe access to downtown from the residences east of Blue Ridge Boulevard.

Most residential areas bound by east-west arterials like 55th Street, 59th Street, 63rd Street and 75th Street are missing sidewalks on both sides of the street, severing pedestrian access to community destinations like grocery stores, schools, and parks. Downtown and other commercial areas have limited additional pedestrian amenities such as benches, pedestrian-scale lighting, landscaping, and traffic calming measures such as curb extensions and high-visibility crossings.

On Highway 350, there are only three pedestrian crossings within Raytown — at Gregory Blvd, Raytown Road, and Walmart Drive (although the crosswalk at the northern leg of Walmart Drive is disconnected from the sidewalk network). None of these intersecting streets have sidewalks on both sides.

Long gaps between crossings create substantial time penalties for pedestrians who need to access a destination on the other side of the highway.
As an example, if someone needs to walk from the Raytown Schools Wellness Center across the street to Walmart—whose entrances are 750 feet apart (a three-minute walking distance) —they would need to travel more than 5,000 feet (a 19-minute walk) and cross 17 streets and driveways to accomplish the walk in a safe manner.

Strategically investing in pedestrian facilities and filling Raytown's sidewalk gap will allow more residents and visitors to walk to schools, transit stops, parks, grocery stores, and the Rock Island Trail, among other destinations. Throughout the city, there are right-of-way limitations that will require city staff to work with residents and business owners. Easements and setbacks may need to be acquired to construct sidewalks in critical areas. The near-term goal for sidewalk infill shouldn't necessarily be sidewalks on both sides of the street but having a well-connected facility on at least one side of the street.

Figure 19: Walking route from Raytown Schools Wellness Center to Walmart



Bicycle Facilities

The bicycle network in Raytown largely hinges on the Rock Island Trail. The popular trail travels nearly three miles through the city, connecting users to downtown Raytown and to Arrowhead Stadium and the Truman Sports Complex to the north (which serves as a trailhead). The Rock Island Trail uses an abandoned (out of service) railroad right-of-way between Raytown and Windsor in Henry County, where it meets the Katy Trail. Once completed and connected to the Katy Trail, the network will provide Raytown residents access to 450 miles of bicycle and pedestrian trails.

While the Rock Island Trail is a significant asset for the city, there are opportunities to grow Raytown's bicycle network to better connect residents and visitors to and from the trail on local streets.

For example, city residents expressed a desire for a spur off the Rock Island Trail that travels through the downtown area, as opposed to around it. Where possible, the city has a goal to leverage infrastructure projects to expand bicycle facilities, with a focus on making connections from the Rock Island Trail to other key destinations.



Raytown Live

Figure 20: Sidewalk Connectivity Analysis

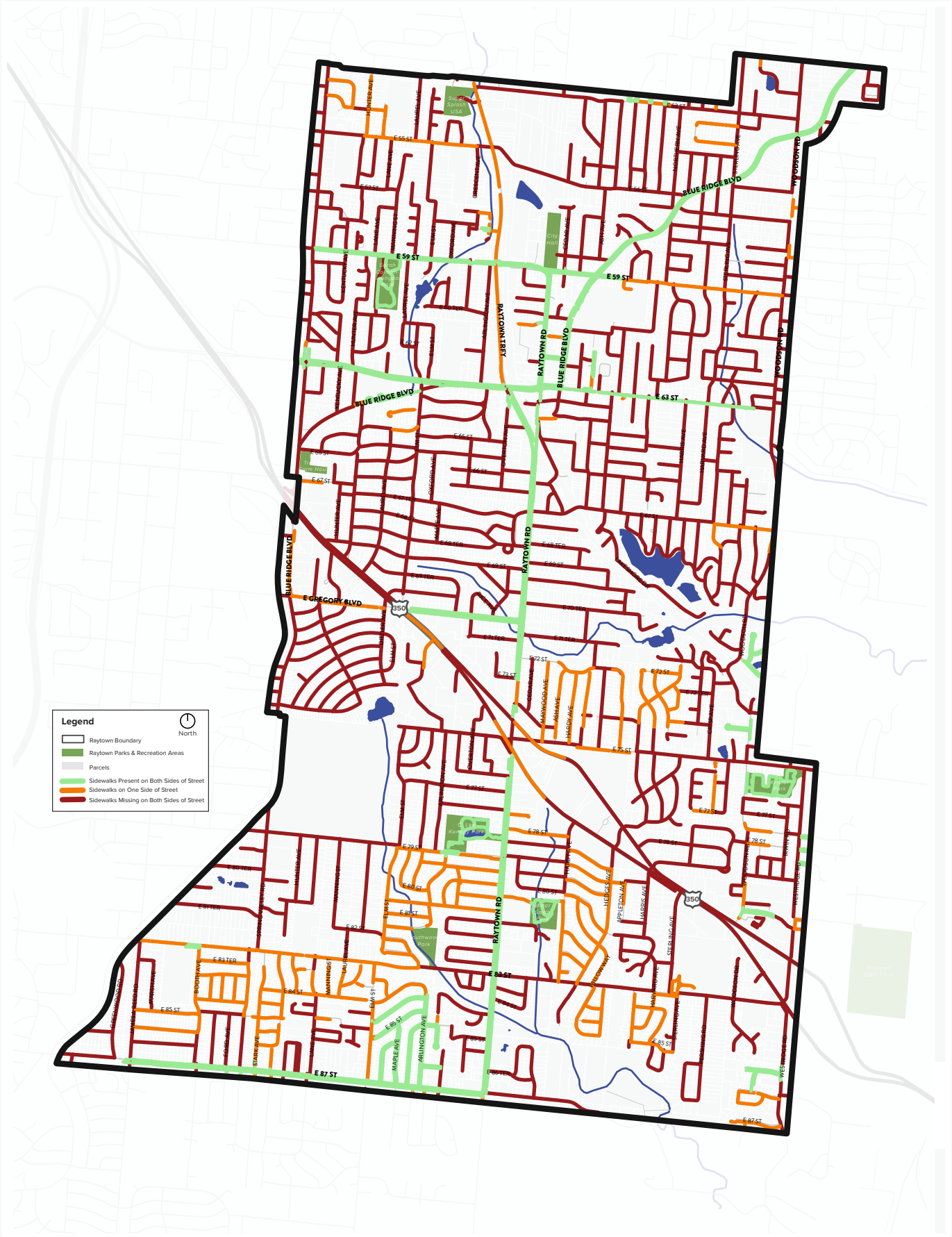
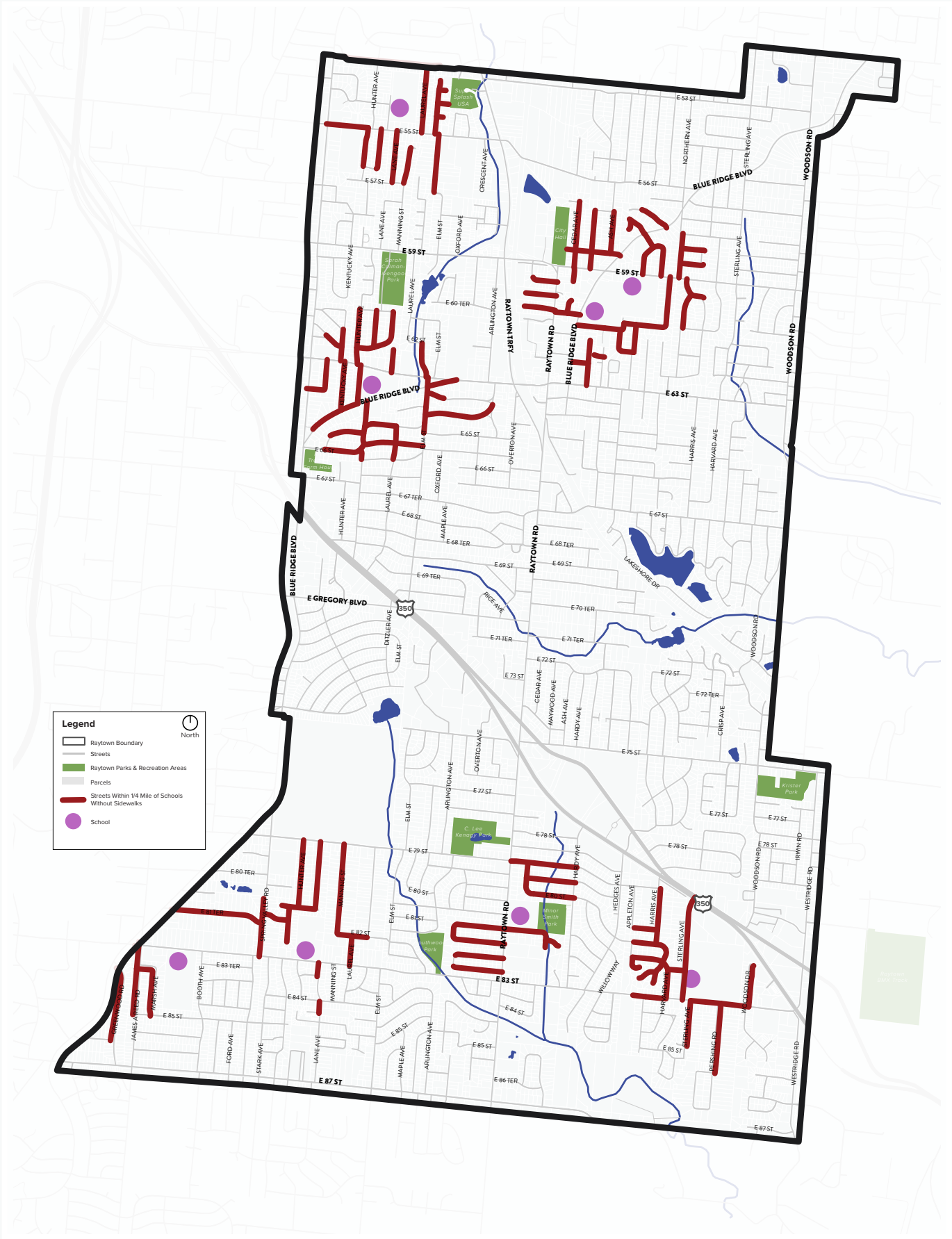


Figure 21: Sidewalk Connectivity Around Schools



In addition to the Rock Island Trail, there are on-street bike lanes on 83rd Street between James A. Reed Road, and Highway 350, and on 87th Street. However, the city is no longer maintaining bike lane markings on 87th Street.

City professional staff favor off-street bicycle facilities for user comfort, rather than on-street bike lanes.

There is a planned and partially built 10-foot shared-use path along the south side of Highway 350, but sections are fragmented. The City has committed to a long-term goal of filling these gaps, which would provide a safe bicycle and pedestrian facility that connects numerous destinations throughout the city, and, if coordinated with neighboring Kansas City, to the Rock Island Trail to the east. Coordination with MoDOT and new business developments will be critical to implement infrastructure adjacent to Highway 350.

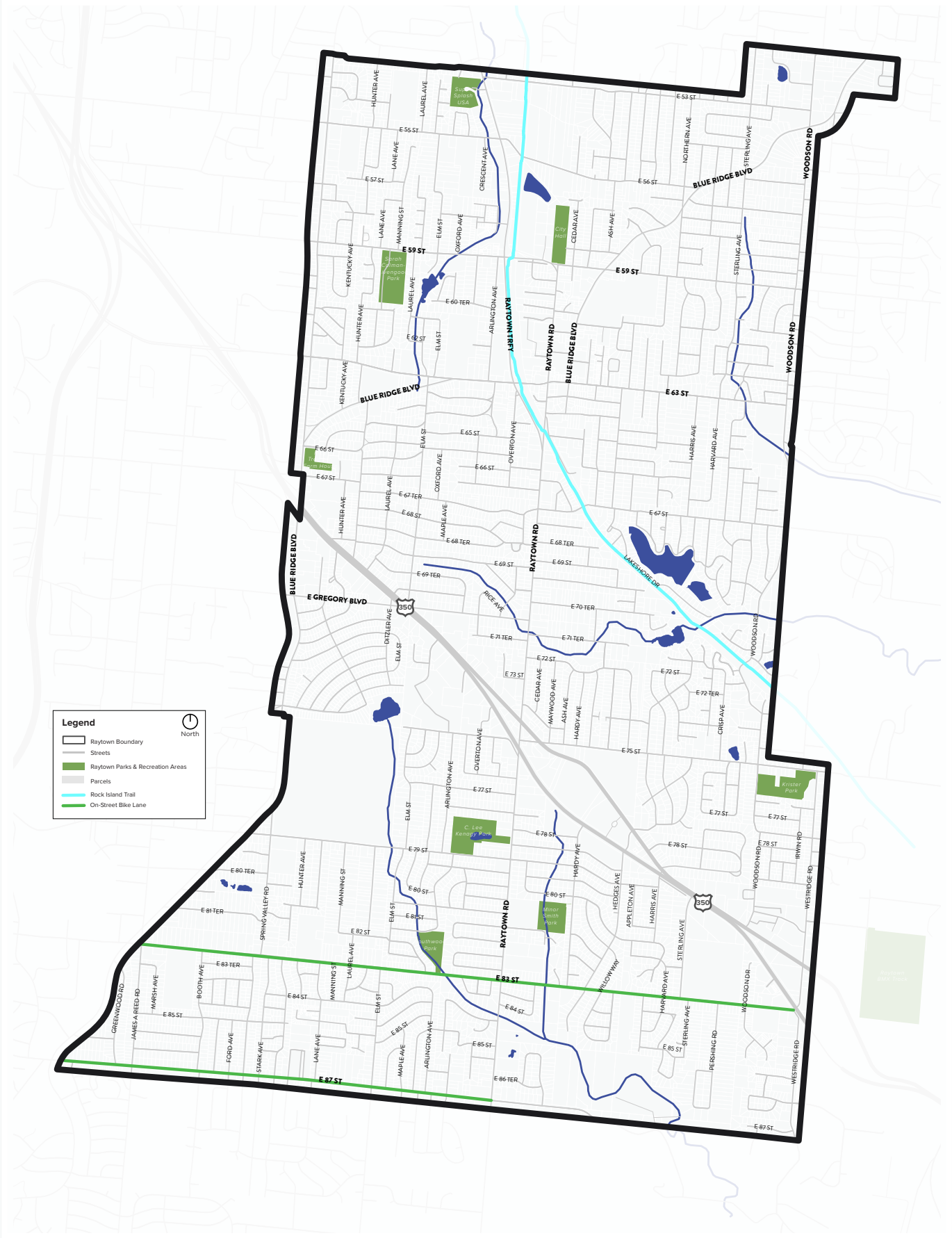
Future City and County Transportation Projects

The city is currently compiling a $25 million Rebuilding American Infrastructure grant with Sustainability and Equity (RAISE) Grant to fully rebuild Blue Ridge Boulevard. This would include a shared-use path, new signals, and bridge rehabilitation.



Rock Island Trail

Figure 22: Bikeway Analysis



INFRASTRUCTURE

The Planning Team assessed Raytown's infrastructure through interviews with managers of local utility services and through available infrastructure and flood maps. Managers observed that, with no easement-dedicated underground utility corridors, repairs are often of a "Band Aid" nature and digging and patching further degrades roads. The following summarizes existing conditions of utility and infrastructure systems.

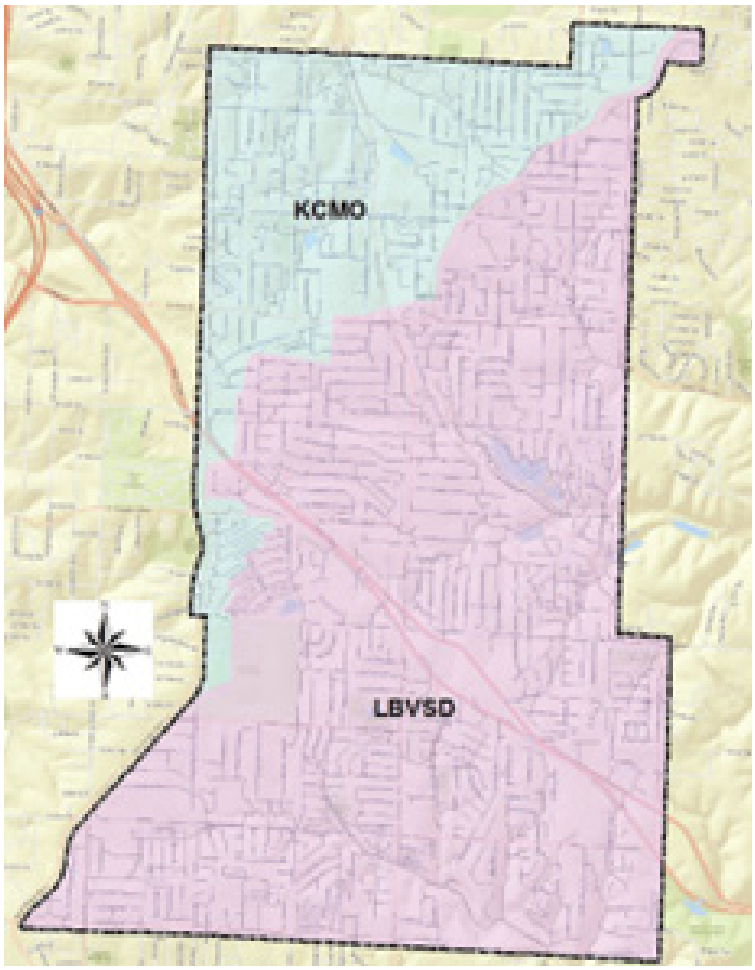
Sanitary Sewer

The municipal sanitary sewerage collection system is owned, operated, and maintained by the City of Raytown, with wastewater treatment provided by the City of Kansas City and the Little Blue Valley Sewer District. Maintenance of the system includes inspection, rehabilitation, and replacement of the various components such as sewer lines, manholes, and lift stations that make up the physical system.

The collection system covers approximately ten square miles. The system consists of 163 miles of underground piping and 4,325 manholes. Geographically, the system is divided into two watersheds (areas) defined by Blue Ridge Boulevard. Effluent that originates along and west of Blue Ridge Boulevard (approximately 30 percent of total city effluent) is conveyed to the City of Kansas City. The remaining 70 percent is conveyed to and treated by the Little Blue Valley Sewer District (LBVSD) to the east. These entities treat the respective effluent and invoice the city for the associated costs. Treatment and cost of the sanitary sewerage is managed through agreements with the receiving entities (KCMO & LBVSD). These costs are then passed on to residents and commercial account holders based on their water usage.

In 2022, GBA completed the design for a Sanitary Sewer Inflow & Infiltration (I&I) Reduction Program for Wildwood South Area 1, which includes lamp hole removal and replacement with manholes, manhole rehabilitation, and cured-in-place piping (CIPP). (See map, below.) Reduction of inflow and infiltration (I&I) allows for financial and functional efficiencies within the sanitary sewer system. Regular maintenance of sewer lines is under-funded, with the City reporting a budget need of $6 million and funding of only $2 million.

Figure 23: Sewer Effluent Treatment Destination



Stormwater

The City of Raytown owns, operates, and maintains its storm water system, which was mainly constructed along with road projects. However, since half of the roads in Raytown were built without curbs to collect and direct storm water runoff to curb inlets and ultimately to underground storm sewer pipes, a significant portion of the runoff is carried by roadside ditches and driveway culverts.

These unimproved drainage systems can become unsightly due to erosion, weed growth, and the lack of maintenance on driveway culverts. In addition, these ditches are not designed to handle runoff from larger storms, which can lead to localized flooding issues in areas with unimproved roadway sections. Road and stormwater issues are interrelated, as water pooling at intersections deteriorates pavement. When drainage ditches are overwhelmed, roadways become the stormwater conveyance system. Stormwater runoff from Blue Ridge Blvd has caused property damage to house foundations.

Most existing storm water piping infrastructure consists of corrugated metal piping that is reaching its life expectancy. As this critical infrastructure ages, deteriorates, and ultimately fails, local flooding issues are exacerbated and further erosion takes place.

Raytown has a Stormwater master plan that was completed in 1996. The City continues to use the masterplan for project prioritization. To date, about nine of the 65 identified projects in the master plan have been completed.

In 2022, Raytown voters passed $7.2 million in general obligation bond to build, repair, modernize, and improve drains, pipes and other necessary parts of Raytown's storm water system.

The Stormwater Bond Projects are a set of improvements being considered for the city's stormwater system. These improvements would aim to alleviate issues like street flooding, private property flooding, rainwater ponding, and improve the overall functionality and health of the stormwater system. While the bond is addressing some of the projects indicated in the City's stormwater master plan, the Storm Water Bond Project is also re-assessing existing conditions via modeling to help prioritize projects.

Water

Water services to meet all of Raytown's potable water requirements are provided by Raytown Water Company and Jackson County Public Water Supply-District Number 2, which purchase wholesale water from the cities of Independence and KCMO. The City of Raytown does not treat or distribute its own potable water.

Raytown Water Company

The Raytown Water Company was established in 1925 to provide water utility services to industrial, commercial, and residential customers primarily in the City of Raytown and adjacent areas.

The company's water system consists of four water storage facilities, approximately 69 miles of water mains, and distribution lines.

The transmission system consists of 6-inch through 16 inch PVC and ductile iron pipelines. Raytown Water is in the middle of a five-year replacement process, replacing a small percentage of the worst parts of the system. The older portions of the system include 2-inch galvanized pipe, which the company has been in the process of replacing on a rolling basis. Beginning in 2021, the company is currently implementing 125 additional upgrade projects at a cost of $5 million.



Raytown Water Company

Distribution storage is provided in three facilities:

- **Hydropillar Tower:** 9406 E. 63rd Street, 2,000,000 gallons
- **Gregory Tower:** 350 Highway and Gregory, 250,000 gallons
- **Chapel Tower:** 51st and Blue Ridge Boulevard, 250,000 gallons

All three towers have telemetric equipment located at the company's office. The company also owns a 50,000-gallon storage tower that is not currently in use.

Jackson County Public Water Supply-District Number 2

The Public Water Supply District #2 in Raytown has been in operation since 1936 and serves its customers through its five subdistricts. JCPWSD #2 does not provide any corrosion protection for their water supply lines, but they have been actively replacing mains for over 20 years.

Currently, 68 percent of their mains are new, Class 52 ductile iron pipe. The District is also removing a significant portion of 4-inch lines that are near the property of Raytown Water Company. JCPWSD #2 has a five-year rolling plan for future projects and maintains two underground reservoirs to store water. They pressurize water in three ways including gas, diesel, and electricity.

Rate Matters and Regulation

The Missouri Public Service Commission (MPSC) has jurisdiction over all investor-owned utilities operating within the state with respect to setting rates, rendering service, and issuance of securities. To meet increased costs of furnishing water and wastewater services and to earn a fair rate of return on its rate base, RWC periodically seeks increases in its rates and fees, as required. The statutory time frame for the approval of new rates is 11 months from the date of filing. Water rate charges are collected by the company based upon rates approved by the MPSC.

Electricity

Evergy, formerly KCP&L, owns and maintains the power grid within Raytown city limits. Evergy is a regulated utility that serves more than 1.6 million customers in Missouri and Kansas. Evergy's rates are regulated and approved by the MPSC and the Kansas Corporation Commission.

Evergy has 62,000 miles of transmission and distribution lines and over 800 substations to deliver power. Its grid infrastructure in the city is considered adequate to meet current and forecast needs. The City is currently working with Evergy to replace street lights.

Natural Gas

Spire Energy, formerly Missouri Gas Energy, provides natural gas service to the Raytown homes and businesses. Spire serves 1.7 million homes and businesses across Missouri, Mississippi, and Alabama. The company is currently replacing its largest natural gas mains. Spire's gas service infrastructure in Raytown is considered adequate to meet current and forecast needs.



Hydropillar Tower

COMMUNITY SYSTEMS

Parks and Recreation

Raytown's Parks and Recreation Department manages and maintains 151 acres of parkland. Residents have access to a mix of four Neighborhood Parks and three Community Parks (based on National Recreation and Park Association standards), and one historical site. The city has six parks within its boundaries, while two are just outside the city limits, offering a range of recreational programming.

Community Parks, spanning over 15 acres, cater to both local and regional recreational needs by providing a variety of activities and amenities that encourage people of all ages to stay active.

Neighborhood Parks, typically situated in residential areas, are smaller, ranging from one to 15 acres, and are designed to foster physical activity and social connection, Mini Parks, generally less than an acre in size, are easily accessible to nearby residents, offering green space for relaxation and leisure.

Raytown's well-maintained park system features sports fields, playgrounds, trails, and communal gathering spaces, offering diverse recreational opportunities. The city is also home to the Raytown BMX Track, located just outside of the city, which was developed by the Parks and Recreation Department in collaboration with American Bicycle



Raytown BMX Track

Figure 24: Parks and Recreation Inventory

Park	Type	Within City Limits	Acreage
1. Sarah Colman-Livengood Park	*Neighborhood*	*Yes*	*14*
2. Rice Tremonti Farm Home	*Historical*	*Yes*	*4*
3. C. Lee Kenagy Park	*Community*	*Yes*	*16*
4. Southwood Park	*Neighborhood*	*Yes*	*8*
5. Minor Smith Park	*Neighborhood*	*Yes*	*9*
6. Henry C. Kritser Park	*Neighborhood*	*Yes*	*13*
7. Raytown BMX Track	*Community*	*No*	*54*
8. Little Blue Trace Park	*Community*	*No*	*33*

Association (ABA), volunteers, and the local C-2 School District. Additionally, the department recently secured a $3 million state grant to transform the former Super Splash Aquatics into a traditional park, further enhancing the community's recreational offerings.

Level of Service Analysis

The Level of Service Analysis (LOS) evaluates how effectively Raytown's parks and nearby open spaces meet the current and projected needs of the community. Originally established by the National Parks and Recreation Association (NRPA) in the 1980s, the LOS benchmarks are designed to be practical, equitable, and sensitive to local conditions.

While a valuable tool, the LOS analysis is just one of several methods used to guide future planning efforts. The analysis assesses both park acreage and its distribution to gauge residents' access to green space.

Acreage LOS

The Acreage LOS focuses on whether Raytown provides sufficient parkland per capita to meet the recreational needs of its residents. Typically, this is measured in acres of parkland per 1,000 residents to ensure fair access. According to the 2023 NRPA Agency Performance Review, municipalities with populations between 20,000 and 49,999 should aim for 10.4 acres of parkland per 1,000 residents. With a population of 29,561, Raytown would ideally offer 295 acres of combined mini, neighborhood, and community park space. The city currently maintains 151 acres of parkland leaving a shortfall of 144 acres, but expansion of parkland in an urbanized area is challenging.

Distribution LOS

Distribution LOS examines the geographic spread of parks to ensure the equitable access, using NRPA classification standards to determine service areas based on park type:

- **Mini Parks:** Serve residents within a 0.25-mile radius or 5-10-minute walk
- **Neighborhood Parks:** Serve residents within a 0.5-mile radius or 10-15-minute walk
- **Community Parks:** Serve residents within a 1.0- mile radius or 5-minute drive

The Parks and Open Space LOS map displays service areas, with darker areas representing sections of the community that are well-served by multiple parks and recreational amenities. Assessing the distribution of parks reveals that a significant portion of the population, particularly north of Highway 350, lacks access to a park within a mile of their homes. While areas south of Highway 350 generally have better park access, there are still underserved pockets in the southwest corner of the city.

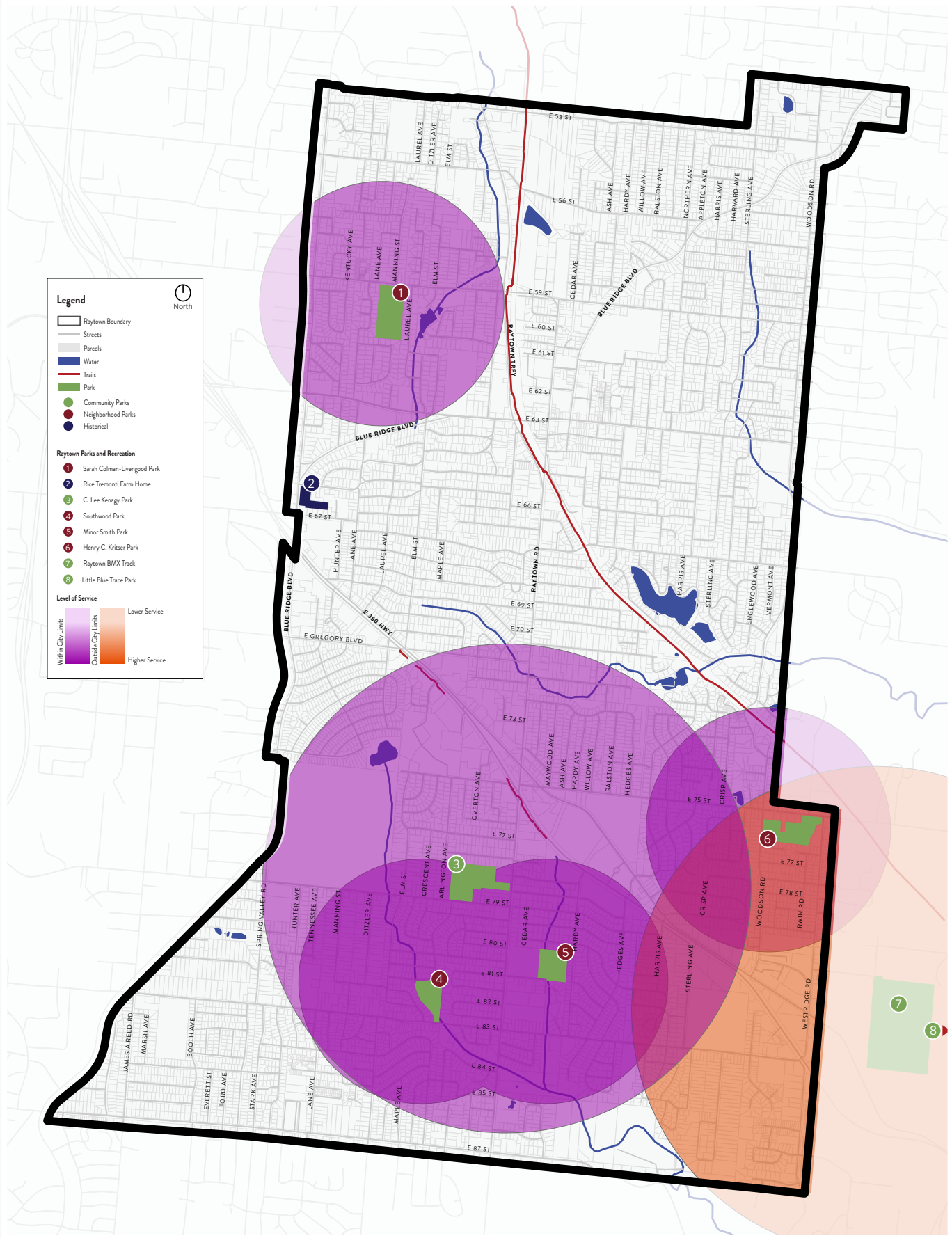
Currently, 30 percent of Raytown's population (8,829 residents) has access to at least one recreation area within walking distance of their home (0-0.5 miles from a Mini or Neighborhood Park). Expanding the analysis to include Community Parks increases this number to 42 percent (12,269 residents), while factoring in parks outside the city limits raises accessibility to 47 percent (13,630 residents).

To address these gaps, developing smaller parks within southern neighborhoods of the city can improve walkable access, while adding new parks in northern areas will provide more recreational opportunities and equitable distribution. Encouraging the inclusion of parks and open spaces in new developments, partnering with the School District, and activating the green space near downtown will further enhance Raytown's parks and recreation system.


Sarah Colman-Livengood Park


Rock Island Trail

Figure 25: Parks and Rec LOS



Community Facilities and Services

City Facilities

The City of Raytown operates under the leadership of an elected Mayor and a ten-member Board of Alderman, supported by a team of appointed officials, including City Administrator, City Clerk, City Attorney, and the Director of Public Works, Parks and Recreation, Finance, and Community Development, along with the Economic Development Administrator. City Hall serves as the hub for city services, housing the Administration, Finance, Human Resources, Police, Community Development, Municipal Courts, and Public Works departments. Parks and Recreation is located separately, at 59th Street and Lane Avenue.

Police Department

The Raytown Police Department is committed to fostering a safe community through strong partnerships, upholding professionalism, trust, and integrity. The Police Chief is now an appointed position, and there is a growing emphasis on increasing police presence throughout the community to enhance safety, boost the city's image, and improve quality of life.

Raytown Quality Schools

Raytown C-2 School District, known as Raytown Quality Schools, covers 32 square miles and serves parts of eastern Kansas City and Independence, Missouri. Entering its 116th year, the district has experienced a decline in enrollment over the past decade, from 11,000 students to 8,050 students in the 2022-2023 academic year. The student population is diverse, comprising roughly 50 percent Black, 25 percent White, 14 percent Hispanic, nine percent multi-race, and one percent Asian students, with a notable number of students who speak English as a second language.

The district's educational facilities include ten elementary schools, three middle schools, two high schools, an alternative school, early childhood services, a school for students with severe disabilities, and a vocational school serving six districts. The C-2 School District is dedicated to helping students achieve their full academic and social potential, offering a wide range of programs that prepare them for success beyond high school.

Raytown Schools Wellness Center

Following the closure of the local YMCA, the C-2 School District opened the Raytown Schools Wellness Center to better serve the community. The facility offers fitness programs, childcare services, and a quality clinic with an on-site doctor for members.

The Wellness Center features multiple workout areas, meeting rooms, and an indoor pool, providing a comprehensive space for health and wellness.

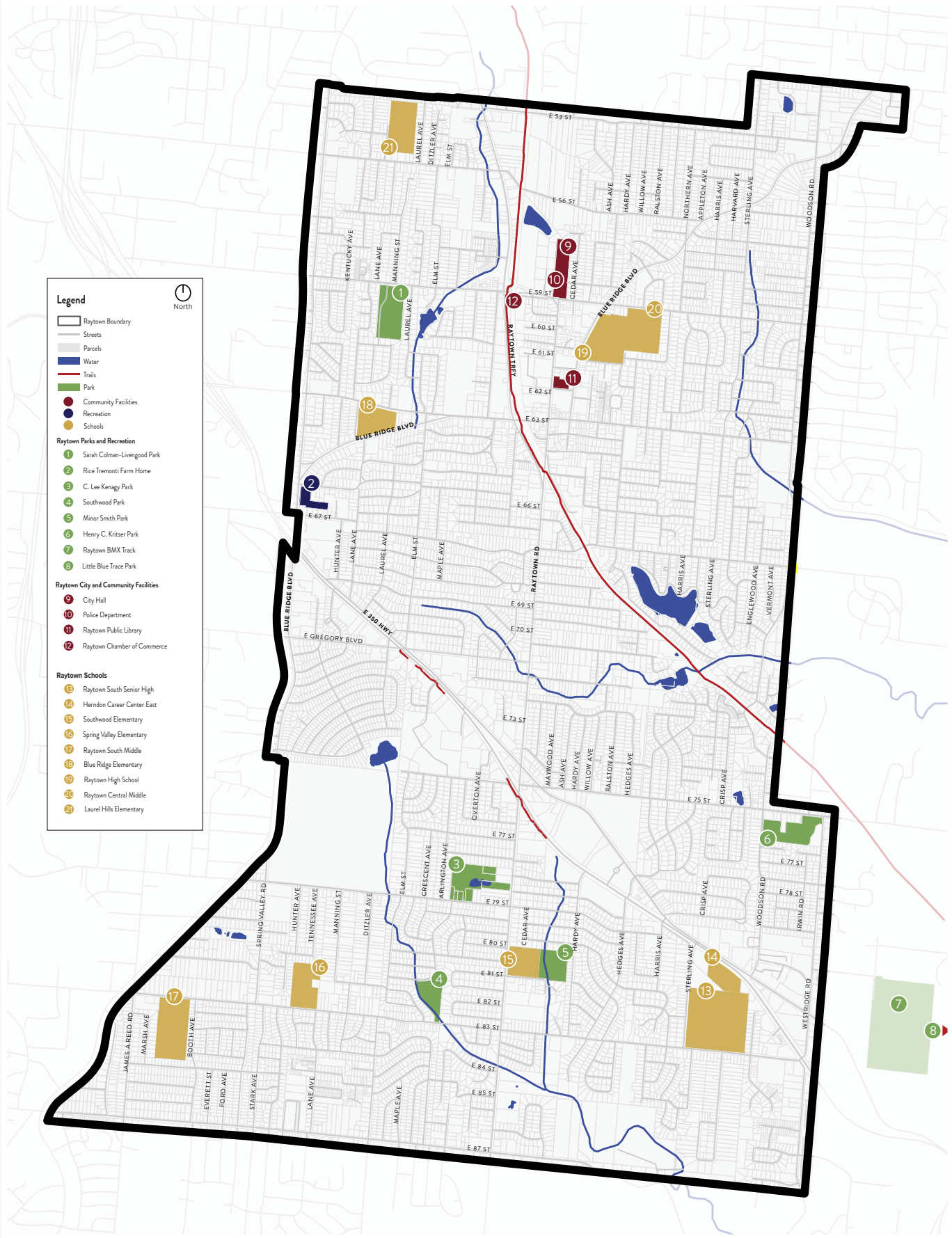
Public Library

Part of the Mid-Continent Public Library system, The Raytown Public Library serves as a valuable resource for the community. Located just north of downtown, it offers a range of services, including reservable meeting rooms, programming and events, passport and notary services, public computers, and printing. The library is a vital community asset, enhancing educational and cultural opportunities for Raytown residents.

Chamber of Commerce

Established in 1929, the Raytown Area Chamber of Commerce is dedicated to supporting the local business community and improving the quality of life for Raytown residents. The Chamber offers networking opportunities, marketing support, and programming aimed at helping businesses thrive. Positioned along the scenic Rock Island Trail, the Chamber also serves as a welcome center, offering information and resources to both residents and visitors of Raytown.

Figure 26: Community Facilities





CHAPTER 3

Engaging Raytown

AVENUES FOR LISTENING



Raytown Conversations

Listening to the community's diverse voices is central to comprehensive planning. In listening to a broad cross section of stakeholders, issues and stories begin to sort into themes. This Comprehensive Plan reflects the voices of Raytown's citizens, businesses, elected leaders, and other stakeholders.

During the first phase of the planning process, the Raytown community contributed insights through multiple avenues. Community engagement activities were organized to capture voices from a broad spectrum of demographics and perspectives.

Steering Committee

City management, in consultation with the Board of Aldermen, established a six-member Steering Committee. The Steering Committee functioned as a sounding board for the Planning Team and it reviewed draft documents throughout the planning process.

Interviews and Focus Groups

The Planning Team conducted more than 20 small-group meetings that included a broad cross-section of over 100 Raytown stakeholders. The interviews and focus groups were organized as a mix of in-person and virtual meetings.

In addition to a cross section of citizens, businesses, and institutions, interviews were conducted with all planning and zoning commissioners and all aldermen.

Community Open Houses

In partnership with the City, the Planning Team hosted two community Open House evening events, in May and November 2024. The May Open House was organized as "Raytown Conversations." After a brief introduction to the comprehensive planning process, the Planning Team facilitated four topic-focused roundtables, with a report-back at the end of the evening. The November Open House presented draft goals and strategies for community feedback, as well as concept designs for two opportunity sites. The workshops were promoted through the City's website and social media channels; each attracted over 60 participants.



Community Workshop

Community Surveys

Two community surveys offered residents and other stakeholders opportunities to contribute their ideas at different stages of the planning process. The first survey followed the May 2024 Open House and invited input on strengths, opportunities, and challenges. The second survey followed the November 2024 Open House, offering a digital version of the workshop for those who could not attend in person. The surveys were promoted through the project website, and the City's website and social media channels.

Community Events

City staff brought planning and engagement materials to a Raytown Live concert at the downtown green space in July 2024 where participants could contribute ideas through comment cards and a survey.

Seniors

City staff presented at senior homes and senior centers to provide an overview of the planning process and invite comments on important issues. Paper versions of the first community survey were distributed.

City Hall

A banner explaining the comprehensive planning process was placed in the City Hall lobby and remained there through much of the planning process. It included a QR code that linked to the community survey.

Youth

The Planing Team and City staff brought planning materials and planning exhibits to Raytown High School and Raytown South High School to introduce the planning process to students and invite their participation through conversation, comment cards, and the community survey.

Elected Officials and Commissions

In addition to individual and paired interviews with their members, the Planning Team presented to the Planning and Zoning Commission and the Board of Aldermen at their public meetings where officials provided feedback on preliminary goals and strategies.





Workshop



Raytown Conversations

THEMES OF ENGAGEMENT

Economic Development

Demographics and geography

Raytown is centrally located for business development given easy access to several highways, but the same highways also make it easy for consumers to shop elsewhere. While proximity to the stadiums has not been adequately leveraged in the past, there is also concern that the stadiums may move.

Sales tax is the largest single source of City revenue, but this is adversely impacted by people leaving Raytown to make many of their purchases. There is also a view that developers and potential businesses resist locating in Raytown because of demographics but that they fail to recognize "hidden wealth."

Mixed-use development – particularly vertical mixed use – will be strategically important for a built-out city to attract new development. There is general resistance to Tax Increment Finance as a tool to spur such development, though Community Improvement Districts are more palatable.

Downtown

Raytown's historic downtown was once the heart of the city and there is wide support for it to serve that role once again.

The downtown has seen some positive changes in recent years, including the openings of several new stores and bar venues, but empty storefronts remain at the front of people's minds and impressions. Planning and development decisions made over decades have led to losses of urban form on both 63rd Street and Raytown Road. The Main Street Association, a volunteer-run entity, has engaged in streetscape and planning work for improvements to the public space.

The Rock Island Trail is viewed as an important asset to downtown, but requires better signage and connectivity to the core blocks. Many people see what is referred to as the "Green Space," at the southwest corner of 62nd Street and Blue Ridge, as an opportunity to bring a new kind of development and park amenity to downtown.

Retail, Dining, Entertainment, and Hospitality

Brokers report difficulty attracting national retail and restaurant tenants, with the exception of highway-oriented fast food. Shopping centers located along the city's major corridors show mixed performance and a couple of them may be opportunities for mixed-use redevelopment.

There are concerns about the number of liquor stores throughout the city and the quality of their appearance. Many people expressed a desire for more quality restaurants, but retail and restaurant attraction is complicated by condition of available space and demographics.

Highway 350 has its own specific corridor plan, however management of road improvements are under State control. Highway 350 has a large number of auto repair and auto sales businesses, which tend to make the corridor less pedestrian accessible and less attractive. A recent distance-separation ordinance for car sales lots will mitigate that specific land use over time, however there are no limits on auto repair shops.

Some see an opportunity for a hotel, potentially near the Wellness Center. A hotel could serve eastern Jackson County and, particularly, Rock Island Trail visitors.

Opportunity Sites

Community input on development opportunities largely focused on two sites: The first is the downtown Green Space, a 3.7-acre publicly owned parcel that could serve as a catalyst to downtown revitalization. The second is a privately owned parcel on Highway 350, immediately east of the Raytown Schools Wellness Center. The second community workshop and survey presented several concepts for each site for public input.

Housing

Affordability

Many characteristics make Raytown an attractive location to live. It is considered affordable in the region, making home-buying attainable for young families and couples. It has easy highway access and low city property taxes.

Maintenance and New Construction

Many older homes require substantial investment, which is a hurdle for first-time homebuyers. The lower values have attracted "house flippers" seeking a profit from a quick renovation, though the quality of these renovations has received some criticism. At the same time, because of lower values, virtually no new homes are being built in the city, given the high cost of new construction. There are some buildable lots in Raytown, but no developer demand.

Rentals

In the rental market, brokers report there is not enough inventory of quality, market-rate, newer or renovated apartments. Renter occupancy rates have been increasing compared to owner-occupancy rates. This has been driven in part by private equity investors buying up single-family homes and converting them to rentals.

The movement toward single-family rentals and out-of-town landlords has resulted in poorer maintenance. A Rental Dwelling Maintenance Regulations ordinance, adopted in 2019, has been effective in mandating a higher level of maintenance of rental properties, but code enforcement is an ongoing challenge because of limited staffing.

Population Diversity

Diversity is a positive for Raytown and is mentioned as a reason many people choose to live here. However, some families move to other suburbs when their kids enter elementary or high school. Real estate agents report that LGBTQ families are attracted to Raytown, especially if they don't have children and schools are of less concern. According to brokers, 1970s ranches are often sought out by this demographic. About 30% of Raytown's residents are over the age of 65 and/or on a fixed income and they have special affordability and access needs.



Multi-family Housing

Transportation, Roads, and Mobility

Walkability and Sidewalks

Walkability, and the desire for greater walkability, were among the most commonly mentioned issues. Residents strongly advocated for more sidewalks and have concerns about children walking in the street where there are no sidewalks. While seeking walkability throughout the city, some people also expressed a need for more places to walk to.

Roadway Condition

According to Public Works, 40% of Raytown's 331 lane-miles of roadway is considered failing and needs major repair or reconstruction. The department has improved its use of data to drive spending decisions.

Only about half the city has curb and gutter, with stormwater on other streets is conveyed by ditches and culverts.

Traffic Operation

Traffic congestion is not a reported problem in Raytown, but traffic signals are beyond their estimated lifespan and there is a related need for signal equipment standardization to reduce maintenance costs. The City is working with Operation Green Light via the Mid-America Regional Council (MARC) to improve signalization throughout the KCMO area.

350 Highway

The Missouri Department of Transportation (MODOT) manages 350 Highway. The main concerns with the road are its resistance to traffic-calming solutions and the lack of a full interchange at 350 Highway and Blue Ridge. The City continues to advocate for these improvements.

Rock Island Trail and Bikeways

The Rock Island Trail is very popular with residents and it is an important mobility and economic development asset. The City is interested in making more connections to the trail, both for improved mobility and because connectivity helps leverage funding for other projects.

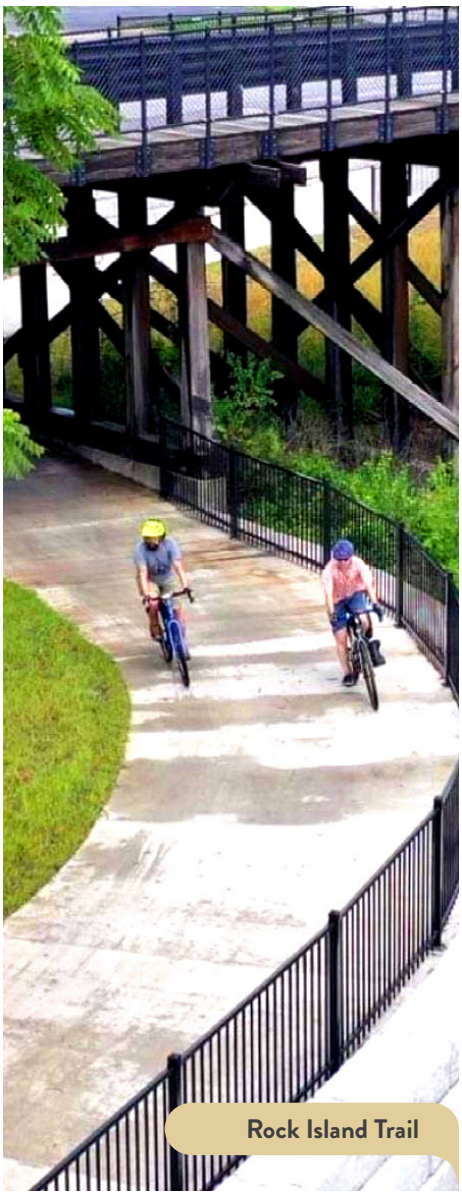
For bicycle mobility, the City generally tries to create a shared-use path/sidewalk to allow for bikes, rather than a separated bike lane, when major roadways are rebuilt. There is a 10-foot shared-use path along the south side of 350, but it is fragmented.

Transit

With no public bus route stops within the city, mobility options for young people, seniors, and people without cars are limited. The RideKC Flex service (IRIS) provides rides to transit stops, but requires 24-hour advance reservation. There is a community desire for a bus route to Downtown KCMO.

Traffic Safety

Residents report speeding on local roads as a concern. Police staffing shortages limit enforcement capabilities. There are additional specific concerns about fast and reckless driving through Coleman Park and Canadian Park. Some traffic calming measures have been implemented (including a speed feedback sign), but public safety departments would prefer to avoid installation of speed bumps that could affect response times.



Rock Island Trail

Quality of Life

Schools

The Raytown School District covers 30 square miles and includes parts of eastern Kansas City and Independence Missouri. The District's management reports a 28 percent decline in enrollment over the last 10 years, with about 8,000 students in 2024. The new and widely respected School District administration is working to reverse that trend. The District faces talent recruitment challenges because of higher salaries offered by competing districts or cities.

Student body is approximately 54% Black/African American and 17% Hispanic. A significant population of students speak English as a second language. The District's secondary education programs are organized around post-high school readiness, but many students face barriers (particularly transit) in gaining job experience.

Some of the challenges faced by schoolchildren are safe walking routes because of lack of sidewalk connectivity and lack of high-speed internet at some homes.

Image

Raytown has a small-town feel, where you see the mayor at the grocery store, yet the city struggles with its own self image and how it is viewed by those outside. Many people feel the city needs a compelling brand and story – and a vision to work toward.

Arts and Events

Events have been a positive source of engagement and pride, including Raytown Live, a privately funded monthly summer concert series. Other key events include Eggstravaganza, Tree Lighting, Fishing Derby, Safety Fair, and Pumpkins on Parade.

There is a desire for more public art and placemaking initiatives, with a desire that these also reflect the diversity of the city.

Social Challenges

Like other parts of Kansas City and the country, Raytown has seen an increase in the presence of unhoused persons. This has led to some public nuisance issues (e.g., theft; public urination) and adversely affected perceptions of public safety in the city.

Parks And Open Spaces

Quality Parks

Raytown's six parks are highly valued and widely recognized for their high standards of maintenance carried out by a relatively small Parks & Rec Department with limited funding. A Parks Master Plan was completed in 2016.

Park Funding

Parks receive funding through a dedicated park sales tax, with 25% going to stormwater. The ability to take on additional capital projects is limited due to budget constraints; these projects are almost exclusively reliant upon grants, such as a $3 million state grant to redevelop the former Super Splash aquatics park as a traditional park (under construction during this planning process).



Sara Colman-Livengood Park

Government

Professional Staff

The City's professional staff is widely respected and valued. Many reported that staff at City Hall has seen great improvement from prior periods. Fiscal management is also noted to be excellent and is reflected in clean audits.

Elected and Appointed Leaders

The City faces challenges in attracting candidates to run for alderman or to volunteer for appointment to boards and commissions. It is important to develop the next generation of City leaders, particularly at the aldermen level.

Taxes

Citizens demand better maintenance of roads and infrastructure but resist increased property tax. They often do not connect the direct relationship between budget and levels of services. The millage rate has not increased since 1976 and while the City recently passed a $7 million general obligation bond, it is not enough to cover the needed maintenance. (The actual need is in the $100s of millions.)

Policing

As a result of a recent referendum, the police chief is now appointed rather than elected, which is seen as a positive change. However, residents report there is not sufficient police presence after a budget cut in 2017 resulted in the loss of 40% of force. The police department is rebuilding but is constrained in what it can pay compared to neighboring communities.

> **"I feel generally good about this planning process. Glad someone is paying attention!"**
>
> *- High School Student*



Raytown Conversations

Engagement By the Numbers

STEERING COMMITTEE

4

MEETINGS

INTERVIEWS & FOCUS GROUPS

100

STAKEHOLDERS

2 OPEN HOUSES

120

COMMUNITY MEMBERS

2 ONLINE SURVEYS

263

PARTICIPANTS

PROJECT BRAND & WEBSITE

1.5K

UNIQUE VISITS

POP-UP EVENTS

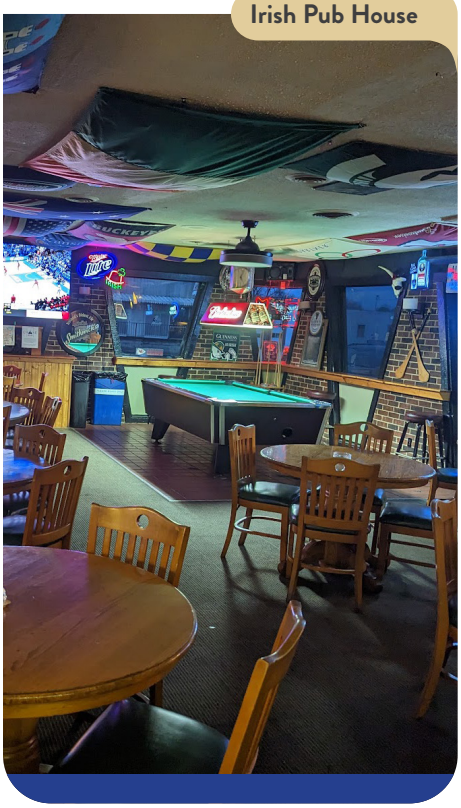
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EVENTS



CHAPTER 4

Future Land Use



Irish Pub House

FUTURE LAND USE STRATEGY

Land use refers to the organization and distribution of physical development within a community, encompassing residential, commercial, industrial, and institutional uses. Effective planning for the future relies on a clear understanding of current land use and development patterns, helping to identify areas where new uses could support the community's evolving goals.

Raytown's Future Land Use Strategy prioritizes preserving and expanding access to parks and open space, broadening the range of housing types, and strengthening Raytown's tax base to support Raytown's vision of a community where residents can truly live, work, and play.

This strategy establishes a framework for community character, spatial arrangement, and desired uses, enabling elected and appointed officials and City staff to make informed decisions about future development. As required by Missouri State Statute Chapter 89, zoning regulations must align with a comprehensive plan. The Future Land Use Strategy and Map is adaptable tools that will guide development and encourage zoning changes in line with the vision and goals of the Comprehensive Plan.

Open Space & Recreation Uses

The City of Raytown offers a variety of recreational and open space opportunities, including sites managed by the Parks and Recreation Department, natural areas, and State Trails. As the city grows and evolves, it is essential to preserve open spaces in key areas and ensure that residents and visitors have access to parks. Currently, parks and recreation areas are not differentiated within zoning districts. Clearly distinguishing these areas from conservation spaces will better serve the community and help guide proper use of land for the future.

Residential Uses

Preserving and maintaining Raytown's small-town charm while meeting current and future housing needs is a central priority of the future land use strategy. This can be achieved by broadening the range of housing types within the community and re-evaluating the traditional separation of residential and commercial land uses. Expanding Raytown's housing options to include various lot-sized single-family homes, townhomes, multi-family developments, and other housing types near bustling commercial hubs is an integral part of this approach. Integrating residential uses within other land use areas will also enhance livability in Raytown.

The future land use strategy introduces a Mixed Neighborhood Land Use designation, where residential uses remain the primary focus while allowing for compatible neighborhood-serving uses. This approach encourages a vibrant, active community atmosphere and strengthens Raytown's identity as a diverse, well-connected city.

Commercial, Mixed-Use, and Employment Uses

The Commercial, Mixed-Use, and Employment land use designations aim to enhance Raytown's tax base, diversify its land use mix, and establish a distinctive community identity through character-driven improvements in key areas. These districts focus on integrating housing into emerging areas to meet housing demands while attracting new businesses to the community. By improving aesthetics and upgrading streetscapes, these areas will foster a vibrant, livable environment that not only supports economic growth but also strengthens Raytown's sense of place and community identity. The result will be a cohesive, dynamic community that appeals to both residents and businesses alike.

Other Uses

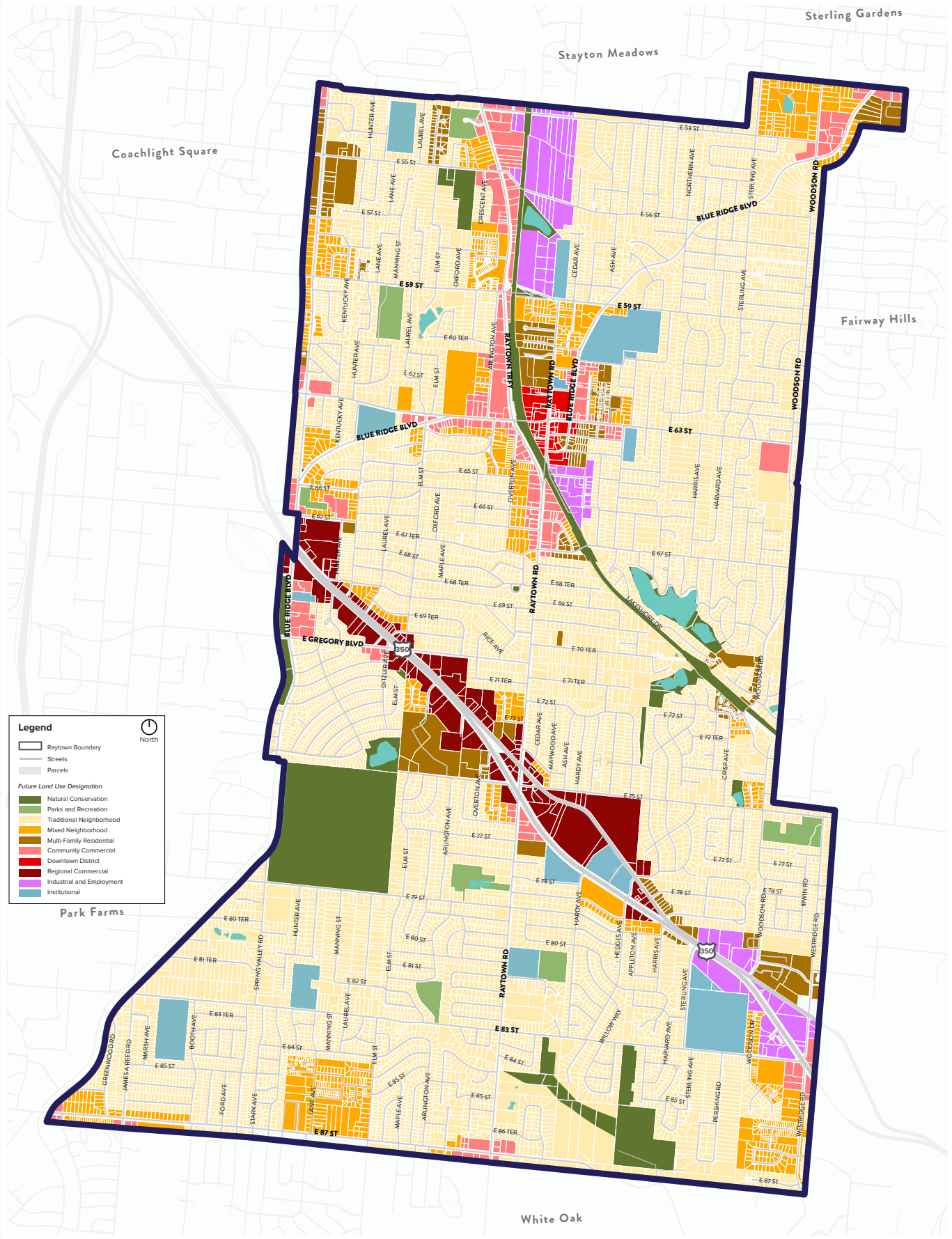
Other land use designations include Public & Institutional Uses, which identify areas for public and semi-public agencies such as schools, government facilities, and healthcare institutions. Distinguishing this land use category helps ensure that neighborhoods are equitably served by essential community resources, especially as the population grows.



Fox's Drugs


Multi-family Housing

Figure 27: Future Land Use Map



Natural Conservation

The Natural Conservation designation is intended for open spaces owned by private entities, the city, or quasi-public agencies. This designation encompasses environmental corridors, natural areas, wetlands, waterways, lakes, cemeteries, and other open spaces with significant ecological, cultural, or scenic value. Its primary purpose is to protect and preserve these natural areas, offering passive recreational opportunities such as trails, wildlife observation points, and interpretive nature centers. Examples of Natural Conservation areas include Mt. Olivet Catholic Cemetery and the Rock Island Trail.

- **Primary Uses:** Natural Areas, Wetlands
- **Secondary Uses:** Trails, Open Space
- **Correlating Zoning:** N



Parks and Recreation

The Parks and Recreation category encompasses parks or other outdoor recreational areas owned and managed by the City of Raytown. These areas support a range of activities, including walking paths, picnic areas, athletic fields, playgrounds, swimming pools, basketball and tennis courts, and recreation centers. Appropriate uses within each city park are guided by its specific classification and standards, outlined in the City's Parks and Recreation Master Plan.

- **Primary LU:** Parks, Recreation Facilities, Athletic Fields, Playgrounds
- **Secondary LU:** Institutional, Community Center
- **Correlating Zoning:** N/A



Traditional Neighborhood

Traditional Neighborhoods is the predominant land use in the city, consisting of detached and attached residential homes in walkable neighborhoods designed to conventional subdivision attributes including long blocks, curvilinear streets, and access to parks and open space. Traditional Neighborhoods offer a mix of housing options, although single-family detached is the predominant housing type, and allow for neighborhood-serving uses and amenities, such as recreational and open spaces, and institutional uses for residents of all ages. These neighborhoods offer easy access to schools, shopping centers, parks, and community facilities.

- **Primary LU:** Detached Single Family
- **Secondary LU:** Attached Single Family, Institutional, Parks and Recreation
- **Correlating Zoning:** R-1, R-2





Mixed Neighborhood

Mixed Neighborhoods offer a balanced blend of residential options and compatible non-residential uses, designed to support low- to medium-density neighborhoods. Located strategically near key commercial hubs like Highway 350 and the downtown core, these areas serve as transitional buffers, enhancing both the vibrancy and connectivity of traditional residential neighborhoods.

Mixed Neighborhoods support a diverse range of housing types, from single-family homes to townhomes and smaller apartment buildings, catering to a variety of household sizes and income levels. This mix promotes affordability and inclusivity, ensuring that residents can find housing options that meet their needs. In addition, neighborhood-serving commercial and institutional uses—such as small retail stores, services, cafes, and community centers—are integrated into these areas, fostering convenience, walkability, and a sense of community. Streetscapes and open spaces within Mixed Neighborhoods are designed to promote a pedestrian-friendly environment, with sidewalks, bike lanes, and green spaces enhancing accessibility and quality of life.

- **Primary LU:** Detached Single Family, Attached Single Family, Townhomes
- **Secondary LU:** Multi-family, Neighborhood Commercial and Services, Institutional, Parks and Recreation
- **Correlating Zoning:** R-1, R-2, R-3





Multi-Family Residential

The Multi-Family Residential land use designation supports the development of vibrant, higher-density neighborhoods that integrate seamlessly with nearby commercial centers and institutional hubs. Designed to foster walkability and accessibility, these areas create a lively, urban environment where residents can meet their daily needs within a short walk or bike ride.



This designation accommodates a variety of housing options, including multi-family apartments, townhomes, and mixed-use buildings that blend residential units with ground-floor retail or services. By allowing these mixed-use developments, the Multi-Family Residential designation encourages a dynamic mix of activities and amenities that support a sense of community and promote local businesses. Pedestrian-friendly streetscapes, accessible transit options, and thoughtfully designed open spaces enhance connectivity, inviting residents to engage with their surroundings and reinforcing a neighborhood feel within higher-density settings.

- **Primary LU:** Townhomes, Multi-family, Mixed-Use
- **Secondary LU:** Commercial and Services, Institutional, Parks and Recreation
- **Correlating Zoning:** R-3

Community Commercial

The Community Commercial designation is concentrated along Raytown's primary (non-highway) commercial corridors, including Blue Ridge Boulevard and Raytown Trafficway. These areas feature a mix of shopping centers and stand-alone businesses that serve the community's everyday needs. Enhancing the appearance and functionality of these commercial areas is a priority, with urban design goals that include improving building facades, upgrading storefronts, refining signage, consolidating curb cuts, and enhancing landscaping and streetscape elements.



Encouraging new development to orient storefronts toward the sidewalk will foster a more inviting and visually appealing shopping environment, promoting walkability and a cohesive streetscape. These improvements will not only attract shoppers but also contribute to the overall aesthetic and vitality of Raytown's commercial corridors, creating welcoming, accessible spaces that strengthen the city's sense of place.

- **Primary LU:** Commercial
- **Secondary LU:** Office, Institution, Open Space, Multi-family
- **Correlating Zoning:** NC

Downtown District

The Downtown District includes the historic downtown along 63rd Street from Raytown Trafficway to Blue Ridge Road and extends two blocks south and one block north. This district is a focal point for preserving and enhancing Raytown's historic charm and emphasizes creating a vibrant, pedestrian-friendly environment through placemaking initiatives, streetscape improvements, and a focus on both business retention and attraction.

The district aims to attract a diverse mix of local businesses, restaurants, and boutique shops that reflect the community's identity, fostering a unique sense of place that draws both residents and visitors. Introducing new residential options—such as lofts, apartments, and townhomes—into the Downtown District will reinvigorate the area by bringing more people closer to its amenities. This added residential presence supports a lively, active streetscape throughout the day and evening, reinforcing downtown's role as a vibrant mixed-use district. The Downtown District's future vision combines a strong sense of history with modern amenities, making it a key destination within Raytown and a catalyst for community pride and economic vitality.

- **Primary LU:** Retail, Office, Personal Service, Entertainment, Restaurants
- **Secondary LU:** Single-Family Attached, Multi-Family, Mixed-Use, Institutions, Parks and Recreation
- **Correlating Zoning:** TS





Gnarly Hussle

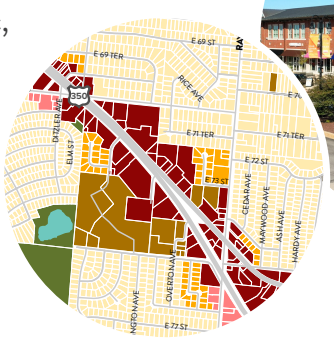
Highway Commercial

The Highway Commercial designation is confined to commercial areas along Highway 350, primarily catering to larger-format and big-box retail establishments, with substantial parking areas and consolidated access points from the highway. These uses are designed to be auto oriented, accommodating regional visitors and providing convenient access for a broader customer base.

To enhance functionality and visual appeal, improvements in landscaping, wayfinding, and pedestrian connections within these areas can create a more cohesive environment. The Highway Commercial designation supports Raytown's role as a regional shopping destination while maintaining efficient access and ample space for high-traffic, large-scale commercial uses.







- **Primary Uses:** Commercial, Office, Employment Centers
- **Secondary Uses:** Natural Areas, Parks, Entertainment
- **Correlating Zoning:** HC

Industrial and Employment

The Industrial and Employment land use designations are concentrated in three key areas within Raytown: north of 59th Street, south of the downtown area, and along the eastern edge of Highway 350. These zones are intended to accommodate light industrial uses, office parks, and employment centers, providing spaces for business and economic activity.

To ensure the compatibility of these areas with surrounding neighborhoods and land uses, effective buffering strategies and the integration of open spaces are essential. Thoughtful landscaping, setbacks, and green spaces will help create a transition between industrial and residential areas, enhancing the overall environment while supporting the vitality of Raytown's employment sectors. This ensures that industrial and employment uses can coexist harmoniously within the community.







- **Primary LU:** Light Industrial, Office Parks, Employment Centers
- **Secondary LU:** Commercial and Services, Open Space
- **Correlating Zoning:** M

Public & Institutional

The Public and Institutional category applies to non-open space properties and facilities owned by public or quasi-public agencies. This designation includes a variety of essential services and resources, such as libraries, public schools, hospitals, and other facilities operated by federal, state, county, or local agencies. This category may also encompass civic, cultural, educational, and healthcare facilities accessible to the public, including community centers, public safety buildings, and educational campuses. These sites are integral in meeting community needs, enhancing quality of life, and serving as centers for public engagement, education, health, and safety.

- **Primary LU:** Government Facilities, Schools
- **Secondary LU:** : Open Spaces, Parks, Recreation Facilities, Healthcare Facilities
- **Correlating Zoning:** N/A





City Hall



CHAPTER 5

The Comprehensive Plan

RAYTOWN ON THE RISE



Raytown Live

Raytown on the Rise, Raytown's 2040 Comprehensive Plan, serves as a roadmap for achieving the community's shared vision for the future. The Plan is structured around six Pillars, each representing a key focus area rooted in the values and priorities of the community. These Pillars were shaped through robust engagement with residents, businesses, City staff, and other local stakeholders, as well as a thorough analysis of existing conditions that highlighted Raytown's needs, aspirations, and most cherished qualities.
Each Pillar outlines a framework for implementation, organized into Goals, Strategies, and Actions that together chart a path toward meaningful progress.

Plan Framework

- **Pillar:** A core topic area reflective of community values, developed through extensive community engagement.
- **Goal:** A broad statement of intent describing the desired long-term outcome for each Pillar.
- **Strategy:** A focused and measurable approach for achieving the stated goal.
- **Action:** A specific task or initiative that helps implement the strategy.

THE PILLARS



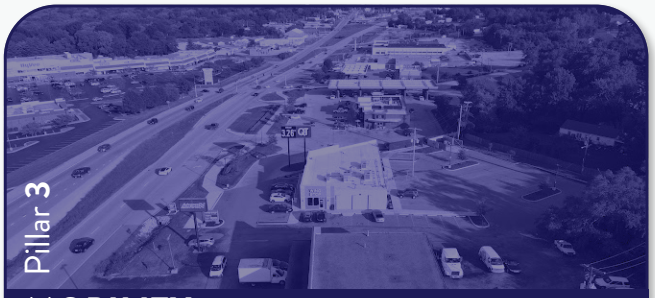
ECONOMIC DEVELOPMENT

- Downtown
- Shopping centers
- Strengthening the Tax Base
- Commercial Corridors
- Hwy 350



HOUSING AND NEIGHBORHOODS

- Maintenance and Preservation
- Housing Product Diversity
- Attainable Housing
- Increasing Ownership
- Mixed-Use Development



MOBILITY

- Complete Streets
- Safety
- Roadway Network
- Bicycle Infrastructure
- Pedestrian Linkages
- Safe Routes to Schools



INFRASTRUCTURE

- Infrastructure & Utilities
- Repair and Replacement
- Stormwater Management
- Sustainability
- Lighting



PARKS, REC, QUALITY OF LIFE

- Parks and Open Spaces
- Preservation of Open Space
- Identity & Wellbeing



OPERATIONAL EXCELLENCE

- Regional Partnerships
- City Services
- Community Outreach
- Clarity in Review Process
- City Governance



PILLAR 1:

ECONOMIC DEVELOPMENT

While Raytown is an independent city, its economy is highly interconnected to the Kansas City metropolitan area. Many residents work and shop outside of Raytown, and many others pass through Raytown as part of their daily commutes or other regional travel.

Economic development goals for Raytown include providing more commercial amenities for residents; increasing tax revenues for the City; stimulating quality development; and making the city's downtown, commercial corridors, and shopping centers more vibrant and attractive.

Though Recent demand for new commercial development has been sluggish, this plan seeks to leverage opportunities for high-quality mixed-use infill that can provide new kinds of housing and commercial options. The following goals and strategies also seek to improve the quality of development on Highway 350 and other commercial corridors in the city.



Shopping Center

GOAL 1

Revitalize downtown.

Raytown's historic downtown occupies an important position as the heart of the city and remains an anchor of Raytown's identity. Downtown Raytown's commercial core is smaller than it once was; loss of urban fabric over time and changes in road design have adversely affected the downtown experience. Yet there remains a commercial center that can be revitalized and expanded: historic downtowns throughout the country have been reinvented and revitalized, breathing new life into historic buildings and becoming community living rooms and, even, destinations. Downtown Raytown has that potential, too.

Many historic downtowns have followed the Main Street America model, a practical way of organizing a comprehensive approach to the many aspects of successful revitalization. Raytown has an active volunteer Main Street Association that has worked on streetscape design, long-range planning, beautification, events, and other projects.

In addition, at the time of this comprehensive planning effort, several new businesses have recently opened downtown, including retail and drinking establishments. Nevertheless, a few long-term anchors have closed and vacancies remain. The revitalization of any downtown area, including downtown Raytown, depends on a holistic approach that improves appearances, establishes positive identity, attracts foot traffic, and supports new and existing businesses.

Strategy 1: Redevelop the downtown Green Space.

The downtown Green Space represents a transformative opportunity to redevelop and activate downtown as a whole. Developing this parcel is among the highest priorities.

- **Action 1.1.1:** Promote the Opportunity Site concepts contained in this Comprehensive Plan.
- **Action 1.1.2:** Commission a development feasibility study.
- **Action 1.1.3:** Issue a developer request for proposals, specifying desired components (e.g., scale, setbacks, number of housing units, public space amenities, etc.)
- **Action 1.1.4:** Consider establishing incentives in addition to tax abatement for the area that includes downtown and the Green Space.

Strategy 2: Establish regular programming downtown to attract foot traffic.

For many downtown areas, including downtown Raytown, lack of foot traffic is a barrier to creating economic vibrancy. But foot traffic can be elusive if customers are not drawn to, or aware of, downtown businesses. Programming and events help to build regular foot traffic which, in turn, can support new business development.

Additional event programming can be undertaken in collaboration with Raytown Main Street Association.

- **Action 1.2.1:** Map out an annual events calendar that includes music, holiday parades, farmers market, art walks, or other festivals, all taking place downtown.
- **Action 1.2.2:** Create interactive artistic interventions and installations downtown that change throughout the year.
- **Action 1.2.3:** Establish business promotions and loyalty programs.

Strategy 3: Grow local businesses through "economic gardening" and incubation.

Revitalizing downtown will require significant incentives, at least initially, in order to generate momentum. The City does not need to be the only source of financial incentives, but it should consider where it can have the greatest impact through strategic use of available funds. "Economic gardening" is a strategy that focuses on nurturing and supporting local businesses (including home-based businesses), rather than attracting new businesses from outside.

- **Action 1.3.1:** Identify local cottage businesses in Raytown or outside the city that could mature into downtown brick-and-mortar businesses.
- **Action 1.3.2:** Consider offering a business plan competition with a cash reward toward startup costs.
- **Action 1.3.3:** Develop targeted incentives with a goal of reactivating downtown commercial spaces. Examples of targeted incentives could include "white box" assistance (e.g., facilitating the improvement of poor-condition interior spaces and reuse of vacant commercial spaces), restaurant or kitchen equipment assistance (e.g., to specifically attract restaurants), or sprinkler incentives (e.g., to overcome barriers to building reuse and meet life safety codes).

Strategy 4: Create an attractive and inviting environment downtown.

Facade Design Standards for the CBD are established in the Municipal Code Sec. 50-397 and sign standards in Sec. 50-398. Greater levels of regulation apply to the "Town Square Overlay District," established by ordinance in 2008.

- **Action 1.4.1:** Consider modifying the Design Standards to reduce the level of design regulation outside the Town Square Neighborhood but within the CBD, as currently defined.
- **Action 1.4.2:** Consider replacing the Design Standards for the entire CBD (as currently defined) with a form-based code. Form-based codes control for height, volume, and setbacks, but are less prescriptive and allow a wider range of design solutions.
- **Action 1.4.3:** Establish a facade improvement design assistance and incentive grant program.
- **Action 1.4.4:** Establish storefront signage design assistance and incentive program.
- **Action 1.4.5:** Consider high-quality artistic murals for blank downtown walls.
- **Action 1.4.6:** Undertake placemaking projects to create "people spots" and activity zones downtown.
- **Action 1.4.7:** Redevelop the Fox Drugs site and encourage reuse of the neon signs as part of placemaking and downtown identity design. (See case study on p. 71.)
- **Action 1.4.8:** De-emphasize parking as a barrier to development and emphasize walkability through reduced surface parking and shared parking agreements.

Strategy 5: Improve downtown safety.

- **Action 1.5.1:** Install pedestrian-scaled downtown lighting.
- **Action 1.5.2:** Improve downtown pedestrian crossings and bicycle mobility. (See Mobility pillar)
- **Action 1.5.3:** Facilitate access to KCMO, county, and nonprofit services and shelter for unhoused persons.
- **Action 1.5.4:** Consider walking and bike patrols within the downtown and near the Rock Island Trail.

Strategy 6: Reduce the size of the Central Business District boundaries.

The Central Business District as defined in the 2002 CBD Plan encompasses commercial and residential areas, particularly north of 62nd Street, that are not commonly understood as "downtown" by a Raytown resident or visitor. While the intent to create, over time, a walkable area with greater density of development is well-founded, it is more effective to start with a smaller core area and expand the district over time, as the development market strengthens.

- **Action 1.6.1:** Redefine the core downtown/CBD boundary to reflect a tighter area that is perceived by users as the functional commercial district. It should include the "Town Square" and the "CBD Employment Center" immediately south of the Town Square, as delineated in the 2002 Central Business District Plan.
- **Action 1.6.2:** Focus downtown revitalization activities in the core downtown ("Town Square") area for greater impact.



Ottumwa, Iowa Revitalization Incentives

Ottumwa, a city of 30,000 in southeast Iowa, has created a menu of incentives to stimulate downtown revitalization. Funded by city government, they are available by application, up to an annual limit. Six incentive grants are offered to downtown property and business owners:

Roof Repair Program. The City will pay up to 50% (maximum $10,000) as reimbursement for roof replacement. Roof color and materials must be approved.

Facade Improvement Program. A reimbursement grant of up to 25% of the cost of an approved facade improvement, with maximum City participation of $10,000.

White Box Program. A reimbursement grant of up to 50%, with maximum City participation of $10,000, for bringing poor-condition interior commercial spaces into leasable condition. The program can fund heating, electrical, flooring, and drywall projects. It cannot be used for remodels and updating finishes.

Commercial Paint Program. A reimbursement grant of up to 50% ($1,000 maximum) for painting a downtown building. The building must have previously been painted and the color must be approved by the City.

Interest Buy-Down Loan Program. The City will pay up to 7.25% interest on a five-year loan, up to $7,500.

Restaurant Equipment Program. Pays up to 50% (maximum $25,000) as reimbursement for installing semi-permanent restaurant equipment, such as vent hoods, fire suppression systems, and grease traps for new downtown restaurants.

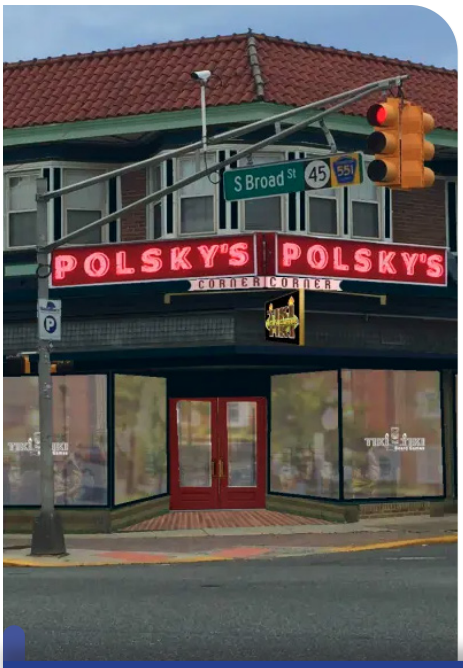
Strategy 7: Establish a staffed downtown management program.

Experience has shown that revitalizing a historic downtown requires a sustained, staffed effort. Main Street America, the preservation-based economic development program, pioneered an organizational model that includes design and aesthetic improvements, promotion and marketing, and economic vitality. Such a model could bring new focus and resources that could broaden the work of the Raytown Main Street Association.

- **Action 1.7.1:** Identify an organizational model for a staffed Main Street program in Raytown as an independent nonprofit.
- **Action 1.7.2:** Seek assistance from Missouri Main Street Connection and/or Main Street America.
- **Action 1.7.3:** Identify funding sources for the staffed program and establish a comprehensive work plan. (E.g., consider an incentive district that includes the historic downtown and future development of the Green Space)
- **Action 1.7.4:** Engage and develop relationships with commercial property owners.
- **Action 1.7.5:** Engage and develop relationships with downtown business owners.
- **Action 1.7.6:** Establish market-based economic development strategies for downtown that differentiate its position within Raytown and within the region.
- **Action 1.7.7:** Leverage the Missouri 353 Tax Abatement redevelopment incentive through an Urban Redevelopment Corporation.



Downtown Lee's Summit Main Street



Woodbury, New Jersey Neon Sign Preservation

Preserving Neon Signs:
In Woodbury, NJ, a former Army Navy store, Polsky's, closed. A new tenant, The Nerd Mall, an arcade and seller of electronic and vintage games, moved into the vacant space. The Nerd Mall retained the neon Polsky's sign because of its iconic character. Today, many people refer to The Nerd Mall as "Polsky's."

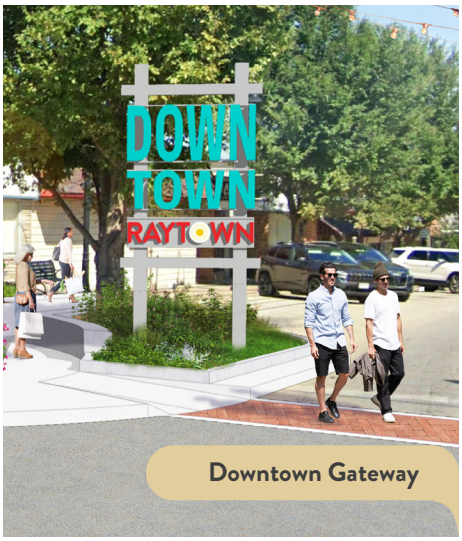
Figure 28: Downtown Improvements




Before

Raytown Road & 63rd Street (Looking northeast)

- A Adaptive Reuse
- B Original Downtown Signage
- C New Public Plaza
- D Downtown Gateway
- E String Lighting
- F Enhanced Crosswalk



Downtown Gateway


Adaptive Reuse


String Lighting

GOAL 2

Leverage the potential of Rock Island Trail.

The Rock Island Trail is an important asset for Raytown with potential for greater economic impact. It is both an amenity for residents and a draw for visitors. Its adjacency to downtown means it could bring a significant number of trail users to become customers of nearby Raytown businesses. The trail is also a unique asset that may influence the attraction of new residents to the city and new businesses to downtown.

Strategy 1: Create Trail-connected experiences.

For residents and visitors, the goal of this strategy is to leverage recreational users of the trail to stop in Raytown for an experience. "Experiences" can range from serendipitous (such as stopping to connect with interactive public art) to scheduled events, to stopping for a beer at Crane Brewing. By creating reasons to stop, Raytown becomes a destination rather than a "through" experience.

- **Action 2.1.1:** Use placemaking strategies to create engaging public spaces for trail users.
- **Action 2.1.2:** Organize trail-adjacent food truck events on weekends (e.g., see agreement/permission from County to use parking area).
- **Action 2.1.3:** Organize competitive regional events on the trail, such as races or walk-a-thons.
- **Action 2.1.4:** Organize Trail-connected family events.

Strategy 2: Pursue Trail-connected economic development.

The Rock Island Trail presents an opportunity to connect the trail to the downtown core through better signage and, over time, to develop new businesses that serve trail users in the Railroad Street area.

- **Action 2.2.1:** Expand outdoor-related businesses at locations near the trail. Such uses could include a bike shop, outfitter, or exercise-related equipment retailer.



Katy Trail Missouri Rest Area

- **Action 2.2.2:** Encourage the development of amenity businesses like restaurants, juice bars, cafés, and drinking establishments near the trail.
- **Action 2.2.3:** Install wayfinding signage so trail users are directed to food and drinking establishments in the downtown.

Strategy 3: Assure the safety of the Trail experience.

Making the trail experience feel safer will encourage additional use, and additional benefit to the downtown area. While the trail itself is managed by the County, the Raytown can initiate or facilitate additional safety and security in public areas adjacent to the trail, and it can partner with the County on safety improvements to the trail itself.

- **Action 2.3.1:** Work with County to improve lighting in and around the trail, especially to encourage shoulder-season use when days are shorter.
- **Action 2.3.2:** Work with County to implement bike patrols near and along the trail in addition to the County Park Ranger's patrols.
- **Action 2.3.3:** Consider security cameras on the trail and around parking areas in partnership with County.



GOAL 3

Address under-performing shopping centers.

While some shopping centers in the city show healthful signs of full occupancy and recent investment, others exhibit increased vacancies and decreased investment. The declining centers are likely manifestations of several factors, including the aging of the shopping centers themselves, the changing nature of retail and shift to online shopping, and lack of investment in upgrading the buildings, parking, and landscape. The following strategies can address strengthening faltering centers or reimagining their redevelopment for new or mixed uses.

Strategy 1: Revitalize under-performing shopping centers.

Shopping centers that have not exceeded their life cycle and can fit the needs of today's commercial tenants will benefit from partnership with the City. This could include the City working with shopping center owners on developing center-specific business strategies and, where possible, incentivizing center improvements.

- **Action 3.1.1:** Build relationships with shopping center owners.
- **Action 3.1.2:** Based on a market study, identify niche strategies for specific centers, based on their tenant mix, physical footprint, and market.
- **Action 3.1.3:** Assist owners in making aesthetic upgrades (e.g., by providing landscaping concepts or building improvement design assistance).

Strategy 2: Explore feasibility of redeveloping under-performing shopping centers as mixed-use projects.

Shopping centers that have exceeded their life cycle or no longer fit the needs of the marketplace may be good candidates for redevelopment. Given the need for new housing products in the city and the size of the sites, several underperforming centers are potential candidates for mixed-use development.

- **Action 3.2.1:** Identify priority shopping center(s)
- **Action 3.2.2:** Partner with owners on feasibility studies
- **Action 3.2.3:** Explore mixed-use concept designs
- **Action 3.2.4:** Identify redevelopment incentives

> **Incorporate better food places throughout town.**
>
> *- Stakeholder*



Blue Ridge Plaza

GOAL 4

Leverage the proximity and visitor potential of the sports stadiums.

The futures of GEHA Field at Arrowhead Stadium and Kauffman Stadium are uncertain as the team owners and the City of Kansas City consider alternative locations. Nevertheless, the stadiums will remain in their current location for at least several years and, perhaps, permanently. A visitor to the stadiums is likely unaware of their proximity to Raytown and Raytown businesses have not significantly leveraged those visitors' potential spending. Even if the stadiums' long-term plan is not yet known, the City and its private-sector partners can still adopt strategies to benefit local businesses.

Strategy 1: Develop new lodging options within Raytown

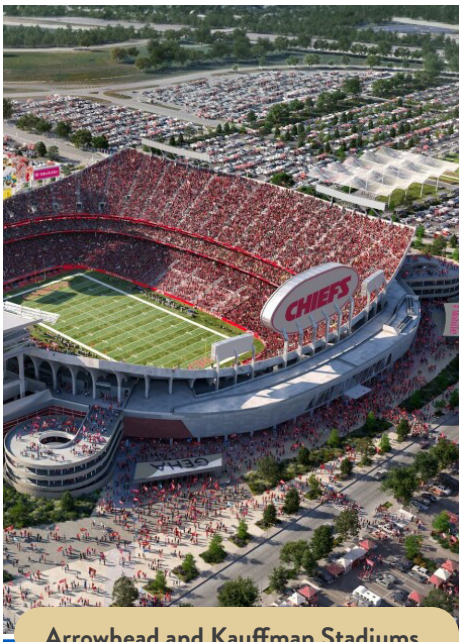
With virtually no traditional lodging options offered within Raytown, and given proximity to the stadiums, the city should work to establish options for overnight stays. Short-term rentals like Airbnb can be an incremental approach appropriate for under-used spaces, especially in or near downtown. They present a lower barrier to development than a hotel. Hotel development will require further study, but may be feasible on Highway 350 because of visibility to traffic.

- **Action 4.1.1:** Commission a feasibility study for hotel development, and/or issue a developer RFP. Reference the opportunity site concepts for the parcel adjacent to the Wellness Center.
- **Action 4.1.2:** Modify municipal code to allow development of short-term lodging in existing buildings, especially in anticipation of the 2026 FIFA World Cup.

Strategy 2: Attract spending of stadium visitors into Raytown

In addition to lodging, the stadiums also present an opportunity to bring additional consumer spending to Raytown. Currently, most stadium goers likely have little knowledge of what is available. Increasing awareness will help to attract them to restaurants and other amenities in the city.

- **Action 4.2.1:** Design and install wayfinding signage that addresses stadium-goers and leads them to Raytown restaurants and bars
- **Action 4.2.2:** Promote Raytown restaurants in game-related social media channels.
- **Action 4.2.3:** Work with Raytown Chamber of Commerce and Tourism to promote Raytown restaurants and bars to stadium goers (e.g., through targeted/geofenced social media advertising and other channels).





Arrowhead and Kauffman Stadiums

GOAL 5

Guide business development on 350 Highway.

The 350 Highway corridor serves primarily as a high-speed transitway through the city. Its auto-oriented shopping centers, drive-through businesses, and auto-related businesses are consistent with the road design. The 2007 350 Highway Plan still provides useful guidance on the road's physical and economic development. Unlike historic downtown Raytown, 350 Highway was not designed as a unique place; it is competing with highway-oriented development across city jurisdictions. New business development will depend largely on traffic volumes, demographics, and redevelopment feasibility.

Strategy 1: Facilitate redevelopment on 350 Highway to make it more strategic.

Highway 350 has the highest traffic counts in the city and serves as a through route for many. Drivers on Highway 350 present an opportunity to capture an increment of consumer spending that is in addition to Raytown's immediate local market.

- **Action 5.1.1:** Engage with commercial brokers and shopping center owners to gain a better understanding of opportunities and barriers.
- **Action 5.1.2:** Identify potential sites for land assembly and redevelopment.
- **Action 5.1.3:** Gain understanding of driver demographics through geofencing. (e.g., Placer.ai)
- **Action 5.1.4:** Identify target businesses that align with highway users and commuters with a goal to create an economically supportive environment. Communicate that plan to brokers.

Strategy 2: Improve aesthetic experience on 350 Highway.

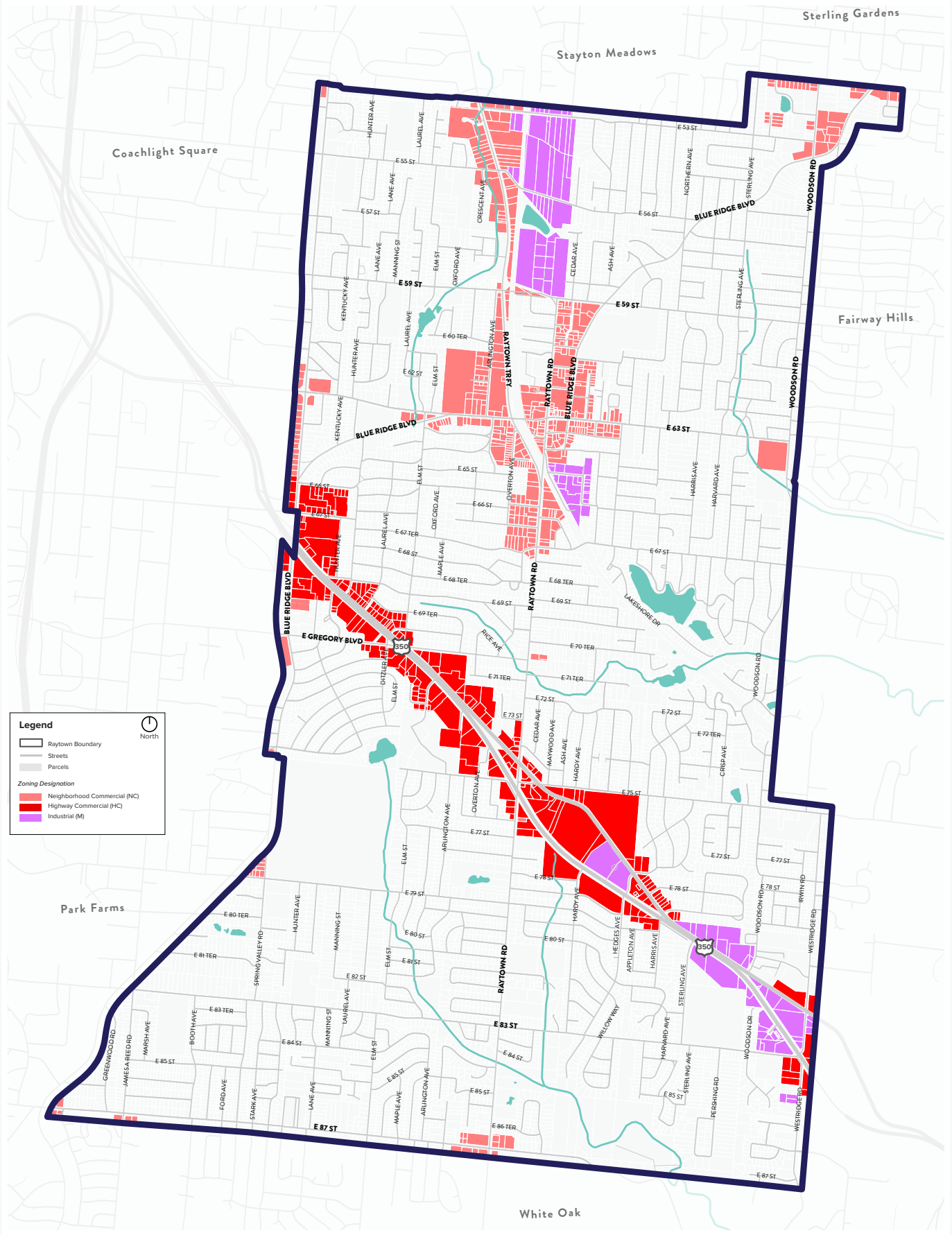
Like many commercial-lined highways of its kind, the visual experience of Highway 350 is cluttered and doesn't present the best experience of Raytown. Reducing the number of auto sales lots will improve appearances over time; additional improvements can include screening of unattractive uses and working with developers on more attractive building design.

- **Action 5.2.1:** Require landscaping and screening designs around uses that detract from 350 Highway's visual experience
- **Action 5.2.2:** Work with MoDOT to incorporate traffic calming and pedestrian accommodations. (See Mobility pillar)



Shopping Center Best Practices

Figure 29: Commercial Zoning



OPPORTUNITY SITES

"Opportunity Sites" are parcels or areas whose development could be catalytic for the city. During the engagement portion of the planning process, the community identified two sites whose development would significantly impact the city's future. These are the Downtown Green Space (north of 63rd Street), and the site on Highway 350 immediately east of the Raytown Schools Wellness Center.

As part of the planning process, the team created design concepts to illustrate how the land could potentially be developed, including proposed land uses, height and scale of development, and development character. The concepts were presented in a community workshop to invite feedback from the public and to test whether the designs align with community preferences.

While the concepts have not undergone feasibility assessment from a market perspective, they can serve as a basis for such analysis, and as a basis for a future request for development proposals. They establish visions for how these two critical parcels could be developed in community-responsive ways.

Opportunity Site 1: Downtown Green Space:

The long-vacant Downtown Green Space presents the best opportunity to reestablish downtown Raytown as a strong commercial center. The land is city-owned and has been the subject of previous visioning, including by the Raytown Main Street Association. Expanding on previous designs, the planning team developed three concepts for the site. Each concept envisions mixed-use development that includes retail commercial, housing (multi-family apartments or townhomes), and open space. The concepts also illustrate different intensities of development and height. A future development could, conceivably, incorporate different aspects of the three plans.

The final illustration following the three concept drawings imagines Blue Ridge Blvd, looking north from 63rd Street, with the Green Space redeveloped on the left (showing open space at the street) and Raytown Plaza, across the street, redeveloped as mixed-use. While Raytown Plaza is not part of the Green Space concepts, the illustration depicts a possible future scenario where the two sites complement each other to create greater downtown density.

Opportunity Site 2: Highway 350 at Hardy Avenue

This site lies directly east of the Raytown Schools Wellness Center. The development concepts envision creating a new neighborhood that transitions from Highway 350 to the existing residential neighborhood immediately south, across 78th Terrace.

The three development concepts consider three types of housing product: Multi-family apartments, duplex homes, and single family townhomes. Two of the concepts include a hotel on the east end of the site. Further market testing is recommended, both for the housing products and hotel feasibility. All of the concepts include open space or active recreation space; these facilities could be interchanged with any of the development plans.

Figure 30: Downtown Green Space Concept Plan 1



LEGEND

A Parking and Service Area.
- Improved service and access area for downtown businesses on 63rd St.
- 60 shared surface parking spaces

B The Green Space.
- Central green space with playground, open lawn, amphitheater, farmers market plaza, and landscaping.
- 41 shared surface parking spaces

C Mixed-Use Development.
- Two three- to four- story mixed use buildings
- 12k-20k SF of ground-floor retail
- 54-80 upper-floor residential units
- 64 shared surface spaces and 30-60 internal spaces

D Raytown Plaza Beautification.
- Shopping center landscaping improvements and consolidated entrance.





Figure 31: Downtown Green Space Concept Plan 2



LEGEND

A Festival Street.
- Festival street behind 63rd St businesses with parking, streetscape, outdoor dining, and a plaza for farmers market.
- 50 shared surface parking spaces

B Mixed-Use Development.
- Two three- to four- story mixed use buildings
- 12k-20k SF of ground-floor retail
- 54-80 upper-floor residential units
- 40 shared surface spaces and 30-60 internal spaces

C The Green Space.
- Central green space with playground, open lawn, amphitheater, farmers market plaza, and landscaping.
- 42 shared surface parking spaces

D Raytown Plaza Beautification.
- Shopping center landscaping improvements and consolidated entrance.





Figure 32: Downtown Green Space Concept Plan 3



LEGEND

A Parking and Service Area.
- Improved service and access area for downtown businesses on 63rd St.
- 50 shared surface parking spaces

B The Green Space.
- Central green space an open lawn, amphitheater, farmers market plaza, and landscaping.
- 25 shared surface parking spaces

C Mixed-Use Development.
- Two three- to four- story mixed use buildings
- 8k-12k SF of ground-floor retail
- 37-56 upper-floor residential units
- 20 shared surface spaces and 40-50 internal spaces

D Rear-Loaded Townhomes.
- 2.5- to 3-story with garage
- 18 residential units

E Raytown Plaza Beautification.
- Shopping center landscaping improvements and consolidated entrance.


Townhomes


Community Gathering Space

Figure 33: Proposed Downtown Green Space Improvement (left), Future Redevelopment of Raytown Plaza (right).

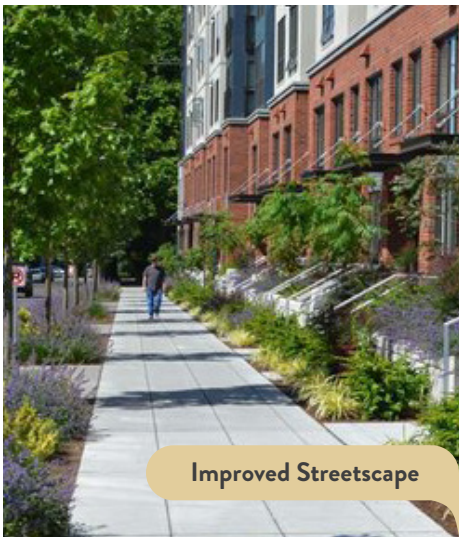




Before

Blue Ridge Boulevard (Looking North)

- A Improved Streetscape
- B The Green Space
- C Rear-Loaded Townhomes
- D New Mixed-Use Development



Improved Streetscape



Townhomes



Mixed-Use

Figure 34: Highway 350 Concept Plan 1



LEGEND

A Park and Open Space.
- Active park and recreation space with recreation fields and playground.
- 33 surface parking spaces

B Greenway Feature.
- Pond and waterway with surrounding trail system.

C Duplex Neighborhood.
- 50 residential units

D Trail Network.
- Pedestrian trail along Highway 350 and through the site





Figure 35: Highway 350 Concept Plan 2



LEGEND

A Apartment Complexes.
- Four 4-story apartment buildings
- 130-140 residential units
- 142 shared surface parking spaces

B Park and Open Space.
- New neighborhood park with a playground, seating, and shelter.

C Four Story Hotel.
- 100-120 hotel rooms
- 100,000 GSF
- Outdoor amenity space

D Trail Network.
- Pedestrian trail along Highway 350 and through the site


Park


Apartment Complex

Figure 36: Highway 350 Concept Plan 3



LEGEND

A Rear-Loaded Townhomes.
- 2.5- to 3-story with garage
- 50 residential units

B Park and Open Space.
- New neighborhood green space.

C Four Story Hotel.
- 100-120 hotel rooms
- 100,000 GSF
- Outdoor amenity space

D Trail Network.
- Pedestrian trail along Highway 350 and through the site







PILLAR 2:

HOUSING & NEIGHBORHOODS

Maintaining and revitalizing Raytown's housing stock can be advanced through good housing and development policies and incentives. The Housing and Neighborhoods pillar aims to support homeowners and landlords in maintaining residential properties and diversifying the mix of housing types to satisfy new needs in the marketplace, and the needs of Raytown residents whose needs may evolve as they age.

Most of Raytown's existing homes were built in the second half of the 20th century and embody a distinctive style of that period. The relative affordability of homes and renewed popularity of Mid-Century Modern style have attracted young couples and families – an opportunity to build upon as the city seeks to grow its population and its tax base.

By building on these existing assets, strengthening maintenance and enforcement, and developing new types of housing, Raytown is on an exciting path to be a community of choice in the Kansas City Metro.



Village Apartments

GOAL 1

Encourage the repair, rehabilitation, and owner occupancy of Raytown's single-family homes

Raytown's existing stock of attainable post-World War II single-family housing is one of the city's strongest assets - attractive to young couples, families, as well as seniors who choose to age in place. At the same time, many of Raytown's homes require substantial rehabilitation to bring them up to contemporary market standards. Modest home values in the community, while slowly rising, make such investments difficult for many new and existing owner-occupants and limit developer interest in undertaking rehabilitation projects. Private equity firms and outside investors are a risk to the housing inventory as they are often attracted to less-well-maintained homes that can be acquired inexpensively and converted to rental units.

Strategy 1: Support homeowners with critical maintenance, home repairs, and substantial rehabilitation projects.

Supporting homeowners in maintaining their properties has a public benefit by fostering stable, thriving neighborhoods. Potential actions to advance this strategy include financial incentives and technical assistance. Financial assistance might include small grants but may equally include tax incentives that encourage reinvestment.

- **Action 1.1.1:** Establish a home improvement grant program that focuses on critical health and safety repairs, accessibility improvements for seniors and the disabled, and energy efficiency.
- **Action 1.1.2:** Working with community and banking partners, establish an affordable lending program to help existing homeowners undertake substantial rehab projects including kitchen and bath upgrades, finishing basements or attics, and modest additions. The loan could be converted to a grant, deferred for recapture at sale, or forgiven over a period of time based on continued owner occupancy.
- **Action 1.1.3:** Consider establishing a tax abatement program for intended owner-occupants who purchase and rehab previously vacant homes that require substantial rehabilitation.
- **Action 1.1.4:** Explore opportunities to partner with a local community development finance institution or regional bank to develop and manage potential lending programs.
- **Action 1.1.5:** Connect homeowners with county, state, and other resources offering direct assistance, grants, or low-interest repair loans.

Strategy 2: Expand developer interest and capacity to invest in the redevelopment and sale of existing homes.

Raytown has not generated a great deal of developer interest, partly because of the gap between real estate values and development costs. There is an opportunity to expand the network of area developers and to build skills to establish a homegrown stable of developers.

- **Action 1.2.1:** Establish a developer education and outreach program aimed at encouraging contractors, small developers, and others to undertake projects in Raytown.
- **Action 1.2.2:** Partner with a local community development finance institution or community development corporation to create an integrated technical assistance, acquisition, and construction lending program to help local developers scale capacity.

GOAL 2

Preserve and enhance the character of Raytown's distinctive post-World War II homes and residential neighborhoods.

Strategy 1: Establish a "Raytown Ranch Revival" program that rebrands the community's concentration of 1950s to 1970s ranch homes as not just attainable but also unique, cool, and desirable.

Ranch homes are today's retro-cool style but often go underappreciated in Raytown. Homeowners can be inspired to undertake maintenance and preservation projects by learning to appreciate this Mid-Century residential typology.

- **Action 2.1.1:** Create an educational (non-regulatory) style-guide that profiles the architecture of different types of ranch homes in Raytown and provides repair and rehabilitation guidance and best practices. The guide could also address landscaping and energy efficiency.
- **Action 2.1.2:** To help owners and potential buyers understand their homes better, create a ranch home DIY educational checklist that provides seasonal guidance on home repairs and maintenance.
- **Action 2.1.3:** Create model plans for substantial ranch home rehabilitation efforts that respect existing architecture. Homeowners who use plans could receive expedited permitting, reduced permit fees, or other incentives.
- **Action 2.1.4:** Offer home repair workshops and seminars to owners of ranch homes and related post-World War II housing. Programming could address kitchen and bath rehab, energy efficiency, roof repairs, and landscaping.
- **Action 2.1.5:** Create a certified ranch-home membership program that creates pride of ownership but also can be used to promote educational programs, grants, incentives, and other resources.
- **Action 2.1.6:** Create an annual or semi-annual ranch rehab awards program. The awards could celebrate the best kitchen rehab, best landscaping, best restoration, and best overall rehabilitation.



Single-Family Home

GOAL 3

Identify strategies to improve the management, maintenance, and repair of Raytown's rental housing stock.

While Raytown remains a city of homeowners, it does have a substantial stock of medium and high-density apartments and a growing number of single-family rentals. There are some newer or recently renovated apartments, but the majority are older and exhibit the impacts of deferred maintenance and lack of reinvestment. This includes units/buildings designated as affordable housing. In 2019, Raytown enacted a Rental Dwelling Maintenance Regulation establishing permitting, inspection, and minimum maintenance standards for all rental housing which has helped to improve residential maintenance.

Strategy 1: Expand enforcement of Rental Dwelling Maintenance Regulation

Regular enforcement of maintenance ordinances will, over time, reset expectations and standards among landlords. It will also help to stabilize and grow property values. Expanded enforcement of these regulations is a worthwhile investment for the City.

- **Action 3.1.1:** Identify tools and resources to enhance the capacity of existing enforcement staff
- **Action 3.1.2:** Explore the use of court-ordered limited receivership to make repairs to distressed rental housing where the property owner lacks capacity or is non-responsive to enforcement efforts.
- **Action 3.1.3:** Connect responsive landlords with county, state, and other resources offering flexible, low-interest repair loans.



Rental Housing

Strategy 2: Support efforts to rehabilitate or redevelop existing apartment buildings while preserving units set aside as affordable housing.

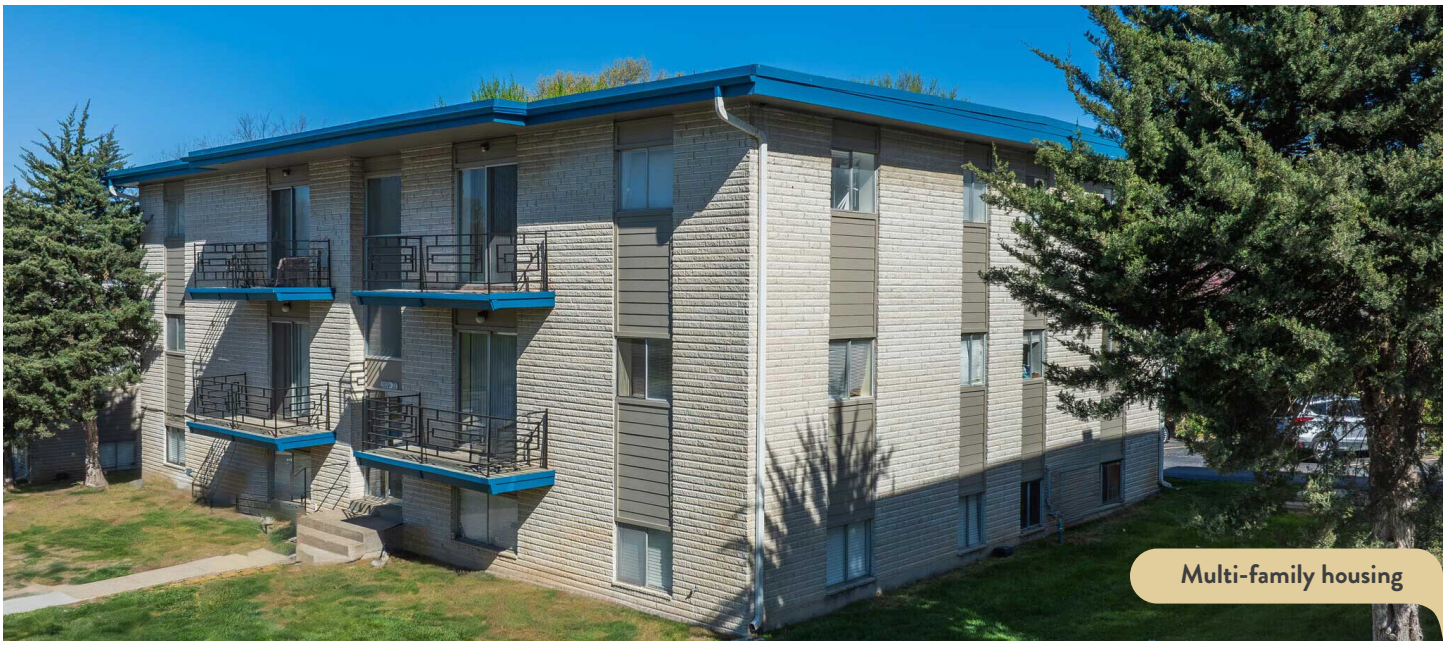
Because many apartment buildings in Raytown have not been renovated or updated, it will be important to support their improvement through available housing development resources.

- **Action 3.2.1:** Identify opportunities to use Low-Income Housing Tax Credits or other state and federal affordable-housing funding programs to support the redevelopment of existing medium and high-density apartments.
- **Action 3.2.2:** Explore opportunities to partner with a community development finance institution or regional bank to develop and manage potential lending programs.

Strategy 3: Support efforts to secure vacant, distressed, foreclosed, or low-cost homes listed on the Multiple Listing Service (MLS) for owner-occupants and limit acquisition of rental of properties by private-equity firms, outside investors, and speculators.

Private equity firms and other rental home aggregators typically minimally maintain or improve their inventories, often leading to declines in value. Reversing this trajectory is difficult so it is important to get ahead of the trend by securing properties that are likely targets of these purchasers.

- **Action 3.3.1:** Partner with the Land Trust of Jackson County to proactively secure tax-foreclosed homes for redevelopment and sale.
- **Action 3.3.2:** Underwrite or work with a private partner to establish an acquisition-hold fund that can compete with cash buyers for low-cost homes on the market, foreclosed properties held by banks, or buildings held by other portfolio buyers. Acquired properties could be sold directly to owner-occupants as part of a purchase-rehab strategy or made available to a cohort of local developers, recapitalizing the fund.



Multi-family housing

GOAL 4

Promote denser residential and mixed-use housing development at strategic locations in Raytown.

As a "land locked" city surrounded primarily by Kansas City, Raytown will need to identify opportunities to encourage and support denser or vertical residential and mixed-use development to expand its tax base and attract additional residents. Much of this new development can take the form of so-called "missing middle" housing – duplexes, townhomes, and small apartment buildings – along with more moderately-scaled residential-over-retail. Any increases in density should be targeted to strategic sites that enhance connectivity and walkability, and be carefully planned and designed to be compatible with existing development.

Strategy 1: Explore necessary updates to zoning code, development regulations, permitting processes and fees, and entitlement processes to allow for denser development

Developing higher-density housing is less expensive than developing individual homes because land cost is the same regardless of the number of units built, and vertical development of additional units is cheaper than building standalone homes. The City can help catalyze denser development by adopting progressive regulatory practices.

- **Action 4.1.1:** Revise zoning regulations to offer greater flexibility for missing-middle housing, particularly in areas with access to local retail, commercial, and other amenities
- **Action 4.1.2:** Rezone key or under-developed parcels for denser residential and mixed-use development lacks capacity or is non-responsive to enforcement efforts.
- **Action 4.1.3:** Evaluate use of form-based code overlay districts to establish clear guidelines for building form, design, and use in areas prioritized for mixed-use development
- **Action 4.1.4:** Facilitate collaborative processes with residents, property owners, and developers to align expectations for development in key areas.
- **Action 4.1.5:** Ensure compatibility between denser residential and mixed-use projects and adjacent smaller-scale residential or commercial areas to preserve neighborhood character while promoting growth

Strategy 2: Promote and incentivize mixed-use development in strategic locations.

The Opportunity Site concept for the Green Space envisions mixed-use development with residential, retail, and recreational space. This is a key element of revitalizing downtown. In addition to the Green Space, underperforming shopping centers may also be candidates for mixed-use redevelopment.

- **Action 4.2.1:** Prioritize the "greenspace" bound by East 62nd Street, Blue Ridge Boulevard, and Raytown Road for mixed-use residential and retail development.
- **Action 4.2.2:** Initiate a developer RFP for the "greenspace" site and/or other Opportunity Sites.



PILLAR 3:

MOBILITY

Raytown benefits from a well-connected transportation network that provides access to the Kansas City metro area via key arterial roads and regional highways. The community features a mix of local streets, sidewalks in many residential areas, and connections to nearby trail systems, contributing to mobility for residents. However, Raytown faces challenges related to pedestrian and bicycle infrastructure gaps, limited public transit options, and major roadways that prioritize vehicle movement over multimodal safety. Safety concerns persist particularly on high-traffic corridors like Highway 350 and Blue Ridge Boulevard.

Addressing these challenges will involve improving pedestrian and bicycle infrastructure, exploring opportunities to strengthen transit connectivity, and implementing traffic calming measures to reduce the risk of crashes. Several strategies are outlined below, including adopting a Complete Streets approach to enhance safety through improved street design. This strategy aims to reduce dangerous speeding, prioritize upgrades at conflict points between road users, and create an environment where walking, biking, and public transit are supported alternatives to driving.

As Raytown continues to grow and evolve, residents and stakeholders have expressed a strong desire for a safer, more connected transportation network. Key priorities include increasing pedestrian safety, improving access to schools, the Rock Island Trail, city parks, and the downtown district, and ensuring transportation infrastructure supports economic vitality within the city. Additionally, community members have expressed concern that a lack of public transportation options limits mobility and access, especially for senior citizens, the disabled, students, and those without access to a car. These priorities align with the Comprehensive Plan's broader vision for a more inclusive and sustainable mobility system that serves all users, regardless of age, ability, or travel mode.

The strategies outlined below focus on enhancing pedestrian and bicycle networks, improving intersection safety, and implementing targeted traffic calming measures along high-crash corridors and within key commercial areas. By strengthening its transportation assets, Raytown can create a more accessible, connected, and vibrant community that supports mobility for all residents while promoting economic growth and quality of life.

GOAL 1

Make Raytown streets safer.

Enhancing safety on Raytown streets, particularly reducing speeding and eliminating dangerous driving, emerged as a key focus in community discussions. Raytown's major roads, including Raytown Road, 63rd Street, and Highway 350 – a state arterial bisecting the city – facilitate convenient vehicle access through the city and to nearby Kansas City, but pose significant challenges to multimodal access and account for a disproportionately high number of crashes. Community members routinely expressed a desire to make Highway 350 a more attractive corridor and not only a pass-through for residents and visitors of Raytown.

A Complete Streets approach ensures roads are designed for all users, including pedestrians, cyclists, transit riders, and drivers. These policies incorporate features like sidewalks, bike lanes, and accessible routes, improving safety and access. A Safety Action Plan can also unlock federal funding for needed improvements. Additionally, traffic calming measures reduce accidents, lower pollution, and enhance neighborhood livability. Together, Complete Streets and traffic calming initiatives will improve road safety, encourage active mobility, and will help Raytown create a more inclusive and efficient transportation environment throughout the city.

Strategy 1: Adopt a Complete Streets Policy.

A Complete Streets Policy provides a framework for planning, designing, and operating roadways that safely and comfortably accommodate all users, regardless of their age, ability, or mode of transportation. This includes pedestrians, bicyclists, motorists, and public transit riders of all ages and abilities. City councils and planning commissions often embed these policies as part of broader transportation and comprehensive plans. Policy elements can include binding regulations that require new or reconstructed roadways to follow Complete Streets guidelines and technical documents outlining design standards for roads, bicycle lanes, pedestrian paths, and transit infrastructure.

They should also inform funding decisions and project prioritization based on the Complete Streets principles.

The Mid-America Regional Council (MARC) adopted a comprehensive Complete Streets Policy for the Kansas City region in 2024. The plan encourages local communities to adopt the Complete Streets paradigm in all aspects of their transportation and land use planning. Raytown's Complete Streets Policy can reference the transportation design guides and MARC's Complete Streets Handbook to draft a policy that is tailored to the needs of the community.

- **Action 1.1.1:** Engage political leaders, educate stakeholders, and form partnerships to communicate the need for safe streets and gather support in advancing a Complete Streets Policy.
- **Action 1.1.2:** Pass a binding Complete Streets ordinance, law, or resolution.
- **Action 1.1.3:** Set clear goals that are tailored to the needs of Raytown residents and ensure that improvements address the needs of undeserved and vulnerable communities.
- **Action 1.1.4:** Set implementation guidelines including design standards, a project prioritization framework, and clear performance metrics that track and report on progress.
- **Action 1.1.5:** Once adopted, ensure that recommendations and guidelines in the policy are reflected in other City documents and policies.

Strategy 2: Implement traffic calming measures.

Traffic calming plays a crucial role in reducing dangerous speeding, reducing crash risks, and enhancing safety for pedestrians and cyclists, ultimately making Raytown's neighborhoods safer and more livable for everyone. Proven strategies such as speed humps, curb extensions, raised crosswalks, and roundabouts, effectively reduce dangerous speeding and increase driver awareness. These interventions not only improve safety but also contribute to a more welcoming and pedestrian-friendly streetscape.

Additionally, traffic calming supports active transportation by making walking and bicycling safer and more enjoyable. When Raytown residents feel comfortable navigating their neighborhoods without relying on a car, they are more likely to choose active transportation options. This shift fosters long-term benefits, including improved public health, environmental sustainability, and stronger community connections.



Bike Parking

- **Action 1.2.1:** Establish a traffic calming policy that determines which measures are appropriate on certain streets. The policy should include criteria for project eligibility, a transparent process for community engagement, and guidelines for evaluating and prioritizing traffic calming measures. The policy should also address funding mechanisms, maintenance responsibilities, and methods for assessing the effectiveness of implemented measures.
- **Action 1.2.2:** Implement safe streets infrastructure and traffic calming measures, incorporating the following elements, among others, along streets and at intersections with higher crash rates involving pedestrians and bicyclists:
  - » Narrower vehicle lanes
  - » Curb extensions
  - » More frequent pedestrian crossing opportunities
  - » Marking crosswalks at all legs of an intersection
  - » Rectangular rapid flashing beacons (RRFBs)
  - » High-intensity activated crosswalks (HAWK signals)
  - » Reduced curb turning radii
  - » Pedestrian refuge islands
  - » Chicanes
  - » Landscaping, such as curbed planters, raised medians, or street trees
  - » Raised crosswalks and intersections
  - » Speed feedback signals



Westwood, Kansas Complete Streets Policy

In October 2020, the City of Westwood, Kansas, adopted a resolution establishing a Complete Streets Policy aimed at designing and maintaining streets that safely accommodate all users. To implement this policy, a Complete Streets Task Force was formed in Spring 2021, meeting six times over two months to develop a Complete Streets Implementation Plan. The policy calls for updating other City plans – the City Comprehensive Plan, zoning regulations, the City Strategic Plan, among others – to support the development of Complete Streets. A key step in implementing the policy is providing workshops and training sessions for the Westwood Planning Commission, City Council, City staff, and residents to familiarize them with the City's efforts and goals for developing Complete Streets in the community.

- **Action 1.2.3:** Redesign intersections to improve visibility and reduce conflicts between vehicles and pedestrians.
- **Action 1.2.4:** Study the following local streets and intersections with higher rates of injury crashes, in order to focus future traffic calming measures.
  - » **63rd Street**, particularly at the Blue Ridge Boulevard, Raytown Road, and Blue Ridge Cutoff intersections.
  - » **Gregory Boulevard**, particularly at the Blue Ridge Boulevard and Raytown Road intersections.
  - » **Blue Ridge Cutoff** between 67th Street and 55th Street.
  - » **Raytown Road**, particularly in the downtown area and between 70th Terrace and 83rd Street, with particular emphasis on crossing Highway 350.
  - » **Blue Ridge Boulevard** from 63rd Street to 59th Street.
- **Action 1.2.5:** Coordinate with MoDOT to implement roadway safety improvements at Highway 350 intersections.

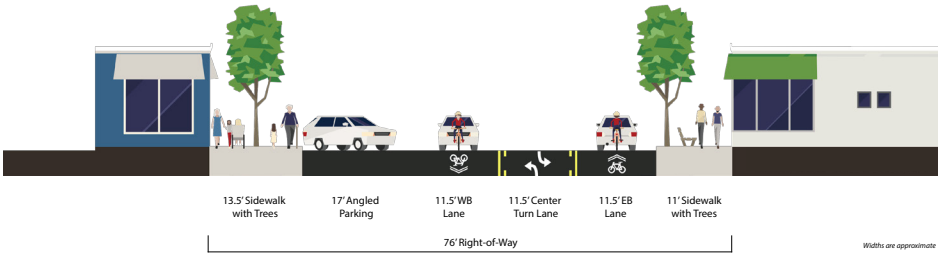


East 63rd Street Improvements

The following cross-sections of East 63rd Street, located between Blue Ridge Blvd and Raytown Road, illustrate a range of potential traffic calming measures designed to transform the downtown corridor into a more complete street for all users. The concepts are organized from minimal to more extensive levels of intervention.

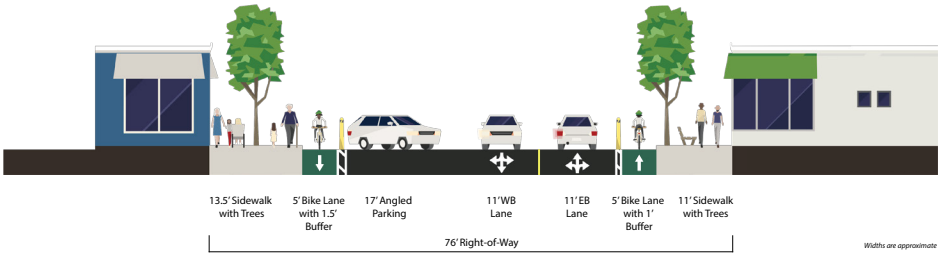


Existing



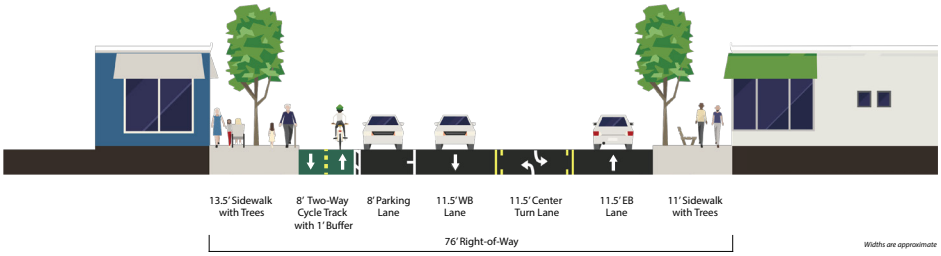
Concept 1

This concept adds protected bike lanes; westbound lane has wider buffer to protect from overhanging vehicles, removes center turn lane and narrows thru lanes by 0.5', and maintains existing sidewalk widths and angled parking.



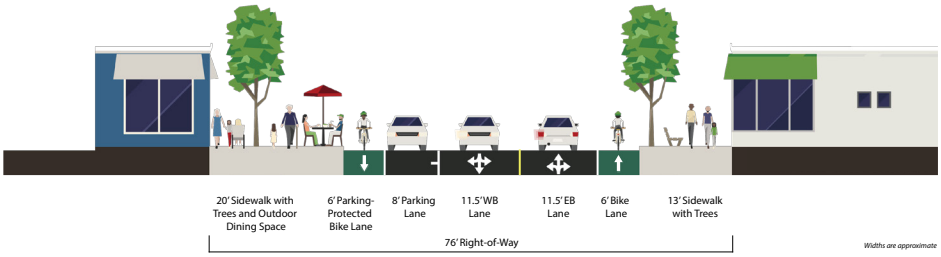
Concept 2

This concept replaces angled parking with inbound/parallel lane, maintains center turn lane and existing sidewalk widths, and adds a two-way cycle track on the north side.



Concept 3

This concept removes the center turn lane, extends sidewalk widths providing new space for outdoor dining, replaces angled parking with inbound/parallel lane, and adds bike lanes on the north and south sides.



Strategy 3: Develop a Safety Action Plan.

A Safety Action Plan is a strategic document that outlines a community's approach to improving transportation safety. It typically includes data-driven analysis, identifies high-risk locations, and proposes countermeasures to reduce traffic fatalities and serious injuries. A well-structured Safety Action Plan positions Raytown to compete for funding opportunities, including federal programs like Safe Streets and Roads for All, as well as state-level safety grants. Securing federal or state funding for a Safety Action Plan would enable Raytown to implement demonstration projects to evaluate roadway conditions, identify high-risk areas—such as crash-prone intersections—and prioritize safety enhancements. A Safety Action Plan approach helps prevent crashes before they occur, rather than simply responding to them after the fact.

- **Action 1.3.1:** Develop a Safety Action Plan with the aim to eliminate all traffic-related deaths and serious injuries.
- **Action 1.3.2:** Pursue funding to support the development of a Safety Action plan.
- **Action 1.3.3:** Commit to the USDOT's National Roadway Safety Strategy as an "Ally in Action". As an Ally in Action, Raytown will have access to safety resources that the USDOT has developed.
- **Action 1.3.4:** Assess funding opportunities with MoDOT through the Show-Me-Zero program.
- **Action 1.3.5:** Set clear, measurable goals to reduce accidents and fatalities within a specific timeframe, such as reducing pedestrian fatalities by a certain percentage over five years.

> **Please add sidewalks on main roads and in neighborhoods—it's unsafe for kids and dog walkers to be in the street.**
>
> *- Stakeholder*



Downtown

GOAL 2

Implement and maintain a complete, accessible, attractive, and safe pedestrian network that connects all Raytown residents to schools, key community destinations, and the downtown.

Walkability, and the desire for greater pedestrian access, were among the most commonly cited mobility-related issues in Raytown. The existing pedestrian network has significant gaps, creating barriers to access and unsafe walking conditions, particularly near schools and along and across Highway 350. Implementing a complete, safe, and accessible pedestrian network ensures everyone in Raytown, including non-drivers and those with mobility challenges, can access essential services and participate fully in community life.

Strategically investing in pedestrian facilities--primarily sidewalks and crosswalks--will allow more residents and visitors to walk to schools, parks, grocery stores, the Rock Island Trail, and downtown, among other destinations. As the City strives to make the downtown a more attractive destination, strengthening existing pedestrian facilities on Raytown Road, 63rd Street, and Blue Ridge Boulevard will help expand access to the area and to more residential neighborhoods, schools, parks, and community destinations.

Sidewalks alone do not determine whether walking feels comfortable. Streetscape, adjacent traffic speeds, crossing frequency, and the presence of trees or landscape buffers separating pedestrians from traffic all affect the comfort of walking and play a role in peoples' decisions to walk. The following strategies and actions will strengthen the City's ongoing efforts to make areas safe for pedestrians and introduce innovative approaches for improving access and safety for all.



Rock Island Trail

Strategy 1: Address gaps in the sidewalk network and widen sidewalks that do not meet accessibility standards.

A continuous and well-maintained sidewalk network is critical for providing safe routes for pedestrians, especially for individuals with disabilities, seniors, and families with children. Currently, just 39% of streets within one-quarter mile of schools have a sidewalk on at least one side of the street. By prioritizing the completion of sidewalk gaps near schools, the City can improve access for students and families, encouraging safe walking routes to and from educational institutions. Additionally, focusing on filling sidewalk gaps near intersections, at crosswalks, and near community destinations, will enhance pedestrian safety and connectivity, helping ensure more areas of the city are easily accessible to everyone. Finally, 40% of Raytown sidewalks are less than five-feet wide and do not meet the Americans with Disabilities Act (ADA) guidelines. Widening sidewalks to meet ADA standards and the Public Right-of-Way Accessibility Guidelines (PROWAG) will further ensure that all users can navigate the streets safely and comfortably, fostering a more pedestrian-friendly environment.

- **Action 2.1.1:** Prioritize filling sidewalk gaps within one-quarter mile of schools.
- **Action 2.1.2:** Prioritize filling sidewalk gaps approaching priority intersections and existing crosswalks.
- **Action 2.1.3:** Maintain an inventory of sidewalks and sidewalk gaps.
- **Action 2.1.4:** Install new sidewalks to improve access to downtown from residential neighborhoods, particularly from the north side of 63rd Street from Ash Court to Woodson Road.
- **Action 2.1.5:** At a minimum, ensure sidewalks meet ADA and PROWAG guidelines. They should be continuous and connected, well-maintained (free of major cracks and potholes, clear of obstructions like vegetation, debris, snow, and ice, and have proper drainage), and accessible to all users, including those with disabilities (per ADA, this includes ensuring no less than 48 inches of passing space are provided on all sidewalks[3]).
- **Action 2.1.6:** Update the zoning code and subdivision ordinance to incorporate requirements for high-quality pedestrian design. This ensures that new developments and infrastructure prioritize walkability, safety, and accessibility.

Strategy 2: Enhance crosswalks and improve crossings.

High-visibility crosswalks, leading pedestrian intervals, enhanced lighting, and curb extensions improve pedestrian safety, especially in high-traffic areas, near schools, and in commercial districts. Upgrading pedestrian signals and installing clear crosswalk markings at key intersections encourage drivers to yield to pedestrians and enhance visibility. Installing curb extensions at busy crossings not only shortens pedestrian travel distances but also can reduce dangerous speeding, creating a safer and more walkable environment. High-traffic streets often have more pedestrians and cyclists due to their proximity to commercial areas, schools, and other destinations. Increased crossing opportunities (e.g., crosswalks, pedestrian signals) reduce the likelihood of pedestrians crossing unsafely at unmarked locations. The National Association of City Transportation Officials recommends providing pedestrian crossings every 262-328 feet in urban environments, and, on streets with higher traffic volumes (>3,000 ADT), higher speeds (>20 mph), or more lanes (2+), crosswalks should be the norm at intersections [4]. Collectively, these measures contribute to a more pedestrian-friendly Raytown, promoting safer and more convenient walking conditions.

[3] Public Right-of-Way Accessibility Guidelines, accessed January 2025, Link.
[4] National Association of City Transportation Officials, Crosswalks, accessed April 2025, Link.

- **Action 2.2.1:** Increase the frequency of crosswalks, especially near schools and parks and along major arterials like Blue Ridge Boulevard, Gregory Boulevard, and the Blue Ridge Cutoff.
- **Action 2.2.2:** Adopt high-visibility crosswalks with safety features such as leading pedestrian interval signals, which gives pedestrians a head start (before vehicles) when crossing an intersection, as the default City standard.
- **Action 2.2.3:** Install pedestrian-scale lighting at crosswalks.
- **Action 2.2.4:** Install curb extensions to reduce crossing distances, particularly at intersections with high collision rates, around schools, and in downtown.
- **Action 2.2.5:** Ensure all legs of intersections with 63rd Street in the downtown are clearly marked and have accessible pedestrian crossing signals with leading pedestrian intervals. Reference PROWAG guidelines for accessible pedestrian push buttons [5].
- **Action 2.2.6:** Explore expansion of paid or volunteer crossing guards at intersections near schools.
- **Action 2.2.7:** Pursue a study of intersections near schools with the goals of enhancing access and safety through features like new crosswalks, better signage, RRFBs, and raised crosswalks.

Strategy 3: Work with MoDOT to implement improvements to Highway 350.

Highway 350 is a major barrier to pedestrian access and has the highest rate of crashes resulting in injury or fatality of all streets in Raytown [6]. Nearly one-quarter of all collisions in Raytown occur at an intersection with Highway 350. Highway 350 has only three pedestrian crossing (at Gregory Boulevard, Raytown Road, and Walmart Drive) but none of these intersecting streets have sidewalks on both sides. The long gaps between crossings impose significant time penalties for pedestrians trying to reach destinations on the opposite side of the highway. Coordinating with MoDOT will be critical to implementing pedestrian (as well as roadway and bicycle) safety improvements on Highway 350. Addressing these pedestrian crossing gaps is a high priority.

Many community members expressed dismay that Highway 350 and other major roadways are used predominantly by people driving through the city to get to other places. A contributing factor is the lack of ramp connections between Highway 350 and Blue Ridge Boulevard, which prioritizes vehicles passing through. The intersection is currently lacking a southbound on-ramp and northbound off-ramp, limiting motorists' ability to conveniently get to and from Raytown destinations from surrounding communities. More than 40,000 vehicles (including 8,000 trucks) pass through this interchange daily, emphasizing the critical nature of this intersection and the need for improvements.

> **"We want to make Raytown more walkable, which makes it more of a community."**
>
> *- Stakeholder*

[5] Public Right-of-Way-Accessibility Guidelines, Chapter 3: Technical Requirements, accessed January 2025, Link.
[6] Missouri Department of Transportation, five-year crash data 2019-2023, accessed September 2024.

- **Action 2.3.1:** Coordinate with MoDOT to implement safety and accessibility improvements to the sidewalks and all intersections along Highway 350. Particular emphasis should be placed on improvements at intersections with Raytown Road, Gregory Boulevard, Maple Avenue (entrance to the Hy-Vee Grocery Store), Sterling Avenue (providing access to Raytown South High School) and Woodson Road (providing access to the Herndon Career Center).
- **Action 2.3.2:** Implement sidewalks on both sides of streets that intersect with Highway 350 and ensure pedestrian access meets ADA and PROWAG guidelines.
- **Action 2.3.3:** Evaluate the implementation of additional ramp connections from Blue Ridge Boulevard.
- **Action 2.3.4:** Extend the shared-use path along Highway 350 by building out the path on the south side of the road (See Goal 3, Strategy 2).

Strategy 4: Enhance streetscapes in the downtown area.

Pedestrian-scaled streetscapes in downtown contribute to the appeal of this commercial area. Enhancing and maintaining these streetscapes will continue to foster a walkable environment that is both visually inviting and safe for pedestrians. By incorporating landscaping, public art, painted crosswalks, and pedestrian-scale lighting, these improvements make downtown Raytown more attractive and encourage people to walk, shop, and spend time in the area.

Adding consistent pedestrian-scale lighting throughout downtown Raytown will enhance safety and create a more welcoming atmosphere after dark. Widening sidewalks along key corridors and shortening crossing distances at major intersections will further improve walkability, making it easier and safer for pedestrians to navigate the area. Implementing curb extensions at busy intersections will help reduce dangerous speeding and reduce pedestrian exposure in crosswalks.

Additionally, maintaining existing landscaping, street furniture, and public spaces is vital to preserving the character and livability of downtown Raytown, supporting revitalization.

- **Action 2.4.1:** Improve the downtown streetscape with benches, landscaping, public art, painted crosswalks, and public plazas to ensure a comfortable, safe, and more enjoyable pedestrian experience.
- **Action 2.4.2:** Add consistent pedestrian-scale lighting throughout the downtown.
- **Action 2.4.3:** Widen sidewalks to ADA and PROWAG guidelines along 63rd Street and shorten crossing distances at the Raytown Trafficway intersection to create a safer, more comfortable pedestrian environment and a welcoming "gateway" to the downtown district.
- **Action 2.4.4:** Continue the maintenance of existing landscaping, street furniture, and public spaces, especially in the downtown area.



GOAL 3

Implement and maintain a complete, accessible, and safe, bicycle network that connects all Raytown residents to the Rock Island Trail, parks, schools, and key community destinations.

Many streets in Raytown, particularly within residential neighborhoods, are relatively low-speed and lightly trafficked, offering opportunities to establish safe bicycle infrastructure that connects to the Rock Island Trail and other important community destinations. Neighborhood greenway facilities can be a suitable option to expanding bicycle accessibility. Neighborhood greenways are designed to prioritize biking while reducing traffic and maintaining safe vehicle speeds. They typically include traffic calming measures like speed humps, traffic circles, chicanes, and curb extensions to help slow vehicle traffic, making the street safer for bicyclists and pedestrians alike.

The future bicycle network should prioritize connections to Raytown's assets, including its parks, the Rock Island Trail, schools, and the downtown. Raytown can enhance bicycling as a convenient and appealing transportation option by implementing targeted improvements such as neighborhood greenways, separated bike lanes, safe crossings, secure parking, and well-connected routes. The strategies and actions outlined below combine physical improvements, policy measures, and educational initiatives aimed at advancing and promoting safe bicycling throughout Raytown. Rather than starting from scratch, this Comprehensive Plan builds upon the recommendations from the Greater Kansas City Regional Bikeway Plan and injects new proposals based on recent community feedback, roadway safety patterns, and changing land uses, among other factors.

Strategy 1: Implement a bicycle network primarily comprised of neighborhood greenways and dedicated/separated facilities.

A complete bicycle network in Raytown will rely on neighborhood greenways along low-traffic residential streets, seamlessly connected by off-street paths and separated bike lanes – dedicated facilities that are physically separated from vehicle traffic by barriers such as curbs, bollards, planters, or parked cars along higher-traffic corridors. Neighborhood greenways should be designed with traffic-calming measures, wayfinding signage, and intersection improvements to create safe, low-stress routes for cyclists of all ages. Where higher vehicle speeds and volumes exist, off-street paths and separated bike lanes will provide dedicated, comfortable facilities to ensure safe and efficient travel. This network will form the backbone of a connected, accessible system that encourages biking as a viable transportation choice.

The Greater Kansas City Regional Bikeway Plan is a comprehensive effort aimed at developing a connected network of bicycle-friendly infrastructure throughout the Kansas City metropolitan area. As of 2025, three of the proposed 15 miles of regional bikeways on Raytown streets have been implemented. To complete the recommended network, Raytown will need to add dedicated bicycle lanes on key corridors like Raytown Road, East 63rd Street, and Blue Ridge Boulevard. Completing these segments will provide safer, more accessible routes along some of the city's busiest roads, supporting broader goals of multimodal transportation and enhanced connectivity. Partnerships with Jackson County and the Mid-America Regional Council will be instrumental in bringing these projects to fruition, fostering collaboration to align local and regional transportation goals.

- **Action 3.1.1:** Create a network of neighborhood greenways connecting key destinations such as schools, parks, the downtown, and the Rock Island Trail. Ensure these facilities are well-marked, and accompanied by traffic calming measures, intersection safety improvements, and directional signage.
- **Action 3.1.2:** Build out the following facilities included in the Kansas City Regional Bikeway Plan when projects along these corridors present themselves. [7] (Mileage reflects the portion of that facility within Raytown's jurisdiction, not the length of the entire proposed facility.)
  - » Blue Ridge Boulevard (2.0 miles)
  - » Blue Ridge Cutoff (2.82 miles)
  - » East 63rd Street (1.38 miles)
  - » Highway 350 (0.11 miles)
  - » Little Blue Road (0.03 miles)
  - » Raytown Road (4.31 miles)
  - » Woodson Road (0.15 miles)
- **Action 3.1.3:** Consider the feasibility of separated facilities, including shared-use paths, which accommodate both pedestrians and bicyclists on paths that are at least ten feet wide. Roadways with higher vehicle volumes or speeds require bicycle facilities separated from vehicle traffic, either using protective barriers or off-street trails.
- **Action 3.1.4:** Resume maintenance of and implement an ongoing maintenance plan for the bicycle lanes on 83rd Street and 87th Street.



Rock Island Trail

[7] Mid-America Regional Council, Greater Kansas City Regional Bikeway Plan, accessed March 2025, Link.

Strategy 2: Expand the shared-use path along Highway 350.

Currently, only a portion of the planned shared-use path along Highway 350 has been completed. Dating back to 2012, original plans consist of the addition of a ten-foot shared-use path on the south side of Highway 350 from Blue Ridge Boulevard to Maple Avenue. Improvements were also to include the removal of the highway shoulder with the addition of new curb and gutter, retaining walls, pedestrian signal crossings, and ADA ramps at intersections. If expanded, this facility can be a major asset for bicyclists and pedestrians. To maximize the value of this facility, the City will have to work with MoDOT to see that the path is extended and safe crossing infrastructure applied at all intersections.

- **Action 3.2.1:** Extend the shared-use path along Highway 350 by building out the path on the south side of the road. This facility can significantly enhance the active transportation network in Raytown and provide easy-to-use and safe connectivity to numerous community destinations.

Strategy 3: Establish a bicycle parking ordinance and expand availability of bicycle parking.

Expanding and formalizing bicycle parking in Raytown is an essential step in supporting the growth of bicycling as a popular and sustainable mode of transportation. Short-term bicycle parking is designed for quick and convenient access and often includes features like bicycle racks located near building entrances, retail areas, or transit points, prioritizing ease of use and visibility. Long-term bicycle parking is intended for extended durations, such as for employees, residents, or commuters, and typically offers secure, sheltered, and weather-protected facilities like bicycle lockers, enclosed bicycle rooms, or monitored storage areas. By implementing a bicycle parking ordinance, Raytown can ensure that new developments and key locations—such as schools, parks, and future transit stops—provide adequate and accessible bicycle parking facilities. This improvement not only makes bicycling more practical for residents but also demonstrates the City's commitment to creating a bicycle-friendly environment that encourages more people to choose bicycling for their daily commutes and activities.



Gardner, Kansas Municipal Code

The Gardner, Kansas Municipal Code offers incentives for providing bicycle parking. Developments can reduce their required vehicle parking spaces by one for every four bicycle parking spaces provided, up to a maximum reduction of 15%. Furthermore, nonresidential or multifamily uses within 1,000 feet of a designated bicycle route or trail are required to provide bicycle parking spaces, with specific ratios outlined based on the type of activity.

Bicycle Parking Requirements, Gardner, Kansas:

Activity	Required Spaces
Primary or secondary school	*25% of the number of students; AND 10% of the number of employees*
Retail or office uses	*10% of the required vehicle spaces*
Other institutional or entertainment uses	*5% of the required vehicle spaces*
Industrial uses	*3% of the number of employees*
Residential	*1 per dwelling unit*

- **Action 3.3.1:** Establish a policy that requires short- and long-term bicycle parking at all public buildings.
- **Action 3.3.2:** Amend zoning to require short- and long-term bicycle parking at multi-unit residential buildings.
- **Action 3.3.3:** Adapt design standards for safe, secure, easy-to-use bicycle parking, including specific bicycle rack styles and placement guidelines.
- **Action 3.3.4:** Add bicycle parking in downtown.

Strategy 4: Add directional wayfinding.

Clear and visible directional wayfinding can help develop an accessible and user-friendly bicycle network in Raytown. Well-designed signage can improve navigation, strengthen the sense of place, and encourage more frequent use of existing bicycle routes. Pairing the future neighborhood greenway system with branded signage will help users easily identify key routes and access important destinations such as parks, schools, and future transit stops.

- **Action 3.4.1:** Install clear and visible directional wayfinding for bicyclists and pedestrians that exhibits the identity of Raytown. If the City pursues a neighborhood greenway system, it should be accompanied by branded signage indicating what streets are included and nearby destinations such as parks, schools and downtown.
- **Action 3.4.2:** Prioritize installing wayfinding along connections to and from the Rock Island Trail.

Strategy 5: Promote bicycle safety and education.

By equipping bicyclists and drivers with the knowledge to safely share the road, Raytown can foster a safer, more harmonious environment for all users. Educational efforts and outreach will help reinforce safe practices for navigating streets, reducing conflicts between vehicles, bicyclists, and pedestrians.

A partnership between the City and local schools to provide bicycle safety education for K-8 students will help instill safe riding habits early and promote active transportation among young learners.

Encouraging driver education programs to raise awareness of pedestrians and bicyclists and promote safe driving behaviors will further support a safer multimodal network. Additionally, initiatives like Safe Routes to School – a nationwide initiative that promotes safe, active transportation for children traveling to and from school – can not only enhance safety around schools but also increase opportunities for securing funding for infrastructure improvements, providing children and families with safe, accessible routes.

- **Action 3.5.1:** Foster partnerships between police, schools, and advocacy groups to conduct safety campaigns and workshops to educate bicyclists and drivers on sharing the road safely.
- **Action 3.5.2:** Explore potential partnerships with Raytown schools to provide bicycle safety education at the K-8 level and strengthen driver education programs by emphasizing pedestrian and bicyclist behavior.
- **Action 3.5.3:** Establish programs like Safe Routes to School that focuses on improving safety near schools.



Trail Signage

Strategy 6: Coordinate with neighboring communities to ensure existing and future bicycle networks connect residents to jobs and destinations throughout the region.

The Greater Kansas City Regional Bikeway Plan includes a recommendation for all cities in the region to "connect partners to maximize the effectiveness of existing resources, programs and materials." By collaborating with neighboring communities like Independence, Kansas City, and Lee's Summit, Raytown can help create a cohesive regional bicycle network. Building strong partnerships between local agencies and neighboring cities will help address shared challenges and ensure bicycle infrastructure investments are coordinated for maximum impact. This collaborative approach will also support the implementation of consistent bicycle safety measures and facility standards.

- **Action 3.6.1:** Join the Mid-America Regional Council's Bicycle-Pedestrian Advisory Committee (BPAC). The BPAC is a regional forum that is briefed on bicycle and pedestrian matters in the Kansas City area. It is one of MARC's planning committees that advises the Total Transportation Policy Committee and contributes to MARC's bicycle and pedestrian planning efforts. BPAC also serves an advisory role on certain funding and programming activities administered through Metropolitan Planning Organizations.
- **Action 3.6.2:** Establish regular bicycle planning coordination meetings with neighboring communities – especially Kansas City, Independence, and Lee's Summit – to share updates and identify potential joint projects and funding opportunities. Establish more consistent bicycle safety measures across communities and better overall transportation networks.



Rock Island Trail



Baldwin, Kansas, "Be Active Safe Routes Plan"

Be Active Safe Routes, the City of Baldwin's Safe Routes to School (SRTS) Plan, aims to create safe, convenient, and enjoyable opportunities for children to walk and bike to school. It includes an Action Plan for implementing recommendations.

Key features include:

- Goal: To increase district-wide student walking and bicycling rates to 15%.
- Six E's Framework: The plan employs a comprehensive approach encompassing Education, Encouragement, Enforcement, Engineering, Evaluation, and Equity strategies to promote active transportation among students.
- Current Context Assessment: The plan provides an analysis of existing conditions, including school locations, student distances from schools, busing policies, existing sidewalks and bikeways, school zones, road speeds, and crossing guard placements.
- Identified Issues and Strategies: The plan addresses traffic control, comfortable crossings, route construction and maintenance, and the development of a walking and biking culture. It includes infrastructure maps and prioritized route segments to guide improvements.
- Community Engagement: The planning process incorporated feedback from the community to ensure the plan aligns with local needs and preferences.


RAYTOWN
HISTORICAL SOCIETY
MUSEUM
RAYTOWN HISTORICAL SOCIETY MUSEUM
9705



PILLAR 4:

INFRASTRUCTURE

The City of Raytown, Missouri is part of the Kansas City metropolitan area and has evolved from an outlying town founded in the 19th century along the Three Trails (the Santa Fe, Oregon, and California) into an inner-ring suburb, consisting of residents classified as moderate in density. The community is almost 10 square miles in area and is adjacent to the downtown core of Kansas City, Missouri. The cities of Independence and Kansas City Missouri have land-locked Raytown.

The City, its residents and patrons rely on private and public utility service providers. Private service providers in the community are Evergy, (formerly Kansas City Power & Light) for electricity, Spire Energy (formerly Missouri Gas Energy Company) for gas service, and The Raytown Water Company for potable water. Public service providers are Public Water Supply District #2 for potable water, and the City of Raytown for collection and conveyance of sanitary and stormwater sewerage. The city does not treat wastewater, but contracts with the Little Blue Valley Sewer District and the City of Kansas City for those services.

To remain fiscally efficient and stewards of public funds, the City, when possible, looks to work in partnership with these utility service providers to prioritize maintenance and improvement of essential infrastructure systems, and to create partnerships for community redevelopment.

Raytown is classified as moderate in population density, with 3,022 people per square mile, according to the 2020 census. Like most inner-ring, first tier suburban cities, Raytown and its residents face challenges associated maintaining aged infrastructure, while also trying to stay competitive with abutting and regional communities. Initial construction of the community's infrastructure systems started prior to WWII and accelerated during the 50s and 60's, peaking in the early 1970's. These systems are now aged, requiring significant maintenance or outright replacement.

The ability to address these issues will be crucial to establishing and ensuring appropriate levels of services for basic infrastructure needs and safeguarding the community's long-term viability.

The city focuses on monitoring infrastructure systems through inspections, operational assessment and best practices to identify and rank order projects to make sustainable upgrades to capital assets such as infrastructure and utilities.

GOAL 1

Promote fairness and predictability in financing capital improvements.

A healthy, sustainable, and equitable Capital Improvement Plan (CIP) is a critical component to a community's annual budget and directly impacts citizens' quality of life. A CIP is a community planning and fiscal management tool used to coordinate the location, timing, and financing of capital improvements over a multi-year period, typically a five-year plan.

City staff and elected and appointed officials function better without capital surprises when it comes to operating and governing their community. To assist in making impactful and equitable decisions regarding projects and funding, revenue forecasting is required as the CIP often loses funding due to revenue shortfalls.

A community's CIP represents their vision for the future by ensuring infrastructure and utilities align with community needs and goals. It can provide better essential services and an improved quality of life.

Strategy 1: Evaluate and align capital planning across the organization's structure.

Continue, as an organization, building upon the collaborative initiatives occurring between the City Administrator and Board of Alderman when creating the rolling, 5-year Capital Improvement Plan (CIP).

- **Action 1.1.1:** Ensure the capital improvement planning process and the resulting CIP institutionalizes collaboration between departments and enables links between annual budgets, and short and long-term infrastructure planning.
- **Action 1.1.2:** Identify and state how a CIP project contributes to the city's long-term objectives and goals.

Strategy 2: Review, refine and develop the capital improvement programing processes to facilitate transparency to ensure impactful and equitable decisions.

Transparency and equitable capital improvement planning requires open and inclusive processes that ensure community engagement and fairness in how public resources are allocated for infrastructure projects. This means regularly updating the public on project progress, involving stakeholders in decision-making, and ensuring that all areas of the community benefit from investments.

- **Action 1.2.1:** Create an organizational and responsibility flow chart to memorialize the capital improvement program.
- **Action 1.2.2:** Ensure the programming process includes the creation of standardized forms detailing project information, estimated costs, and schedules.
- **Action 1.2.3:** Create opportunities for citizen and stakeholder engagement and input into the process.
- **Action 1.2.4:** Identify specific needs of different areas of the community and ensure that capital improvement projects address those needs.

Strategy 3: The Capital Improvement Program and resulting document should ensure projects are selected based on data-informed needs, guided by public policy, and driven by an annual review and renewal process.

A well-defined and established CIP selection process will maximize the allocation of resources, ensure community goals are represented and allow for the adaptation to changing conditions.

- **Action 1.3.1:** Identify and formalize what is included in the CIP document, typically included is a listing of all capital projects, equipment, and recently completed major studies, program length, and 5-year plan and budget.
- **Action 1.3.2:** Incorporate the CIP document into the City's annual budget either by reference or inclusion.
- **Action 1.3.3:** Conduct a formal inventory of all city-owned properties and assets including condition assessment, deferred maintenance, and documentation of any needs for all physical assets.
- **Action 1.3.4:** Define capital versus ordinary maintenance expenditures by incorporating them into the capital improvement process and program.

Strategy 4: Evaluate City's existing funding mechanisms for municipal infrastructure (Capital Projects).

Information is knowledge and provides access, transparency, and equity to participants and residents.

- **Action 1.4.1:** As part of the annual CIP planning and adoption process, review the three ways to finance capital projects: debt issuance, pay-as-you go financing, and public-private partnerships.
- **Action 1.4.2:** Review of the Transportation Sales Tax, Capital Sales Tax, and Park Sales Tax and forecast revenues to coincide with the five-year CIP project list planning document.
- **Action 1.4.3:** Incorporate this information into the CIP budget and five-year CIP plan document set.
- **Action 1.4.4:** Create information and graphics to describe and depict the appropriate information on the City's website that can be cross linked between the various relevant departments such as finances, public works and city administration.



Construction at Rock Island Trail

GOAL 2

Maximize return on infrastructure investment for Raytown.

As an early suburb of Kansas City, Raytown must address the challenges associated with aging and sometimes inadequate infrastructure to ensure its ability to provide services to those that rely on them. Raytown must attend to the challenges presented in the maintenance and upgrading of infrastructure and utilities to assure a high quality of life for its residents and the long-term health of the city.

Strategy 1: Partner with public service providers to ensure sustainable redevelopment at the regional level.

Partnering allows the City and utility service providers an opportunity to create more resilient, equitable, and efficient communities that benefit from the project.

- **Action 2.1.1:** Encourage public-private partnerships to leverage private sector experience, expertise, and resources for utility and infrastructure upgrades and modernization.
- **Action 2.1.2:** Continue working with the Mid-America Regional Council (MARC) and abutting jurisdictions to identify partnership opportunities.
- **Action 2.1.3:** Continue coordination activities with abutting jurisdictions and public services entities to deliver essential services.
- **Action 2.1.4:** Review, modify as needed, and utilize the existing the right-of-way permitting system to effectively coordinate both maintenance and capital improvement projects with other utility service providers to maximize benefits and minimize impacts to both project and citizens.

> **Please improve the pot holes!**
>
> *- Stakeholder*



Raytown Water Company repair

GOAL 3

Maintain a high level of service for infrastructure and utilities as Raytown continues to mature.

Like all cities, as Raytown matures so do its infrastructure systems. These large and costly systems require continual maintenance and eventual replacement at the end of their designed lifecycle. When these systems fail, they will negatively impact citizens, businesses, and the community's ability to provide essential services. Proactively preparing for these events is an essential function of municipal government and a critical component when protecting the lives and financial stability of the community.

Strategy 1: Build upon the current sanitary sewer maintenance and improvement efforts.

These efforts should include the continued implementation of the comprehensive Capacity, Management, Operations, and Maintenance (CMOM) program.

- **Action 3.1.1:** Continue the regular inspection of sewer mains on the "touch every line once" every 5-year program.
- **Action 3.1.2:** Continue preventative maintenance and document maintenance activities via GIS mapping.
- **Action 3.1.3:** Incorporate identified sanitary sewer collection projects into the five-year CIP.

Strategy 2: Build upon the existing stormwater master plan and improvement program.

Consider integrating green infrastructure solutions, enhancing monitoring and maintenance practices, and incorporating innovative technologies when practical.

- **Action 3.2.1:** Continue to utilize the community's involvement in identifying problematic flooding areas throughout the city and comparing that feedback with modeled information.
- **Action 3.2.2:** Require stormwater best management practices for redevelopment to reduce flash flooding issues.
- **Action 3.2.3:** Utilize stormwater information modeled in 2024 along with identified stormwater plan projects and incorporate into the five-year CIP.



Raytown Road

GOAL 4

Increase the public's understanding of the importance and benefits of capital improvements, the CIP development processes, and their financing.

Citizens understand they depend on their community's infrastructure multiple times every day and that those systems must be maintained. A communication plan that informs citizens of capital project accomplishments and needs will build public support for informed decisions.

Strategy 1: Develop a clear and accessible public communication plan to describe the city's capital needs, options, and strategies regarding capital projects.

This effort should utilize multiple forms of communication, such as online, mailers, social media, and the city's website.

- **Action 4.1.1:** Assess capabilities of the City's website and the Public Information Office to develop a communication plan.
- **Action 4.1.2:** Work with the City's Public Affairs Officer and Information Technology Department to determine website and information technology capabilities.
- **Action 4.1.3:** Create a narrative that discusses the City's capital needs, how they are funded and the source of those funds.
- **Action 4.1.4:** Promote public works successes (such as the capacity management and operation maintenance program (CMOM) started in 2012 that touches every sewer line at least once every five years) to the public through channels like the City's website and social media channels.
- **Action 4.1.5:** Promote information regarding the use of sensors and predictability software to educate and raise awareness of the 10-year Infiltration and Inflow (I/I) program for sewer.
- **Action 4.1.6:** Communicate Capital Project needs through a master list that is disseminated to citizens through the multiple forms of communication identified by the City.





Student engagement



PILLAR 5:

PARKS, RECREATION, AND QUALITY OF LIFE

Parks, recreation, and overall quality of life are essential components for Raytown's future, reflecting the city's dedication to maintaining a welcoming environment for residents and visitors alike. With six parks that are highly valued by the community, Raytown has long prided itself on offering well-maintained green spaces, thanks to the dedicated efforts of a small yet resourceful Parks & Recreation Department. The city's parks are supported by a dedicated park sales tax, although budget constraints limit the ability to take on major capital projects. These projects, such as the $3 million currently funding the redevelopment of the former Super Splash aquatics park, rely heavily on external funding sources like state and federal grants.

Despite its small-town feel, where residents often see the mayor at the grocery store, Raytown faces challenges in shaping its public image. Many people believe the city needs a more compelling brand, story, and vision to define its future. Strengthening its parks, recreation, and cultural offerings could play a central role in this effort, fostering a sense of community pride and engagement.

Community events, such as Raytown Live, a monthly summer concert series, along with beloved traditions like Eggstravaganza, the Tree Lighting, Fishing Derby, and Safety Fair, contribute significantly to Raytown's sense of identity. There is a growing desire for more public art and diverse placemaking initiatives, reflecting the community's wish to incorporate inclusivity and creativity into the city's public spaces. Strengthening Raytown's parks, recreation, and cultural landscape is not only vital for enhancing quality of life but also for helping the city carve out a unique identity as it looks toward the future.

GOAL 1

Provide support to the Raytown Parks and Recreation Department to enhance the parks and open spaces network.

The Raytown Parks and Recreation Department (RPRD) oversees a network of seven parks within the city and two just beyond its borders, all featuring a variety of amenities such as sports fields, playgrounds, trails, and community gathering areas. These well-maintained parks offer extensive recreational options that appeal to residents of all ages, making them highly valued spaces within the community. By providing ongoing support to the Parks and Recreation Department, Raytown can continue to enhance these spaces and expand recreational services, ensuring they remain a premier resource for residents to enjoy.

Strategy 1: Actively pursue the city-wide Parks and Recreation Master Plan.

In 2016, a master plan was developed that includes a comprehensive assessment and inventory of all parks, programs, and facilities, as well as strategic actions to sustain and enhance the parks and recreation system. The Raytown Parks and Recreation Department has already made significant progress toward implementing the plan, and continued efforts will further improve the quality of life for all residents.

- **Action 1.1.1:** Address the specific needs and opportunities outlined in the Master Plan.
- **Action 1.1.2:** Seek diversified funding sources, including government and foundation grants, private donations, and public-private partnerships.
- **Action 1.1.3:** Follow a phased approach to the master plan, allowing for gradual implementation and adjustments as needed.
- **Action 1.1.4:** Support grant writing and application processes by utilizing city resources and expertise.



C. Lee Kenagy Park

Strategy 2: Broaden and diversify public and recreational programming.

Raytown's recreational programming plays a vital role in fostering social interaction and providing opportunities for play across all age groups. RPRD offers a variety of programs, including youth sports, adult recreation, and senior activities. Continuing to diversify these offerings and partnering with other organizations to expand recreational opportunities will be essential to meeting the community's evolving needs.

- **Action 1.2.1:** Conduct an annual review of recreational programs to assess success, identify gaps, and ensure inclusive options for all backgrounds, abilities, and ages.
- **Action 1.2.2:** Use surveys and public input tools to gather feedback on programming from participants.

- **Action 1.2.3:** Create affordable and inclusive programming to maximize participation and access.
- **Action 1.2.4:** Create community-focused programs for teens and other underrepresented groups to foster engagement and inclusivity.
- **Action 1.2.5:** Partner with schools, churches, and local organizations to expand recreational programming opportunities.

Strategy 3: Enhance and modernize existing parks and green spaces.

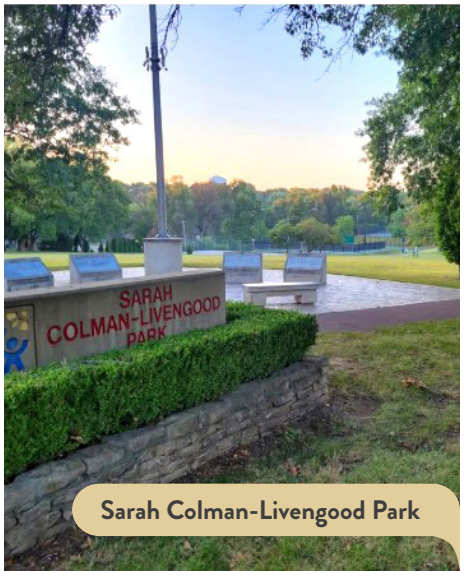
Although the park system is well maintained, there are opportunities to modernize existing facilities and add new amenities to parks and green spaces to better meet the community's evolving needs. Many of these recommendations are outlined in the Parks and Recreation Master Plan and some are already underway.

- **Action 1.3.1:** Improve safety, accessibility, and amenities so parks are welcoming and usable for all residents.
- **Action 1.3.2:**Add new features to existing parks like walking trails, seating, play areas, splash pads, dog parks, and sports fields.
- **Action 1.3.3:**Collaborate on maintenance and infrastructure improvements to ensure high standards across parks facilities.

Strategy 4: Strengthen connections between parks and community assets through green space corridors, pedestrian paths, and bike lanes.

Access to parks and community amenities is vital for promoting a high quality of life. Residents should be able to easily reach these spaces within walking distance of their homes. Developing a well-connected system of pathways and bike lanes will improve access to resources for all residents.

- **Action 1.3.1:** Improve wayfinding and safe crossings to enhance pedestrian and bike access to Raytown's destinations.
- **Action 1.3.2:** Partner with environmental organizations to maintain and enhance green corridors, creating continuous, accessible paths between neighborhoods and other community assets.



Sarah Colman-Livengood Park



Raytown's Parks and Recreation Master Plan

The 2016 Master Plan aims to "guide the delivery of excellent parks, trails, public facilities, activities, programs, and services that will contribute to community prosperity and improve the quality of life for residents and visitors to Raytown." To support implementation of the plan, a Capital Improvement Plan (CIP) and a set of Strategic Recommendations were developed. The CIP outlines planned physical improvements to the park system, including projected expenditures and priorities across parkland and trails, maintenance, recreation facilities, programs, and administrative operations. The Strategic Recommendations provide guiding visions and targeted strategies for each category, ensuring the development and maintenance of high-quality parks, trails, facilities, and programs that enhance the quality of life for all who live, work, and play in Raytown.

GOAL 2

Expand the network of parks and open spaces to ensure recreational opportunities are accessible for all residents.

By one measure, the National Recreation and Park Association standard, Raytown's parks and open space system shows a shortage of 144 acres of parkland to meet community demand. Currently, only 30 percent of residents (approximately 8,829 people) have a recreation area within walking distance of their homes, while 47 percent (13,630 residents) can access a park within a five-minute drive. Addressing these accessibility gaps through the development of smaller parks in southern neighborhoods of the city will increase walkable access, while adding parks in northern areas will ensure a more balanced distribution of recreational spaces across the city.

To expand the parks and recreation system, Raytown can integrate parks and open spaces into new developments, form partnerships with local institutions such as the School District and activate the Green Space near downtown. These efforts will create a more inclusive, accessible, and vibrant park network for the entire community.

Strategy 1: Address the park acreage deficit by developing new green spaces in underserved areas.

The Level of Service analysis highlights the deficits in park acreage and the distribution of green space. Adding new parks in these underserved areas will strengthen the park system and enhance accessibility for residents.

- **Action 1.1.1:** Identify small, underutilized parcels in neighborhoods to convert into pocket parks, neighborhood parks, and community gardens.
- **Action 1.1.2:** Collaborate with residents to design these new parks in alignment with neighborhood-specific needs.
- **Action 1.1.3:** Pursue grants from state and federal programs, philanthropic organizations, and environmental nonprofits focused on urban park development and green space access.
- **Action 1.1.4:** Establish a dedicated fund within the city's budget for park acquisition, development, and maintenance, ensuring sustained investment in underserved neighborhoods.
- **Action 1.1.5:** Use flexible infrastructure like movable planters, benches, and play equipment to create adaptable outdoor areas that can be relocated as needed.

Strategy 2: Integrate public recreation and green spaces into redevelopment initiatives.

Requiring the inclusion of recreation areas and green spaces in new development or redevelopment projects will ensure that the park system grows alongside the community.

- **Action 1.2.1:** Create a set of guidelines for developers to prioritize green space inclusion in both residential and commercial redevelopment.
- **Action 1.2.2:** Require new developments to incorporate publicly accessible green spaces to further extend community access.
- **Action 1.2.3:** Pursue efforts to redevelop the Green Space downtown with a public gathering space.

Strategy 3: Build community partnerships to grow and sustain Raytown's parks and open spaces network.

The School District, churches, and local organizations provide a variety of parks and open spaces. Partnering with these entities to offer access to these areas during off-hours will expand green space availability for the community.

- **Action 1.3.1:** Partner with nearby towns and cities to share facilities such as athletic fields, indoor pools, and programming to expand access to recreational amenities.
- **Action 1.3.2:** Collaborate with schools, churches, non-profits, and local businesses to transform their outdoor areas into shared green spaces.

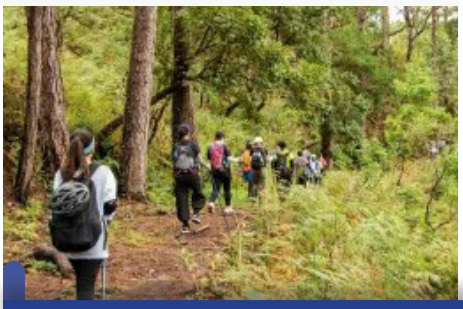
> **Transform overlooked green spaces between homes into mini parks or community gardens—don't let that land go to waste when it could bring neighbors together.**
>
> *- Stakeholder*



Downtown Pocket Park







National Recreation and Park Association

The National Recreation and Park Association (NRPA) is a leading nonprofit organization focused on strengthening communities by harnessing the benefits of parks and recreation. NRPA offers park metrics as valuable benchmarks to support park and recreation professionals in effectively managing and planning their operational resources and capital facilities.

GOAL 3

Cultivate a unique identity for Raytown that strengthens community wellbeing and builds strong regional recognition.

Raytown's strong sense of community and small-town charm are reflected in the warmth of its people and the local events that bring residents together. While this identity is well recognized internally, there is an opportunity to enhance and promote it more broadly across the region. By developing a clear community vision, cohesive brand, and unified identity, Raytown can amplify its appeal, celebrating its unique character and establishing itself as a vibrant, welcoming destination. This strengthened identity will not only reinforce community pride but also attract visitors, businesses, and partnerships that contribute to Raytown's growth, regional recognition, and overall quality of life.

Strategy 1: Develop a cohesive brand and marketing campaign for Raytown that reflects its character, history, and community values.

Raytown's regional identity is vital to the area's success and quality of life. Creating a brand and marketing strategy that tells the story of the people who make up the community is key to strengthening the area's appeal and fostering a greater understanding of Raytown as a great place to live, work, and play.

- **Action 1.1.1:** Launch targeted marketing campaigns that highlight Raytown's attractions, events, parks, and local businesses to foster pride among residents and attract regional visitors.
- **Action 1.1.2:**Ensure consistent identity across city materials, signage, and online platforms.
- **Action 1.1.3:** Partner with local businesses, schools, and organizations to promote Raytown as a vibrant and welcoming community within the region.

Strategy 2: Expand and diversify community events that celebrate Raytown's culture, diversity, and local talent.

Raytown already hosts a series of community events that bring residents together, but there are opportunities to expand and diversify these events to enhance the city's image, strengthen the tax base, and improve quality of life.

- **Action 1.2.1:** Survey residents and local businesses to understand what events would support local needs.
- **Action 1.2.2:** Establish a program of community events that includes festivals, seasonal markets, outdoor concerts, and art showcases.
- **Action 1.2.3:** Host wellness-oriented events and activities that encourage community engagement and active lifestyles, such as fun runs, farmers' markets, and health fairs.
- **Action 1.2.4:** Collaborate with local organizations and regional partners to attract and host signature events, establishing Raytown as a hub for cultural and recreational activities within the area.



C. Lee Kenagy Park

Strategy 3: Create inviting public spaces that foster community pride.

This sense of identity should extend into Raytown's public spaces, offering a variety of gathering areas where residents and visitors can come together and help establish a strong, unified identity for the community.

- **Action 1.3.1:** Integrate art installations, murals, and creatively designed gathering spaces into the built environment.
- **Action 1.3.2:** Support placemaking efforts that reflect the unique identity of Raytown neighborhoods and highlight the community's values, history, and natural beauty.
- **Action 1.3.3:** Develop a wayfinding program to direct residents and visitors to key Raytown landmarks and establish identity along primary corridors.



GOAL 4

Preserve natural areas to promote long-term environmental sustainability.

Preserving green spaces and natural areas is essential for Raytown's environmental resilience, community wellbeing, and quality of life. For Raytown, these areas also create valued recreational spaces and offer opportunities for residents to connect with nature, fostering a sense of pride and responsibility for local ecosystems. By prioritizing sustainable practices and environmental education, Raytown can build a strong foundation for long-term sustainability, ensuring that natural areas remain vibrant and accessible for future generations. This commitment not only strengthens Raytown's identity as a community that values its natural resources but also positions it as a model for environmental stewardship within the region.

Strategy 1: Integrate native planting, stormwater management, and wildlife habitats into public spaces.

Sustainable initiatives in public spaces can serve as a valuable tool for the city, both educationally and environmentally. Leading in sustainability efforts will inspire residents to join the cause and help distinguish Raytown.

- **Action 1.1.1:** Restore natural features such as creeks, prairies, and wooded areas to expand green spaces and improve environmental health.
- **Action 1.1.2:** Implement native planting and stormwater best management practices (BMPs) in city parks, public properties, and recreation areas to increase ecological resilience and manage runoff.
- **Action 1.1.3:** Design open spaces with habitats that support local wildlife, enhancing biodiversity and creating healthier ecosystems for future generations.

Strategy 2: Promote environmental education and community engagement.

Educational and engagement efforts will highlight the importance of environmental awareness and provide residents with the tools to preserve their natural surroundings, making Raytown a more sustainable and vibrant place to live.

- **Action 1.2.1:** Establish community gardens and host gardening programs to build environmental awareness and encourage social connections around green initiatives.
- **Action 1.2.2:** Install educational signage in parks and natural areas that highlights native species, local ecosystems, and sustainable practices to inspire public stewardship.
- **Action 1.2.3:** Collaborate with schools, local organizations, and environmental groups to organize events such as tree-planting days, native plant workshops, and conservation projects, engaging residents in hands-on sustainability efforts.



63rd Street Community Gardens



Kansas City Community Gardens

Kansas City Community Gardens (KCCG) has been a dedicated resource for communities across the Kansas City metro area for more than thirty years, working to enhance nutrition, reduce food costs, and promote physical activity. Through its wide range of innovative programs, KCCG has made a significant impact on local communities. These programs include schoolyard gardens, Giving Grove orchards, and community partner gardens, all of which have contributed to fostering healthier lifestyles and greater access to fresh produce. Raytown is proud to be home to several of these initiatives, furthering KCCG's mission to cultivate a stronger, more connected community through gardening and sustainable food practices.


Jackson County Parks + Rec
Rock Island Trail
Trail Users
• Be cautious of changing conditions: standing water, fallen limbs, uneven surfaces
• Be courteous; please do not litter on trail
• No horses or motorized vehicles
Cyclists
• Yield to pedestrians
• Warn of your approach
• Wear a helmet
• Do not use trail when surfaces are wet
Pet Owners
• Please clean up after your pet
• All domestic animals must be on-leash
Thank you for your cooperation.
www.MakeYourDayHere.com
STEAM
KANSAS CITY



PILLAR 6:

OPERATIONAL EXCELLENCE

Operational Excellence addresses government operations and service delivery, excellence in elected and appointed leadership, and excellence in staff leadership.

The implementation of many strategies and actions described in previous pillars of this Plan will depend on dedicated and innovative leadership to take on new initiatives and new development, and to advocate for improvements through partnership with other entities (such as MoDOT, Jackson County, and others).

The comprehensive planning process reached many residents through its many engagement activities, but much of the public does not necessarily see or understand the work and constraints of local government.

Over the course of this Plan's implementation, City leaders will need to cultivate new talent, build support for additional revenue generation, and retain and attract excellent professional staff in a competitive human resources environment.



Raytown City Hall

GOAL 1

Excellence in Governance.

A core tenet of good city governance is continued excellence in elected leadership. Serving in local public office is an honor and has a direct effect on the lives of aldermen's fellow citizens and neighbors. Yet in most suburban communities elected and appointed offices are unpaid, and the positions require a large time commitment. Elected and appointed local leaders are also often exposed to the burden of public critique. These and other factors have made it challenging for many cities to inspire citizens to run for office.

In Raytown, elected leadership has been consistent in recent years, but long tenures on the Board of Aldermen also suggest that younger members of the community have not been inspired to run for office. This phenomenon is also observed on some city commissions.

The Board of Aldermen and other city commissions can play a role in furthering a legacy of excellence in governance by helping to inspire other Raytown citizens to participate in local governance.

Strategy 1: Use city commissions as resource for future elected local leaders.

Serving on city commissions can serve as a training ground to inspire future candidates for office by providing a chance to become more familiar with local government and process. The Board of Aldermen can help to build the city's governance capacity through strategic commission appointments.

- **Action 1.1.1:** Promote boards and commissions, and what they do, through the city's communications channels.
- **Action 1.1.2:** Appoint more young residents to boards and commissions in order to encourage engagement of new civic leaders.

Strategy 2: Promote greater understanding of the function and needs of city government.

As is common in most cities, few residents regularly attend board of aldermen meetings unless a motivating issue is on the agenda. At the same time, a greater understanding of local government function can benefit both aldermen and citizens.

- **Action 1.2.1:** Promote in-person and virtual attendance options for Board of Aldermen meetings and encourage public participation.
- **Action 1.2.2:** Hold neighborhood meetings or coffees where aldermen engage citizens on current City issues.
- **Action 1.2.3:** Use social media channels to educate the public on city government functions.

Strategy 3: Aim for excellence in experience with City boards and commissions.

Gaining a better understanding of the experience among those who serve on boards and commissions can help the City reduce barriers to recruitment and service. Similarly, gaining an understanding of applicants who go before boards and commissions can help the City know that systems are fair and easy-to-navigate.

- **Action 1.3.1:** Conduct exit interviews or experience surveys among aldermen, commissioners, and board members.
- **Action 1.3.2:** Conduct satisfaction or experience surveys among those who have business before a commission or board.

GOAL 2

Aspire to excellence in City professional staff.

Throughout the comprehensive planning process Raytown citizens often expressed their appreciation and respect for the professional staff at City Hall. Through good management and service, the city's administrative staff have succeeded in building a new and positive reputation.

The marketplace for talent has become particularly tight in recent years and Raytown competes with nearby suburbs and KCMO when hiring for positions in administration, police, and fire. Budget realities have meant that Raytown has often been in a weaker salary position when seeking to attract talent. The City has done exceptionally well in light of this competition.

The continuation of Raytown's good management will require investing in current staff and remaining competitive in the regional marketplace.

Strategy 1: Invest in City professional staff.

Attention to personnel retention can help City Hall maintain a high level of service and save money through efficiency and experience. Tracking local benchmarks will help Raytown know where it stands among its neighbors; regularly consulting with current staff can help identify needs or dissatisfactions and address them proactively.

- **Action 2.1.1:** Conduct regular competitive salary review.
- **Action 2.1.2:** Anticipate potential personnel losses and ensure retention.
- **Action 2.1.3:** Invest in continuing training.

Strategy 2: Assess customer satisfaction with City Hall customer service.

Like any customer service experience, residents and businesses who interact with City Hall can be asked to provide structured feedback to help staff know that they are achieving desired outcomes.

- **Action 2.2.1:** Conduct customer satisfaction surveys among residents accessing City Hall services.
- **Action 2.2.2:** Invite suggestions on improving programs or procedures.



City Staff

GOAL 3

Financial health.

The City shows a high degree of fiscal responsibility and has delivered clean audits in recent years. City government operates within its means but remains under-resourced in funding many important initiatives, from road and infrastructure repair to downtown revitalization. Residents accustomed to relatively low property taxes have resisted rate increases and bond projects despite their expressed desire for improvements in many categories of work. Raising revenues will be necessary to achieve the level of excellence that both the Board of Aldermen and the city's professional staff strive to deliver.

Strategy 1: Educate the public on revenue sources and uses.

Raytown residents want higher levels of service (particularly for roads and other infrastructure) but have been resistant to the associated cost burdens. The board of aldermen can help to communicate the relationship between needs and resources at and outside of their regular meetings.

- **Action 3.1.1:** Socialize and educate the public on the City's needs and the importance of municipal revenue to the long-term health of Raytown.
- **Action 3.1.2:** Host neighborhood-based community forums to help the public understand spending priorities and revenue sources.
- **Action 3.1.3:** Present a wish list of priorities and invite informal voting on residents' priorities.

Strategy 2: Study feasibility of new revenue generation.

The City needs additional revenue streams to provide the level of service residents desire and to stimulate new development, downtown revitalization, and other improvements. It is worth exploring the feasibility and potential benefits of tools that have not yet been leveraged.

- **Action 3.2.1:** Commission fiscal impact studies, as needed (e.g., for potential TIF districts, millage rate increases, sales/cannabis tax revenue)
- **Action 3.2.2:** Conduct benefit-cost analysis of potential TIF districts, mixed-use developments, etc.

Strategy 3: If the property tax rate were raised, consider tax mitigation programs for residents in specific circumstances.

Raising property tax rates is the most direct and equitable means of satisfying the City's revenue needs. Tax increases can be particularly challenging for those on fixed incomes, so elected leaders should consider tools for mitigating the impact. Local tax policy can also be used as a tool for achieving desired ends, including encouraging owner occupancy.

- **Action 3.3.1:** Consider a homestead exemption for owner-occupants.
- **Action 3.3.2:** Consider a tax freeze for seniors.
- **Action 3.3.3:** Consider tax relief for long-time owner occupants.



CHAPTER 6

Implementation

USING THE PLAN



Raytown High School Pop-Up

This comprehensive plan was designed to include short-term and long-term strategies and actions that can be implemented over the life of the Plan. It was also designed to be flexible, knowing that no plan can foresee all the ways in which local, regional, or national circumstances might change.

In using the plan, several best practices should be employed:

- **Responsibility.** Ultimate responsibility for oversight of the Plan rests with the Planning and Zoning Commission. It is the job of the Commission to assure that it uses the Plan as a reference and guide in establishing its priorities and in regulatory functions. The Commission is assisted by the City's planning staff, who will also rely on the Plan in supporting the Commission's work. Staff will use the Plan in its day-to-day duties, such as in aligning long-range land use and development approaches. Some communities establish an plan oversight committee, either as a subcommittee of the Planning and Zoning Commission or as a citizen committee, to review progress on a regular (e.g., quarterly or biannual) basis.
- **Regular consultation.** The Plan should be consulted regularly by elected and appointed leaders, and by staff, as a

touchstone when considering new initiatives. In this way, it can serve as a screening tool to assure that new projects are supported by the Plan.

- **Publicize the Plan.** The public was a part of creating this Comprehensive Plan and it should be a part of its implementation, as well. Aldermen and Commission members should regularly make opportunities to highlight the Plan and how they are using it. City staff can also publicize progress on implementation.
- **Budgeting.** The Plan should be referenced when departments develop annual budgets to assure that initiatives are consistent with its goals and strategies.
- **Capital improvements.** Budgeting and prioritization of improvements to roads, parks, mobility, and infrastructure should be developed in ways that are consistent with the priorities outlined in the relevant pillars of the Plan.
- **Impact measurement.** Tracking measurable impacts, and monitoring and marking progress as initiatives are completed, will support accountability among the many entities whose work connects to the strategies and actions across the pillars.

IMPLEMENTATION MATRIX

The Implementation Matrix that follows shows a consolidation of the Goals, Strategies, and Actions for each pillar and can be used for easy reference or as a lighter version of the Comprehensive Plan for communication.

- **Time frame.** The Time Frame is a reflection of complexity of the initiative as well as its relative importance.
  - Short-term projects are those that can be completed in the first one to three years.
  - Mid-term projects are those that can be completed in three to five years.
  - Long-term projects may take five to 10 years to implement.
  - Ongoing actions should be applied throughout the Plan horizon.
- **Partners and Collaborators.** Because not all strategies and actions are fully within the control of the City, Partners references potential collaborators (e.g., state or county agencies) who may have primary jurisdiction over roads, trails, taxing authority, utilities, or other infrastructure or policy. In addition to public-sector agencies, some actions will benefit from collaboration with private-sector entities like businesses, nonprofits, or community groups.
- **Type.** The Plan's actions fall into several categories of action. These include:
  - **Capital improvements.** These are infrastructure initiatives (whether new construction or maintenance) that depend on planning, funding, and budget cycles.
  - **Policies and Programs.** Policies establish a decision-making framework to guide implementation; programs are the activities and processes that put the policies into action.
  - **Regulations and Standards.** Zoning ordinances, building codes, and environmental regulations are some of the tools that the City uses to manage private-sector development and shape the built environment.
  - **Planning.** Some initiatives may require more detailed planning than the Comprehensive Plan provides. These may include feasibility studies (e.g., for Opportunity Sites), transportation studies, or other complex activities.
  - **Partnerships.** Actions that rely on collaboration with other entities.

Pillar 1: Economic Development

Strategy	Action	Time Frame	Partners	Type
GOAL 1: Revitalize downtown.				
Strategy 1: Redevelop the downtown Green Space.	1.1.1: Promote the Opportunity Site concepts contained in this Comprehensive Plan.	Short-Term	Planning	Planning
	1.1.2: Commission a development feasibility study.	Mid-Term	Planning; Economic Dev.	Planning
	1.1.3: Issue a developer request for proposals, specifying desired components (e.g., mixed-use, scale of development, setback requirements, number of market-rate housing units, etc.)	Mid-Term	Planning; Economic Development	Planning
	1.1.4: Consider establishing incentives in addition to tax abatement for the area that includes downtown and the Green Space.	Mid-Term	Planning & Development; Economic Development	Policies & Programs
Strategy 2: Establish regular event programming downtown to attract foot traffic.	1.2.1: Map out an annual events calendar that includes music, holiday parades, farmers market, art walks, or other festivals, all taking place downtown.	Short-Term	Planning; Main Street; Chamber	Partnerships
	1.2.2: Create interactive artistic interventions and installations downtown that change throughout the year.	Mid-Term	Planning; Main Street; arts organizations	Planning
	1.2.3: Establish business promotions and loyalty programs.	Short-Term	Economic Development; Main Street	Partnerships
Strategy 3: Grow local businesses through "economic gardening" and incubation.	1.3.1: Identify local cottage businesses in Raytown or outside the city that could mature into downtown brick-and-mortar businesses.	Short-Term	Economic Development	Policies & Programs
	1.3.2: Consider offering a business plan competition with a cash reward toward startup costs.	Mid-Term	Economic Development	Policies and Programs
	1.3.3: Develop targeted incentives with a goal of reactivating downtown commercial spaces.	Mid-Term	Economic Development	Policies & Programs

Strategy	Action	Time Frame	Partners	Type
Strategy 4: Create an attractive and inviting environment downtown.	1.4.1: Consider modifying the Design Standards to reduce the level of design regulation outside the Town Square Neighborhood but within the CBD, as currently defined.	Mid-Term	Planning	Regulations & Standards
	1.4.2: Consider replacing the Design Standards for the entire CBD (as currently defined) with a form-based code. Form-based codes control for height, volume, and setbacks, but are less prescriptive and allow a wider range of design solutions.	Mid-Term	Planning	Regulations & Standards
	1.4.3: Establish a facade improvement design assistance and incentive grant program.	Mid-Term	Planning; Main Street	Policies & Programs
	1.4.4: Establish storefront signage design assistance and incentive program.	Mid-Term	Planning; Main Street	Policies & Programs
	1.4.5: Consider high-quality artistic murals for blank downtown walls.	Short-Term	Planning; Main Street	Planning
	1.4.6: Undertake placemaking projects to create "people spots" and activity zones downtown.	Mid-Term	Planning; Main Street	Planning
	1.4.7: Redevelop the Fox Drugs site and encourage reuse the neon signs as part of placemaking and downtown identity design.	Long-Term	Planning	Planning
	1.4.8: De-emphasize parking as a barrier to development and emphasize walkability through reduced surface parking and shared parking agreements.	Short-Term	Planning	Planning
Strategy 5: Improve downtown safety.	1.5.1: Install pedestrian-scaled downtown lighting.	Mid-Term	Planning	Capital Improvements
	1.5.2: Improve downtown pedestrian crossings and bicycle mobility.	Mid-Term	Planning	Capital Improvements
	1.5.3: Facilitate access to KCMO, county, and nonprofit services and shelter for unhoused persons.	Short-Term	Planning; social service orgs	Partnerships
	1.5.4: Consider walking and bike patrols within the downtown and near the Rock Island Trail.	Short-Term	Police Dept; Jackson County	Partnerships
Strategy 6: Reduce the size of the Central Business District boundaries.	1.6.1: Redefine the core downtown/CBD boundary to reflect a tighter area that is perceived by users as the functional commercial district.	Short-Term	Planning	Planning
	1.6.2: Focus downtown revitalization activities in the core downtown area for greater impact.	Short-Term	Planning; Economic Development	Planning

Strategy	Action	Time Frame	Partners	Type
Strategy 7: Establish a staffed downtown management program.	1.7.1: Identify an organizational model for a staffed Main Street program in Raytown as an independent nonprofit.	Mid-Term	Economic Development; Planning; Main Street	Planning
	1.7.2: Seek assistance from Missouri Main Street Connection and/or Main Street America.	Mid-Term	Planning	Policies & Programs
	1.7.3: Identify funding sources for the staffed program and establish a comprehensive work plan. (E.g., consider an incentive district that includes the historic downtown and future development of the Green Space).	Mid-Term	Planning	Planning
	1.7.4: Engage and develop relationships with commercial property owners.	Short-Term	Planning; Economic Development	Policies & Programs
	1.7.5: Engage and develop relationships with downtown business owners.	Short-Term	Economic Development; Planning; Main Street	Policies & Programs
	1.7.6: Establish market-based economic development strategies for downtown that differentiate its position within Raytown and within the region.	Mid-Term	Economic Development; Main Street	Planning
	1.7.7: Leverage the Missouri 353 Tax Abatement redevelopment incentive through an Urban Redevelopment Corporation.	Mid-Term	Economic Development; Planning	Planning
GOAL 2: Leverage the potential of Rock Island Trail.				
Strategy 1: Create Trail-connected experiences.	2.1.1: Use placemaking strategies to create engaging public spaces for trail users.	Mid-Term	Planning	Planning
	2.1.2: Organize trail-adjacent food truck events on weekends (e.g., see agreement/permission from County to use parking area).	Short-Term	Planning; Main Street	Policies & Programs
	2.1.3: Organize competitive regional events on the trail, such as races or walk-a-thons.	Short-Term	Planning; Main Street	Policies & Programs
	2.1.4: Organize Trail-connected family events.	Short-Term	Planning; Main Street	Policies & Programs

Strategy	Action	Time Frame	Partners	Type
Strategy 2: Pursue Trail-connected economic development.	2.2.1: Expand outdoor-related businesses at locations near the trail.	Short-Term	Economic Development; Main Street	Policies & Programs
	2.2.2: Encourage the development of amenity businesses like restaurants, juice bars, cafés, and drinking establishments near the trail.	Mid-Term	Economic Development	Policies & Programs
	2.2.3: Install wayfinding signage so trail users are directed to food and drinking establishments in the downtown.	Mid-Term	Planning	Planning
Strategy 3: Assure the safety of the Trail experience.	2.3.1: Work with County to improve lighting in and around the trail, especially to encourage shoulder-season use when days are shorter.	Mid-Term	Planning; Jackson County	Capital Improvements
	2.3.2: Work with County to implement bike patrols near and along the trail in addition to the County Park Ranger's patrols.	Short-Term	Planning; Jackson County	Policies & Programs
	2.3.3: Consider security cameras on the trail and around parking areas in partnership with County.	Mid-Term	Planning; Jackson County	Planning
GOAL 3: Address under-performing shopping centers.				
Strategy 1: Revitalize under-performing shopping centers.	3.1.1: Build relationships with shopping center owners.	Short-Term	Economic Development	Policies & Programs
	3.1.2: Based on a market study, identify niche strategies for specific centers, based on their tenant mix, physical footprint, and market.	Mid-Term	Economic Development	Planning
	3.1.3: Assist owners in making aesthetic upgrades (e.g., by providing landscaping concepts or building improvement design assistance).	Short-Term	Planning	Policies & Programs
Strategy 2: Explore feasibility of redeveloping under-performing shopping centers as mixed-use projects.	3.2.1: Identify priority shopping center(s).	Short-Term	Planning; Economic Development	Planning
	3.2.2: Partner with owners on feasibility studies.	Short-Term	Economic Development	Planning
	3.2.3: Explore mixed-use concept designs.	Short-Term	Planning; Economic Development	Planning
	3.2.4: Identify redevelopment incentives.	Short-Term	Planning; Economic Development	Planning

Strategy	Action	Time Frame	Partners	Type
GOAL 4: Leverage the proximity and visitor potential of the sports stadiums.				
Strategy 1: Develop new lodging options within Raytown.	4.1.1: Commission a feasibility study for hotel development, and/or issue a developer RFP. Reference the opportunity site concepts for the parcel adjacent to the Wellness Center.	Short-Term	Planning; Economic Development	Planning
	4.1.2: Modify municipal code to allow development of short-term lodging in existing buildings, especially in anticipation of the 2026 FIFA World Cup.	Short-Term	Planning	Regulations & Standards
Strategy 2: Attract spending of stadium visitors into Raytown.	4.2.1: Design and install wayfinding signage that addresses stadium-goers and leads them to Raytown restaurants and bars.	Short-Term	Planning	Capital Improvements
	4.2.2: Promote Raytown restaurants in game-related social media channels.	Short-Term	Economic Development	Planning
	4.2.3: Work with Raytown Chamber of Commerce and Tourism to promote Raytown restaurants and bars to stadium goers (e.g., through targeted/geofenced social media advertising and other channels).	Short-Term	Economic Development; Chamber	Partnerships
GOAL 5: Guide business development on 350 Highway.				
Strategy 1: Facilitate redevelopment on 350 Highway to make it more strategic.	5.1.1: Engage with commercial brokers and shopping center owners to gain a better understanding of opportunities and barriers.	Short-Term	Planning	Planning
	5.1.2: Identify potential sites for land assembly and redevelopment.	Short-Term	Planning	Planning
	5.1.3: Gain understanding of driver demographics through geofencing. (e.g., Placer.ai)	Short-Term	Economic Development	Planning
	5.1.4: Identify target businesses that align with highway users and commuters with a goal to create an economically supportive environment. Communicate that plan to brokers.	Mid-Term	Economic Development	Planning
Strategy 2: Improve aesthetic experience on 350 Highway.	5.2.1: Require landscaping and screening designs around uses that detract from 350 Highway's visual experience	Short-Term	Planning	Planning
	5.2.2: Work with MoDOT to incorporate traffic calming and pedestrian accommodations.	Short-Term	Planning; MoDOT	Planning; Capital Improvements

Pillar 2: Housing and Neighborhoods

Strategy	Action	Time Frame	Partners	Type
GOAL 1: Encourage the repair, rehabilitation, and owner occupancy of Raytown's single-family homes.				
Strategy 1: Support homeowners with critical maintenance, home repairs, and substantial rehabilitation projects.	1.1.1: Establish a home improvement grant program that focuses on critical health and safety repairs, furnace or boiler replacement, accessibility improvements for seniors and the disabled, and energy efficiency.	Mid-Term	Community Development	Policies and Programs
	1.1.2: Working with community and banking partners, establish an affordable lending program to help existing homeowners undertake substantial rehab projects including kitchen and bath upgrades, finishing basements or attics, and modest additions. The loan could be converted to a grant, deferred for recapture at sale, or forgiven over a period of time based on continued owner occupancy.	Mid-Term	Community Development	Policies and Programs
	1.1.3: Consider establishing a tax abatement program for intended owner-occupants who purchase and rehab previously vacant homes that require substantial rehabilitation.	Mid-Term	Community Development	Planning; Policies and Programs
	1.1.4: Explore opportunities to partner with a local community development finance institution or regional bank to develop and manage potential lending programs.	Mid-Term	Community Development; Non-Profit Partners	Partnerships
	1.1.5: Connect homeowners with county, state, and other resources offering direct assistance, grants, or low-interest repair loans.	Short-Term	Community Development; Non-Profit Partners	Policies and Programs
Strategy 2: Expand developer interest and capacity to invest in the redevelopment and sale of existing homes.	1.2.1: Establish a developer education and outreach program aimed at encouraging contractors, small developers, and others to undertake projects in Raytown.	Mid-Term	Community Development; Non-Profit Partners	Policies and Programs
	1.2.2: Partner with a local community development finance institution or community development corporation to create an integrated technical assistance, acquisition, and construction lending program to help local developers scale capacity.	Mid-Term	Community Development; Non-Profit Partners	Policies and Programs

Strategy	Action	Time Frame	Partners	Type
GOAL 2: Preserve and enhance the character of Raytown's distinctive post-World War II homes and residential neighborhoods.				
Strategy 1: Establish a "Raytown Ranch Revival" program that rebrands the community's concentration of 1950s to 1970s ranch homes as not just attainable but also unique, cool, and desirable.	2.1.1: Create an educational (non-regulatory) style-guide that profiles the architecture of different types of ranch homes in Raytown and provides repair and rehabilitation guidance and best practices. The guide could also address landscaping and energy efficiency.	Short-Term	Community Development; Planning	Policies & Programs
	2.1.2: To help owners and potential buyers understand their homes better, create a ranch home DIY educational checklist that provides seasonal guidance on home repairs and maintenance.	Short-Term	Community Development; Planning	Policies & Programs
	2.1.3: Create model plans for substantial ranch home rehabilitation efforts that respect existing architecture. Homeowners who use plans could receive expedited permitting, reduced permit fees, or other incentives.	Mid-Term	Community Development; Planning	Policies and Programs
	2.1.4: Offer home repair workshops and seminars to owners of ranch homes and related post-World War II housing. Programming could address kitchen and bath rehab, energy efficiency, roof repairs, and landscaping.	Short-Term	Community Development	Policies and Programs
	2.1.5: Create a certified ranch-home membership program that creates pride of ownership but also can be used to promote educational programs, grants, incentives, and other resources.	Mid-Term	Community Development	Policies and Programs
	2.1.6: Create an annual or semi-annual ranch rehab awards program. The awards could celebrate the best kitchen rehab, best landscaping, best restoration, and best overall rehabilitation.	Mid-Term	Community Development	Policies and Programs

Strategy	Action	Time Frame	Partners	Type
GOAL 3: Identify strategies to improve the management, maintenance, and repair of Raytown's rental housing stock.				
Strategy 1: Expand enforcement of Rental Dwelling Maintenance Regulation.	3.1.1: Identify tools and resources to enhance the capacity of existing enforcement staff.	Short-Term	Community Development; Planning	Policies & Programs
	3.1.2: Explore the use of court-ordered limited receivership to make repairs to distressed rental housing where the property owner lacks capacity or is non-responsive to enforcement efforts.	Short-Term	Community Development; Planning	Regulations & Standards
	3.1.3: Connect responsive landlords with county, state, and other resources offering flexible, low-interest repair loans.	Mid-Term	Community Development	Policies and Programs
Strategy 2: Support efforts to rehabilitate or redevelop existing apartment buildings while preserving units set aside as affordable housing.	3.2.1: Identify opportunities to use Low-Income Housing Tax Credits or other state and federal affordable-housing funding programs to support the redevelopment of existing medium and high-density apartments.	Mid-Term	Community Development	Policies and Programs
	3.2.2: Explore opportunities to partner with a community development finance institution or regional bank to develop and manage potential lending programs.	Mid-Term	Planning and Development; Financial Institutions	Policies and Programs

Strategy	Action	Time Frame	Partners	Type
Strategy 3: Support efforts to secure vacant, distressed, foreclosed, or low-cost homes listed on the Multiple Listing Service (MLS) for owner-occupants and limit acquisition of rental of properties by private-equity firms, outside investors, and speculators.	3.3.1: Partner with the Land Trust of Jackson County to proactively secure tax-foreclosed homes for redevelopment and sale.	Mid-Term	Community Development; Planning; Non-Profit Partners	Partnerships
	3.3.2: Underwrite or work with a private partner to establish an acquisition-hold fund that can compete with cash buyers for low-cost homes on the market, foreclosed properties held by banks, or buildings held by other portfolio buyers. Acquired properties could be sold directly to owner-occupants as part of a purchase-rehab strategy or made available to a cohort of local developers, recapitalizing the fund.	Mid-Term	Community Development; Financial Institutions	Partnerships
GOAL 4: Promote denser residential and mixed-use housing development at strategic locations in Raytown.				
Strategy 1: Explore necessary updates to zoning code, development regulations, permitting processes and fees, and entitlement processes to allow for denser development.	4.1.1: Revise zoning regulations to offer greater flexibility for missing-middle housing, particularly in areas with access to local retail, commercial, and other amenities.	Short-Term	Planning	Regulations & Standards
	4.1.2: Rezone key or under-developed parcels for denser residential and mixed-use development.	Short-Term	Planning	Regulations & Standards
	4.1.3: Evaluate use of form-based code overlay districts to establish clear guidelines for building form, design, and use in areas prioritized for mixed-use development.	Short-Term	Planning	Regulations & Standards
	4.1.4: Facilitate collaborative processes with residents, property owners, and developers to align expectations for development in key areas.	Mid-Term	Planning	Planning
	4.1.5: Ensure compatibility between denser residential and mixed-use projects and adjacent smaller-scale residential or commercial areas to preserve neighborhood character while promoting growth.	Mid-Term	Planning	Planning
Strategy 2: Promote and incentivize mixed-use development in strategic locations.	4.2.1: Prioritize the "greenspace" bound by East 62nd Street, Blue Ridge Boulevard, and Raytown Road for mixed-use residential and retail development.	Short-Term	Planning and Development	Targeted Planning
	4.2.2: Initiate a developer RFP for the "greenspace" site and/or other Opportunity Sites.	Mid-Term	Planning and Development	Targeted Planning

Pillar 3: Mobility

Strategy	Action	Time Frame	Partners	Type
GOAL 1: Make Raytown streets safer.				
Strategy 1: Adopt a Complete Streets Policy.	1.1.1: Engage political leaders, educate stakeholders, and form partnerships to communicate the need for safe streets and gather support in advancing a Complete Streets Policy.	Short-Term	Planning	Planning
	1.1.2: Pass a binding Complete Streets ordinance, law, or resolution.	Short-Term	Planning	Regulations and Standards
	1.1.3: Set clear goals that are tailored to the needs of Raytown residents and ensure that improvements address the needs of undeserved and vulnerable communities.	Short-Term	Planning	Planning
	1.1.4: Set implementation guidelines including design standards, a project prioritization framework, and clear performance metrics that track and report on progress.	Mid-Term	Planning	Regulations and Standards
	1.1.5: Once adopted, ensure that recommendations and guidelines in the policy are reflected in other City documents and policies.	Long-Term	Planning	Regulations and Standards
Strategy 2: Implement traffic calming measures.	1.2.1: Establish a traffic calming policy that determines which measures are appropriate on certain streets. The policy should include criteria for project eligibility, a transparent process for community engagement, and guidelines for evaluating and prioritizing traffic calming measures. The policy should also address funding mechanisms, maintenance responsibilities, and methods for assessing the effectiveness of implemented measures.	Short-Term	Planning	Planning
	1.2.2: Implement safe streets infrastructure and traffic calming measures, incorporating the following elements, among others, along streets and at intersections with higher crash rates involving pedestrians and bicyclists.	Mid-Term	Planning	Planning
	1.2.3: Redesign intersections to improve visibility and reduce conflicts between vehicles and pedestrians.	Mid-Term	Planning	Capital Improvements
	1.2.4: Study the following local streets and intersections with higher rates of injury crashes, in order to focus future traffic calming measures.	Mid-Term	Planning	Planning
	1.2.5: Coordinate with MoDOT to implement roadway safety improvements at Highway 350 intersections.	Long-Term	Planning; MoDot	Planning

Strategy	Action	Time Frame	Partners	Type
Strategy 3: Develop a Safety Action Plan.	1.3.1: Develop a Safety Action Plan with the aim to eliminate all traffic-related deaths and serious injuries.	Short-Term	Planning	Planning
	1.3.2: Pursue funding to support the development of a Safety Action plan.	Short-Term	Planning	Planning
	1.3.3: Commit to the USDOT's National Roadway Safety Strategy as an "Ally in Action". As an Ally in Action, Raytown will have access to safety resources that the USDOT has developed.	Mid-Term	Planning	Planning
	1.3.4: Assess funding opportunities with MoDOT through the Show-Me-Zero program.	Short-Term	Planning; MoDOT	Planning
	1.3.5: Set clear, measurable goals to reduce accidents and fatalities within a specific timeframe, such as reducing pedestrian fatalities by a certain percentage over five years.	Short-Term	Planning	Planning
GOAL 2: Implement and maintain a complete, accessible, attractive, and safe pedestrian network that connects all Raytown residents to schools, key community destinations, and the downtown.				
Strategy 1: Address gaps in the sidewalk network and widen sidewalks that do not meet accessibility standards.	2.1.1: Prioritize filling sidewalk gaps within one-quarter mile of schools.	Short-Term	Planning	Capital Improvements
	2.1.2: Prioritize filling sidewalk gaps approaching priority intersections and existing crosswalks.	Short-Term	Planning	Capital Improvements
	2.1.3: Maintain an inventory of sidewalks and sidewalk gaps.	Short-Term	Planning	Planning
	2.1.4: Install new sidewalks to improve access to downtown from residential neighborhoods, particularly from the north side of 63rd Street from Ash Court to Woodson Road.	Mid-Term	Planning	Capital Improvements
	2.1.5: At a minimum, ensure sidewalks meet ADA and PROWAG guidelines. They should be continuous and connected, well-maintained (free of major cracks and potholes, clear of obstructions like vegetation, debris, snow, and ice, and have proper drainage), and accessible to all users, including those with disabilities (per ADA, this includes ensuring no less than 48 inches of passing space are provided on all sidewalks).	Mid-Term	Planning	Planning
	2.1.6: Update the zoning code and subdivision ordinance to incorporate requirements for high-quality pedestrian design. This ensures that new developments and infrastructure prioritize walkability, safety, and accessibility.	Mid-Term	Planning	Regulations and Standards

Strategy	Action	Time Frame	Partners	Type
Strategy 2: Enhance crosswalks and improve crossings.	2.2.1: Increase the frequency of crosswalks, especially near schools and parks and along major arterials like Blue Ridge Boulevard, Gregory Boulevard, and the Blue Ridge Cutoff.	Mid-Term	Planning	Capital Improvements
	2.2.2: Adopt high-visibility crosswalks with safety features such as leading pedestrian interval signals, which gives pedestrians a head start (before vehicles) when crossing an intersection, as the default City standard.	Mid-Term	Planning	Capital Improvements
	2.2.3: Install pedestrian-scale lighting at crosswalks.	Mid-Term	Planning	Capital Improvements
	2.2.4: Install curb extensions to reduce crossing distances, particularly at intersections with high collision rates, around schools, and in downtown.	Long-Term	Planning	Capital Improvements
	2.2.5: Ensure all legs of intersections with 63rd Street in the downtown are clearly marked and have accessible pedestrian crossing signals with leading pedestrian intervals. Reference PROWAG guidelines for accessible pedestrian push buttons.	Mid-Term	Planning	Capital Improvements
	2.2.6: Explore expansion of paid or volunteer crossing guards at intersections near schools.	Short-Term	Planning and Development; Raytown Schools	Partnerships
	2.2.7: Pursue a study of intersections near schools with the goals of enhancing access and safety through features like new crosswalks, better signage, RRFBs, and raised crosswalks.	Mid-Term	Planning	Planning
Strategy 3: Work with MoDOT to implement improvements to Highway 350.	2.3.1: Coordinate with MoDOT to implement safety and accessibility improvements to the sidewalks and all intersections along Highway 350. Particular emphasis should be placed on improvements at intersections with Raytown Road, Gregory Boulevard, Maple Avenue (entrance to the Hy-Vee Grocery Store), Sterling Avenue (providing access to Raytown South High School) and Woodson Road (providing access to the Herndon Career Center).	Mid-Term	Planning; MoDOT	Planning
	2.3.2: Implement sidewalks on both sides of streets that intersect with Highway 350 and ensure pedestrian access meets ADA and PROWAG guidelines.	Mid-Term	Planning	Capital Improvements
	2.3.3: Evaluate the implementation of additional ramp connections from Blue Ridge Boulevard.	Mid-Term	Planning	Planning
	2.3.4: Extend the shared-use path along Highway 350 by building out the path on the south side of the road (See Goal 3, Strategy 2).	Long-Term	Planning	Capital Improvements

Strategy	Action	Time Frame	Partners	Type
Strategy 4: Enhance streetscapes in the downtown area.	2.4.1: Improve the downtown streetscape with benches, landscaping, public art, painted crosswalks, and public plazas to ensure a comfortable, safe, and more enjoyable pedestrian experience.	Short-Term	Planning	Capital Improvements
	2.4.2: Add consistent pedestrian-scale lighting throughout the downtown.	Mid-Term	Planning	Capital Improvements
	2.4.3: Widen sidewalks to ADA and PROWAG guidelines along 63rd Street and shorten crossing distances at the Raytown Trafficway intersection to create a safer, more comfortable pedestrian environment and a welcoming "gateway" to the downtown district.	Mid-Term	Planning	Capital Improvements
	2.4.4: Continue the maintenance of existing landscaping, street furniture, and public spaces, especially in the downtown area.	Ongoing	Planning	Policies & Programs
GOAL 3: Implement and maintain a complete, accessible, and safe, bicycle network that connects all Raytown residents to the Rock Island Trail, parks, schools, and key community destinations.				
Strategy 1: Implement a bicycle network primarily comprised of neighborhood greenways and dedicated/ separated facilities.	3.1.1: Create a network of neighborhood greenways connecting key destinations such as schools, parks, the downtown, and the Rock Island Trail. Ensure these facilities are well-marked, and accompanied by traffic calming measures, intersection safety improvements, and directional signage.	Mid-Term	Planning	Planning
	3.1.2: Build out facilities included in the Kansas City Regional Bikeway Plan when projects along these corridors present themselves.	Long-Term	Planning	Capital Improvements
	3.1.3: Consider the feasibility of separated facilities, including shared-use paths, which accommodate both pedestrians and bicyclists on paths that are at least ten feet wide. Roadways with higher vehicle volumes or speeds require bicycle facilities separated from vehicle traffic, either using protective barriers or off-street trails.	Mid-Term	Planning	Planning
	3.1.4: Resume maintenance of and implement an ongoing maintenance plan for the bicycle lanes on 83rd Street and 87th Street.	Short-Term	Planning	Policies & Programs
Strategy 2: Expand the shared-use path along Highway 350.	3.2.1: Extend the shared-use path along Highway 350 by building out the path on the south side of the road. This facility can significantly enhance the active transportation network in Raytown and provide easy-to-use and safe connectivity to numerous community destinations.	Long-Term	Planning	Capital Improvements

Strategy	Action	Time Frame	Partners	Type
Strategy 3: Establish a bicycle parking ordinance and expand availability of bicycle parking.	3.3.1: Establish a policy that requires short- and long-term bicycle parking at all public buildings.	Short-Term	Planning	Planning
	3.3.2: Amend zoning to require short- and long-term bicycle parking at multi-unit residential buildings.	Short-Term	Planning	Regulations & Standards
	3.3.3: Adapt design standards for safe, secure, easy-to-use bicycle parking, including specific bicycle rack styles and placement guidelines.	Mid-Term	Planning	Regulations & Standards
	3.3.4: Add bicycle parking in downtown.	Short-Term	Planning	Capital Improvements
Strategy 4: Add directional wayfinding.	3.4.1: Install clear and visible directional wayfinding for bicyclists and pedestrians that exhibits the identity of Raytown. If the City pursues a neighborhood greenway system, it should be accompanied by branded signage indicating what streets are included and nearby destinations such as parks, schools and downtown.	Mid-Term	Planning	Capital Improvements
	3.4.2: Prioritize installing wayfinding along connections to and from the Rock Island Trail.	Mid-Term	Planning	Planning
Strategy 5: Promote bicycle safety and education.	3.5.1: Foster partnerships between police, schools, and advocacy groups to conduct safety campaigns and workshops to educate bicyclists and drivers on sharing the road safely.	Short-Term	Planning; Police; Raytown Schools	Partnerships
	3.5.2: Explore potential partnerships with Raytown schools to provide bicycle safety education at the K-8 level and strengthen driver education programs by emphasizing pedestrian and bicyclist behavior.	Short-Term	Planning; Raytown Schools	Partnerships
	3.5.3: Establish programs like Safe Routes to School that focuses on improving safety near schools.	Mid-Term	Planning	Planning
Strategy 6: Coordinate with neighboring communities to ensure existing and future bicycle networks connect residents to jobs and destinations throughout the region.	3.6.1: Join the Mid-America Regional Council's Bicycle-Pedestrian Advisory Committee (BPAC). The BPAC is a regional forum that is briefed on bicycle and pedestrian matters in the Kansas City area. It is one of MARC's planning committees that advises the Total Transportation Policy Committee and contributes to MARC's bicycle and pedestrian planning efforts. BPAC also serves an advisory role on certain funding and programming activities administered through Metropolitan Planning Organizations.	Short-Term	Planning	Partnerships
	3.6.2: Establish regular bicycle planning coordination meetings with neighboring communities – especially Kansas City, Independence, and Lee's Summit – to share updates and identify potential joint projects and funding opportunities. Establish more consistent bicycle safety measures across communities and better overall transportation networks.	Short-Term	Planning	Partnerships

Pillar 4: Infrastructure

Strategy	Action	Time Frame	Partners	Type
GOAL 1: Promote fairness and predictability in financing capital improvements.				
Strategy 1: Evaluate and align capital planning across the organization's structure.	1.1.1: Ensure the capital improvement planning process and the resulting CIP institutionalizes collaboration between departments and enables links between annual budgets, and short and long-term infrastructure planning.	Short-Term	Planning; Public Works	Policies & Programs
	1.1.2: Identify and state how a CIP project contributes to the city's long-term objectives and goals.	Short-Term	Planning; Public Works	Planning
Strategy 2: Review, refine and develop the capital improvement programing processes to facilitate transparency to ensure impactful and equitable decisions.	1.2.1: Create an organizational and responsibility flow chart to memorialize the capital improvement program.	Short-Term	Planning; Public Works	Planning
	1.2.2: Ensure the programming process includes the creation of standardized forms detailing project information, estimated costs, and schedules.	Short-Term	Planning; Public Works	Policies & Programs
	1.2.3: Create opportunities for citizen and stakeholder engagement and input into the process.	Short-Term	Planning; Public Works	Policies and Programs
	1.2.4: Identify specific needs of different areas of the community and ensure that capital improvement projects address those needs.	Mid-Term	Planning; Public Works	Planning
Strategy 3: The Capital Improvement Program and resulting document should ensure projects are selected based on data-informed needs, guided by public policy, and driven by an annual review and renewal process.	1.3.1: Identify and formalize what is included in the CIP document, typically included is a listing of all capital projects, equipment, and recently completed major studies, program length, and 5-year plan and budget.	Short-Term	Planning; Public Works	Planning
	1.3.2: Incorporate the CIP document into the City's annual budget either by reference or inclusion.	Short-Term	Planning; Public Works	Planning
	1.3.3: Conduct a formal inventory of all city-owned properties and assets including condition assessment, deferred maintenance, and documentation of any needs for all physical assets.	Mid-Term	Planning; Public Works	Planning
	1.3.4: Define capital versus ordinary maintenance expenditures by incorporating them into the capital improvement process and program.	Short-Term	Planning; Public Works	Policies & Programs

Strategy	Action	Time Frame	Partners	Type
Strategy 4: Evaluate City's existing funding mechanisms for municipal infrastructure (Capital Projects). Information is knowledge and provides access, transparency, and equity to participants and residents.	1.4.1: As part of the annual CIP planning and adoption process, review the three ways to finance capital projects: debt issuance, pay-as-you go financing, and public-private partnerships.	Short-Term	Planning; Public Works	Planning
	1.4.2: Review of the Transportation Sales Tax, Capital Sales Tax, and Park Sales Tax and forecast revenues to coincide with the five-year CIP project list planning document.	Short-Term	Planning; Public Works	Planning
	1.4.3: Incorporate this information into the CIP budget and five-year CIP plan document set.	Short-Term	Planning; Public Works	Planning
	1.4.4: Create information and graphics to describe and depict the appropriate information on the City's website that can be cross linked between the various relevant departments such as finances, public works and city administration.	Short-Term	Planning; Public Works	Policies & Programs
GOAL 2: Maximize return on infrastructure investment for Raytown.				
Strategy 1: Partner with public service providers to ensure sustainable redevelopment at the regional level.	2.1.1: Encourage public-private partnerships to leverage private sector experience, expertise, and resources for utility and infrastructure upgrades and modernization.	Mid-Term	Planning; Public Works	Partnerships
	2.1.2: Continue working with the Mid-America Regional Council (MARC) and abutting jurisdictions to identify partnership opportunities.	Short-Term	Planning; Public Works	Partnerships
	2.1.3: Continue coordination activities with abutting jurisdictions and public services entities to deliver essential services.	Short-Term	Planning; Public Works	Partnerships
	2.1.4: Review, modify as needed, and utilize the existing the right-of-way permitting system to effectively coordinate both maintenance and capital improvement projects with other utility service providers to maximize benefits and minimize impacts to both project and citizens.	Mid-Term	Planning; Public Works	Planning

Strategy	Action	Time Frame	Partners	Type
GOAL 3: Maintain a high level of service for infrastructure and utilities as Raytown continues to mature.				
Strategy 1: Build upon the current sanitary sewer maintenance and improvement efforts.	3.1.1: Continue the regular inspection of sewer mains on the "touch every line once" every 5-year program.	Ongoing	Public Works	Policies & Programs
	3.1.2: Continue preventative maintenance and document maintenance activities via GIS mapping.	Ongoing	Public Works	Policies & Programs
	3.1.3: Incorporate identified sanitary sewer collection projects into the five-year CIP.	Mid-Term	Public Works	Policies & Programs
Strategy 2: Build upon the existing stormwater master plan and improvement program.	3.2.1: Continue to utilize the community's involvement in identifying problematic flooding areas throughout the city and comparing that feedback with modeled information.	Ongoing	Planning; Public Works	Planning
	3.2.2: Require stormwater best management practices for redevelopment to reduce flash flooding issues.	Mid-Term	Public Works	Capital Improvements
	3.2.3: Utilize stormwater information modeled in 2024 along with identified stormwater plan projects and incorporate into the five-year CIP.	Mid-Term	Public Works	Capital Improvements
GOAL 4: Increase the public's understanding of the importance and benefits of capital improvements, the CIP development processes, and their financing.				
Strategy 1: Develop a clear and accessible public communication plan to describe the city's capital needs, options, and strategies regarding capital projects. This effort should utilize multiple forms of communication, such as online, mailers, social media, and the city's website.	4.1.1: Assess capabilities of the City's website and the Public Information Office to develop a communication plan.	Short-Term	Planning; Public Works; Public Affairs	Policies and Programs
	4.1.2: Work with the City's Public Affairs Officer and Information Technology Department to determine website and information technology capabilities.	Short-Term	Planning; Public Works; Public Affairs	Policies and Programs
	4.1.3: Create a narrative that discusses the City's capital needs, how they are funded and the source of those funds.	Short-Term	Planning; Public Works; Public Affairs	Planning
	4.1.4: Promote public works successes (such as the capacity management and operation maintenance program (CMOM) started in 2012 that touches every sewer line at least once every five years) to the public through channels like the City's website and social media channels.	Short-Term	Planning; Public Works; Public Affairs	Policies and Programs
	4.1.5: Promote information regarding the use of sensors and predictability software to educate and raise awareness of the 10-year Infiltration and Inflow (I/I) program for sewer.	Mid-Term	Planning; Public Works	Capital Improvements
	4.1.6: Communicate Capital Project needs through a master list that is disseminated to citizens through the multiple forms of communication identified by the City.	Short-Term	Planning; Public Works; Public Affairs	Planning

Pillar 5: Parks, Recreation, Quality of Life

Strategy	Action	Time Frame	Partners	Type
GOAL 1: Provide support to the Raytown Parks and Recreation Department to enhance the parks and open spaces network.				
Strategy 1: Actively pursue the city-wide Parks and Recreation Master Plan.	1.1.1: Address the specific needs and opportunities outlined in the Master Plan.	Short-Term	Parks and Rec	Capital Improvements
	1.1.2: Seek diversified funding sources, including government and foundation grants, private donations, and public-private partnerships.	On-Going	Parks and Rec	Partnerships; Planning
	1.1.3: Follow a phased approach to the master plan, allowing for gradual implementation and adjustments as needed.	On-Going	Parks and Rec	Planning
	1.1.4: Support grant writing and application processes by utilizing city resources and expertise.	On-Going	Parks and Rec	Partnerships; Planning
Strategy 2: Broaden and diversify public and recreational programming.	1.2.1: Conduct an annual review of recreational programs to assess success, identify gaps, and ensure inclusive options for all backgrounds, abilities, and ages.	On-Going	Parks and Rec	Planning
	1.2.2: Use surveys and public input tools to gather feedback on programming from participants.	Short-Term	Parks and Rec	Planning
	1.2.3: Create affordable and inclusive programming to maximize participation and access.	Mid-Term	Parks and Rec	Policies and Programs
	1.2.4: Create community-focused programs for teens and other underrepresented groups to foster engagement and inclusivity.	Mid-Term	Parks and Rec	Policies and Programs
	1.2.5: Partner with schools, churches, and local organizations to expand recreational programming opportunities.	On-Going	Parks and Rec	Partnerships
Strategy 3: Enhance and modernize existing parks and green spaces.	1.3.1: Improve safety, accessibility, and amenities so parks are welcoming and usable for all residents.	On-Going	Parks and Rec	Planning
	1.3.2: Add new features to existing parks like walking trails, seating, play areas, splash pads, dog parks, and sports fields.	Long-Term	Parks and Rec	Capital Improvements
	1.3.3: Collaborate on maintenance and infrastructure improvements to ensure high standards across parks facilities.	On-Going	Parks and Rec	Capital Improvements
Strategy 4: Strengthen connections between parks and community assets.	1.4.1: Improve wayfinding and safe crossings to enhance pedestrian and bike access to Raytown's destinations.	Mid-Term	Parks and Rec	Planning
	1.4.2: Partner with environmental organizations to maintain and enhance green corridors, creating continuous, accessible paths between neighborhoods and other community assets.	Long-Term	Parks and Rec	Partnerships

Strategy	Action	Time Frame	Partners	Type
GOAL 2: Expand the network of parks and open spaces to ensure recreational opportunities are accessible for all residents.				
Strategy 1: Address the park acreage deficit by developing new green spaces in underserved areas.	2.1.1: Identify small, underutilized parcels in neighborhoods to convert into pocket parks, neighborhood parks, and community gardens.	Short-Term	Parks and Rec	Planning
	2.1.2: Collaborate with residents to design these new parks in alignment with neighborhood-specific needs.	On-Going	Parks and Rec	Partnerships; Planning
	2.1.3: Pursue grants from state and federal programs, philanthropic organizations, and environmental nonprofits focused on urban park development and green space access.	Short-Term	Parks and Rec	Partnerships; Planning
	2.1.4: Establish a dedicated fund within the city's budget for park acquisition, development, and maintenance, ensuring sustained investment in underserved neighborhoods.	Mid-Term	Parks and Rec	Policies and Programs
	2.1.5: Use flexible infrastructure like movable planters, benches, and play equipment to create adaptable outdoor areas that can be relocated as needed.	On-Going	Parks and Rec	Planning
Strategy 2: Integrate public recreation and green spaces into redevelopment initiatives.	2.2.1: Create a set of guidelines for developers to prioritize green space inclusion in both residential and commercial redevelopment.	Short-Term	Planning; Parks and Rec	Regulations and Standards
	2.2.2: Require new developments to incorporate publicly accessible green spaces to further extend community access.	Short-Term	Planning; Parks and Rec	Regulations and Standards
	2.2.3: Pursue efforts to redevelop the Green Space downtown with a public gathering space.	Short-Term	Planning; Parks and Rec	Planning
Strategy 3: Build community partnerships to grow and sustain Raytown's parks and open spaces network.	2.3.1: Partner with nearby towns and cities to share facilities such as athletic fields, indoor pools, and programming to expand access to recreational amenities.	Short-Term	Parks and Rec	Partnerships
	2.3.2: Collaborate with schools, churches, non-profits, and local businesses to transform their outdoor areas into shared green spaces.	Short-Term	Planning; Parks and Rec	Partnerships; Planning
GOAL 3: Cultivate a unique identity for Raytown that strengthens community wellbeing and builds strong regional recognition.				
Strategy 1: Develop a cohesive brand and marketing campaign for Raytown that reflects its character, history, values.	3.1.1: Launch targeted marketing campaigns that highlight Raytown's attractions, events, parks, and local businesses to foster pride among residents and attract regional visitors.	Short-Term	Public Affairs	Policies and Programs
	3.1.2: Ensure consistent identity across city materials, signage, and online platforms.	Short-Term	Planning; Public Affairs	Planning
	3.1.3: Partner with local businesses, schools, and organizations to promote Raytown as a vibrant and welcoming community within the region.	Short-Term	Planning; Public Affairs	Partnerships

Strategy	Action	Time Frame	Partners	Type
Strategy 2: Expand and diversify community events that celebrate Raytown's culture, diversity, and local talent.	3.2.1: Survey residents and local businesses to understand what events would support local needs.	Short-Term	Planning; Parks and Rec	Planning
	3.2.2: Establish a program of community events that includes festivals, seasonal markets, outdoor concerts, and art showcases.	Short-Term	Planning; Parks and Rec	Policies and Programs
	3.2.3: Host wellness-oriented events and activities that encourage community engagement and active lifestyles, such as fun runs, farmers' markets, and health fairs.	Short-Term	Planning; Parks and Rec	Policies and Programs
	3.2.4: Collaborate with local organizations and regional partners to attract and host signature events, establishing Raytown as a hub for cultural and recreational activities within the area.	On-Going	Planning; Parks and Rec	Partnerships and Collaboration
Strategy 3: Create inviting public spaces that foster community pride.	3.3.1: Integrate art installations, murals, and creatively designed gathering spaces into the built environment.	Mid-Term	Planning	Planning; Policies and Programs
	3.3.2: Support placemaking efforts that reflect the unique identity of Raytown neighborhoods and highlight the community's values, history, and natural beauty.	Short-Term	Planning	Planning
	3.3.3: Develop a wayfinding program to direct residents and visitors to key Raytown landmarks and establish identity along primary corridors.	Short-Term	Planning	Planning
GOAL 4: Preserve natural areas to promote long-term environmental sustainability.				
Strategy 1: Integrate native planting, stormwater management, and wildlife habitats into public spaces.	4.1.1: Restore natural features such as creeks, prairies, and wooded areas to expand green spaces and improve environmental health.	Long-Term	Planning; Parks and Rec	Planning
	4.1.2: Implement native planting and stormwater best management practices (BMPs) in city parks, public properties, and recreation areas to increase ecological resilience and manage runoff.	Long-Term	Public Works; Parks and Rec	Planning
	4.1.3: Design open spaces with habitats that support local wildlife, enhancing biodiversity and creating healthier ecosystems for future generations.	Long-Term	Public Works; Parks and Rec	Planning
Strategy 2: Promote environmental education and community engagement.	4.2.1: Establish community gardens and host gardening programs to build environmental awareness and encourage social connections around green initiatives.	Short-Term	Parks and Rec	Policies and Programs
	4.2.2: Install educational signage in parks and natural areas that highlights native species, local ecosystems, and sustainable practices to inspire public stewardship.	Short-Term	Parks and Rec	Planning
	4.2.3: Collaborate with schools, local organizations, and environmental groups to organize events such as tree-planting days, native plant workshops, and conservation projects, engaging residents in hands-on sustainability efforts.	Short-Term	Parks and Rec	Partnerships

Pillar 6: Operational Excellence

Strategy	Action	Time Frame	Partners	Type
GOAL 1: Excellence in Governance.				
Strategy 1: Use city commissions as resource for future elected local leaders.	1.1.1: Promote boards and commissions, and what they do, through the city's communications channels.	On-going	Public Affairs	Policies & Programs
	1.1.2: Appoint more young residents to boards and commissions in order to encourage engagement of new civic leaders.	Short-Term	Board of Aldermen	Policies & Programs
Strategy 2: Promote greater understanding of the function and needs of city government.	1.2.1: Promote in-person and virtual attendance options for Board of Aldermen meetings and encourage public participation.	Short-Term	Public Affairs	Policies & Programs
	1.2.2: Hold neighborhood meetings or coffees where aldermen engage citizens on current City issues.	Short-Term	Board of Aldermen; Public Affairs	Policies & Programs
	1.2.3: Use social media channels to educate the public on city government functions.	Ongoing	Public Affairs	Policies & Programs
Strategy 3: Aim for excellence in experience with City boards and commissions.	1.3.1: Conduct exit interviews or experience surveys among aldermen, commissioners, and board members.	Short-Term	Planning; Board of Aldermen	Policies & Programs
	1.3.2: Conduct satisfaction or experience surveys among those who have business before a commission or board.	Short-Term	Planning	Policies & Programs
GOAL 2: Aspire to excellence in City professional staff.				
Strategy 1: Invest in City professional staff.	2.1.1: Conduct regular competitive salary review.	Ongoing	Administration	Policies and Programs
	2.1.2: Anticipate potential personnel losses and ensure retention.	Short-Term	Administration	Policies and Programs
	2.1.3: Invest in continuing training.	Ongoing	Administration	Policies and Programs
Strategy 2: Assess customer satisfaction with City Hall customer service.	2.2.1: Conduct customer satisfaction surveys among residents accessing City Hall services.	Short-Term	Administration	Policies and Programs
	2.2.2: Invite suggestions on improving programs or procedures.	Short-Term	Administration	Policies and Programs

Strategy	Action	Time Frame	Partners	Type
GOAL 3: Financial health.				
Strategy 1: Educate the public on revenue sources and uses.	3.1.1: Socialize and educate the public on the City's needs and the importance of municipal revenue to the long-term health of Raytown.	Short-Term	Planning; Public Affairs	Policies & Programs
	3.1.2: Host neighborhood-based community forums to help the public understand spending priorities and revenue sources.	Short-Term	Planning; Board of Aldermen	Policies & Programs
	3.1.3: Present a wish list of priorities and invite informal voting on residents' priorities.	Short-Term	Planning	Policies & Programs
Strategy 2: Study feasibility of new revenue generation.	3.2.1: Commission fiscal impact studies, as needed (e.g., for potential TIF districts, millage rate increases, sales/cannabis tax revenue)	Short-Term	Planning	Planning
	3.2.2: Conduct benefit-cost analysis of potential TIF districts, mixed-use developments, etc.	Short-Term	Planning	Planning
Strategy 3: If the property tax rate were raised, consider tax mitigation programs for residents in specific circumstances.	3.3.1: Consider a homestead exemption for owner-occupants.	Mid-Term	Planning	Planning
	3.3.2: Consider a tax freeze for seniors.	Mid-Term	Planning	Planning
	3.3.3: Consider tax relief for long-time owner occupants.	Mid-Term	Planning	Planning

ON THE RISE

RAYTOWN

COMPREHENSIVE PLAN | 2040