

**CITY OF RAYTOWN
PLANNING & ZONING COMMISSION
WORK SESSION**

AGENDA

Online Zoom Webinar Only

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Webinar ID: 825 3818 8663

Passcode: 964982

- 1. Welcome by Chairperson**

- 2. Call meeting to order and Roll Call**

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

- 3. The Lakota Group presentation to the Planning Commission**

- 4. Set Future Meeting Date – The next Regular Planning Commission Meeting is Scheduled for Thursday, November 7, 2024, at 7:00 PM.**

- 5. Adjourn**

Existing Conditions Report

What is this about?

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 cannot 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.

Chapter 1: The Comprehensive Plan Process

The 12 to 14-month planning process kicked-off in March 2024 after the City selected a consulting team through a request for proposals. The planning process is divided into three phases:

Phase 1: Engage & Assess

Phase 1 consists of research, analysis, and public engagement. This includes 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 Existing Conditions Report summarizes Phase 1 of the planning process and includes examples of preliminary recommendations.

Phase 2: Envision

Phase 2 puts forward potential future visions for the city and alternative scenarios, grounded in the research conducted in Phase 1. The Envision phase also presents a refined set of draft recommendations. A second public engagement process invites 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 is developed in Phase 3, summarizing the engagement, research, and analysis of Phase 1, and the scenarios envisioned in Phase 2. Draft strategies are refined and expanded, and the final chapter includes an implementation plan with priorities and recommended phasing of initiatives. The Plan is then adopted by the Planning Commission and the Board of Aldermen to become a living policy document for the City.

State of the City

The Comprehensive Plan is based on research and analysis, and informed by public input. This Existing Conditions Report summarizes the analysis and public input, and it will serve as a foundation for the future-looking portion of the Plan.

The Existing Conditions Report provides a current assessment of the state of the city, covering topic areas across the spectrum of planning and operational issues as reflected in the following chapters:

1. **The Comprehensive Planning Process.** An overview of what a comprehensive plan is, how Raytown's plan was developed, and past planning efforts in Raytown.

2. **About Raytown.** A brief history of the city and its current characteristics and population profile.
3. **Voices of Raytown.** Themes from interviews, focus groups, surveys, and other community engagement.
4. **Housing and Market Assessment.** An overview of market conditions in the residential and commercial sectors.
5. **Land Use & Development.** Provides an overview of current land use and zoning, and notes areas for potential redevelopment.
6. **Mobility & Connectivity.** Examines mobility systems across the city, including road networks, pedestrian and trail connectivity, and public transportation.
7. **Infrastructure.** An overview of current conditions in public infrastructure systems, including water and sewerage, stormwater, and utilities.
8. **Community Systems.** Assesses parks and open spaces and city services.

Past and Current Planning Efforts

This 2024 Comprehensive Plan, which will serve as a guiding document for the next 10 to 20 years, is the first planning effort of its kind in Raytown since 1996. During that 28-year interval, Raytown has changed, often reflecting systemic changes happening in the region and the world.

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 in the 2001 Downtown Plan. The 1996 Plan also observes that "extensive commercial development on the

periphery of Raytown and along its major corridors may discourage the redevelopment of downtown for such uses.”

Central Business District Plan | 2002

The Central Business District Plan, though now over 20 years old, provides a framework for downtown development that is still largely applicable today. It emphasizes placemaking and creating a unique, pedestrian-scaled environment with a mix of uses that includes retail, multi-family residential, and office. The plan notes 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 differentiates 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 predates the opening of the Rock Island Trail as a source of new downtown visitors. It also predates the logarithmic worldwide growth of e-commerce, which has influenced the types of commercial activities most viable in historic business districts.

Highway 350/Blue Parkway Corridor Plan | 2007

This intergovernmental economic development and redevelopment plan addresses 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 supports continued auto-related land uses (e.g., car and car parts businesses), which is in conflict with Raytown’s goal of reducing these uses. (More recent local ordinances have placed additional land use control 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) are primarily located on portions of the corridor outside of Raytown. Functional recommendations prioritize a full interchange at Highway 350 and Blue Parkway and improved pedestrian accommodations. Aesthetic recommendations prioritize gateway markers, landscape, and high-impact beautification interventions.

Design & Construction Manual | 2009

This manual provides 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 includes a comprehensive assessment and inventory of all parks, programs, and facilities and outlines 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 details planned 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 provide 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 2019, the City issued new Rental Dwelling Maintenance Regulations, which have significantly improved the upkeep of rental properties. The City also adopted development design guidelines for Highway 350.

Boards and Commissions

The eleven-member **Board of Aldermen** meets twice monthly as the Committee of the Whole. 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 from 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.

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

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

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 entirely surrounded by the City of Kansas City, Missouri, with the exception of a small contiguous 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

Demographic characteristics, such as population size, household income and composition, and race and ethnicity influence planning decisions at various levels. These factors help identify population trends and address the needs of current and new residents as well as aging generations. Analyzing how Raytown's population has evolved and is projected to change informs many aspects of the comprehensive plan.

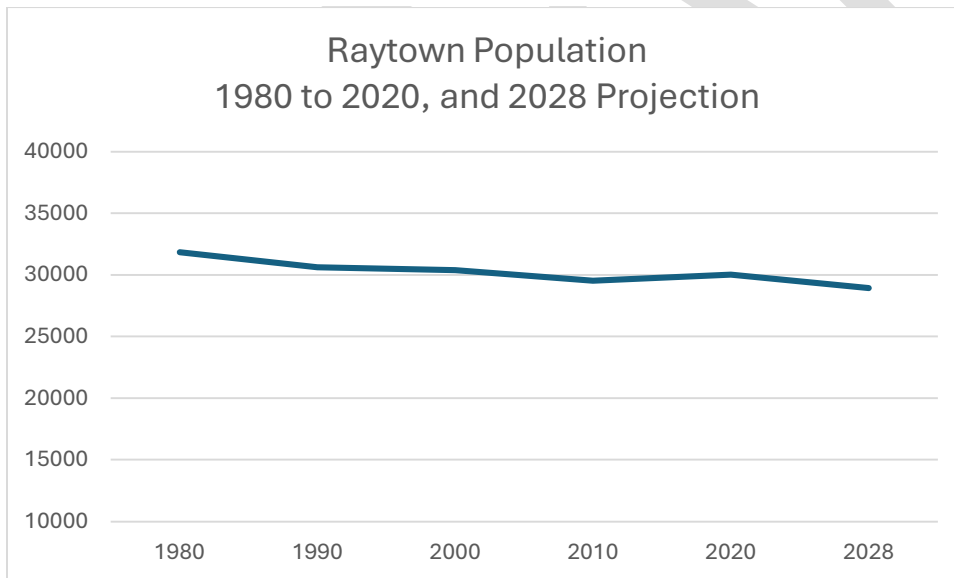
¹ Additional information about Raytown's history can be found at [History - Raytown Chamber](#).

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.

Table 1: 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%

Race and Diversity

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.

Table 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%

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. For example, in recent years, an increasing number of people of African, Middle Eastern, and Hispanic origin self-identify as “Some Other Race”. This trend in self-reporting is understood to reflect several factors: the recognition that race is not binary, the distinction between the African immigrant experience and the history of Black Americans, and the differences between the experiences of people of Hispanic and Middle Eastern cultures (who might otherwise be classified as “white”) and the white American experience.

As a result, 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.)

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. For comparison, 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.

Table 3: 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

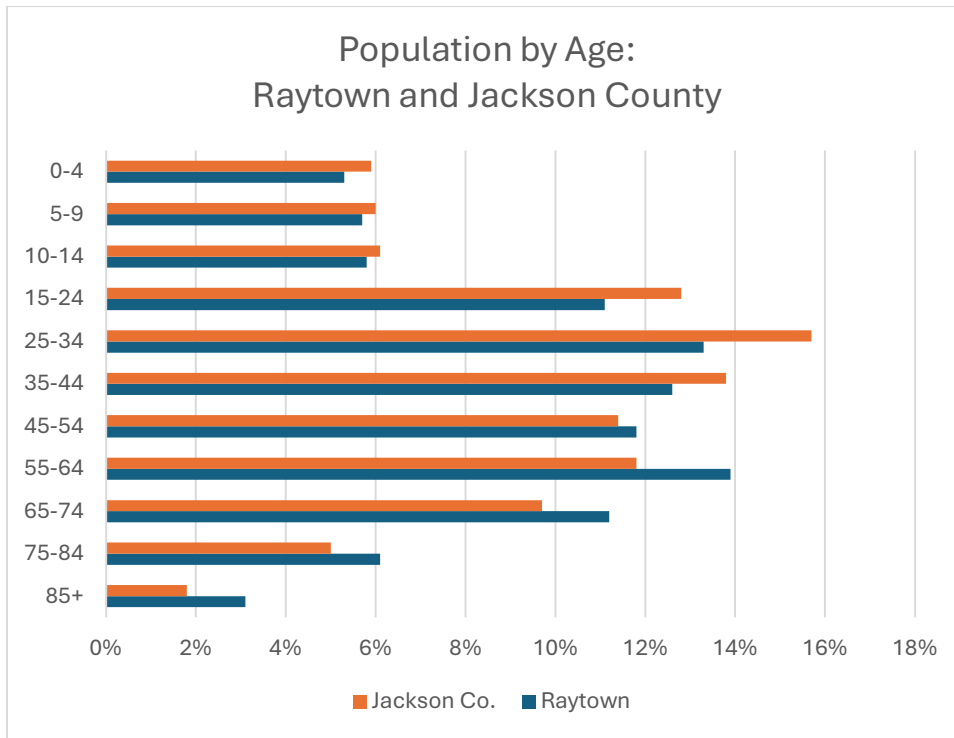
Age

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 (often referred to as Echo Boomers), through different life stages, combined with 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 2: 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.

Chapter 3: Voices of Raytown

In comprehensive planning, listening to a community’s diverse voices is often the most important form of primary research. In listening to a broad cross section of stakeholders, issues and stories begin to merge into themes. Raytown’s Comprehensive Plan should reflect the voices of its citizens. The Planning Team has tried to contextualize the community input and connect it to the team’s direct observations and research.

The community input during Phase 1 of the planning process (“Engage and Assess”) was gathered through three sets of interactions:

- **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. In addition to in-person meetings, the Team held eight Zoom-based interviews for a cross section of citizens and businesses. Interviews included all current planning and zoning commissioners and all current aldermen.
- **Community Open House.** In May 2024, the Planning Team hosted an evening workshop titled “Raytown Conversations” at the Raytown Schools Wellness Center, which attracted over 60 participants. 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.
- **Community Survey.** Following the Open House, a survey version of the workshop was circulated through social media posts and paper surveys distributed at key locations, including senior housing facilities.

The following themes emerged from the community engagement process, organized by topic area.

Transportation | Roads | 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, like restaurants and other destinations.

Roadway Condition and Traffic Operation

According to a road condition report provided to the Public Works Department, 40% of Raytown’s 331 lane-miles of roadway is considered failing and needs major repair or

reconstruction. At the same time, the department has improved its use of data to drive spending decisions.

Only about half of city roads have curbs and gutters. Stormwater on streets without gutters is conveyed by ditches and culverts.

Traffic congestion is not a reported problem in Raytown, but traffic signal equipment is beyond its designed lifespan and there is a related need for signal equipment standardization. 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 has become an important mobility, recreation, 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 advance reservation. There is a community desire for a bus route to Downtown KCMO.

Traffic Safety

Residents report speeding on local roads is a concern and there is a lack of enforcement because of police staffing shortages. There are additional specific concerns about fast and reckless driving through Sarah Colman Park and C. Lee Kenagy 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.

Economic Development

Overall

There is a view that developers and potential businesses resist locating in Raytown because of demographics and what they see as low household incomes, but that they fail to recognize “hidden wealth” in Raytown that may not be apparent in Census data.

Geographically, Raytown is centrally located for business development and consumers, given easy access to several highways. However, 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 are considering moving.

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 and achievable.

One of Raytown’s unique organizational strengths is its unusually strong chamber of commerce. The Raytown Area Chamber of Commerce and Tourism continues to be an important convenor and organizer on issues important to the business community.

Retail | Dining | Entertainment | Hospitality

Sales tax is the largest single source of City revenue, but people leave Raytown to make many of their purchases. The city’s largest retailers are Walmart and Hy-Vee. Many expressed a desire for more national retailers. Most existing retail space in the city is older. A resident asked, “Would Home Goods or TJ Maxx be sustainable here?”

A desire for more restaurants was a common thread in community input, but there were differences of opinion within the category: some desire national-brand establishments while others aspire to more independent sit-down restaurants.

In the hospitality sector, many see an opportunity for a hotel, potentially on 350 Highway near the Wellness Center. A hotel could serve eastern Jackson County, sporting event attendees, and Rock Island Trail visitors, and others.

Among the tools that could be leveraged to spur new development is a property tax abatement under State Chapter 353 that allows full or partial abatement for blight reduction and job creation, for 10 to 25 years. The City utilizes this tool within the Central Business District.

Many expressed concerns about an over-supply of packaged-liquor stores in the city and their often low-quality appearance.

Office

The limited office inventory is mostly older and not updated. In the current office environment where central cities cannot figure out what to do with the surplus of space due to lost demand, this would not be a promising sector for Raytown to pursue.

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 opening 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. What is referred to as the "Green Space" at the southwest corner of 62nd Street and Blue Ridge Boulevard presents an opportunity to bring a new kind of development and park amenity to downtown.

Several historic businesses remain downtown, but there have also been recent losses, such as Fox's Drugs and Raytown Feed and Seed. Many would like to see more restaurant options downtown; some see a need for flex or coworking space, micro-manufacturing spaces, or artist work/retail spaces.

Parking is seen as limiting access and development, but minimum parking ratios have led to unusual arrangements of parking space allocation, particularly in the lot adjacent to the Green Space.

Commercial Corridors and Shopping Centers

City staff and private brokers involved in commercial leasing report that national tenants are difficult to attract, with the exception of highway-oriented fast food. Raytown's shopping centers, located along the city's major corridors, show mixed performance and a couple of them may be opportunities for mixed-use redevelopment.

The 350 Highway has its own specific corridor plan, though it is complicated by State control.

All of the commercial corridors have a large number of auto-related businesses such as car sales, parts, and repair. These businesses tend to make the corridors less pedestrian accessible and less attractive. A recent distance-separation ordinance for car sales lots will mitigate this land use over time, however there are no limits on auto repair shops.

Housing

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.

Many older homes require substantial investment, which is a hurdle for first-time homebuyers. The lower values have attracted “house flippers” seeking to 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.

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 middle 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. 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.

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 worsened perceptions of public safety in the city.

In the rental market, there is a small inventory of quality, market-rate, newer or renovated apartments. Existing apartment stock is in poor condition and not attractive to young professionals. Renter occupancy rates have been increasing compared to owner-occupancy rates, partly driven 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 also 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 enforcement staffing.

Land Use

The idea that Raytown is “land locked” and “fully built out” was mentioned in nearly every meeting. It is widely understood that for Raytown to grow, it must grow “up”, not “out”. Some zoning conflicts with current uses or with desired future uses.

Schools

The Raytown Quality School District covers 32 square miles and includes parts of eastern Kansas City and Independence Missouri. The District has seen a 28 percent decline in

enrollment over the last 10 years and is now at about 8,000 students. The new and widely respected School District administration is working to reverse that trend. The District, as the City, 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 speaks 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 also lack high-speed internet at home.

Among the mobility challenges faced by schoolchildren are safe walking routes because of lack of sidewalk connectivity.

Government

The City's professional staff is widely respected and valued. Many people reported that staff at City Hall is an asset and greatly improved from prior years. Fiscal management is noted to be excellent and is reflected in clean audits.

The City faces challenges in attracting candidates to run for alderman or to volunteer for boards and commissions. Some aldermen have been in office for more than 30 years and it is important to develop the next generation of City leaders.

Citizens demand better maintenance of roads and infrastructure but resist increased City property tax and may not understand 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 need is in the \$100s of millions.)

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 large budget cut in 2017. The police department is rebuilding but is constrained in what it can pay compared to neighboring communities.

Parks And Open Spaces

Raytown's six parks are highly valued and widely recognized for their high standards of maintenance by a relatively small Parks & Rec Department and limited 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 (currently underway).

Image | Arts | Culture | Placemaking

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.

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, and Safety Fair.

There is a desire for more public art in the city, and the incorporation of diversity in placemaking initiatives.

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Chapter 4: Housing and Market Assessment

Housing Profile

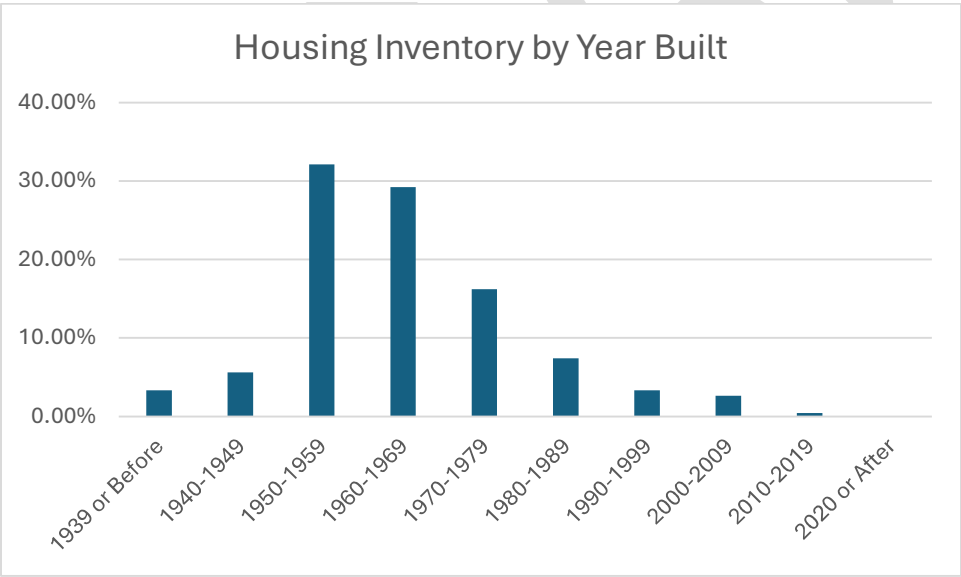
Raytown’s housing stock of primarily single-family ranch homes in intimate, park-like neighborhoods creates the kind of setting that many residents highly value. Many of these Mid-Century homes could now be considered historic.

Housing Inventory

The city’s approximately 13,500 housing units are primarily single-family, though 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. The number of new homes built since 2010 is negligible. With few new units being added to the inventory, the city’s population and residential tax base are effectively capped, but the market has not demanded significant new home construction..

Figure 3: Raytown Housing Inventory by Year Built



Housing Costs and Affordability

Homes in Raytown fall at a median value just slightly lower than neighboring Grandview and Independence, though Raytown’s Housing Affordability Index is significantly higher, at

129 (meaning Raytown is more affordable), and the median percent of income spent on a mortgage for a median-value home is only 18%.²

Table 4: 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%

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 homes also require substantial upgrades. This value proposition has made Raytown attractive to first-time homebuyers.

Homeownership in the city is at 63%, nearly matching 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. 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 corporate investors which tend to extract value without investing in upkeep.

² The Housing Affordability Index has a base 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.

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, theoretically, support new retail business development and retail services in the city.

Table 5: 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

Raytown households’ Spending Potential Index (SPI) for consumer goods and services fall primarily in the 70s on a scale with a baseline 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”), 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.

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 for including them here is only 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:

Table 6: Top Tapestry Segments for Raytown Households

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

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.

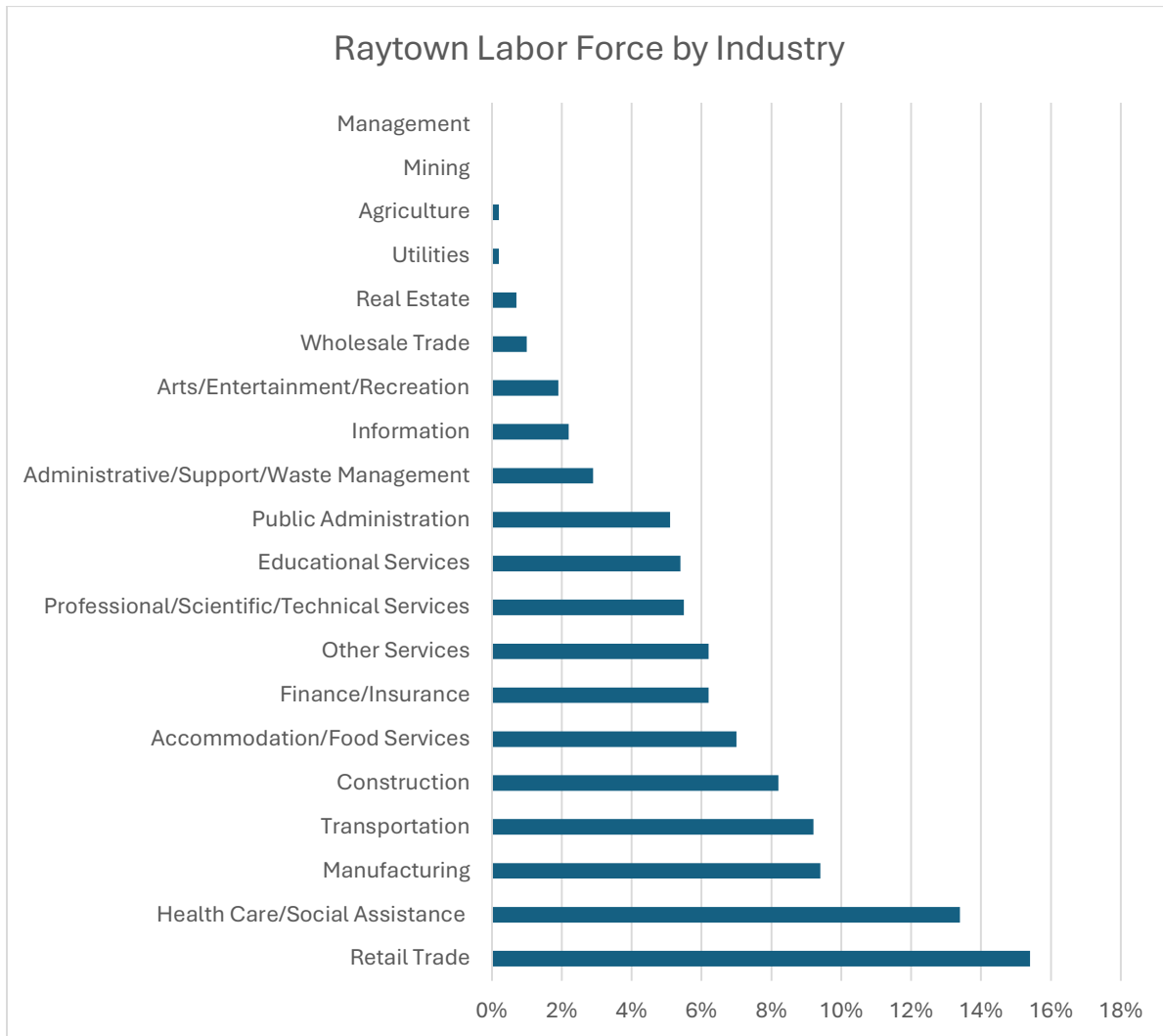
- » Household income: \$53,200
- » Median age: 47.0
- » Married couples; some singles
- » Household size: 2.31
- » High school (63%), or some college
- » Employment: Primarily white-collar with some skilled blue-collar
- » Housing: Single-family homes in older neighborhoods; 71% are homeowners. Many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

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.

Figure 4: Raytown Labor Force by Industry (Raytown Residents)



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 now has a diminished standing 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), but it retains its historic character and scale at its center and has great potential to be revitalized through place-based economic development.

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, not updated but nearly fully occupied. It was home to Harp Barbecue, a local favorite.

Office and Industrial

Office and industrial are not a dominant 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.

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 rise to the top of these opportunities as their development or revitalization would have a profound and catalytic impact for the city:

Historic Downtown

The historic downtown is a district, rather than a single site. The goal 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 a development opportunity, particularly for a mixed-use project that adds residents, commercial uses, 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 on the table, but the site presents an opportunity for multi-family residential use or, potentially, a small hotel.

Preliminary Recommendations

Historic Downtown

- **Grow entrepreneurship in Raytown.** Because it is so difficult to recruit independent businesses, it may be easier to seed new, locally-grown businesses through incentives like initial rent-free periods and business plan contests.
- **Formalize a downtown management program:** The volunteer Main Street program has helped to catalyze some downtown improvements, but for progress to accelerate, downtown requires professional focus.
- **Establish rehabilitation incentives.** These may include façade improvement grants, “white-box” grants to create occupant-ready storefronts, and other similar incentives.
- **Incentivize restaurant development.** Restaurants are the most-desired new business. Some communities have established incentives specifically geared to attracting restaurants to certain areas of the city, such as downtown.
- **Establish a regular series of small-scale downtown events.** In addition to Raytown Live and other events on the Green Space, it will be important to create activities and events that take place on downtown sidewalks, in order to start changing people’s habits and perceptions.
- **Establish a plan for downtown improvements.** In order to create an inviting space that attracts people, a streetscape improvement plan can set the stage for incremental improvement projects over the coming years, including sidewalks, wayfinding, crosswalks and other pedestrian amenities.
- **Place a special focus on reuse of the Fox’s Drug building.** This prominent site can be central to revitalization of the downtown. If the building is redeveloped, the neon sign should be incorporated into a new design.
- **Employ arts, creative design, and “people spots” to activate downtown.** Creative design elements encourage activity and foot traffic that benefits users and businesses.
- **Evaluate the Central Business District Design Elements ordinance to enhance and encourage investment and redevelopment.** The goal is to strike the right balance between design control and barriers to investment.
- **Create a cap on the number of packaged liquor stores.** As liquor stores have proliferated in the city, they have led to an over-supply and a negative perception. The current Municipal Code requires separation distances for new package liquor stores, and other restrictions for grandfathered stores, but a cap on total number of stores could provide additional control.

Highway 350 and Commercial Corridors

- **Maintain diversity of uses but create more visual consistency.** Continue to execute the Highway 350 Design Guidelines to advance, over time, aesthetic on this major commercial thoroughfare. Consider a form-based code for secondary commercial thoroughfares.
- **Establish landscaping and screening standards.** Such standards can help to mitigate the visual impacts of auto repair, car lot, and industrial users.

Housing

- **Establish a home maintenance incentive grant.** An matching incentive grant for exterior repairs can help to spur better upkeep of homes that have fallen into disrepair. These can be income-qualified and/or established as a competitive award for owner-occupied homes.
- **Consider a property tax abatement for substantial improvements.** A 10-year tax abatement on the value of the improvement can incentivize homeowners to invest in their homes without concern about increasing their assessed value.
- **Facilitate the establishment of shared resources for homeowners, such as tool lending libraries.** These can help alleviate some of the costs of do-it-yourself home improvements.
- **Identify locations for new housing development and create a streamlined runway to approval.** By presenting a vision of a desired outcome and reducing friction in the approval process, Raytown may be able to attract high-quality residential development.

Chapter 5: Land Use

Community Land Use

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 land uses could benefit or meet the community's evolving goals.

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, typically found south of downtown and north near City Hall as well as 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%

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Zoning Ordinance

The City of Raytown updated their zoning ordinance as of June 2024. 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.
- **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.

Table 7: Raytown Zoning Districts by Acreage

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%

Preliminary Recommendations

- **Conduct a Susceptibility to Change Assessment:** Understand existing land use patterns and the market realities to help the city identify areas that may experience a shift in land use.
- **Update Zoning Ordinances:** Review and modernize the zoning code to incorporate current community needs and zoning trends.
- **Reevaluate Parking Requirements:** Assess existing parking requirements, notably for the downtown, to ensure they are supporting local businesses and encouraging foot traffic.
- **Reassess the Town Square Overlay District:** Strengthen the downtown by modernizing the overlay district's boundary and function.
- **Establish an Overlay for the Industrial Area South of Downtown:** Update zoning requirements to support this area as an entertainment district.
- **Create Design Guidelines for Key Areas:** Establish design guidelines to strengthen Raytown's identity and attract businesses and visitors.
- **Prioritize Mixed-Use Development:** Encourage development that combines residential, commercial, institutional, and recreational spaces to bring more activity to Raytown.
- **Transition Key Corridors to Commercial:** Leverage the stadiums location to the north of the city and transition these corridors from industrial uses to commercial.
- **Prioritize Mixed Neighborhoods:** Prioritize a mix of complementary uses and housing types to move away from exclusionary land planning and encourage a neighborly feel to Raytown's residential areas.

Chapter 6: Mobility and Connectivity

Raytown’s transportation network is largely vehicle-oriented, with limited pedestrian, bicycle, and public transit infrastructure. Raytown’s major roads, including 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 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 “rail-to-trail” network, which will stretch over 450 miles once completed. Finally, the 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.

Table 8: 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.

Table 9: 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%

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 more than 150 miles of roadway in Raytown, and speed limits range from 25mph in most residential areas, to 35 to 45mph on main arterials, and up to 55mph 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 Main 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 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.

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 following table 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.

Table 10: 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
53rd Street	23	0
Woodson Road	23	0
Sterling Road	22	0
87th Street	21	0

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. 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. Residents expressed specific concern 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 5-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 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.

Figure 9: Walking route from Raytown Schools Wellness Center to Walmart



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 10: Sidewalk Connectivity Analysis

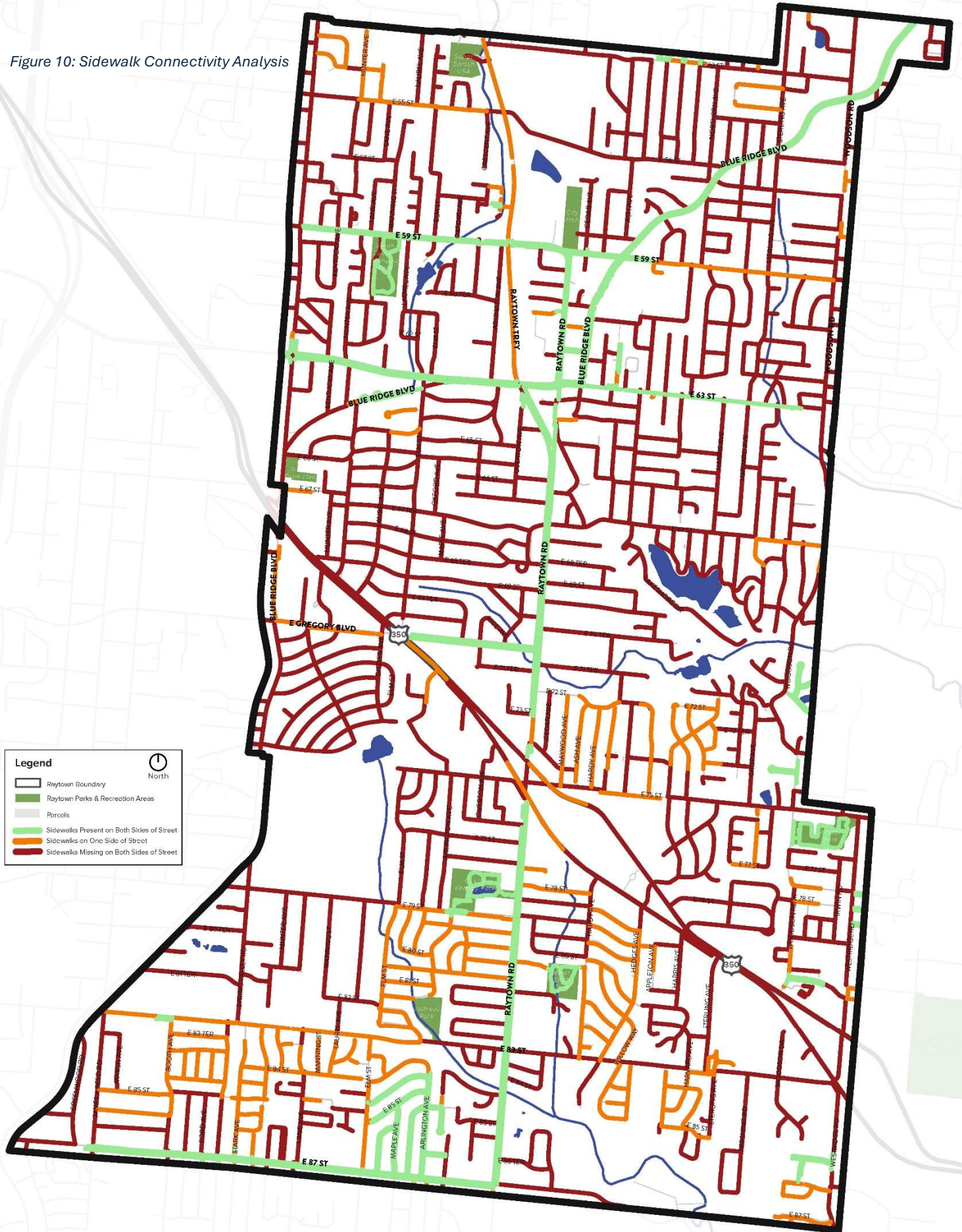
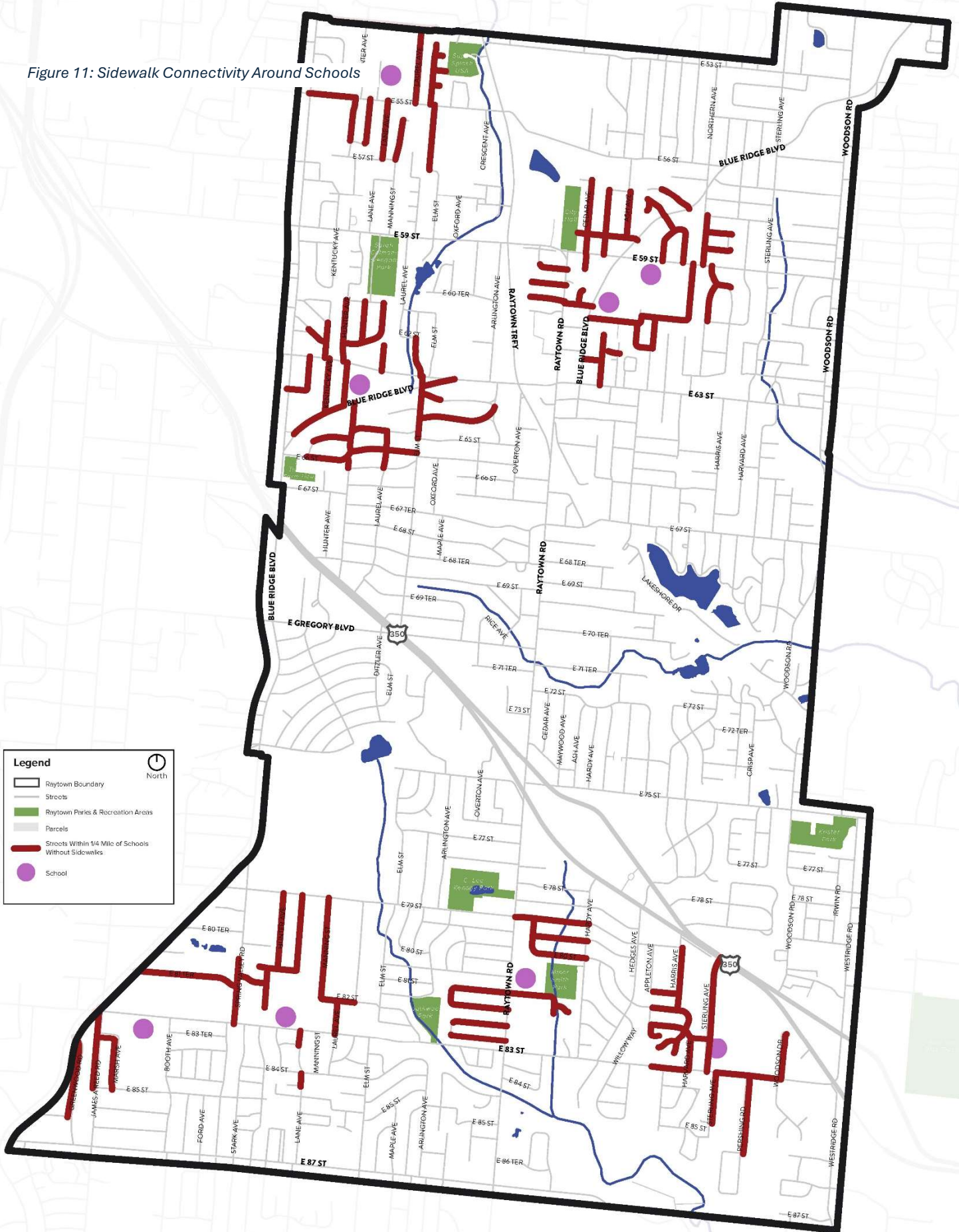


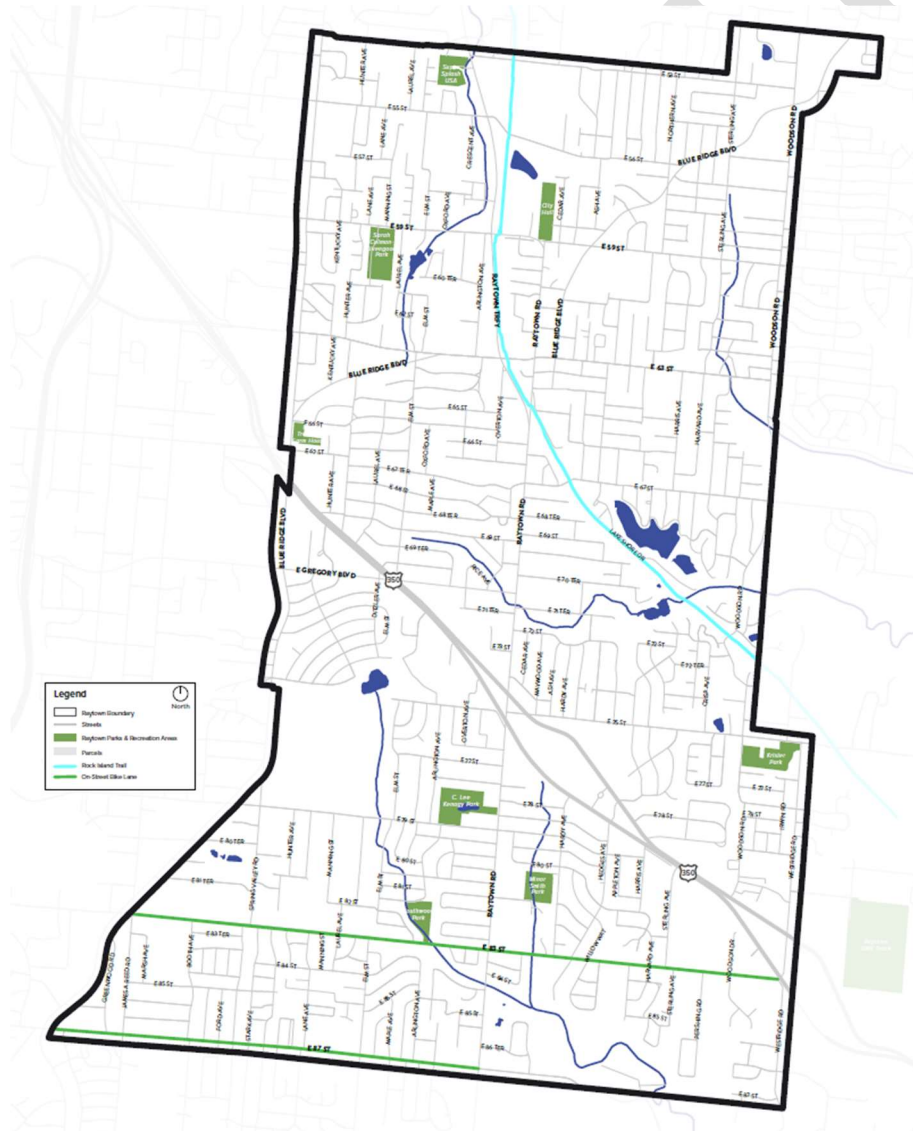
Figure 11: Sidewalk Connectivity Around Schools



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.

Figure 12: Bikeway Analysis



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 desire for a spur of 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.

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 long-term to a 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 with Sustainability and Equity (RAISE) Grant to fully rebuild Blue Ridge Boulevard. This would include a shared-use path, new signals, and bridge rehabilitation.

Preliminary Recommendations

Roadway Network

- **Implement a Complete Streets Policy:** Complete Streets are most often achieved by passing binding ordinances, laws, and resolutions, and then putting those into practice. This approach requires streets that are planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for all road users, regardless of age, ability, or mode of travel.
- **Implement Traffic Calming Measures:** Use traffic calming measures such as speed humps, raised intersections, curb extensions, chicanes, and narrower roads to slow down vehicle traffic and create a safer environment for pedestrians and bicyclists, particularly around schools, parks, and the downtown commercial district.
- **Implement urban design improvements on 350 Highway.**
- **Implement urban design improvements on downtown arteries** including 63rd Street and Raytown Road.

Transit Network:

- **Engage with the Kansas City Area Transportation Authority:** Engage with the KCATA to discuss transit services that meet Raytown residents' needs and that fall within the city's financial capabilities. Transit service like fixed route buses can provide Raytown residents access to thousands of regional jobs and encourage visitors to patronize Raytown destinations.

Bicycle Network:

- **Expand the Shared-Use Path Along Highway 350:** Continue to build out the shared-use facility on the south side of Highway 350. This facility can significantly enhance the active transportation network in Raytown and provide easy-to-use and safe connectivity to numerous community destinations.
- **Expand Bicycle Lanes and Paths:** Create a network of dedicated bike facilities stemming off the Rock Island Trail and that connect to key destinations such as schools, parks, and the downtown area. Ensure these facilities are well-marked and separated from vehicular traffic where possible.
- **Install Bike Parking:** Increase the availability of secure bike parking at public facilities, schools, parks, and in the downtown area.

- **Add Directional Wayfinding:** Install directional wayfinding that exhibits the identity of Raytown. Add wayfinding access to Rock Island Trail to invite and encourage trail users to access local businesses in Raytown, particularly in the downtown area.
- **Promote Bicycle Safety and Education:** Conduct safety campaigns and workshops to educate cyclists and drivers on sharing the road safely.

Pedestrian Network:

- **Improve Sidewalk Infrastructure:** Ensure sidewalks are continuous, well-maintained, and accessible to all users, including those with disabilities.
 - Address gaps in the sidewalk network and widen sidewalks that do not meet ADA accessibility standards.
 - Install curb extensions in the downtown area to shorten crossing lengths and slow vehicular traffic.
 - Coordinate with the state to implement and maintain improvements to the pedestrian facilities along Highway 350.
- **Enhance Crosswalks:** Install well-marked crosswalks with safety features such as pedestrian signals, adequate lighting, and curb extensions to reduce crossing distances, particularly at intersections with high collision rates, around schools, and across major arterials.
- **Create Pedestrian Zones:** Develop pedestrian-friendly zones in the downtown area, commercial districts, or near schools where vehicle access is limited or restricted to enhance safety and encourage walking.
- **Enhance the Streetscape:** Improve the streetscape in the downtown area with features such as enhanced landscaping, public art, painted crosswalks, and pedestrian scale lighting.

Chapter 7: Infrastructure

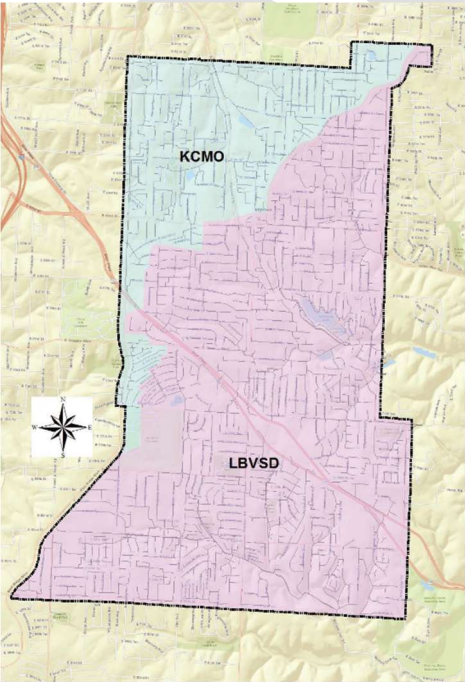
The Planning Team assessed Raytown’s infrastructure through interviews with managers of local utility services and through available infrastructure and flood maps. Managers observed that, with no easement-dedicated underground utility corridors, repairs are often of a “Band Aid” nature and digging and 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.

Figure 11: Sewer Effluent Treatment Destination



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 underfunded, with the City reporting a budget need of \$6 million and funding of only \$2 million.

Figure 12: Sanitary Sewer Inflow & Infiltration Reduction Program



Storm Water

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 of Raytown'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 \$5,000,000.

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 known as 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.

Preliminary Recommendations:

- **Continue prioritization of the modernization of stormwater infrastructure.**
- **Continue prioritization of the modernization of the sanitary sewer collection system.**
- **Explore modification of capital improvement program process.**
- **Coordinate utility service providers' 5-year capital improvement plans with the city's capital improvement plans.**

Chapter 8: Community Systems

Parks and Recreation

Raytown’s Parks and Recreation Department manages and maintains 151 acres of parkland, which include a mix of four Neighborhood Parks, three Community Parks, 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 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.

Table 11: 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

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. However, the city currently maintains 151 acres of parkland, leaving a shortfall of 144 acres. When considering only parks within the city limits, this shortfall increases to 231 acres. This underscores the need to expand parkland to better serve the community.

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 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.

Figure 13: Parks and Rec LOS

Legend

- Raytown Boundary
- Streets
- Parcels
- Water
- Trails
- Park
- Community Parks
- Neighborhood Parks
- Historical

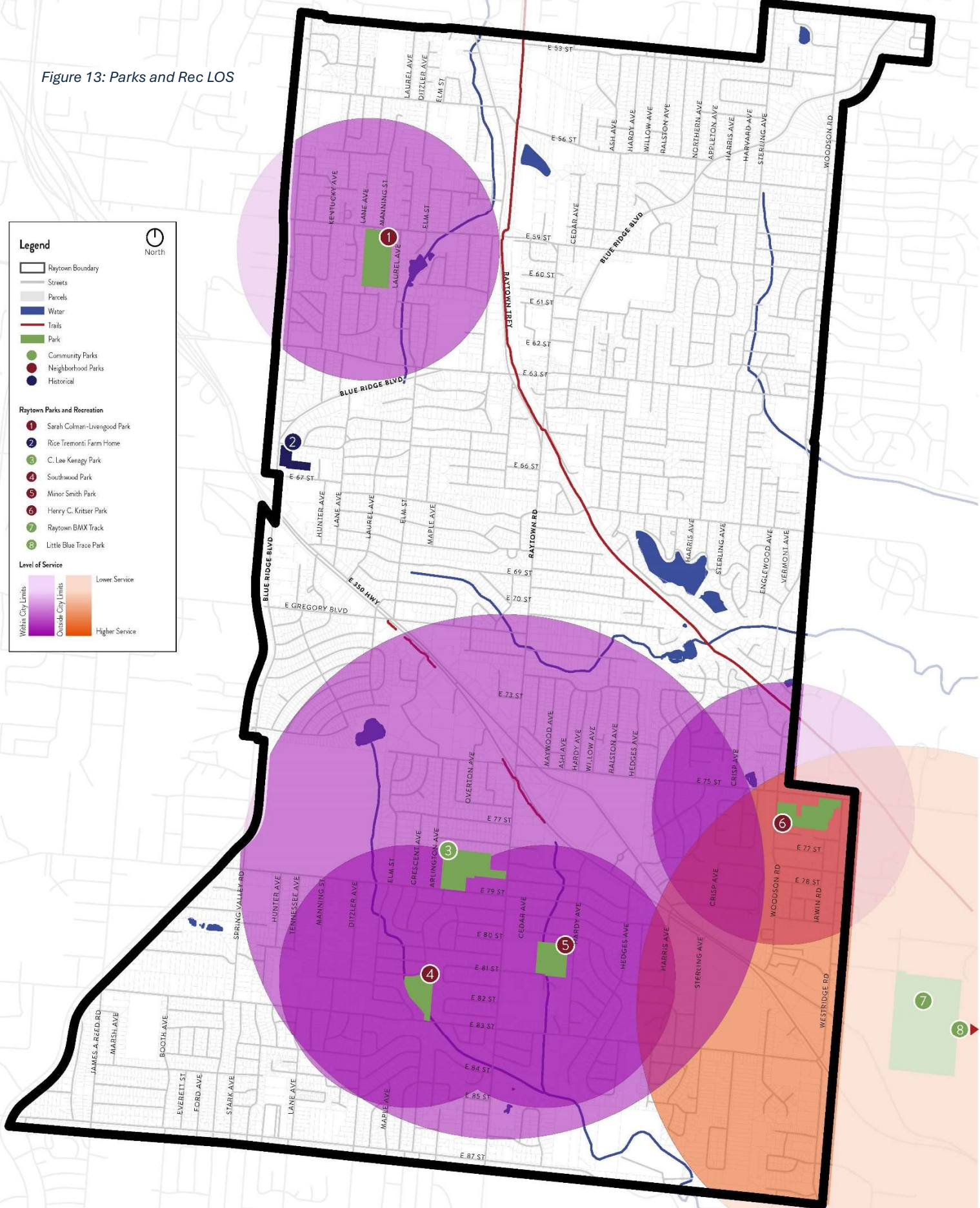
Raytown Parks and Recreation

- 1 Sarah Colman-Livingood Park
- 2 Rice Tremonti Farm Home
- 3 C. Lee Kenagy Park
- 4 Southwood Park
- 5 Minor Smith Park
- 6 Henry C. Kritzer Park
- 7 Raytown BMX Track
- 8 Little Blue Trace Park

Level of Service

- Within City Limits
- Outside City Limits
- Higher Service
- Lower Service

North



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, Parks and Recreation, and Public Works departments.

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 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.

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Figure 13: Community Facilities

Legend

- Raytown Boundary
- Streets
- Parcels
- Water
- Trails
- Park
- Community Facilities
- Recreation
- Schools

Raytown Parks and Recreation

- 1 Sarah Colman-Livergood Park
- 2 Rice Tremonti Farm Home
- 3 C. Lee Kenagy Park
- 4 Southwood Park
- 5 Minor Smith Park
- 6 Henry C. Kritser Park
- 7 Raytown BMX Track
- 8 Little Blue Trace Park

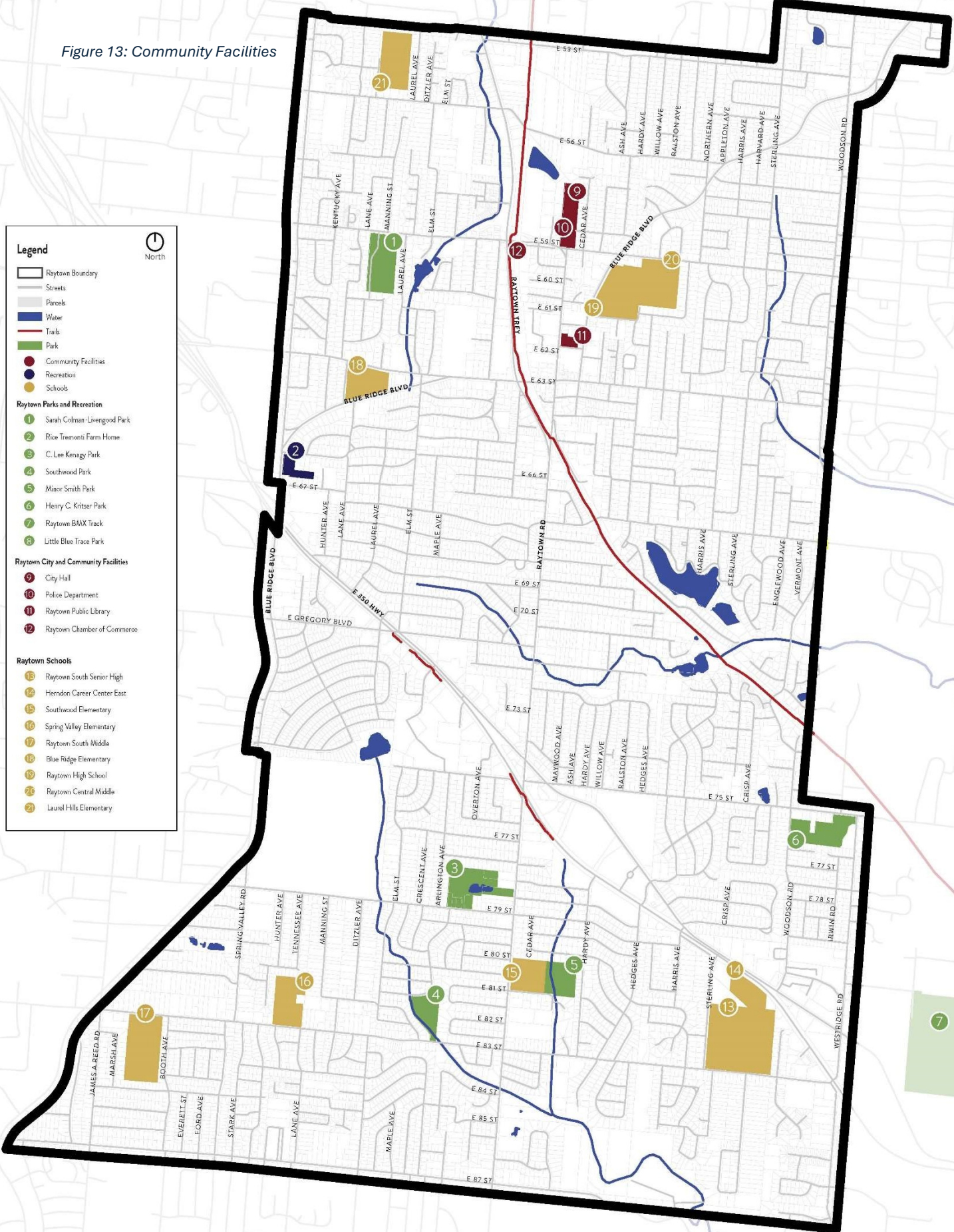
Raytown City and Community Facilities

- 9 City Hall
- 10 Police Department
- 11 Raytown Public Library
- 12 Raytown Chamber of Commerce

Raytown Schools

- 13 Raytown South Senior High
- 14 Herndon Career Center East
- 15 Southwood Elementary
- 16 Spring Valley Elementary
- 17 Raytown South Middle
- 18 Blue Ridge Elementary
- 19 Raytown High School
- 20 Raytown Central Middle
- 21 Laurel Hills Elementary

North



Preliminary Recommendations

Parks and Open Spaces

- **Partner with the School District:** Utilize the School District’s recreational facilities to expand the city’s park system.
- **Require Parks in New Development:** Ensure new developments include parks and open spaces or contribute to a fee to help expand the city's park network.
- **Activate the “Green Space”:** Include park and recreation amenities in the redevelopment of the downtown Green Space.
- **Support the Parks and Recreation Department:** Provide adequate staff and funding for the Parks Department to maintain and improve recreational opportunities.
- **Strengthen the Rock Island Trail:** Promote activity along the Rock Island Trail and develop connections that attract people to the community.
- **Pursue the Parks and Recreation Master Plan:** Continue advancing the strategies and recommendations from the Master Plan.
- **Redevelop Super Splash Aquatics:** Use the State Grant to transform Super Splash Aquatics into a new recreational amenity.
- **Improve Connectivity to Recreational Amenities:** Enhance walkability and create routes that provide access to parks and open spaces.

Community Facilities and Services

- **Prioritize Safe Routes to Schools:** Address sidewalk connectivity issues to improve safety for students walking to school.
- **Enhance Transportation Options:** Expand public transportation to remove barriers to employment for students across the metro area.
- **Foster Partnerships:** Collaborate with the School District to support job training and cooperative education opportunities and regional partnerships to expand services.
- **Invest in City Services:** Continue investing in hiring, training, and retaining quality staff, while building strong relationships within city services.
- **Strive for Competitive Salaries:** Support city facilities and services by offering competitive salaries to staff.
- **Improve Community Outreach:** Address communication challenges to boost community participation in programs and events.

- **Enhance Civic Engagement:** Increase community engagement to promote civic involvement and volunteerism.

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