CHAPTER 13. FUTURE DEVELOPMENT PLAN

Introduction

The Future Development Plan for Raytown is a guide for decision-making. The plan integrates the technical analysis of Raytown’s existing conditions with the development scenario for Raytown preferred by the community. The intention of the plan is to retain and build upon Raytown’s strengths, while addressing weaknesses in the City. Through diligent implementation activities, Raytown will be able to achieve its preferred development scenario in the future.

This Plan is not a regulatory document and does not have the authority to override existing conditions in the City. Recommendations in the Plan have to be adopted by the appropriate parties, and implementation mechanisms, such as zoning ordinance and map amendments must be formulated and adopted. Therefore, after the City Planning and Zoning Commission adopts the Plan, the Commission and others will have to make ongoing decisions to implement its recommendations. If an unanticipated development is proposed or unforeseen events occur, which are nevertheless acceptable to the community, the Planning and Zoning Commission and others can and should revisit the plan and revise or reaffirm it as necessary.

The Future Development Plan is comprehensive in nature and consists of four plan components:

- A future land use element
- A built environment element
- A major street element
- A community facility element

The Plan integrates these elements so that they support each other and function collaboratively. In addition, greater detail is provided about Raytown Parks and the Downtown Area in the following plan components:

- Parks, Recreation and Open Space Master Plan
- Special Area Analysis - Historic Downtown Raytown
- Raytown Central Business District Plan
- Community Housing Assessment Report

Basic Assumptions

The Future Development Plan integrates the results of the Existing Condition Analysis. Summarizing the planning implications that are presented in the Existing Conditions Analysis, the following discussion explains how current trends can either assist or have to be addressed to realize the desired future for Raytown. While the analysis is factually based, influenced by perceptions and
Future Development Plans

the current understanding of issues -- therefore the discussion is referred to as the basic assumptions of the plan.

There are many aspects of Raytown related to its physical and economic characteristics and image that should be addressed in the Future Land Use Plan. Many of these factors are prone to change and others may be changed deliberately. It is highly probable; therefore that in a few years observations and situations referred to below will have changed and will no longer be relevant. Nonetheless, it is important to understand the following assumptions in order to fully appreciate the recommendations reflected in the Future Land Use Plan.

As the following situations change, related decisions and strategies can and should be reviewed and revised accordingly.

- **Raytown has few opportunities for new physical growth.** The City is landlocked and almost completely built out. Most of the undeveloped land does not support development due to natural constraints, such as steep slopes and location of floodplains.

Since future development options in Raytown are limited, the Future Development Plan focuses on identifying infill and redevelopment opportunities.

- **Raytown’s population is becoming increasingly homogenous.** With a growing proportion of residents over the age of sixty, and in families without children, there is a growing commonality of the population. The services and needs of the growing population of sixty plus residents are highly specialized and should be made available.

The Plan emphasizes the need to cluster similar and compatible uses, especially service-based uses. The Plan recommends facilitating the growing concentration of nursing homes, medical facilities and homes for the elderly near downtown. To improve efficiency and effectiveness of these services, the plan encourages moderate density multipurpose developments in and near downtown. A similar opportunity is available at the old Shooting Range. The Plan strongly discourages scattering such uses across the City.

A homogeneous population, however, may reduce the city’s attractiveness to other age groups and household types. To stabilize and create a balance among its residents, it is important for Raytown to create residential and business opportunities that attract a greater variety of residents and investors.

The Plan identifies a number of locations for new housing and commercial development and redevelopment. Also, the Plan examines ways to maintain and enhance existing residential areas to retain existing households.
The employment base in the City is changing. Without the infrastructure to support major industry and a regionally diminishing manufacturing sector, industrial development opportunities are minimal in Raytown. At the same time, the service sector is following national trends and is growing in Raytown. Therefore, Raytown needs to provide for new jobs within service sector businesses, support the growth of small-scale light industries, and develop potential office locations.

The Future Development Plan does not make any recommendations for additional heavy industrial development. Instead, its focus lies entirely on service based uses, such as commercial and office development. It does recommend, nevertheless increasing densities and efficiency of the light industrial areas. This might require some flood control measures, as well as revised setback and building ordinances.

New commercial uses are anticipated along M-350, Raytown Trafficway, and Blue Ridge Boulevard.

Many of the residents’ daily needs are met beyond Raytown City limits. Depending on whether it is sales or property taxes, there are many ways to enhance the revenue generated in a City. These mechanisms have a direct influence on, and in turn are influenced by, the physical layout of the City. Raytown’s sales tax revenue can be augmented by increasing the number of commercial/industrial establishments or by attracting high-end retail establishments to Raytown. The issue of continuing “leakage” to neighboring communities that occurred in spite of the increase in commercial development over the past fifteen years or so needs to be addressed.

The Plan proposes the creation of an unique Downtown and new diverse regional development along the M-350 Highway corridor that would generate additional sales taxes in the City. Related improvements to roads, sewers and water services are also recommended.

Raytown is challenged by an image as a “City to Drive-thru.” The number of roads that carry people through the City and the need for memorable destinations lend to the City’s poor image. Also, the absence of a unique regional niche, and the nature of development along regional corridors contribute to the lack of imageability.

Improving the physical appearance of buildings and properties (i.e. the built environment) through the establishment of design standards and guidelines as well as improved right-of-way, potential destinations, and greater economic presence in the region, can help Raytown improve its identity and image. Marketing its strengths, such as the current school district rating, quality of neighborhoods, and its location are recommended repeatedly in the Plan.

Preferred Future Land Use Element

The future land use element is the fundamental policy guidance component of the Comprehensive
Future Development Plans

Plan. The Future Land Use map shows the recommended configuration of future uses in Raytown, given current characteristics and anticipated future development potential. (See Figure 11.) The Future Land Use map is a guide to the preferred distribution of residential densities and their relationship to nonresidential uses. The map responds to the compatibility of various land use categories and shows how vacant or inappropriately developed land may be best utilized or redeveloped so that Raytown is able to meet its development goals in the future. The decision to locate new uses and activities in Raytown is based upon factors, such as impact on existing development, capacity of adjacent streets, design principles, and the need for compatibility between the built and the natural environment.

The Future Land Use map shows a desirable distribution of land uses in Raytown, but those recommendations will not become reality unless the daily decisions and implementation activities in Raytown support the proposed plan. The principles for development are differentiated between general land use categories and specific area issues. The recommendations should be used with a sense of flexibility; development proposals that do not exactly match the map and these principles, but reflect marketplace demands, should be given reasonable consideration so long as they do not present significant new public service burdens on the community or hinder community development goals.
FIGURE 11
Future Land Use Map
General Land Use Categories

The desirable location of the various land uses described below is shown on the Future Land Use map. The land uses are categorized according to their individual attributes and the potential impacts they have on adjacent properties and uses.

**Residential:** The three common types of residential land use that have been occurring in Raytown (single family, two-family, and multifamily) differ in density level. The varying densities reflect the intensity of development determined by the number of dwelling units within a given area or property. Density levels impact the total cost of service delivery on a per unit basis. Higher density uses may increase the total amount of service delivery, and at the same time reduce the cost of delivery per residential unit.

The future land use plan is generally designed to intensify residential use at locations where there is a greater concentration of public services and utilities, and around major transportation routes.

The residential categories identified on the future land use plan are discussed below:

- **Single family:** New single-family development should be encouraged in Raytown. It is anticipated that most new single-family development will occur within existing neighborhoods and serve to infill vacant properties.

- **Two-family:** This type of residential development is interspersed within single-family homes and could continue to be accommodated in existing neighborhoods. It should be kept in mind, however, that two-family dwelling units create a slight increase in density over single-family units and thereby impacts though negligibly, existing utilities in the City. Preferably new two-family dwelling units should be considered along the edges of neighborhoods and along arterials or primary collectors. Desirable target areas are along Raytown Road south of 69th Street and vacant property south of M-350.

- **Multifamily:** Multifamily dwellings are few and far between in Raytown. Single-family neighborhoods are sensitive to new multifamily development. As currently permitted by zoning, multifamily developments could significantly impact the current volume of traffic and the level of infrastructure in a single-family neighborhood. Therefore, new multifamily dwellings should not be encouraged within single-family neighborhoods. Location and building characteristics of multifamily dwellings should be sensitive to surrounding development in terms of not blocking view and not disrupting existing traffic patterns. New multifamily dwelling units should be permitted primarily along arterial streets.

Preferably, multifamily developments should be targeted for the Downtown area to provide a sizable resident population base in the area that would support retail activities. Redevelopment of other areas in the City for multifamily developments should be carefully reviewed and considered only if they meet desirable performance criteria. If new development is approved in a location with minimal facilities and is seen to be an additional burden to citywide services, this impact should be addressed by the developer(s) of the property(s) as required by the City.

**Residential Locational Guidelines:**
1. Single-family residential uses should be separated from adverse surrounding land use types, such as major industrial and commercial areas. Appropriate buffering includes open space, bodies of water, abrupt changes in topography, and a combination of landscaping and walls.

2. Single-family residential lots should not front directly onto arterials but onto local and neighborhood streets, so as to minimize the number of access points along major streets.

3. Two-family residences may serve as a transitional land use between low and high density residential uses; as a buffer between lower-density residential from commercial uses; Multifamily residential areas should be located within walking distance of commercial centers, parks, schools and public transportation routes and be in proximity to employment concentrations, major thoroughfares and utility trunk lines.

4. Two-family to multifamily residential areas should be sited where they will not overload or create congestion in existing and planned facilities and utilities.

**Commercial:** Preferred commercial development in Raytown is broken into four categories: along M-350, in the Downtown, along the entryways and in smaller commercial clusters at critical locations in the City.

- **M-350:** Indicative of the regional trend towards the growth of regionally oriented commercial developments, the entire stretch of M-350 in Raytown is currently occupied by or intended for commercial or office uses. Ideally, this trend should continue and regionally oriented uses should be directed to M-350. Eventually, when the corridor is entirely built out, development pressures may tend to direct commercial uses toward neighborhoods. Such proposals should be carefully reviewed in terms of their impact on residences and the quality of the neighborhood communities.

  The character and attributes of development along M-350 should be enhanced and made more attractive. Efforts should be made to improve the individual properties, as well as the total image of commercial development along the corridor, through the use of zoning overlays describing preferred development characteristics and with the help of a design review process. It is intended that the M-350 corridor be divided into four segments; north of 71st Street, between 71st and 75th Street, 75th and 79th Street, and south of 79th Street. An individual character should be developed for each segment, which would be reflected in the building and landscape treatments.

  More importantly, access to and from M-350 should be controlled and incentives should be offered to reduce the number of curb cuts and potentially investigate the use of frontage roads.

- **Downtown:** The Downtown area should be actively developed as a mixed-use district. In addition to medium and high-density housing, locally oriented commercial uses or specialty retail should be located within the Downtown. While some traffic oriented commercial establishments could flourish in the Downtown area, it is intended that the Downtown develop as a center for destination activity. The district would be unique and permit residential quarters above street level retail establishments. To exert greater control over the type of development that may occur in the Downtown, there will be additional development controls through the use of new zoning requirements or development review processes.
Industries and single-family homes should be limited or not allowed, while community oriented facilities and activities should be encouraged within the district. Specific principles are described in the Downtown Plan. The Downtown could also support small office establishments, such as medical or other professional offices and commercial establishments that meet the daily needs of residents in the area (i.e., grocery stores). The Southwestern Bell switchboard near the Downtown can offer a direction and foundation for future economic development efforts in the area. The Downtown development plan is outlined in greater detail in the Appendix.

- **Entryways:** Many different types of commercial uses have developed along the entryways leading to the Downtown. Most are traffic oriented and will probably continue to be so. When M-350 development reaches capacity, further development pressure may occur along these entryways. The character and attributes of development along the entryways should be regulated through the use of design regulations and development review. In general setback requirements may be minimized while shared parking should be encouraged.

- **Commercial clusters:** In addition to the commercial development cited above, smaller clusters have developed at the following major intersections in the City: 63rd Street and Blue Ridge Cutoff, 63rd Street and Woodson Road, Blue Ridge Boulevard and 51st Street, and Raytown Road with 87th Street. These locations will continue to function as commercial centers. However, new development beyond the existing limits of the clusters should be carefully reviewed in terms of impact on neighboring residential areas and long-term viability. Smaller commercial development, designed to provide services to the surrounding neighborhoods may be ideal, but the City needs to ensure the development is compatible with the nature of the surrounding area. This can be done through the use of residential architectural features and landscaping and buffering. Another possible alternative to new development is redevelopment of existing developments.

Enhancing existing commercial intersections; focusing on downtown commercial revitalization; and attracting quality regional commercial activity to the M-350 corridor should be the focus of commercial development efforts in Raytown.

**Commercial Locational Guidelines:**

1. Commercial sites should be located adjacent to arterials or major thoroughfares that provide needed ingress and egress in order to avoid congestion.
2. The location of major commercial uses should be coordinated with mass transit routes, high-density residential, employment and other intensive uses.
3. Commercial development should have required site design features that limit noise, lighting, and other activity so as to not adversely impact surrounding residential areas.
4. Commercial development should occur in compact clusters versus extended strip developments.
5. Commercially generated traffic should not feed directly onto local residential streets.
6. Commercial use not located in planned centers or downtown, including large freestanding building, auto-related and non-retail uses, should be guided to areas such as M-350 and other appropriate areas and streets where utilities can support such uses.
7. Office uses should generally be located adjacent to arterial streets.
8. Large-scale office developments should be encouraged to locate along M-350.

9. Local, service-oriented offices should be incorporated within or adjacent to neighborhood commercial developments and downtown.

10. Low-density office uses can serve as a transitional land use between residential uses and uses of a higher intensity.

Public / Semipublic: Public land uses include government employment centers or facilities, parks and education facilities. The semipublic part of this category includes institutions such as churches, hospitals, and private schools and cemeteries. Other uses grouped in this category are historic sites or structures. Uses in this category often require larger land assembly and their location and linkage is an important concept for future development in Raytown. This is discussed in greater detail later in this chapter.

- Public: There is no indication that additional public uses will be required in Raytown during this plan period. However, the Police Department indicated the need for additional space. It is recommended that Police Department expansion north of the existing City Hall building be studied as part of the extensive development effort for the Civic Center recommended for that location. As the new focus for civic activities, most of the other recommended improvements are for site development and landscaping, although the development of a community center appears to be appropriate in this vicinity.

Public / Semipublic Guidelines:

1. Those public facilities that serve residential areas, such as libraries, post offices, and schools should be grouped together, along with neighborhood commercial centers, and located where possible near parks or along and at intersections of “linkages”.

2. Due to the traffic most semipublic uses generate, these uses should be located on arterials or primary collectors.

3. Location and connection of new semipublic uses to the proposed linkage system should be encouraged.

Industrial: Industries are typically differentiated between heavy and light industries. Industries in Raytown occur primarily in two areas; one along Raytown Road and another further south along Raytown Trafficway; and are surrounded by stable residential areas. Although most industries in Raytown fall into the light industrial category and do not generate excessive traffic, noise or other pollution, there should be additional performance requirements, such as visual buffers between the industrial uses and neighboring development, especially adjacent residential uses.

- Light Industrial: There is some potential for new light industrial development in Raytown. Within the northern industrial park, steep topography, potential for flooding, dense vegetation and deep property lots have prohibited full use of the properties. With appropriate site planning, additional industrial uses may be able to be located toward the rear of these properties.
Future Development Plans

- **Heavy Industrial:** There are no heavy industries currently located within Raytown. Limited space, potential for runoff, high groundwater table, in addition to stable residential areas, imply that heavy industrial uses would be incompatible with existing development trends in Raytown.

**Industrial Locational Guidelines:**

1. Industrial areas should be located in proximity to support services and provided with good access to major arterials, city truck routes, highways, utility trunk lines, railroad lines and extensions of existing industrial uses.
2. Traffic from this category of land use should not feed directly onto local streets in residential areas.
3. Industrial uses should be generally located away from existing or planned residential areas, and sited so as not to encourage travel through less intensive land uses.

**Specific Area Issues**

In addition to the general land use categories (discussed above) that are applicable to most of Raytown, there are certain areas in Raytown that need either special attention or have unique circumstances that demand a separate discussion.

- **Raytown Road Connection:** The link between M-350 and the Downtown is critical in attracting patrons to the Downtown area and ultimately to the success of the Downtown. Currently, this stretch of Raytown Road contains single-family homes and a medical office building. The neighborhoods along Raytown Road are stable. There are signs of diminishing residential interest north of 71st Street and non-residential uses may begin to develop in this area. Medium density residential, public and semipublic uses may be encouraged along this stretch. But for this conversion to work properly, larger tracts of land should be assembled, specific block faces planned prior to development and new developments encouraged to share access. This level of conversion should not be encouraged until the Downtown redevelopment efforts are well established.

- **Southeast Raytown:** Unlike what was anticipated in the earlier comprehensive plan, industrial development has not developed along Westridge Road, south of 75th Street. Some storage facilities were constructed near M-350, but the area south of 83rd Street is primarily residential. Vacant property in that area developed for residential uses, given the nature of adjoining development, topographic / environmental characteristics and hierarchy of streets in the area.

- **Blue Ridge Cutoff:** Just south of 63rd Street on the west side of the boulevard a series of lots exist that are zoned as a planned district for a potential convention center / hotel. The likelihood of this type of development occurring is minimal. Other uses, such as multifamily, commercial and office should be planned with certain criteria, such as shared ingress and egress, and the assembly of several lots versus individual development of each lot.
Built Environment Element

The built environment is comprised of man-made buildings, structures and other features that are constructed. The built environment influences people’s perceptions of an area and of the entire community. Therefore the built environment can help provide a positive or negative image of an area as well as the entire community. This in turn is a factor that impacts investment and reinvestment in an area.

In order to strengthen the quality of the built environment in Raytown the Creating Quality Places Committee of the City of Raytown Planning & Zoning Commission has developed the following objectives and policies over a period of three years. The objectives and policies provided are an outgrowth of the “Creating Quality Places Principles” developed by the Mid America Regional Council of Governments (MARC). The work of the Raytown Creating Quality Places Committee included numerous meetings, presentations, and discussions with residents and civic leaders in Raytown as well as research of methods employed by other communities throughout the nation on how other communities promote / ensure quality in the built environment.

The principles that follow are intended to:

- Promote and ensure quality development and redevelopment within the City of Raytown;
- Form a basis for the development of goals and objectives for area and corridor plans within Raytown;
- Form the basis for the creation and adoption of design standards and guidelines in the Zoning Ordinance; and
- Be updated as additional methods and ideas to further promote and ensure quality development are identified.

The Creating Quality Places principles for Raytown are grouped into four categories:

- Homes and Neighborhoods
- Commercial Areas;
- Transportation and Public Places; and
- Environmental Quality.

Within each of the categories are objectives and under each objective are policies that help achieve the applicable objective. In addition, some of the policies are repeated as they achieve multiple objectives.
Future Development Plans

Homes & Neighborhoods Principle

Objective 1. Choice and Diversity:
Quality neighborhoods offering a choice of well designed and maintained housing types and sizes providing a variety of housing choices within the community that meet the needs of residents of different economic levels and age groups.

Policy 1.A: Types/Styles of housing choices (single family detached, townhome, apartments, senior housing, accessory dwelling units, etc.) should be located within the same development.

Policy 1.B: Variety of housing sizes should be located within the same development.

Policy 1.C: The height of buildings along a street should equal or exceed the street width.

Policy 1.D: Rental and owner-occupied dwelling units should be located within the same development.

Policy 1.E: High-density building types should be located near more intensive land uses and located adjacent to public spaces so that their mass can help define the public space.

Policy 1.F: Lower density units should be located along quieter local streets.

Policy 1.G: Changes in building types (i.e. townhomes, single-family detached, etc.) should occur back-to-back, along the center of the block rather than facing each other across a street.

Objective 2. Linkages
Quality neighborhoods linked to surrounding areas, and when possible, sharing commercial spaces and open space resources.

Policy 2.A: Cul-de-sacs and gated developments should be limited – and street network should be interconnected.

Policy 2.B: Spaces should be provided for events promoting social interaction between neighbors and community-wide.

Policy 2.C: Sidewalks, trails, bicycle lanes should provide connections to other areas of the community.
Objective 3. Reinvestment
Quality neighborhoods encouraging actions to preserve, restore and reuse historic sites or structures; to conserve and restore environmental resources; to foster appropriate infill development; and to redevelop “brownfield sites.”

Policy 3.A: Property maintenance program should be maintained and strengthened, when necessary, to ensure proper and necessary maintenance is performed.

Policy 3.B: Incentives for remodeling, rehabilitation and constructing additions onto existing homes should be provided to property owners.

Policy 3.C: Public reinvestment in the City’s infrastructure system should be done on a continuous basis to ensure adequate infrastructure is available for existing properties as well as for development and redevelopment.

Policy 3.D: Infill development should be encouraged.
- Future housing development sites should be identified. A mechanism capable of assembling future housing sites for private development should be created.
- Standards to ensure infill housing is compatible with the scale on neighboring properties should be developed.

Policy 3.E: Brownfield sites and environmentally contaminated sites should be identified and cleaned up in order to strengthen the value of neighboring properties and to also provide opportunities for additional development / redevelopment.

Objective 4. Identity
Quality neighborhoods with a distinct identity and defined boundaries that foster pride and belonging among residents. The distinct features of the neighborhood include public spaces such as a square, a green, an important street intersection, and / or public buildings such as a school, post office, library, community center or transit stop.

Policy 4.A: Focal points should be created that help to identify the neighborhood or area.
- All public buildings such as the library, city hall, post office, community centers, etc. should be designed as landmarks and given prominent sites in a development.
- Focal points should be developed at the end of each street through either the architecture of a building or public monuments, artwork, etc.
Future Development Plans

Policy 4.B: Icon(s) should be carried throughout the neighborhood / area that create an identity and is recognizable to others from within as well as outside the neighborhood.
- Banners
- Lighting fixtures
- Street signage
- Artwork
- Etc.

Policy 4.C: Architectural styles should be used to lend an identity to an area.
- Architectural design elements used on taller buildings in a development or area should be used on the smaller buildings as well, to ensure that the buildings relate to each other.
- Rear building facades should be of good design quality, especially for higher-density building types.
- Porches should be constructed on the front of homes.
- The primary entrance to each building type should face the street.
- Buildings should have windows facing the street.
- Façade colors on buildings should be complimentary while avoiding monotony and repetition.

Policy 4.D: Site landscaping should be incorporated as part of a development to add visual interest to each site as well as to help create a unified appearance throughout the development.
- Outdoor furnishings should be used as part of site landscaping.

Objective 5. Pedestrian/Cyclist Friendly
The streets of a quality neighborhood are pedestrian and bicycle-friendly laid out in a network that is interconnected and attractively landscaped to encourage walking and bicycling. Streets give residents, particularly youth and the elderly, choice and control in their mobility and easy access to important destinations from their residences.

Policy 5.A: Sidewalks should have a minimum width of 5-feet.

Policy 5.B: Bike lanes and trails should be provided in accordance with a citywide bicycle plan that collectively connect various areas of the city to employment, shopping, schools recreation areas, and the regional bicycle system.
Policy 5.C: Street trees as approved by the City of Raytown Tree Board should be planted along streets and should be located between the sidewalk and street whenever possible.

Policy 5.D: Benches and other street furniture should be placed at appropriate locations to provide a place for pedestrians to rest.

Policy 5.E: Crosswalk signals (that can also be pedestrian-activated) should be provided at each signalized intersection.
- Pedestrians should rarely have to wait more than 30-seconds to start their crossing.
- Pedestrian should rarely have to travel more than 150-feet out of their way to reach a street crossing.

Policy 5.F: Pedestrian and bicycle facilities should comply with the requirements of the Americans with Disabilities Act (ADA).

Policy 5.G: In order to shorten the walking distance across an arterial or collector street curb extensions should be installed where permanent parallel parking is located next to the curb.
- Curb extensions should extend a minimum of six feet into the roadway or ideally the full depth of adjacent parking stalls (8 ft to 9 ft).

Policy 5.H: A maximum curb radii of 10 feet to 15 feet should be used where residential streets intersect other residential, collector or arterial streets.

Objective 6. Green Space
A variety of green spaces within easy access of residents ranging from small playgrounds, to neighborhood parks, to community parks that can be shared by several neighborhoods.

Policy 6.A: If dedicated to the City green space areas should consist of useable land.

Policy 6.B: Green space areas should be spaced so that most residents live within one-half (1/2) mile of a park or other well-maintained and attractive green / public space.

Policy 6.C: The size and design of each green space area should depend upon the type of users, type of uses that are to be within the green space area and the number of persons anticipated to use the green space.
Future Development Plans

Policy 6.D: Green space areas should be connected with surrounding areas via sidewalks and bike trails so that they are easily accessible.

Policy 6.E: Drinking fountain(s), benches and other seating should be provided with green space areas.

Policy 6.F: Lighting should be provided in appropriate locations in and near green spaces.

Policy 6.G: Maintenance of green space areas should be coordinated with Raytown Parks and Recreation Department.

Objective 7. Live/Work

Quality neighborhoods offer the residents the ability to work and live at home and within the neighborhood in which they live when the scale, character and function of business settings are compatible with homes.

Policy 7.A: Live / work units should be located along arterial streets as well as near the edge of the CBD and other commercial areas.

Policy 7.B: Accessory units located to the rear of residential lots should be allowed so as to provide space of office and work areas that do not adversely affect the residential character of the neighborhood.

Commercial Areas Principle:

Objective 1. Mixed Use

Quality places include a variety of uses (e.g. retail stores, residences, civic buildings and offices) that create multipurpose activity centers in neighborhoods.

Policy 1.A: Residential uses should be located above to the rear of businesses in commercial areas.

Policy 1.B: Commercial spaces should be designed to be flexible that can accommodate different types of uses over time.
  - The height of the interior space should be 14 to 18-feet to accommodate heating and air conditioning, sprinklers, etc.
  - The layout should provide clear space between columns. The front area of ground floor spaces should be a minimum of 30-feet in depth and ideally, 50 to 60-feet in depth with columns, elevators and stairs being located elsewhere.
  - State of the art utilities should be provided at convenient locations throughout the floor area that are not visible to pedestrians.
• Sidewalks should be a minimum of 15-feet in width to accommodate exterior patio and sidewalk dining.
• Façade design should vary and should provide maximum visibility. Ground floor facades should have a distinct appearance that is different than the facade from the upper stories of a building.

Objective 2. Scale
The scale, character and function of a quality development are compatible and integrated with that of its surroundings while remaining flexible to accommodate the densities, mix of uses and infrastructure that the market demands.

Policy 2.A: Pedestrian-scale lighting should be installed along walkways.
Policy 2.B: Building heights should be incrementally changed so that variations in height occur in small increments, generally of one-half story in residential areas and one-story in commercial and industrial areas.

Objective 3. Durability
Qualities places are built to last with quality materials, are designed to allow for changing uses over time, and provide for shifting markets and consumer needs.

Policy 3.A: Exterior-building materials should be durable and relatively low maintenance such as brick, stone, stucco, or hardiboard.
Policy 3.B: Site furnishings should be weather and vandal resistant

Objective 4. Walkability
Quality shopping areas, small or large, are designed to make the pedestrian feel comfortable and safe by providing wide sidewalks, storefronts that open to the street, shade and shelter and a sense of spatial enclosure. They are designed to facilitate employee and customer access on sidewalks, bicycle trails, transit service and roads.

Policy 4.A: Buildings should be located close to the street / front property line(s).
Policy 4.B: The height of buildings along a street should equal or exceed the street width.
Policy 4.C: A variety of stores should be located in close proximity to one another so that they are easily accessible by pedestrians.
Future Development Plans

Policy 4.D: A compact mix of uses including housing should be located in and around the central business district as well as in other appropriate commercial areas.

Policy 4.E: Pedestrian connectivity between commercial areas and surrounding neighborhoods should be created.

Policy 4.F: Sidewalks in commercial areas that directly abut a street should have three zones:

Zone 1: An area a minimum of 3 feet in front of the building adjacent to a sidewalk that serves as a transition area for persons entering and exiting a building; This area may be wider if outdoor seating is provided in front of businesses such as restaurants or cafés.

Zone 2: An area that is a minimum of five feet in width that serves as the primary walkway for pedestrians on the sidewalk; and

Zone 3: An area that is a minimum of three feet in width that serves as a transition area for person getting into and out of cars and also for street furniture such as benches, newspaper stands, trash receptacles, etc. Planting strips consisting of street trees and other planting materials may also be located within zone 3 in which case the width of zone 3 will need to be increased to accommodate these plantings while not encroaching into the zone 2.

Policy 4.G: In order to shorten the walking distance across an arterial or collector street curb extensions should be installed where permanent parallel parking is located next to the curb.

- Curb extensions should extend a minimum of six feet into the roadway or ideally the full depth of adjacent parking stalls (8 ft to 9 ft).

Policy 4-H: Sidewalks should be well designed and maintained year-round.

- Sidewalks should be handicap accessible.
- Pedestrian-scale lighting should be located along sidewalks.
- Blocks, crosswalks, and intersections should be clearly marked for safety.
• Crosswalks across streets and drives should be defined by using other pavement materials than those used for the street or drive.
• Through-block passages should be created where blocks are longer than 500-feet.
• Block length should be no more than 300’-500’ whenever possible.
• Prominent entrances to buildings should be created along streets and long expanses should be avoided between building entrances.
• Landscaping should be installed along sidewalks.
• Street trees should be planted along sidewalks in order to make the sidewalk more pedestrian friendly.
• Irrigation systems should be installed to help maintain plantings.
• Building facades should be of a scale and appearance that makes them attractive to pedestrians.
• Protection from weather should be provided periodically along sidewalks.
• Site furnishings should be provided for pedestrians.

Policy 4.I: Downtown streets should have low speed limits of 20 to 25 miles per hour.

Objective 5. Parking
Quality shopping areas provide a variety of convenient parking choices consistent with the scale of the development, the location and the type of stores.

Policy 5.A: Parking should be divided into smaller components to the rear or side of the buildings.

Policy 5.B: Landscaping and sidewalks for easy and safe pedestrian movements should be provided within parking areas.

Policy 5.C: Flexible parking arrangements such as on-street parking and shared parking should be created to minimize an over supply of parking.

Transportation and Public Places Principle

Objective 1. Multi-Modal
A quality transportation system accommodates automobiles, public transit, public safety vehicles, freight, pedestrians and bicycles in a balanced way to maximize access and mobility and to minimize congestion throughout the community.

**Policy 1.A:** Arterial streets whenever possible should be designed in a manner that accommodates bicyclists through bicycle lanes or, at a minimum, wider outside lane widths to allow vehicles and bicyclists to more easily share the road.

**Policy 1.B:** Sidewalks should be constructed along both sides of streets to allow for pedestrians.

**Policy 1.C:** Compact mixed-use development with higher densities of residential development should be located within ¼ mile of existing or future transit centers.

**Objective 2. Local Streets**
Quality local streets are an integral part of a larger network of routes, are interconnected to provide choice of travel routes and are designed to provide access to homes, shops and businesses, and to keep local traffic off major arterials and high-speed traffic off local roads.

**Policy 2.A:** Local streets should be an interconnected that result in a street network providing multiple connections to adjoining neighborhoods.

**Objective 3. Bike/Pedestrian Access**
The design of a quality local street encourages pedestrian and bicycle use through such features as continuous sidewalks, curbside tree planting, narrow street width and small turning radii at corners to slow down cars, landscaped medians that reduce apparent street width and street parking that protects pedestrians from moving traffic.

**Policy 3.A:** Sidewalks should be provided along both sides of streets.

**Policy 3.B:** Sidewalks should be a minimum of 5-feet in width.

**Policy 3.C:** Pedestrian-scale lighting should be provided along sidewalks.

**Policy 3.D:** Sidewalks should be set back from the edge of streets and driveways to increase the feeling of safety for pedestrians.
- The greater the travel speed on street the greater distance the sidewalk should be setback from the edge of the street.

**Policy 3.E:** Arterial streets whenever possible should be designed in a manner that accommodates bicyclists through bicycle lanes or, at a
minimum, wider outside lane widths to allow vehicles and bicyclists to more easily share the road.

**Objective 4. Transit Supportive Development**

A system of quality local streets complements the planning and development of a regional public transit network. Easy pedestrian access and a mix of uses are encouraged at existing and proposed transit stops to allow transit to become a viable alternative to the automobile. Private development and public places are designed to maximize opportunities for a regional transit network.

**Policy 4.A: Travel connections**

- Convenient and direct pedestrian connections should be provided.
- Pedestrian scale blocks between 300 to 500 feet in length should be created.
- Mid-block walkways should be provided for blocks that are longer than 500-feet.
- The street network should be interconnected and should avoid cul-de-sacs and dead-end street.
- Bicycle circulation and parking should be provided.

**Policy 4.B: Building scale and orientation**

- Human-scale architecture should be incorporated into the design of all buildings.
- Buildings and entrances should be oriented to the street.

**Policy 4.C: Public spaces**

- Pedestrian-friendly streets should be created.
- Parks and plazas should be created to provide community gathering spaces
- Quality facilities for transit users
- Pedestrian-friendly parking facilities

**Policy 4.D: Parking**

- Structured and shared parking should be incorporated in development.
- Mixed-use buildings and neighborhoods should be constructed in order to decrease parking demand.

**Policy 4.E: Land use**

- There should be a mix of uses in neighborhoods
• Density should increase in and around neighborhood centers

**Objective 1. Public Spaces**
Quality public spaces are provided to encourage social interaction and to foster a distinct sense of place. These quality public places are memorable and reinforce the character of the community. They include amenities that provide comfort and relaxation in all seasons.

**Policy 5.A:** Higher density building types should surround open spaces area as the open space area provides outdoor space for residents in those higher-density buildings.

**Policy 5.B:** Buildings with greater height should surround open spaces area so that their mass can help define the open space area.

**Environmental Quality Principle**

**Objective 1. Water and Air Quality**
The design of quality places incorporates features and amenities that minimize environmental impacts on water quality caused by storm water runoff and erosion, and on air quality caused by motor vehicle traffic.

**Policy 1.A:** Methods should be incorporated into development that will prevent or significantly reduce the amount of pollutants before storm water runoff leaves the site.

- Reduce the amount of paved surface on a driveway;
- Runoff from roof drains should be directed to natural swales or grassy areas rather than to a closed storm drain system;
- Minimize the width of streets and cul-de-sacs.

**Policy 1.B:** Storm water runoff should be managed by replicating predevelopment hydrology patterns through the use of the following methods identified below so that pollutants can be filtered through the soil.

- Infiltration basins;
- Grass swales;
- Permeable pavements.
Policy 1.C: To replicate predevelopment hydrology patterns, an ecologist and hydrologist should be a part of the development team.

Objective 2. Resource Efficiency
The design of buildings and properties maximizes the efficient use of environmental and economic resources by minimizing energy, water and material use.

Policy 2.A: Residential development should be in close proximity to existing infrastructure (e.g. sewers, water, utilities, roads, and public amenities).

Policy 2.B: Nonpotable water, whenever possible should be used for landscape irrigation systems.

Policy 2.C: Drought tolerant and habitat appropriate plants should be planted in order to conserve water.

Policy 2.D: Plants should be grouped according to their water needs In order to avoid wasting water.

Policy 2.E: Prior to planting the soil should be amended and mulch added around plantings to conserve moisture.

Policy 2.F: Design guidelines and homeowners association covenants should be created for new developments that limit the area of irrigated turf and encourage the use of water-wise landscape practices.

Policy 2.G: Training and education should be provided to homeowners and homeowners associations.

Objective 3. Natural Elements
A quality place preserves major natural features in a neighborhood or a community (streams, slopes and natural habitats) as open space, and links those resources to public places by pedestrian and bike paths.

Policy 3.A: Wetlands, streams, floodplains, steep slopes, and critical habitats should be designated as open space areas within developments.

Policy 3.B: Development should be compact and consist of a mix of uses so that it diminishes the impact on sensitive habitats and reduces pollution by decreasing the need for vehicle travel.
Future Development Plans

Major Street Element
The framework for roadways in Raytown should support the proposed distribution of land uses. It is important that the proposed high intensity land uses have adequate access to major roadways in the City. In an effort to create a compatible land use and traffic scenario in Raytown, the designations of some of the roadways are recommended to be changed. Generally, the roadways in Raytown are categorized based on their functional hierarchy, as thoroughfare, arterial or collector. Arterials and collectors are further differentiated in subcategories since a typical arterial or collector cross-section is not required in all cases. This is because the low capacities on some streets do not require more than secondary street criteria. If primary arterial or collector standards were applied uniformly, they could prove to be an unnecessary expenditure or burden on the City. Both arterials and collectors are recommended to include minimum sidewalk requirements. If permitted by right-of-way easements, streets designated as linkages in Raytown should be designed to accommodate bikeways. This is discussed in greater detail later in this chapter as a community facility.

- **Thoroughfare:** Thoroughfares in Raytown are highways with access control and at-grade signalized intersections. They are designed strictly for the safe and efficient movement of large volumes of traffic at relatively high speeds. Intersections are typically spaced at least one mile apart. M-350 is the only thoroughfare within the municipal limits of Raytown. It was constructed and is maintained by the state department of transportation. It is proposed that to create unique sub-districts along M-350, a system of frontage roads be considered along the thoroughfare.

- **Arterial:** Arterials are intended for longer trips through or across communities. They are designed for operating speeds of thirty to forty miles per hour. Access management is important to control the number of driveways and streets, as each added street or driveway forms a point of friction to the traffic stream that reduces the effectiveness of the roadway. Parking should not be permitted on arterials during any time of the day. Arterials should be spaced one to two miles apart, though this is not consistently applied in the City. In Raytown, arterials are differentiated between primary and secondary arterials.
  - **Primary Arterial:** These are four lane undivided roadways.
  - **Secondary Arterial:** These are three lane roadways with a center turning lane.

- **Collector:** Collectors provide direct property access and movement within residential, commercial and industrial areas. These streets “collect” traffic from local streets and move it to arterials and thoroughfares. They should be located at a spacing of a half mile or less. Collectors are designed for minimum operating speeds of twenty-five to thirty miles per hour. Every major street, which is not an arterial or thoroughfare, is designated a collector. Collectors are differentiated between primary and secondary collectors.
  - **Primary Collector:** These would be four lane roadways though the two extreme lanes could be committed to parking where required.
  - **Secondary Collector:** These would be two lane roadways with higher speed capacities than local streets.

Because Raytown is fully developed, reclassifying and redeveloping some local streets to collectors or arterials is the only feasible option to allow traffic to be carried more safely and conveniently through the system. Further, new developments or increased density is anticipated for Raytown.
Future Development Plan

Through traffic, generated by developments in the eastern extremities of Kansas City, Missouri, should be encouraged to use M-350 for regional access by an improved road system at the periphery of Raytown. This option, however, could be difficult as numerous private driveways have access onto these streets, and there could be resistance from private owners to widen the street.

An evaluation of the current street classifications shows that to create a system, which is effective, safe, and efficient, it is necessary to establish arterials at more frequent intervals in the City than available now. At the same time, in response to safety concerns, it would be important to downgrade selected streets. The primary objective of the proposed traffic network in Raytown is to support the goals of the Comprehensive Plan. Below is a description of how the traffic network accommodates the goals for Raytown’s future.

• Major nonresidential activities in the City should be located on or close to arterials and thoroughfares.

• The neighborhoods in Raytown are stable and through traffic should be discouraged through them. As a result, the road network should ensure that arterials and collectors are established at regular intervals to divert traffic off local streets. Traffic will respond to a system that is consistent, and people will use roads designed for moderate volume and higher speeds rather than local streets.

• The need to create a lively downtown with more pedestrian oriented activities is accommodated by providing alternate routes for through-traffic and altering the roles that 63rd Street and Raytown Road play in downtown.

• Overall, the volume of through traffic in the City is controlled by terminating arterials and collector streets at Raytown Road. This will channel commuters to those streets intended for high volume through traffic, such as Raytown Road and M-350.

• Locations with poor street design have created situations that impact public safety or create confusing circulation patterns. These should be realigned.

Recommended Changes

In order to implement the above framework for the City, several roads are recommended to be upgraded from collector to arterial designation, or downgraded from primary to secondary arterial designation. (See Figure 12).

Primary Arterials

• Woodson Road: This street needs to be upgraded and diverted to connect directly with Westridge Road at 75th Street.

• 87th Street, east of Raytown Road will need to be upgraded at such time that future development occurs.

Secondary Arterials
Future Development Plans

- 53rd Street connecting Blue Ridge Boulevard and Blue Ridge Cutoff.
- 59th Street between Blue Ridge Cutoff and Woodson Road.
- 75th Street between Raytown Road and Woodson Road.
- Blue Ridge Boulevard north of 59th Street.
- Sterling Road north of Blue Ridge Boulevard and south of M-350.

Similarly, the designations of some roads are recommended to be changed from arterial to collector designation. This does not imply that the current width and characteristics of the roads should be downgraded to conform to the lesser requirements of collectors, or from a primary collector to a secondary collector designation. This refers more to the posted speed limit and the frequency and provision of pedestrian crossings along the roadway.

Primary Collector

- 63rd Street between Blue Ridge Cutoff and Woodson Road.
- Raytown Road south of 59th Street to the bridge.

Secondary Collector

- 56th Street west of Blue Ridge Boulevard.
- Blue Ridge Boulevard south of 59th Street and south of 63rd Street to Blue Ridge Cutoff.
- 67th Street between Blue Ridge Boulevard and Woodson Road.
- 79th Street west of Raytown Road.
- James A. Reed Road.
- Spring Valley Road.

To establish a consistent roadway system and relieve congestion along other streets, the following possible improvements should be reviewed:

- Blue Ridge Boulevard (secondary collector) should be extended across 63rd Street and the railroad tracks to connect with Raytown Trafficway.
- Spring Valley Road should be closed north of 79th Street.
- 53rd Street should be realigned to connect directly with Woodson Road at Blue Ridge Boulevard.
- A new industrial frontage street should be constructed in the industrial area south of 65th Street run parallel to the railway tracks and connect across the tracks to Raytown Road.
- Raytown Road and 75th Street.
Northern access on Blue Ridge Boulevard should be closed and 56th Terrace should be directly connected across Blue Ridge Boulevard. The 83rd Street and Blue Ridge Cutoff intersection located in Kansas City, Missouri, Raytown should petition with the City of Kansas City to close the intersection in order to control vehicular access and the associated frequency of crime in the area.
FIGURE 12
Future Street Plan
Community Facilities Element

Beyond an efficient traffic system and well-distributed land uses, communities are distinguished by the availability of quality facilities that primarily serve the local population. These facilities could be parks, schools, public libraries, recreational facilities or higher education services, and are referred to in the Public / Semipublic land use category. Important to their success are their strategic location within the context of the City and accessibility to most of the community. As the zoning ordinance is currently established in the City, community facilities are not distinguished by a distinct zoning category.

An evaluation of the community facilities in Raytown suggests that while many are well established, there is room for improvement in terms of identifying and developing new facilities and providing better access to existing facilities for the community.

Some of the major observations are:

- There is a need for greater linkages within the City; for linking community facilities neighborhoods and community activity anchors (commercial centers, employment locations, etc.).
- There is a concern to provide more facilities and programs to serve youth and senior citizens.
- There is a lack of bikeways and jogging trails in the City.
- There are natural areas that are currently conserved, but could be better utilized by the community.

Recommended Community Facility Improvements

The success of community facilities rests on the physical infrastructure and the support of appropriate programs. While many needs of the community can be met by the implementation of appropriate programs, others will not succeed without adequate physical infrastructure. Recommended improvements are, therefore, distinguished accordingly.

**Neighborhoods**

There is a need for greater participation of Raytown residents in the public processes of the City. Essential to successful participation and representation of residents is a clear definition of informal political groups that often coincide with neighborhood boundaries. Raytown is comprised of subdivisions that could be the building blocks or “neighborhoods of the City. In some cases, smaller subdivisions can be combined into larger neighborhood units. Figure 13 shows an outline of residential areas in the City as potential neighborhood building blocks, based upon defined boundaries or edges.
FIGURE 13
Neighborhood Boundaries
Linkages

An important concept recommended for Raytown is that of linkages. As reflected in the term, “linkages” are means of connecting various areas and destinations. Typically, streets function as linkages, but through the years streets in Raytown have been designed to primarily serve automobiles and service vehicles. The reliance on these modes of transportation has had a major impact on the living environment in cities. Recently, there is an increasing emphasis on multi-modal transportation options and providing for pedestrian and bicycle traffic.

The recommended system of linkages effectively connects every major community facility and provides access between neighborhoods. (See Figure 14). In Raytown, a primary linkage (also shown on the Future Land Use Map) is recommended which runs in a continuous circuit. This primary linkage runs through or near most neighborhoods and by major community facilities. Secondary linkages connect portions of Raytown and facilities to primary linkage segments. The primary linkage system needs to be established prior to the implementation of the secondary linkage system. Implementation of this concept is discussed as streetscape improvements in the Plan Implementation chapter. Figure 15 shows a variety of linkages.

Community Activities

Raytown not only needs to cater to its current residents, it also needs to provide services and facilities that would attract a greater diversity of people and economic opportunities. Among other incentives, community activities through public and private providers are important considerations for people wanting to relocate to Raytown.

For example, Raytown operates Super Splash USA, a regional attraction that presents a positive image of Raytown, as well as a source of community pride. Within Raytown, more organized activities for the local and the regional clientele and additional unique facilities that support such activities may be beneficial and should be encouraged.

1. Design and implement more festival type events to draw people to downtown.
2. Facilitate greater cooperation and collaboration between schools, the City, and private providers of youth and other social programs.
3. Acquire properties north of the City Hall to establish a citywide open space and event staging area for community-oriented activities.
4. Continue work to convert inactive railroad right-of-way into a rail-to-trails project.
5. Provide for bike and pedestrian activity along streets in the City.
6. Consider converting the vacant Baptist Church on Blue Ridge Boulevard for uses that support family needs, such as potential daycare uses during the day and adult education during the evening hours. Such a facility may serve as an incubator for new small businesses.
6. Foster public participation in government through the creation of clearly defined neighborhoods with active Neighborhood Associations.
FIGURE 14
Future Linkages

Legend
- Primary Linkage
- Secondary Linkage
FIGURE 15
Linkage Type

NATURAL AREAS

RESIDENTIAL STREET

RESIDENTIAL AREA

NON-RESIDENTIAL STREET
Future Development Plans

Additionally, retirees often enjoy organized social gatherings and need facilities, such as community centers or retirement communities, to serve this need. While some of the facilities for other groups (such as walking trails) will also be used by retirees, there are some needs unique to this group. These needs are described below:

1. One important community service is the provision of transportation services for the elderly. As the population becomes older and there are measures to concentrate retirement communities centrally, transportation for the elderly will be effective and comparatively easy to implement.

2. Organized gatherings and activities, outdoors and indoors are a necessity for retirees. Ideally, if an activity center was linked to people by a transportation system, it would foster greater use of facilities. This need would preferably be met in the downtown area.

Throughout the comprehensive planning process the issue of a community center has been raised and seriously discussed. Questions, such as location, clientele, programs, facility type, cost and community desire, have been considered. As further discussed in the Raytown Parks, Open Space and Recreation Master Plan element of the comprehensive plan, it is recommended that such a concept be developed in phases and that joint relationships and service delivery mechanisms be developed.

Discussions with the community reveal that the concept of a community center in Raytown is challenged for a number of reasons:

- Current revenue streams cannot support the development and ongoing need of a community center.
- Residents have stated that they will not support increased taxation to cover the costs involved in setting up a community center, and prefer user fees.
- There is general disagreement regarding the definition and uses intended for the community center.
- Independent service providers currently provide a number of traditional community center programs and activities.

The points above indicate the needs that must be addressed prior to the development of a community center. Defining the center concept, organizing and coordinating potential program providers throughout the community to truly identify needs and creating an acceptable revenue mix to support the center will be critical. Therefore, the City should attempt to gradually work towards defining a central location and preferred program for the intended community center. Preferably, the center should be located within the defined downtown area. This would help to establish the civic center concept in Raytown. Also, a community center and the proposed downtown development would work collectively to become the focus for major activities in the City.

Greater discussion of the community center concepts / issues and other community oriented recreation and park functions is provided in the Raytown Parks, Open Space and Recreation Master Plan element.
The implementation of the recommendations in this chapter are not intended to be the sole responsibility of the city of Raytown. In fact, joint partnerships, cooperative efforts and private sector initiatives should be encouraged as part of a focused effort to implement the plan over time.

With this plan in mind, the following chapter outlines the implementation strategies necessary to bring the “vision” to reality.