

CHAPTER 5. LAND USE AND DEVELOPMENT

Existing Land Use

The form and nature of development in Raytown is probably best represented by the distribution of land uses in the City. In turn, an analysis of land use patterns provides an understanding of the economy and economic opportunities available to Raytown. This chapter evaluates trends and existing characteristics of land use distribution in the City. It further investigates how land (vacant and/or available for development), an important resource, can be best targeted to realize the development goals established later in this plan. The following land use study is based on the parcel-by-parcel information gathered during an intensive field inventory of the City. The results are presented in Figure 3 (Existing Land Use).

TABLE 1. CHANGE IN LAND USE, (1970, 1990)
Raytown, Missouri

LAND USE	1970		1990		Change
	ACRES	%	ACRES	%	%
Single family	3233	50.4	3805	59.3	17.7
Duplex	12	0.2	142	2.3	1083.3
Multifamily	23	0.4	99	1.5	330.4
Commercial	169	2.7	438	6.8	159.2
Public / Institutional	355	5.5	318	5.0	-10.4
Park	40	0.6	79	1.2	97.5
Industrial	40	0.6	20	0.3	-50.0
Undeveloped / Vacant	1649	25.7	487	7.6	-70.5
R.O.W. - Streets	840	13.1	975	15.2	16.1
R.O.W. - Railroads	54	0.8	52	0.8	-3.7
TOTAL	6415	100	6415	100	

For the purpose of this study, schools, civic buildings, utilities, public institutions, parks and cemeteries are included in the Public / Institutional category. In order to broadly compare land use characteristics of Raytown with neighboring cities in the region, however, the above land use categories were reorganized so that residential two-family dwellings were included in the multifamily category. Similarly, the need to be consistent required combining retail use and office use, in order to create the “commercial” land use category. The comparative analysis of Raytown with other landlocked cities (such as Grandview and Blue Springs) is presented in Table 18, and is discussed later in this chapter.

TABLE 2. PERCENTAGE LAND USE DISTRIBUTION, 1990
Jackson County, Missouri

LAND USE	RAYTOWN	BLUE SPRINGS	LEE'S SUMMIT	GRANDVIEW
SINGLE FAMILY	59.3	48.2	17.2	24.2
MULTIFAMILY	3.8	5.1	1.9	1.2
COMMERCIAL	6.8	6.7	1.4	4.7
TOTAL				
PUBLIC / INST.	6.2	18.2	12.7	13.6
INDUSTRIAL /	0.3	3.6	2.9	2.6
INSTITUTIONAL				
UNDEVELOPED	7.6	13.2	60.8	42.6
TRANSPORTATION	16.0	5.0	3.1	11.2
R.O.W.				
TOTAL	100	100	100	100

Existing Development Pattern

Raytown is predominantly a residential community, and over 63 percent of the total area within its jurisdiction is being used for either low-density, medium density or high-density residential purposes. The residential areas are separated by commercial strips (consisting of retail establishments and offices) along the two major thoroughfares in Raytown - M-350 and Raytown Road. Public and semipublic uses are mostly located adjacent to the commercial areas.

Since 1970, most development in Raytown has been in the form of residential dwellings and commercial uses. Residential construction occurred largely along Round Grove Creek, the upper reaches of the White Oak Creek and along the tributary of the Little Blue River. The other use, which increased during the 1970s and 1980s, is commercial land use. Commercial establishments develop along the M-350 corridor and Raytown Road.

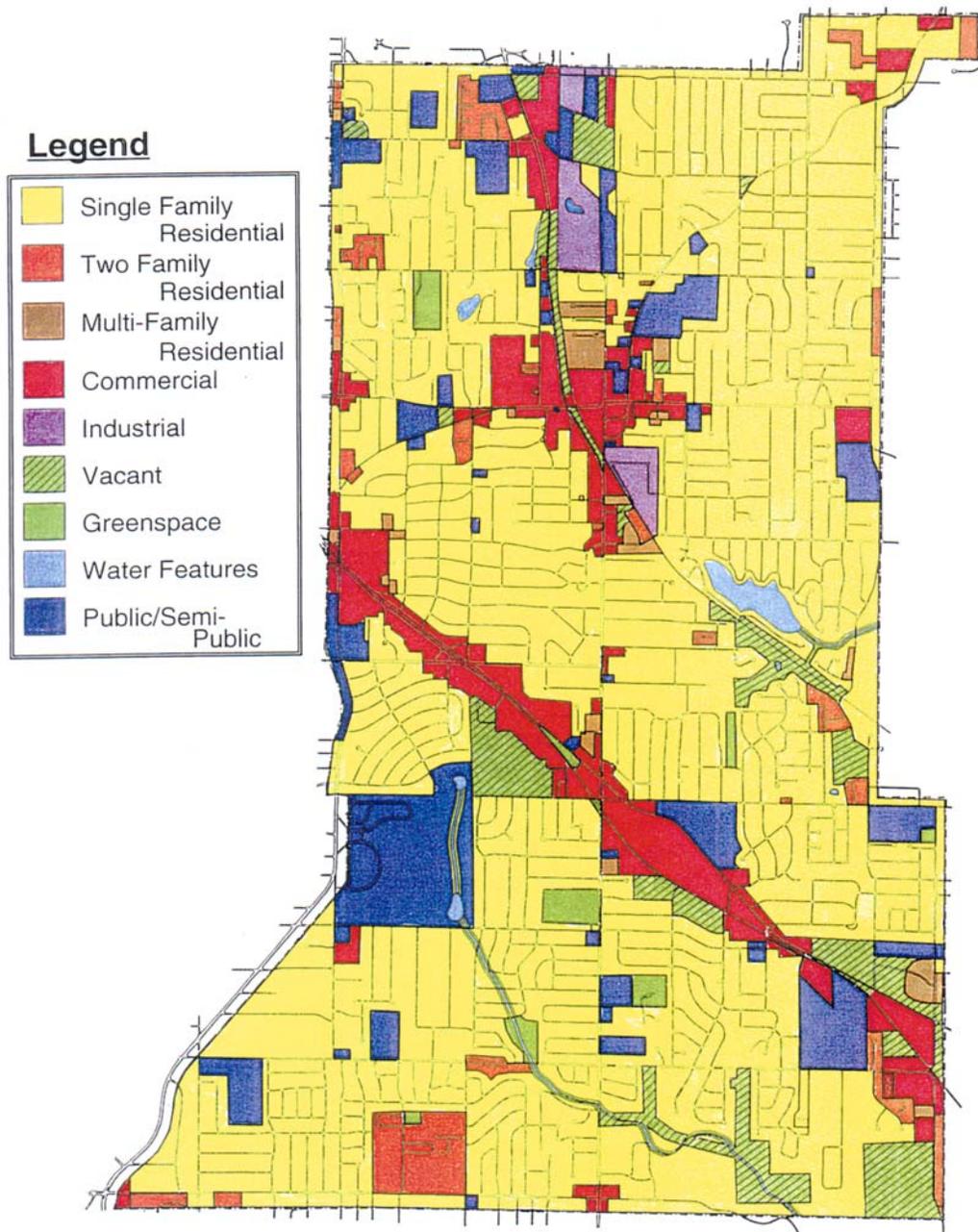
In its current form, Raytown's land use distribution is unique within the metropolitan region due to a number of factors. For example, unlike other cities, Raytown is almost built out. Less than 8 percent of its total area is currently undeveloped. A large portion of this undeveloped land consists of rugged terrain and/or lies in areas subjected to flooding (within the designated 100-year floodplain). Related high development costs and recurring ecological threats have also deterred potential development to date.

Another characteristic unique to Raytown is the extremely large amount of land dedicated for public right-of-way (roads or railroads). Within Raytown, public right-of-way totals approximately 16 percent of its entire land area. This is probably related to the extensive web of roads in Raytown and that the City is almost fully developed. (See Figure 3.)

Raytown also uses a relatively high percentage of its land area for commercial purposes. However, as discussed in the chapter entitled "Economic Characteristics," the commercial uses within Raytown do not appear to meet the entire commercial needs of Raytown residents. The

result is that the large amount of land used for commercial purposes in the City is inconsistent with the comparatively lower revenue generated from its commercial establishments.

FIGURE 3
Existing Land Use



The City's existing development pattern is discussed in more detail below:

- ⌋ **Low Density Residential:** This residential category is the lowest density category for urban residential land use and consists of traditional, single family detached homes, zero lot line units and cluster subdivisions. This land use category corresponds with the R1 zoning district in the Raytown Zoning Ordinance.
- ⌋ The most frequent residential type of land use in Raytown is the single family home. Single family dwelling units constitute nearly 94 percent of the total housing stock in Raytown. Single family residential uses account for approximately 59.3 percent of the community. Most of the single family residential development since 1968 occurred northeast of the C.R.I. & P. Railroad. Smaller infill development occurred south of M-350.
- ⌋ **Medium Density Residential District:** This is a medium density residential category that includes attached dwelling units, such as Duplexes and Townhomes, and manufactured home parks. Generally, the R2 zoning district corresponds with this land use category. Two-family dwellings account for nearly 2.4 percent of the developed area within Raytown and two percent of the total dwelling units. Most of the two-family dwelling units have been built after 1968 and are relatively new when compared to the majority of the housing stock in the City. The construction of two-family dwelling units has not followed any particular pattern and clusters of two-family homes are scattered across the City.
- ⌋ **High-Density Residential District:** This category includes densities greater than seven units per acre. Currently, the most prominent multifamily structure is located in downtown and has a density of sixty-six dwelling units per acre. This land use category is reflective of the R3 and R4 zoning districts. Multifamily dwelling units cover only about 1.4 percent of the total developed area in Raytown. On the other hand, multifamily units occur at a high density, with the result that they comprise nearly 15 percent of the total dwelling units in Raytown. Most of the recent multifamily dwelling units have been built adjacent to the duplex units. The total number of multifamily and duplex units in Raytown is comparable to those in Lee's Summit and Blue Springs.
- ⌋ **Commercial:** The Commercial districts are actually split into Neighborhood Commercial District and Highway Commercial Corridor District. Compared to residential growth, Raytown has experienced a rapid increase in the amount of land used for commercial purposes. Commercial land uses generally involve trade or the exchange of money for goods or services. Commercial uses can either be retail or service oriented. The two areas dominated by commercial uses are downtown and the M-350 corridor, each of which differ in the nature of retail and office uses they attract. In downtown, with the exception of a few fast food establishments, most of the retail uses cater to the local population. Offices are located either along Raytown Trafficway or 63rd Street. Along M-350, the Missouri Public Service Offices are the only major offices. Retail uses are regionally oriented and include auto sales, strip commercial development, large anchors, and many fast food restaurants.
- ⌋ Currently, commercial uses occupy nearly 7 percent of the total developed area in the City, while in 1970, commercial uses covered less than 3 percent of the total developed area. The increase in commercial land use in Raytown is closely tied to

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the growth in the trade and services employment sectors in the City. The trade industry (which includes retail and wholesale outlets) and parts of the service industry (such as office space, entertainment establishments and repair services) are included in the commercial land use category. As described in the Chapter entitled "Economic Characteristics," the trade and the service industry grew rapidly between 1980 and 1990. Even in 1990, trade and services continued to be one of the largest employment sectors in Raytown.

- þ **Office:** Offices are commercial establishments that provide professional or other services for a fee. While offices can differ in their intensity of development, this is not reflected in the land use map.
- þ **Retail:** Retail establishments generally engage in the sale of goods or merchandise to the general public for personal or household use. Retail uses vary from outlet malls to local grocery stores. Variety in retail type is associated with different demands for parking, in terms of quantity and duration.
- þ The Center 63 Shopping Center is one of the largest retail centers in the City and is anchored by a relatively large grocery store (IGA). The Blue Ridge Plaza Shopping Center, Raytown Plaza, and the Woodson Village Shopping Center are smaller retail centers. Residents use regional malls in neighboring communities for a large portion of their shopping needs in which Bannister Mall and Blue Ridge Mall are the nearest.
- þ **Industrial:** Raytown has lost some industries since 1970. A comparison of the land use map of 1968 and the 1990 land use map (1990) shows that the loss occurred mostly north of 63rd Street. There are no heavy industrial uses in Raytown. These areas were converted either to commercial uses or multifamily housing. Some storage and light industrial are operating along 53rd and 56th Street, near Raytown Road. A large industrial area remains south of 63rd Street, by the C.R.I. and P. Railroad tracks. The limited industrial use in Raytown contrasts with that of other comparable cities.
- þ **Public and Institutional:** Compared to some other cities in the region, Raytown uses a much smaller portion of its area for public or institutional purposes. Most of the public uses in Raytown, which include the City's administrative buildings and public utilities, are concentrated in the area around the Downtown. Semipublic uses such as schools, parks, churches and cemeteries are scattered throughout the City.
- þ **Vacant and Undeveloped Land:** A very small portion of Raytown is either vacant or undeveloped. The majority of undeveloped land in Raytown, in fact, is not conducive to development due to steep slopes, floodplains, or other environmental constraints.

Pending Plans and Projects

As of the date of this plan, a number of developments and redevelopments are projected or were recently completed in Raytown. The largest development is a 101,000 square foot shopping center, Raytown Square. The project redeveloped a thirteen acre blighted site near M-350 and Gregory Boulevard. The shopping center was 85 percent leased as of February 1995 and has attracted a 61,000 square foot Schnucks Super Center, a 12,000 square foot mini-anchor, and other retailers. The development also includes two restaurants: Boston Chicken and Golden Corral. A new YMCA facility and a Baptist Church are anticipated along M-350.

Projected Development Trends

As Raytown approaches a stage where it is completely built out, the City will find the need to vary its development approach and concentrate more on redevelopment activities and the renovation / rehabilitation of existing buildings. While single family units continue to be in greatest demand, the growing number of one-person households residing in Raytown may suggest an increased demand for multifamily units.

Unlike residential development, commercial development is likely to accelerate in Raytown given the appropriate economic climate and investment incentives. With the appropriate incentives, areas near the Downtown and M-350 are likely to experience increased development / redevelopment pressure.

Planning Implications

Raytown has very limited opportunities for new construction. There is some undeveloped land immediately beyond the City boundaries that could be incorporated, however, there is little undeveloped land within the current City limits. Therefore, Raytown will need to concentrate on its existing building stock and either reconstruct or upgrade its existing buildings. If Raytown were to counter its current development trends, the City would need to facilitate greater community organization and participation in public processes, and actively encourage and promote building rehabilitation.

Further, though commercial land uses generally follow the major roads in the City, there needs to be an overriding direction to determine the location and nature of higher intensity land uses in Raytown. This is related directly to the overall form of the City. The City will probably need to increase the density of certain areas for more intense use and balance its residential and commercial development needs with “quality of life” needs.

If Raytown decides to negotiate with the city of Kansas City to incorporate neighboring land, that action could enable some new development. However, it may still not enable Raytown to compete effectively against accelerated growth in new communities, such as Overland Park and Lee’s Summit. Raytown’s future appears to rest on the ability to upgrade its infrastructure, housing stock and commercial environment to attract new investments, while retaining its commitment to its existing residents and businesses. Raytown has a unique character and opportunities in the metropolitan region. The City needs to build on those positive aspects and reinforce its strengths through the future development plan.

Residential development in Raytown is characterized by platted, single family housing development. As Figure 3 shows, the subdivisions generally lie contiguous to each other. The pattern of neighborhood development appears to be related to the location and alignment of the major thoroughfares in the City. As such, the City can be divided into three large residential areas: north of the railroad, the area between M-350 and the railroad, and south of M-350. These residential areas appear distinct and are bounded by commercial development.

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Currently, there are many active neighborhoods, housing or homeowner associations registered in Raytown. Resident groups have organized to an extent that allows them to participate effectively in city-wide issues. Gregory Heights, Wildwood Lake, Rustic Hills and Oak Tree Farm are representative of established and attractive neighborhoods in the City.

