
Raytown Central Business District Plan ***Raytown, Missouri***

Central Business District Master Plan

This master plan is built upon the creation of an economically sustainable Central Business District that provides a strong community identity. The challenge before Raytown involves changing existing perceptions and creating a unique environment with many activities and uses.

Five key principles guide this plan in pursuit of effectively addressing the challenge identified above and accomplishing the vision for this plan. These general principles apply to all successful central business districts.

Principle 1: Identifiable / Accessible. A CBD must be highly identifiable and easily accessible to the public. Identity is associated with building character, streetscape enhancement, and unique features and landmarks that create a sense of place and attractive quality.

Principle 2: Destination Diversity. The CBD should be the home for a variety of local, regional and other niche destinations, having a rich blend of different uses – retail, entertainment, employment, institutional, recreational – and activities – special events, community traditions.

Principle 3: Neighborhood within Neighborhoods. CBD's influence and are influenced by the adjacent surrounding community. Qualitative judgements regarding cleanliness, safety and comfort are based upon the perception of the CBD and the surrounding area.

Principle 4: Preserve / Create. Incorporating meaningful elements of the past with new and creative elements of the present and future is necessary in the CBD. Blending new development, adaptive reuse, redevelopment and preservation through creative financial, organizational and regulatory innovation will differentiate the CBD from any other location.

Principle 5: Continuous Improvement. CBD improvement is never complete – it is ongoing. Improvements are made in a proactive manner. Anticipating trends, looking for opportunities, monitoring implementation and development, and evaluating and adjusting the vision and the plan are all part of taking ownership of the CBD.

As was noted previously the vision for the Raytown CBD is built around the creation of a town square and a mixture of land uses including commercial, employment and residential uses. The primary components are depicted on Figure 1 and outlined below:

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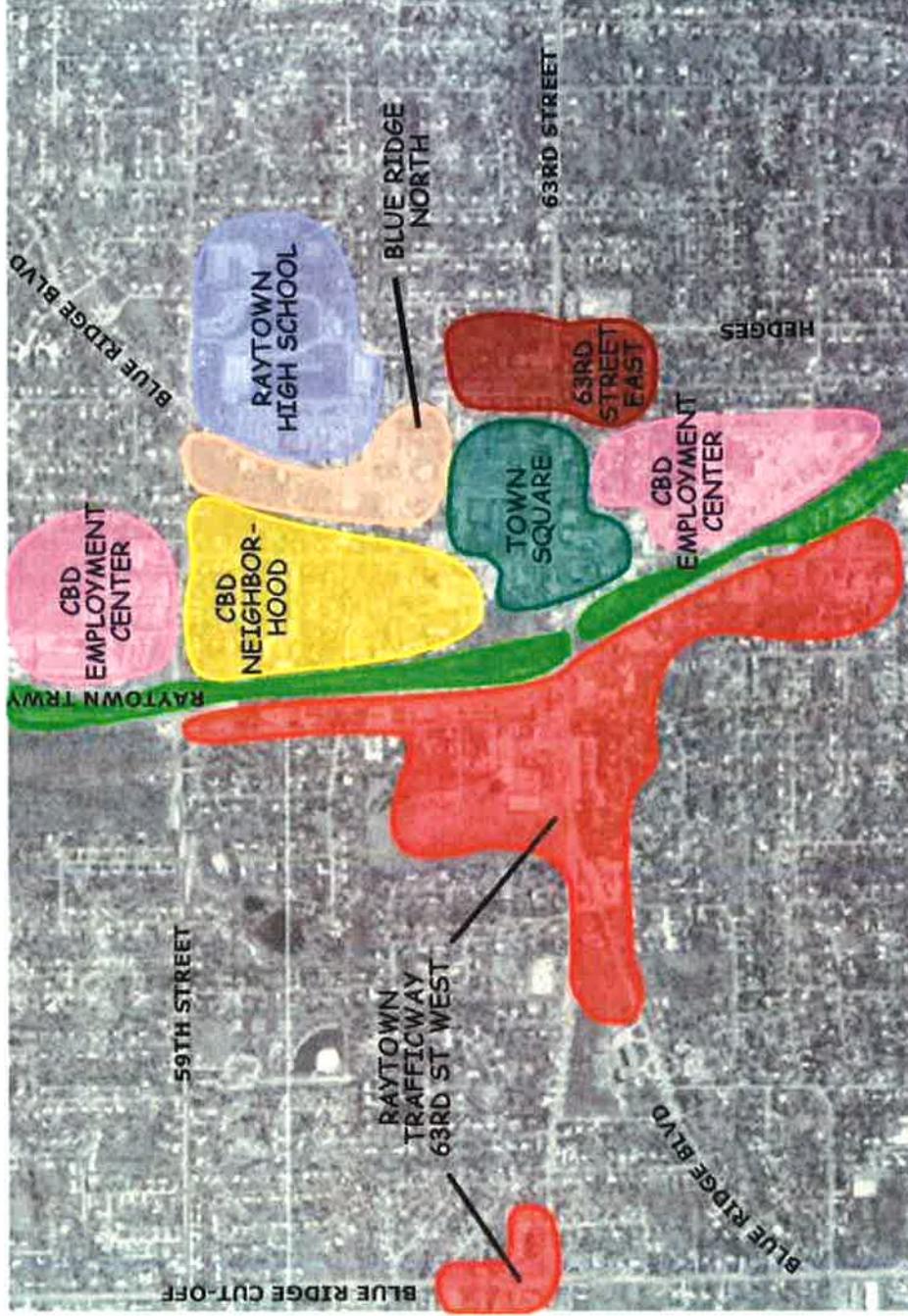


Figure 1. Area Map.

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Town Square

Objective:

Provide a definable 'heart' and identity for the community while enhancing economic activity.

Characteristics:

The vision for this area is to create a distinctive environment, based upon the traditional town square found throughout the Midwest. Key components include:

- **A town square providing a defined central public gathering space.** The green space may include a bandstand or central plaza element to facilitate such events as art festivals, farmers markets, and other community functions and events. In addition, incorporating passive amenities such as benches, public art, tables, fountains, etc. that provide a setting for seasonal lunches, lunchtime concerts, vendors, and other ancillary activities associated daily business activity and community gathering around a public square.

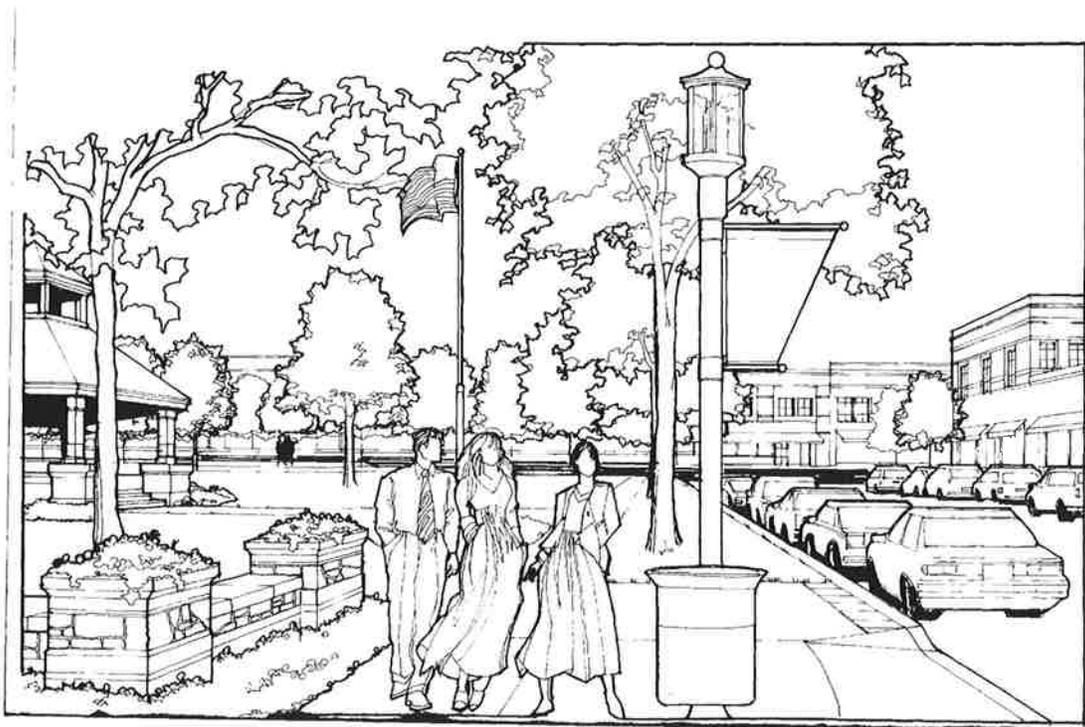


Figure 2. Raytown Town Square.

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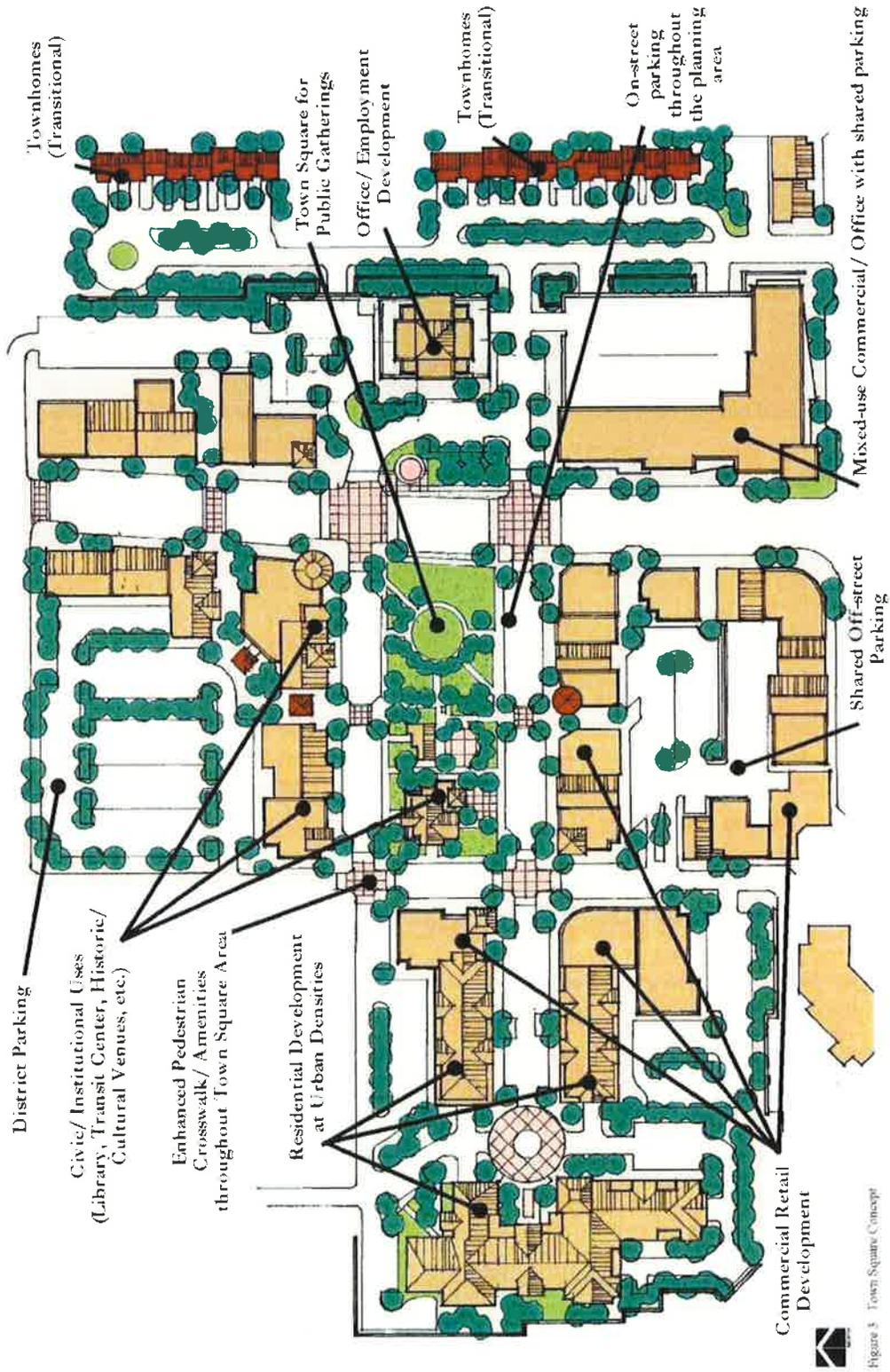


Figure 3 Town Square Concept

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- **Development of a strong institutional and destination area adjacent to the town square.** Within this area, the relocation and development of such facilities as the Historical Society with a visitor's center and potentially the Chamber of Commerce places such destination activities in the heart of the CBD. In addition, a public amphitheater will provide the facilities to accommodate larger public events such as holiday concerts. This open space also provides the opportunity to implement public art or interpretive elements that could be associated with the Historic Society and visitors center. In addition, the existing public library would anchor the north end of the Town Square and provide additional public parking. Opportunities also envisioned may include additional institutional or public uses such as a community or senior center, and a transit hub or transfer point for a community shuttle, special event and metropolitan buses. Linkages and activities associated with the school district presence in the CBD would be enhanced and encouraged.

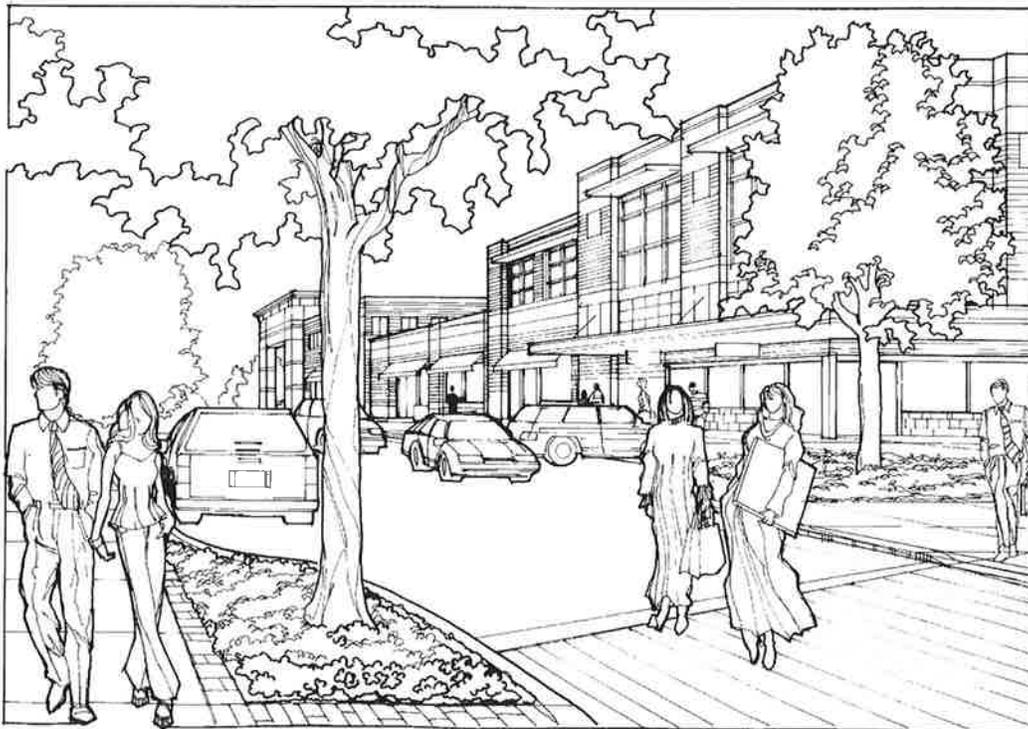


Figure 4. Mixed use buildings around the Town Square.

- **Mixed use commercial, office and residential buildings and uses.** Surrounding the Town Square are more traditional urban building forms, built up to the sidewalks. Retail shops would embrace the Town Square with complementary streetscape amenities and activities including outdoor cafes and sidewalk sales. Upper levels of two to three story buildings at major intersections or corners would accommodate

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office or residential lofts. Across Blue Ridge Boulevard east of the square the focus is on office oriented employment uses and commercial activity with ample parking. West of the square development incorporates residential and commercial mixed use development opportunities. Most parking would be provided on-street and to the rear of buildings as well as by strategically placed town square parking areas.

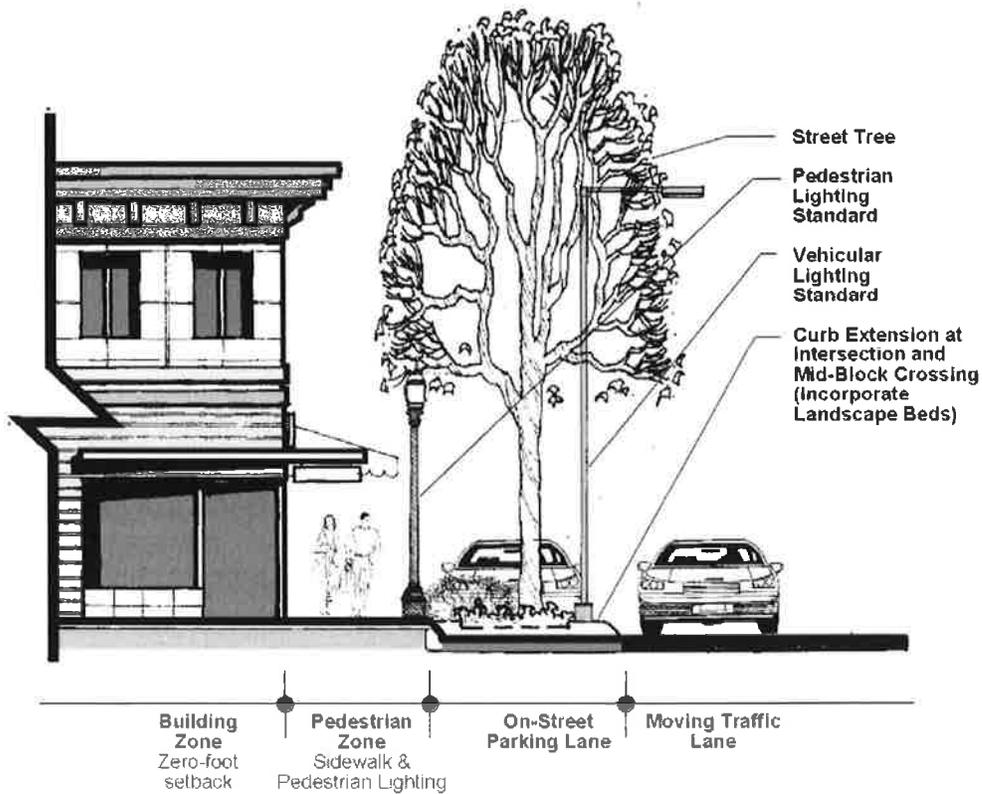


Figure 5. Town Square streetscape application.

- **A traditional urban building form and development pattern.** Generally, building forms would provide ample transparency at the street level and be constructed primarily out of masonry materials. Awnings and canopies would be integrated in the building forms to provide some measure of weather protection and relief to the pedestrian. Shop owners would be encouraged to incorporate seasonal planters where appropriate along the sidewalk to add another dynamic element in the environment. Streetscape amenities would be intensive, including seasonal plantings, pedestrian lighting, street trees, and street furniture – all designed to emphasize the unique sense of place.

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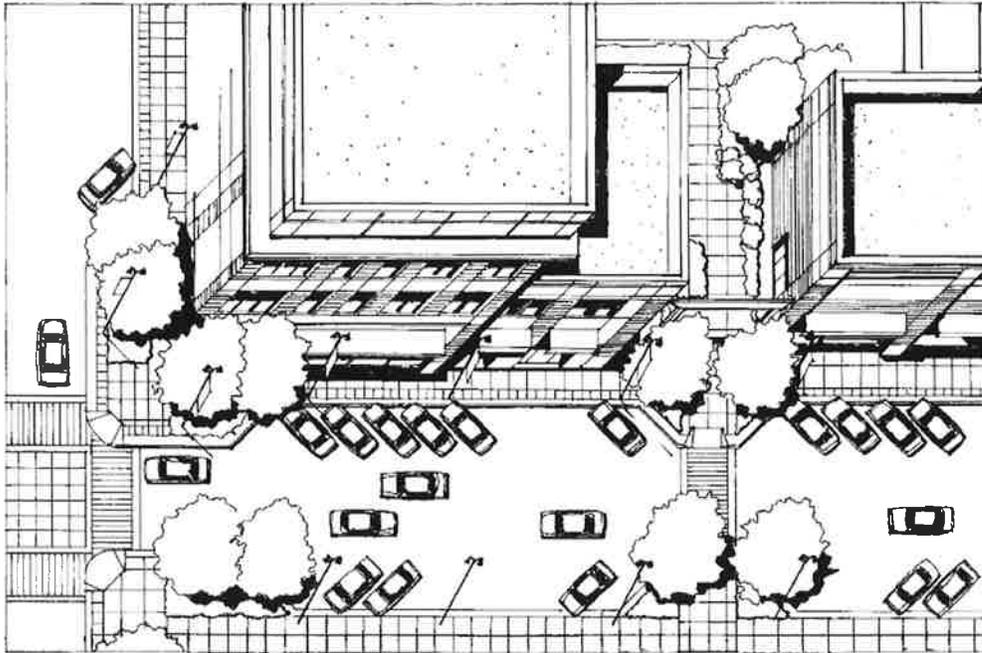


Figure 6. Town Square street overview.



Figure 7. Pedestrian link from parking area to Town Square commercial.

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CBD Neighborhood

Objective:

Preserve, enhance, and diversify the residential base and quality of life near the Town Square.

Characteristics:

The vision for this area involves the stabilization and promotion of a variety of residential development types critical to ensuring the success of the commercial components of the CBD. Key components include:

- **Enhancement of established medium density residential apartments.** Existing multifamily property owners would be encouraged and possibly afforded incentives to the rehabilitate, redevelop, maintain and / or upgrade of their properties.
- **Increased diversity of housing opportunities.** Across the street on Raytown Road and extending northward to 59th street, long-range development and land use strategies would be initiated to redevelop older single family properties into a mixture of medium density traditional single family, patio home or townhouse development



Figure 8. Typical townhouse development in the CBD neighborhood.

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supplementing the residential opportunities in the town square area. Thus, increasing the population base in the CBD area and providing a diversity in housing choices for residents of the community. All forms of residential development are envisioned to be developed with a more traditional urban quality such as zero to minimal building setbacks, on street parking, generous sidewalks streetscape treatments and possibly alleys.

- **Complementary building forms and character to the town square.** Building forms would be constructed with the same principals as commercial structures in the core with predominately masonry applications. In addition, parking garages would be located at the back of the development, accessed through alley drives and allowing the development of front porches along the front to engage the streetscape.

Blue Ridge Boulevard North

Objective:

Provide complementary development to the town square through commercial and institutional uses as part of an enhanced entry into the CBD.

Characteristics:

- **Sustain a mixture of institutional and commercial development.** Essentially, this area is an extension of the town square area from the Raytown Public Library to 59th Street. This area remains a mixture of institutional (churches) and accommodates lower intensity commercial uses then the town square area. Commercial structures and buildings are anticipated to be one level, but provide a continuous street façade. Zero setbacks, appropriate building materials, on-street parking, on-site parking to the rear, and a generous streetscape treatment evokes the image of a main street environment. However, this extension along Blue Ridge accommodates businesses such as gas stations, and convenience stores. Through design guidelines, these types of uses are developed in an appropriate manner with guidelines for curb-cuts, building materials and site amenities.
- **Preserve and enhance the High School and district administrative offices as an institutional campus.** Well established, future improvements envisioned address the aesthetic 'fit' within the overall streetscape, primarily through landscaping, signage, and access. The image of a vibrant integrated educational campus within the CBD is the primary goal.

63rd Street East

Objective:

Create complementary building forms and activities that strengthen the link between the town square and the post office.

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Characteristics:

- **Residential and boutique commercial uses with an enhanced streetscape.** The area is seen as flexible in terms of the development type including boutique commercial incorporating residential scale structures that have or could be converted into retail or office and townhouse development. Providing pedestrian linkages to the CBD and developing common architectural and site principals provides a variety or choice in environment, goods, services, and business opportunities to the community. In addition, these development types afford the opportunity for start-up businesses or business incubators, where successful ventures can grow and when expansion occurs they can relocate into the town square. Townhouse or senior housing can also add to the mixed use qualities of the area. Appropriate on-street parking and streetscape development is envisioned along 63rd Street. Ultimately a more cohesive development pattern from that which exists today would be encouraged through redevelopment efforts (i.e. reduced curb cuts, shared parking, common courtyards, etc.).

Raytown Trafficway / 63rd Street West

Objective:

Preserve and enhance the economic and business base adjacent to the CBD area and afford business opportunities that may not be appropriate in a more traditional urban format of the town square.

Characteristics:

- **Automobile oriented commercial development.** Generally, the area west of the railroad right-of-way would remain much like the existing pattern. Businesses that require generous on-site parking or drive-through facilities would locate in this area. Minimal on-street parking is envisioned. The key to the cohesiveness and success of this area is the development of site design guidelines indicating how parking is implemented and how building forms relate to each other, both functionally and aesthetically.

CBD Employment Centers

Objective:

Retain and diversify the employment base adjacent to and within the CBD.

Characteristics:

- **Two employment anchors to the north and south of the CBD area.** Enhancement of these areas to retain and promote employment opportunities through the support of business development and expansion is important to the success of the CBD. Working with property owners and possibly providing incentives for successful entities to make building and property enhancements and improve maintenance is a priority. In addition, expansion opportunities should be investigated to ensure that

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successful businesses stay in the CBD and Raytown. Also, urban design amenities such as gateway signage, landscaping, and lighting should be developed to give these areas more of an ‘office park’ environment, especially locations that are visible from 63rd Street and along Raytown Road and Trafficway. As these anchors become successful, it is essential to plan for appropriate buffers and screening between this district and adjacent neighborhoods.

Primary Design Elements

Greenway

The existing railroad right-of-way along Raytown Trafficway is seen as green space that can function as pedestrian, recreational or transit access to the Raytown CBD as part of a comprehensive recreational or transit solution.

Gateways

Gateways are strategically located throughout downtown, providing visual landmarks associated with the CBD area. The recently completed gateways concept envisions a series of gateways or ‘beacons’ that direct people into downtown and help announce and define the area as a special place. Gateway and other identification elements are proposed to be implemented at:

- 63rd and Blue Ridge Cut-Off
- Blue Ridge Elementary School
- Green Space at the 63rd Street and Blue Ridge Boulevard
- Incorporated in a potential new bridge at Raytown Road and 63rd Street (over the railroad right-of-way)
- 63rd Street and Blue Ridge Boulevard in the CBD area, potentially incorporated in a traffic circle
- 63rd Street at the Post Office
- Along the Greenway from 59th Street to the Raytown Road / Raytown Trafficway intersection and incorporated into a new bridge near the existing bridge location of that intersection
- Along Blue Ridge Boulevard at the town square and Raytown High School Campus
- Along Raytown Road at the town square and at 59th street, in front of City Hall.

Bridges

The plan envisions replacement of the bridges in the CBD area with bridges that incorporate gateway elements and incorporate aesthetic treatments complementing gateways. The bridge at 63rd Street just east of Raytown Trafficway should incorporate a generous pedestrian walk, well defined from vehicular traffic and provide comfortable access to the CBD. The bridge to the south at Raytown Trafficway and Raytown Road

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should also incorporate a similar treatment and be designed in a manner to accommodate heavy truck traffic that serves the employment area.

63rd Street Boulevard

Through the long range redevelopment of downtown, the opportunity to widen 63rd street to accommodate a landscape median enhances the sense of entry into the core from the Blue-Ridge Cut-Off to Raytown Trafficway. Such an enhancement would create a new and exciting entryway into Raytown.