

★ ON THE RISE ★

# RAYTOWN

COMPREHENSIVE PLAN | 2040

## Welcome to the Community Workshop!

Thank you for being here to help define a community vision for the future of Raytown! Your feedback as a community member is critical to the development of the Comprehensive Plan and ensuring that it captures the future vision for the City.

We need your help! You know Raytown best. Explore the workshop exhibits to learn more about the City's existing conditions, future goals and strategies, and potential opportunities.

## How to Participate:

1. Sign in and fill out a name tag.
2. Review and engage with the workshop exhibits.
3. The workshop exercises are also online, scan the QR code to take the survey and share the link with family, friends, and neighbors who couldn't make it!



### Share Ideas!



Read the information that the planning team has gathered and engage in the exercises to share ideas!

### Talk to Us!



We are here to talk to you and answer any questions! Ask us about the topics that matter most to you.

VISIT US AT

RaytownOnTheRise.com

# Project Overview

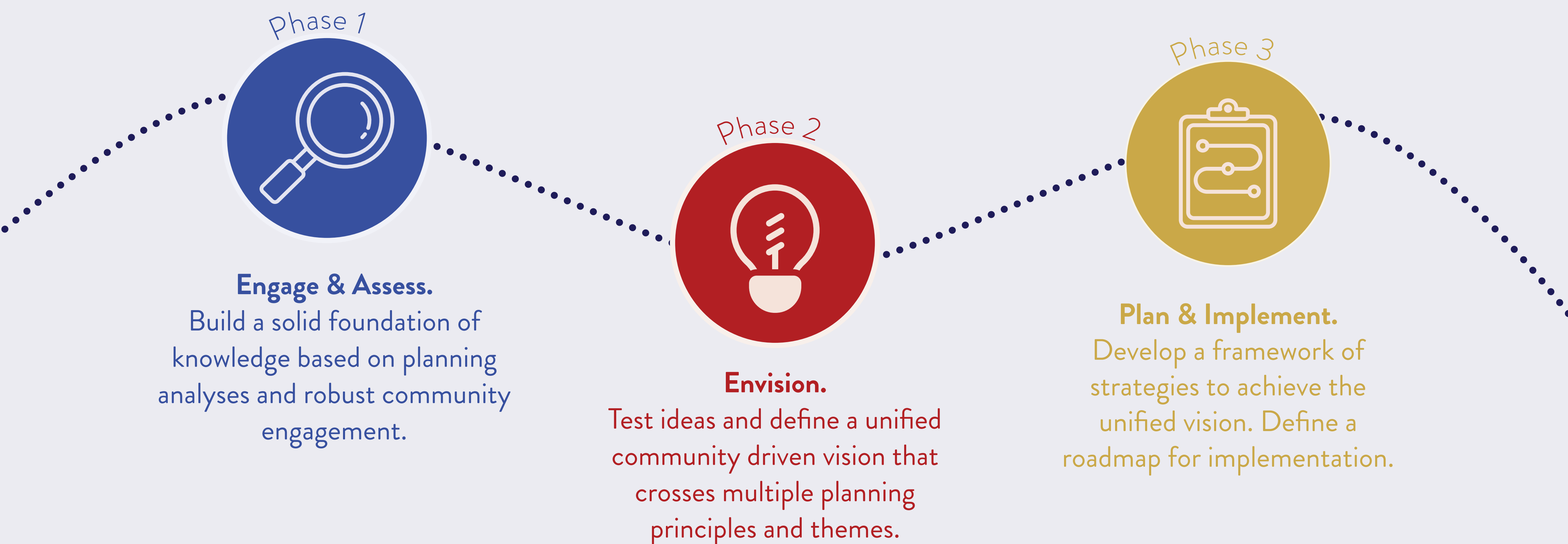
## What is Raytown on the Rise?

The City of Raytown is embarking on a comprehensive planning process that will guide the future of the community. The Comprehensive Plan will address housing, public spaces, economic development, and more. With your support, we can identify community needs and aspirations, which will inform the Plan and help us achieve a collective vision for Raytown.

### Why is Raytown On The Rise important?

The Raytown on the Rise 2040 Comprehensive Plan is more than a document; it will stand as a testament to our commitment to sculpt a future that mirrors our collective vision. Together, we are laying the foundation for a Raytown that honors its past while charting a course toward an even more promising future.

## What is the Project Timeline?



## What is a Comprehensive Plan?

◆ <b>Strategic Roadmap</b>	◆ <b>Guidance for Development</b>	◆ <b>Community Vision</b>	◆ <b>Policy &amp; Direction</b>	◆ <b>Evolving Document</b>
Outlines a dynamic long-term blueprint for the city's future, spanning a <b>timeframe of 10 to 20 years</b> , and providing a comprehensive <b>guide for growth and development</b> over the coming decades.	Informs City decisions on <b>land use and zoning</b> , ensuring that all future development <b>aligns with the overarching goals</b> and objectives set forth in the city's long-term plans.	Captures <b>public input, values, and goals</b> , serving as a foundational element that shapes the city's strategies and initiatives for the next 10 to 20 years, <b>reflecting the aspirations of its residents</b> .	Sets policies and direction, <b>not specific development plans</b> , but provides a <b>strategic framework that guides</b> the city's decision-making processes and prioritizes long-term objectives.	Flexible to <b>evolve with the community's changing needs</b> , the strategic roadmap allows for adjustments and adaptations over the 10 to 20 year span, <b>ensuring relevance in a dynamic</b> and ever-changing environment.

# What We Heard...

# Voices of Raytown

## Engagement Opportunities

Community engagement efforts aim to establish a baseline of quantitative and qualitative information regarding community needs and issues. Actively involving residents, business owners, community organizations, and other stakeholders ensures that the comprehensive plan reflects the community's collective vision and addresses the unique challenges and opportunities within Raytown.



## Raytown on the Rise: Key Themes

In Raytown's comprehensive planning process, capturing the community's diverse voices has been essential. Through stakeholder interviews, focus groups, an open house, and a community survey, the Planning Team gathered a range of perspectives during the initial "Engage and Assess" phase. Over 100 stakeholders participated in 20 small-group meetings, with additional input from virtual sessions, engaging planning commissioners, aldermen, and other community members. At the "Raytown Conversations" open house in May 2024, over 60 residents contributed ideas in topic-focused discussions. A follow-up survey received 170 responses, further broadening community input. This feedback, combined with the team's observations, has helped identify key themes to guide the plan's development.



- » Respected and valued professional staff
- » Challenge inspiring candidates to run for local office
- » Competing for talent with higher-paying communities
- » Public desire for infrastructure improvement, but tax-averse



- » Recruitment challenges, esp. national tenants
- » Valued Chamber of Commerce
- » Excess of auto-related businesses
- » Need for mixed-use development



- » Strong desire to revitalize
- » Several new businesses
- » Opportunity for Rock Island Trail connection
- » Parking seen as limitation



- » Attractive and affordable
- » Older homes require maintenance
- » Low inventory of renovated, market-rate apartments
- » Maintenance ordinance having positive impact



- » Need for sidewalk connectivity
- » Concern about road conditions
- » Desire for 350 Highway improvements



- » Highly valued parks and parks system
- » High maintenance standards
- » Redevelopment of Super Splash park underway



- » Small-town feel in a big city
- » Self-image and external image are liabilities

# PLANNING FRAMEWORK

A Planning Framework serves as a blueprint or roadmap for achieving a Community's vision for the future. The **Raytown on the Rise** Framework is organized around **6 Community Pillars**. The planning team determined these Pillars through conversations and workshops with residents, businesses, city staff, and other important stakeholders. The team analyzed community feedback, taking note of Raytown's needs, the community's desires, and the city's most beloved features. Each of the Community Pillars represents a key aspect of Raytown - a primary topic area - that will be supported and fostered by the Comprehensive Plan.



## Raytown Community Pillars

**Pillar 1**



**HOUSING**

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

**Pillar 2**



**ECONOMIC VITALITY**

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

**Pillar 3**



**QUALITY OF LIFE**

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

**Pillar 4**



**OPERATIONAL EXCELLENCE**

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

**Pillar 5**



**MOBILITY**

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

**Pillar 6**



**INFRASTRUCTURE**

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

How do you feel about this as a Planning Framework for Raytown on the Rise? Is there anything missing? Use a post-it to share your thoughts.

PLACE POST IT HERE

### Explore this Station!

This station is organized around the community pillars. Each pillar features two exhibits: one explaining 'Why this is a pillar for Raytown' based on the existing conditions assessment and community engagement and the other outlining key goals and strategies. We need your feedback on whether these goals and strategies align with your vision for Raytown's future—and let us know if anything is missing!



# PILLAR 1

# HOUSING

## Why is this a Pillar for Raytown?

Raytown is an appealing place to live in the Kansas City region, known for its affordability, which makes homeownership accessible for young families and couples. With convenient highway access and low city property taxes, Raytown offers strong advantages. However, **housing** could be improved in Raytown by addressing housing maintenance, increasing housing product, expanding homeownership opportunities, and integrating mixed-use development to ensure the long-term success of the community.

### Housing Profile

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



### Housing Cost & Affordability

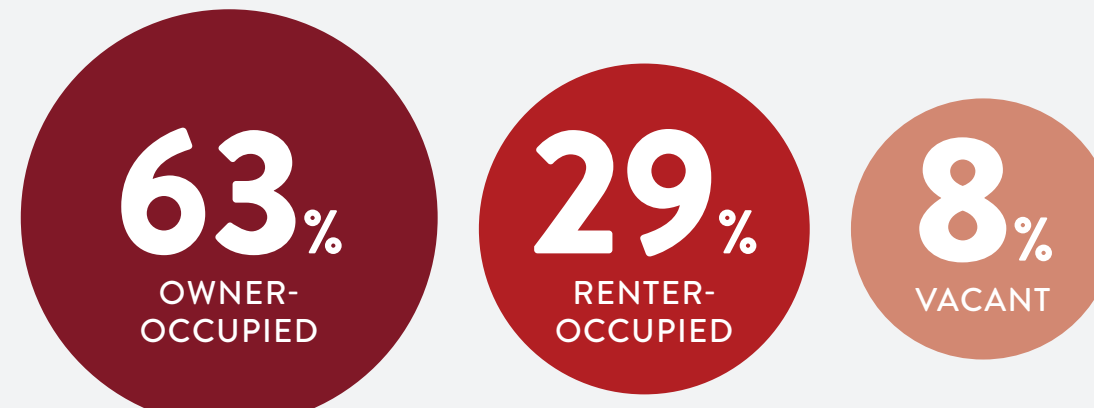
Raytown’s median home values are slightly lower than neighboring communities, with a high Housing Affordability Index and median mortgage costs at only 18% of income, making it accessible to young families and first-time buyers. Homes are available between \$100,000 and \$300,000, though many need upgrades.

#### Housing Units

2024 EST **13,500**

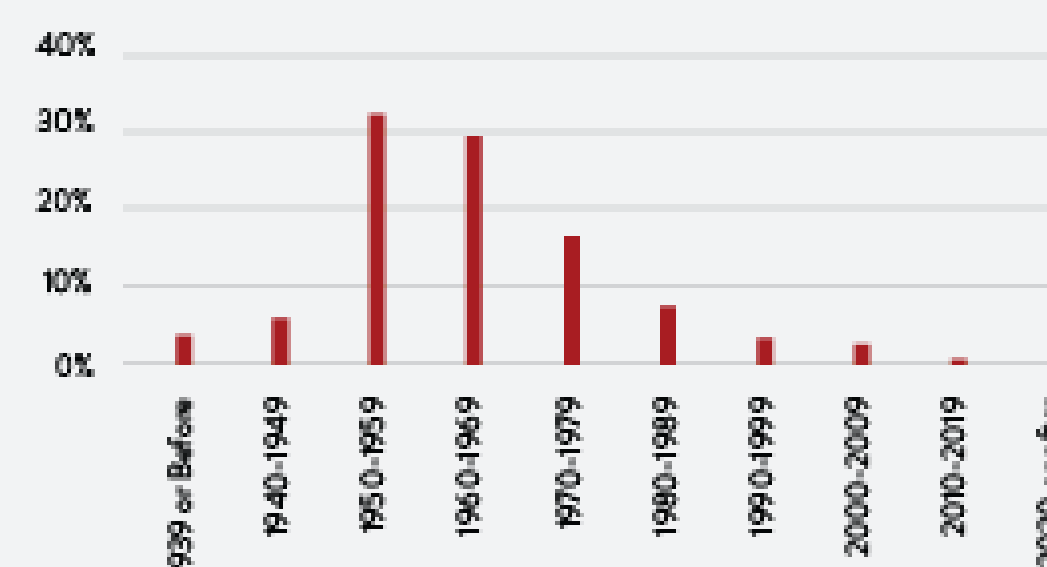
The city’s approximately 13,500 housing units are primarily single-family, though there are a number of apartment complexes, particularly in neighborhoods close to downtown.

#### Occupancy



Homeownership in the city is at 63%, nearly matching the national rate of 66%. Homeownership has several benefits for cities in that it encourages investment and maintenance, and it creates social capital within neighborhoods through stability. For homeowners themselves, ownership builds household wealth over time.

#### Housing By Year Built



About 77 percent of homes in Raytown were built in the post-War decades from 1950 through the 1970s. The number of new homes built since 2010 is negligible. With few new units being added to the inventory, the city’s population and residential tax base are effectively capped, but the market has not demanded significant new home construction.

#### Area Homeownership Rates, Home Values, and Affordability Indices

	HOMEOWNERSHIP (OF OCCUPIED UNITS)	MEDIAN HOME VALUE	HOUSING AFFORDABILITY INDEX	PERCENT OF INCOME FOR MORTGAGE
<b>Raytown</b>	<b>63%</b>	<b>\$181,109</b>	<b>129</b>	<b>18%</b>
Grandview	48%	\$188,292	105	23%
Independence	61%	\$197,704	111	21%
Kansas City	51%	\$262,370	94	25%
Lee’s Summit	72%	\$321,796	122	19%
Jackson County	56%	\$247,787	99	24%

## Community Conversations

### NEIGHBORHOOD THEMES



Focus on **property upkeep** and improving **neighborhood curb appeal**. This could be done through neighborhood associations and code enforcement.



Increase **community amenities** like sidewalks, green spaces, and recreational areas, especially in neighborhoods.



Update existing housing stock, add new housing, and increase retail options to create a more **vibrant, inviting community**.

### MAIN HOUSING CHALLENGES



# ECONOMIC VITALITY

## Why is this a Pillar for Raytown?

Raytown’s commercial corridors, historic downtown, and industrial areas are essential to the city’s identity and growth potential. Enhancing **economic vitality** in these areas is crucial for strengthening the tax base, revitalizing downtown, and attracting new businesses to the community.

### Market & Economic Base

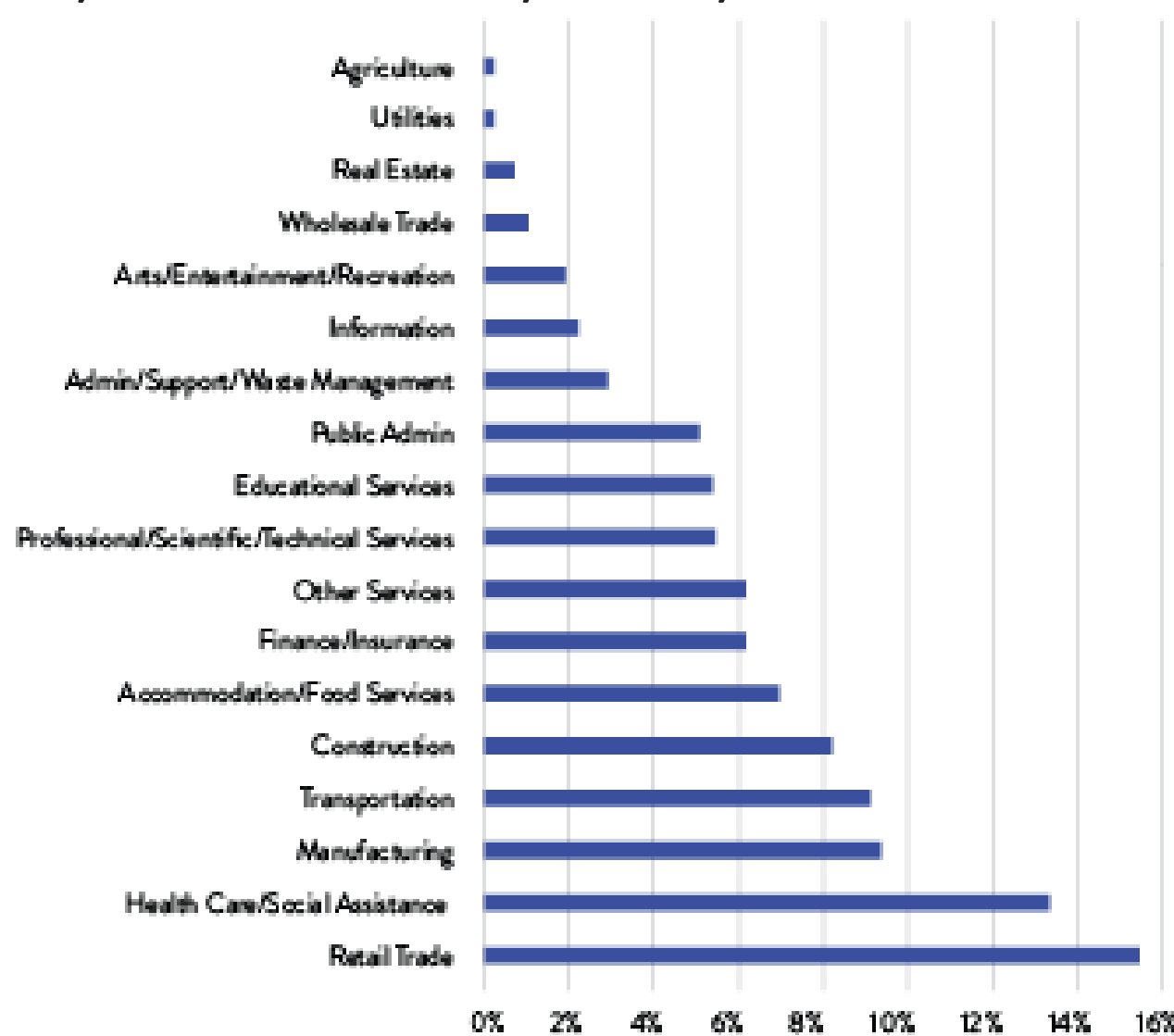
Raytown’s consumer spending capacity is modest when compared to demographic benchmarks. This is primarily related to modest household incomes and consumer lifestyle characteristics. Still, existing spending potential of Raytown households could, theoretically, support new retail business development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

### Employment & Labor Force

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

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

Raytown Labor Force by Industry



Retail Spending Potential for Raytown Households

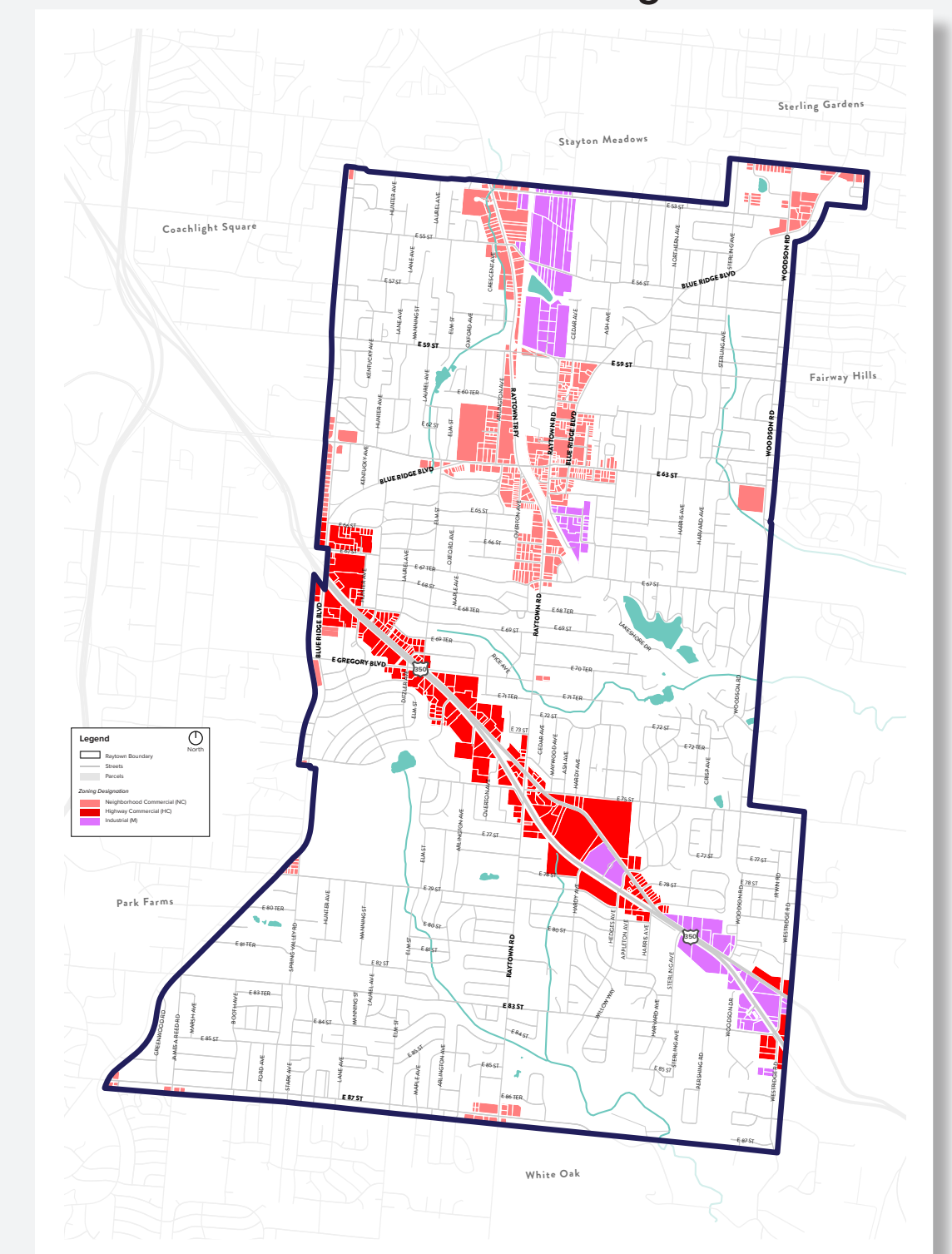
CATEGORY	TOTAL ANNUAL SPENDING (ALL HHS)	AVERAGE PER HH	SPI (MIDPOINT OF SPI SCALE = 100)
Apparel & Services	\$20,482,474	\$1,640	75
Entertainment/Recreation	35,601,457	2,851	75
Food at Home	63,213,577	5,062	74
Food Away from Home	34,158,241	2,736	73
Health Care	72,929,118	5,840	79
Household Furnishings & Equipment	27,454,130	2,199	74
Personal Care Products & Services	8,912,505	714	75
Vehicle Maintenance & Repairs	12,683,020	1,016	78

### Retail in Raytown

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

- Historic Downtown
- Raytown Plaza Shopping Center
- Raytown Center 65
- Woodson Village
- Center 63
- Blue Ridge Plaza
- Towne Center
- Raytown Centre Shops

Commercial & Industrial Zoning Districts



## Community Conversations

### THE DOWNTOWN

Raytown’s historic downtown was once the heart of the city and there is wide support for it to serve that role once again. The downtown has seen positive change with new stores and bars, and streetscape improvements through the volunteer-led Main Street Association.

The Rock Island Trail is a valued asset but needs better connectivity to the downtown. The “Green Space” at 62nd Street and Blue Ridge offers potential for new development and amenities. While some historic businesses remain, recent losses like Fox’s Drugs have fueled a desire for more dining options, coworking, and artist spaces. Parking challenges impact access and development, with minimum ratios leading to unusual allocations, especially near the Green Space.



What types of retail stores, services, or businesses do you feel are currently **MISSING** in Raytown? What would you like to see more of in our community?



# QUALITY OF LIFE

## Why is this a Pillar for Raytown?

Raytown prioritizes high **quality of life** for residents, businesses, and institutions. The elements that foster quality of life include the park and open space network, community events, and identity and wellbeing as well as the preservation of natural features in cultivating environmental awareness.

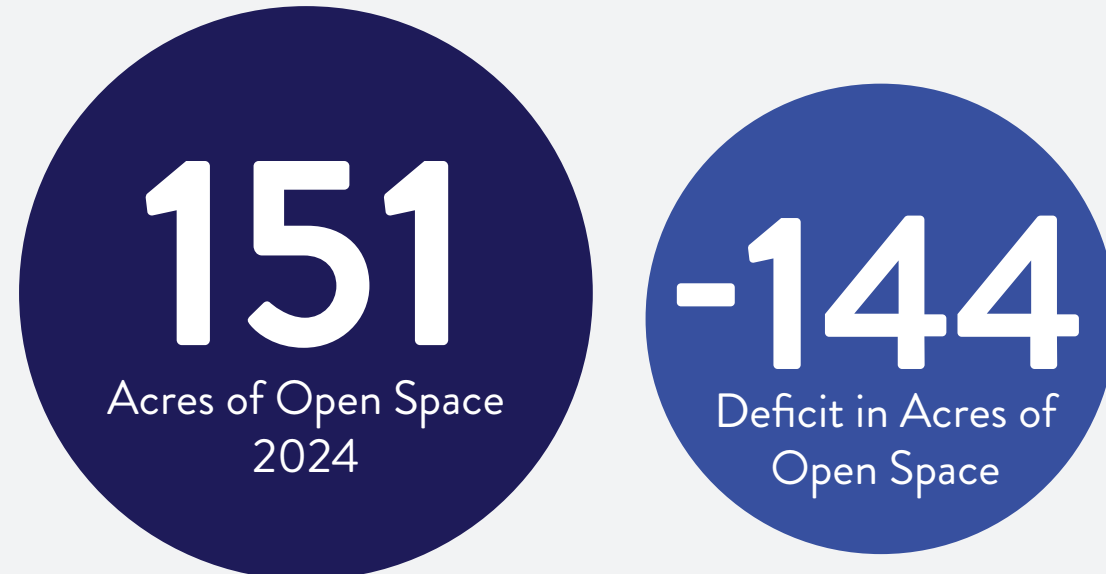
### Parks & Open Space

Raytown's Parks and Recreation Department manages and maintains 151 acres of parkland, including six parks within the city and two just outside its limits, offering a variety of recreational programs. The well-kept park system boasts sports fields, playgrounds, trails, and communal gathering spaces, providing diverse opportunities for recreation and community engagement.

PARK	TYPE	WITHIN CITY LIMITS	ACREAGE
1. Sarah Colman-Livengood Park	Neighborhood	Yes	14
2. Rice Tremonti Farm Home	Historical	Yes	4
3. C. Lee Kenagy Park	Community	Yes	16
4. Southwood Park	Neighborhood	Yes	8
5. Minor Smith Park	Neighborhood	Yes	9
6. Henry C. Kritser Park	Neighborhood	Yes	13
7. Raytown BMX Track	Community	No	54
8. Little Blue Trace Park	Community	No	33

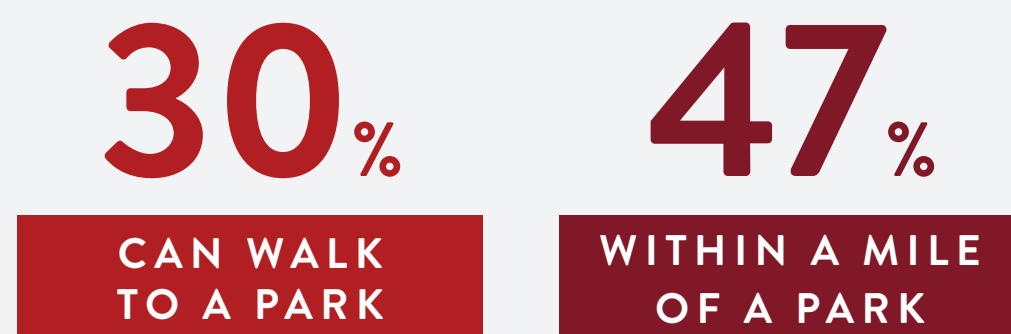
#### Parkland per 1,000 Residents

National Parks and Recreation Association (NRPA) recommends municipalities aim to provide 10 acres of parkland for every 1,000 residents. With Raytown's current population of 29,561 it is recommended to have 295 acres of park space.

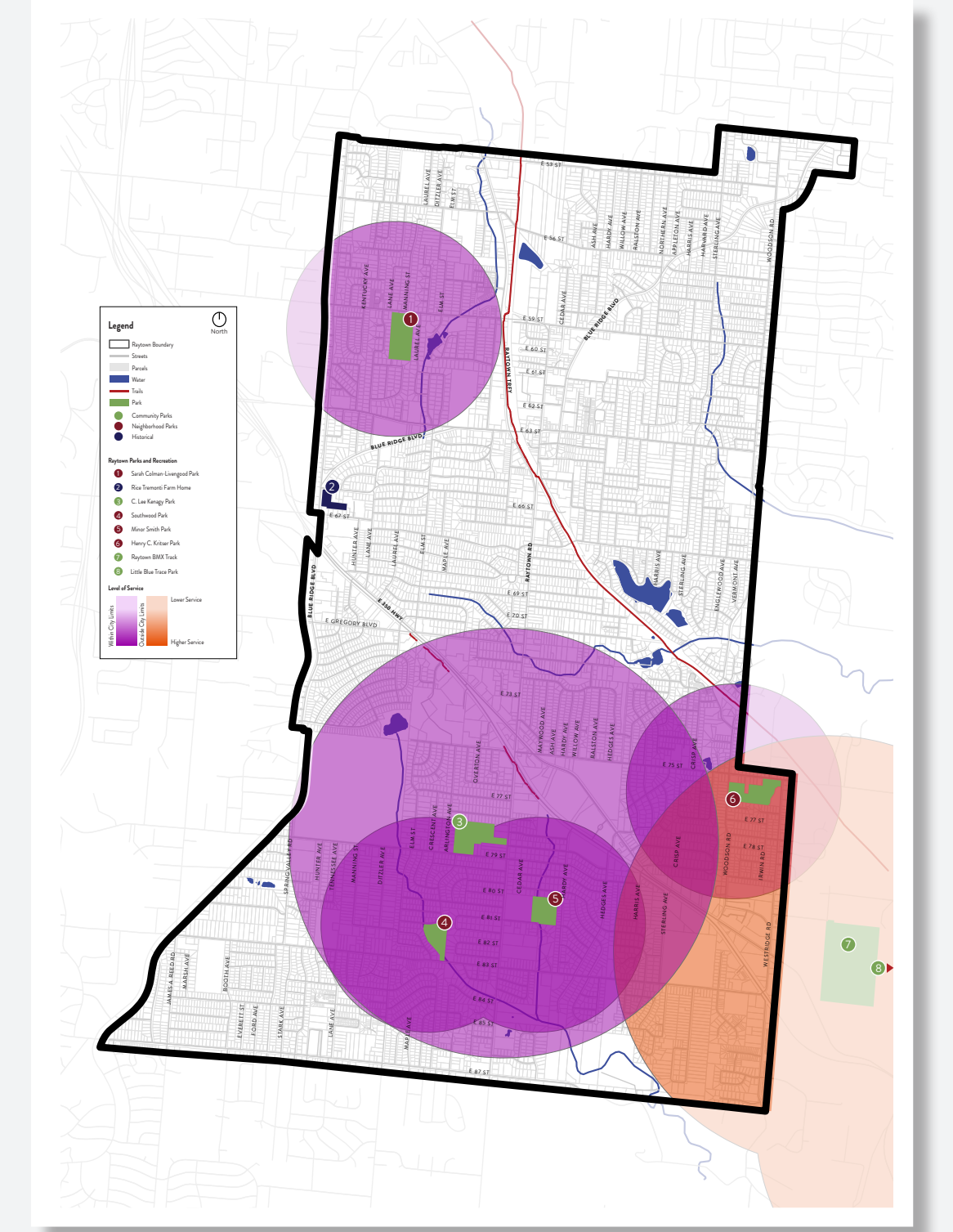


#### Residents Access to Recreation

Overall 30 percent (8,829 residents) of Raytown's population have access to one or more recreation areas within walking distance of their homes and 47 percent (13,630 residents) of residents have access within a mile of their homes.



#### Parks & Open Space Level of Service Analysis



### Community Events

Raytown hosts an array of events and cultural activities throughout the year, providing numerous opportunities for residents to come together. These events are organized by a variety of institutions and organizations, as well as the city itself, all of which aim to create a rich tapestry of cultural experiences for the community. From seasonal festivals and parades to farmers markets and live music performances, each event reflects the diverse interests and backgrounds of Raytown's residents.

Raytown Live	Raytown Festival of the Trails	Raytown Farmers' Market
Once a month in the summer a family concert series is hosted on the Greenspace in the Downtown featuring local artists, food trucks, and vendors.	The festival happens at historic Rice-Tremonti Home with a series of events from a crafts fair to food and drinks and live music.	Buy fresh, local, and organically grown produce at the Public Library every Saturday May through November.

### Community Conversations

#### IMAGE & IDENTITY

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

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

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



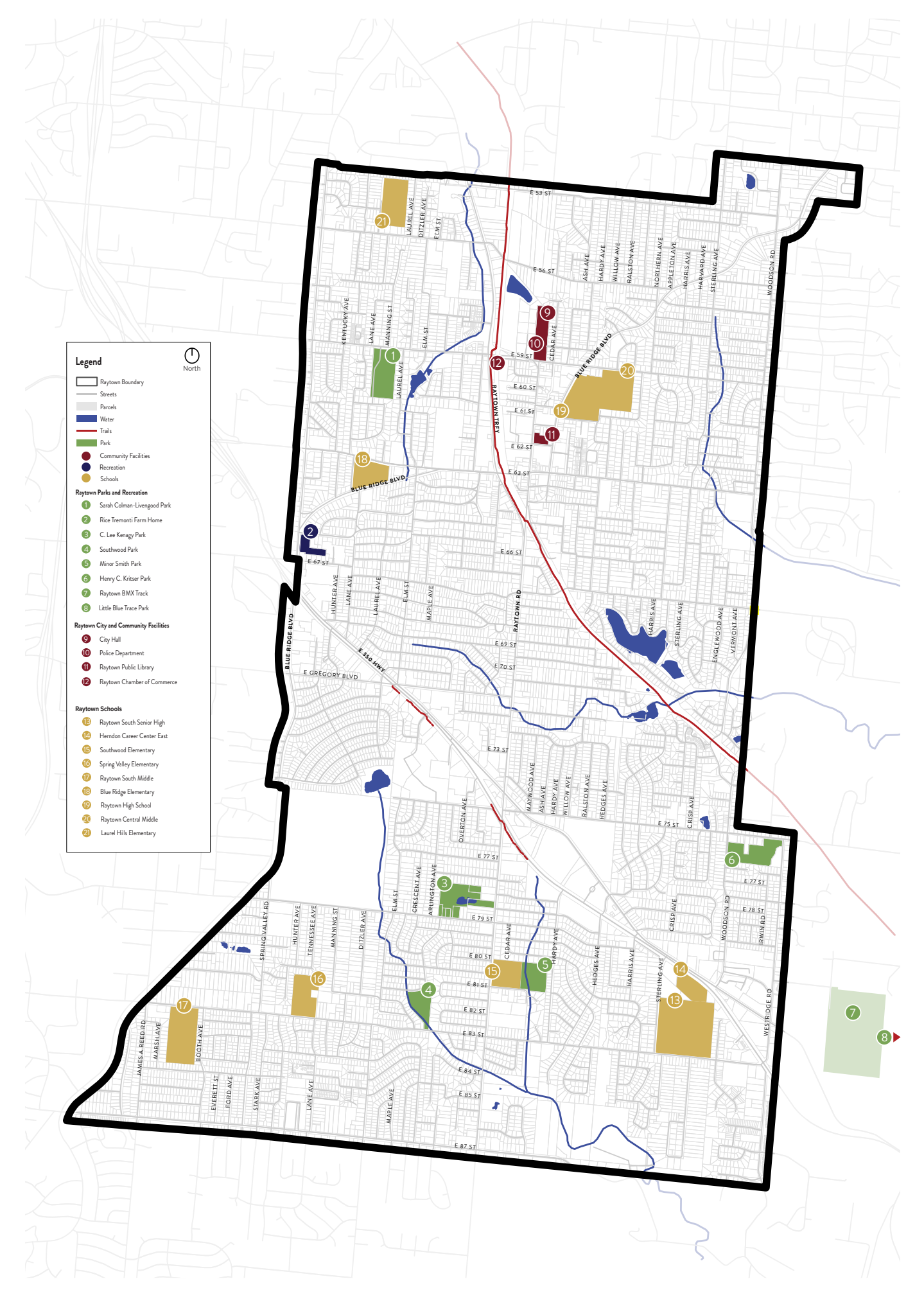
## Why is this a Pillar for Raytown?

The city's strong sense of community and appreciation for city staff create a solid foundation for **operational excellence**. By partnering with neighboring municipalities, enhancing responsiveness to evolving community needs, fostering greater public engagement and education, and ensuring regulatory consistency and predictability, Raytown can establish itself as a regional leader in excellence.

### Community Facilities & Services

Raytown is known for its well-maintained parks, strong public safety services, education system, arts and culture offerings, and high-quality amenities that enhance the community's overall quality of life.

Community Facilities & Services



City Facilities



Chamber of Commerce



Public Library



Parks & Recreation

Education



Police Department



## Community Conversations

### GOVERNMENT THEMES



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



**LEVELS OF SERVICE.** Citizens demand better maintenance of roads and infrastructure but resist increased City property tax and may not understand the direct relationship between budget and levels of services.



**SAFETY.** The police chief is now appointed rather than elected, which is seen as a positive change. However, residents report there is not sufficient police presence and police department leadership reports hiring challenges because of salary competition with neighboring communities.

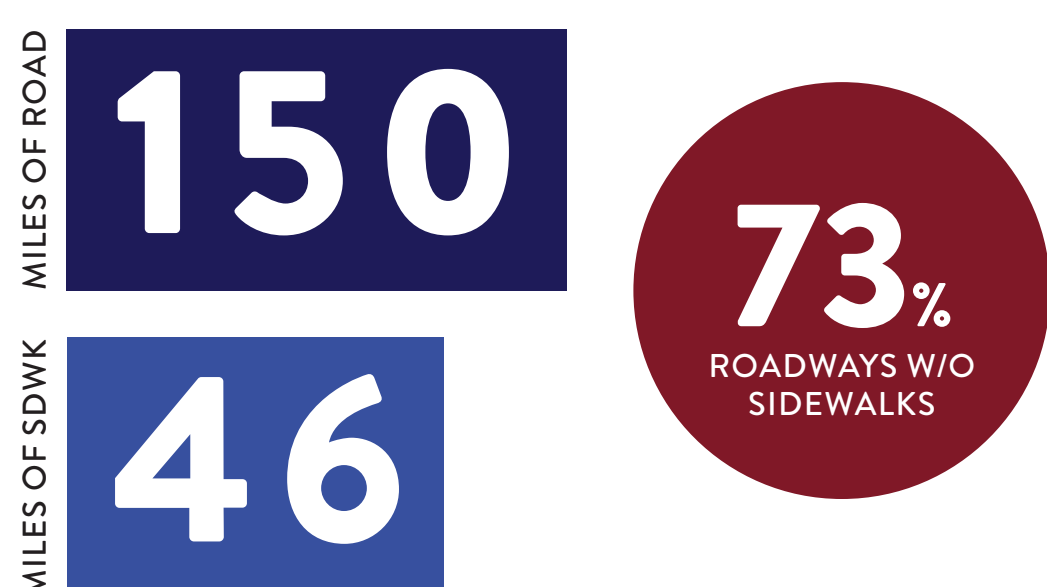


## Why is this a Pillar for Raytown?

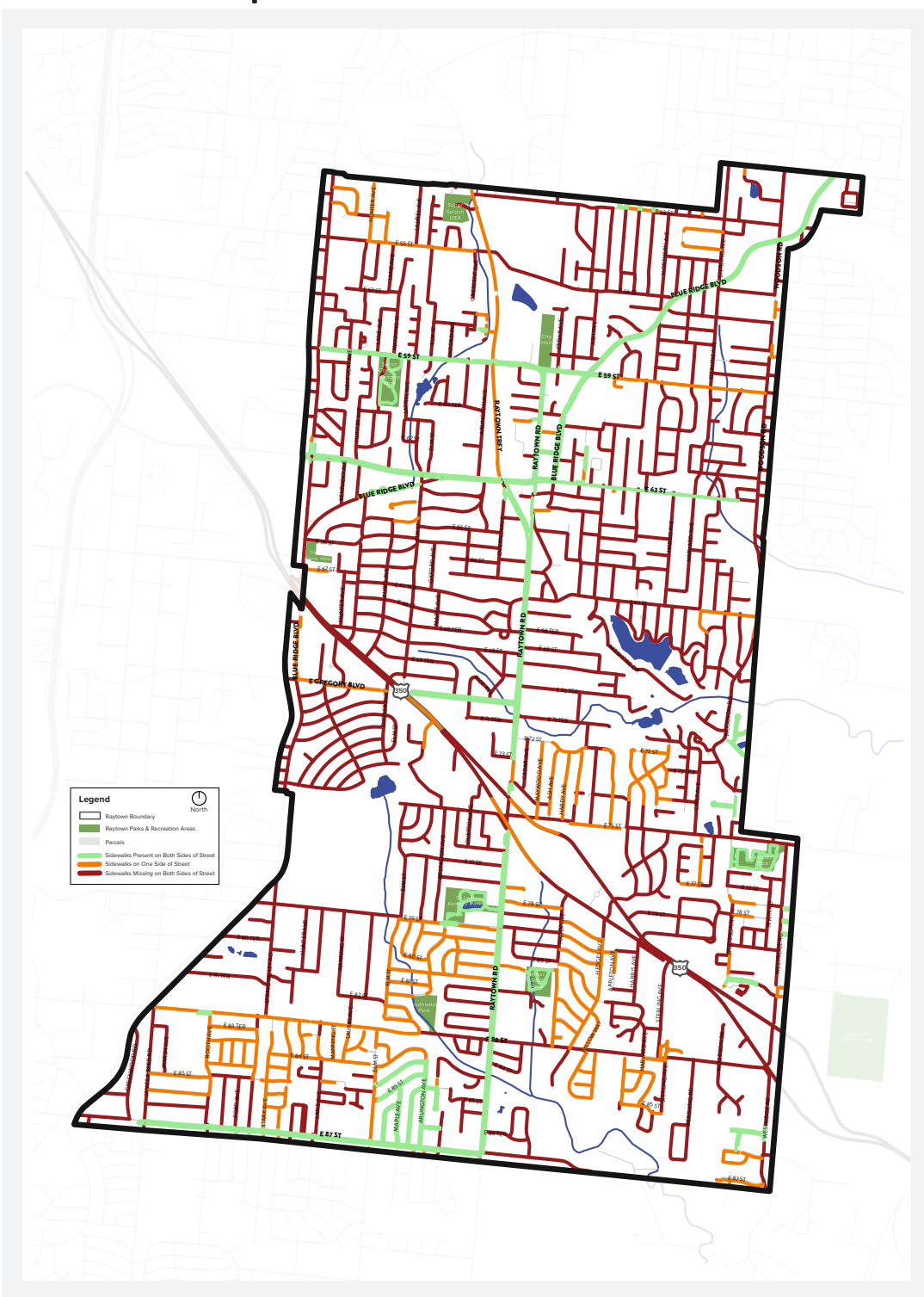
Raytown's transportation network is predominantly vehicle-oriented, with limited infrastructure for pedestrians, bicycles, and public transit. Enhancing the **mobility network** is essential to increase accessibility and improve safety and comfort for all modes of transportation.

### Pedestrian Network

For 150 miles of roadway, there are just 46 miles of sidewalks in Raytown. Seventy-three percent of roadways have no sidewalks on either side. Forty percent of Raytown sidewalks are less than 5-feet wide and do not meet the Americans with Disabilities Act (ADA) guidelines. Notably there are limited pedestrian connections along Highway 350, in neighborhoods, and to schools.



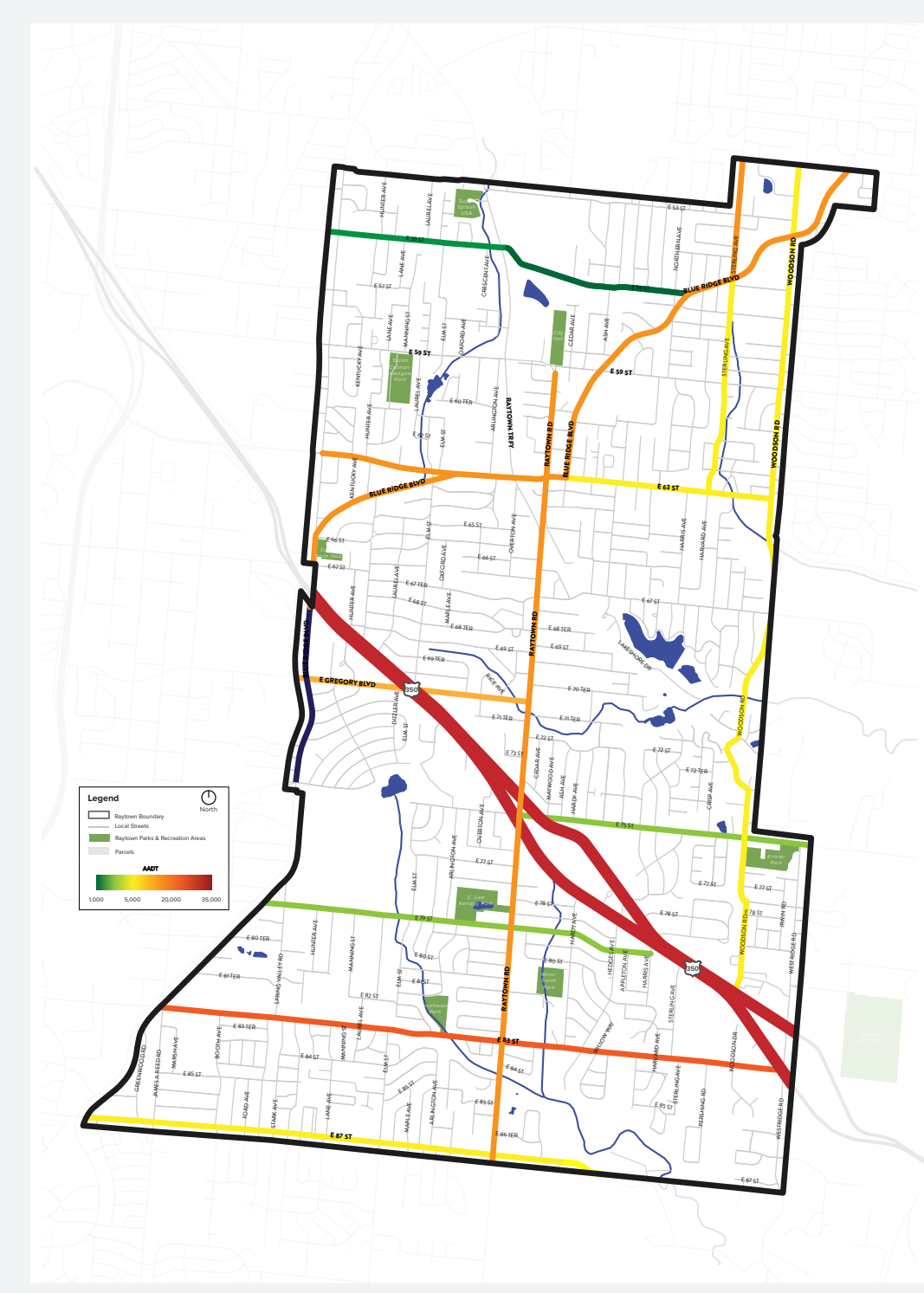
Sidewalk Gaps



### Roadway Network

Raytown's roadway network provides convenient vehicle access to all parts of the city, as well as connections to surrounding communities. The City of Raytown is responsible for maintaining and repairing almost all streets and sidewalks within city boundaries, including major roadways such as Main Street, Blue Ridge Boulevard, and Raytown Road. The exception is Highway 350, which is maintained by the Missouri Department of Transportation (MoDOT).

Roadway Network Vehicular Volumes



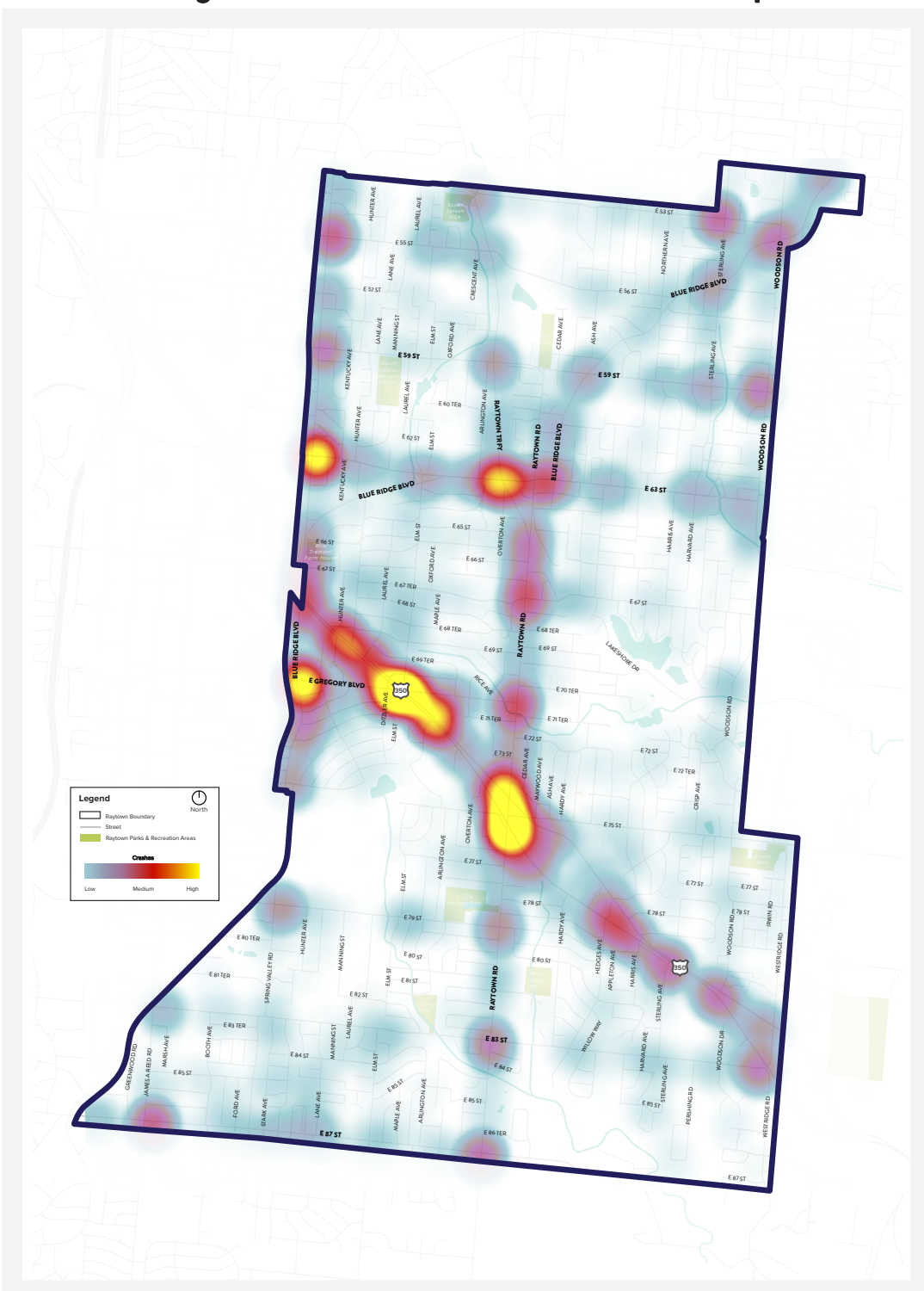
### Roadway Safety

Between 2018 and 2022, there were 873 crashes resulting in injury and five fatalities on Raytown roads. More than 22 percent of all collisions occurred on or at an intersection with Highway 350. However, crashes are occurring throughout the city. Residents expressed that speeding is a concern and that there is a current lack of enforcement due to staffing shortages.

Crash Data, 2018-2022

STREET	INJURIES	FATALITIES
Highway 350	276	2
Raytown Road / Trafficway	186	2
Blue Ridge Boulevard	171	0
63rd Street	119	0
Blue Ridge Cutoff	93	0
Gregory Boulevard	84	0
53nd Street	23	0
Woodson Road	23	0
Sterling Road	22	0
87th Street	21	0

Serious Injuries or Fatalities Heat Map



## Community Conversations

### MOBILITY THEMES



#### Walkability and Sidewalks

Residents frequently expressed a desire for increased walkability, calling for more sidewalks and destinations like restaurants for safer, more accessible walking throughout the city.



#### Roadway & Traffic

Based on the Public Works survey, 40% of Raytown's roads are in poor condition and many lack curbs and gutters. The Public Works Department has improved its data-driven spending to prioritize repairs.



#### Traffic Signals

Though traffic congestion is minimal, outdated traffic signal equipment requires standardization, and the city is collaborating with Operation Green Light to enhance signalization.



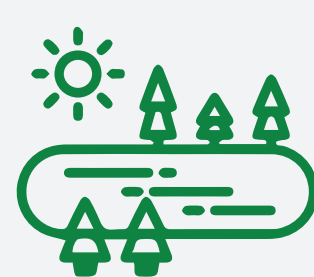
#### Highway 350

MODOT manages 350 Highway, where the city continues to advocate for traffic-calming solutions and a full interchange at 350 and Blue Ridge.



#### Transit

Without direct bus routes in the city, residents have limited public transit options, relying on the RideKC Flex service while hoping for a future route to Downtown KCMO.



#### Rock Island Trail and Bikeways

The popular Rock Island Trail is a valued asset, with ongoing efforts to enhance connectivity and mobility while seeking funding for related improvements.



#### Traffic Safety

Residents are concerned about speeding, particularly near parks, but police staffing shortages hinder enforcement, and speed bumps are avoided to protect emergency response times.

# INFRASTRUCTURE

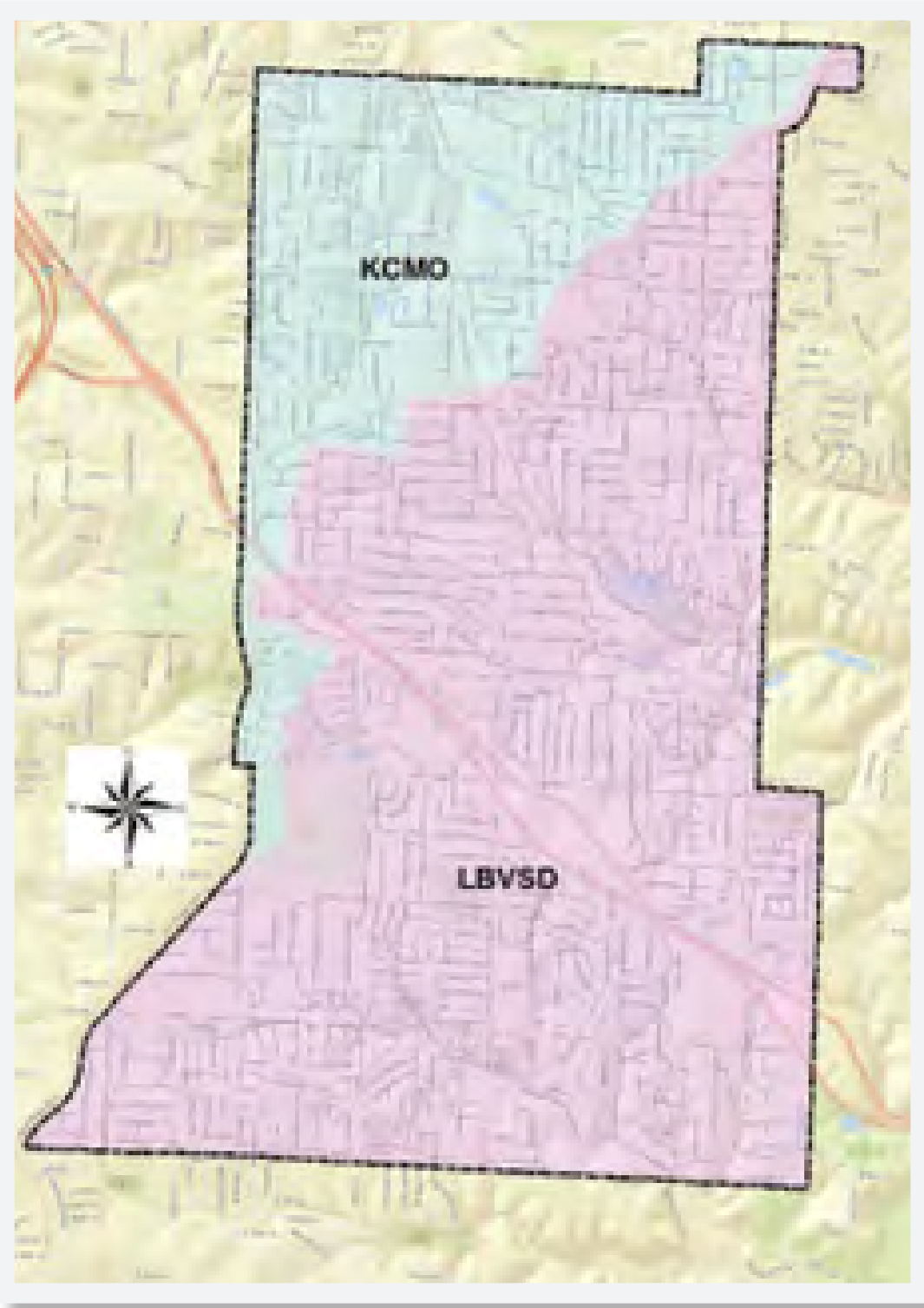
## Why is this a Pillar for Raytown?

Raytown’s **Infrastructure and Utilities** play a crucial role in ensuring a high quality of life for residents. By partnering with state and county providers, enhancing stormwater management, and securing funding for improvements and maintenance, Raytown can continue to thrive as a premier place to live.

### Sanitary Sewer

The municipal sanitary sewerage collection system is owned, operated, and maintained by the City of Raytown, with wastewater treatment provided by the City of Kansas City and the Little Blue Valley Sewer District. Maintenance of the system includes inspection, rehabilitation, and replacement of the various components such as sewer lines, manholes, and lift stations that make up the physical system. Currently regular maintenance of the sewer lines is under funded, with the City reporting a budget need of \$6 million and funding of only \$2 million.

Sewer Service Area



### Stormwater

The City of Raytown owns, operates, and maintains its storm water system, which was mainly constructed along with road projects. However, since half of the roads in Raytown were built without curbs to collect and direct storm water runoff to curb inlets and ultimately to underground storm sewer pipes, a significant portion of the runoff is carried by roadside ditches and driveway culverts. These unimproved drainage systems can be unsightly and lead to flooding issues and roadway damage. In 2022, Raytown voters passed \$7.2 million in general obligation bond to build, repair, modernize, and improve drains, pipes and other necessary parts of Raytown’s storm water system.



### Water

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

### Electricity

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

### Natural Gas

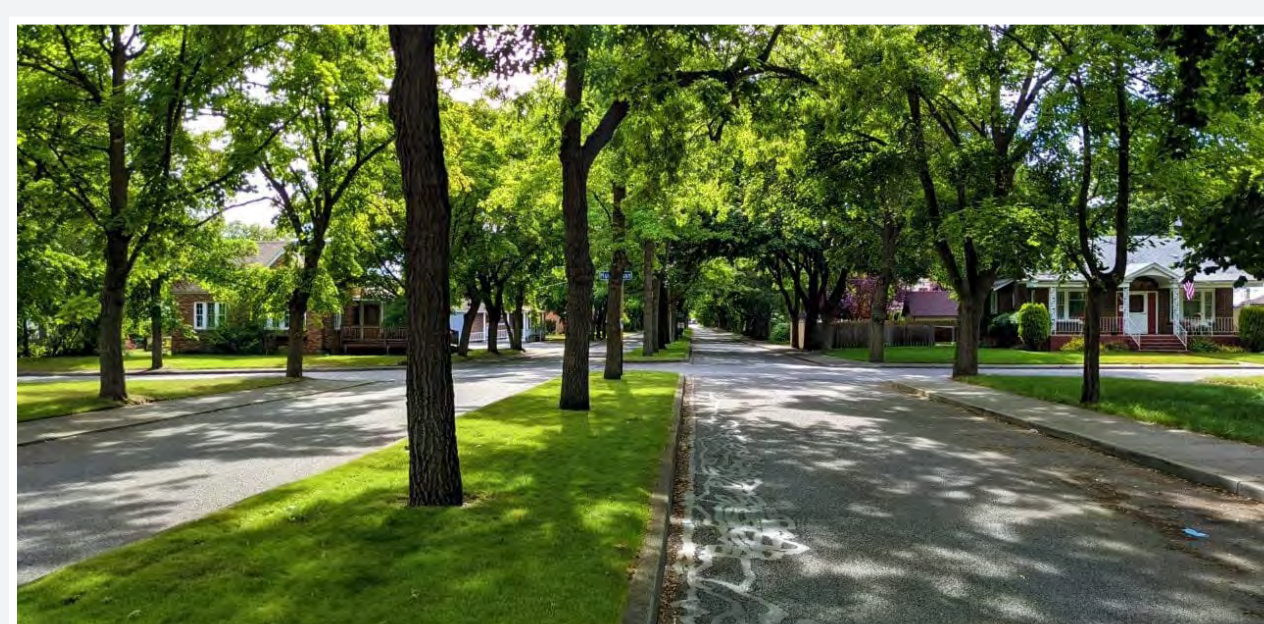
Spire Energy, formerly known as Missouri Gas Energy, provides natural gas service to the Raytown homes and businesses. Spire serves 1.7 million homes and businesses across Missouri, Mississippi, and Alabama

## Community Conversations

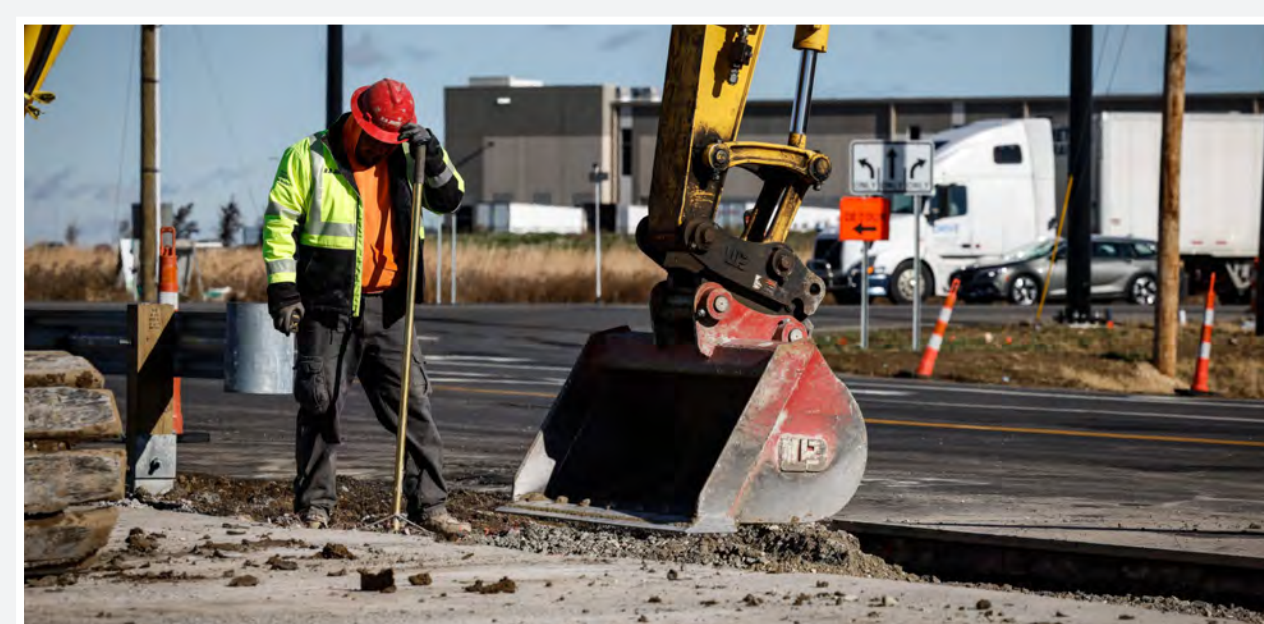
### INFRASTRUCTURE OPPORTUNITIES



**INFRASTRUCTURE.** Improving roads, sidewalks, public transportation, and aging infrastructure was a major theme for community members.



**SUSTAINABILITY AND GREENSPACE.** Green space development, a city tree canopy, and sustainable building options were also mentioned, reflecting an interest in environmentally conscious growth.



**FUNDING.** Community members emphasized the need to find funding sources to support these improvements and modernize the city.



## What are YOUR ASPIRATIONS for Housing?

Below are the initial Goals that the City of Raytown can take to support **Housing**. Please share your thoughts in the table below regarding whether these **reflect your vision** for the future, if you have **additional goals** in mind, and how we can create a **roadmap for implementation**.

Goals	Below are initial strategies the city might take to implement these goals. What other strategies come to mind to achieve these goals? Use a post-it to share your thoughts.
<p><b>Goal 1:</b> Encourage the repair, rehabilitation, and local ownership of Raytown’s single-family homes</p>	<p><i>Strategies might include: creating maintenance and home repair incentives and working to expand developers’ capacity.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 2:</b> Preserve and enhance the character of Raytown’s distinctive post-World War II homes and residential neighborhoods.</p>	<p><i>Strategies might include: establishing ranch home repair programs or marketing programs.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 3:</b> Identify strategies to improve the management, maintenance, and repair of Raytown’s rental housing stock.</p>	<p><i>Strategies might include: expanding the rental dwelling maintenance regulation, setting aside units for affordable housing, establishing multi-family repair programs, developing a program to secure vacant or foreclosed homes.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 4:</b> Promote denser residential and mixed-use housing development at strategic locations in Raytown.</p>	<p><i>Strategies might include: update and modernize the zoning code and regulations, incentivize mixed-use development.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>


**Are there any other high level goals you think would support HOUSING in Raytown?** Use a post-it to share your thoughts.

PLACE POST IT HERE



# ECONOMIC VITALITY

## What are YOUR ASPIRATIONS for Economic Vitality?

Below are the initial Goals that the City of Raytown can take to support **Economic Vitality**. Please share your thoughts in the table below regarding whether these **reflect your vision** for the future, if you have **additional goals** in mind, and how we can create a **roadmap for implementation**.

Goals	Below are initial strategies the city might take to implement these goals. What other strategies come to mind to achieve these goals? Use a post-it to share your thoughts.
<p><b>Goal 1:</b> Revitalize downtown.</p>	<p><i>Strategies might include: increasing downtown programming, redeveloping the Green Space, and improving overall safety and aesthetics.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 2:</b> Leverage the potential of Rock Island Trail.</p>	<p><i>Strategies might include: increasing trail-oriented programming and development and investing further in amenities.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 3:</b> Address under-performing shopping centers.</p>	<p><i>Strategies might include: revitalize shopping centers through identifying niche development and programming strategies, making aesthetic upgrades, and exploring the potential of redeveloping into mixed-use projects.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 4:</b> Leverage the proximity and visitor potential of the sports stadiums.</p>	<p><i>Strategies might include: developing new lodging options within Raytown and promoting local businesses to stadium visitors.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 5:</b> Guide business development on 350 Highway.</p>	<p><i>Strategies might include: facilitating strategic redevelopment along the highway and improving traffic flow, pedestrian infrastructure, and overall aesthetics.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>



Are there any other high level goals you think would support **ECONOMIC VITALITY** in Raytown? Use a post-it to share your thoughts.


PLACE POST IT HERE

# QUALITY OF LIFE

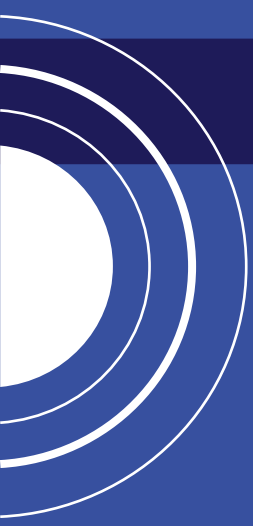
## What are YOUR ASPIRATIONS for Quality of Life?

Below are the initial Goals that the City of Raytown can take to support **Quality of Life**. Please share your thoughts in the table below regarding whether these **reflect your vision** for the future, if you have **additional goals** in mind, and how we can create a **roadmap for implementation**.

Goals	Below are initial strategies the city might take to implement these goals. What other strategies come to mind to achieve these goals? Use a post-it to share your thoughts.
<p><b>Goal 1:</b> Provide support to the Raytown Parks and Recreation Department to enhance the parks and open spaces network.</p>	<p><i>Strategies might include: implementing the city-wide Parks and Recreation Master Plan, increasing recreational programming, improving connectivity between parks, and prioritizing improvement projects.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 2:</b> Expand the network of parks and open spaces to ensure recreational opportunities are accessible for all residents.</p>	<p><i>Strategies might include: developing new parks and green spaces, integrating public recreation into redevelopment initiatives, and building community partnerships to grow the parks network.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 3:</b> Create a unique identity for Raytown that strengthens community wellbeing and builds strong regional recognition.</p>	<p><i>Strategies might include: developing a city-wide branding and marketing strategy, expanding community events, and creating inviting public spaces that foster community pride.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 4:</b> Preserve natural areas to promote long-term environmental sustainability.</p>	<p><i>Strategies might include: integrating native planting, stormwater management, and wildlife habitats into public spaces and promoting environmental education through hands-on efforts like community gardens, tree planting days, and native plant workshops.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>


**Are there any other high level goals you think would support QUALITY OF LIFE in Raytown?** Use a post-it to share your thoughts.

PLACE POST IT HERE



# OPERATIONAL EXCELLENCE

## What are YOUR ASPIRATIONS for Operational Excellence?

Below are the initial Goals that the City of Raytown can take to support **Quality of Life**. Please share your thoughts in the table below regarding whether these **reflect your vision** for the future, if you have **additional goals** in mind, and how we can create a **roadmap for implementation**.

Goals	Below are initial strategies the city might take to implement these goals. What other strategies come to mind to achieve these goals? Use a post-it to share your thoughts.
<p><b>Goal 1:</b> Aspire for excellence in governance.</p>	<p><i>Strategies might include: promoting boards and commissions through City communications channels, appointing more young residents, and encouraging public participation at Board of Aldermen meetings.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 2:</b> Aspire for excellence in City professional staff.</p>	<p><i>Strategies might include: investing in City professional staff and assessing customer satisfaction with City Hall.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 3:</b> Maintain and encourage financial health.</p>	<p><i>Strategies might include: educating the public on revenue sources and uses and studying the feasibility of new revenue generation.</i></p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>


**Are there any other high level goals you think would support OPERATIONAL EXCELLENCE in Raytown?** Use a post-it to share your thoughts.

PLACE POST IT HERE



## What are YOUR ASPIRATIONS for Mobility?

Below are the initial Goals that the City of Raytown can take to support **Mobility**. Please share your thoughts in the table below regarding whether these **reflect your vision** for the future, if you have **additional goals** in mind, and how we can create a **roadmap for implementation**.

Goals	Below are initial strategies the city might take to implement these goals. What other strategies come to mind to achieve these goals? Use a post-it to share your thoughts.
<p><b>Goal 1:</b> Make Raytown streets safer.</p>	<p><i>Strategies might include:</i> Adopting a Complete Streets policy, pursuing funding to develop and implement a Safety Action Plan, and undertaking street infrastructure improvement projects to improve traffic flow and pedestrian safety.</p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 2:</b> Implement and maintain a complete, accessible, and safe pedestrian network that connects all Raytown residents to schools, key community destinations, and the downtown.</p>	<p><i>Strategies might include:</i> addressing gaps in the sidewalk network, making necessary upgrades to ensure walkways meet ADA accessibility standards, and improving crosswalks.</p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>
<p><b>Goal 3:</b> Implement and maintain a complete, accessible, and safe bicycle network that connects all Raytown residents to the Rock Island Trail, parks, schools, and key community destinations.</p>	<p><i>Strategies might include:</i> identifying potential bicycle routes between key destinations, developing on-street and off-street bicycle facilities to build out the network, increasing bicycle parking availability, and establishing a wayfinding system.</p> <p><b>What else?</b></p> <p>PLACE POST IT HERE</p>



Are there any other high level goals you think would support **MOBILITY** in Raytown? Use a post-it to share your thoughts.

PLACE POST IT HERE

# INFRASTRUCTURE

## What are YOUR ASPIRATIONS for Infrastructure?

Below are the initial Goals that the City of Raytown can take to support **Infrastructure**. Please share your thoughts in the table below regarding whether these **reflect your vision** for the future, if you have **additional goals** in mind, and how we can create a **roadmap for implementation**.

Goals	Below are initial strategies the city might take to implement these goals. What other strategies come to mind to achieve these goals? Use a post-it to share your thoughts.
<p><b>Goal 1:</b> Promote fairness and predictability in financing of Capital Improvements.</p>	<p><i>Strategies might include: developing and adopting a formal Capital Improvement Programming (CIP) process, identifying what the CIP includes, and evaluating potential financing mechanisms.</i></p> <p><b>What else?</b></p> <p style="text-align: center;">PLACE POST IT HERE</p>
<p><b>Goal 2:</b> Maximize return on infrastructure investment for Raytown.</p>	<p><i>Strategies might include: partnering with public service providers to ensure sustainable development at the regional level.</i></p> <p><b>What else?</b></p> <p style="text-align: center;">PLACE POST IT HERE</p>
<p><b>Goal 3:</b> Maintain a high level of service for infrastructure and utilities as Raytown continues to mature.</p>	<p><i>Strategies might include: expanding on the current sanitary sewer maintenance and improvement efforts and building upon the existing stormwater master plan and improvement program.</i></p> <p><b>What else?</b></p> <p style="text-align: center;">PLACE POST IT HERE</p>


**Are there any other high level goals you think would support INFRASTRUCTURE in Raytown?** Use a post-it to share your thoughts.

PLACE POST IT HERE



# ENVISION THE FUTURE

## Let's Craft a Vision Statement

Let's work on crafting a vision statement that captures the community's aspirations and long-term goals for the city. A vision statement serves as a guiding framework, describing what the community wants the city to achieve in the future—typically over the next 10 to 20 years. It reflects shared values, priorities, and desired outcomes in areas such as economic growth, quality of life, environmental sustainability, and more. **Are there specific keywords that the vision statement should include to reflect the community's core values and priorities?**

What are **THREE WORDS** you would use to describe Raytown in 2040? Use a post-it to share your thoughts.

PLACE POST IT HERE

## Let's Prioritize

What should Raytown prioritize in the future? Place a Raytown Dollar in the basket below that is marked with the planning initiative you believe should be high priority for Raytown in the future. Make sure to use your dollars wisely, you can only use **three Raytown Dollars!** You can either invest all in one initiative or spread them across multiple.

- 1 THE DOWNTOWN
- 2 WALKABILITY & BIKEABILITY
- 3 STRENGTHENING THE TAX BASE
- 4 SENSE OF PLACE & IDENTITY
- 5 INFRASTRUCTURE & MAINTENANCE
- 6 HOUSING DIVERSITY
- 7 SUSTAINABILITY
- 8 SOCIAL EQUITY, DIVERSITY, & INCLUSION
- 9 HOUSING AFFORDABILITY
- 10 MIXED-USE DEVELOPMENT

What other priorities should we focus on? Use a post-it to share your thoughts.

PLACE POST IT HERE



# FUTURE LAND USE

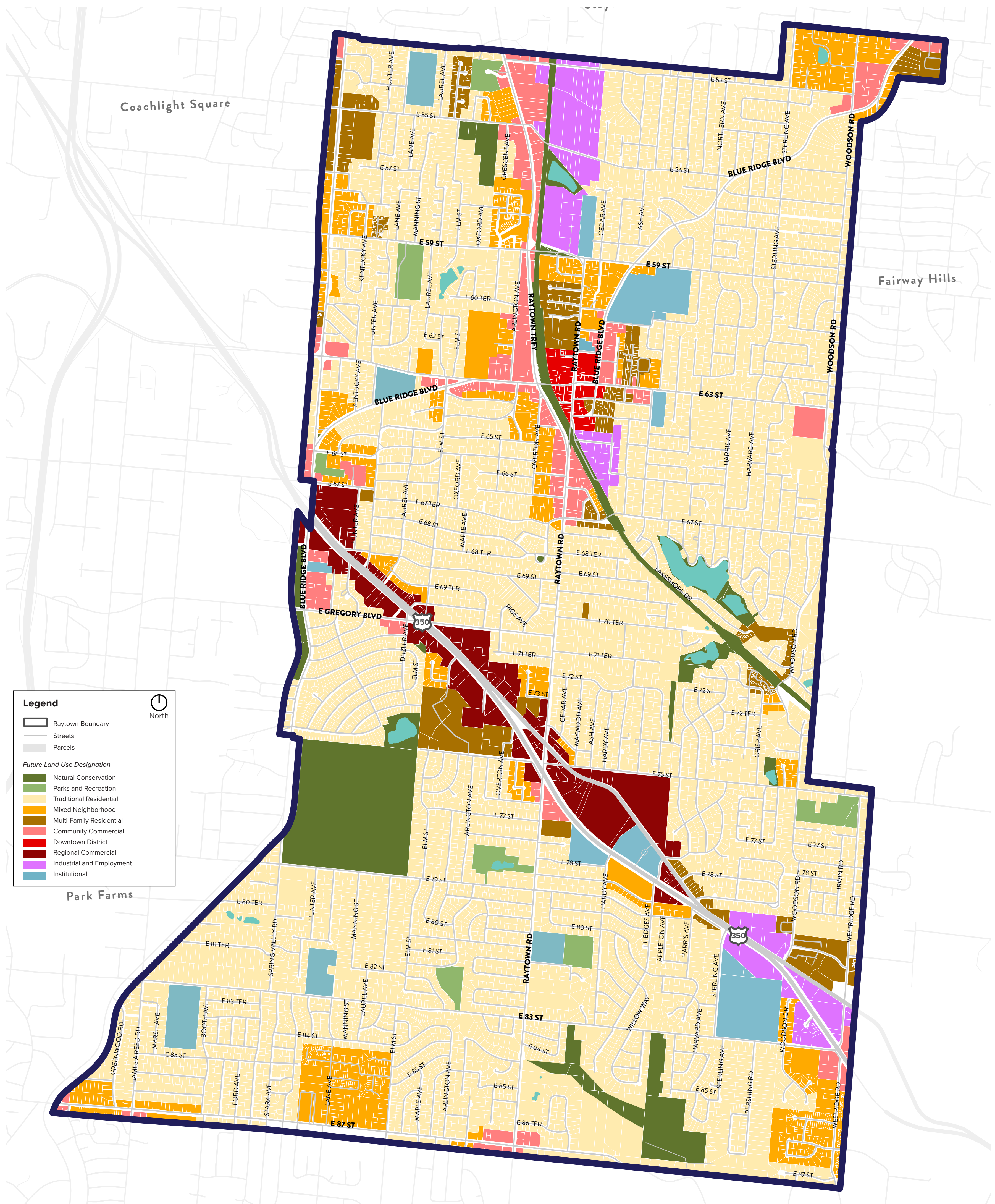
## Future Land Use Strategy

Achieving Raytown’s future vision requires a balanced pattern of land use that supports vibrant neighborhoods, parks, commercial corridors, and a historic downtown. This strategy will aid in local decision-making regarding where appropriate land use change should occur to advance important community planning goals related to housing and neighborhoods, transportation, community character, and economic development. Below is a breakdown of the proposed land use designations, indicating the appropriate primary use, zoning ordinance correlation, and character example.

	Category	Primary Use	Secondary Use	Correlating Zoning	Character
Residential	Traditional Neighborhood	Detached Single Family	Attached Single Family, Institutional, Parks and Recreation	R-1, R-2	
	Mixed Neighborhood	Detached Single Family, Attached Single Family, Townhomes	Neighborhood Commercial, Institutional, Parks and Recreation	R-1, R-2, R-3	
	Multi-Family Residential	Townhomes, Multi-Family, Mixed-Use	Commercial and Services, Institutional, Parks and Recreation	R-2, R-3	
Commercial, Mixed-Use, Employment	Community Commercial	Commercial	Office, Institution, Open Space, Multi-Family	NC	
	Downtown District	Retail, Office, Personal Service, Entertainment, Restaurants	Single Family Attached, Multi-Family, Institution, Parks and Recreation	TS	
	Highway Commercial	Commercial, Office, Employment Center	Natural Areas, Parks, Entertainment	HC	
	Industrial and Employment	Light Industrial, Office Parks, Employment Center	Commercial and Services, Open Space	M	
Other	Public and Institutional	Government Facilities, Schools	Open Spaces, Parks, Recreation Facilities, Healthcare Facilities		
	Natural Conservation	Natural Areas, Wetlands	Trails, Open Space	N	
	Parks and Recreation	Parks, Recreation Facilities, Athletic Fields, Playgrounds	Institutional		

## Future Land Use Map

The Future Land Use Map presented below reflects proposed land uses in Raytown. Where this plan recommends areas of land use change, local zoning will need adjustment and revision to reflect the objectives of the future land use strategy.



Are there areas you have concerns about existing land use patterns? What land uses would you like that area to be? Use a post-it to share your thoughts.

PLACE POST IT HERE

## What are Opportunity Sites?

Raytown, while largely built-out, still has key locations with strong potential for growth and change. These opportunity areas hold strategic value, influenced by factors like developer interest, land use patterns, ownership, market realities, vacancies, and location. Identifying and understanding these areas is essential for Raytown to manage potential land use shifts, ensuring they align with the community's goals and aspirations.

The highlighted opportunity sites on the map below, identified by city staff and through community engagement. Represent areas within Raytown that are currently undeveloped or underutilized but are primed for future redevelopment. Preliminary site plans have been prepared to help the community envision possible development scenarios. These designs illustrate potential land use, scale, and layout options, serving as tools to guide future development in a way that aligns with Raytown's vision. Explore the following exhibits displaying multiple concepts per site and share your feedback directly on boards!



**Downtown Green Space**

Bounded by Raytown Road, East 62nd Street, and Blue Ridge Boulevard this site has been used for community events such as Raytown Live, but the open field is not otherwise programmed. This site represents a development opportunity, particularly for a mixed-use project that adds residents, commercial uses, and designed open space to the downtown district.

**HWY 350**

This 12-acre development site, adjacent to the Raytown Schools Wellness Center and across 350 Highway from the Walmart Supercenter, is currently marketed for development. The site presents an opportunity for multi-family residential use or a small hotel.

Are there any other areas you see potential for land use change in Raytown? Use a post-it to share your thoughts.

PLACE POST IT HERE

# DOWNTOWN GREEN SPACE: Concept 1

Which elements of this concept do you like best? Add a sticker in the column next to the elements you like below.

Concept Highlights	Which elements do you like best?
<b>(A) PARKING &amp; SERVICE AREA</b> <ul style="list-style-type: none"> <li>Improved service and access area for downtown businesses on 63rd St.</li> <li>60 shared surface parking spaces</li> </ul>	
<b>(B) THE GREEN SPACE</b> <ul style="list-style-type: none"> <li>Central green space with playground, open lawn, amphitheater, farmers market plaza, and landscaping.</li> <li>41 shared surface parking spaces</li> </ul>	
<b>(C) MIXED-USE DEVELOPMENT</b> <ul style="list-style-type: none"> <li>Two three- to four- story mixed use buildings</li> <li>12k-20k SF of ground-floor retail</li> <li>54-80 upper-floor residential units</li> <li>64 shared surface spaces and 30-60 internal spaces</li> </ul>	
<b>(D) RAYTOWN PLAZA BEAUTIFICATION</b> <ul style="list-style-type: none"> <li>Shopping center landscaping improvements and consolidated entrance.</li> </ul>	

On a scale of 1 to 3 does this capture your vision for Raytown? Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3

This concept envisions revitalizing the vacant downtown green space into a lively, mixed-use destination. At its heart, a **new central green space** will feature a **playground, open lawn, amphitheater, and plaza to host farmers' markets and community events**. Flanking the green space, **two new mixed-use buildings** will introduce residential units and retail options, enhancing downtown's vibrancy. **Updated circulation and parking areas** will support these new developments, seamlessly accommodating the increased activity in the downtown core.



# DOWNTOWN GREEN SPACE: Concept 2

Which elements of this concept do you like best? Add a sticker in the column next to the elements you like below.

Concept Highlights	Which elements do you like best?
<p><b>(A) FESTIVAL STREET</b></p> <ul style="list-style-type: none"> <li>Festival street behind 63rd St businesses with parking, streetscape, outdoor dining, and a plaza for farmers market.</li> <li>50 shared surface parking spaces</li> </ul>	
<p><b>(B) MIXED-USE DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>Two three- to four- story mixed use buildings</li> <li>12k-20k SF of ground-floor retail</li> <li>54-80 upper-floor residential units</li> <li>40 shared surface spaces and 30-60 internal spaces</li> </ul>	
<p><b>(C) THE GREEN SPACE</b></p> <ul style="list-style-type: none"> <li>Central green space with playground, open lawn, amphitheater, farmers market plaza, and landscaping.</li> <li>42 shared surface parking spaces</li> </ul>	
<p><b>(D) RAYTOWN PLAZA BEAUTIFICATION</b></p> <ul style="list-style-type: none"> <li>Shopping center landscaping improvements and consolidated entrance.</li> </ul>	

On a scale of 1 to 3 does this capture your vision for Raytown? Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3

This concept proposes transforming the vacant downtown green space into an energetic, mixed-use hub. A **pedestrian-focused festival street** will energize the back entrances of local businesses on 63rd St and create a welcoming, walkable “main street” atmosphere. Anchoring this street, **two new mixed-use structures** will bring in **residential spaces and retail opportunities**, boosting the area’s liveliness. Facing 62nd Street, a **new community green space** will feature a **playground, open lawn, amphitheater, and plaza for community gatherings**.



# DOWNTOWN GREEN SPACE: Concept 3

Which elements of this concept do you like best? Add a sticker in the column next to the elements you like below.

Concept Highlights	Which elements do you like best?
<b>(A) PARKING &amp; SERVICE AREA</b> <ul style="list-style-type: none"> <li>Improved service and access area for downtown businesses on 63rd St.</li> <li>50 shared surface parking spaces</li> </ul>	
<b>(B) THE GREEN SPACE</b> <ul style="list-style-type: none"> <li>Central green space an open lawn, amphitheater, farmers market plaza, and landscaping.</li> <li>25 shared surface parking spaces</li> </ul>	
<b>(C) MIXED-USE DEVELOPMENT</b> <ul style="list-style-type: none"> <li>Two three- to four- story mixed use buildings</li> <li>8k-12k SF of ground-floor retail</li> <li>37-56 upper-floor residential units</li> <li>20 shared surface spaces and 40-50 internal spaces</li> </ul>	
<b>(D) REAR-LOADED TOWNHOMES</b> <ul style="list-style-type: none"> <li>2.5- to 3-story with garage</li> <li>18 residential units</li> </ul>	
<b>(E) RAYTOWN PLAZA BEAUTIFICATION</b> <ul style="list-style-type: none"> <li>Shopping center landscaping improvements and consolidated entrance.</li> </ul>	

On a scale of 1 to 3 does this capture your vision for Raytown? Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3

This concept reimagines the vacant downtown green space as a dynamic, mixed-use neighborhood. At its core, a **vibrant community hub with an open lawn, amphitheater, and plaza** offers space for gatherings, events, and farmers' markets. A **new townhome neighborhood** adjacent to the green space fosters a walkable, connected community with easy access to downtown, nearby institutions, and recreational areas. Along Raytown Road, **two new mixed-use buildings extend the street frontage**, introducing retail options and residential units that enhance the energy and livability of the downtown area.



# HIGHWAY 350: Concept 1

Which elements of this concept do you like best? Add a sticker in the column next to the elements you like below.

Concept Highlights	Which elements do you like best?
<p><b>(A) PARK &amp; OPEN SPACE</b></p> <ul style="list-style-type: none"> <li>Active park and recreation space with recreation fields and playground.</li> <li>33 surface parking spaces</li> </ul>	
<p><b>(B) GREENWAY FEATURE</b></p> <ul style="list-style-type: none"> <li>Pond and waterway with surrounding trail system.</li> </ul>	
<p><b>(C) DUPLEX NEIGHBORHOOD</b></p> <ul style="list-style-type: none"> <li>50 residential units</li> </ul>	
<p><b>(D) TRAIL NETWORK</b></p> <ul style="list-style-type: none"> <li>Pedestrian trail along Highway 350 and through the site</li> </ul>	

On a scale of 1 to 3 does this capture your vision for Raytown? Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3

This concept envisions transforming the vacant site along Highway 350 into a vibrant, **single-family attached residential neighborhood** complemented by a **recreational space accessible to the broader community**. The neighborhood would integrate a network of **new sidewalks, trails, and greenways**, enhancing both connectivity and safety for residents and visitors.





# HIGHWAY 350: Concept 2

Which elements of this concept do you like best? Add a sticker in the column next to the elements you like below.

Concept Highlights	Which elements do you like best?
<p><b>(A) APARTMENT COMPLEXES</b></p> <ul style="list-style-type: none"> <li>• Four 4-story apartment buildings</li> <li>• 130-140 residential units</li> <li>• 142 shared surface parking spaces</li> </ul>	
<p><b>(B) PARK &amp; OPEN SPACE</b></p> <ul style="list-style-type: none"> <li>• New neighborhood park with a playground, seating, and shelter.</li> </ul>	
<p><b>(C) FOUR-STORY HOTEL</b></p> <ul style="list-style-type: none"> <li>• 100-120 hotel rooms</li> <li>• 100,000 GSF</li> <li>• Outdoor amenity space</li> </ul>	
<p><b>(D) TRAIL NETWORK</b></p> <ul style="list-style-type: none"> <li>• Pedestrian trail along Highway 350 and through the site</li> </ul>	

On a scale of 1 to 3 does this capture your vision for Raytown? Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3

This concept envisions revitalizing the vacant site along Highway 350 into a dynamic mixed-use community featuring **multi-family housing, a hotel, and a central park space for residents and visitors alike**. The design emphasizes a network of interconnected **sidewalks and trails**, fostering a safe, walkable environment and linking the neighborhood with nearby areas.



# HIGHWAY 350: Concept 3

Which elements of this concept do you like best? Add a sticker in the column next to the elements you like below.

Concept Highlights	Which elements do you like best?
<p><b>A REAR-LOADED TOWNHOMES</b></p> <ul style="list-style-type: none"> <li>• 2.5- to 3-story with garage</li> <li>• 50 residential units</li> </ul>	
<p><b>B PARK &amp; OPEN SPACE</b></p> <ul style="list-style-type: none"> <li>• New neighborhood green space.</li> </ul>	
<p><b>C FOUR-STORY HOTEL</b></p> <ul style="list-style-type: none"> <li>• 100-120 hotel rooms</li> <li>• 100,000 GSF</li> <li>• Outdoor amenity space</li> </ul>	
<p><b>D TRAIL NETWORK</b></p> <ul style="list-style-type: none"> <li>• Pedestrian trail along Highway 350 and through the site</li> </ul>	

On a scale of 1 to 3 does this capture your vision for Raytown? Add a sticker to the scale.

NOT AT ALL 1/3	NEUTRAL 2/3	DEFINITELY 3/3

This concept reimagines the vacant site along Highway 350 as a vibrant, mixed-use development, incorporating **townhomes, a hotel, and a central open space for both residents and visitors to enjoy**. The plan includes a thoughtfully designed network of **sidewalks and trails** promoting a walkable community that seamlessly connects with neighboring areas.



## Placemaking & Public Spaces

Which public space and placemaking initiatives would you like to see in Downtown Raytown? Use the sticky dots provided to mark the level of which you like or dislike the images shown below.

### Central Plazas



DISLIKE	NEUTRAL	LIKE

### Farmers Markets



DISLIKE	NEUTRAL	LIKE

### Enhanced Streetscapes



DISLIKE	NEUTRAL	LIKE

### Activated Plazas



DISLIKE	NEUTRAL	LIKE

### Reclaim Parking Spaces



DISLIKE	NEUTRAL	LIKE

### Programming & Events



DISLIKE	NEUTRAL	LIKE

### Cultural Events



DISLIKE	NEUTRAL	LIKE

### Murals & Art



DISLIKE	NEUTRAL	LIKE

### Gateways



DISLIKE	NEUTRAL	LIKE

### Outdoor Dining



DISLIKE	NEUTRAL	LIKE

### Community Identifiers



DISLIKE	NEUTRAL	LIKE

### Landscaping



DISLIKE	NEUTRAL	LIKE



# VISUAL PREFERENCE MOBILITY

## Safety & Comfort

Which mobility initiatives would you like to see for Raytown? Use the sticky dots provided to mark the level of which you like or dislike the images shown below.

### Cycling Infrastructure Separated Facility



DISLIKE NEUTRAL LIKE

### Shared Lane



DISLIKE NEUTRAL LIKE

### Painted Bike Lanes



DISLIKE NEUTRAL LIKE

### Complete Street Road Diet



DISLIKE NEUTRAL LIKE

### Cycling Signage



DISLIKE NEUTRAL LIKE

### Protected Bike Lanes



DISLIKE NEUTRAL LIKE

### Safety & Comfort Improvements Raised Crossing



DISLIKE NEUTRAL LIKE

### Mini Traffic Circle



DISLIKE NEUTRAL LIKE

### Bike Parking



DISLIKE NEUTRAL LIKE

### Decorative Crossings



DISLIKE NEUTRAL LIKE

### Curb Extensions & Bump-Outs



DISLIKE NEUTRAL LIKE

### Marked Crossings



DISLIKE NEUTRAL LIKE



## Pedestrian & Cycling Infrastructure

What areas of Raytown could benefit from mobility improvements? The map below highlights Raytown's existing sidewalk network and biking infrastructure. Use a pushpin and string to create your own desired connections through Raytown for:

- Pedestrian Improvements
- Bicycle Improvements
- Intersection Safety Enhancements

