## ACKNOWLEDGMENTS

### STEERING COMMITTEE MEMBERS:
- Pat Cassady: C&C Starters
- Sue Frank: State Farm Insurance
- April Harrington: Irish Pub
- Paul Hanson: Resident
- Ben Hett: Bennetti’s Coffee Experience
- Joe Weaks: Raytown Christian Church
- Scott Walz: Internet Design
- Steve Guenther: GMK Architects
- Pam Clark: Clark’s Appliance
- Jason Curry: SComm
- Anthony Cecena: UMB Bank
- Dr. Travis Hux: Raytown School District
- Jim Hamilton: Board of Aldermen - Ward II
- Steve Mock: Board of Aldermen - Ward V
- Vicki Turnbow: President / Raytown Area Chamber of Commerce

### CITY OFFICIALS:
- David W. Bower: Mayor
- Joe Creamer: Board of Aldermen - Ward I
- Shane Par-Due: Board of Aldermen - Ward I
- Jim Aziere: Board of Aldermen - Ward II
- Jim Hamilton: Board of Aldermen - Ward II
- Christine White: Board of Aldermen - Ward III
- Charlotte Melson: Board of Aldermen - Ward III
- Bill Van Buskirk: Board of Aldermen - Ward IV
- Pat Ertz: Board of Aldermen - Ward IV
- Michael Lightfoot: Board of Aldermen - Ward V
- Steve Mock: Board of Aldermen - Ward V
- Mahesh Sharma: City Administrator

### TECHNICAL COMMITTEE MEMBERS:
- John Benson: Director of Community Development
- Andy Noll, P.E.: Director of Public Works
- Jason Hanson: City Engineer
- Kevin Boji: Director of Parks & Recreation
- Ron Fowler: Parks Superintendent
- Craig Shafar: Horticulturist
- Brian Schyvinck: Landscape Technician
- Mike McDonough: Raytown Police Department

### PLANNING TEAM:
- Chris Cline: Confluence
- Terry Berkbuegler: Confluence
- Matt Evett: Confluence
- Mike Cedar: Confluence
- John Zimmermann: TranSystems
Serving as the heart of this inner-ring suburb, the City of Raytown’s Central Business District is planned for a multi-phased revitalization intended to strengthen and support the economic development potential of this area. Throughout Raytown’s history, the area around East 63rd Street and Raytown Road has been a hub of community activity, commerce, and social interaction. The City of Raytown is undertaking a physical transformation of the area’s streets to create a more attractive and pedestrian-friendly environment that is conducive for retail and commercial activity.

The CBD area is located on the east side of the Burlington Northern/Santa Fe railroad line (also referred to as the Rock Island Corridor), which is anticipated to eventually incorporate commuter rail transit service as well as an extension of the Katy Trail. The streetscape project area includes East 63rd Street from the existing railroad bridge east to Blue Ridge Boulevard; Raytown Road from East 61st Street south to East 64th Street, and Blue Ridge Boulevard from East 63rd Street north to East 59th Street.

The project area currently includes several commercial uses directly adjacent to East 63rd Street and a mixture of commercial and industrial uses south of East 63rd Street. Along Blue Ridge Boulevard, the uses transition from retail commercial near East 63rd Street to office and residential uses north of East 61st Street, including Raytown High School located on the east side of Blue Ridge Boulevard north of East 61st Street. A significant open space is located just north of East 63rd Street on the west side of Blue Ridge Boulevard, and is currently owned by the City and anticipated for future retail development to further bolster commercial activity in the CBD.
The City of Raytown recognizes the importance of improving the appearance and functionality in the Central Business District. This project represents a significant opportunity to promote revitalization within the District, and has the potential to spark resurgence through stimulating additional private-sector infill and redevelopment efforts.

While the existing streets in the District have faithfully and tirelessly served the needs of motorists over the years, they have not lived up to their full potential to also serve the needs of pedestrians, bicyclists, transit, and adjacent commercial activity. Through a balanced and pragmatic approach to improve the physical character of these streets, a true and authentic “sense of place” can be reinforced – one that both complements the City’s unique history and speaks to its future as a vibrant community destination.

The streetscape enhancement recommendations incorporated into this master plan are crafted to support a holistic and long-term vision for what the area can become. It is understood that streetscape design improvements are only one component in a much broader and multi-faceted effort to revitalize the District. While the appearance and configuration of these streets and sidewalks are a critical ingredient, it is also important to factor in the role that future programming can play in further supporting the community’s goals – including hosting festivals and seasonal events – and to consider how the streetscape design decisions can promote these activities.

The purpose of this document is to serve as a comprehensive guide for the City of Raytown and the community to use for revitalizing and unifying the major downtown street corridors in the District to serve and encourage future investment and growth. The recommendations outlined herein are intended to provide a phased approach for transforming the visual appearance of these corridors into a vibrant District that further supports the community’s on-going revitalization efforts.

The following goals were established by the project’s Steering Committee to guide the vision for improving Raytown’s Central Business District:

- Develop Downtown as a friendly, welcoming, and easily navigated destination.
- Create a Streetscape Plan that sets the tone for future Downtown revitalization while stimulating additional private investment.
- Strengthen the Downtown identity and “sense of place” and encourage a variety of new businesses for future economic growth.

These goals were embraced by the design team, and used to guide our collective efforts throughout the design process.
EXISTING CONDITIONS

The City of Raytown has been steadily improving the sense of place within the community for a number of years, evidenced by numerous gateway enhancements that have been made at key intersections throughout the City. These gateways have included stone monuments, signage, pedestrian scaled lighting, landscaping, and related pedestrian-friendly amenities. These improvements have not been made within the CBD area to date, with the nearest location being the East 63rd Street and Blue Ridge Cutoff intersection.

The CBD includes fairly narrow existing sidewalks, on-street parallel parking, and relatively wide streets. Sidewalk conditions include several curbs without handicap ramps and a few stairs that do not make the area readily accessible. There are several overhead power lines in the project area that are readily visible and detract from the aesthetic appearance. There are also existing traffic signals along East 63rd Street at the intersections of Raytown Road and Blue Ridge Boulevard, as well as at the intersection of Blue Ridge Boulevard and East 59th Street, none of which have been enhanced to match the gateway intersections mentioned previously.

For the one block section of East 63rd Street between Raytown Road and Blue Ridge Boulevard, there are a number of private driveway connections located in close proximity to the intersections. The existing sidewalks range from 5’ to 9’ wide and are not very accessible, containing several curbs with no handicap ramps and even a small portion of the sidewalk that contains two stairs between the curb and building face. There are a number of streetscape needs that should be addressed, including improving accessibility, increasing parking, widening sidewalks to support retail activity and pedestrian comfort, narrowing the street lane widths, and enhancing the overall appearance and sense of place.
In 2011, the City of Raytown selected a multi-disciplinary urban design and engineering team led by Confluence to create a Streetscape Master Plan for the Central Business District. The scope of the project included creating a new standard for streetscape enhancements to be used in the CBD and identifying a first phase of construction. The preparation of final design and construction documents for approximately one block within the District was also included.

Working collaboratively with an appointed Steering Committee comprised of a mixture of property owners, business owners, public officials, and citizens, the design team proceeded to identify a wide range of issues and opportunities associated with the area and the scope of the anticipated improvements.

The planning process provided committee members with an opportunity to tour similar recently completed streetscape improvement projects within the Kansas City metropolitan area to experience a wide variety of improvements and methods for improving the public realm.

Early in the planning process, the committee participated in numerous design exercises to gain an understanding of the committee’s opinions about the area, their desires for improvement, and their preferences for specific design solutions and aesthetic characteristics. Committee meetings were designed to promote open dialogue between the committee and the design team to fully understand and integrate their vision into the recommended East 63rd Street (Phase-1) Streetscape and this Streetscape Master Plan.

Public participation was also essential to share information, identify and address issues and concerns. City staff and the design team coordinated a series of interactive meetings which included a series of steering committee meetings, review meetings with the Technical Committee, a public meeting (Community Open House), a presentation to the Board of Aldermen, and several coordination meetings with various corridor stakeholders and agencies.

The resulting master plan and streetscape design recommendations are a reflection of the community input received throughout the planning process.
STREETScape CHARACTER

STREET + SIDEWALK CONFIGURATION:

An integrated multi-modal approach was undertaken in the streetscape design, which involved exploring numerous conceptual options and urban design alternatives. These concepts were evaluated based on their ability to:

- Provide ample on-street parking to support economic development within the CBD area
- Create a pedestrian-friendly environment of widened sidewalks and improved site furnishings to encourage flexible use of the streetscape area for commercial retail uses
- Integrate bicycle routes into the revised street configuration
- Unify and soften the visual appearance with additional plantings and street trees
- Incorporate attractive street and sidewalk lighting
- Enhance the “sense of arrival” into the CBD area

The Steering Committee was encouraged to take a hands-on approach to understanding and evaluating these alternatives, which included studying the merits of alternative on-street parking approaches including combinations of parallel, angled, and reverse-angle parking.
A variety of options were explored to develop a recommended streetscape program for site furnishings and pedestrian amenities in the CBD area. These options included design themes ranging from very traditional to contemporary collections of furnishings – which can ultimately assist in defining the new visual character of the area. The collection of furnishings is commonly referred to as a streetscape “kit of parts” which can be utilized to address specific needs and opportunities in the project area.

The Steering Committee was engaged in evaluating several thematic approaches. Ultimately, the City’s existing thematic gateway enhancements - located at key intersections throughout the community - became a guiding element in shaping the final aesthetic recommendations for streetscape within the CBD area. The committee elected to utilize a design approach that compliments the existing gateway’s use of large stone monuments, unique identification signs, improved lighting with decorative poles, and attractive pedestrian-scaled bollards.

In support of the desired theme, the provision of additional streetscape furnishings and amenities was explored including new benches, litter receptacles, bicycle racks, identification and wayfinding signage, decorative paving treatments, and moveable landscape planters. The committee assisted in evaluating and prioritizing the need for each of these streetscape elements. Opportunities for integrating Raytown’s unique community history into the streetscape design were also explored and considered in the final streetscape design.
STREETSCAPE MASTER PLAN

Utilizing the Steering Committee’s preferences for streetscape character and amenities, the design team analyzed the streets within the CBD study area to create an incremental implementation approach. Based on available funding, the City determined the Phase One project area to include a one-block stretch of 63rd Street between Raytown Road and Blue Ridge Boulevard – which also includes the provision of two new traffic signals at these intersections. Future phases were also integrated into the master plan.

**PHASING RECOMMENDATIONS:**

- **Phase Two** - Blue Ridge Boulevard (East 63rd St. to East 60th Terrace)
- **Future Phase** - Blue Ridge Boulevard (East 60th Terrace to East 59th Street)
- **Future Phase** - Raytown Road (East 63rd Street to East 64th Street)
- **Future Phase** - East 63rd Street (Raytown Tfwy. to Raytown Rd.)
- **Future Phase** - Raytown Road (East 61st Terrace to East 63rd Street)
- **Future Phase** - East 63rd Terrace, East 64th Street, and Cedar Avenue.
- **Future Phase** - East 61st Terrace and East 62nd Street

Two approaches for distributing site furnishings and amenities within the Phase One project area were developed. The committee preferred a combination of the two alternatives.

4.01 East 63rd Street Streetscape Alternatives A-B

4.02 CBD Streetscape Phases
4.03 Proposed Streetscape Plan (Phase One: East 63rd Street)
The first phase of the project is intended to transform the physical design of East 63rd Street to better accommodate all modes of transportation, including vehicular, pedestrian, transit, and bicycles. This design methodology is sometimes referred to as a “Complete Street” approach, and basically promotes a balanced method of decision-making that can significantly improve the ability for the street design to respond to its intended use by the community.

This block incorporates a significant improvement to existing conditions – including a modest reduction in the widths of vehicular travel lanes down to an acceptable standard of 11’-0” (typical), converting the four lane street to a three lane street section, and converting existing on-street parallel parking stalls to angled parking stalls. These stalls are designated for use as “back-in” angled parking, which provide significant safety benefits and convenience for shoppers to access their trunk area directly from the sidewalk. These stalls are also being designed to provide flexibility for future conversion to “head-in” angled parking should that scenario be desired in the future. The vehicular lanes will be designated as shared lanes with bicycles, and the sidewalks will be significantly widened to promote pedestrian activity and expanded flexibility for adjacent retail commercial use of the sidewalk area.

The improvements also incorporate expanding sidewalk and landscape amenity zones at each of the intersections with Raytown Road and Blue Ridge Boulevard, which provide benefits in defining and protecting the drive lanes and on-street parking stalls while also providing expanded space behind the back of curb to utilize for additional aesthetic enhancements. These enhancements are anticipated to include landscape plantings for beautification, pedestrian plaza spaces with district gateway identification monuments, and additional space for placement of site furnishings. These expanded areas also significantly reduce the pedestrian crossing distance at these intersections, which further supports the goal of making the CBD more pedestrian friendly.
STREETSCAPE 'KIT OF PARTS'

The recommended palette of site furnishings and pedestrian amenities to be utilized in Raytown’s CBD area includes a variety of elements. This “Kit of Parts” is intended to be applied consistently to each block of streetscape revitalization as future phases of the project move forward into implementation. The final quantity, and location of these elements for specific blocks within the CBD area will need to be determined on a case by case basis during the final design process in order to adapt to existing conditions and future adjacent development opportunities.

The ‘Kit of Parts’ for use in the CBD area is outlined below, and was carefully selected to visually complement the City’s previous enhancements to gateway intersections that have been made in several areas of the community. Many of these components are elements that can be added incrementally over time throughout the CBD area as budget priorities and funding allows.

**BIKE RACK**
Company: Landscape Forms
Model: Ring-Powder Coated Steel
Color: Black

**BOLLARD**
Company: Union Metal Corporation
Model: Ornamental Columbian Family Bollard-N80L-20-A48-Y1
Color: Black

**BENCH**
Company: Landscape Forms
Model: Plainwell-72”
Seat: Ipe Wood
Color: Black

**LITTER RECEPTACLE**
Company: Landscape Forms
Model: Scarborough-Side Opening and Vertical Flat Straps
Color: Black

**SANDBLASTED CONCRETE**
Sandblasted Concrete
Texture: Medium to Heavy Sandblast.

**CLAY BRICK PAVERS**
Company: Endicott Clay Pavers
Color (Red): Rose Blend-4”x 8”x 2 1/4”—or equivalent
Color (Brown): Medium Ironspot #46-4”x 8”x 2 1/4”—or equivalent

**BOLLARD**
Company: Union Metal Corporation
Model: Ornamental Columbian Family Bollard-NBOL-20-A48-Y1
Color: Black

**BIKE RACK**
Company: Landscape Forms
Model: Ring-Powder Coated Steel
Color: Black

**BENCH**
Company: Landscape Forms
Model: Plainwell-72”
Seat: Ipe Wood
Color: Black

**LITTER RECEPTACLE**
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**WAYFINDING SIGNAGE**
Not included in the scope for this project. A complete ‘kit of parts’ should include a standard for signage at various scales/applications.
FUTURE PHASING

RAYTOWN ROAD - FUTURE PHASE

Located just south of East 63rd Street, the future enhancement of Raytown Road anticipates a modest narrowing of the existing street width to utilize 11'-0" (typ.) drive lanes and the provision of on-street parallel parking stalls (between East 63rd Street and East 63rd Terrace), while also expanding the adjacent “parkway” areas to 10'-0". These parkway areas provide areas for widened sidewalks (6’ min.), street tree placement, landscape plantings, site furnishings, and street lighting and pedestrian lighting.

For the section south of East 63rd Terrace, the street incorporates on-street bike lanes (5’ width) on both sides of the street in lieu of on-street parallel parking. This provides an alignment for bicyclists to utilize East 63rd Terrace to connect east to Cedar Avenue and then north to Blue Ridge Boulevard and East 63rd Street. This street section is slightly narrower than the northern block, which provides opportunities for a 14'-0" parkway adjacent to the street that can accommodate wider sidewalks and streetscape amenities.

As improvements in this area move forward to final design and implementation, adjacent and active economic development activity should be considered and integrated into the final configuration and provision of these streetscape improvements.

5.01: Plan - Raytown Road from East 63rd Street to East 64th Street

A. Parkway with Street Trees
B. Bike Lane (5’ Wide)
C. Parallel Street Parking
D. Future Phase (East 63rd Street)
E. 63rd Street-Phase1
F. Bike Lane Via 63rd Terrace to Cedar Avenue
G. 11’ Shared Lanes (Bike)
BLUE RIDGE BOULEVARD - PHASE TWO

Located just north of East 63rd Street, the future enhancement of Blue Ridge Boulevard anticipates slight narrowing of the existing street lane widths to utilize 11’-0” (typ.) travel lanes and the provision of on-street parallel and angled parking stalls, while also expanding the adjacent “parkway” areas. These parkway areas provide areas for widened sidewalks (6’ min.), street tree placement, landscape plantings, site furnishings, secondary markers, and street and pedestrian lighting.

The street incorporates on-street bike lanes (5’ width) on both sides of the street. The bike lanes are in lieu of on-street parallel parking from East 62nd Street to East 60th Terrace. The street section from East 63rd Street to East 62nd Street could potentially be slightly wider if additional City property on the west side of Blue Ridge Boulevard is acquired for street right of way. The additional right of way would allow for additional angled on-street parking for the downtown shops and events. The proposed landscape and low wall buffer at the high school entry at East 60th Terrace diverts students to nearby crosswalks for safer crossing of Blue Ridge Boulevard.

As improvements in this area move forward to final design and implementation, adjacent and active economic development activity should be considered and integrated into the final configuration and provision of these streetscape improvements.
BLUE RIDGE BOULEVARD - NORTH

Located between East 60th Terrace and East 59th Street, the future enhancement of Blue Ridge Boulevard anticipates slight narrowing of the existing street lane widths to utilize 11'0" (typ.) travel lanes to incorporate a center turn lane and expanded adjacent "parkway" areas. These parkway areas provide space for widened sidewalks (6’ min.), double row of street trees, landscape plantings, site furnishings, gateway markers, and street lighting and pedestrian lighting.

The street incorporates on-street bike lanes (5’ width) on both sides of the street. The bike lanes are in lieu of on-street parallel parking from East 60th Terrace to East 59th Street. The section removes all on-street parking as there is little demand in the area. Reducing the number of lanes from 4 to 2 maintains the current level of service and re-allocates right of way for expanded "parkways" and the addition of a center turn lane. The center turn lane allows motorists to wait in a designated turn lane for a safer movement into the high school parking lot.

As improvements in this area move forward to final design and implementation, adjacent and active economic development activity should be considered and integrated into the final configuration and provision of these streetscape improvements.
EAST 63RD STREET

Located between Raytown Road and the East 63rd Street bridge (just west of downtown shops), the future enhancement of East 63rd Street anticipates a modest expansion of adjacent “parkway” areas and the addition of angled parking on the south side of the street to serve the businesses. These parkway areas provide space for widened sidewalks (6’ min.), street tree placement, landscape plantings, site furnishings, and street lighting and pedestrian lighting.

This street section provides opportunities for expanding parkways at various widths of 10’-0” to 24’-0” to accommodate wider sidewalks and streetscape amenities. The street incorporates on-street angled parking along the existing pocket park on the south side of 63rd Street.

As improvements in this area move forward to final design and implementation, adjacent and active economic development activity should be considered and integrated into the final configuration and provision of these streetscape improvements.

- Parkway with Street Trees
- East 63rd Street-Phase 1
- Back-In Angled Parking
- Future Phase (Raytown Road)
- East 63rd Street Bridge