



Kansas City

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LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement



Kansas City

The Raytown Greenspace

Catalyzing Growth Downtown

Raytown, Missouri | June 10-11, 2025

Thank you



Thank you

- Kevin Pinkowski, BHC, TAP Co-Chair
- Abby Newsham, Olsson, TAP Co-Chair
- Ryan Elam, City of Lee's Summit, TAP Committee
- Pete Browne, Kissick Construction, TAP Committee
- Leslie Herring, City of Westwood, TAP Committee
- Jason Carter-Solomon, Landmark Bank, TAP Committee
- Audrey Navarro, Clemons Real Estate, ULI Kansas City Chair

Questions for the Panel

1. What is the best possible way to develop the greenspace and utilize it as a catalyst to establish a vibrant downtown district that will also generate the highest revenue?
2. What is the most efficient and effective plan to create a cohesive entertainment corridor that connects the downtown district to the Crane Brewing/Rock Island Trail area?
3. Are there additional opportunities for redevelopment, financing and/or other projects within or near the subject area?



The Panel

Virginia Dobesh
Edgemoor
Infrastructure & Real
Estate
TAP Co-Chair



Chris Brewster
Multi Studio



Casey McBride
AL Huber



Matt Ledbetter
Grayson Capital
TAP Co-Chair



Shannon Buster
North Point KC



Matthew Macchietto
Hoerr Schaudt



Kevin Berman
Hoefler Welker



Weston Buckley
Lane 4 Group



Vincent Gauthier
Authenticity City

ULI Project Staff

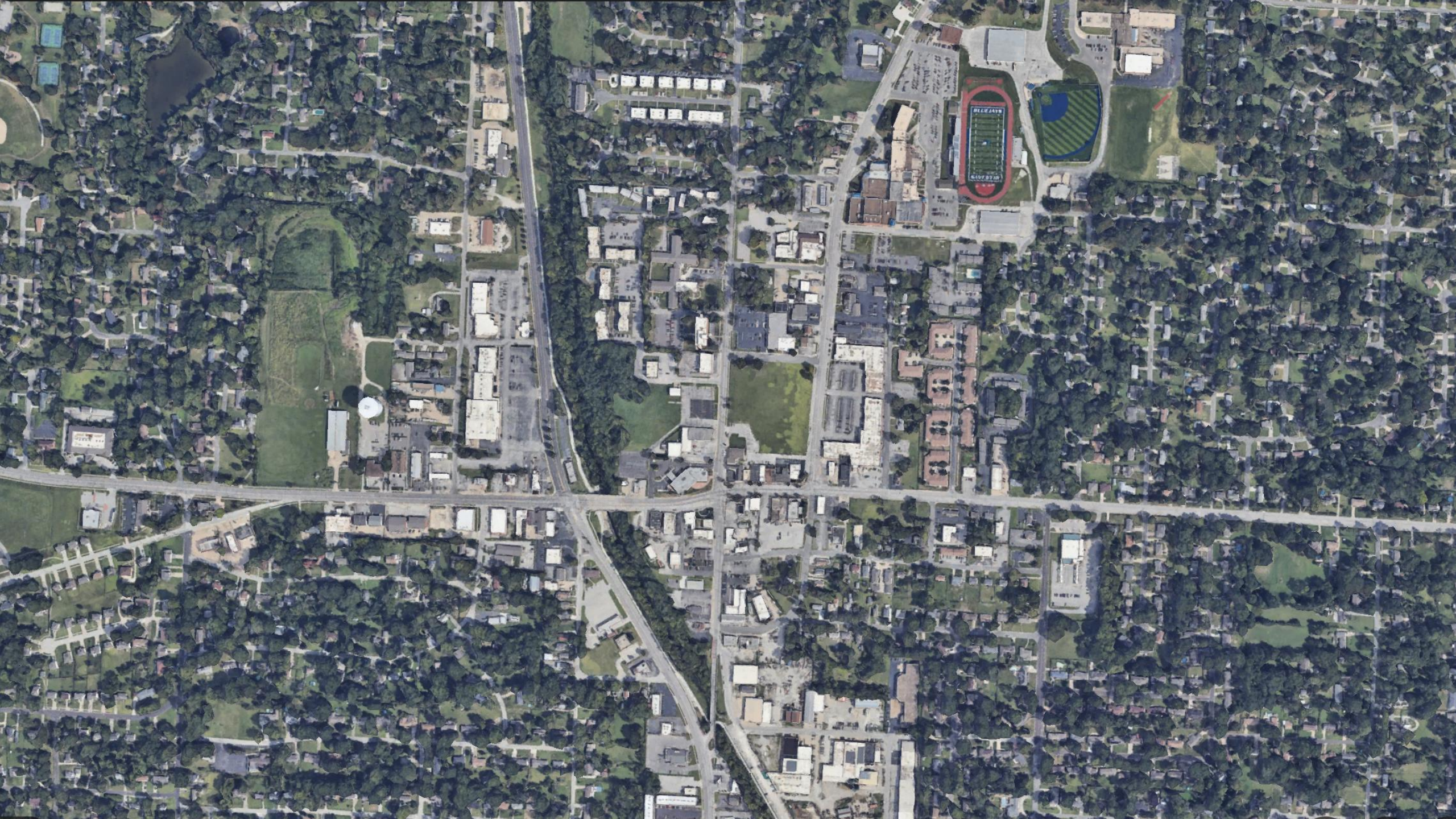
Katherine Carttar, ULI Kansas City
Samantha Moores, ULI Kansas City
Kelly Annis, Branch Communications

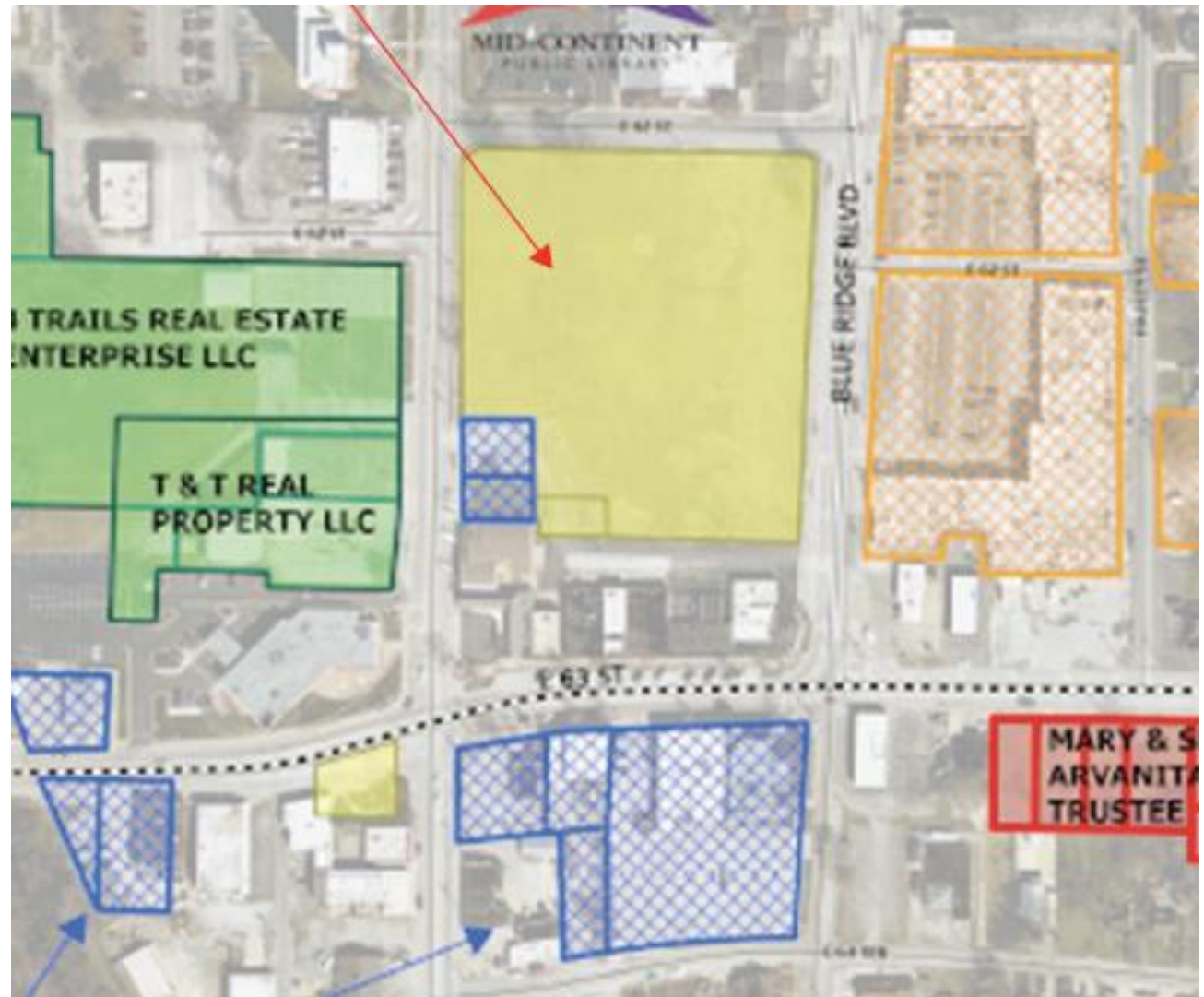
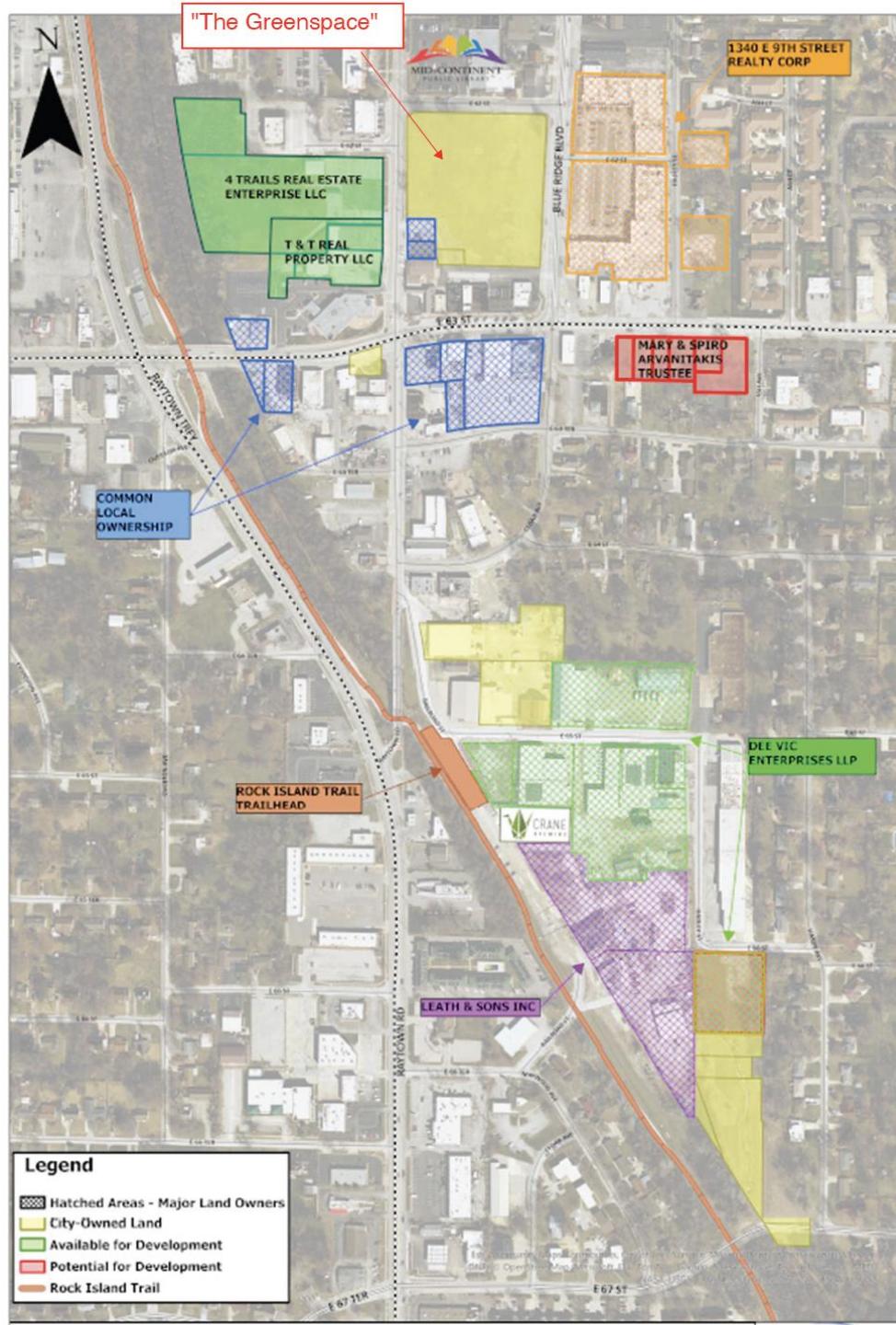


Sara Copeland
KCMO



Chris Vukas
Alt Cap





TAP Process

- Area tour
- Sponsor briefing
- Stakeholder interviews
- Panel deliberations
- Recommendations
- Presentation





Stakeholder Meetings

- Elected Leadership
- City Professional Staff
- Business Owners
- Chamber of Commerce
- School District
- Main Street Association
- Property Owners
- Residents



Insights from Stakeholder Interviews – Raytown

- Small community, big heart / everyone knows you
- Independent and hardworking community
- People work well together
- Strong sense of pride
- Great connectivity to metro area (15-20 min)
- Good affordability
- Raytown has a lot of potential



Insights from Stakeholder Interviews – Raytown

- City needs an identifying vision or theme
- Downtown does not feel inviting or defined
- Need restaurant and entertainment destinations, places for people to gather
- Local businesses may need support (signage, marketing, operating hours, parking, accessibility)
- Need better communication about City activities
- Need improved connectivity within Raytown
- Some sense of apathy combined with untapped energy



Insights from Stakeholder Interviews – Greenspace

Ideas for the Greenspace

- Mixed-use (residential and retail)
- Community center / civic space
- Amphitheater
- Farmer's Market
- Park / Athletics (pickleball, basketball)
- Town Square
- Institutional (healthcare)
- Hotel
- Destination / entertainment / play
- Connectivity to the trail system
- Food Truck

No to:

- Franchises, temporary uses, impractical City funding



Building on Draft Comp Plan & Stakeholder Insights

- Amplify pillars and strategies already proposed
- Build on Raytown's existing assets
- Provide visioning ideas for Downtown District with a Raytown Green at its center
- Position public investment as a catalyst for private investment
- Promote walkability, bike-ability, safety, and wayfinding
- Focus on community connectivity and gathering spaces
- Share actionable short-term steps toward long-term goals



A photograph of a city street corner. In the foreground, there is a sidewalk with a circular area paved with reddish-brown bricks. A large, leafy green tree stands prominently on the left side of the sidewalk. To the left of the tree is a building with a light-colored facade and a gabled roof. In the background, there is a street intersection with traffic lights and a street sign that reads "Taylor St". The sky is overcast with grey clouds.

The Greenspace as a Catalyst for Downtown



Kansas City

GREENSPACE DEVELOPMENT

- Three Comprehensive Plan Options



Idea #1



Idea #2



Idea #3

GREENSPACE DEVELOPMENT

Comprehensive Plan Observations:

Ideas We Found Successful in the Comprehensive Plan(s):

- Breaking down the scale of the large open space (multiple uses, tightening the city grid to be more walkable)
- Devoted Centralized Greenspace
- Additional Parking Opportunities
- Commercial Development
- Connection from Raytown Road to Blue Ridge Blvd

GREENSPACE DEVELOPMENT

Comprehensive Plan Observations:

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Additional Opportunities:

- More Connectivity/Trailhead from Rock Island Trail
- Directly Connecting a Central Greenspace to New Walkable/Recreational Main Street
- Creating active uses along all sides of the community central greenspace
- Opportunity for Community Flex Space
- Opportunity for Flex Retail Space
- Opportunity for Coffee Shop
- Opportunity for Covered Market Spaces & Stage for Raytown Live
- Providing Alternative Location for Future Mixed-Use Development
- Optimizing and integrating parking across site
- Short-Term vs. Long-Term Options

GREENSPACE DEVELOPMENT

Key Questions

- Should a new pedestrian / commercial street be punched through?
- How large and where is the central green space (precedents)?
- Where is the “quick win” – food court/flexible plaza site... Is it or does it have to be on this site?
- How do we leverage / amplify the library?
- How can we maximize public / on-street parking?
- Where does the “community center” / civic programable facility sit?
- How to confront the edge streetscapes – Raytown Road/“Main Street” and Blue Ridge help this or get shaped by this.

KEY ELEMENTS

Between Concepts



Urban Street Trail (new "Main Street")



Flexible Plaza / Market Space



Incubator Retail Space



Civic Park



Community Flex Space

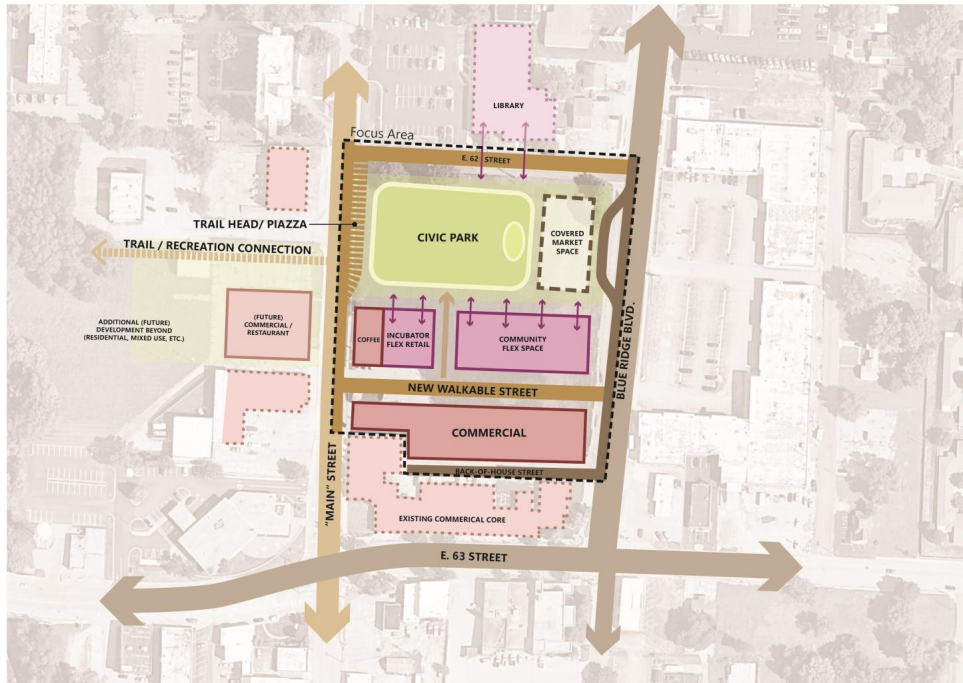


Expanded Commercial Space

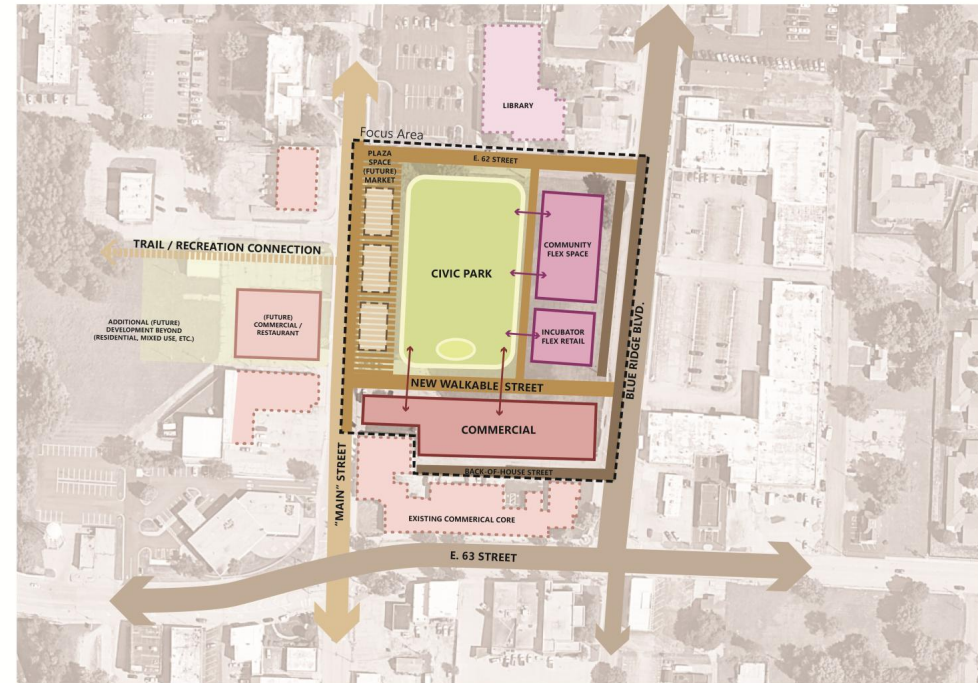
TWO IDEAS

Similar Components

Concept 1

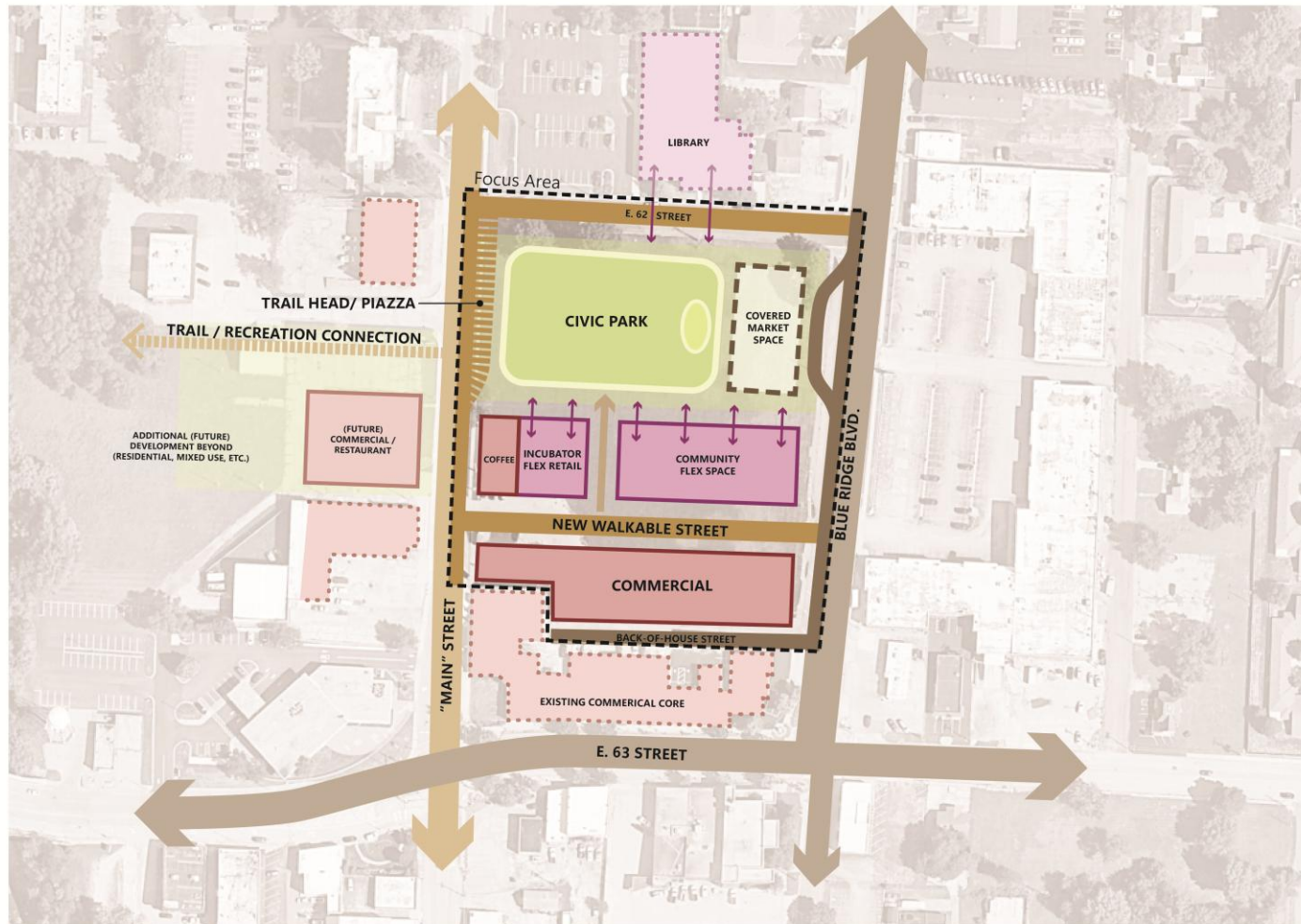


Concept 2



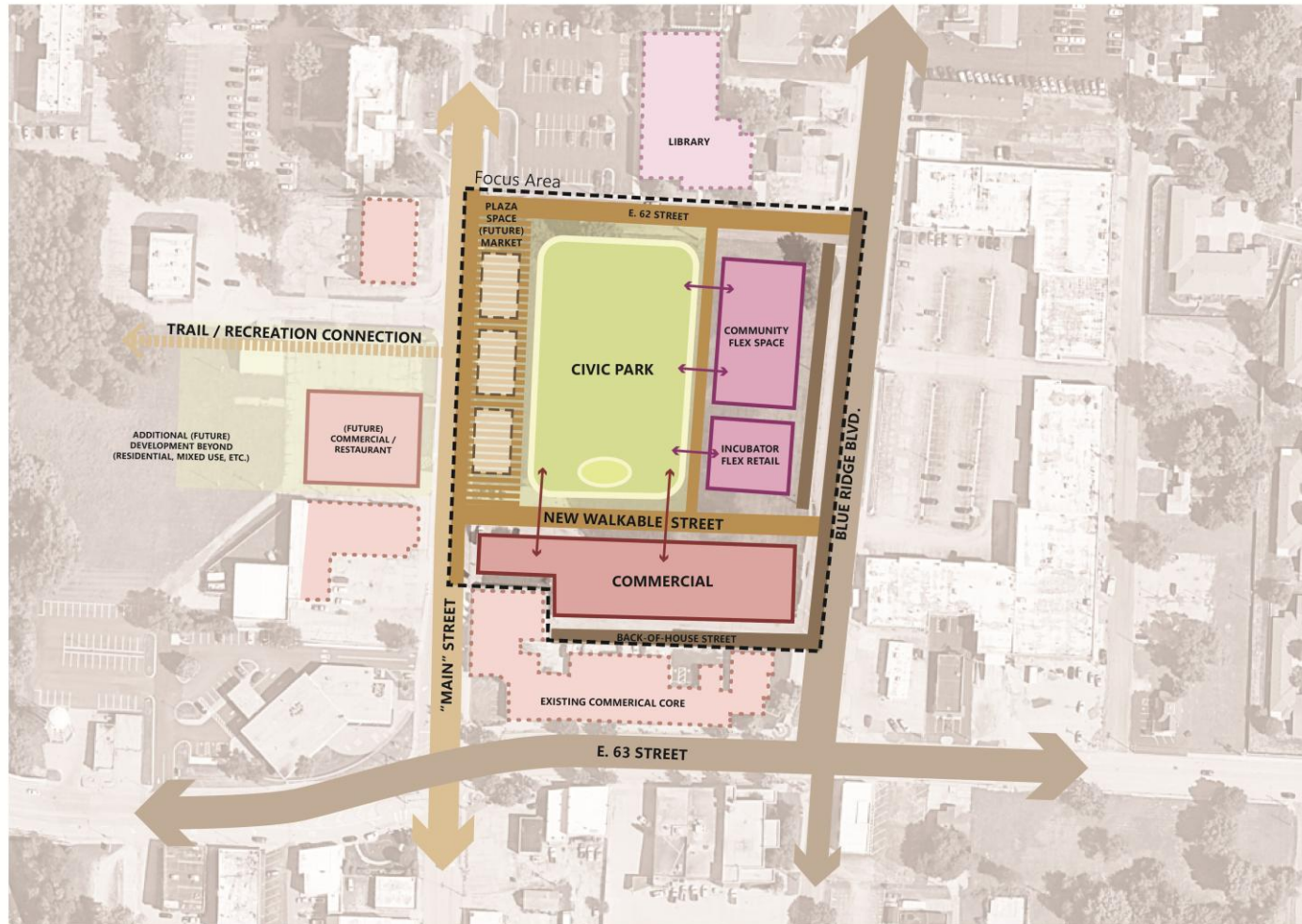
GREENSPACE DEVELOPMENT

Concept #1



GREENSPACE DEVELOPMENT

Concept #2



GREENSPACE DEVELOPMENT

Concept Imagery

Makers Market Kiosks

Convertible, streetscape kiosks to be activated for events.
Asheville NC



GREENSPACE DEVELOPMENT

Concept Imagery

Urban Street Trail

Street balanced for cars and pedestrians, but emphasizing urban trail segment for 2-4 blocks

Monan Trail, Carmel IN



GREENSPACE DEVELOPMENT

Concept Imagery

Urban Street Trail

Street balanced for cars and pedestrians, but emphasizing urban trail segment for 2-4 blocks

Monan Trail, Carmel IN



GREENSPACE DEVELOPMENT

Concept Imagery

Incubator / Flex Space

Programable building shell with small, leasable retail space and flexible event space.

Uptown Market, Independence, MO



GREENSPACE DEVELOPMENT

Concept Imagery

Pop-up / Business Incubator Space
Various examples



GREENSPACE DEVELOPMENT

Concept Imagery

Green with Performance Pavilion

Zona Rosa, Kansas City, MO



GREENSPACE DEVELOPMENT

Timeline/Steps for Development

- Step #1: 0-5 Years
 - Infrastructure Development
 - Creation of Pedestrian Street cutting through property
 - Utility Infrastructure for future buildings and opportunity for Food Truck connections
 - Creation of additional Trailhead/Connection to Rock Island Trail
 - Construction of Covered Market Space & Stage for Farmers Market, Market Fairs, Raytown Live, etc.
 - Buildout of Green Space/Civic Park Area for Desirable Public Use and Events
- Step #2: 5-10 Years
 - Development of Commercial or Community Flex Space (Coffee Shop or Incubator Flex Retail)
- Step #3: 10 Years+
 - Development of additional Commercial Building(s)
 - Development of Mixed-Use and/or Multi-Family across Raytown Road



Community Corridor

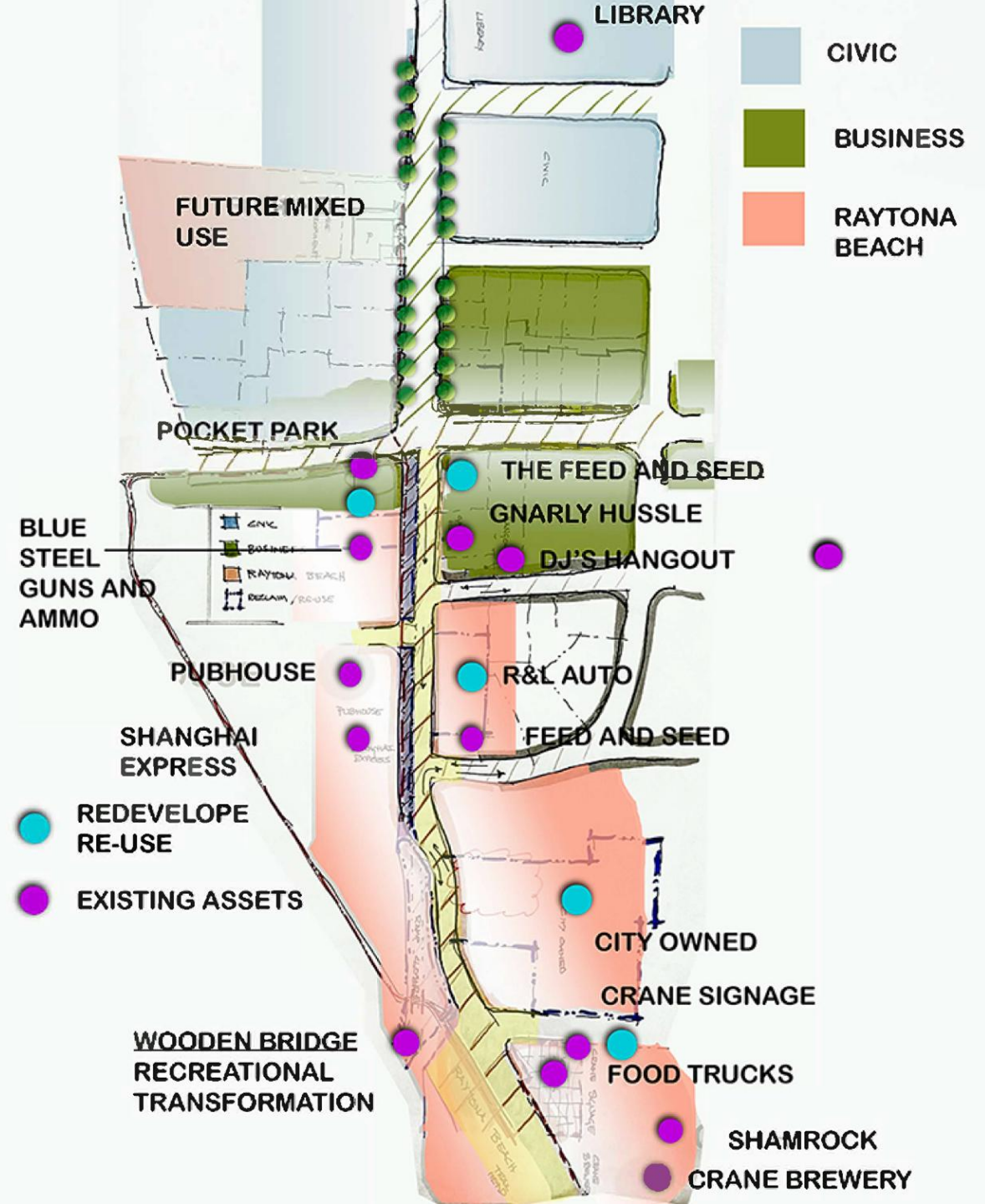
The Why

- Streets can be gathering spaces, too
 - Build places for people
 - Take advantage of existing infrastructure
 - Create buzz
- Streets need to match development
 - Create subdistricts within Downtown Raytown
 - Park once



Street Subdistricts

- Neighborhood Connection
- Main Street
- Raytona Beach



Neighborhood Connection

- Transition to neighborhood
- Calm
- Connection to Downtown to south and trail to north

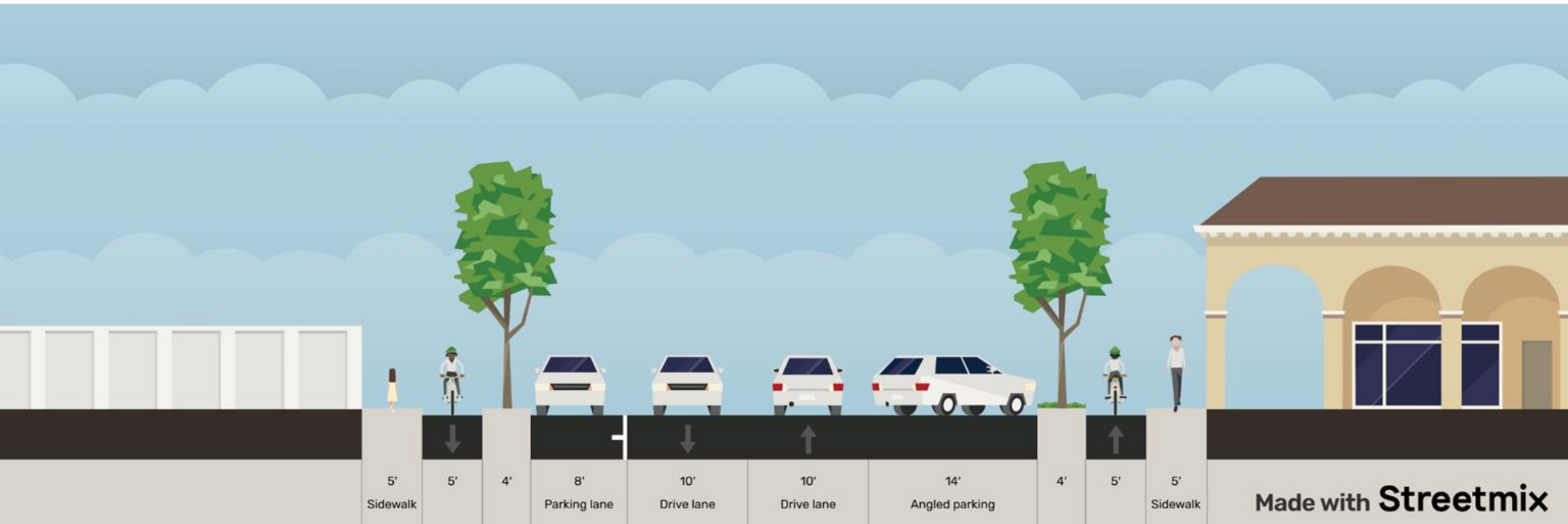


Heart of Main Street

- Gathering space
- Heart of community
- Community events



Heart of Main Street

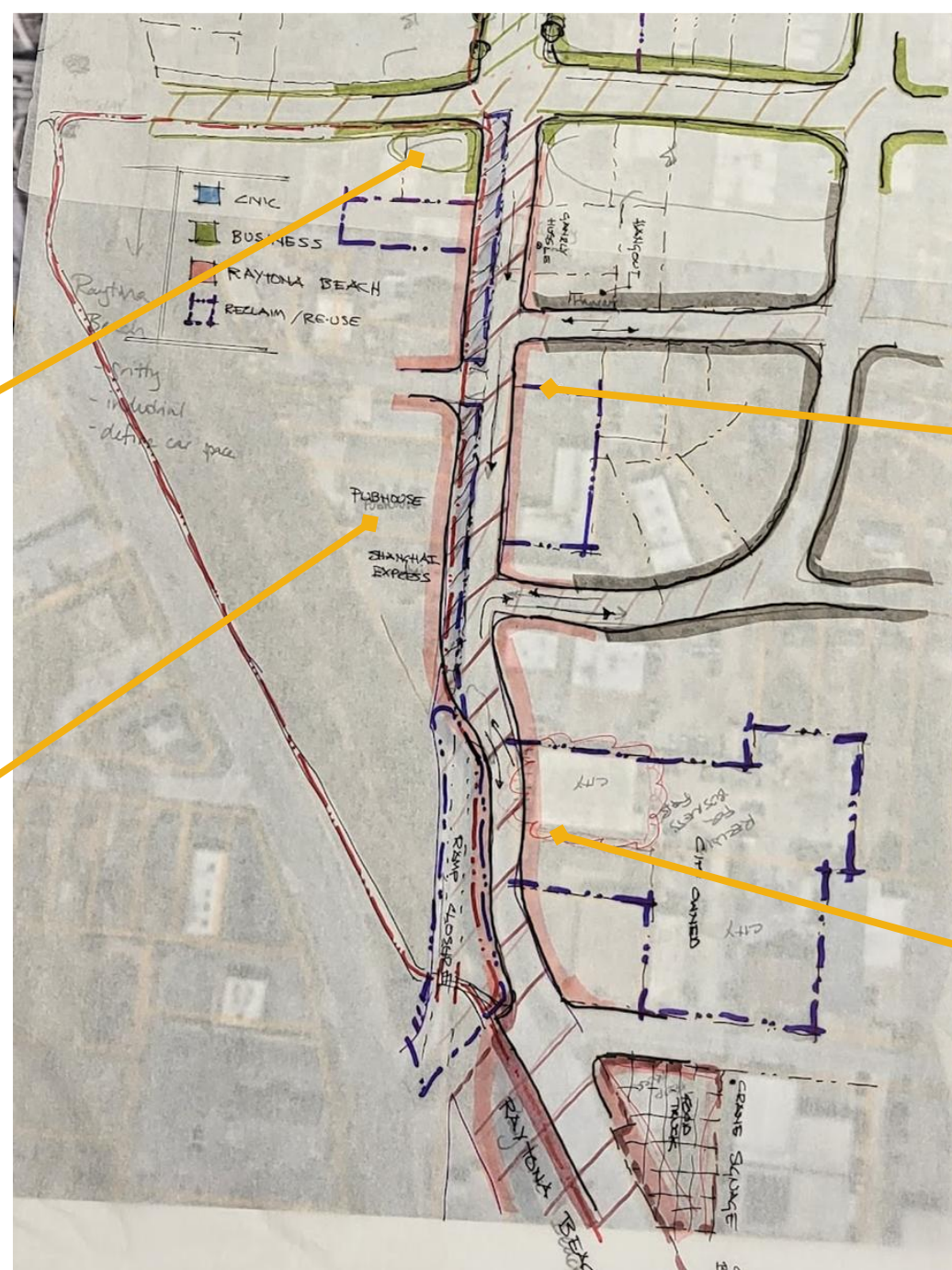


Raytona Beach

- Gritty
- DIY
- Outlaw
- People still work with their hands
- Unique entrance to Raytown from Rock Island Trail



Raytona Beach

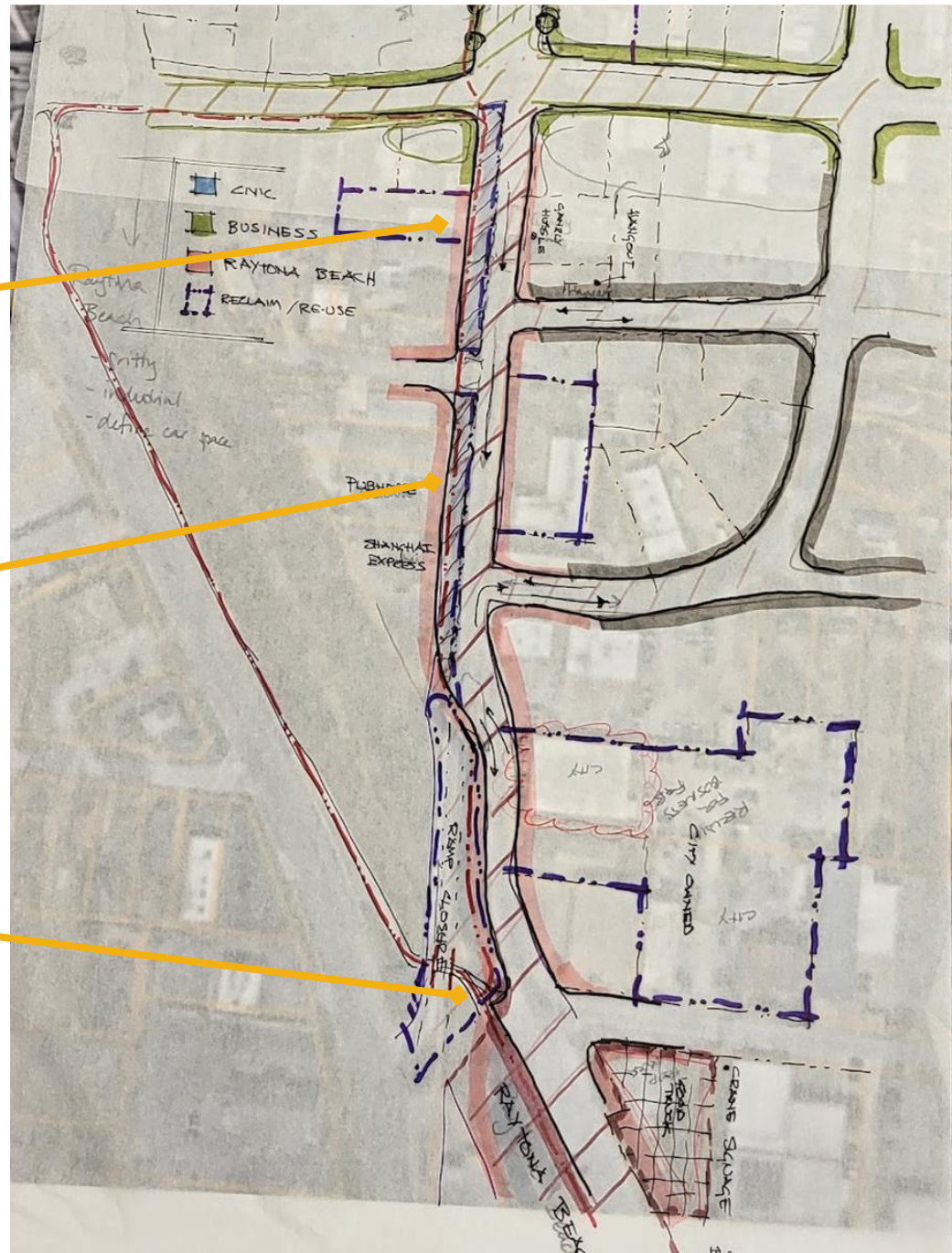


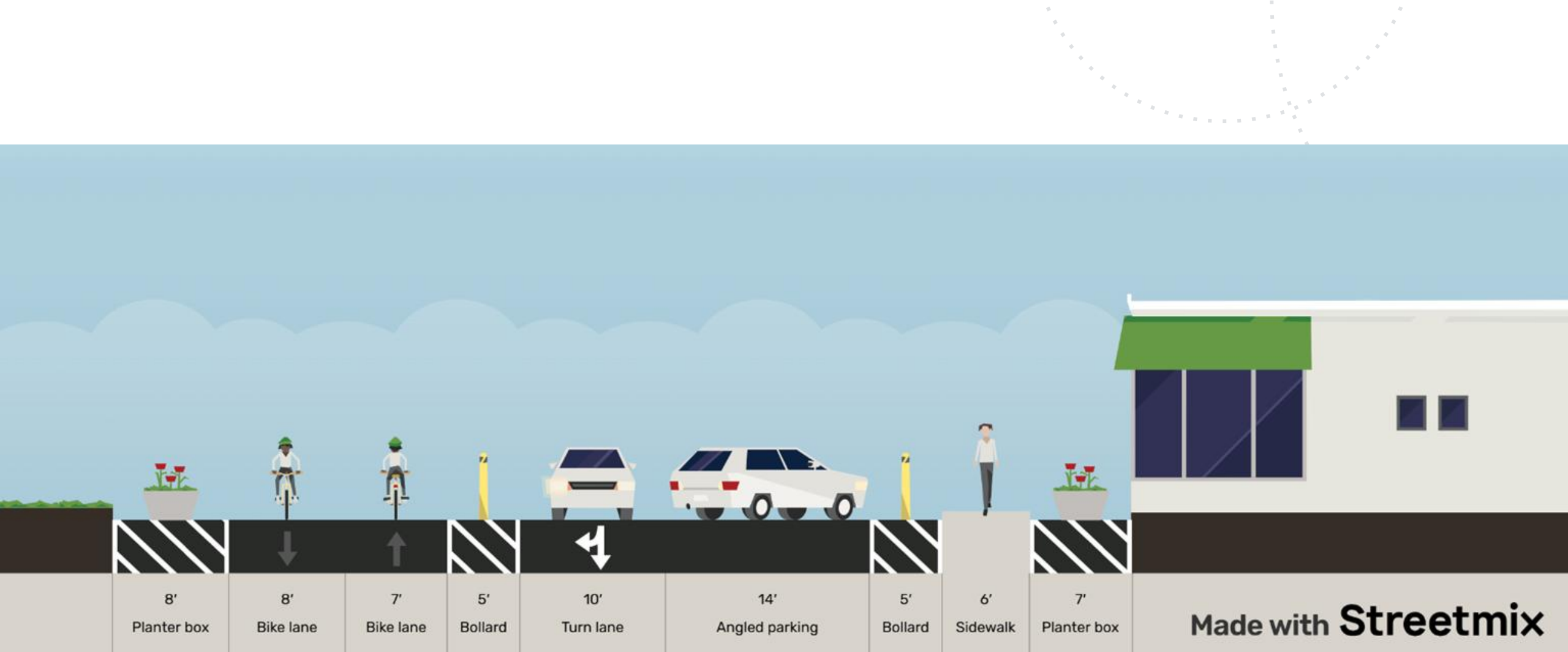
Raytona Beach

Define space for people

Create downtown trail connections

Close wooden bridge ramp





Raytona Beach

One way south to 64th

Maintain 2-way east-west streets

2-way traffic via E. 64th/Cedar

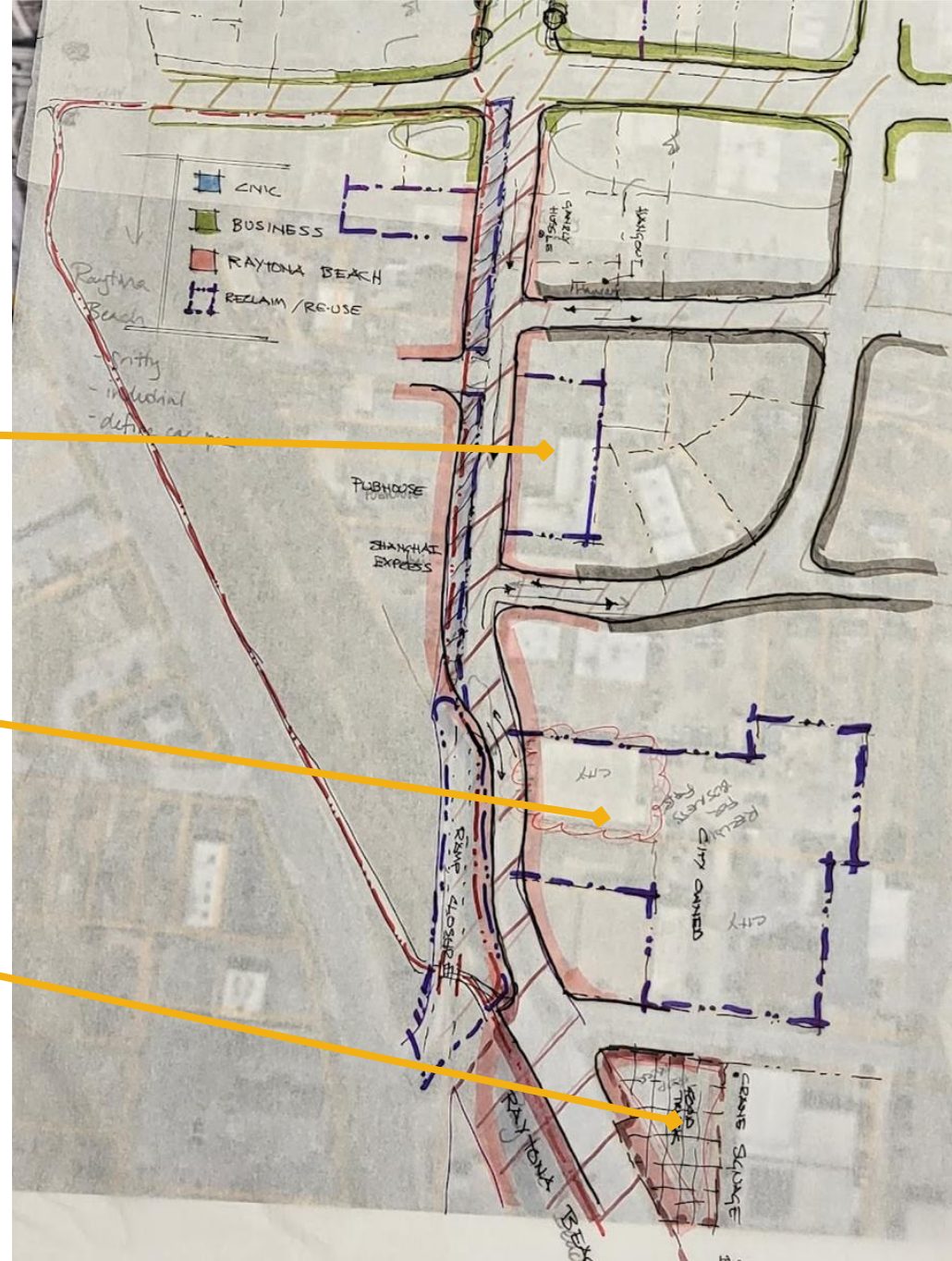


Raytona Beach

Redevelopment opportunities

Leverage Public Works

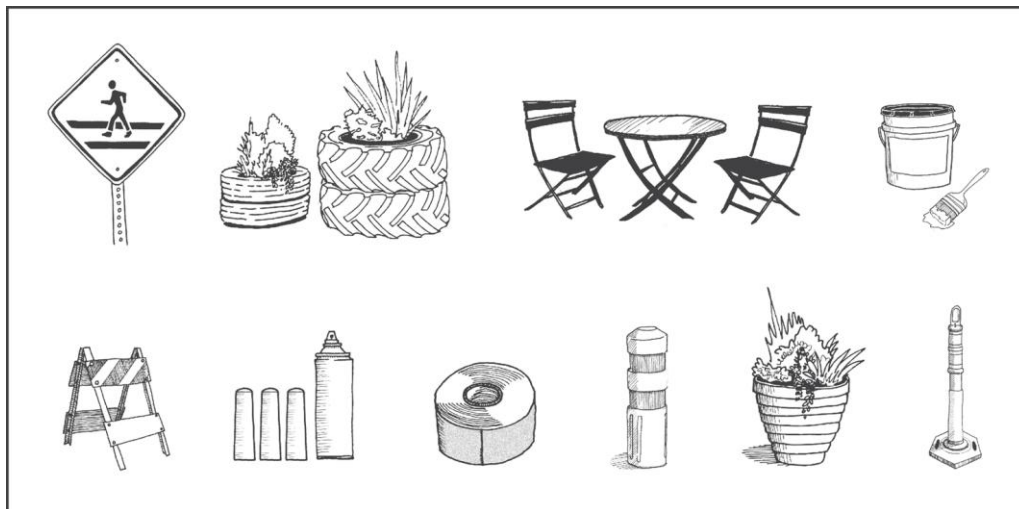
Food truck court



Do This Now

Pilot street improvements:

- Close wooden bridge
- Create biking/walking space with temporary materials
- Stripe vehicle lanes/parking areas





Additional Opportunities



Kansas City

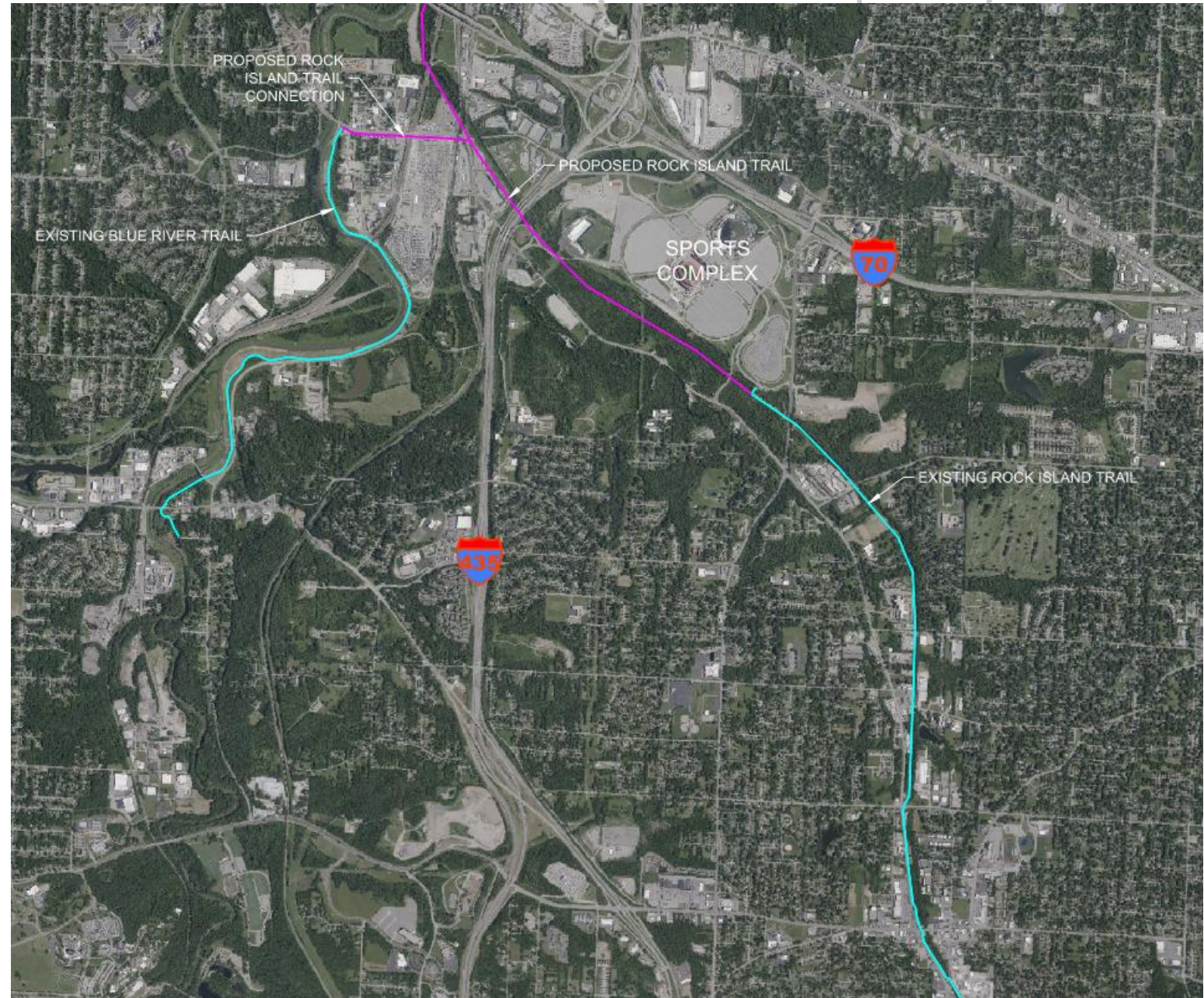
BUSINESS SUPPORT

- Identity opportunity #1
- City as a hub for business resources
- Support incubators
- Sign ordinance
- CID/financing options
- Grants for façade improvements
- Regular event programming/messaging



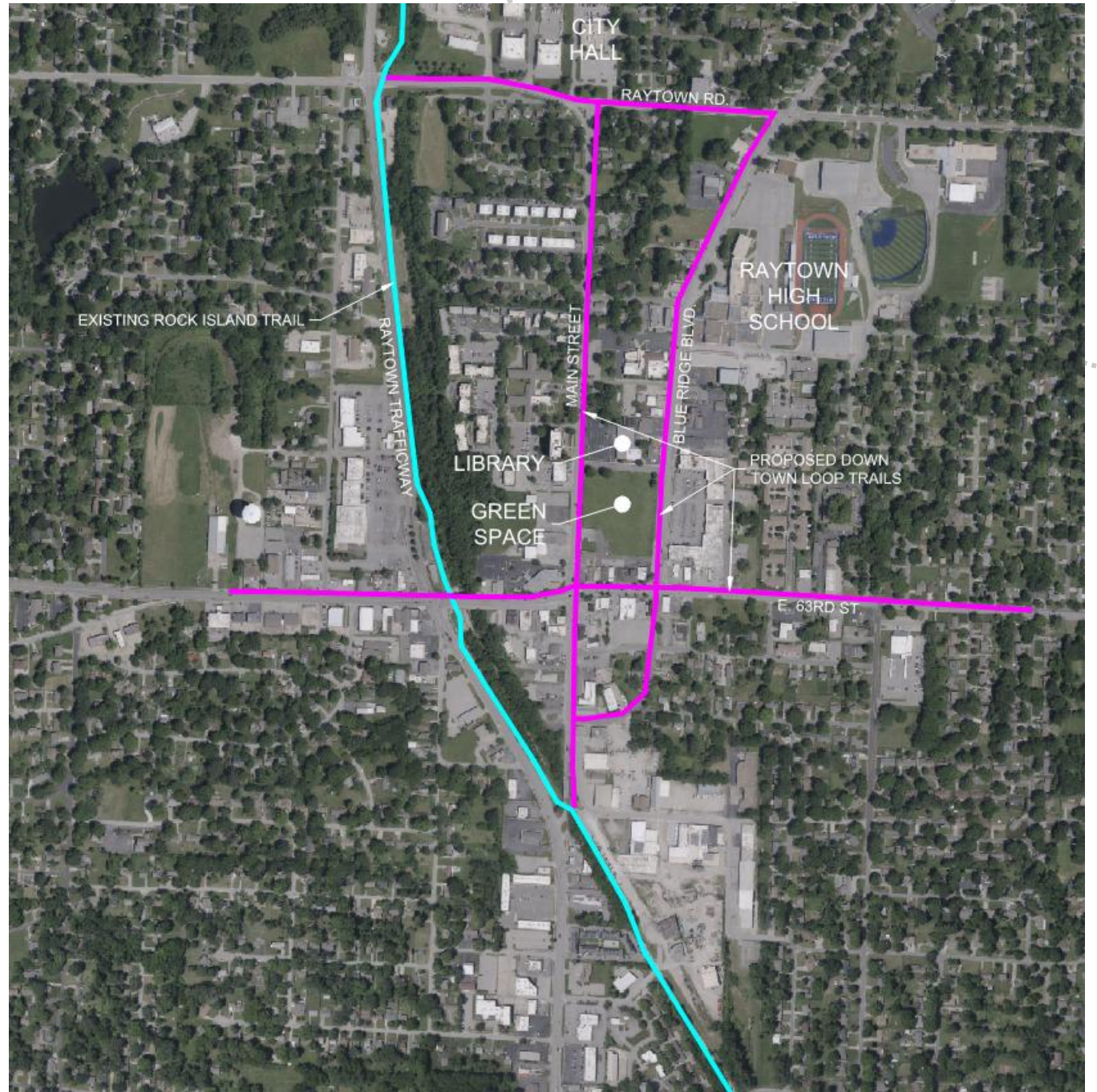
BIKE NETWORK

- Identity opportunity #2
- Connection to regional trails



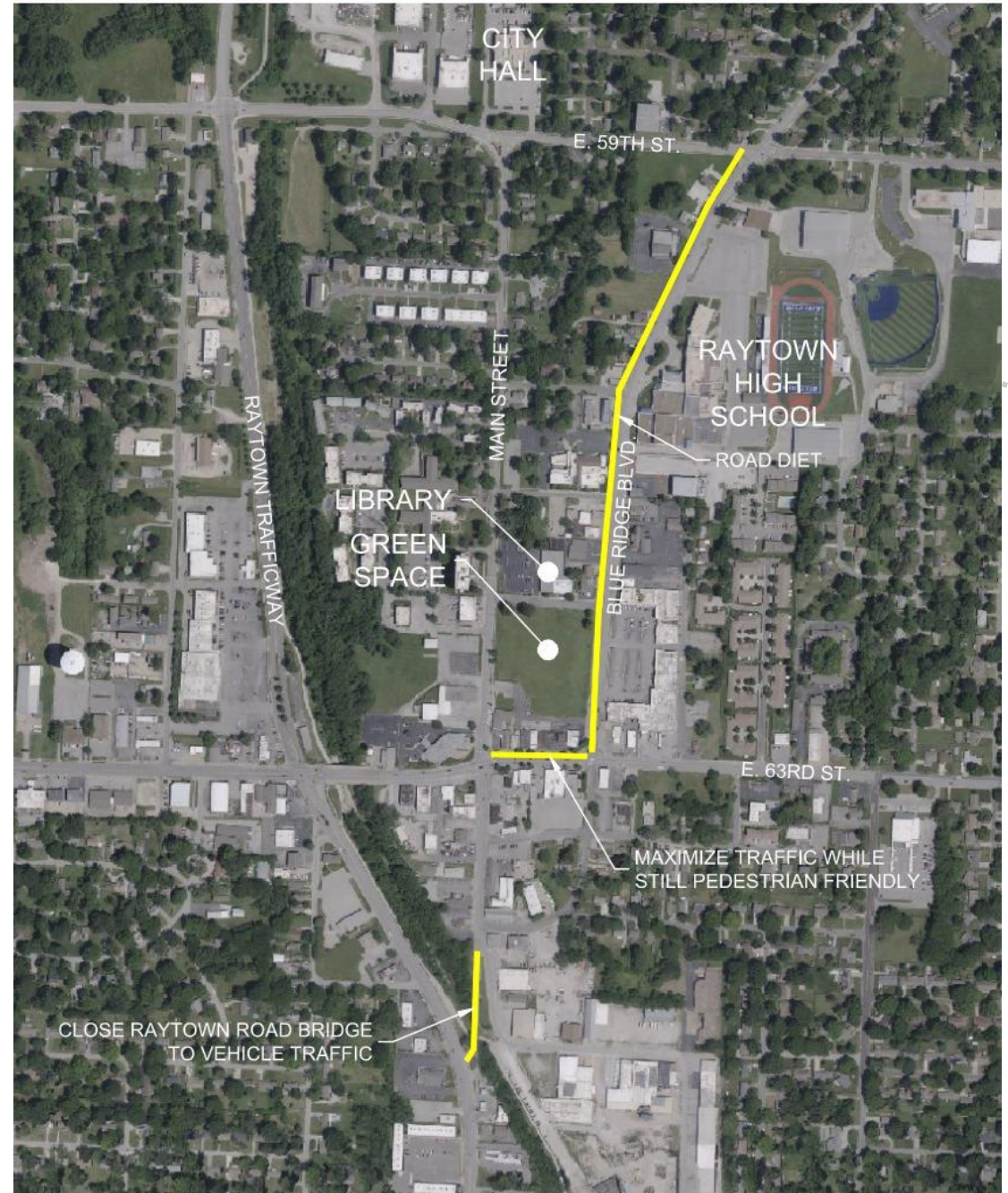
BIKE NETWORK

- Downtown loop system
- Improve Rock Island Trail section
- KCATA green corridor



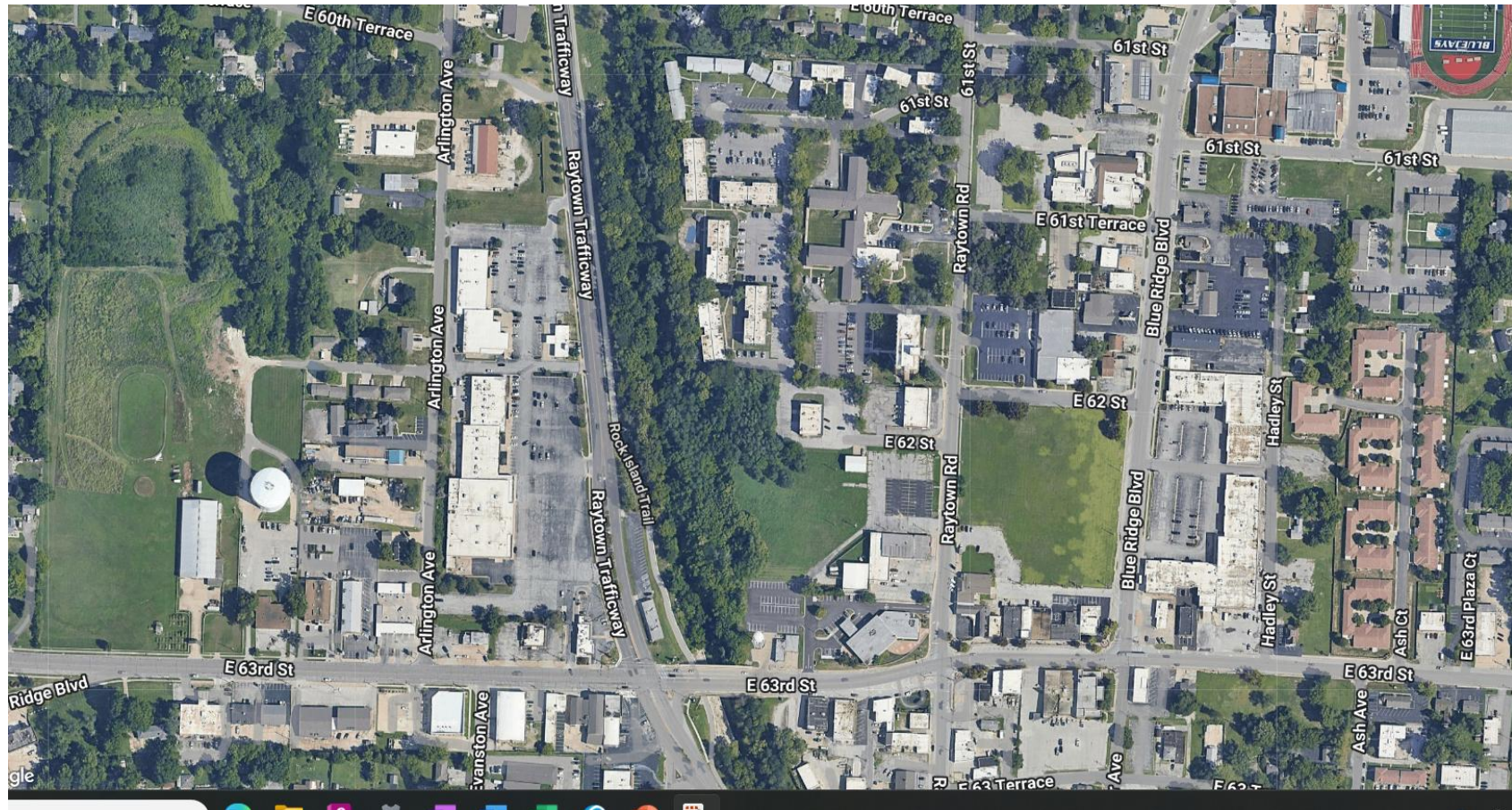
INFRASTRUCTURE

- Raytown Road becomes Main Street
- Parking study
- 63rd Street traffic flow improvements
- Blue Ridge Boulevard road diet
- Close Raytown Road bridge to vehicle traffic



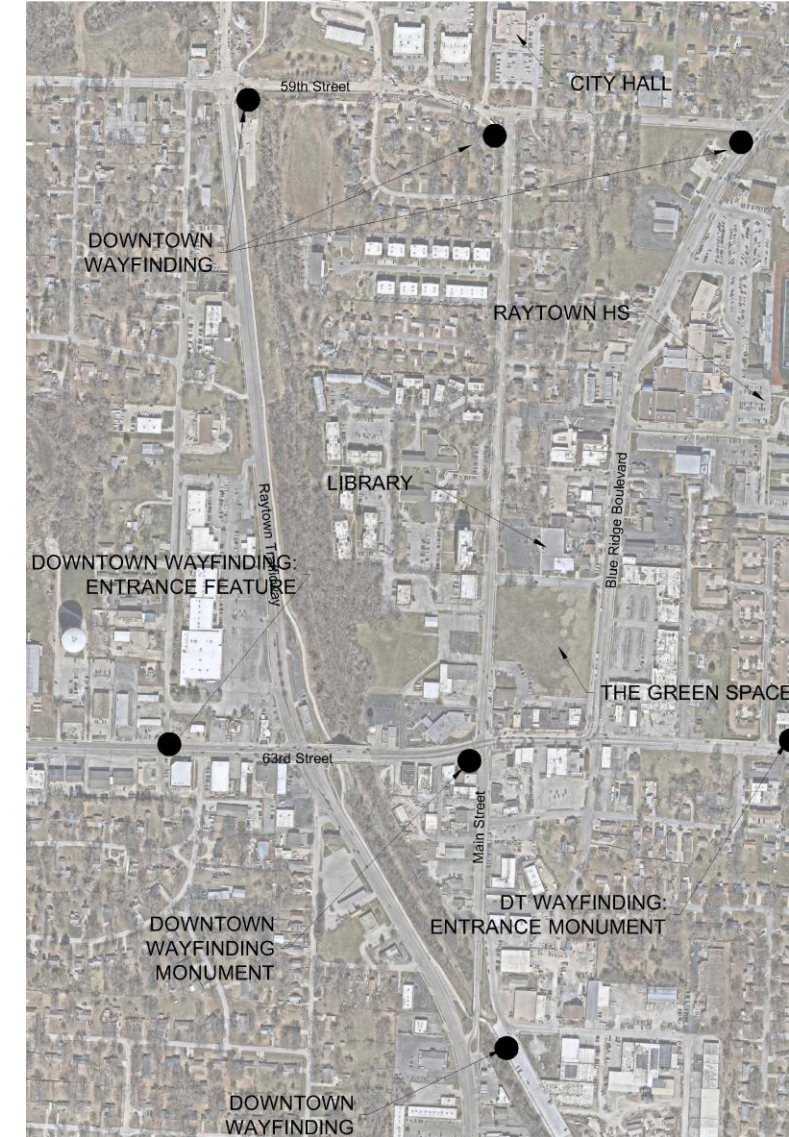
REDEVELOPMENT OPPORTUNITIES

- Don't ignore the west!
- Property acquisition
- Historic preservation
- Commercial rehab
- New construction



WAYFINDING

- Regional directional (I-435, Hwy.350)
- Downtown entrance monuments
- Downtown branded wayfinding



Funding Strategies

Grant Funding

- RAISE (Raytown application submitted)
- Safe Streets and Roads for All
- Rails to Trails Conservancy
- Main Streets
- DOT/EPA
- Mid-America Regional Council (MARC) - Planning Sustainable Places Grant

Special Taxing Districts

- Community Improvement District (sales tax)
- Transit Oriented Development (TOD) (property or sales tax)
- Trail Oriented Development (TrOD) (property or sales tax)
- Public Improvement District (property or sales tax)

Tax Abatements

- Chapter 353 (property tax)
- Chapter 100 (sales tax exemption on construction materials)

City Funding

- Land contributions
- Annual lease payments
- Bond financing

Q & A

ULI Kansas City
Technical Assistance Panel