

CITY OF GREENWOOD, MISSOURI



COMPREHENSIVE MASTER PLAN 2035

ADOPTED OCTOBER 2025



CITY OF GREENWOOD, MISSOURI

COMPREHENSIVE MASTER PLAN 2035

This report presents the City of Greenwood's comprehensive master planning process that took place from September 2024 to September 2025.

This report and the associated data analysis are available on the project portal:

<https://lab2.future-iq.com/vision-greenwood/>

REPORT PREPARED BY:





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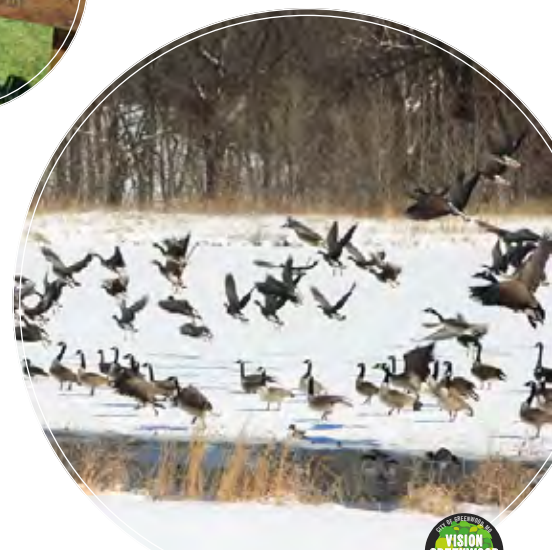
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FOREWORD & ACKNOWLEDGEMENTS



Dear Reader:

As a lifelong resident, 25-year City volunteer, and now Mayor, I've seen Greenwood through its ups and downs. I know our strengths and our challenges – but most of all, I know we are a resilient, caring community. People choose to stay in Greenwood, and new families move here, because of its unique charm and welcoming spirit.

When I became Mayor in October 2023, my goal was to get our City back on track, strengthen services, and explore opportunities for growth. One of the most important steps was updating our long-overdue Comprehensive Plan – which is our key tool for guiding economic development, improving services, and enhancing community amenities.

This process has been both rewarding and inspiring. Over the past year, I've had the privilege of working alongside residents and community stakeholders through roundtables, think tanks, task forces, and countless conversations. Hearing your ideas, concerns, and hopes for Greenwood's future was invaluable. Together, we reflected on what we want to preserve and what we want to see evolve.

Thanks to your dedication and engagement, we now have a strong vision for the future. It has been an honor to help shape this roadmap, and I'm proud to present to you the **Vision 2035 Comprehensive Plan for the City of Greenwood, Missouri** - A 10-year guide built by and for our community.

- **Dustin Young**

Mayor, City of Greenwood

»»»» ACKNOWLEDGEMENTS

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Pillar 4: Services and Amenities

Objective: Enhancing community connectivity, quality of life amenities and infrastructure.



Services
and Amenities

BOLD IDEAS FOR ACTION

Build/Develop
MORE IN/AROUND
HITT PARK

Support
Park with
a full-time
city staff
person

Please add
Your Comments
here!

Additional
courts
Pickleball,
playground by
ball fields for
family at ballpark

INVEST IN
CITY HALL
STAFF + INFRASTR.

Trolley
from parking
to Commercial
and Community
Center

Community
Center

- Basketball
- Volleyball
- Tennis Courts
- Skate Park
- Hall
- Gym
- Pool
- Restaurant
- Day Care Children
- Day Care Adults

Fitness
Classes
TRAINING
Rooms

VISION GREENWOOD INTRODUCTION





To the Greenwood Community,

In September 2024, City leaders embarked on a bold initiative to chart a long-term planning and strategic position for the City of Greenwood, recognizing the City’s 2008 Comprehensive Plan had become outdated and no longer functioned as a practical roadmap for the future.

During early discussions relating to updating the Comprehensive Plan, a strong consensus emerged on the importance of establishing a shared vision for the future with an emphasis on creating a vision shaped through meaningful input and participation from Greenwood residents, businesses, and community stakeholders. To ensure the updated Comprehensive Plan is both successful and achievable, the plan must clearly reflect the priorities and values sourced directly from the people who live in, work in, and engage with the City of Greenwood.

During the visioning process, participants were asked to design Greenwood’s future by choosing between four distinct scenarios, including a scenario which simply maintained the City’s “status quo”. The choice was clear – Greenwood should work to attract quality commercial investment to create a vibrant and rich regional destination experience within the Kansas City metropolitan area and focus on the maintenance and restoration of deteriorating City assets and public infrastructure.

The Vision Greenwood 2035 Comprehensive Master Plan (CMP) offers answers to broader questions, such as these:

- What future do residents and stakeholders envision for the City of Greenwood?
- What kinds of businesses and experiences should the City’s Downtown and Main Street corridor offer to both Greenwood residents and visitors?
- What services, amenities, and attractions should be prioritized and considered for implementation by City leaders?
- With limited financial resources and time constraints, which priorities should City staff focus on in the next 3 years? In the next 5 years? In the next 10 years?

Building excitement within the community was a crucial first step to creating buy-in and support for the development of the Vision Greenwood 2035 CMP. To achieve the CMP, the City will need to take bold steps to fund infrastructure improvements and desired amenities. To implement the CMP, additional revenue sources, which include potential new municipal taxes and matching grant opportunities, will need to be carefully evaluated and proposed as viable funding mechanisms. Along the way, City staff will remain committed to monitoring and providing progress updates to measure success.

While valuing and building upon the positive foundations of Greenwood’s past, the Vision Greenwood 2035 CMP focuses on shaping the City’s future. The CMP acknowledges the successes, traditions and community strengths that have brought Greenwood to where it is today, while intentionally looking ahead. In terms of governance, the CMP serves as a guidepost for both current and future governing bodies to reference when making crucial decisions. Ultimately, achieving this vision will be a multi-generational process requiring a strong commitment to progress via intentional planning, effective leadership, and decision making by future Boards and Commissions, as well as consistent execution by City staff.

During the April 2025 Future Summit, “*Deep Roots, Bright Future*” emerged as the City slogan “crowd favorite”. In looking ahead to the next 10 years, this phrase embodies Greenwood’s natural character, while also establishing new horizons of what is possible when a strategic vision is created.

**- Greenwood Board of Aldermen,
Greenwood Planning Commission, &
Vision Greenwood Steering Committee**



2.0 | IMPORTANCE OF THE COMPREHENSIVE MASTER PLANNING PROCESS

Vision Greenwood was a visioning and comprehensive master planning project that updates the City of Greenwood's 2008 Comprehensive Master Plan (CMP).

This update began with the development of a new Community Vision for Greenwood. Public involvement and input were critical components of the visioning process, with a focus on public engagement and strategic visioning around the future of Greenwood. Throughout the process, citizens and community partners were asked to join with the City to identify priorities and establish a list of goals and action steps for implementation. This input informed the development of the actionable implementation section in the plan that outlines and prioritizes strategies for achieving the Comprehensive Master Plan's new goals and objectives.

According to the American Planning Association, the comprehensive planning process should “engage all members of the community to create a more prosperous, convenient, equitable, healthy, and attractive place for present and future generations.”

WHAT IS A MASTER PLAN?

A Comprehensive Master Plan (CMP) is a long-range plan for a community that provides guidance for city-wide growth and development patterns, investments, and initiatives. It provides the foundation for determining effective public policy, master planning, and land use decisions for the future. In addition, it serves as the guiding policy document for many of the city's most critical decisions, such as redevelopment decisions, zoning changes, and capital investments. A CMP should reflect the needs, values, and priorities of the community while safeguarding the city's sense of place, history, and natural resources.

WHY IS THE MASTER PLAN IMPORTANT?

While the Comprehensive Master Plan (CMP) is not a legal document, it does provide the legal basis for zoning and other land use regulations. In Missouri, any municipality is authorized to develop, adopt, amend, and implement a city plan—such as a Comprehensive Master Plan (CMP)—through its planning commission. The CMP outlines the commission's recommendations for the physical development and land use within the municipality, guiding future growth. It serves as a foundational document for preparing zoning regulations that govern the height, area, bulk, location, and use of private, nonprofit, and public buildings and land, as well as population density.





"I would love to see Greenwood evolve into a vibrant community known for its welcoming atmosphere, with more diverse restaurants and retail options that invite people to spend time here."

- Community Survey Respondent

The Vision Greenwood project was a robust, inclusive, and forward-looking planning process.

Greenwood's planning initiative was a year long process that began in September 2024 and ended in September 2025. The project's objective was to produce Greenwood's Comprehensive Master Plan 2035 – a document that provides the building blocks for the City's future by implementing practical planning initiatives to meet shared goals and aspirations. These efforts aim to increase the likelihood that this plan will be implemented, as well as promote economic and community development to create a better, more resilient future for the City. The process also explored the current and future strategic positioning of the City within the region and creates an enduring and collaborative roadmap to the future. A fundamental premise is that the world is changing fast, and that Greenwood needs collaborative and decisive thinking to pursue actions that will enable the community to thrive over the next 10 years and beyond.



2.1 | HOW TO READ THIS PLAN

This section lays out the findings from each key step in the CMP planning process. The process moved from background analysis and exploration, to identifying key priorities for the future of Greenwood. This plan recognizes that the issues facing Greenwood are complex, regional, and interrelated. Therefore, the plan and the recommended goals and actions are structured to encourage innovative and collaborative solutions.

More details about the overall planning process may be viewed on the Vision Greenwood [project portal](#).

The people of Greenwood expressed the desire for an updated CMP that is actionable and accountable. The new CMP provides an implementation matrix for each of the strategic pillars in a way that can be measured and followed over the next 10 years.

Steps in the process

Acknowledging the many contributors to the CMP process

Background & Setting the Context

Overview & summary of the comprehensive master planning process

Summary of demographic, socioeconomic, and economic findings for Greenwood

Five strategic pillar chapter analyses in terms of importance, community aspirations, emerging trends, challenges, opportunities, planning goals and actions

Description of Greenwood's distinct character areas of its new Future Land

Planning for accountable implementation of the new CMP

City contact information and additional report access

Sections of the report

Acknowledgements

Introduction
Chapter 1

Importance of CMP Planning
Steps in the Planning Process

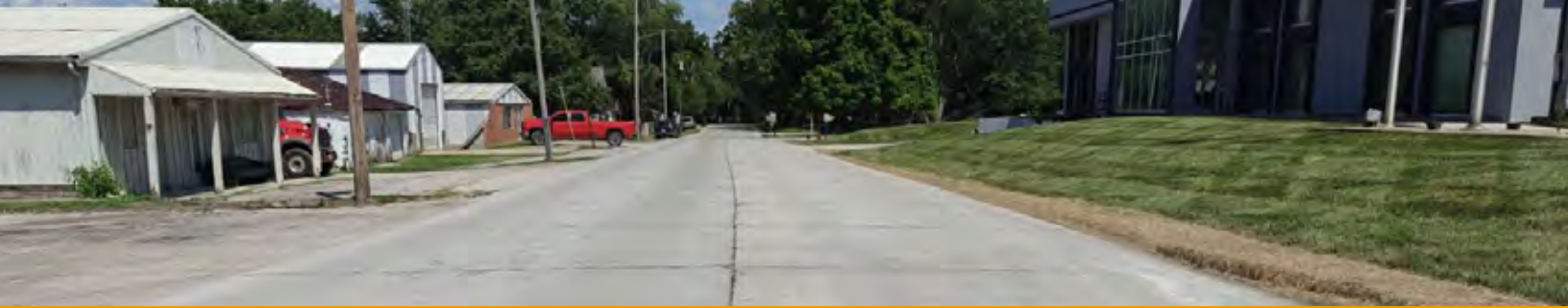
The People of Greenwood
Community Snapshot

Leveraging the Strategic Pillars
(Engagement and Collaboration, Housing the Residential Development, Economic Development and Main Street Revitalization, Services and Amenities, and Environment and Green

Planning for Future Land Uses
Chapter 5

Implementation Roadmaps
Chapter 6

For More Information
Chapter 7 & 8



2.2 | ROADMAP FOR READING THIS PLAN

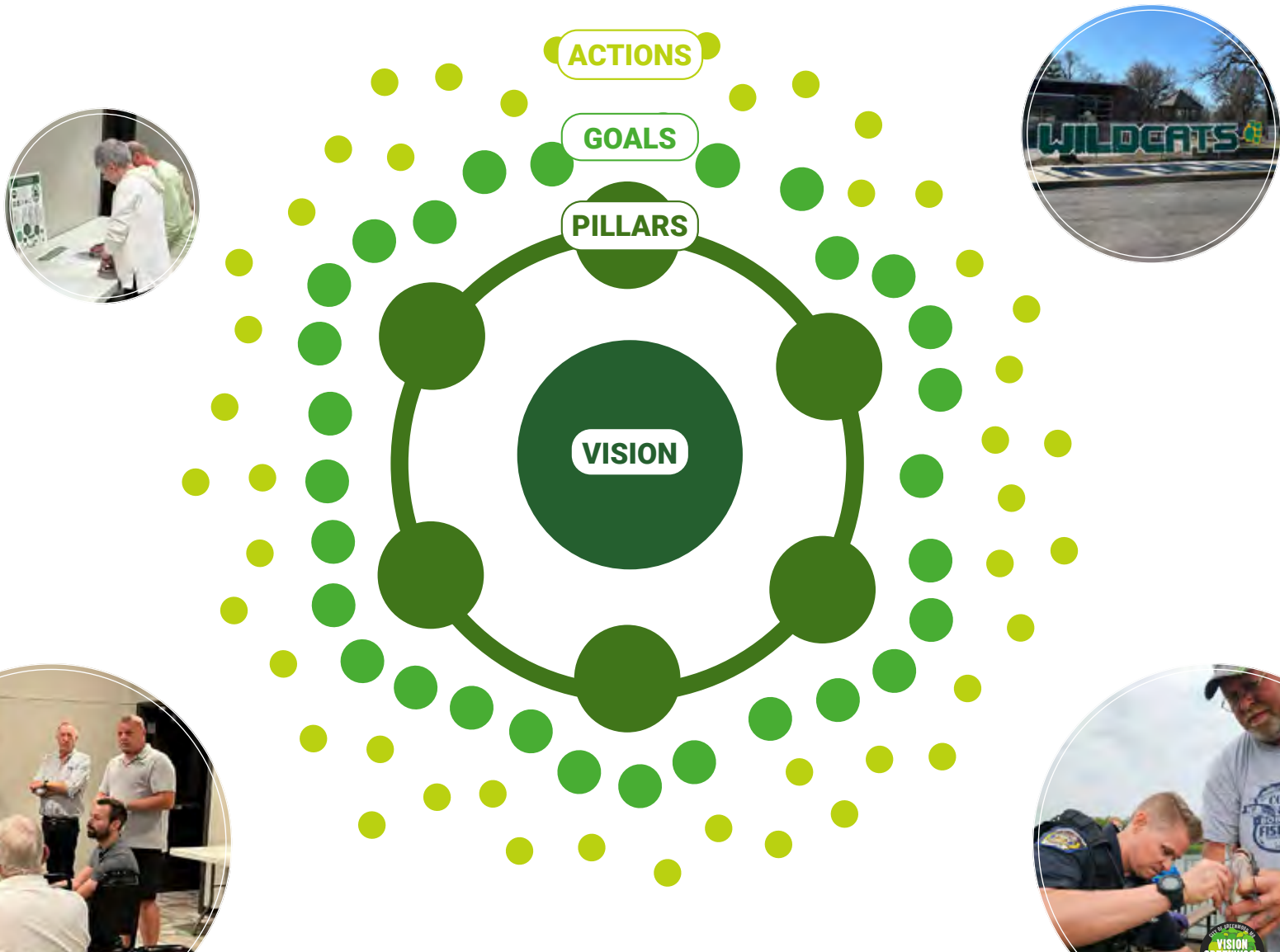
Greenwood's Comprehensive Master Plan (CMP) builds upon the community's vision for the future, 'Destination: Greenwood!' The vision celebrates the culture of the City and what makes Greenwood distinct while recognizing the key pillars of the City's future. To achieve the community's vision, the CMP lays out the goals and actions needed to be taken in order to attain 'Destination: Greenwood!' over the next 10 years.

VISION: The long-term, aspirational picture of what the community hopes to achieve or become in the future.

GOAL: A broad, general statement of what we hope to achieve.

PILLAR: Core, foundational elements or principles that underpin the vision. These are the key focus areas that are used to group goals and actions.

ACTION: Specific steps or actions we can take to achieve a specific goal or outcome.



2.3.1 | COMMUNITY VISION

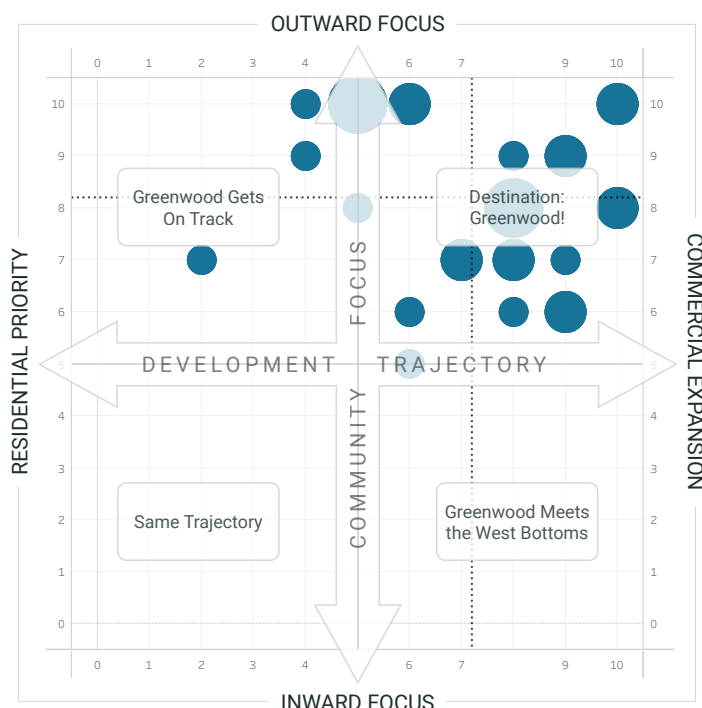
Greenwood's Community Vision was developed based on a scenario-planning methodology involving extensive community involvement from September 2024 – April 2025. The process allowed community members to explore the future evolution of the community around the two main themes of 'Development Trajectory' and 'Community Focus'. The resulting vision or 'preferred vision' was developed over the course of the visioning process. (For more information on how the preferred future was selected, please see the Community Vision report on the [project portal](#).)

The 'Preferred Future' narrative was generated from the work carried out in the Vision Greenwood Think-Tank. The name given to the scenario by participants was 'Destination: Greenwood!'

This scenario forecasts a future where the community and city actively collaborate both internally and with surrounding communities to leverage funding resources to build economic resiliency. There is an intentional focus on diversifying commercial areas and development with special attention to the Downtown area. A collaborative approach to community development brings together local institutions and surrounding communities to work on regional initiatives. Completion of the Rock Island Trail connects Greenwood to the region and trailhead services develop to cater to riders and patrons from across the region. Investment is made by MoDOT and the State to fund road improvements. The City's businesses diversify to support a growing population, new interests and needs within the community. Greenwood finds its niche that attracts both visitation and growth. The Downtown flourishes and development includes a Public Square that becomes the City Center. City Hall, Fire, and Police are relocated to the Square, including new retail, a farmer's market, and other amenities. The Millennial population is attracted to Greenwood with new and affordable types of housing, greater mobility options, and mixed use areas. Residents enjoy greater connectivity, economic opportunity, and quality of life amenities.

SCENARIO SNAPSHOT

- Greenwood Public Square becomes City Center and City services and City Hall move to the new City Center
- Business base is diversified and Greenwood finds its niche
- Mobility and connectivity are prioritized for Greenwood residents
- Housing options are expanded and mixed use commercial increases
- Rock Island Trail connector develops trailhead services
- Millennial population grows as new jobs come to Greenwood
- City collaborates with surrounding communities to save tax dollars by combining services and programs



2.3.2 | STRATEGIC PILLARS AND GOALS

The Vision Greenwood strategic pillars were developed at the Future Summit in April 2025, and further defined by the Strategic Pillar Task Forces that met in May and June 2025. The pillars provide a framework to apply best practices to key areas of focus and represent the major topic areas that underpin the preferred future for the community. The strategic goals are structured around these five key strategic pillars and are the fundamental building blocks for future actions that support the community vision.



Engagement and Collaboration

- Foster communications and collaboration with entities outside Greenwood.
- Build the City's communications and networks with residents and Homeowners Associations.
- Promote community building through events and common spaces.
- Engage specifically with local businesses and support Main Street success.

Housing and Residential Development

- Preserve and enhance Greenwood's neighborhoods through thoughtful development.
- Promote property maintenance and beautification.
- Support community vitality through diversified housing options.

Economic Development and Main Street Revitalization

- Attract and guide quality commercial investment along and near Main Street.
- Bring more customers to Greenwood to support business growth while preserving the small-town charm.
- Improve the experience and perception of Main Street/Highway 150.
- Leverage the Rock Island Trail as an economic development asset.

Services and Amenities

- Expand connectivity by enhancing sidewalks, multimodal networks, and safe crosswalks.
- Improve road infrastructure, maintenance, and conditions.
- Enhance quality of life amenities in Greenwood.
- Plan for a Civic Square to expand Greenwood's heritage Main Street area.

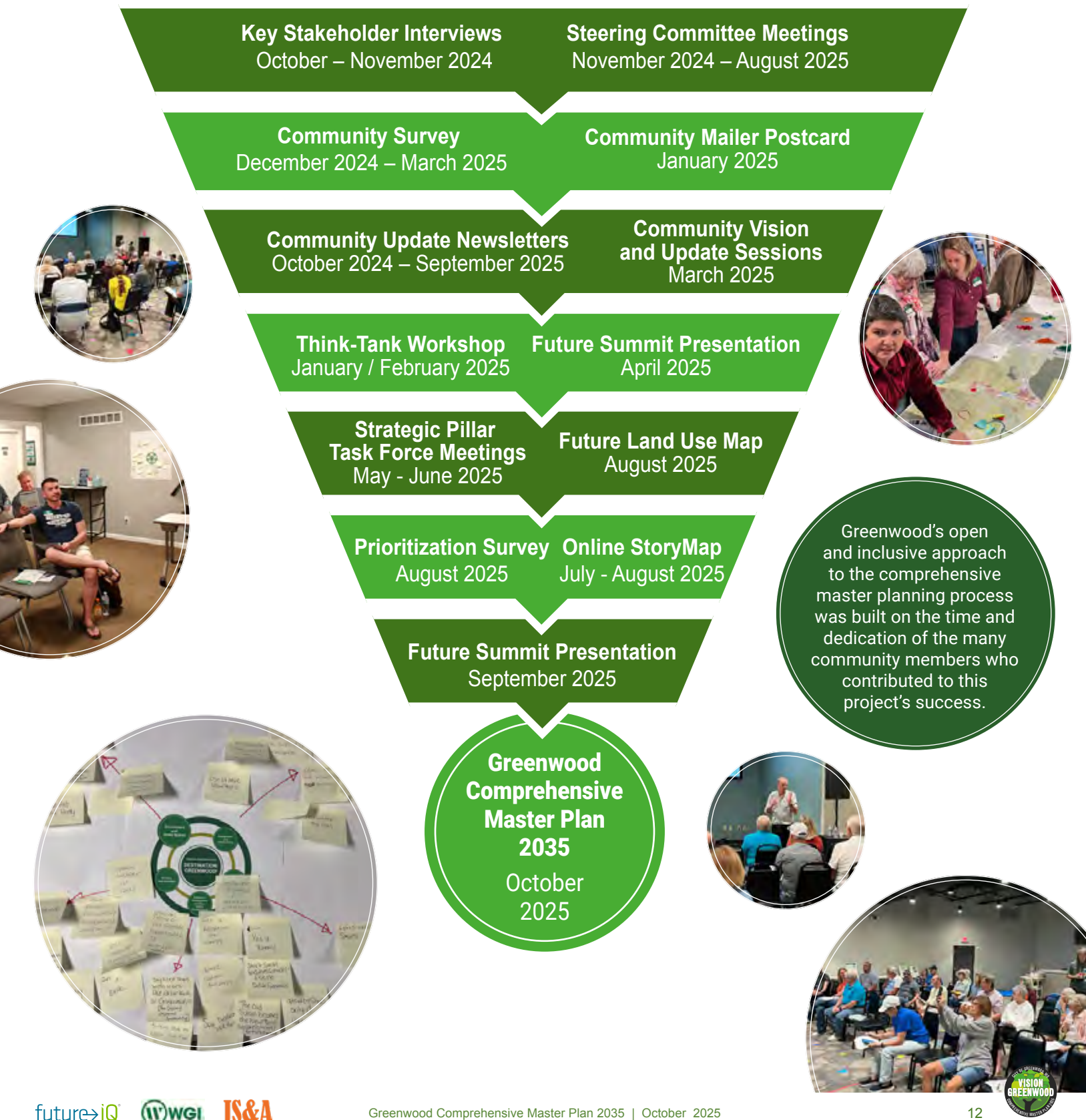
Environment and Green Spaces

- Enhance Greenwood's environmental character and green spaces.
- Improve residents' access to parks and outdoor recreation.
- Protect rural and natural areas.
- Promote green practices to reduce environmental impact and support community well-being.

The Vision Greenwood Comprehensive Master Plan is built upon the community's vision for the preferred future, 'Destination: Greenwood!' and is intended to guide decision making looking out to 2035.

2.4 | PUBLIC ENGAGEMENT PROCESS

A key element of the CMP process is community engagement. The project included numerous opportunities for community members to help shape the vision, goals, and actions of the plan. This engagement process was intended to create consensus and buy-in for the community vision that serves as the foundational support for the Greenwood's Comprehensive Master Plan 2035.





The Vision Greenwood comprehensive master planning process has involved a wide, deep and transparent engagement process. Reports and survey results were published on the Vision Greenwood project portal, and the project was widely promoted in newsletters and social media posts.

2.5 | PUBLIC ENGAGEMENT METRICS

The Vision Greenwood comprehensive master planning process was built on extensive stakeholder input. The engagement and data-driven methodology progressively focused the discussion on emerging key issues and stakeholder aspirations for the future. The purpose of the process was to arrive at a 'point of consensus' that represented the shared vision for Greenwood and the actions needed to get there. The result is a Comprehensive Master Plan that guides the City on the path to that preferred future, 'Destination: Greenwood!'

A key feature of the engagement and planning process was the mixture of surveys, online meetings, newsletters, and in-person sessions to reach the broadest range of stakeholders possible.





THE PEOPLE OF GREENWOOD



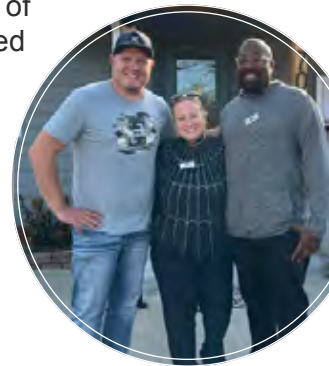
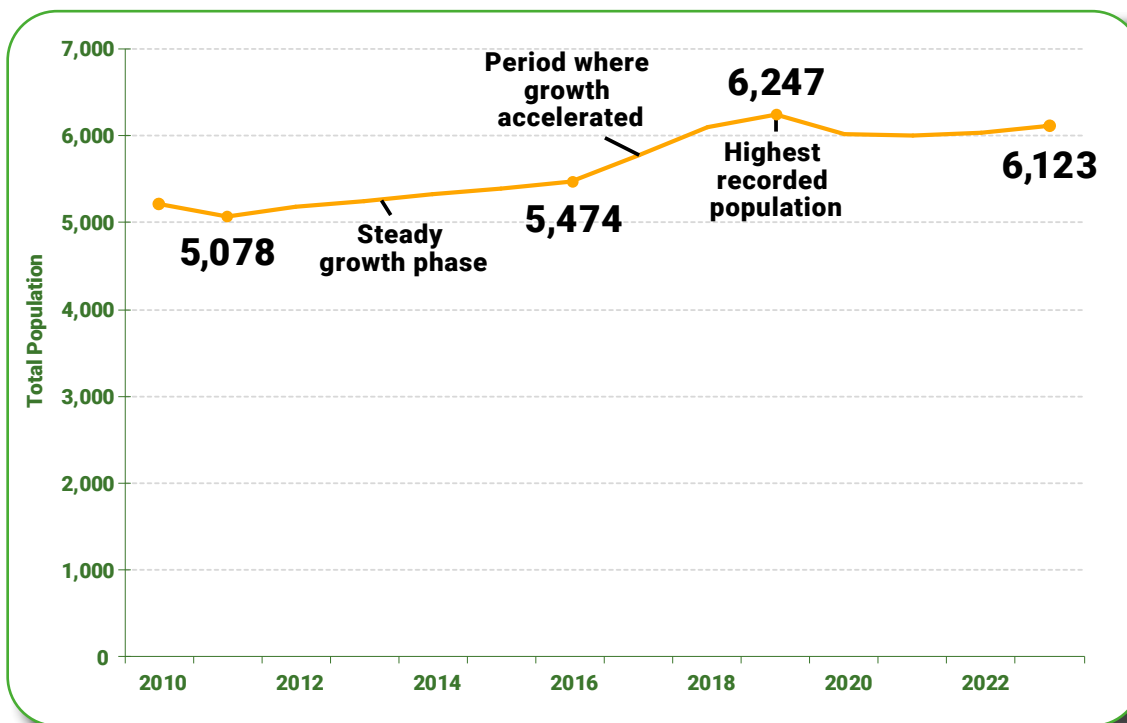
To learn more about Greenwood's demographic and economic profile including a benchmark comparison with peer communities, please see the Greenwood Community Snapshot Report on the [project portal](#).

3.0 | THE PEOPLE OF GREENWOOD – COMMUNITY SNAPSHOT

3.1 | CURRENT SNAPSHOT – THE PEOPLE OF GREENWOOD

Between 2010 and 2023, the City of Greenwood experienced an overall population increase of 17.3%, growing from 5,221 to 6,123. Following a 2.7% dip from 2010 to 2011, the City entered a steady growth phase between 2011 and 2017, during which the population increased at an average annual rate of approximately 2.2%. A notable acceleration in population growth occurred between 2017 and 2019, with Greenwood experiencing an 8.2% increase over just two years. The population surged from 5,771 to a peak of 6,247 in 2019, marking the fastest period of growth. The City's population declined slightly in 2023 to 6,123.

Overall City Population 2021 - 2023



Future Insights

- Projecting Greenwood's future population growth is more nuanced than in many communities. Greenwood's land is rather built out, and fewer areas remain for significant new residential development. Significantly increasing Greenwood's population will likely result from future annexed properties developed for housing. Given this, Greenwood can be in the driver's seat to determine how the City wants to grow.



3.2 | POPULATION AND KEY DEMOGRAPHIC INDICATORS

Demographically, Greenwood benefits from a relatively young median age of 37.3 years and a high median household income of \$104,638, positioning it in the upper-middle tier among nearby communities. The City maintains a uniform single-family home market with a 90.9% homeownership rate. Its moderately priced housing at a median value of \$263,300 with balanced property taxes offers stability to residents. However, the CMP process has highlighted high rental rates and a lack of multi-family options which limit affordable choices for younger, older, and lower-income residents.

"Focus on creating a town that serves all demographics – from families drawn by the strong school district to retirees and visitors seeking a peaceful, friendly atmosphere."

- Community Survey Respondent

Greenwood Demographic and Socioeconomic Insights (2023)

Population (2010)	5,221
Population (2023)	6,123
Median Age	37.3
Employment Rate	75%
Median Household Income	\$104,638
Median Home Value	\$263,300
Population Below Poverty Line	2.6%
Home Ownership Rate	90.9%
Major Occupations	Management, business, science and arts
	Sales and office
Major Industries	Educational services, and health care and social assistance
	Professional, scientific, and management, and administrative and waste management services

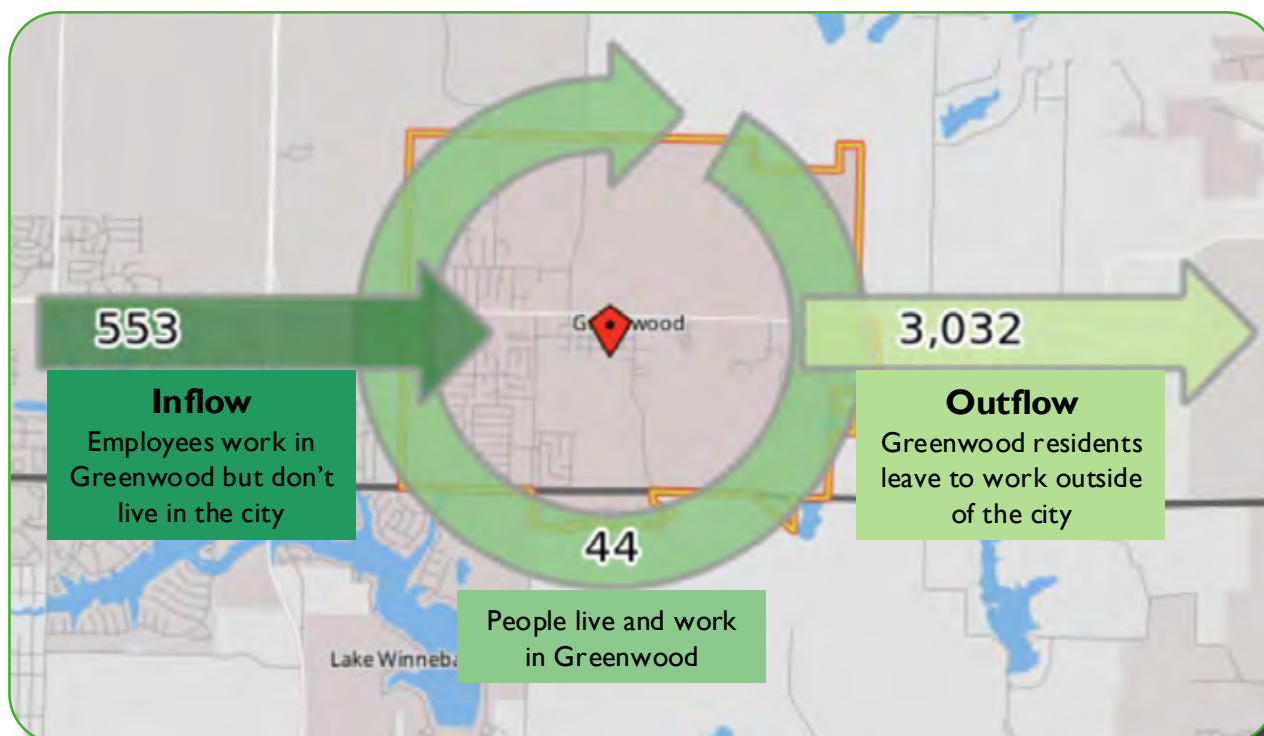
Data Source: 2023 ACS 1 & 5-Year Estimates Data Profiles, 2010 & 2020 Decennial Census

3.3 | ECONOMIC AND BUSINESS INDICATORS

A significant number (3,032) of Greenwood residents commute to jobs outside the city compared to 44 who both live and work in Greenwood. Greenwood's workforce is highly reliant on external job markets with most residents commuting out and most local jobs filled by non-residents.

Most of Greenwood residents (92.6%) currently commute to jobs located outside of the City.

Inflow/Outflow of Jobs (All Jobs, 2022)	Count	Share
Employed in Greenwood	597	54
Employed in Greenwood but Living Outside	553	50
Employed and Living in Greenwood	44	42
Living in Greenwood	3,076	40
Living in Greenwood but Employed Outside	3,032	39
Living and Employed in Greenwood	44	20



Future Insights

- Recent trends in remote and hybrid work patterns are shifting traditional inflow-outflow models. Capturing a stronger daytime population, including Greenwood residents working from home, can help support more local businesses in the community.








3.4 | GREENWOOD'S LIVABILITY INDEX

Greenwood's overall livability score of 52 places it above the Missouri (51) and national city (50) average. Greenwood scores 65 in Environment and 67 in Opportunity, outpacing all comparison benchmarks. This suggests effective environmental practices (e.g., green spaces, sustainability measures) and robust opportunities (e.g., education, job growth, upward mobility). Greenwood's score (35) in the Housing category is notably lower than Missouri (53), Kansas (53), and the Median US City (56). This indicates limited affordability, availability, or accessibility compared to other areas and provides an opportunity for this CMP to address.

"Livable communities provide a host of advantages that enhance the quality of life of residents, the economic prospects of businesses, and the bottom lines of local governments."

- AARP Livable Communities, The Livability Economy

AARP Livability Index Metrics Across State and National Lines

	Greenwood, MO	Missouri	Kansas	Median US City
Overall	52	51	52	50
 Housing Metrics and initiatives that promote affordability, availability, and accessibility.	35	53	53	56
 Neighborhood Metrics and initiatives that focus on destinations, safety, and mixed-use development.	49	44	46	36
 Transportation Metrics and initiatives concerning convenience, safety, and options.	46	50	51	44
 Environment Metrics and initiatives regarding air and water quality, energy, efficiency, and hazard mitigation planning.	65	57	58	59
 Health Metrics and initiatives that promote healthy behaviors, like exercise and smoking cessation.	52	41	50	43
 Engagement Metrics and initiatives such as cultural engagement, voting rights, and human rights.	50	54	52	47
 Opportunity Metrics and initiatives regarding job availability, government creditworthiness, and graduation rates.	67	56	56	52

Source: AARP Livability Index, 2024

Future Insights

- Greenwood can significantly boost its livability by focusing on affordable housing initiatives and enhancing transportation options.

"I enjoy how close we are to a more rural setting, we enjoy nearby access to the James A. Reed Nature Preservation. We enjoy shopping at the antique shops. We appreciate the "small town" feel of Greenwood. I value the overall safety of our community and the responsive of our GWPDP if needed."

- Community Survey Respondent



»»»»» 3.5 | EMERGING TRENDS, CHALLENGES, AND OPPORTUNITIES

The Vision Greenwood 2035 plan prepares the community for a rapidly changing region and country. Shifts in where people live and work, alongside changes in the economy, environment, and technology, affect how people connect in their community, the role of the City, and future plans. Understanding and planning with respect to these trends is not only essential to prepare for challenges that may emerge but also presents opportunities to improve the quality of life in Greenwood. Key dynamics shaping Greenwood today include:

PLACE MATTERS.

Practical, economic, and lifestyle choices are shifting where people choose to live. The rise in remote work and lingering effects of the COVID-19 pandemic continue to reduce the reliance on living in close proximity to large employment centers and downtown. Because of this, the quality of life continues to be vital to future success in communities.



RISING HOME COSTS.

Across the country, home prices are increasing rapidly alongside the cost of living. Limited supply and rising construction costs are affecting the housing market. Prospective buyers have fewer options, and as a result, the need for cities to accommodate a broader range of housing typologies continues to be more critical.



LIMITED AREAS FOR NEW DEVELOPMENT.

The City of Greenwood has experienced an uptick in residential development in recent years with the construction of new homes in the Woodland Trails subdivision. However, Greenwood is relatively built out with limited property development ready. Annexation will continue to be an essential conversation in Greenwood as the City continues to grow.

RE-IMAGINING THE QUARRY.

For decades, the Greenwood-located Martin Marietta Rock Quarry has been in operation, with quarry trucks traversing Hwy 150 and the quarry being a key component of Greenwood's identity. Plans to reduce operations and deed property to the City signify new opportunities to reimagine the quarry's future and plan for new uses.

VISION GREENWOOD | FUTURE SUMMIT APRIL 26, 2025

PILLAR 3: ECONOMIC DEVELOPMENT AND MAIN STREET REVITALIZATION

Objective: Planning for housing varieties and supporting infrastructure

IMPORTANCE OF ECONOMIC DEVELOPMENT AND MAIN STREET REVITALIZATION

Greenwood has immense potential to build main street and vibrant economic activity. The location already acts a destination with the cluster of antique stores. The Comprehensive Planning process will help create ways to reinvigorate this area, and for it to become more of a community amenity. The full Mainstreet running through the community has the potential for significant job, growth and revitalization.

- Gateway development will help introduce people to the Greenwood experience. This can help strengthen the community and family-oriented feel and vibe.
- The Mainstreet in many small communities is an important social gathering space and can help anchor the development plans for a city. There are several interesting potential catalysts to re-emerge the Greenwood Downtown space, such as future developments with City Hall and the School District.

IDEAS FROM THE COMMUNITY

- Create business accommodation of current business owners
- Seasonal themed 150 square foot retail to antique area
- Living in small businesses (restaurants & boutiques)
- Find new funding for Public Works improvements and maintenance
- Develop a specific plan for downtown businesses and industries
- Revitalize shops with views like Actor Park or Cedarville, FL (Disney designed community)
- Create a more walkable business district and tie in to the River Street Trail
- Greenwood needs to communicate on development and design a future that promotes new business (not just around, and prepares for future growth. Community Survey Responses)
- Revise and clarify zoning and buffers
- Develop downtown more, modernize, enhance, beauty
- City needs to develop a regional identity as a weekend or day-trip destination similar to Woodstock/Victoria
- Add shops on corner of the city by Law's Business Center. General to expand the business hubs for residents
- A plan to expand the use of antique stores and small businesses
- Expand Main Street and install new utilities, curb and gutter, sidewalk, sign, and new asphalt
- Develop downtown more, modernize, enhance, beauty
- City needs to develop a regional identity as a weekend or day-trip destination similar to Woodstock/Victoria
- Use empty spaces and abandoned houses to bring in the businesses that could thrive
- Advertise ribbon cuttings publicly to support jumpstart new businesses
- Develop downtown more, modernize, enhance, beauty
- City needs to develop a regional identity as a weekend or day-trip destination similar to Woodstock/Victoria
- Plan for sustainable growth and economic vitality - encourage small business growth with incentives for unique shops, local artisans, and dining experiences that align with Greenwood's plan
- Put up a 231 welcome to Greenwood sign across from town
- Get a bank
- Hire a business development representative "consultant"

VISION GREENWOOD | FUTURE SUMMIT APRIL 26, 2025

Pillar 3: Economic Development and Main Street Revitalization

Objective: Attracting new businesses and prioritize Main Street / Downtown development.

BOLD IDEAS FOR ACTION

WGI JS&A future>IQ

STRATEGIC PILLARS



OBJECTIVE: STRENGTHENING GREENWOOD'S REGIONAL POSITION AND LOCAL COMMUNITY FABRIC.

4.1.1 | IMPORTANCE OF ENGAGEMENT AND COLLABORATION

The City of Greenwood has been working to expand its engagement with residents and build stronger more effective communication. This is a critical step to strengthen the relationship of trust between the City and residents and help create more community-driven decision making. In addition, the City of Greenwood aims to build stronger relationships with surrounding municipalities and institutions. This helps bring more resources to the table and create collaborative approaches on important topics such as roads, trails and amenities.



"Preserve and enhance Greenwood's unique identity and build on what makes Greenwood special: its reputation as an antique hub, its charming small-town feel, and its strong sense of community."

- Community Survey Respondent

"Encouraging new community leaders and volunteerism could be supported by organizing programs like community beatification committees, adopt-a-spot initiatives, or volunteer paint and repair crews."

- Community Survey Respondent

Engagement and collaboration provide the connection between all of the Vision Greenwood strategic pillars in the CMP. Success in implementing the plan will require purposeful action and collaboration among the City's community members, leadership, regional entities, and local businesses.

Future Insights

- The rapid growth in the neighboring communities (like Lee's Summit) place added development pressures on communities like Greenwood. This provides opportunities for Greenwood to leverage its position to share in economic growth and new commercial developments.
- Greenwood is likely to evolve to be more integrated into the urban environment, as development pushes east. Managing this will be important, to ensure the values and charm of Greenwood is retained.

The Engagement and Collaboration pillar reflects the community's desire to both build on the community's strong sense of community and to build relationships and connections with outside entities. Throughout the planning process, residents emphasized the importance of consistent and transparent communications from the City to strengthen relationships with residents, Homeowners' Associations, and local businesses. There was also a consistent call to build stronger relationships with local municipalities to leverage a collective voice to achieve Greenwood's infrastructure and development goals.

PARTNERSHIPS TO SUPPORT THIS PILLAR

- School District
- Mid-America Regional Council (MARC)
- Homeowners' Associations (HOAs)
- Greenwood Planning Commission
- Jackson County Government
- Local municipal governments
- Greenwood businesses
- Community Groups and Clubs
- Missouri Dept. of Transportation (MoDOT)
- Missouri Dept. of Natural Resources (MDNR)
- Missouri Dept. of Economic Development (MDEC)
- Mid-Continent Public Library
- Quarry leadership
- Rock Island Trail organizations

POTENTIAL NEW COMMUNITY CONNECTIONS TO SUPPORT THIS PILLAR

- Neighborhood Associations
- Ward coffee & cookies events
- Block parties
- Create local clubs such as a Garden Club or City Beautification Club
- Feature a Park celebration in each City park
- HOAs host 'Get to know you' events
- Host a Trail festival
- Promote volunteerism to support City operations



"Greenwood should be known as a great place to visit on the weekend if you are in Kansas City. That would be a great identity to have."

- Community Survey Respondent

KEY FINDINGS

- Throughout the planning process, community members emphasized the need to develop Greenwood's social infrastructure to support community connections. Social infrastructure is a term that refers to the key civic buildings and areas that help create community connectivity and sense of community. This includes features such as libraries, parks, community centers, restaurants, hair salons, and schools.
- The near future impacts on the community of the new elementary school and the transition of quarry lands to the City will require clear communication of progress and events, and close collaboration between the City, School District, Quarry leadership, local businesses, and residents.



Engagement
and
Collaboration

»»»»» 4.1.3 | PLANNING GOALS

The planning goals for this pillar are intended to support the community's desire to strengthen Greenwood's regional positioning and to build local community fabric and connections.

GOAL 1: FOSTER COMMUNICATIONS AND COLLABORATION WITH ENTITIES OUTSIDE GREENWOOD.

Greenwood is well positioned to pursue this goal by continuing to develop strong relationships with regional entities and local municipalities. City Administrator attendance at regular MARC meetings is recommended to maintain a voice at the regional table on projects and initiatives, and collaboration with Lee's Summit on local MoDOT projects pertaining to Hwy 150 will bring added leverage to mutually beneficial roadway development. Additional partnerships specifically identified in the planning process were the School District, Water District, Quarry, Midcontinent Library, and the State of Missouri on the Conservation Area.



GOAL 2: BUILD THE CITY'S COMMUNICATIONS AND NETWORKS WITH RESIDENTS AND HOMEOWNERS' ASSOCIATIONS.

The CMP process highlighted the need for the City to prioritize building its internal relationships with residents, Homeowners' Associations and the School District through consistent communications and messaging. This fall, the City will initiate an online quarterly newsletter to update community members on community events and activities. Additional suggested opportunities for connection through this goal are Listening Sessions, Brown Bag Lunches, and Community Coffee Roundtables.



GOAL 3: PROMOTE COMMUNITY BUILDING THROUGH EVENTS AND COMMON SPACES.

Throughout the planning process, community members emphasized the need to provide more opportunities for social interaction and connection for Greenwood residents and stakeholders. This goal prioritizes developing the City's social infrastructure to promote more community events such as block parties and park celebrations as well as support for community associations such as clubs and other groups.

GOAL 4: ENGAGE SPECIFICALLY WITH LOCAL BUSINESSES AND SUPPORT MAIN STREET SUCCESS.

This goal prioritizes the importance of the City's connections with local businesses and its support for efforts that prioritize Main Street success. Community members are enthusiastic about the potential for Downtown development and recognize that this is a key economic development asset for the City and local businesses.

COMMUNITY PRIORITIES

- While all the goals are important to this pillar, the prioritization survey showed the strongest support for promoting community building through events and common spaces.
- Prioritization of this pillar's strategic actions revealed strong support for identifying grants and other funding mechanisms that can be used to promote economic and business development in the City.



4.1.4 | PLANNING GOALS AND ACTIONS TO ACHIEVE OUR ASPIRATIONS

Engagement and Collaboration Pillar

The goals of the Comprehensive Master Plan are the statements of what the community hopes to achieve over the next ten years, and the actions are the specific steps that can be taken to achieve those goals.

Pillar Goal	Action
Goal 1: Foster communications and collaboration with entities outside Greenwood.	EC.1.1: Develop strong regional relationships by leveraging a collaborative voice with neighboring municipalities.
	EC.1.2: Strengthen Greenwood's positioning by participating in regional leadership meetings.
	EC.1.3: Identify and strengthen stakeholder relationships and resources that can be developed to support Greenwood's goals.
Goal 2: Build the City's communications and networks with residents and Homeowners' Associations.	EC.2.1: Prioritize building internal relationships through consistent communications and messaging to the community.
	EC.2.2: Identify HOA leadership and build relationships.
	EC.2.3: Work with the School District to provide consistent messaging to school families and residents.
Goal 3: Promote community building through events and common spaces.	EC.3.1: Support the reestablishment of the Park Board or similar organizing entity.
	EC.3.2: Support and help promote Park Celebrations tied to local communities to bring people together more often.
	EC.3.3: Create more gathering spaces and support social enterprises.
Goal 4: Engage specifically with local businesses and support Main Street success.	EC.4.1: Build the City's relationships with local businesses and local partners.
	EC.4.2: Develop a listserv and contact information database for local businesses.
	EC.4.3: Identify grants and other funding mechanisms that can be used to promote economic and business development in the City.

4.2 | PILLAR 2: HOUSING AND RESIDENTIAL DEVELOPMENT

Housing and Residential Development

OBJECTIVE: PLANNING FOR HOUSING VARIETIES AND SUPPORTING INFRASTRUCTURE.

4.2.1 | IMPORTANCE OF HOUSING AND RESIDENTIAL DEVELOPMENT

Greenwood is defined by its residential housing and development pattern. This is a very important part of the future planning, to ensure that the character of neighborhoods and the quality of housing is sustained. There is potential to help encourage more housing developments and options that can provide different alternatives for people, such as smaller housing for retirees and young professionals. The primary focus is on family housing and maintaining good quality options.

"I think of Greenwood as a bedroom community... this means low crime rates, well maintained neighborhoods, ample green space and a charming downtown area."

- Community Survey Respondent



Greenwood's future planning focuses on preserving neighborhood character while expanding housing options—especially for retirees and young professionals—within a stable, predominantly single-family market. With strong homeownership, good schools, and room to grow, it offers a small-town feel and potential for thoughtful development.

Future Insights

- Greenwood has a uniform single-family market with a 90.1% homeownership rate. Its moderately priced housing—at a median value of \$263,300 with balanced property taxes—offers stability, though high rental rates and a lack of multi-family options may limit affordable choices for younger or lower-income residents.
- Greenwood has significant potential for more housing growth over time. It offers an attractive 'small town' experience, and relatively good access to major economic centers and a quality school district.
- The planning process can help guide how this development can occur in a way that helps build community connections and fosters a sense of neighborhood.



4.2.2 | COMMUNITY ASPIRATIONS

The Housing and Residential Pillar reflects the community's desire to preserve its small-town character while addressing evolving housing needs. Through the planning process, residents emphasized the importance of maintaining neighborhood identity, encouraging thoughtful development that complements existing homes and landscapes. Beautification and property maintenance are also key priorities, with a focus on enhancing curb appeal, public spaces, and overall community pride.



At the same time, Greenwood recognizes the need to diversify its housing options to support a broader range of residents. With a market dominated by single-family homes, the City aims to introduce more varied housing types—such as townhomes, cottages, and senior-friendly units—to accommodate young professionals, aging residents, and families at different income levels. These goals work together to ensure Greenwood remains inclusive, vibrant, and well-prepared for future growth.

POTENTIAL PARTNERS TO SUPPORT THIS PILLAR

- Missouri Department of Economic Development
- Missouri Housing Development Commission
- Greenwood School District
- Jackson County Government
- Mid-America Regional Council

"Ensure that new developments respect Greenwood's character by prioritizing aesthetics, walkability, and maintaining the town's historic and quaint vibe."

- Community Survey Respondent

KEY FINDINGS

- Greenwood residents emphasized the importance of planning for future school sites and infrastructure to support anticipated growth.
- Community insights reflect a desire for strategic, connected growth that supports housing diversity, walkability, and infrastructure readiness.



For the Housing and Residential Pillar, the following three goals reflect community aspirations that emerged throughout the planning process and are designed to accelerate solutions to the housing challenges and build the character of the community.

GOAL 1: PRESERVE AND ENHANCE GREENWOOD'S NEIGHBORHOODS THROUGH THOUGHTFUL DEVELOPMENT.

This goal focuses on guiding future growth in a way that respects Greenwood's existing neighborhood character. By encouraging development that complements the scale, style, and feel of current housing, the community can maintain its identity while adapting to changing needs.

GOAL 2: PROMOTE PROPERTY MAINTENANCE AND BEAUTIFICATION.

Maintaining homes, yards, and public spaces is essential to keeping Greenwood attractive and livable. This goal supports initiatives that encourage residents and property owners to invest in upkeep and enhancements, which in turn boosts community pride and property values.

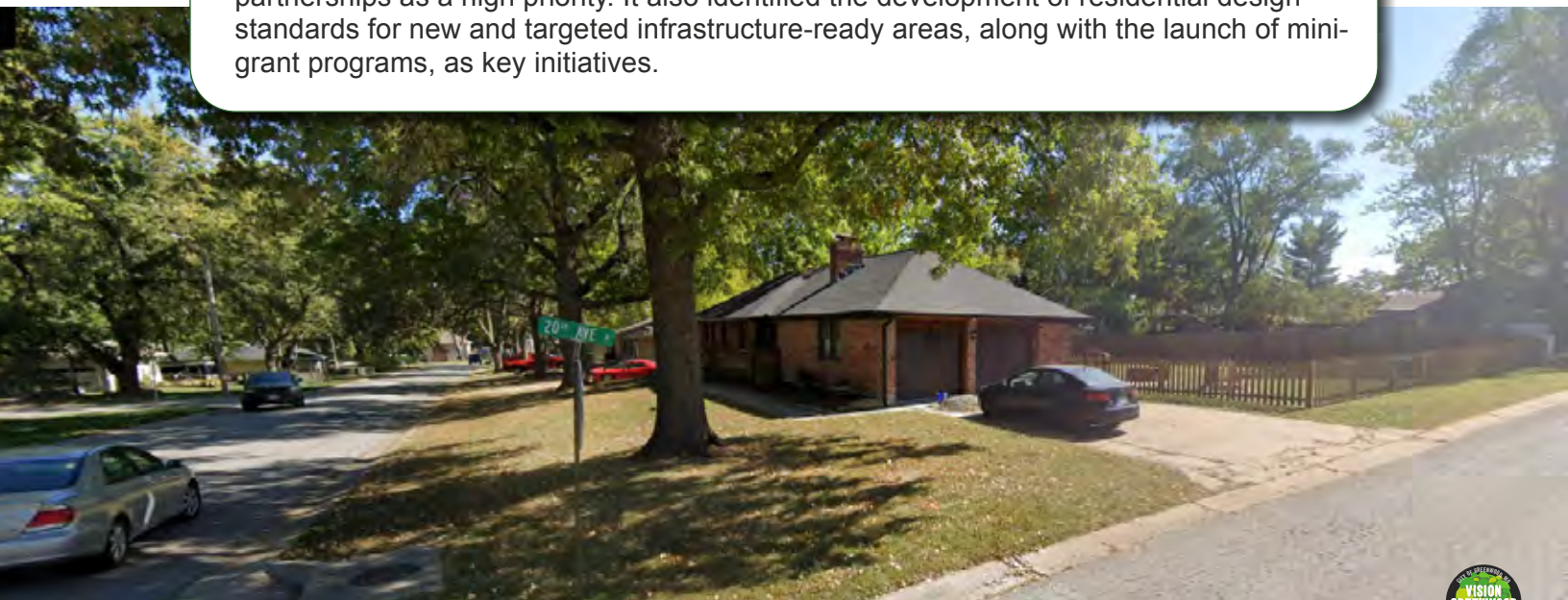


GOAL 3: SUPPORT COMMUNITY VITALITY THROUGH DIVERSIFIED HOUSING OPTIONS.

A mix of housing types helps ensure that Greenwood remains inclusive and vibrant. This goal promotes the development of homes for all life stages and income levels—from starter homes to senior living—so that more people can find a place in the community.

COMMUNITY PRIORITIES

- While all goals are important to this pillar, the goal of promoting property maintenance and beautification received the highest rank in the prioritization survey.
- The prioritization survey underscored expanding code enforcement through community partnerships as a high priority. It also identified the development of residential design standards for new and targeted infrastructure-ready areas, along with the launch of mini-grant programs, as key initiatives.





4.2.4 | PLANNING GOALS AND ACTIONS TO ACHIEVE OUR ASPIRATIONS

Housing and Residential Development Pillar

The goals of the Comprehensive Master Plan are the statements of what the community hopes to achieve over the next ten years, and the actions are the specific steps that can be taken to achieve those goals.

Pillar Goal	Action
Goal 1: Preserve and enhance Greenwood's neighborhoods through thoughtful development.	HR.1.1: Align Zoning and Character Areas to Reinforce Neighborhood Identity
	HR.1.2: Encourage Compatible Infill Housing
	HR.1.3: Develop Residential Design Standards for New Development
	HR.1.4: Target Development in Infrastructure-Ready Areas
	HR.1.5: Support Redevelopment of Strategic Sites
	HR.1.6: Establish Conservation Subdivision Provisions
	HR.1.7: Integrate Future School Sites into Housing Planning
Goal 2: Promote property maintenance and beautification.	HR.2.1: Establish a Greenwood Property Pride Program
	HR.2.2: Expand Code Enforcement Through Community Partnerships
	HR.2.3: Launch an Exterior Improvement Mini-Grant Pilot
	HR.2.4: Create a Vacant Property Registry
Goal 3: Support community vitality through diversified housing options.	HR.3.1: Encourage "Missing Middle" Housing
	HR.3.2: Promote Accessory Dwelling Units (ADUs) with Incentives
	HR.3.3: Complete a Greenwood Housing Affordability and Demand Study
	HR.3.4: Support Age-Friendly Housing Development
	HR.3.5: Pilot a Workforce Housing Initiative
	HR.3.6: Provide Flexibility for Manufactured and Modular Housing

4.3 | PILLAR 3: ECONOMIC DEVELOPMENT AND MAIN STREET REVITALIZATION

Economic
Development
and Main
Street
Revitalization

OBJECTIVE: ATTRACTING NEW BUSINESSES AND PRIORITIZING MAIN STREET / DOWNTOWN DEVELOPMENT.

4.3.1 | IMPORTANCE OF ECONOMIC DEVELOPMENT AND MAIN STREET REVITALIZATION

Greenwood has the incredible potential to build a stronger Main Street and 'downtown' economy. With the existing cluster of antique stores, the proposed Rock Island Trail coming through Main Street, and a highly visible environment along Highway 150, Greenwood has a strong foundation for Main Street revitalization. Focusing efforts on economic development helps strengthen the City's fiscal health and creates a more well-rounded quality of life for Greenwood's community.

Revitalizing Greenwood's Heritage Main Street Area is a central feature of the community's vision for the future.

Successful revitalization efforts include four key components:

- **Economic Vitality:** Business support, technical assistance, and champions to help businesses improve the overall business community, ensuring success for new and existing businesses.
- **Design:** An attractive streetscape, well-maintained facades, and quality commercial development demonstrate investment in the community, create a stronger sense of place, and foster an environment that customers want to return to.
- **Promotions:** Promotions, events, and marketing efforts that span Main Street create a cohesive approach to targeting more customers to businesses, offering events for community members to engage in downtown, and improving the success of businesses.
- **Organization:** Increasing capacity for revitalization efforts serves both the City and the business community. By establishing a Main Street program, additional resources can be injected into revitalization efforts, offering a nimble approach and proven model for success.



Best Practice Insight

- Main Street America is a collaborative movement of cities and communities nationwide that are looking to revitalize their Main Streets and downtowns. Missouri Main Street Connection is the statewide coordinating program and an active leader in Main Street America. The proven framework for revitalization includes a dedicated Main Street Approach™ Framework of four key points, including economic vitality, Organization, Design, and Promotion, for place-based economic development and community preservation. Becoming an accredited Main Street program through the Missouri Main Street Connection untaps a wide range of resources and tools for Greenwood's economic development and revitalization.



Economic
Development
and Main
Street
Revitalization

4.3.2 | COMMUNITY ASPIRATIONS

Greenwood residents aspire to revitalize Main Street with new businesses, continue the legacy of the established antique businesses, and create downtown Greenwood as a place for civic pride for the community. While Highway 150 will continue to be an important corridor, Greenwood hopes to transition from a thoroughfare where people pass through the City to a corridor that embodies the charm of Greenwood with new stores lining Main Street; residents walking and biking along the road as they travel to their neighbors, parks, and businesses; and a sense of arrival occurs when entering the City.



POTENTIAL PARTNERS TO SUPPORT THIS PILLAR

- Mid-America Regional Council
- Missouri Main Street Connection
- Community Development Block Grant (CDBG) Downtown Revitalization Program
- Bike Rock Island Trail
- Missouri State Parks
- Missouri Department of Natural Resources
- Main Street America
- Planning Commission
- Developers

“The possibility to create a more walkable business district and especially the potential linking to the Rock Island Trail, the Greenwood Connector is long overdue – it would add economic opportunities for sure.”

- Community Survey Respondent

KEY FINDINGS

- While Greenwood is often considered a bedroom community, Greenwood residents vocalize a strong desire for more retail and commercial businesses to serve the community and capture more local spending. Because Greenwood is often considered a bedroom community, the City has not taken significant action on economic development. Vision Greenwood 2035 offers new opportunities to increase the City’s economic development efforts.





»»»»» 4.3.3 | PLANNING GOALS

The Greenwood community developed four goals to strengthen the City’s economic development initiatives and revitalize Main Street. These goals provide a comprehensive framework to bring new businesses to Greenwood, attract more customers to support existing businesses, and improve the overall perception of Greenwood’s commercial area.



GOAL 1: ATTRACT AND GUIDE QUALITY COMMERCIAL INVESTMENT ALONG AND NEAR MAIN STREET.

Main Street develops over time with new commercial buildings that add to the character of Highway 150/Main Street and expand retail offerings for customers and visitors alike. New commercial development is high-quality, scaled for pedestrians, and showcases vibrant storefronts. Parking is accessed from side streets and the rear of buildings, keeping the commercial frontage a harmonious experience and minimal disruptions to Highway 150.



GOAL 2: BRING MORE CUSTOMERS TO GREENWOOD TO SUPPORT BUSINESS GROWTH WHILE PRESERVING THE SMALL-TOWN CHARM.

More customers in Greenwood increase the viability of new and successful retail businesses. Bringing new customers to Greenwood’s existing businesses also helps ensure their growth and survival. Customer attraction strategies lean into Greenwood’s small-town charm and community authenticity.

GOAL 3: IMPROVE THE EXPERIENCE AND PERCEPTION OF MAIN STREET/HWY 150.

Highway 150 transforms to become more pedestrian-oriented, allowing residents to traverse down Main Street and shop and dine at local businesses. This goal is also intended to help improve the physical appearance of buildings that front Main Street.

GOAL 4: LEVERAGE THE ROCK ISLAND TRAIL AS AN ECONOMIC DEVELOPMENT ASSET.

The proposed Rock Island Trail will run through Greenwood, offering the City an opportunity to capitalize on the influx of cyclists and trail users to draw more customers to Greenwood. Greenwood can follow the Trail Towns model, which has successfully integrated recreation trails into their community for economic development and placemaking success.

COMMUNITY PRIORITIES

- Improving the streetscape of Hwy 150/Main Street and establishing gateway improvements were identified as top priorities by surveyed community members.



4.3.4 | PLANNING GOALS AND ACTIONS TO ACHIEVE OUR ASPIRATIONS

Economic Development and Main Street Revitalization Pillar

The goals of the Comprehensive Master Plan are the statements of what the community hopes to achieve over the next ten years, and the actions are the specific steps that can be taken to achieve those goals.

Pillar Goal	Action
Goal 1: Attract and guide quality commercial investment along and near Main Street.	ED.1.1: Identify key priority sites and proactively reach out to commercial brokers and developers.
	ED.1.2: Create design guidelines or a form-based code to elevate development along Main Street/Hwy 150.
	ED.1.3: Review the City's regulations pertaining to alcohol and liquor license buffers to encourage additional restaurants on Main Street.
	ED.1.4: Release an RFP for municipal site redevelopment.
Goal 2: Bring more customers to Greenwood to support business growth while preserving the small-town charm.	ED.2.1: Establish a Main Street program to support Main Street Revitalization.
	ED.2.2: Support business events such as markets, promotions, or pop-ups to increase customers for local businesses.
Goal 3: Improve the experience and perception of Main Street/Hwy 150.	ED.3.1: Design and install gateway improvements at key intersections of Hwy 150.
	ED.3.2: Launch a façade and signage enhancement grant program for local businesses on Main Street/Hwy 150. Identify grant funding sources and model the grant off existing best practices in Missouri.
	ED.3.3: Initiate a streetscape improvement plan to improve the aesthetics, investment, and pedestrian-orientation of Main Street/Hwy 150.
	ED.3.4: Regularly maintain streetscape banners along Main Street/Hwy 150.
Goal 4: Leverage the Rock Island Trail as an economic development asset.	ED.4.1: Prioritize the completion of the Rock Island Trail, ensuring that the Greenwood connection routes through Main Street to support local businesses.
	ED.4.2: Attract trail-oriented retail businesses, like restaurants and cafes, to locate in walking distance to the Rock Island Trail and Main Street.
	ED.4.3: Facilitate a streetscape design master plan for the trailhead and Main Street connection. Include the installation of bicycle parking, repair amenities, wayfinding, and other streetscape amenities.
	ED.4.4: Promote Greenwood as a "trail town" through regional marketing efforts.

4.3.5 | MAIN STREET/HWY 150 ECONOMIC CORRIDORS

With Hwy 150 traversing through Greenwood, segmenting the experience and aesthetics of the corridor will garner a stronger sense of place for the community.

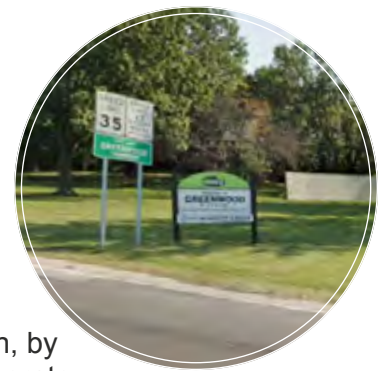
Improving the perception and experience of Highway 150 will significantly strengthen Greenwood's brand and identity.

Guiding Planning Strategies



1: GREENWOOD GATEWAY TRANSITION

The western segment of Hwy 150 is the point of arrival for many residents and visitors. Transitioning from Lee's Summit into Greenwood should be celebrated with a sense of arrival via a gateway feature denoting entry into Greenwood. This corridor will continue to support a diverse range of uses, with businesses, residences, and institutions facing the street.



2: HERITAGE MAIN STREET

Greenwood's Heritage Main Street will continue to be enhanced as the City's downtown, by balancing new commercial development with the legacy of businesses that currently operate on Main Street. Parking for new businesses should be tucked off the main road, minimizing traffic impacts and designing an environment that fosters a sense of traditional Main Street development. Streetscaping should be enhanced with façade improvements, expanded sidewalks, and amenities for residents and customers. As the Rock Island Trail gets developed through Greenwood, bicycle infrastructure and wayfinding should be incorporated into the Heritage Main Street.

3: RURAL CHARACTER CORRIDOR

Transitioning east of the Heritage Main Street, Greenwood transitions to blend residential development with the rural setting and preserved green space. New development should balance this character and new uses that front Hwy 150 should add to this aesthetic.



Services and Amenities

4.4 | PILLAR 4: SERVICES AND AMENITIES

OBJECTIVE: ENHANCING COMMUNITY CONNECTIVITY, QUALITY OF LIFE AMENITIES AND INFRASTRUCTURE DEVELOPMENT.

4.4.1 | IMPORTANCE OF SERVICES AND AMENITIES

As a family-oriented community, Greenwood's amenities, such as trails, parks, and sporting facilities, are vitally important. Livable communities not only have housing stock for residents but also offer robust and quality amenities as part of the City's fabric. These services and amenities help foster civic pride, social connection, and a sense of community.

"Greenwood is mostly a commuter, bedroom community, but it would be exciting if we had the identity as a small community that is more independent and connects through social areas you could golf cart or walk to."

- Community Survey Respondent



"The future is very bright for the City. The possibility of a new Elementary School and new Playground at Hitt Park is going to be really great for this community."

- Community Survey Respondent

"Would be great to have a year-round farmers market...Can even do a yearly Christmas market and really play into our unique niche to draw people in."

- Community Survey Respondent

Enhanced services and amenities will improve the quality of life for Greenwood residents, from children to senior adults.

Community Call-Out

- Named one of the safest cities in Missouri, Greenwood's services help maintain a safe and welcoming environment. Over 90% of surveyed community members felt that community safety and security were important to shaping Greenwood's future. Continuing to allocate resources and plan for enhanced services will help Greenwood uphold its reputation as a wonderful community.

Greenwood's future builds off the City's existing amenities and services to offer a stronger network of programs, places, and opportunities. From farmers' markets where residents can pick up fresh produce to community gardens where people can harvest their own gardens, to expanded restaurant offerings, Greenwood is filled with food choices and a connection to the rural region. Improved parks with new amenities, such as a splash pad, offer not only health and wellness benefits, but also places for families to play and socialize. A well-planned Civic Square becomes a hub for the community with a new municipal building, an indoor community space, and regularly hosted community events.

POTENTIAL PARTNERS TO SUPPORT THIS PILLAR

- Mid-America Regional Council
- Neighboring Communities
- Missouri Department of Transportation
- Missouri Department of Natural Resources
- Mid-Continent Public Library



Amenities and Services Desired by Greenwood Community Members



Places to walk



Splash Pad



Library



Shops and Restaurants



Farmers



Improved Parks



Civic Square



Indoor Community Space



Municipal Building



Community



Municipal Services

Future Insights

- Planning for enhanced services and amenities will require more dedicated resources. Continuing to foster partnerships and seeking grant funding can be a strong approach to implementing some of these amenities.
- The amenities highlighted by the community represent a range of projects with varying timelines and resource levels – from easy-to-implement community gardens to long-range projects like a new municipal building and Civic Square.

»»»» 4.4.3 | PLANNING GOALS

Expanding Greenwood's services and amenities can be achieved with these four goals that were developed as part of the Vision Greenwood planning process. These goals span small-scale tactical interventions to larger, more robust initiatives for community amenities as Greenwood continues to grow over the coming decades.

GOAL 1: EXPAND CONNECTIVITY BY ENHANCING SIDEWALKS, MULTIMODAL NETWORKS, AND SAFE CROSSWALKS.

Community residents imagine a future Greenwood where people can walk, bike, and recreate in the City's parks, school, neighborhoods, and Main Street through an expanded multimodal network. This goal extends beyond simply adding sidewalks throughout the City but emphasizes the importance of creating a safe and comfortable experience.

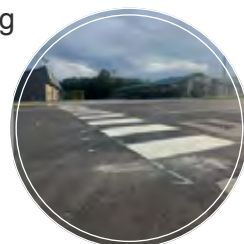


GOAL 2: - IMPROVE ROAD INFRASTRUCTURE, MAINTENANCE, AND CONDITIONS.

The City of Greenwood has made significant strides in improving its road infrastructure, working towards well-maintained roads. Continuing these efforts over the coming years is vital to the community.

GOAL 3: BRING MORE QUALITY-OF-LIFE AMENITIES TO GREENWOOD.

Adding and enhancing community amenities throughout Greenwood strengthens the quality of life for Greenwood's residents. Amenities – from gathering spaces to new services to improved parks – help make sure that Greenwood continues to be a place cherished by its residents while also strengthening the social infrastructure of the community.



GOAL 4: DEVELOP A CIVIC SQUARE TO EXPAND GREENWOOD'S HERITAGE MAIN STREET AREA.

As a long-term and bold strategy, Greenwood looks to embrace the opportunity to relocate its municipal services to a new Civic Square off the Heritage Main Street area. In addition to the consolidated municipal services, this Civic Square will provide an essential and high-quality community gathering place for festivals, events, and programs, a gap currently in Greenwood.

PRIORITY CALL-OUT

- Coordinating with MoDOT to align Highway 150 improvements with the community's priorities and planning for a new, larger municipal building for City Hall that includes a multipurpose indoor meeting and event space were identified as the top two actions community stakeholders want to see prioritized moving forward.



4.4.4 | PLANNING GOALS AND ACTIONS TO ACHIEVE OUR ASPIRATIONS

Services and Amenities Pillar

The goals of the Comprehensive Master Plan are the statements of what the community hopes to achieve over the next ten years, and the actions are the specific steps that can be taken to achieve those goals.

Pillar Goal	Action
Goal 1: Expand connectivity by enhancing sidewalks, multimodal networks, and safe crosswalks.	SA.1.1: Develop a Complete Streets Strategy focused on Main Street/Hwy 150 to guide improvements and investment.
	SA.1.2: Conduct a walk audit throughout Greenwood to identify key priority areas for sidewalk investment based on existing network gaps.
	SA.1.3: Install safe crosswalks across Main Street/Hwy 150 to allow residents to safely cross the street at key intersections.
	SA.1.4: Coordinate with MoDOT to align improvements with community priorities.
Goal 2: Improve road infrastructure, maintenance, and conditions.	SA.2.1: Continue allocating capital funds into improved roadway conditions and targeted repairs.
	SA.2.2: Routinely conduct roadway conditions assessments to monitor infrastructure and maintenance conditions.
	SA.2.3: Regularly communicate with Greenwood residents and businesses about roadwork schedules, infrastructure investment, priorities, and progress.
	SA.2.4: Initiate a City-staff driven study to research all possible solutions for centralized fire service (Lee's Summit Fire Department and Southern Jackson County Fire District split)
Goal 3: Bring more quality-of-life amenities to Greenwood.	SA.3.1: Engage Mid-Continent Public Library to advocate for a Greenwood Branch Library.
	SA.3.2: Incorporate a splash pad in the proposed Civic Square.
	SA.3.3: Plan for a new, larger municipal building for City Hall that includes a multipurpose indoor meeting and event programming space.
	SA.3.4: Assess the feasibility of redeveloping the quarry as a mountain bike park with connections to the Rock Island Trail.
	SA.3.5: Prioritize creating a Parks Master Plan for all City park spaces.
Goal 4: Develop a Civic Square to expand Greenwood's Heritage Main Street area.	SA.4.1: Complete a financial feasibility assessment of relocating municipal services to a new Civic Square. Assess development costs and recommend phasing.
	SA.4.2: Initiate a Civic Square Master Plan that prioritizes community engagement.

4.4.5 | PLANNING FOR GREENWOOD'S TRAILS

Greenwood's residents continue to advocate for more multimodal trail and network infrastructure with greater opportunities to bike, walk, and run to destinations in and around Greenwood. In the coming years, Greenwood will become part of the state's larger Rock Island Trail and Katy Trail network, expanding the entire width of Missouri with other planned trail expansions in surrounding municipalities. Collaboration and partnerships are paramount in developing the trail network for Greenwood and the surrounding communities

DESTINATION TRAILS

The proposed Rock Island Trail, which will travel through Greenwood, will connect Greenwood residents to the proposed 114-mile corridor and larger 240-mile Katy Trail. This new destination trail will also bring new visitors to Greenwood, creating opportunities for Greenwood to extend its hospitality as Destination Greenwood.

REGIONAL TRAILS

Lee's Summit's proposed Greenway Loop extends through the northwest corner of Greenwood, creating an opportunity for Greenwood residents to access the proposed 38-mile loop for cyclists, runners, walkers, and hikers.

NEIGHBORHOOD NETWORK

Greenwood's residential neighborhoods provide opportunities for community members to recreate and actively travel through the City by biking, running, and walking. The network of sidewalks, multi-use paths, and shared roadway infrastructure in Greenwood can be expanded within the City's current form as well as future development.



CONNECTION TO OTHER PILLARS

- In addition to building trail infrastructure as a community amenity, these recreation networks can drive more customers to local businesses, supporting Greenwood's economy. Planning routes through Greenwood's Heritage Main Street will bolster revitalization efforts. As Greenwood's trail opportunities extend beyond the City's boundaries, engagement and collaboration with municipalities and regional players will help in the planning and implementation of these trail networks.



Greenwood Trail System



4.5 | PILLAR 5: ENVIRONMENT AND GREEN SPACES

OBJECTIVE: PROTECTING GREENWOOD'S RURAL QUALITIES AND GREEN SPACES.

4.5.1 | IMPORTANCE OF ENVIRONMENT AND GREEN SPACES

Greenwood is a community where green spaces and the visual environment are deeply valued by residents. The City benefits from an abundance of parks, wooded areas, and open grassy spaces that contribute to its natural beauty and sense of place. These green spaces—ranging from neighborhood parks to larger natural areas—offer opportunities for recreation, relaxation, and social connection. Mature trees and well-maintained landscapes enhance the visual appeal and help define the character of Greenwood's neighborhoods.

However, many of these green spaces are not well connected, limiting access and the potential for a cohesive trail and park network. Residents often face barriers when trying to walk or bike between parks, schools, and residential areas. Strengthening these connections—through trails, walkways, and access points—can enhance recreational opportunities, support active lifestyles, and reinforce the community's identity as a green and welcoming place to live. A more integrated system of green infrastructure would also support environmental sustainability and improve mobility for all ages and abilities.

Greenwood's green spaces are a key part of its charm, and improving trail connections and access can make them even more enjoyable and livable for residents.



Future Insights

- The community has an opportunity to enhance the green spaces, parks and trails, to amplify the quality of life for residents.
- Green spaces are a key part of Greenwood's community value proposition, and help boost the quality of life and livability of the community.

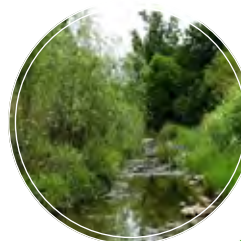


4.5.2 | COMMUNITY ASPIRATIONS

Greenwood residents envision a future where nature remains central to the City's identity. Survey responses show strong support for protecting green spaces, improving access to parks and trails, and promoting environmentally friendly practices. The community is especially interested in long-term planning that enhances connectivity, preserves rural character, and integrates sustainability into everyday life.

POTENTIAL PARTNERS TO SUPPORT THIS PILLAR

- Missouri Department of Conservation
- Missouri Department of Natural Resources
- Local Nurseries
- Neighborhood Associations
- Public Works
- Planning Commission
- Developers
- MoDOT



"Promote sustainability with eco-friendly practices and smart land use, ensuring that Greenwood grows responsibly while protecting its environment and resources."

- Community Survey Respondent

KEY FINDINGS

- The survey reflects a strong desire to preserve Greenwood's rural charm while expanding sustainable, accessible outdoor amenities.
- Among proposed actions, developing a citywide Trail and Sidewalk Connectivity Plan received strong support, with 86% rating it as a high priority and an average score of 4.14 out of 5.





»»»»» 4.5.3 | PLANNING GOALS

For the Environment and Open Space Pillar, the following four goals reflect Greenwood’s community vision for a future where nature remains central to the City’s identity. These goals emerged through public input and are designed to guide long-term strategies that protect green spaces, improve access to parks and trails, and promote sustainability.



GOAL 1: ENHANCE GREENWOOD’S ENVIRONMENTAL CHARACTER AND GREEN SPACES.

This goal focuses on preserving and improving the natural beauty that defines Greenwood. By investing in tree planting, landscaping, and the care of existing parks and open areas, the City can strengthen its visual identity and create inviting spaces for residents to enjoy.

GOAL 2: IMPROVE RESIDENTS’ ACCESS TO PARKS AND OUTDOOR RECREATION.

Greenwood aims to make parks and trails more accessible to all residents by expanding trail networks, adding entry points, and improving signage. Better connectivity between neighborhoods and recreational areas will encourage outdoor activity, promote health, and foster stronger community ties.



GOAL 3: PROTECT RURAL CHARACTER AND NATURAL AREAS.

As Greenwood grows, this goal ensures that development respects the City’s rural roots. Preserving open land, scenic views, and natural habitats will help maintain the community’s small-town feel and support biodiversity and environmental resilience.

GOAL 4: PROMOTE GREEN PRACTICES TO REDUCE ENVIRONMENTAL IMPACT AND SUPPORT COMMUNITY WELL-BEING.

This goal encourages sustainable choices in everyday life, such as recycling, energy efficiency, and native landscaping. By promoting environmentally friendly practices, Greenwood can reduce its ecological footprint and build a healthier, more resilient community for future generations.

COMMUNITY PRIORITIES

- The prioritization survey revealed strong community support for the goal of enhancing Greenwood’s environmental character and green spaces, which was ranked as having the greatest positive impact on the City over the next decade.
- Keeping the green in ‘Greenwood’ continues to resonate deeply with residents, emerging as a top priority in the community’s vision for the future. There’s strong enthusiasm for enhancing trails and creating welcoming green gateways throughout the City. One standout idea is a citywide Trail and Sidewalk Connectivity Plan, aimed at closing gaps in pedestrian and trail networks—making it easier and safer for everyone to explore Greenwood on foot.





»»»»» 4.5.4 | PLANNING GOALS AND ACTIONS TO ACHIEVE OUR ASPIRATIONS

Environment and Green Spaces Pillar

The goals of the Comprehensive Master Plan are the statements of what the community hopes to achieve over the next ten years, and the actions are the specific steps that can be taken to achieve those goals.

Pillar Goal	Action
Goal 1: Enhance Greenwood's environmental character and green spaces.	EG.1.1: Create a Citywide Green Space Framework Plan.
	EG.1.2: Develop and Enforce Conservation-Oriented Development Guidelines
	EG.1.3: Integrate Native Landscaping in Public Spaces
	EG.1.4: Establish Green Gateways at City Entrances
Goal 2: Improve residents' access to parks and outdoor recreation.	EG.2.1: Develop a Citywide Trail and Sidewalk Connectivity Plan
	EG.2.2: Connect Existing Parks into a "Greenwood Loop"
	EG.2.3: Redevelop Sunset and Maple Parks as Local Recreation Hubs
	EG.2.4: Expand Programming in Parks
Goal 3: Protect rural character and natural areas.	EG.3.1: Create a Rural Conservation Overlay
	EG.3.2: Map Natural Resources
	EG.3.3: Conserve Priority Lands
Goal 4: Promote green practices to reduce environmental impact and support community well-being.	EG.4.1: Expand Use of Green Infrastructure in Public Projects
	EG.4.2: Encourage Sustainable Building Practices
	EG.4.3: Launch a Voluntary Native Landscaping Program
	EG.4.4: Launch a "Green Neighborhood Certification" Program
	EG.4.5: Promote Residential Tree Planting and Urban Canopy Expansion



Freedom Park

Environment
and
Green Spaces

4.5.5 | GREENWOOD'S COMMUNITY AND NEIGHBORHOOD PARKS

Municipal parks do not operate in isolation, they are part of an integrated network comprised of parks, open space, recreation facilities, bike infrastructure, and trails. Parks themselves fulfill specific needs based on their hierarchy within the network. Therefore, a park's amenities, facilities, and programming should be based on the park's hierarchical type. This strategy allows a municipality to distribute its recreation amenities and services more efficiently and equitably across the entire community.

The City of Greenwood can classify its existing parks into two categories, community and neighborhood parks. Community parks are larger and host a City's most important and largest recreation amenities. They serve the entire community, and they offer a diversity of recreation options and host the community's primary festivals and events. Major recreation facilities and amenities such as gymnasiums, community centers, event lawns, and amphitheaters, and sport fields are typically found in community parks. Joel Dean Hitt Park is Greenwood's community park.

Neighborhood parks are smaller than community parks and their purpose is to provide recreation opportunities and access to greenspace for the immediate neighborhood. The residents they service usually live within a half mile radius. The parks typically have fewer amenities than community parks and are smaller in size. Neighborhood parks may have walking trails, benches, playgrounds, pavilions, and picnic tables. Some larger neighborhood parks may have splash pads or sport courts if space allows. Sunset Park, Freedom Park, Meadow Lake Park, and Maple Park qualify as neighborhood parks.

Regional or special use parks are destinations that serve a large area. These parks either have specialized facilities or are very large and draw people from beyond the community. The James A. Reed Memorial Wildlife Area and State Conservation Areas would qualify as regional or special use parks.

**"Green spaces
need to be strategic
and accessible by all
community members."**

- Community Survey
Respondent

Allendale Lake
Meadows Park



Hitt Park

**"Local parks are
well maintained
and are the pride of
the community."**

- Community Survey
Respondent

NEIGHBORHOOD PARKS

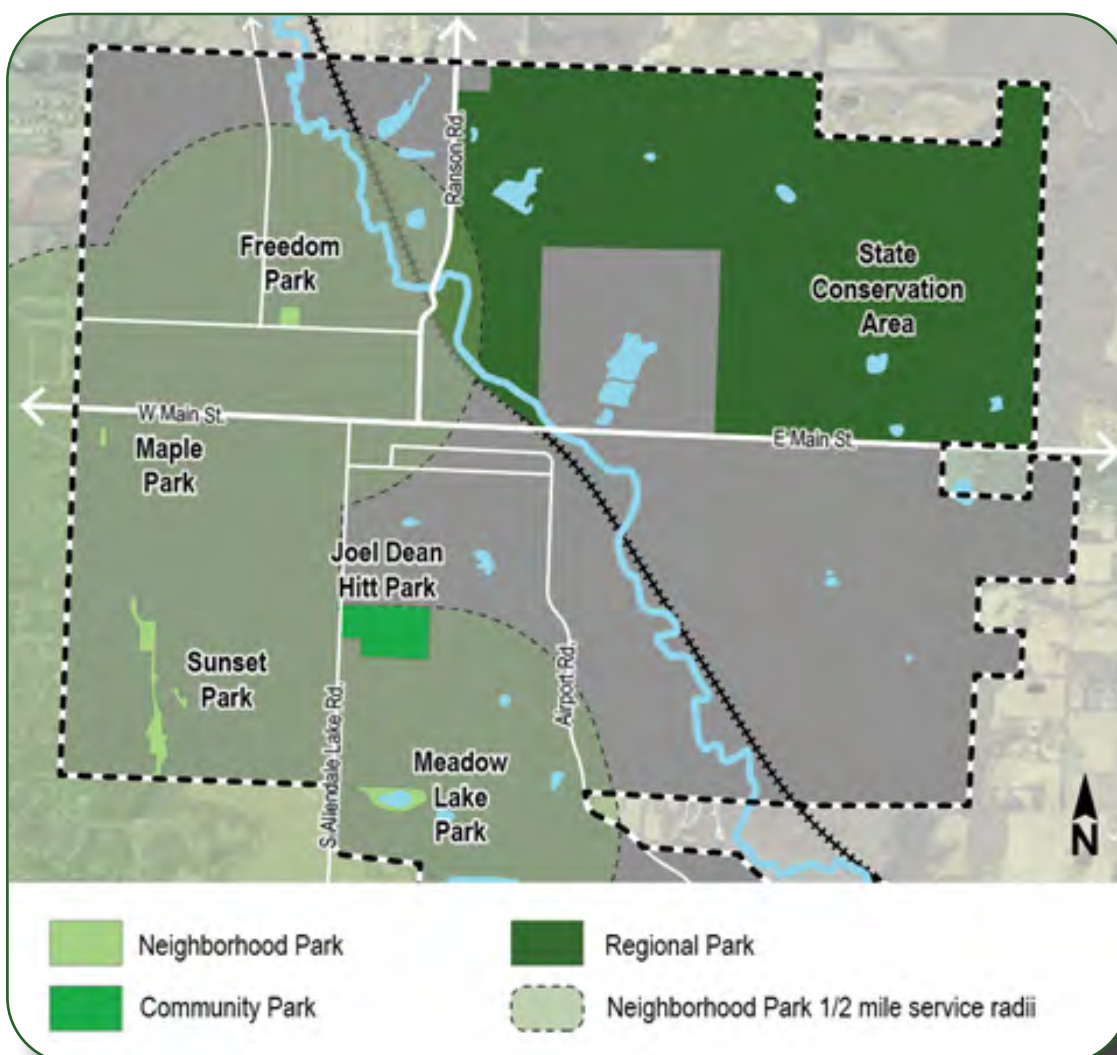
- General Concept: Active and passive recreation amenities
- General Purpose: Intense active recreation for daytime use within a half-mile radius
- Amenities/Facilities: Playgrounds, pavilions, picnic tables, walking paths, sport courts, passive elements

COMMUNITY PARKS

- General Concept: Combine passive and active recreational activities into one locale and retain passive areas for non-organized recreation
- General Purpose: Provide a full range of recreational activities for the entire population
- Amenities/Facilities: Community centers, gymnasiums, festival lawns, amphitheater, sport fields

REGIONAL PARKS

- General Concept: Large parks that serve a regional base
- General Purpose: Large parks that allow for expansive spaces for recreation and natural preservation
- Amenities/Facilities: Specialized facilities, large expanses of nature conservation, and trails





FUTURE LAND USE



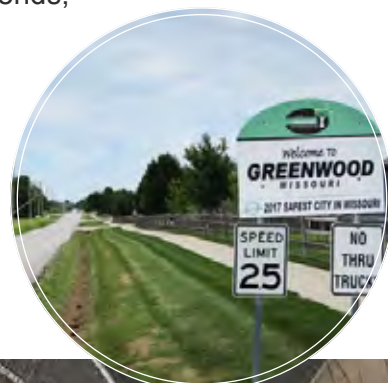
5.0 | PLANNING FOR FUTURE LAND USES

Planning for the future use of land is a foundational element of a comprehensive master plan. The five pillars of the plan firmly established the foundation for the development of Greenwood's future land use categories.

The City of Greenwood's future land use plan illustrates desired land use patterns given the aspirations, goals, and strategies expressed throughout the planning process. Generalized land use categories, or character areas, are used to identify the desired character for existing and future areas of growth and change.

Future land uses are not official maps or zoning maps, and they do not specify what an owner can or cannot legally do with their property. However, they are used as a guide for policymaking and reflect previously adopted plans, current development trends, established land uses and zoning patterns, and capture future desires.

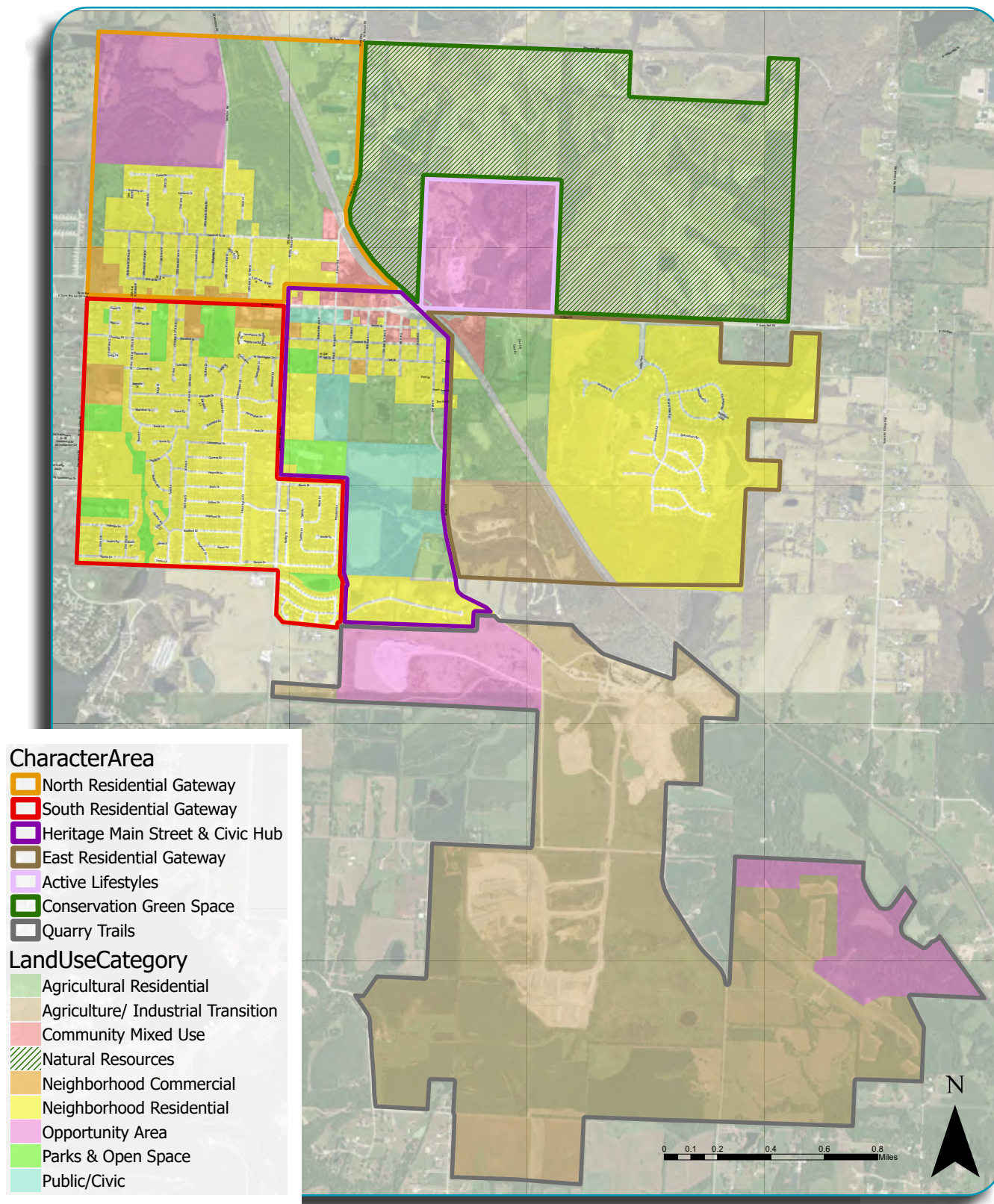
Land use is a key part of Greenwood's master plan, shaped by community goals and the five planning pillars. The future land use map guides growth and development patterns—not zoning decisions—by reflecting current trends, public input, and long-term aspirations.



5.1 | FUTURE LAND USE MAP

The future land use map reflects the principles, goals, and ambitions laid out in the Greenwood CMP. It establishes guidelines for future zoning adjustments to ensure any alterations in the City Code encourage the type of development that fulfills the vision residents have for their community.

Greenwood's Future Land Use Map for 2025-2035





5.2 | ESTABLISHED LAND USE PATTERNS

The City of Greenwood exhibits a primarily residential land use pattern that reflects its suburban character and small-town scale.

The City of Greenwood exhibits a primarily residential land use pattern that reflects its suburban character and small-town scale. Guided by its zoning code, Greenwood's neighborhoods are predominantly composed of low-density single-family homes within the R-1 District, which makes up the vast majority of parcels in the City. These areas form the backbone of Greenwood's community identity, providing quiet, stable neighborhoods that support family-oriented living. Smaller areas of R-2 and R-3 zoning allow for limited two-family and multi-family housing, though these uses are minimal compared to the City's single-family base.

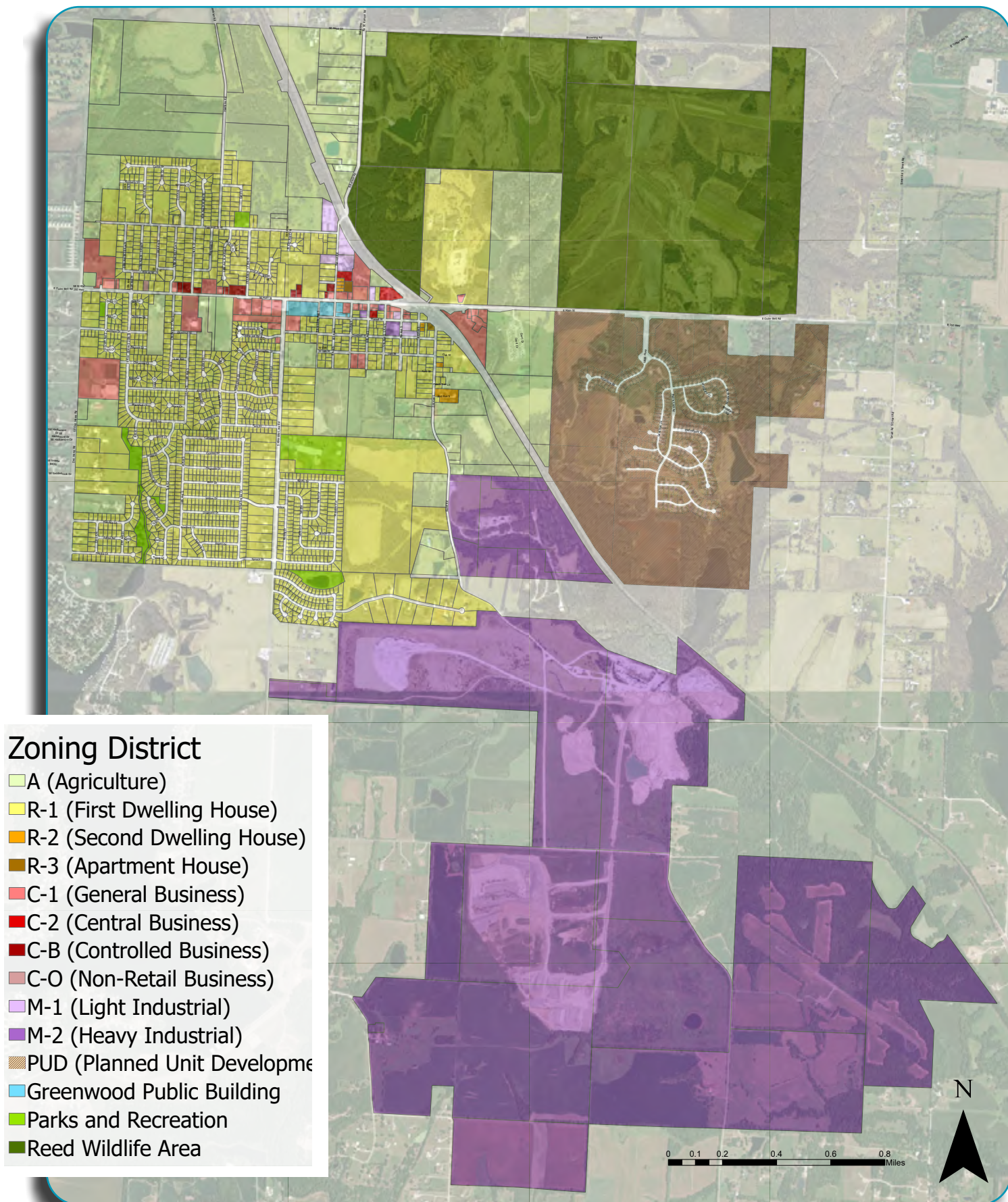
Non-residential uses are strategically located to serve residents and support community needs. Small clusters of commercial zoning, including C-1 and C-2 districts, provide opportunities for neighborhood-scale retail, services, and dining, while limited light and general industrial areas (M-1 and M-2) accommodate employment and light manufacturing. Parks, public buildings, and the James A. Reed Wildlife Area add civic and recreational value, providing green space and community amenities within and around developed areas.

Greenwood's zoning pattern reflects a deliberate approach to growth, balancing residential stability with essential services and employment uses. Planned Unit Developments (PUDs) add flexibility for mixed-use or customized development, signaling opportunities for future growth or reinvestment. The presence of agricultural parcels on the City's edges suggests areas of transition that could accommodate long-term expansion while preserving rural character. Together, these elements create a cohesive land use pattern that supports Greenwood's small-town feel while positioning it for sustainable growth.

In addition to these established districts, Greenwood has recently annexed land concentrated in the southern part of the City that currently does not have an assigned zoning district. These parcels, which include a quarry, are understood to be primarily agricultural and industrial in nature, serving resource extraction and rural uses. Although not yet formally integrated into the zoning map, these southern areas represent an important component of the City's future land management strategy.



ESTABLISHED LAND USE PATTERNS (CONT.)



»»»»» 5.3 | KEY CONSIDERATIONS AND CHANGES FOR GREENWOOD'S 2035 LAND USES

To address the evolving needs and aspirations of Greenwood, the community thoughtfully considered a range of factors in shaping the foundational pillars of its future land use vision.

This led to the development of Greenwood's 2035 Future Land Use Framework, which intentionally moves away from traditional land use categories and instead emphasizes the experience and character of each area.








While some parts of Greenwood are well-established and expected to remain largely unchanged, other areas present opportunities for long-term transformation guided by a visionary horizon. Each land use designation in the 2035 plan reflects a unique blend of uses, shaped by the area's development pattern, identity, transportation options, and scale. This approach supports a more flexible and responsive planning model that aligns with the community's values and goals.

Guided by projected growth over the next 10 years, current conditions, established development patterns, and a shared vision for Greenwood's future, the plan outlines key changes and considerations. It presents a scenario where Greenwood embraces the opportunity to invest in forward-looking infrastructure and encourages collaborative, community-driven solutions to local challenges.

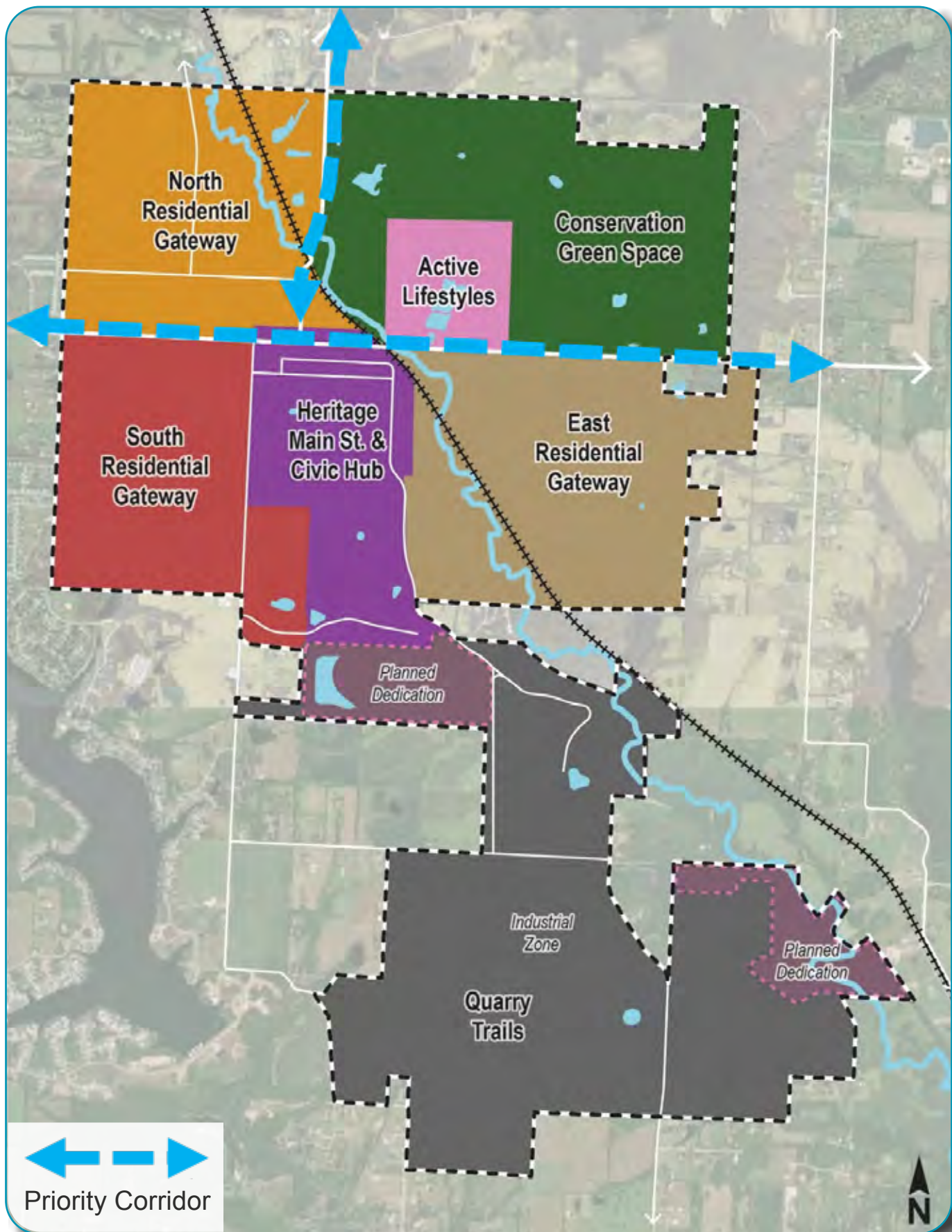
»»»»» 5.4 | GREENWOOD'S CHARACTER AREAS

This CMP project is introducing the concept of character areas as a tool to describe and celebrate the various characteristics, conditions, and land use patterns throughout Greenwood. Greenwood's seven character areas are spread throughout the City and include Conservation Green Space, East Residential Gateway, South Residential Gateway, North Residential Gateway, Heritage Main Street & Civic Hub, Active Lifestyles, and Quarry Trails. Each character area has a unique set of conditions, challenges, and opportunities.

Color Key: Character Areas of Greenwood

	Conservation Green Space
	East Residential Gateway
	Heritage Main Street & Civic Hub
	South Residential Gateway
	North Residential Gateway
	Active Lifestyles
	Quarry Trails

Greenwood Character Area Map





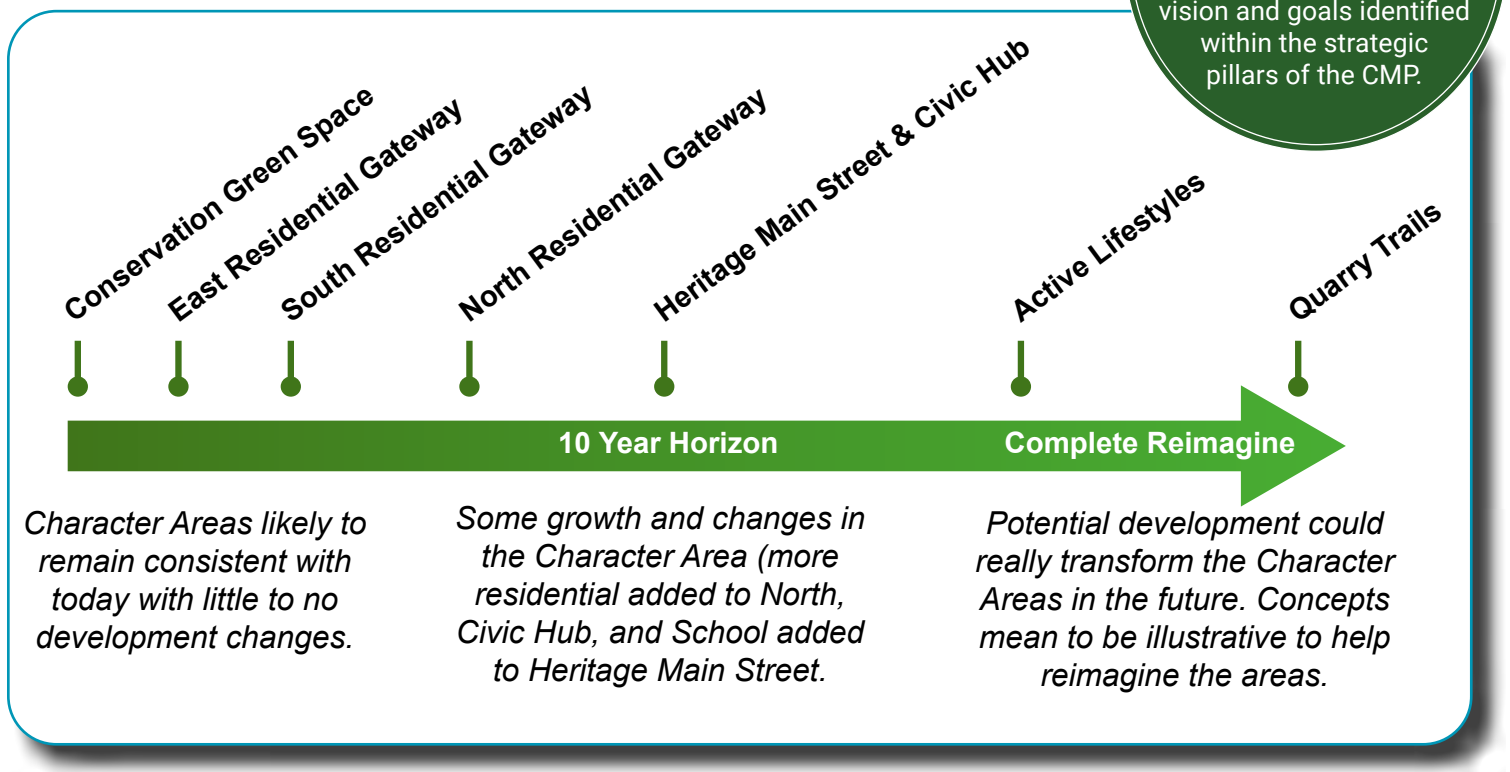
GREENWOOD'S CHARACTER AREAS (CONT.)

The following image is a timeline graphic illustrating a 10-year planning horizon and beyond. It begins at "Today" and progresses through several key milestones:

- 1 Year
- 3 Years
- 5 Years
- 10 Year Horizon
- Complete Reimagine

This visual illustrates a phased approach to transformation, highlighting how some character areas within Greenwood are firmly established and likely to remain stable, while others offer greater potential for change over time as conditions evolve and opportunities arise.

Greenwood Character Area Planning Timeline

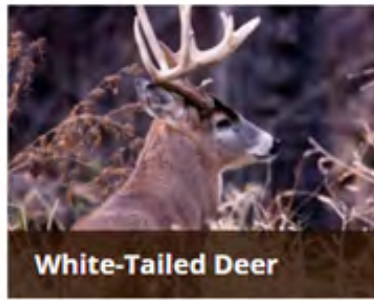




Rainbow Trout



Mourning Dove



White-Tailed Deer



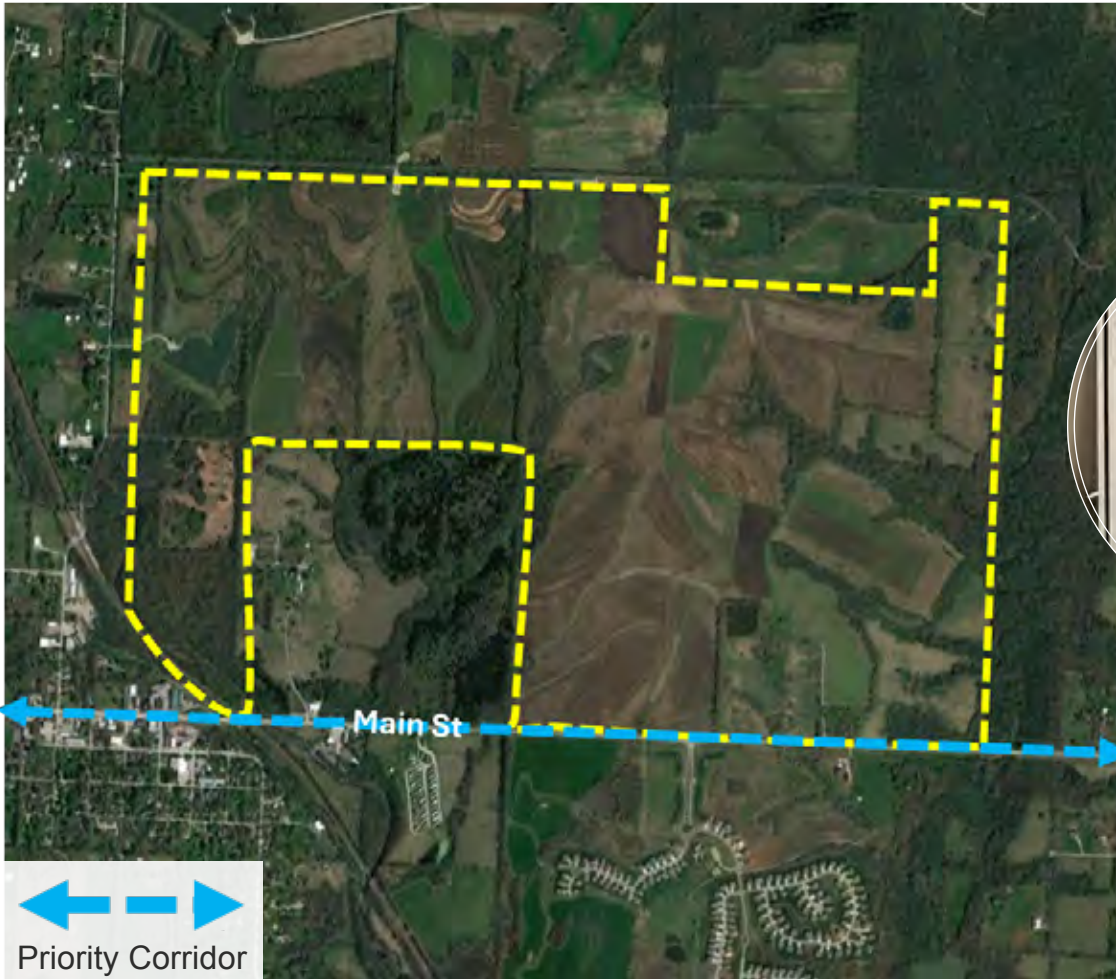
Chinkapin Oak
(Chinquapin Oak)

5.4.1 | CONSERVATION GREEN SPACE CHARACTER AREA

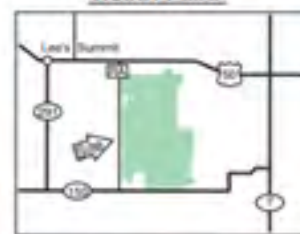
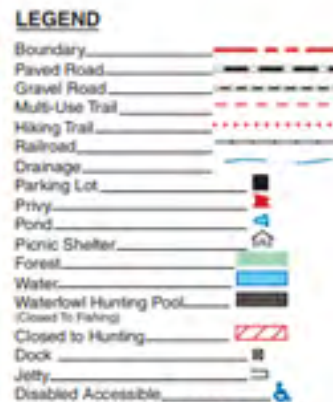
The James A. Reed Memorial Wildlife Area, a state conservation area, was established in 1952 following a generous donation of 731 acres by Mrs. Nell Reed to the Missouri Department of Conservation, in honor of her late husband, Senator James A. Reed. Since then, the area has expanded through the acquisition of additional tracts funded by both federal sources and department resources.

Spanning parts of Greenwood and Lee's Summit, the wildlife area includes Prairie Hollow Lake—a 7-acre lake located within Greenwood—that offers fishing and picnic opportunities for visitors and community groups.

Prairie Hollow Lake in Greenwood is part of the James A. Reed Wildlife Area, offering fishing and picnicking in a scenic conservation space rooted in a historic land donation. Learn more on the [Missouri Department of Conservation website](#).



JACKSON COUNTY
3,084 ACRES



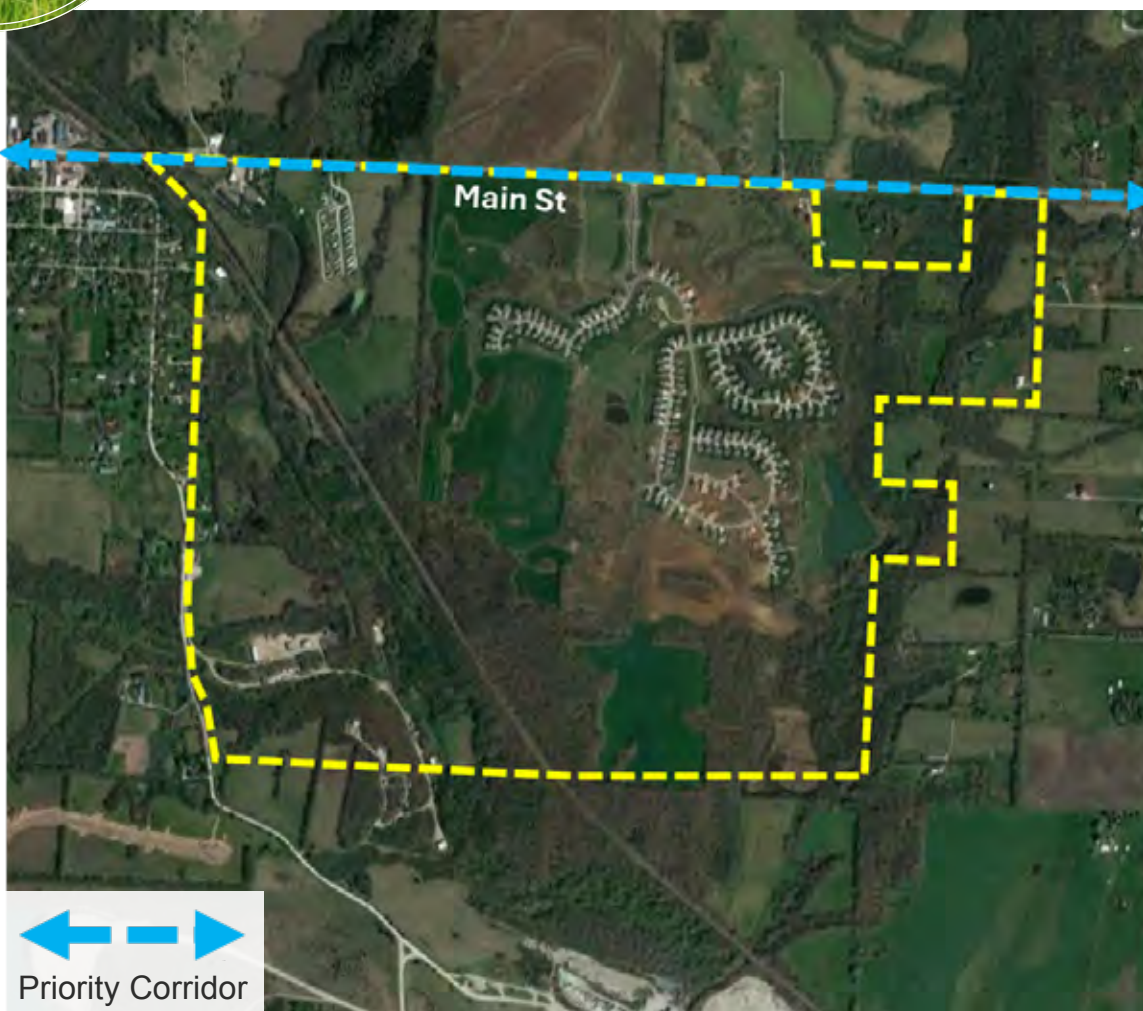
5.4.2 | EAST RESIDENTIAL GATEWAY CHARACTER AREA

The East Residential Gateway character area is a predominantly residential neighborhood characterized by its agricultural and rural architecture and aesthetic. Existing parcels fronting Main Street see rehabilitation and streetscape enhancements. The area is well connected with walking and bike paths. The residential area is predominantly comprised of larger, single-family homes with some starter homes and agro-neighborhoods along the perimeter. Environmental conservation is a primary aspect of this character area.

The East Residential Gateway blends Greenwood's rural charm with nature-focused living, featuring large homes, agro-neighborhoods, and strong trail connections—all set within a landscape that prioritizes environmental conservation and small-town aesthetics.

MAIN CHARACTERISTICS

- Small-town and rural vibes/aesthetics (matching existing Woodland Trail branding)
- Connection to nature and agriculture
- Great access to nature and recreation trails
- Environmental conservation, housing interwoven into nature



EAST RESIDENTIAL GATEWAY CHARACTER AREA (CONT.)



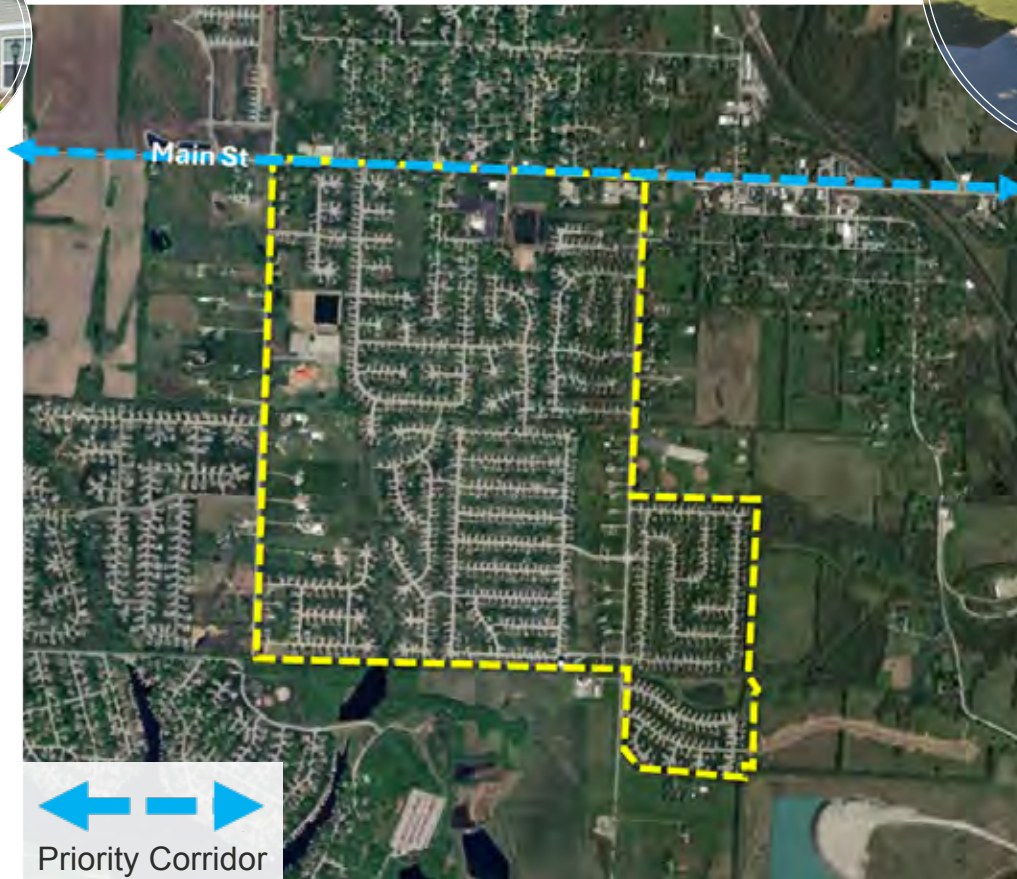
5.4.3 | SOUTH RESIDENTIAL GATEWAY CHARACTER AREA

The South Residential Gateway character area is a single-family home neighborhood with excellent access to schools, parks, recreations, commercial along W Main, and the new Village Square. While the neighborhood allows for duplexes, Accessory Dwelling Units (ADUs), and other housing types, the massing and design of all residential properties blend within the single-family home, providing consistency that reinforces the community's character. The character area takes full advantage of its parks, ensuring residents have easy access to local parks and the parks are well activated with a diversity of facilities, amenities, and programming.

The South Residential Gateway blends single-family charm with walkable access to schools, parks, and the new Village Square, while allowing for diverse housing types that maintain a cohesive neighborhood feel. Parks like Sunset Park are well-used and well-connected, offering a variety of amenities that support active, community-centered living.

MAIN CHARACTERISTICS

- Single family character preserved (duplexes, ADU's, Multifamily blend in)
- Good pedestrian and bike connections to schools
- Great connections and utilization of parks (especially Sunset Park),
- Good connection to new Village Square



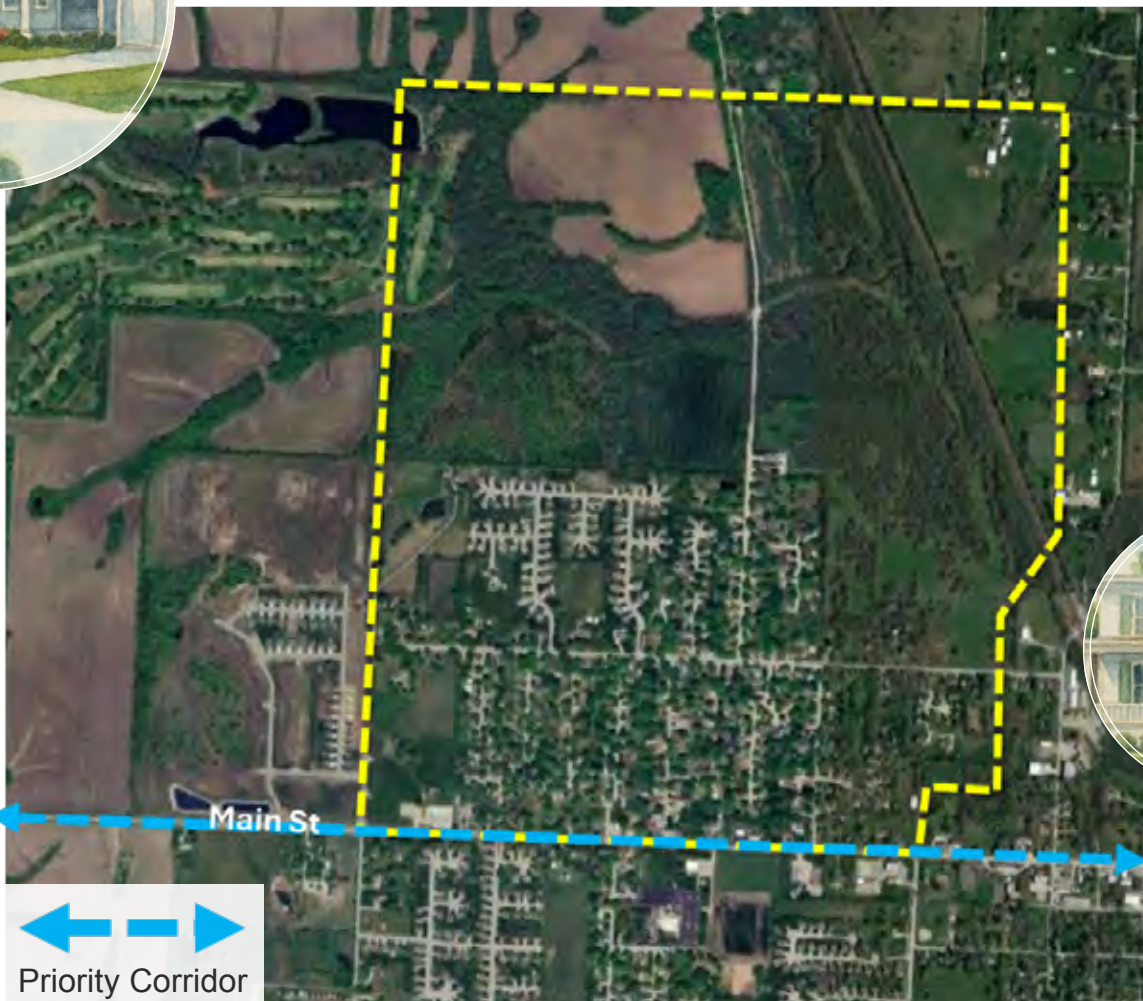
5.4.4 | NORTH RESIDENTIAL GATEWAY CHARACTER AREA

The North Residential Gateway is an established residential neighborhood with a diversity of housing types including single-family homes, starter homes, tiny homes, ADUs, duplexes, and cottage court developments, providing residents with a diverse range of housing options and price points. The neighborhood provides an affordable, community-based neighborhood for residents and is strongly interconnected with the Rock Island Trail, providing residents with access to recreational biking opportunities and encourage healthy lifestyles. Low-density commercial developments of high architectural standards line Main Street and provide a welcoming entry into the City and provide a transition from the farm fields to the west to main street to the east.

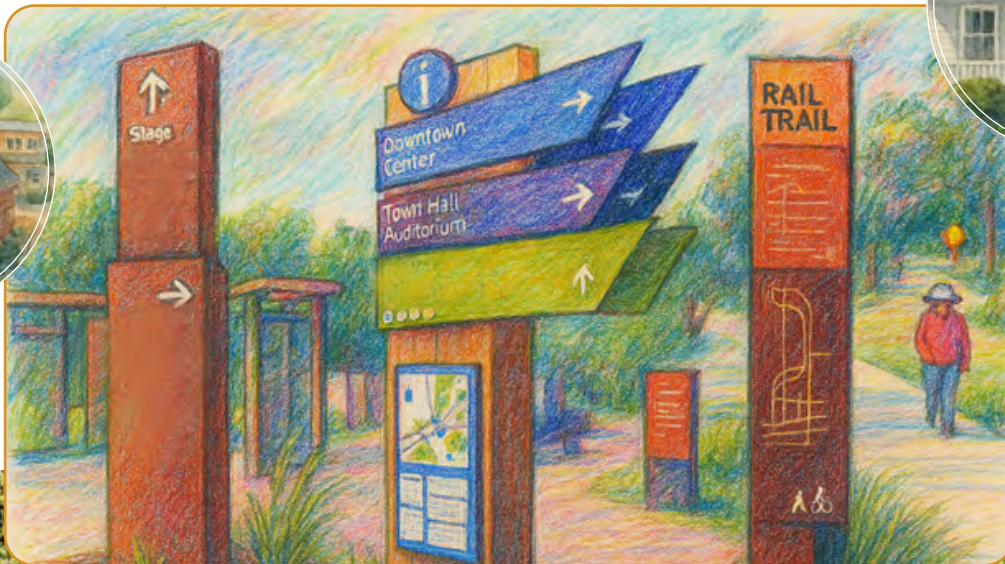
The North Residential Gateway offers a mix of housing types—from single-family homes to tiny homes and cottage courts—creating an inclusive, affordable neighborhood for families and seniors. Its strong connection to the Rock Island Trail and nearby low-density commercial areas supports active lifestyles and a welcoming entry into Greenwood.

MAIN CHARACTERISTICS

- Diverse housing to accommodate existing residents, young families, and seniors
- Strong connection with the Rock Island Trail extension
- Community and recreation focused
- Family and senior friendly



NORTH RESIDENTIAL GATEWAY CHARACTER AREA (CONT.)



5.4.5 | HERITAGE MAIN STREET & CIVIC HUB CHARACTER AREA

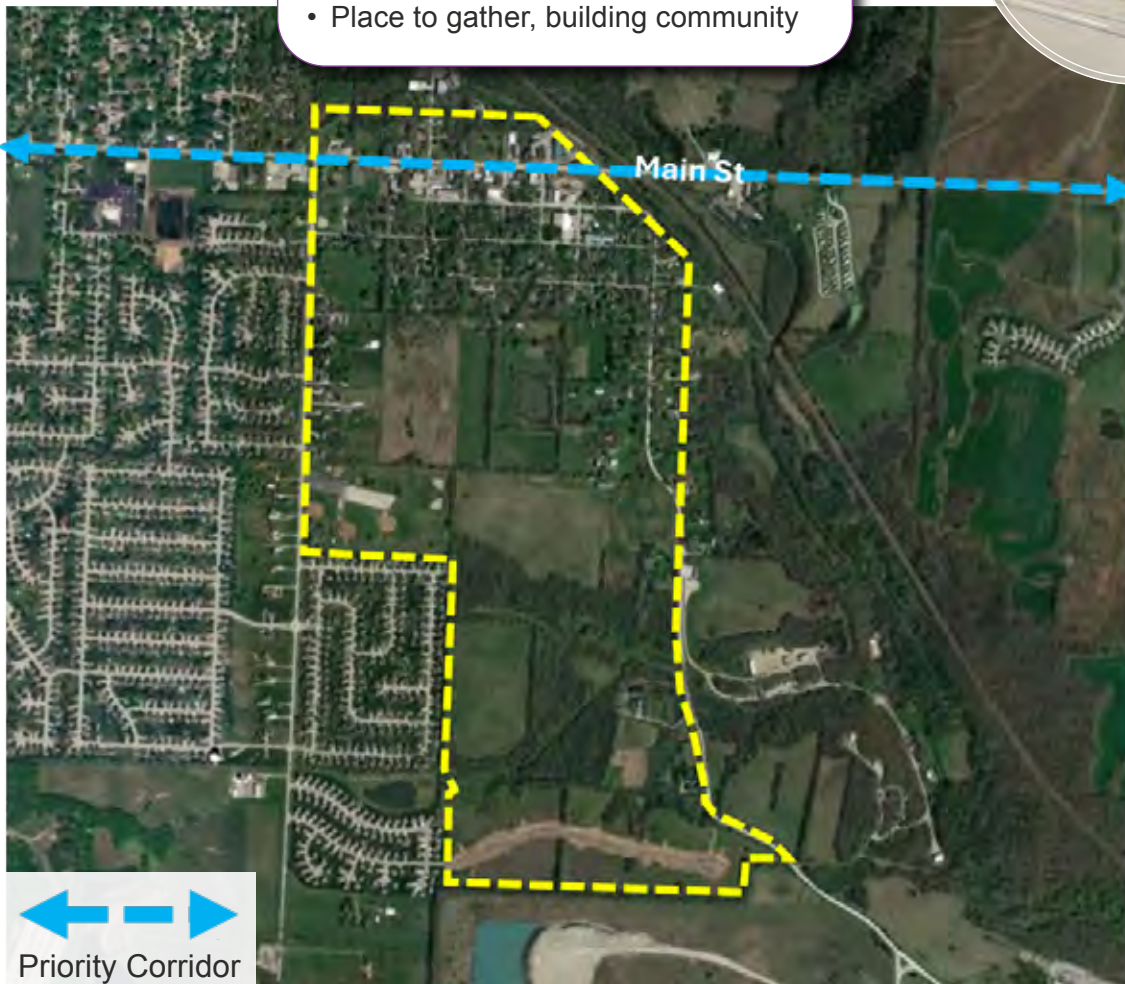
The Heritage Main Street & Civic Hub character area is the historic, commercial, and social heart of Greenwood. It is a walkable, mixed-use, and vibrant area that strongly reinforces the community's small town and rural character. The area contains the historic core and commercial corridor along Main Street as well as the areas to the south, including Joel Dean Hitt Park.

Main Street, which is a tree lined pedestrian and bike friendly corridor, features multiple commercial properties and storefronts. The civic square, located between the heritage Main Street area and Joel Dean Hitt Park, is home to the new City Hall and serves as the town square for gathering and community events. The neighborhood remains a mix of residential, commercial, and civic uses. The Greenwood Elementary School brings students and families to the heart of Greenwood. The character area is easily accessible to everyone in town with pedestrian, bike, and vehicular connections across the area and providing connections to adjacent character areas.

The Heritage Main Street & Civic Hub is Greenwood's historic and social heart, blending walkable charm, mixed-use spaces, and civic pride with landmarks like City Hall and Joel Dean Hitt Park. It's a vibrant gathering place that connects residents to schools, trails, and the small-town character that defines the community.

MAIN CHARACTERISTICS

- Walkable
- Mixed use
- Small Town charm
- Place to gather, building community



HERITAGE MAIN STREET & CIVIC HUB CHARACTER AREA (CONT.)



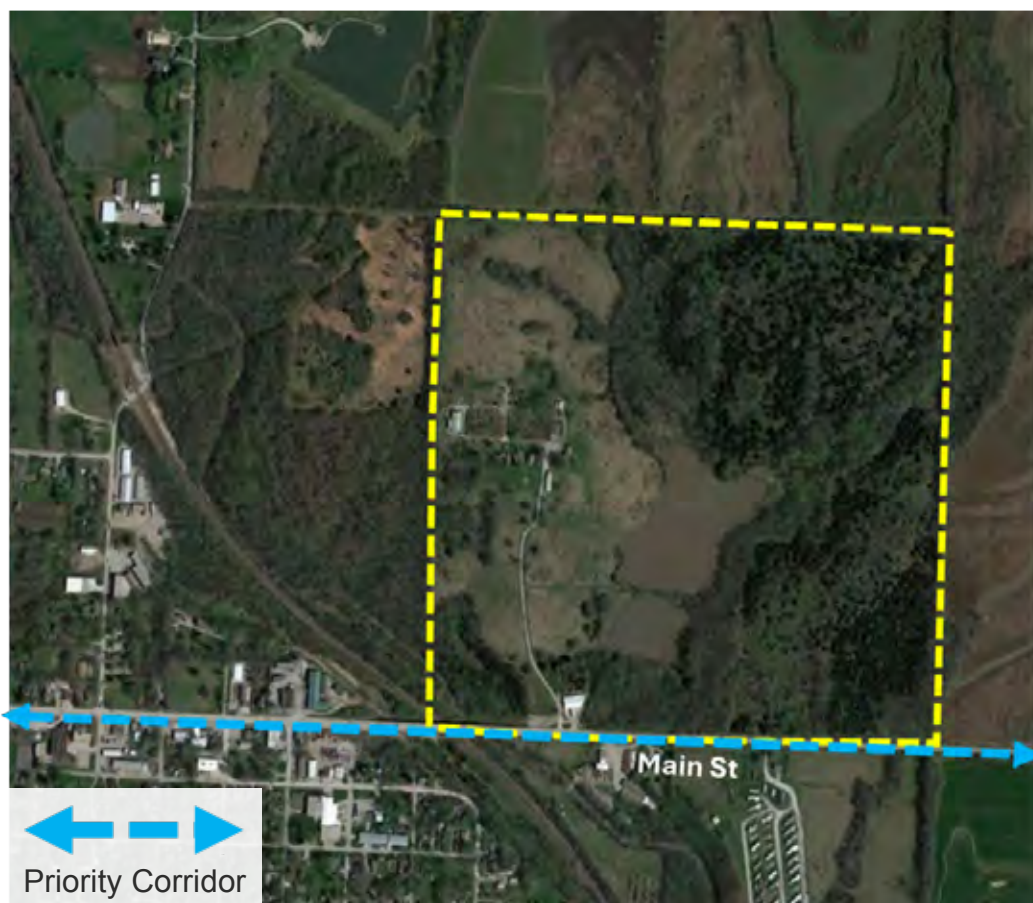
5.4.6 | ACTIVE LIFESTYLES CHARACTER AREA

The Active Lifestyle character area is comprised of dense, senior-focused housing and medical services along Main Street that transitions into lower density and recreation uses to the north. Residential units are geared towards seniors and empty nesters with smaller homes, cottage courts, and independent living facilities that have direct access to trails, nature, and recreation opportunities. Small-scale agriculture is located in the area providing fresh produce to the local community. The heart of the area is the farmers market pavilion that provides a permanent facility to host farmers markets and art fairs that celebrate and embrace the community's small-town, agricultural heritage while providing residents with locally produced produce and opportunities to engage with one another.

The Active Lifestyle character area centers on senior-friendly housing and wellness, with direct access to trails, nature, and a vibrant farmers market pavilion that celebrates Greenwood's agricultural heritage. It blends healthcare, recreation, and community gathering in a walkable, nature-connected setting.

MAIN CHARACTERISTICS

- Senior-focused and medical facilities
- Direct access to nature, trails, and recreation
- Farmers Market pavilion



ACTIVE LIFESTYLES CHARACTER AREA (CONT.)



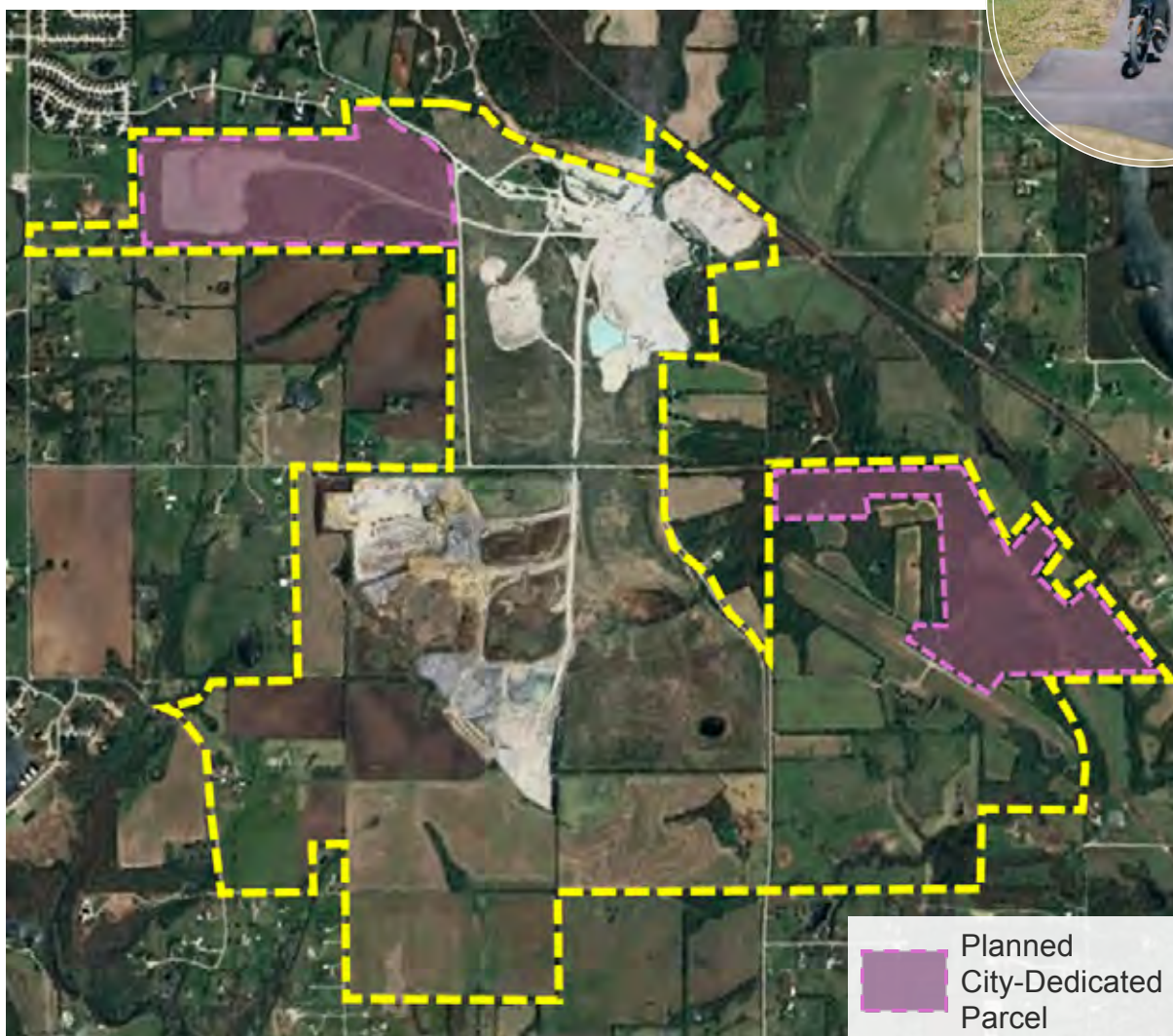
5.4.7 | QUARRY TRAILS CHARACTER AREA

Quarry Trails is a neighborhood and recreation destination that takes advantage of the site's unique history as a quarry to create a community of dramatic landscapes, specialized recreation opportunities, and housing that reflects that natural elements of the site. Quarry Trails maximizes its assets to create a destination neighborhood that offers something truly special in Greenwood.

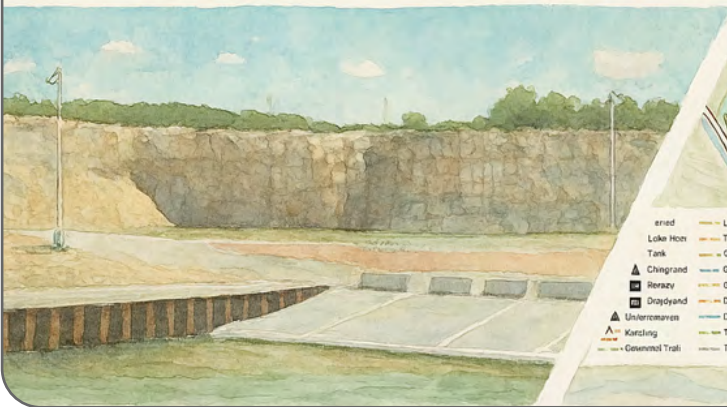
Quarry Trails is a one-of-a-kind neighborhood in Greenwood, blending dramatic landscapes from its quarry history with nature-inspired housing and unique recreation. Anchored by its natural character, it offers a destination experience unlike anywhere else in the City.

MAIN CHARACTERISTICS

- Unique recreation opportunities that incorporate the former quarries
- Housing that reflects its rural character and natural surroundings
- Creates a destination unique to the Greenwood area.



QUARRY TRAILS CHARACTER AREA (CONT.)





IMPLEMENTATION



6.0 | IMPLEMENTATION MATRIX

6.1 | IMPLEMENTATION BY STRATEGIC PILLAR

What happens next? The following Implementation Matrix provides the framework for achieving the community's 2035 vision. Organized by each Strategic Pillar, the matrix summarizes and highlights implementation strategies or Actions for each of the identified Strategic Pillar goals. Prioritization of the Actions (rated by High, Medium or Low Priority), as well as partners, resource intensity and timing are included for each Action to guide the coming years' implementation process. The City intends to hold regular check-ins and assessments of progress over the life of the plan.

The Comprehensive Master Plan is the result of the culmination of multiple opportunities for engagement and input by Greenwood residents and stakeholders. The prioritization of actions is a compilation of input from the community, Task Force members, City Staff, and the Vision Greenwood Steering Committee. For more information on the planning process, please visit the [project portal](#).

IMPLEMENTATION MATRIX LEGEND

GOAL: Each Strategic Pillar includes a series of planning goals providing the framework for accomplishing the Strategic Pillar.

ACTIONS: All identified goals include a series of implementation strategies of Actions to achieve each goal.

PARTNERS: Include key stakeholders, including city departments and other essential public, private, and nonprofit sector constituents responsible for implementing each Action Step.

RESOURCE INTENSITY: Estimates relative expense level for each action.

TIMING: All Action Steps are classified into near-term, mid-term, and long-term time frames. These Time Frames represent the encouraged timing and sequencing for each Action Step. Notably, some Action Steps may be ongoing throughout the entire timespan of this Comprehensive Master Plan.

Resource Intensity

H	M	L
High	Medium	Low

Timing

O	N	M	L
Ongoing	Near-Term: 0-3 Years	Mid-Term: 4-6 Years	Long-Term: 7-10 Years

Priority

H	M	L
High	Medium	Low

6.1.1 | ENGAGEMENT AND COLLABORATION IMPLEMENTATION

Resource Intensity			Timing				Priority		
H	M	L	O	N	M	L	H	M	L
High	Medium	Low	Ongoing	Near-Term: 0-3 Years	Mid-Term: 4-6 Years	Long-Term: 7-10 Years	High	Medium	Low

Pillar Goal	Action	Partners	Resource Intensity	Timing	Priority
Goal 1: Foster communications and collaboration with entities outside Greenwood.	EC.1.1: Develop strong regional relationships by leveraging a collaborative voice with neighboring municipalities.	Local Municipalities	L	O	H
	EC.1.2: Strengthen Greenwood's positioning by participating in regional leadership meetings.	MARC, MODOT, MDNR, MDEC	L	O	H
	EC.1.3: Identify and strengthen stakeholder relationships and resources that can be developed to support Greenwood's goals.	Local Municipalities, MARC, MDNR, MODOT, MDEC	L	O	M
Goal 2: Build the City's communications and networks with residents and Homeowners' Associations.	EC.2.1: Prioritize building internal relationships through consistent communications and messaging to the community.	Community Groups, HOAs, Local Businesses	L	O	M
	EC.2.2: Identify HOA leadership and build relationships.	HOAs	L	L	L
	EC.2.3: Work with the School District to provide consistent messaging to school families and residents.	Greenwood School District	L	O	H
Goal 3: Promote community building through events and common spaces.	EC.3.1: Support the reestablishment of the Park Board or similar organizing entity.	Community Groups, Local Businesses	M	N	H
	EC.3.2: Support and help promote Park Celebrations tied to local communities to bring people together more often.	HOAs, Local Businesses, Community Groups	L	M	M
	EC.3.3: Create more gathering spaces and support social enterprises.	Planning Commission	H	L	M
Goal 4: Engage specifically with local businesses and support Main Street success.	EC.4.1: Build the City's relationships with local businesses and local partners.	MDEC, Local Businesses	L	O	H
	EC.4.2: Develop a listserv and contact information database for local businesses.	MDEC, Local Businesses	M	N	M
	EC.4.3: Identify grants and other funding mechanisms that can be used to promote economic and business development in the City.	MDEC, Local Businesses	M	M	H

6.1.2 | HOUSING AND RESIDENTIAL DEVELOPMENT IMPLEMENTATION

Resource Intensity			Timing				Priority		
H	M	L	O	N	M	L	H	M	L
High	Medium	Low	Ongoing	Near-Term: 0-3 Years	Mid-Term: 4-6 Years	Long-Term: 7-10 Years	High	Medium	Low

Pillar Goal	Action	Partners	Resource Intensity	Timing	Priority
Goal 1: Preserve and enhance Greenwood's neighborhoods through thoughtful development.	HR.1.1: Align Zoning and Character Areas to Reinforce Neighborhood Identity.	Planning Commission, Consultant	M	N	H
	HR.1.2: Encourage Compatible Infill Housing.	Planning Commission, Developers	L	N	M
	HR.1.3: Develop Residential Design Standards for New Development.	Consultant, Planning Commission	M	N	H
	HR.1.4: Target Development in Infrastructure-Ready Areas.	Public Works, Developers	L	N	H
	HR.1.5: Support Redevelopment of Strategic Sites.	Economic Development Partners, Private Developers	M	M	M
	HR.1.6: Establish Conservation Subdivision Provisions.	Planning Commission, Developers	L	M	M
	HR.1.7: Integrate Future School Sites into Housing Planning.	School District, Planning Commission	L	O	M
Goal 2: Promote property maintenance and beautification.	HR.2.1: Establish a Greenwood Property Pride Program.	Neighborhood Associations, Civic Groups	L	L	L
	HR.2.2: Expand Code Enforcement Through Community Partnerships.	Code Enforcement, Neighborhood Ambassadors	M	N	H
	HR.2.3: Launch an Exterior Improvement Mini-Grant Pilot.	City Staff, Local Foundations	M	M	H
	HR.2.4: Create a Vacant Property Registry.	Code Enforcement, Legal Counsel	L	N	M
Goal 3: Support community vitality through diversified housing options.	HR.3.1: Legalize and Encourage "Missing Middle" Housing.	Planning Commission, Consultant	M	M	L
	HR.3.2: Promote Accessory Dwelling Units (ADUs) with Incentives.	Planning Commission, Building Department	L	M	M
	HR.3.3: Complete a Greenwood Housing Affordability and Demand Study.	Regional Housing Partners, Universities	M	N	M
	HR.3.4: Support Age-Friendly Housing Development.	Developers, Senior Services	L	M	M
	HR.3.5: Pilot a Workforce Housing Initiative.	Employers, Housing Authorities	M	L	L
	HR.3.6: Provide Flexibility for Manufactured and Modular Housing.	Planning Commission, Developers	L	L	L

6.1.3 | ECONOMIC DEVELOPMENT AND MAIN STREET REVITALIZATION IMPLEMENTATION

Resource Intensity			Timing				Priority		
H	M	L	O	N	M	L	H	M	L
High	Medium	Low	Ongoing	Near-Term: 0-3 Years	Mid-Term: 4-6 Years	Long-Term: 7-10 Years	High	Medium	Low

Pillar Goal	Action	Partners	Resource Intensity	Timing	Priority
Goal 1: Attract and guide quality commercial investment along and near Main Street.	ED.1.1: Identify key priority sites and proactively reach out to commercial brokers and developers.	Commercial Developers, Brokers	L	N	H
	ED.1.2: Create design guidelines or a form-based code to elevate development along Main Street/Hwy 150.	Consultant, Broader Community	M	M	M
	ED.1.3: Review the city's regulations pertaining to alcohol and liquor license buffers to encourage additional restaurants on Main Street.	City Staff	L	N	M
	ED.1.4: Release an RFP for municipal site redevelopment.	Commercial Developers	L	M	H
Goal 2: Bring more customers to Greenwood to support business growth while preserving the small-town charm.	ED.2.1: Establish a Main Street program to support Main Street Revitalization.	Missouri Main Street Connection, Local Businesses	M	N	H
	ED.2.2: Support business events such as markets, promotions, or pop-ups to increase customers for local businesses.	Local Businesses	L	O	M
Goal 3: Improve the experience and perception of Main Street/Hwy 150.	ED.3.1: Design and install gateway improvements at key intersections of Hwy 150.	Consultant, Broader Community, MoDOT	M	M	M
	ED.3.2: Launch a façade and signage enhancement grant program for local businesses on Main Street/Hwy 150. Identify grant funding sources and model the grant off existing best practices in Missouri.	Local Businesses, Main Street, Missouri CDBG Downtown Revitalization Program	L	M	M
	ED.3.3: Initiate a streetscape improvement plan to improve the aesthetics, investment, and pedestrian-orientation of Main Street/Hwy 150.	Consultant, Broader Community	M	M	M
	ED.3.4: Regularly maintain streetscape banners along Main Street/Hwy 150.	Public Works	L	O	L
Goal 4: Leverage the Rock Island Trail as an economic development asset.	ED.4.1: Prioritize the completion of the Rock Island Trail, ensuring that the Greenwood connection routes through Main Street to support local businesses.	Missouri Department of Natural Resources	M	O	H
	ED.4.2: Attract trail-oriented retail businesses, like restaurants and cafes, to locate in walking distance to the Rock Island Trail and Main Street.	Local Businesses, Entrepreneurs	L	M	M
	ED.4.3: Facilitate a streetscape design master plan for the trailhead and Main Street connection. Include the installation of bicycle parking, repair amenities, wayfinding, and other streetscape amenities.	Consultant, Broader Community, MoDOT, MARC, Planning Commission	M	M	M
	ED.4.4: Promote Greenwood as a "trail town" through regional marketing efforts.	Main Street, Bike Rock Island Trail	L	L	L

6.1.4 | SERVICES AND AMENITIES IMPLEMENTATION

Resource Intensity			Timing				Priority		
H	M	L	O	N	M	L	H	M	L
High	Medium	Low	Ongoing	Near-Term: 0-3 Years	Mid-Term: 4-6 Years	Long-Term: 7-10 Years	High	Medium	Low

Pillar Goal	Action	Partners	Resource Intensity	Timing	Priority
Goal 1: Expand connectivity by enhancing sidewalks, multimodal networks, and safe crosswalks.	SA.1.1: Develop a Complete Streets Strategy focused on Main Street/Hwy 150 to guide improvements and investment.	Consultant, MoDOT, Broader Community	M	N	M
	SA.1.2: Conduct a walk audit throughout Greenwood to identify key priority areas for sidewalk investment based on existing network gaps.	Community Partners, MoDOT, America Walks	L	N	L
	SA.1.3: Install safe crosswalks across Main Street/Hwy 150 to allow residents to safely cross the street at key intersections.	MoDOT	H	M	H
	SA.1.4: Coordinate with MoDOT to align improvements with community priorities.	MoDOT, MARC, Neighboring Communities	L	O	H
Goal 2: Improve road infrastructure, maintenance, and conditions.	SA.2.1: Continue allocating capital funds into improved roadway conditions and targeted repairs.	Public Works	H	O	H
	SA.2.2: Routinely conduct roadway conditions assessments to monitor infrastructure and maintenance conditions.	MoDOT, Public Works	M	O	H
	SA.2.3: Regularly communicate with Greenwood residents and businesses about roadwork schedules, infrastructure investment, priorities, and progress.	City Staff	L	O	M
	SA.2.4: Initiate a City-staff driven study to research all possible solutions for centralized fire service (Lee's Summit Fire Department and Southern Jackson County Fire District split)	City Staff	L	N	H
Goal 3: Bring more quality-of-life amenities to Greenwood.	SA.3.1: Engage Mid-Continent Public Library to advocate for a Greenwood Branch Library.	Mid-Continent Public Library	L	N	M
	SA.3.2: Incorporate a splash pad in the proposed Civic Square.	--	M	M	M
	SA.3.3: Plan for a new, larger municipal building for City Hall that includes a multipurpose indoor meeting and event programming space.	--	H	L	H
	SA.3.4: Assess the feasibility of redeveloping the quarry as a mountain bike park with connections to the Rock Island Trail.	Consultant	L	M	L
	SA.3.5: Prioritize creating a Parks Master Plan for all City park spaces.	Consultant, Parks Department	M	M	H
Goal 4: Develop a Civic Square to expand Greenwood's Heritage Main Street area.	SA.4.1: Complete a financial feasibility assessment of relocating municipal services to a new Civic Square. Assess development costs and recommend phasing.	Consultant	L	N	H
	SA.4.2: Initiate a Civic Square Master Plan that prioritizes community engagement.	Consultant, Planning Commission, Parks Department, Community	M	M	H

6.1.5 | ENVIRONMENT AND GREEN SPACES IMPLEMENTATION

Resource Intensity			Timing				Priority		
H	M	L	O	N	M	L	H	M	L
High	Medium	Low	Ongoing	Near-Term: 0-3 Years	Mid-Term: 4-6 Years	Long-Term: 7-10 Years	High	Medium	Low

Pillar Goal	Action	Partners	Resource Intensity	Timing	Priority
Goal 1: Enhance Greenwood's environmental character and green spaces.	EG.1.1: Create a Citywide Green Space Framework Plan.	Consultant, Missouri Department of Conservation	M	N	H
	EG.1.2: Develop and Enforce Conservation-Oriented Development Guidelines.	Planning Commission, Developers	L	M	M
	EG.1.3: Integrate Native Landscaping in Public Spaces.	Missouri Department of Conservation	L	N	M
	EG.1.4: Establish Green Gateways at City Entrances.	MoDOT, Local Artists, MDC	M	M	M
Goal 2: Improve residents' access to parks and outdoor recreation.	EG.2.1: Develop a Citywide Trail and Sidewalk Connectivity Plan.	MoDOT, Consultant, Community Partners	M	N	H
	EG.2.2: Connect Existing Parks into a "Greenwood Loop."	Parks Department, Community Volunteers	M	M	M
	EG.2.3: Redevelop Sunset and Maple Parks as Local Recreation Hubs.	Parks Department, Neighborhood Groups	M	M	M
	EG.2.4: Expand Programming in Parks.	Parks Department, Local Organizations	L	O	M
Goal 3: Protect rural character and natural areas.	EG.3.1: Create a Rural Conservation Overlay.	Planning Commission, Consultant	L	M	H
	EG.3.2: Map Natural Resources.	Missouri Department of Conservation, GIS Consultant	L	N	M
	EG.3.3: Conserve Priority Lands.	Land Trusts, MDC, Private Landowners	M	L	H
Goal 4: Promote green practices to reduce environmental impact and support community well-being.	EG.4.1: Expand Use of Green Infrastructure in Public Projects.	Public Works, Consultant	M	O	H
	EG.4.2: Encourage Sustainable Building Practices.	Building Department, Developers	L	M	M
	EG.4.3: Launch a Voluntary Native Landscaping Program.	Missouri Department of Conservation	L	N	L
	EG.4.4: Launch a "Green Neighborhood Certification" Program.	Neighborhood Associations	L	M	M
	EG.4.5: Promote Residential Tree Planting and Urban Canopy Expansion.	MDC, Local Nurseries	L	O	M

»»»»» 6.2 | IMPLEMENTATION ACTIONS BY PRIORITY

High Priority
EC.1.1: Develop strong regional relationships by leveraging a collaborative voice with neighboring municipalities.
EC.1.2: Strengthen Greenwood's positioning by participating in regional leadership meetings.
EC.2.3: Work with the School District to provide consistent messaging to school families and residents.
EC.3.1: Support the reestablishment of the Park Board or similar organizing entity.
EC.4.1: Build the City's relationships with local businesses and local partners.
EC.4.3: Identify grants and other funding mechanisms that can be used to promote economic and business development in the City.
HR.1.1: Align Zoning and Character Areas to Reinforce Neighborhood Identity.
HR.1.3: Develop Residential Design Standards for New Development.
HR.1.4: Target Development in Infrastructure- Ready Areas.
HR.2.2: Expand Code Enforcement Through Community Partnerships.
HR.2.3: Launch an Exterior Improvement Mini-Grant Pilot.
ED.1.1: Identify key priority sites and proactively reach out to commercial brokers and developers.
ED.1.4: Release an RFP for municipal site redevelopment.
ED.2.1: Establish a Main Street program to support Main Street Revitalization.
ED.4.1: Prioritize the completion of the Rock Island Trail, ensuring that the Greenwood connection routes through Main Street support local businesses.
SA.1.3: Install safe crosswalks across Main Street/Hwy 150 to allow residents to safely cross the street at key intersections.
SA.1.4: Coordinate with MoDOT to align improvements with community priorities.
SA.2.1: Continue allocating capital funds into improved roadway conditions and targeted repairs.
SA.2.2: Routinely conduct roadway conditions assessments to monitor infrastructure and maintenance conditions.
SA.2.4: Initiate a City-staff driven study to research all possible solutions for centralized fire service (Lee's Summit Fire Department and Southern Jackson County Fire District split)
SA.3.3: Plan for a new, larger municipal building for City Hall that includes a multipurpose indoor meeting and event programming space.
SA.3.5: Prioritize creating a Parks Master Plan for all City park spaces.
SA.4.1: Complete a financial feasibility assessment of relocating municipal services to a new Civic Square. Assess development costs and recommend phasing.
SA.4.2: Initiate a Civic Square Master Plan that prioritizes community engagement.
EG.1.1: Create a Citywide Green Space Framework Plan.
EG.2.1: Develop a Citywide Trail and Sidewalk Connectivity Plan.
EG.3.1: Create a Rural Conservation Overlay.
EG.3.3: Conserve Priority Lands.
EG.4.1: Expand Use of Green Infrastructure in Public Projects.

IMPLEMENTATION ACTIONS BY PRIORITY (CONT.)

Medium Priority
EC.1.3: Identify and strengthen stakeholder relationships and resources that can be developed to support Greenwood's goals.
EC.2.1: Prioritize building internal relationships through consistent communications and messaging to the community.
EC.3.2: Support and help promote Park Celebrations tied to local communities to bring people together more often.
EC.3.3: Create more gathering spaces and support social enterprises.
EC.4.2: Develop a listserv and contact information database for local businesses.
HR.1.2: Encourage Compatible Infill Housing.
HR.1.5: Support Redevelopment of Strategic Sites.
HR.1.6: Establish Conservation Subdivision Provisions.
HR.1.7: Integrate Future School Sites into Housing Planning.
HR.2.4: Create a Vacant Property Registry.
HR.3.2: Promote Accessory Dwelling Units (ADUs) with Incentives.
HR.3.3: Complete a Greenwood Housing Affordability and Demand Study.
HR.3.4: Support Age-Friendly Housing Development.
ED.1.2: Create design guidelines or a form-based code to elevate development along Main Street/Hwy 150.
ED.1.3: Review the city's regulations pertaining to alcohol and liquor license buffers to encourage additional restaurants on Main Street.
ED.2.2: Support business events such as markets, promotions, or pop-ups to increase customers for local businesses.
ED.3.1: Design and install gateway improvements at key intersections of Hwy 150.
ED.3.2: Launch a façade and signage enhancement grant program for local businesses on Main Street/Hwy 150. Identify grant funding sources and model the grant off existing best practices in Missouri.
ED.3.3: Initiate a streetscape improvement plan to improve the aesthetics, investment, and pedestrian-orientation of Main Street/Hwy 150.
ED.4.2: Attract trail-oriented retail businesses, like restaurants and cafes, to locate in walking distance to the Rock Island Trail and Main Street.
ED.4.3: Facilitate a streetscape design master plan for the trailhead and Main Street connection. Include the installation of bicycle parking, repair amenities, wayfinding, and other streetscape amenities.
SA.1.1: Develop a Complete Streets Strategy focused on Main Street/Hwy 150 to guide improvements and investment.
SA.2.3: Regularly communicate with Greenwood residents and businesses about roadwork schedules, infrastructure investment, priorities, and progress.
SA.3.1: Engage Mid-Continent Public Library to advocate for a Greenwood Branch Library.
SA.3.2: Incorporate a splash pad in the proposed Civic Square.
EG.1.2: Develop and Enforce Conservation- Oriented Development Guidelines.
EG.1.3: Integrate Native Landscaping in Public Spaces.
EG.1.4: Establish Green Gateways at City Entrances.
EG.2.2: Connect Existing Parks into a "Greenwood Loop".
EG.2.3: Redevelop Sunset and Maple Parks as Local Recreation Hubs.
EG.2.4: Expand Programming in Parks.
EG.3.2: Map Natural Resources.
EG.4.2: Encourage Sustainable Building Practices.
EG.4.4: Launch a "Green Neighborhood Certification" Program.
EG.4.5: Promote Residential Tree Planting and Urban Canopy Expansion.



IMPLEMENTATION ACTIONS BY PRIORITY (CONT.)

Low Priority
EC.2.2: Identify HOA leadership and build relationships.
HR.2.1: Establish a Greenwood Property Pride Program.
HR.3.1: Encourage “Missing Middle” Housing.
HR.3.5: Pilot a Workforce Housing Initiative.
HR.3.6: Provide Flexibility for Manufactured and Modular Housing.
ED.3.4: Regularly maintain streetscape banners along Main Street/Hwy 150.
ED.4.4: Promote Greenwood as a “trail town” through regional marketing efforts.
SA.1.2: Conduct a walk audit throughout Greenwood to identify key priority areas for sidewalk investment based on existing network gaps.
SA.3.4: Assess the feasibility of redeveloping the quarry as a mountain bike park with connections to the Rock Island Trail.
EG.4.3: Launch a Voluntary Native Landscaping Program.





»»»»» 6.3 | IMPLEMENTATION ACTIONS BY TIMEFRAME

Near-Term (0-3 Years)
EC.3.1: Support the reestablishment of the Park Board or similar organizing entity.
EC.4.2: Develop a listserv and contact information database for local businesses.
HR.1.1: Align Zoning and Character Areas to Reinforce Neighborhood Identity.
HR.1.2: Encourage Compatible Infill Housing.
HR.1.3: Develop Residential Design Standards for New Development.
HR.1.4: Target Development in Infrastructure- Ready Areas.
HR.2.2: Expand Code Enforcement Through Community Partnerships.
HR.2.4: Create a Vacant Property Registry.
HR.3.3: Complete a Greenwood Housing Affordability and Demand Study.
ED.1.1: Identify key priority sites and proactively reach out to commercial brokers and developers.
ED.1.3: Review the City's regulations pertaining to alcohol and liquor license buffers to encourage additional restaurants on Main Street.
ED.2.1: Establish a Main Street program to support Main Street Revitalization.
SA.1.1: Develop a Complete Streets Strategy focused on Main Street/Hwy 150 to guide improvements and investment.
SA.1.2: Conduct a walk audit throughout Greenwood to identify key priority areas for sidewalk investment based on existing network gaps.
SA.2.4: Initiate a City-staff driven study to research all possible solutions for centralized fire service (Lee's Summit Fire Department and Southern Jackson County Fire District split)
SA.3.1: Engage Mid-Continent Public Library to advocate for a Greenwood Branch Library.
SA.4.1: Complete a financial feasibility assessment of relocating municipal services to a new Civic Square. Assess development costs and recommend phasing.
EG.1.1: Create a Citywide Green Space Framework Plan.
EG.1.3: Integrate Native Landscaping in Public Spaces.
EG.2.1: Develop a Citywide Trail and Sidewalk Connectivity Plan.
EG.3.2: Map Natural Resources.
EG.4.3: Launch a Voluntary Native Landscaping Program.



IMPLEMENTATION ACTIONS BY TIMEFRAME (CONT.)

Mid-Term (4-6 Years)
EC.3.2: Support and help promote Park Celebrations tied to local communities to bring people together more often.
EC.4.3: Identify grants and other funding mechanisms that can be used to promote economic and business development in the City.
HR.1.5: Support Redevelopment of Strategic Sites.
HR.1.6: Establish Conservation Subdivision Provisions.
HR.2.3: Launch an Exterior Improvement Mini-Grant Pilot.
HR.3.1: Encourage “Missing Middle” Housing.
HR.3.2: Promote Accessory Dwelling Units (ADUs) with Incentives.
HR.3.4: Support Age-Friendly Housing Development.
ED.1.2: Create design guidelines or a form-based code to elevate development along Main Street/Hwy 150.
ED.1.4: Release an RFP for municipal site redevelopment.
ED.3.1: Design and install gateway improvements at key intersections of Hwy 150.
ED.3.2: Launch a façade and signage enhancement grant program for local businesses on Main Street/Hwy 150. Identify grant funding sources and model the grant off existing best practices in Missouri.
ED.3.3: Initiate a streetscape improvement plan to improve the aesthetics, investment, and pedestrian-orientation of Main Street/Hwy 150.
ED.4.2: Attract trail-oriented retail businesses, like restaurants and cafes, to locate in walking distance to the Rock Island Trail and Main Street.
ED.4.3: Facilitate a streetscape design master plan for the trailhead and Main Street connection. Include the installation of bicycle parking, repair amenities, wayfinding, and other streetscape amenities.
SA.1.3: Install safe crosswalks across Main Street/Hwy 150 to allow residents to safely cross the street at key intersections.
SA.3.2: Incorporate a splash pad in the proposed Civic Square.
SA.3.4: Assess the feasibility of redeveloping the quarry as a mountain bike park with connections to the Rock Island Trail.
SA.3.5: Prioritize creating a Parks Master Plan for all City park spaces.
SA.4.2: Initiate a Civic Square Master Plan that prioritizes community engagement.
EG.1.2: Develop and Enforce Conservation- Oriented Development Guidelines.
EG.1.4: Establish Green Gateways at City Entrances.
EG.2.2: Connect Existing Parks into a “Greenwood Loop”
EG.2.3: Redevelop Sunset and Maple Parks as Local Recreation Hubs.
EG.3.1: Create a Rural Conservation Overlay.
EG.4.2: Encourage Sustainable Building Practices.
EG.4.4: Launch a “Green Neighborhood Certification” Program.



IMPLEMENTATION ACTIONS BY TIMEFRAME (CONT.)

Long-Term (7-10 Years)
EC.2.2: Identify HOA leadership and build relationships.
EC.3.3: Create more gathering spaces and support social enterprises.
HR.2.1: Establish a Greenwood Property Pride Program.
HR.3.5: Pilot a Workforce Housing Initiative.
HR.3.6: Provide Flexibility for Manufactured and Modular Housing.
ED.4.4: Promote Greenwood as a “trail town” through regional marketing efforts.
SA.3.3: Plan for a new, larger municipal building for City Hall that includes a multipurpose indoor meeting and event programming space.
EG.3.3: Conserve Priority Lands.
EG.4.5: Promote Residential Tree Planting and Urban Canopy Expansion.

Ongoing (0-10 Years)
EC.1.1: Develop strong regional relationships by leveraging a collaborative voice with neighboring municipalities.
EC.1.2: Strengthen Greenwood’s positioning by participating in regional leadership meetings.
EC.1.3: Identify and strengthen stakeholder relationships and resources that can be developed to support Greenwood’s goals.
EC.2.1: Prioritize building internal relationships through consistent communications and messaging to the community.
EC.2.3: Work with the School District to provide consistent messaging to school families and residents.
EC.4.1: Build the City’s relationships with local businesses and local partners.
HR.1.7: Integrate Future School Sites into Housing Planning.
ED.2.2: Support business events such as markets, promotions, or pop-ups to increase customers for local businesses.
ED.3.4: Regularly maintain streetscape banners along Main Street/Hwy 150.
ED.4.1: Prioritize the completion of the Rock Island Trail, ensuring that the Greenwood connection routes through Main Street to support local businesses.
SA.1.4: Coordinate with MoDOT to align improvements with community priorities.
SA.2.1: Continue allocating capital funds into improved roadway conditions and targeted repairs.
SA.2.2: Routinely conduct roadway conditions assessments to monitor infrastructure and maintenance conditions.
SA.2.3: Regularly communicate with Greenwood residents and businesses about roadwork schedules, infrastructure investment, priorities, and progress.
EG.2.4: Expand Programming in Parks.
EG.4.1: Expand Use of Green Infrastructure in Public Projects.
EG.4.5: Promote Residential Tree Planting and Urban Canopy Expansion.



MORE INFORMATION



7.0 | FOR MORE INFORMATION

For more information on the Vision Greenwood comprehensive master planning project, please contact:



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City Clerk

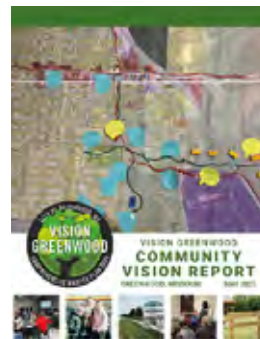
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These reports and the associated data analysis are available on the project portal:

lab2.future-iq.com/vision-greenwood



[Think-Tank Report](#)



[Community Vision Report](#)



[Community Snapshot Report](#)



[Project Portal](#)



[Project StoryMap](#)

8.0 | CONSULTING TEAM – ABOUT FUTURE IQ, JS&A, AND WGI

Future iQ specializes in applying innovative tools and approaches to assist municipalities, organizations, regions and industries shape their economic and community futures. With nearly two decades of experience, the company has a global clientele spanning three continents. To learn more about Future iQ, and our recent projects visit www.future-iq.com or by email at info@future-iq.com.

For this project, Future iQ has partnered with the economic development and planning firm of Jon Stover & Associates (JS&A), and the planning firm of WGI. To learn more about JS&A, visit www.stoverandassociates.com. To learn more about WGI, visit www.wginc.com.

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CITY OF GREENWOOD, MISSOURI

COMPREHENSIVE MASTER PLAN 2035