



# DOWNTOWN NORTH LAS VEGAS SNS OPPORTUNITY SITE

## 5-year Progress Report

Prepared for:  
**City of North Las Vegas**

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**November 2020**

*Concept rendering for the Lake Mead Village West district  
(Bunnyfish Studio, 2016).*

# 5-YEAR PROGRESS REPORT

## DTNLV

The Southern Nevada Regional Transportation Commission (RTC) administers the Southern Nevada Strong Regional Policy Plan on behalf of the Southern Nevada Regional Planning Coalition (SNRPC). As part of this work, the RTC's regional planning team is updating the Southern Nevada Strong Opportunity Sites Implementation Strategies in order to assess progress made on these plans. This report focuses on the Downtown North Las Vegas (DTNLV) Opportunity Site and provides updated strategies for continuing planning and revitalization work in DTNLV. The regional planning team worked with various staff members of the City of North Las Vegas as well as several stakeholders in order to assess and update the *DTNLV Opportunity Site Implementation Strategies (2015)*. The project team represents local and regional interests and the *Downtown North Las Vegas SNS Opportunity Site 5-year Progress Report* continues to reflect the goals and values of the Southern Nevada Strong Regional Policy Plan.

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*North Las Vegas City Hall and Liberty Park.*

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# EXECUTIVE SUMMARY

Throughout our history, Southern Nevada has weathered extremes. The Great Recession saw some of the country's highest rates of foreclosure and unemployment. Following decades of economic prosperity in the late-20th and early-21st centuries, the downturn shed light on the impacts that previously uncoordinated growth had on the region: limited choices for housing and transportation, unhealthy neighborhoods, fewer living-wage jobs, and widespread impacts from the sharp decline of the residential construction market and gaming industry.

In response, the Southern Nevada region came together and developed a collaborative, more inclusive vision for the future. This vision is the Southern Nevada Strong (SNS) Regional Plan. It is the region's first federally recognized regional plan and is adopted as the Southern Nevada Regional Planning Coalition's (SNRPC's) Regional Policy Plan (Regional Policy Plan). Through the plan, the Southern Nevada community seeks to build a foundation for long-term economic success and community livelihood by better integrating reliable transportation, housing, and job opportunities for all.

As part of the Regional Policy Plan, four specific locations – known as opportunity sites – that are well-suited to model the planning principles and recommendations in the Regional Policy Plan were identified around the region. Subsequently, implementation strategies were developed for each of four opportunity site locations in Southern Nevada.

Five years removed from the adoption of the Regional Policy Plan and the four *SNS Opportunity Site Implementation Strategies (2015)*, the Regional Transportation Commission's (RTC's) regional planning team is conducting an evaluation and update to each of the *SNS Opportunity Site Implementation Strategies (2015)* planning documents. These updates, generally titled *SNS Opportunity Sites 5-year Progress Report*, will provide each local jurisdiction with an assessment of progress made on their respective plans as well as with updated actions and ideas for continuing their work in these unique areas. This report, the *Downtown North Las Vegas SNS Opportunity Site 5-year Progress Report (DTNLV 5-yr Progress Report)*, focuses on the Downtown North Las Vegas (DTNLV) opportunity site.

## EXECUTIVE SUMMARY

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The *SNS Downtown North Las Vegas Opportunity Site Implementation Strategies (2015) (DTNLV Implementation Strategies)* evaluated DTNLV's potential for becoming a vibrant downtown hub for North Las Vegas. It identified opportunities and barriers for revitalizing DTNLV and suggested projects, policies, and programs which could be implemented in order to better position the area for redevelopment. Five actions for realizing planning goals in DTNLV were identified: (1) [improve safety for all transportation modes](#), (2) [create a safe and attractive environment](#), (3) [improve district identity](#), (4) [support existing businesses and create opportunities](#), and (5) [support building rehabilitation and new development](#). This *DTNLV 5-yr Progress Report* builds on these efforts.

The *DTNLV 5-yr Progress Report* is organized into the following sections: Vision, progress, recommendations, case studies, and appendices. The report revisits the vision for DTNLV, synthesizing the components of previous planning studies and projects into a summary of what is desired for the future of DTNLV. The progress section provides an updated assessment of DTNLV's strengths and challenges, as well as a detailed analysis of the progress that has been made in implementing the actions and strategies adopted in the *DTNLV Implementation Strategies (2015)*. New recommendations are made for continuing progress on these actions and strategies and several case studies provide in-depth research around some of the persistent challenges that remain in DTNLV. Finally, the appendices detail the research conducted by the regional planning team – literature review, existing conditions analysis, and stakeholder interviews – that inform this report.

Research and evaluation of the past 5 years of regional planning and implementation in DTNLV finds that there is much to celebrate! Significant progress has been made in implementing the goals and strategies of the *DTNLV Implementation Strategies (2015)*. More than half of these implementation strategies (60%) are either on track or complete, and several more will see implementation work begin soon. Specifically, the City has shown its commitment to realizing the vision for DTNLV by investing heavily in their staffing capacity and new resources, and several new planning and engineering studies have been completed. Additionally, the City has successfully acquired more than 25 key land parcels in the downtown redevelopment area (RDA). Several public projects are currently underway as well, including Complete Streets upgrades on many downtown corridors. The city also plans to restore the historic Washington School, complete with civic and park space for events and entertainment. DTNLV has also started to see new development and business locate here in recent years. Significant new development and businesses include Maya Cinemas, Dutch Bros Coffee, Vegas Bakery, Wing Stop, and Expertise Barber and Cosmetology Institute.

Existing and unforeseen challenges do continue to make this work difficult. Market realities and existing conditions have made it difficult to fully implement some of the desired infrastructure improvements and development in DTNLV. Four of the 12 implementation strategies for improving safety for all transportation modes were found to be not feasible to implement. Specifically, the feasibility of implementing Complete Streets elements has proved challenging on Lake Mead Blvd. and Carey Ave., and accessibility and connectivity in DTNLV remains challenging for alternative modes of transportation, particularly for east-west movement. Additionally, funding is limited for

placemaking elements, making it difficult to implement and maintain these types of projects. It has also been challenging to create relationships between the City and the area's residents due to continued barriers in connecting with the minority-majority population in downtown. Existing conditions downtown, such as auto-centric, low-density development and below average incomes among downtown residents, have also made it challenging to incentivize mixed-use development, which is described as the preferred development type in the vision for DTNLV.

Yet, it is still early in these revitalization efforts and successful redevelopment requires time, patience, persistence, and creativity. The early successes seen in DTNLV thus far demonstrate the City's possession of these qualities and their commitment for progressing the DTNLV vision in the years to come. Much of this work can take many years to materialize (10 years or longer) and the early achievements detailed in this report show that the City is well on its way to success.

Several recommendations are made for continuing to progress this vision and the *DTNLV Implementation Strategies* (2015). Generally, the five actions for realizing planning goals in DTNLV remain the same, however, a new action is added as well. These six updated actions are:

1. Improve safety for all transportation modes
2. Create a safe and attractive environment
3. Improve district identity
4. Support existing businesses and create opportunities
5. Support building rehabilitation and new development
6. **NEW! Facilitate ongoing coordination of plan implementation**

Each action has several strategies for achieving the desired action. Many of these strategies are similar to previous strategies, however they have been updated to reflect recent progress and the constantly changing conditions of our environment. Each strategy is also accompanied by recommendations which are ideas that could be pursued in order to continue progress of the City's planning goals. These recommendations include specific projects, such as conducting access management, parking, and connectivity studies in DTNLV, as well as broad objectives such as increasing resident engagement in DTNLV neighborhoods. Ultimately, the City will determine which recommendations are most appropriate and actionable for reaching their planning and redevelopment goals in DTNLV.

As a region, we'll continue to encounter uncertain times. Threats from global and local markets and events will continue to have unforeseen economic and social impacts in Southern Nevada and historic cycles of "booms and busts" will remain a challenge for local and regional planning efforts. However, the Southern Nevada Strong collaborative and resulting Regional Policy Plan offer us a blueprint for weathering these storms. Residents live regional lives and regional collaboration is needed in order to achieve not only planning goals in DTNLV but throughout the region. Combined, these goals reflect the aspirations of all Southern Nevadans, creating a more inclusive, sustainable, and resilient community. Through continued regional collaboration, we can achieve all of our local and regional goals.



## **SNS REGIONAL PLAN POLICY** ---

# OUR VALLEY, OUR VISION, OUR FUTURE

Southern Nevada regional priorities:

- Improve economic competitiveness and education.
- Invest in complete communities.
- Increase transportation choice.
- Build capacity for implementation.

*Rendering of a mixed-use streetscape in DTNLV. Image source: Downtown Master Plan and Investment Strategies (2009).*



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# 1

# INTRODUCTION

Southern Nevada Strong (SNS) is a collaborative regional plan which is the region's first federally recognized regional plan and is adopted as the Southern Nevada Regional Planning Coalition's Regional Policy Plan (Regional Policy Plan). Through the plan, the Southern Nevada community seeks to build a foundation for long-term economic success and community livelihood by better integrating reliable transportation, housing, and job opportunities for all.

As part of the plan, specific locations around the region – known as opportunity sites – were recognized as places well-suited to model the planning principles and policies that are identified in the Regional Plan. Subsequently, implementation strategies were developed for each site, guiding concentrated implementation of the Regional Policy Plan in these four locations. In total, there are four opportunity sites:

- Boulder Highway at Broadbent Blvd. and Gibson Rd.
- Downtown North Las Vegas
- Las Vegas Medical District
- Maryland Parkway Corridor

Each site is primarily stewarded by its corresponding local jurisdiction: City of Henderson, City of North Las Vegas, City of Las Vegas, and Clark County, respectively. Together, these opportunity sites offer various opportunities for overcoming unique challenges for regional and local planning across the Las Vegas Valley.

Five years removed from the adoption of the Regional Policy Plan and the *SNS Opportunity Site Implementation Strategies* (2015), the Regional Transportation Commission's (RTC's) regional planning team is working with local jurisdictions to review how implementation of these plans has progressed throughout the valley. The project will provide each local jurisdiction with an assessment of progress made on the opportunity site as well as with updated actions and recommendations for continuing their work in these unique areas. The result of these efforts are documented in four separate studies, generally titled the *SNS Opportunity Sites 5-year Progress Report*.

## INTRODUCTION

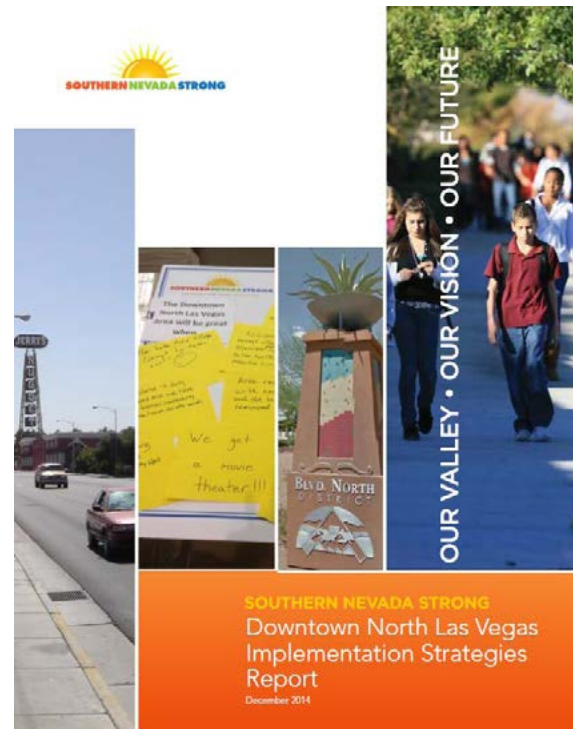
This report, the *Downtown North Las Vegas SNS Opportunity Site 5-year Progress Report (DTNLV 5-yr Progress Report)*, is focused exclusively on the Downtown North Las Vegas (DTNLV) opportunity site. Building off of earlier planning efforts by the City of North Las Vegas, the previous *SNS Downtown North Las Vegas Implementation Strategies (DTNLV Implementation Strategies)* (2015) report evaluated DTNLV's potential for becoming a vibrant downtown hub for North Las Vegas. The primary purpose of the previous *DTNLV Implementation Strategies* (2015) report was to identify opportunities and barriers for revitalizing DTNLV and to suggest projects, policies, and programs which could be implemented in order to better position the area for redevelopment. The resulting plan identified five main actions for realizing the City's vision for DTNLV:

1. Improve safety for all transportation modes
2. Create a safe and attractive environment
3. Improve district identity
4. Support existing businesses and create new opportunities
5. Support building rehabilitation and new development

Each action is accompanied by several strategies for achieving these goals. This *DTNLV 5-yr Progress Report* is primarily focused on assessing the progress of these actions, while also providing an updated framework for continuing to progress the vision for DTNLV.

## METHODOLOGY

In order to conduct this assessment, the regional planning team partnered with the City of North Las Vegas and sought to learn as much as possible about recent planning



and economic development work in the downtown area. This process included several investigative methods. First, RTC's regional planning team conducted a literature review of existing plans and studies that are relevant to the downtown area in order to learn about all of the planning studies and projects that have been completed or are in progress for the area since the adoption of the *DTNLV Implementation Strategies* (2015). The team also reached out to and conversed with several stakeholders to learn more about the work of partner agencies in DTNLV. Additionally, the team conducted an updated existing conditions report to understand demographic and geographic changes that may have occurred in the community since it was last evaluated. The planning team also held several meetings with city staff throughout the duration of the project to discuss and verify findings. The team's findings have been incorporated throughout the report and were used to inform our progress assessment and recommendations for future planning. Additional details on these findings are also provided in the appendices.

**ABOUT THIS REPORT**

The remaining portion of this report is organized into the following sections: Vision, progress, recommendations, case studies, and appendices.

**VISION**

The vision section provides an overview of the community’s vision for DTNLV and communicates this vision through images, maps, and text. It is intended to synthesize the components of previous planning studies and projects into a central place, providing for a one-stop summary of what is desired for the future of DTNLV.

**PROGRESS**

The progress section provides an updated assessment on DTNLV’s strengths and challenges. It highlights accomplishments and milestones that have been achieved as well as discusses challenges and barriers that persist in DTNLV. This section also provides a detailed analysis of the progress that has been made in implementing the actions and strategies that were adopted in the *DTNLV Implementation Strategies* (2015) report.

**RECOMMENDATIONS**

The recommendations section details new recommendations for continuing progress on the actions and strategies for DTNLV. It also lists potential resources for continuing planning and economic development work in DTNLV, including funding sources, partners for capacity building and professional development, and community partners who provide programming and social service support in the southern Nevada region.

**CASE STUDIES**

The case studies section provides a select sample of in-depth research around some

of the challenges with implementing DTNLV’s vision. The case studies were selected to showcase how peer communities throughout the U.S. have worked to overcome similar challenges in their own cities.

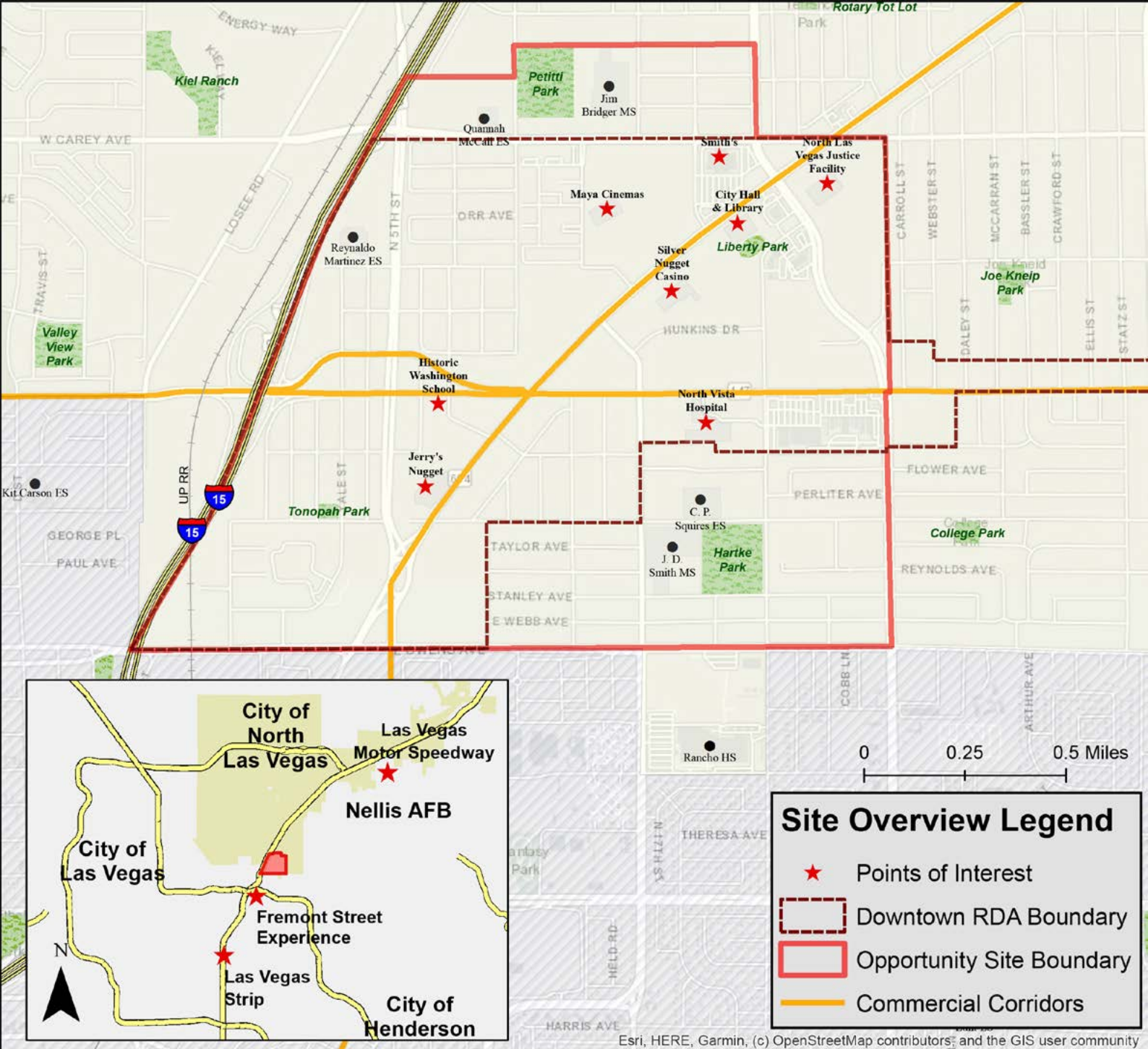
**APPENDIX**

Finally, the appendix section details the research conducted by the regional planning team. The literature review is summarized in Appendix A and provides an overview of each plan that was reviewed as well as highlights areas which support or diverge from the *DTNLV Implementation Strategies* (2015) report. The team’s existing conditions analysis is provided in Appendix B. Appendix C provides a list of the stakeholders who were interviewed as part of this process.

Together, the information provided in the following report is intended to support the City of North Las Vegas’ planning and economic development efforts in DTNLV. The report is a tool for the City, its partners, and those wishing to work in DTNLV to use to further align their work with achieving the planning vision, actions, and strategies of the Regional Policy Plan.



Image of North Las Vegas branding at the Las Vegas Blvd. and N. 5th St. traffic circle.



**DTNLV**

# VISION STATEMENT

“Create a safe, mixed-use, connected, walkable community that supports local businesses and offers a variety of family-friendly amenities.”

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# DOWNTOWN VISION

The vision for Downtown North Las Vegas (DTNLV) is to:

“CREATE A SAFE, MIXED-USE, CONNECTED, WALKABLE COMMUNITY THAT SUPPORTS LOCAL BUSINESSES AND OFFERS A VARIETY OF FAMILY-FRIENDLY AMENITIES.”

Findings from the literature review confirm that this vision, set forth in the *Downtown Master Plan and Investment Strategy (Downtown Master Plan)* (2009), remains relevant and guides recent planning efforts in the DTNLV area. Additionally, the *Downtown Master Plan* (2009) list the following goals for realizing this vision:

- Make DTNLV a local and regional destination with a unique identity
- Brand and market DTNLV with a unique sense of place and distinct themes
- Make DTNLV safe and inviting for all modes of transportation
- Celebrate the cultural past and present of the area, incorporating music and art to reestablish a cultural center
- Improve DTNLV’s economic vitality with programs, incentives, and public-private partnerships to support existing businesses and attract new business and investment
- Connect existing and new development through coordination, design standards, and improvements to the public realm
- Identify an investment strategy with clear action steps, priorities, and costs

During the literature review process, it became clear that the City has invested in many planning efforts that contribute to the implementation of this vision. Each plan has its own recommendations and strategies, but the DTNLV vision remains the same. For ease of communicating these findings, the regional planning team synthesized this information and presents it here in the vision section.

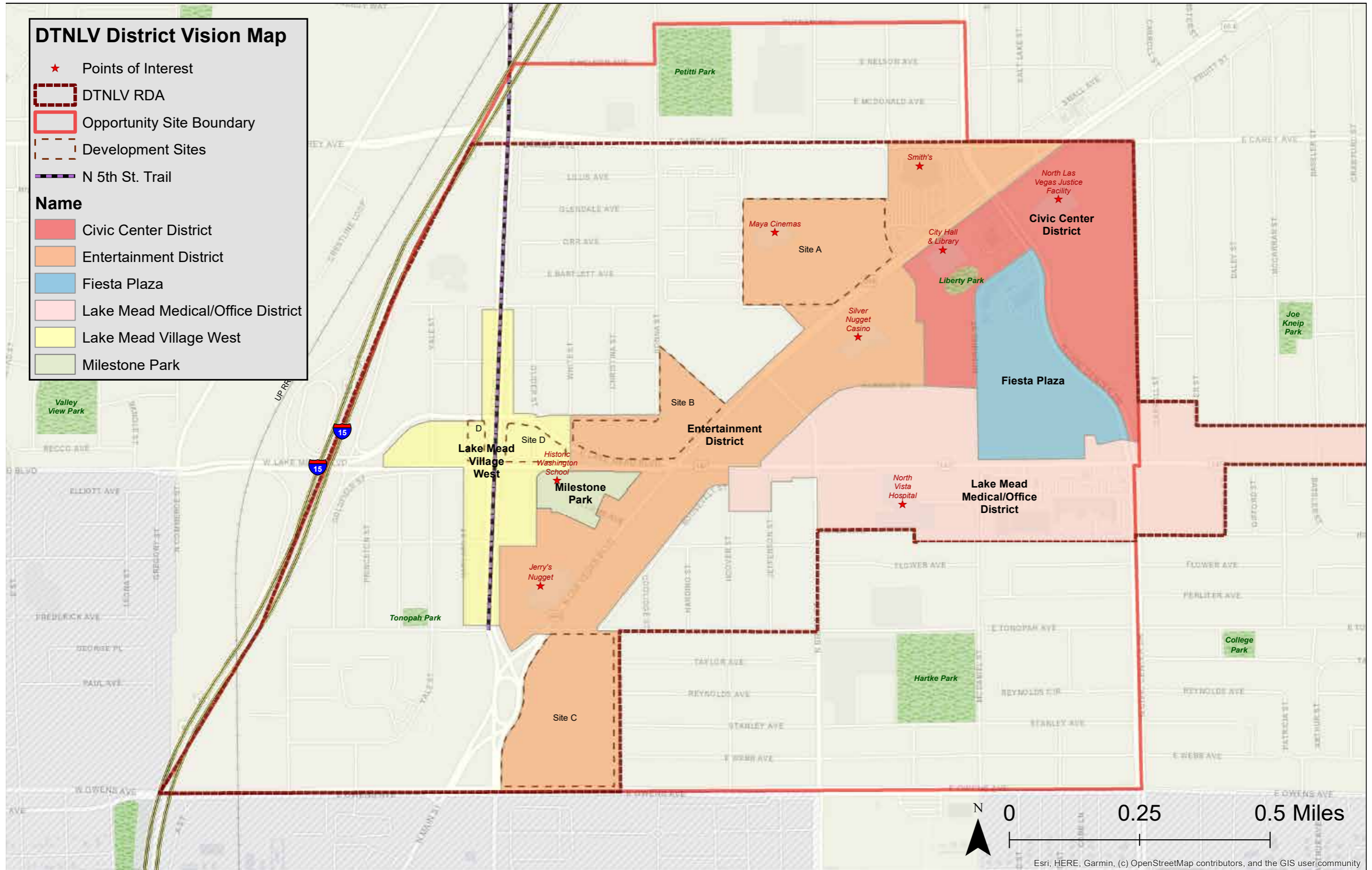


Fig. 2.1

## VISION

Three key focus areas emerged out of this literature review. By summarizing the information found in previous planning efforts, these focus areas can help center investments and projects around three high level strategies for implementing the DTNLV vision. The three focus areas are:

- Invest in downtown district placemaking
- Improve downtown streetscapes
- Promote downtown catalytic development opportunities

### DISTRICT PLACEMAKING

Establishing DTNLV as a vibrant, cultural hub is a well-documented priority among planning and economic development efforts in the City of North Las Vegas. Many of the reviewed plans offer specific ideas and strategies for transforming DTNLV into a unique district in the Southern Nevada region. Specifically, the *Visioning 2025 Strategic Plan* (2005), *Downtown Master Plan and Investment Strategy* (2009), *2006 Comprehensive Master Plan* (2011), *Lake Mead Village West* (2016), and the *Arts and Culture Strategic Plan* (2017) all present specific ideas for district placemaking downtown. These ideas are combined into a vision map for downtown (Fig. 2-1).

Five distinct districts emerged from the previous planning efforts:

- Entertainment District
- Lake Mead Medical/Office Corridor
- Lake Mead Village West
- Civic Center District
- Fiesta Plaza

The *Downtown Master Plan* (2009) identifies the strengths and potential for many of the corridors in DTNLV and prioritizes work on Las



*Liberty Park at North Las Vegas City Hall.*

Vegas Blvd., Lake Mead Blvd., and McDaniel Street. These three corridors create the spine of the five proposed districts.

Las Vegas Blvd. is envisioned as the signature cultural corridor for DTNLV, providing for regional entertainment, retail, and dining experiences. There is an emphasis on celebrating the city's history, providing for cultural experiences, and providing amenities that support a family-friendly atmosphere. The district is anchored by Jerry's Nugget in the south and the Silver Nugget in the north, and has large swathes of surface parking and underutilized space to support infill and new development within the district. The addition of Maya Cinemas and the planned future retail at this site support the creation of an entertainment district as well.

Lake Mead Blvd. is identified as having a strong existing core of medical and professional offices, anchored by North Vista Hospital. Incentivizing similar development of this kind within this corridor would provide for spin-off industries and help close the gap on some of the medical services that are needed within North Las Vegas. The corridor's connection to the I-15 and to future high-capacity transit along North 5th Street make this an ideal

location for supporting the corridor as a small, regional employment center centered around healthcare.

McDaniel Street is re-imagined as a pedestrian circulator and connects three of the five districts. It provides north-south access through the Lake Mead Medical/Office Corridor to both Fiesta Plaza and the Civic Center District. Fiesta Plaza is planned to be a thriving retail shopping center and is seeing new infill development and retail tenants. Civic Center Plaza houses the City of North Las Vegas' municipal services and is also home to DTNLV's Liberty Park.

Lake Mead Village West has its own plan (by the same name) and is envisioned as a new, mixed-use community, served by a future high-capacity transit along North 5th Street. The City has recently completed Complete Streets improvements here and strategic land acquisition in the district provides an opportunity to transform the area around the Lake Mead Boulevard couplet into a transit-oriented village offering meaningful, vibrant, and culturally influenced experiences.

Together, these five districts come together to create a vibrant and thriving downtown activity center. Each district offers something unique and together they offer opportunities for new jobs, housing types, and regional amenities.



Top: Art wrapped utility boxes in the DTNLV RDA.  
 Middle: Complete Streets improvements and traffic sculptures on N. 5th St.  
 Bottom: Gateway sculptures on Las Vegas Blvd.



## DOWNTOWN STREETSCAPES

The literature review found that downtown streetscapes are a primary focus in a majority of the plans reviewed. The improvement of streetscapes are discussed in the following plans: *Visioning 2025 Strategic Plan* (2005), *North Fifth Street Transit Supportive Concept Plan* (2006), *Downtown Master Plan and Investment Strategy* (2009), *Comprehensive Master Plan Update* (2011), *Comprehensive Trails and Bikeways Master Plan* (2011), *Major Downtown Corridor Study* (2014), *Complete Streets Corridor Ranking* (2015), *Lake Mead Village West* (2016), *Complete Streets Policy* (2017), *Citywide Pedestrian and Bike Plan* (2019), and the *Bruce Street Corridor Study* (2020).



Photo of the North Las Vegas Wash Trail, which can be accessed in several locations throughout DTNLV.

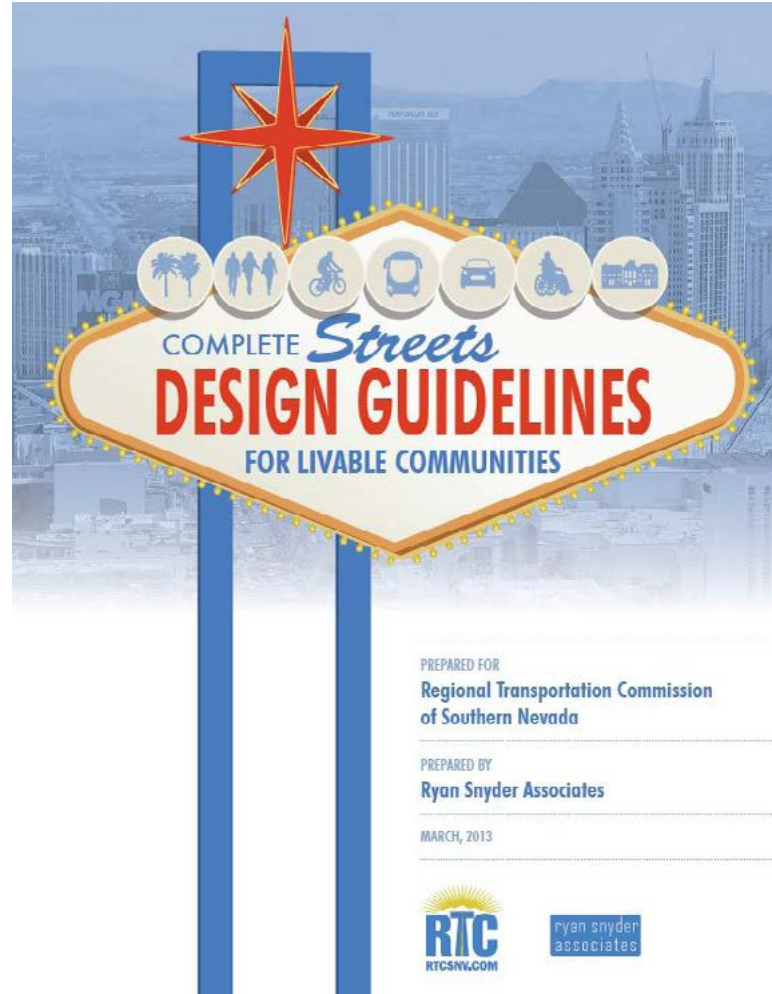
These plans identify and prioritize the improvement of the following downtown corridors and streetscapes:

- Las Vegas Boulevard
- Lake Mead Boulevard
- North Fifth Street
- McDaniel Street
- Judson Street

Previous planning studies recommend transforming these streets into dynamic, multi-modal thoroughfares that connect users of all transportation modes to a thriving downtown center. Recommendations include a variety of strategies. Widening sidewalks and reducing building setbacks will create a friendlier pedestrian experience that promotes retail development. Improving multi-modal transit infrastructure, such as adding bike lanes, and increasing connections for pedestrians and cyclists will improve access within the district for new and existing residents. Additionally, improving the landscaping, adding street amenities such as district signage and street furniture, and incorporating public art into the transit environment will help attract new visitors to the area and entice people to stop and stay in DTNLV. Finally, providing landscaping and hardscaping around surface parking lots creates edges that improve the aesthetics and safety of the pedestrian environment.

Complete Streets improvements are also planned for Hunkins Drive and Civic Center Drive.

Transforming DTNLV's streetscapes into vibrant, shared-use thoroughfares is the foundation for creating a thriving downtown center and for achieving the DTNLV vision.



Top left: Existing condition photo of Las Vegas Blvd. Image Source: Downtown Master Plan (2009)

Middle left: Example of protected bike lane using street armadillos.

Top Right: Complete Streets Design Guidelines for Livable Communities, a resource provided by RTC.

Bottom: Landscaping and hardscaping significantly improve the edge of surface parking lots. Image Source: Downtown Master Plan (2009)



Top: North Las Vegas City Hall sits just outside site A.  
 Middle: Rendering of mixed use, retail development in the Lake Mead Village West district. By Bunnyfish Studios.  
 Bottom: New Expertise Barber and Cosmetology Institute on Lake Mead Blvd, near site D.

## CATALYTIC DEVELOPMENT OPPORTUNITIES

Catalytic development can jumpstart redevelopment and spur additional investment in DTNLV. Several catalytic sites have been identified by the City of North Las Vegas for revitalizing downtown. These sites provide significant development opportunities and can set the stage for communicating what the future of DTNLV can be. These sites are shown in Fig. 2.1 and include:

**Site A:** Maya Cinemas and retail

**Acres:** 19.25 acres

**Site Amenities:** Located in the Entertainment District; Existing development includes Maya Cinemas, a surface parking lot, and road access; Street frontage along Las Vegas Blvd.; Located across the street from City Hall and the Silver Nugget Casino.

**Site B:** Vacant

**Acres:** 12.05 acres

**Site Amenities:** Located in the Entertainment district; Located at the intersection of Las Vegas Blvd. and Lake Mead Blvd.; Street frontage along Las Vegas Blvd. and Lake Mead Blvd.; Large, undeveloped lot.

**Site C:** Under development

**Acres:** 22.57

**Site Amenities:** Located in the Entertainment District; Located near the City of North Las Vegas gateway; Large undeveloped lot.

**Planned Development:** The property recently received entitlements for development as M-1, Business Park Industrial. A new distribution center is planned for the site.

**Site D:** Vacant

**Acres:** 2.25

**Site Amenities:** Located in the Lake Mead

Village West District; Street improvements on N. Fifth Street are completed, including updated utility infrastructure; Street frontage along Lake Mead Blvd. and North Fifth Street; Close proximity to the future historic Washington School, which will be restored as a community and creator flex space, complete with a civic plaza for events and entertainment and a surrounding park space; Large, undeveloped lots.



Concept rendering for the Lake Mead Village West District, site D. Source: Bunnyfish Studio, 2016.



DTNLV

# OPPORTUNITY SITE GOALS

- Improve safety for all transportation modes
- Create a safe and attractive environment
- Improve district identity
- Support existing businesses and create new opportunities
- Support building rehabilitation and new development

*Photo credit: Bizuayehu Tesfaye, Las Vegas Review Journal.*

# PROGRESS

The *Implementation Strategies* (2015) report evaluated DTNLV’s potential for becoming a vibrant downtown hub for North Las Vegas. The primary purpose of the report was to identify projects, policies, and programs which could be implemented in order to better position DTNLV for redevelopment and revitalization. The resulting plan identified five main actions for realizing the City’s vision for DTNLV:

- Improve safety for all transportation modes
- Create a safe and attractive environment
- Improve district identity
- Support existing businesses and create new opportunities
- Support building rehabilitation and new development

Each action details several strategies for achieving these goals. This section assesses the progress made on the strategies for achieving these goals. There is much to celebrate as significant progress has been made. More than half of the implementation strategies (60%) are either on track or complete, and several more will see implementation work begin soon. Some challenges do remain as well. The following pages provide an updated assessment on the progress made in DTNLV, highlighting accomplishments and milestones as well as persistent challenges and barriers to redevelopment and revitalization in DTNLV.

Each strategy was assessed using the following scale: Complete, on track, not started, and no longer relevant.

- **Complete:** Strategies are marked “complete” if they are considered to be done with the exception of ongoing maintenance and evaluation.
- **On track:** Strategies are marked “on track” if there has been progress made but work remains to be done or completed.
- **Not started:** Strategies are marked “not started” if there has not been any progress made but the strategy remains relevant for future work.
- **No longer relevant:** Strategies are marked “no longer relevant” if they were explored and not found to be feasible, or if they are outdated at this time. “No longer relevant” does not mean that the strategy cannot be revisited, it simply means that it is no longer being pursued as a realistic strategy at this time.

## ACCOMPLISHMENTS/ MILESTONES

North Las Vegas has made significant progress in implementing the goals and strategies of the *Implementation Strategies* (2015) report. Specifically, the City has shown its commitment to realizing the vision for DTNLV by investing heavily in their staffing capacity and resources, conducting planning and engineering studies, successfully acquiring key land parcels, and supporting public infrastructure upgrades in DTNLV. Several public projects are underway and the city has started to see new development and businesses locate downtown in recent years.

Key accomplishments in DTNLV include:

- The City has made significant headway in implementing the recommendations of the *Downtown Master Plan* (2009).
- The City has adopted a citywide Complete Streets policy and has prioritized implementation of Complete Streets in DTNLV. The N. 5th St. Complete Streets project is finished and several Complete Streets projects are currently being designed, including Las Vegas Blvd., McDaniel St., Hunkins Dr., and Civic Center Dr.
- The City is finalizing a new DTNLV Complete Streets Master Plan which will include strategies to expand Complete Streets efforts throughout the DTNLV area.
- The City approved Ordinance No 3033, allowing bicycles to be ridden on sidewalks and shared use paths to increase bicycle access throughout DTNLV and the city.
- The City has greatly improved its code enforcement services through increased funding and staffing for enforcement, as well as updating reporting technologies and clean-up equipment.
- The City revamped its Commercial Façade Assistance program and is working through its first applications.
- The City is actively increasing the amount of open space in DTNLV and requires the creation of public space in their development code. New open space includes Liberty Park and the Hartke Park replacement site. There is also a new pollinator garden being installed adjacent to the “Welcome to North Las Vegas” sign on Bruce St.
- Plans are in process to restore the historic Washington School building for community and creator flex space. New civic and park space is planned to surround the historic Washington School as well, including a grand plaza for events and entertainment.
- The City partnered with Southern Nevada Health District on a new wayfinding program to educate and direct residents and visitors in DTNLV to outdoor recreation amenities in close proximity.
- DTNLV has seen new development in recent years, including infill development. These projects include Maya Cinemas, Dutch Bros Coffee, Expertise Barber and Cosmetology Institute, and a new retail strip in Fiesta Plaza.
- The City has acquired more than 25 key land parcels in the downtown RDA.
- Placemaking enhancements are underway. Completed placemaking projects include gateway improvements at Las Vegas Blvd. and N. 5th St., transportation sculptures on N. 5th St., lighted gabion walls on Tonopah Ave., and art wrapped utility

## CHALLENGES/BARRIERS

Challenges and barriers do remain for achieving the DTNLV vision. Market realities and existing conditions have made it difficult to fully implement some of the desired improvements in DTNLV. Complete Streets improvements have been difficult to implement on some major arterial corridors in DTNLV and progress has been slow for creating a district identity due to the lack of funding for installation and maintenance of these types of projects. It has also been challenging to create relationships between the City and the area's residents due to a lack of recognized neighborhoods and community leaders, as well as continued barriers in connecting with the minority-majority population in DTNLV. Existing conditions, such as auto-centric, low-density development and below average incomes among downtown residents, have also made it challenging to incentivize desired, mixed-use development types, which are essential for achieving the DTNLV vision.

Key challenges in DTNLV include:

- The feasibility of implementing Complete Streets elements has proved challenging on Lake Mead Blvd. and Carey Ave. Complete Streets studies on these roads found that existing street widths do not accommodate all the elements of a Complete Street and that road diets and right-of-way acquisition are not feasible. As a result, alternative solutions are being explored.
- Accessibility and connectivity in DTNLV remain challenging for alternative modes of transportation (e.g. walking and biking), particularly for east-west movement. The forthcoming DTNLV Complete Streets Master Plan will provide new strategies for

addressing some of these issues.

- Some placemaking elements are in place and more will be activated to help build DTNLV's identity. Placemaking, pedestrian comfort, and public art installation funding is limited, making it difficult to implement and maintain these types of projects.
- The majority of housing units downtown are renter-occupied, which makes engaging with property owners and residents more difficult.
- Implementing new engagement strategies for communicating with DTNLV's limited English residents have continued to be challenging for city staff.
- The regional approach to social services has agencies located throughout the central area of Southern Nevada with limited office locations within the City of North Las Vegas' boundaries, making it difficult for residents with limited transportation options to access these services.
- There are no formal neighborhood associations, business groups, or non-profits working to support the revitalization of DTNLV.
- Large land vacancy in DTNLV still causes uncertainty for many developers.
- Promoting new development types in downtown has been difficult. New development in DTNLV has followed traditional post-war development types, such as strip malls and other auto-centric development types, diverging from the DTNLV vision.



IMPROVE SAFETY FOR ALL TRANSPORTATION MODES SUB-ACTIONS	COMPLETE	ON TRACK	NOT STARTED	NO LONGER RELEVANT
Implement transportation recommendations included in the <i>Downtown North Las Vegas Major Corridors Study</i> and the <i>Downtown Master Plan</i> (and <i>North Las Vegas Comprehensive Trails and Bikeways Master Plan</i> ).				
<b>Las Vegas Blvd</b> - install medians, widen sidewalks, add landscape buffers, re-design roadway cross section, add multi-modal transit lanes, enhance ped crossings and provide mid-block.		●		
<b>Lake Mead Blvd</b> - widen sidewalks, increase setbacks at key intersections to create plaza-like intersections, enhance ped crossings and add mid-block crossings.				○
<b>North Fifth Street</b> - implement <i>North Fifth Street Transit Supportive Concepts</i>		●		
<b>McDaniel Street</b> - Create a ped friendly atmosphere, widen sidewalks, allow for on-street parking, enhance ped crossings.		●		
<b>Carey Ave</b> - Implement Complete Streets policies				○
<b>Bruce St</b> - Implement Complete Streets policies			●	
Design and construct short-term pedestrian crossing safety improvements and streetscape enhancements.				
At least one mid-block crossing on <b>Las Vegas Blvd between Lake Mead and Civic Center Drive;</b>	●			
<b>Lake Mead Blvd @ McDaniel;</b>				○
<b>Lake Mead @ Bruce;</b>				○
<b>McDaniel @ Hunkins.</b>		●		
Focus short-term landscaping and street furniture investments on the area bounded by LV Blvd, Civic Center Drive and Lake Mead Blvd, with an emphasis on McDaniel and Lake Mead Blvd near Civic Center Shopping Center and North Vista Hospital. Improvements should focus on shade and other features to improve pedestrian experience and make walking distances and climatic conditions acceptable.			●	
Expand CNLV and RTC partnership linking sidewalk improvements with transit stop improvements.		●		

Fig. 3.1

## IMPROVE SAFETY FOR ALL TRANSPORTATION MODES

North Las Vegas has made significant headway in improving safety for all transportation modes in DTNLV. The City has successfully implemented many of the recommendations of the *Downtown Master Plan* (2009) and completed several studies, including the *Complete Streets Corridor Ranking Study* (2015), *Major Downtown Corridors Study* (2014), and the *Citywide Pedestrian and Bike Plan* (2019). The City has also adopted a citywide Complete Streets policy and is currently finishing a Downtown Complete Streets Master Plan, prioritizing Complete Streets in DTNLV.

Complete Streets improvements are finished on N. 5th St., including the addition of side paths (shared-use, buffered sidewalks) on both sides of the street. Additionally, future high-capacity transit is still planned for this corridor, as identified in RTC's regional high-capacity transportation plan, *On Board* (2020).

Complete Streets plans for Las Vegas Blvd. are currently in the final design phase with construction to follow soon. Complete Streets designs are also underway for McDaniel St., Hunkins Dr., and near the historic Washington School. A Complete Streets study was also just completed for the Bruce St. corridor, which identified sidewalk and safety improvements for future work.

Complete Streets studies were also completed on Lake Mead Blvd. and Carey Ave., but Public Works found that Complete Streets upgrades

were not feasible on these two corridors due to traffic volumes and required right-of-way.

Additional street improvements were made near McCall Elementary School and along Tonopah Ave., near CP Squires Elementary School and JD Smith Middle School. These improvements were informed by the Safe Routes to School (SRTS) program and walk audit studies conducted in partnership with RTC. RTC has also recently improved transit stops region-wide, moving shelters back from the roadway where right-of-way exists as well as improving lighting around shelters that have safety concerns.

Improving the built environment to better support alternative transportation modes has been more challenging. The Complete Streets improvements on McDaniel St., Hunkins Dr., and the historic Washington School will include street furniture and other pedestrian comfort amenities. However, funding is limited for placemaking enhancements such as these, and maintenance of these items may be difficult in the future. Although Complete Streets funding is highly flexible, it only averages about \$250k annually for the region. As such, progress has been slow for implementing placemaking enhancements in the pedestrian realm throughout the region.

The next several years will continue to see improvements in safety for all transportation modes in DTNLV. Implementation in DTNLV will continue to be prioritized around schools and other identified zones for Complete Streets and pedestrian and cyclist safety.

**PROGRESS**

<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT SUB-ACTIONS</b>	<b>COMPLETE</b>	<b>ON TRACK</b>	<b>NOT STARTED</b>	<b>NO LONGER RELEVANT</b>
Increase code enforcement. Identify and secure funding for more frequent inspections and assessments.		●		
Graffiti abatement program. Consider increasing fee on water utilities to help to fund the program; could also be funded by businesses.	●			
Establish “clean and safe” program. In conjunction with an Improvement District (see below) or as a stand-alone effort, establish enhanced maintenance and patrol for downtown area.			●	
Enhance home improvement assistance program. Identify funding mechanisms and design program to support homeowner investments in existing housing stock. Existing programs include the Single Family Owner Occupied Rehabilitation Program and the Blight Removal Program.			●	
Restructure and market façade improvement program. Identify demonstration program, identify demonstration projects, marketing materials and design assistance support; Target Lake Mead Blvd as a starting place.		●		
Foster civic organizations to promote civic pride and encourage volunteerism in downtown and neighborhood beautification. Promote landlord incentives and recognition.		●		

Fig. 3.2



Example of historic housing in DTNLV. House is located on Goldfield St.



Example of historic housing in DTNLV. House is located on Bartlett Ave.

## CREATE A SAFE AND ATTRACTIVE ENVIRONMENT

Several actions in recent years have contributed to an improved safe and attractive environment in DTNLV. Recent years have seen increased support for the City's code enforcement programs. In July of 2015, the City approved a \$0.50 monthly utility increase to fund graffiti abatement, which provided for new equipment, increased staff, and new technologies for reporting graffiti and vandalism. Additionally, the City changed the language of the ordinance dealing with graffiti, changing it to a public nuisance, which allows the City to levy fines on property owners who don't clean up graffiti incidents on their properties.

In 2018, the City added a parking services division to assist with neighborhood beautification and to enhance the safety of DTNLV's communities. The goal is to reduce

illegal parking and abandoned vehicles, freeing up the city's streets and sidewalks. This has allowed for more pedestrian accessibility and improved pedestrian safety, as well as cleaner streets now that street sweepers can clean the street to the curb.

The City also partners with local organizations to help keep DTNLV clean and beautiful. Get Outdoors Nevada, a local nonprofit organization, hosts volunteer clean-ups on the Las Vegas Wash trail and works with neighborhoods to keep their streets clean as well.

The City's Commercial Façade Assistance program was recently revamped, providing property owners with additional financial resources for improving their properties and contributing to an improved aesthetic in DTNLV. North Vista Hospital utilized the program to upgrade their exterior a couple of years ago and the City is now working through its first applications since the program was reworked.



Neighborhood clean up.



North Vista Hospital utilized the city's Façade Improvement program.

**PROGRESS**

IMPROVE DISTRICT IDENTITY SUB-ACTIONS	COMPLETE	ON TRACK	NOT STARTED	NO LONGER RELEVANT
Rebranding (renaming, logo, etc.): gateways, signage, wayfinding. Develop business district map and marketing materials. Build on the energy of businesses that are already locating here - Hispanic/Latino-oriented businesses and restaurants.			●	
Increase events and programming in the downtown area: Work collaboratively with public and private groups to identify potential activities and events that will induce direct or indirect economic support of downtown businesses. Identification of events and activities could potentially attract a broader demographic to increase activity. (Lake Mead Taco Tour, Mexican Independence Day Celebration, etc.)		●		
Work with the Arts Committee to establish a mural program and/or other arts initiatives.			●	
Improve open space amenities: Program and promote existing amenities, such as the City Hall splash pad and front lawn area. Support Agora Shopping Center Plaza.		●		

Fig. 3.3



Image of North Las Vegas branding at the Las Vegas Blvd. and N. 5th St. traffic circle.

## IMPROVE DISTRICT IDENTITY

Notable placemaking enhancements have been made in DTNLV but overall progress has been slow for creating a district identity. No specific brand has been developed for DTNLV, but the City has worked to promote and increase the visibility of the North Las Vegas brand, working to identify North Las Vegas as a unique destination within the region. New gateway signage was installed at the intersection of Las Vegas Blvd. and N. 5th St., welcoming residents and visitors into DTNLV. The City also added art wraps around utility boxes throughout the downtown RDA, bringing more public art to the area. Additional branding elements are not planned at this time, although they still remain relevant as a future strategy for revitalizing DTNLV.

Completed placemaking enhancements include transportation sculptures on N. 5th St. and lighted gabion walls on Tonopah Ave. A recent partnership between the City and the Southern Nevada Health District (SNHD) will also see a new wayfinding program in DTNLV. As part of their strategy for improving health and physical activity in disadvantaged zip codes, SNHD is funding the installation of wayfinding signage in DTNLV to educate and direct residents and visitors to outdoor recreational amenities in DTNLV and the surrounding vicinity.

DTNLV is also becoming more active and culturally vibrant. The Stone Soup Gallery, located inside City Hall, hosts monthly art exhibits, and the Silver Nugget Casino has begun using its excess surface lot to host outdoor events and festivals. . The city also



*New wayfinding signage to be installed downtown.*

received \$2.2 million in SNPLMA funding for a new urban park that will surround the historic Washington School building. The park will include a grand plaza as well as street furniture and other pedestrian amenities. Additionally, the city plans to restore the historic Washington School as a community and creator flex space. The school and park will provide new opportunities for events and programming in DTNLV and will add to the overall character of the growing district.

Additionally, the completion of the new city hall facility includes an outdoor greenspace, Liberty Park, for civic and cultural arts programming, although this remains an underutilized asset at this time. The City is also in the process of developing a mural program in the downtown RDA which will also help to beautify the area and build an identity in the city's downtown core.

**PROGRESS**

	COMPLETE	ON TRACK	NOT STARTED	NO LONGER RELEVANT
<b>SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES.</b>				
<b>SUB-ACTIONS</b>				
Grow a collaborative business group. Continue to develop and build relationships between the business community and other community organizations for mentoring, skill building, fundraising, and development. City role to assist with convening and chartering.		●		
Create a Business Improvement District (BID) or a similar organization where businesses levy a fee on themselves to pay for promotion, beautification, events, and safety that provide a mutual benefit. BIDs are currently not allowed in NV.			●	
Establish and promote sources for small business loans.			●	
Support new food and dining options in the downtown area. Explore food cart hub and/or community kitchen concept.		●		

Fig. 3.4



Cali Bombs & Burgers, located on Lake Mead Blvd., is among DTNLV's newest dining options.



Chipotle, located on Lake Mead Blvd., is among DTNLV's newest dining options.

## SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES

The City has worked hard to support existing businesses and to create opportunities for business owners and entrepreneurs in recent years. The results of these efforts are starting to pay off, as many new businesses are locating in DTNLV.

The City is launching a new economic development program to help entrepreneurs realize their dreams while diversifying the economy in North Las Vegas. The program is a partnership with Innovative Collective, an organization that provides curated events, mentorship, skills training, corporate partnerships and strategies for helping people start and grow innovative businesses. The program is free and the City hopes it will help connect existing and potential business owners together, seeding a network for people to support one another during economic booms and busts.

The City has also recently updated its website with a new Business Resources & Information page, connecting business owners to a variety of resources for managing their business. The site has been particularly useful during the COVID-19 pandemic, providing up-to-date information on policies and funding assistance for business owners during the public health and economic crisis.

The past five years have also seen a significant expansion of food and dining options in DTNLV. New restaurants include Dutch Bros Coffee, Las Vegas Bakery, Chipotle, Wing

Stop, Del Taco, and Cali Bombs & Burgers, among others. Additionally, the City also created an interactive restaurant locator to help residents identify which restaurants are open during the COVID 19 pandemic. Efforts continue to add more full-scale dining options in DTNLV in the future as well.

Business improvement districts continue to be difficult to implement in Southern Nevada. There has been some success of business owners forming collaborative groups in the region, some of which are dues paying, but these models are still young and uncommon in the region. Some business owners in DTNLV have indicated they may be open to forming a collaborative around shared business needs, but no formal efforts are underway to pursue this at this time.



*Wingstop is among DTNLV's newest dining options.*



**PROGRESS**

<b>SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT SUB-ACTIONS</b>	<b>COMPLETE</b>	<b>ON TRACK</b>	<b>NOT STARTED</b>	<b>NO LONGER RELEVANT</b>
Provide technical assistance to potential developers who would like to use alternative financing tools in the area. (NMTCs, CDBG, Section 108, etc.)		●		
Establish better working relationships with large property owners.		●		
Leverage existing property holdings at the Lake Mead Gateway (the Island) and other areas of downtown. Consider selling property with conditions on the purpose/ form of future development and using the proceeds for downtown improvements.		●		
Provide public incentives for development that helps to further the community's vision for downtown.		●		

Fig. 3.5



Top: Photo of the historic Washington School, which the City plans to restore as new community and creator flex space.  
Bottom: Old City Hall building provides an excellent opportunity for rehabilitation.



Maya Cinemas, located just west of North Las Vegas City Hall, opened in January 2019. Source: Pamela Goynes-Brown, Twitter.

## SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

The City has taken several steps towards supporting development and building rehabilitation in DTNLV.

Three census tracts in DTNLV have been designated as Opportunity Zones, a federal, tax incentive program designed to encourage long-term private investment in low-income communities. Designated Opportunity Zones in DTNLV presents a significant opportunity to attract new investment to the area.

The City has also passed new resolutions and ordinances to promote new development in DTNLV. Ordinance #2829 streamlined the land use entitlement process in the downtown RDA, giving the City's Planning Commission authority over the entitlement process to decrease the development process by 6-8 weeks. Similarly, a resolution by the Planning Commission authorized administrative reviews for commercial site plans, decreasing the development process by another 6 weeks. Ordinance #2947 also reduced the requirements for infill developments to encourage infill development in DTNLV.

Efforts such as these have seen several new developments in DTNLV. This includes Dutch Bros Coffee and Expertise Barber and Cosmetology Institute. A new infill development in Fiesta Plaza also houses new retail businesses in DTNLV.

Additionally, Maya Cinemas is now open on Las Vegas Blvd., which provides a major new

entertainment venue for DTNLV. Situated on Las Vegas Blvd. across from City Hall, Maya Cinemas is a new anchor on a large lot, which is planned for additional entertainment and retail options. The completion of the theater represents a major milestone for attracting new development downtown, establishing momentum for future retail on the site and in the corridor.

The City's RDA has also successfully purchased more than 25 parcels in the downtown RDA, allowing the City to make strategic decisions about some of the future development in DTNLV. The City's revamped Commercial Façade Assistance program will also help attract new development and infill to DTNLV.

Additionally, the City has hired several new staff members who work in or support economic development and redevelopment within DTNLV. This includes the hiring of a Chief Innovation Officer and Director of Economic Development. Having staff dedicated to attracting new business downtown is a huge asset for the City. The City has also added new staff in other key areas, such as planning and code enforcement.

Promoting new development types in downtown, however, remains a challenge. Recent development has followed traditional post-war development types rather than mixed-use, transit-oriented development, which is envisioned for the area. Instead, new development is auto-centric, locating large parking areas between the building and the street, setting buildings back from the public right-of-way, and locating main entrances inconveniently away from the public right-of-way.



DTNLV

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# OPPORTUNITY SITE GOALS

- Improve safety for all transportation modes
- Create a safe and attractive environment
- Improve district identity
- Support existing businesses and create new opportunities
- Support building rehabilitation and new development
- **NEW! Facilitate ongoing coordination of plan implementation**

*Concept rendering for the Lake Mead Village West district (Bunnyfish Studio, 2016).*

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## 4

# RECOMMENDATIONS

Several recommendations are made for continuing to progress the *SNS Downtown North Las Vegas Implementation Strategies* (2015). Generally, the five actions for realizing planning goals in DTNLV remain the same, however, a new action is added as well. These six updated actions are:

1. Improve safety for all transportation modes
2. Create a safe and attractive environment
3. Improve district identity
4. Support existing businesses and create opportunities
5. Support building rehabilitation and new development.
6. **NEW! Facilitate ongoing coordination of plan implementation**

Each action has several strategies for achieving its desired goal. Many of these strategies are similar to previous recommendations, however they have been updated to reflect recent progress and our constantly changing environment. Additionally, each strategy is accompanied by recommendations which are ideas that could be pursued in order to continue progress of the overall plan. These recommendations include specific projects, such as conducting access management, parking, and connectivity studies in DTNLV, as well as broad objectives such as increasing resident engagement in DTNLV neighborhoods. The updated actions, strategies, and recommendations are summarized in the following pages and described in detail in Tables 4.1-4.6. Ultimately, City of North Las Vegas staff will determine which strategies and recommendations are most appropriate and actionable for reaching their DTNLV planning goals.

## RECOMMENDATIONS

The *DTNLV Implementation Strategies* (2015) provide an in-depth analysis of each action, identifying specific implementation barriers and how each strategy can help to overcome these barriers. This information is briefly summarized below. A detailed explanation of implementation barriers and how each strategy can overcome these is provided in chapter five of the *DTNLV Implementation Strategies* (2015) report.

### IMPROVE SAFETY FOR ALL TRANSPORTATION MODES

The primary goal of this action is to make transportation infrastructure improvements that provide a safer environment for pedestrians, cyclists, and public transit users, while accommodating motor vehicle traffic throughout DTNLV. Several barriers need to be overcome when implementing this action. Barriers include, but are not limited to, sidewalks with obstructions, lack of bicycle infrastructure, and unmarked street crossings. Within DTNLV there is also an abundance of driveways, unsignalized intersections, and median openings that can create safety hazards for all users. Addressing these barriers could improve overall connectivity and circulation in DTNLV as well. See table 4.1 for a list of strategies to improve safety for all transportation modes.

### CREATE A SAFE AND ATTRACTIVE ENVIRONMENT

This action is focused on engaging in partnerships and providing resources for DTNLV business owners and residents which support an aesthetically attractive environment. Currently, the area is generally unfriendly for pedestrians and cyclists and progress to improve the physical environment of DTNLV is slow. There are very few resources for business owners

and residents for supporting property improvements, although both agree that a safe and attractive environment is essential for achieving a thriving downtown. Strategies for creating a safe and attractive environment focus on overcoming these barriers and are summarized in table 4.2.



Image of new Dutch Bros Coffee located on Las Vegas Blvd. in DTNLV.

## IMPROVE DISTRICT IDENTITY

Community engagement during the development of the *DTNLV Implementation Strategies* (2015) found that residents and business owners felt that establishing a unique identity for downtown was key for revitalizing DTNLV into a local and regional destination. Three common goals for improving DTNLV's identity included establishing a unique identity and sense of place, branding and marketing DTNLV to showcase its unique qualities, and celebrating DTNLV as the cultural hub of the City of North Las Vegas. Strategies for improving DTNLV's identity focus on achieving these goals by supporting branding opportunities and creative placemaking strategies. These strategies are detailed in table 4.3.

## SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES

This action looks to establish a thriving DTNLV business district that supports retail, entertainment, family-friendly amenities, and medical and professional offices. Vacant and underutilized properties, large surface area parking lots, a separation of land uses, and a lack of current identity make it challenging to achieve this goal. Additionally, language barriers within the Hispanic business community make it difficult to communicate regarding their needs, making them more self-reliant but less likely to utilize resources and ask for assistance. Below average incomes in the surrounding community can also make it difficult for residents to support a wide range of businesses in the area. Strategies for this goal seek to overcome these barriers and are detailed in table 4.4.

## SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

This action seeks to support the creation of a new, mixed-use, pedestrian friendly environment through new commercial development and building rehabilitation. Barriers to this goal include a lack of experience and knowledge in mixed-use development within Southern Nevada, as well as a lack of financial resources for this type of development. Additionally, much of downtown's existing commercial stock are older buildings that require improvements for catering to today's standards. Local infrastructure must also be improved in order to justify investment in mixed-use development. Strategies for supporting building rehabilitation and new development look to overcome these barriers. These strategies are detailed in table 4.5.

## FACILITATE AND COORDINATE PLAN IMPLEMENTATION

This newly added action looks to improve coordination and communication among various City of North Las Vegas departments, city partners, residents, and stakeholders. Barriers to this action are typical of many municipalities. DTNLV is not the City's only redevelopment area and staff must balance their efforts in DTNLV with other priorities. Staff time and resources can limit a jurisdiction's ability to implement strategies as well as inhibits coordination and communication amongst one another. Strategies for coordinating implementation of the *DTNLV Implementation Strategies* (2015) can help to overcome these barriers. These strategies are summarized in table 4.6.

## RECOMMENDATIONS

<b>ACTION 1: IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b> Implement transportation improvements with a focus on improving the built environment for pedestrians, cyclists, and public transportation users.		
<b>2015 IMPLEMENTATION STRATEGIES</b>	<b>2020 UPDATED STRATEGIES (CHANGES TO EXISTING STRATEGIES)</b>	<b>RECOMMENDATIONS (ACTIONABLE STEPS FOR PROGRESSING THE 2020 UPDATED STRATEGIES)</b>
Implement recommended transit improvements	<p>Continue implementing the transportation recommendations in the <i>Downtown Master Plan</i> (2009), <i>Major Downtown Corridor</i> (2014) study, and the <i>Citywide Bike and Pedestrian Plan</i> (2019). Implement the recommendations of the <i>Bruce Street Corridor Study</i> (2019).</p> <p>Approve and implement the Downtown Complete Streets Master Plan once it is finalized.</p> <p>Work with Public Works and RTC to complete additional SRTS studies and walk audits, and implement recommendations of future studies.</p>	Potential UPWP projects: <ul style="list-style-type: none"> <li>• Access management (i.e. driveway consolidation) and parking study</li> <li>• Explore feasibility of a linear park/mixed use trail for east/west connectivity on Judson Ave</li> <li>• Conduct a neighborhood connections/linkages study</li> </ul>
		Create ongoing coordination and communication with CNLV public works to discuss goals and strategies and identify alternative solutions when challenges arise (see Action 6).
		Coordinate across city departments to identify funding for transportation improvements (i.e. CDBG funding).
Pursue short-term safety improvements	Continue to focus on short-term pedestrian improvements in areas of high priority as identified in the <i>Major Downtown Corridor Study</i> (2014) and the <i>Citywide Pedestrian and Bike Plan</i> (2019), and in the forthcoming Downtown Complete Streets Master Plan.	Identify grant opportunities for tactical urbanism strategies and ped-comfort type demonstration projects (see potential arts funding sources).
Focus on short-term landscaping and street furniture investments	Improve landscaping and street amenities to increase pedestrian comfort in downtown.	Develop programs for increasing the tree canopy and permeable surface areas.
		Source grants for street furniture and other active transportation elements.
Integrate street and transit improvements with RTC	Work with RTC, Public Works, and other city departments to utilize RTC's UPWP annual call for projects to conduct future transportation and corridor plans and studies.	Potential UPWP projects: <ul style="list-style-type: none"> <li>• Create a downtown transportation plan</li> <li>• Conduct walk audits for additional elementary schools in the downtown area to identify needed pedestrian improvements</li> </ul>

Fig. 4.1

<b>ACTION 2: CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b> Engage in partnerships and provide resources which support an aesthetically attractive environment downtown.		
<b>2015 IMPLEMENTATION STRATEGIES</b>	<b>2020 UPDATED STRATEGIES (CHANGES TO EXISTING STRATEGIES)</b>	<b>RECOMMENDATIONS (ACTIONABLE STEPS FOR PROGRESSING THE 2020 UPDATED STRATEGIES)</b>
Direct additional resources to increase code enforcement	Continue supporting code enforcement.	NA
Expand graffiti abatement program	Continue supporting graffiti abatement.	NA
Establish a “clean and safe” program	Seek partnerships for expanding “clean and safe” programs downtown.	Identify national organizations who may provide “clean and safe” services and may have a presence in Southern Nevada (i.e. Keep America Beautiful).
Enhance home improvements assistance program	Work with Housing and Neighborhood Services to establish home improvement programs for aging housing stock.	Potential home improvement programs include: <ul style="list-style-type: none"> <li>• Asbestos abatement</li> <li>• Lead abatement</li> </ul>
		Seek additional partners for implementing home improvement programs.
Foster a civic organization and promote landlord incentives and recognition	Establish programs that incentivize renters and absentee landlords to invest in DTNLV neighborhoods.	Potential home improvement programs include: <ul style="list-style-type: none"> <li>• Residential PACE program (need state legislation)</li> </ul>
		Consider establishing a neighborhood association program to encourage downtown residents to work together to beautify neighborhoods.
		Establish neighborhood improvement grants (e.g. CLV Neighborhood Partners Fund)
Restructure and market façade improvements program	Monitor the Commercial Façade Improvement program and market successful examples to downtown commercial property owners.	NA
NA	Increase engagement with downtown residents and support neighborhoods.	Conduct neighborhood engagement to better understand and respond to resident's needs.

Fig. 4.2



## RECOMMENDATIONS

<b>ACTION 3: IMPROVE DISTRICT IDENTITY</b> Establish an identified brand for downtown and implement creative placemaking strategies that establish downtown as a unique, regional destination.		
<b>2015 IMPLEMENTATION STRATEGIES</b>	<b>2020 UPDATED STRATEGIES (CHANGES TO EXISTING STRATEGIES)</b>	<b>RECOMMENDATIONS (ACTIONABLE STEPS FOR PROGRESSING THE 2020 UPDATED STRATEGIES)</b>
Develop identity branding campaign	Develop a unique brand and identity for DTNLV and identify downtown districts.	Update the <i>Downtown Master Plan</i> (2009) and establish a district plan based on the vision for DTNLV. Each district may have its own brand.
		Develop a historic context for the City of North Las Vegas and use the city's history to inform brand/identity for downtown.
		Conduct a historic resource survey and identify sites/districts for preservation or commemoration. <ul style="list-style-type: none"> <li>• Use to inform public art installations</li> <li>• Use to inform cultural heritage programs such as walking and food tours.</li> </ul>
Increase events and programming in DTNLV	Seek partnerships for increasing events and programming in DTNLV.	Develop new programming like food truck events, group bike rides, etc.
Work with arts committee to establish a mural program	Work with the Arts Committee and other cultural arts partners to implement the <i>Arts &amp; Culture Strategic Plan</i> (2017) and bring public art to DTNLV.	Identify grant opportunities for installing downtown gateway monuments, art installations, and other placemaking projects downtown (see potential arts funding sources).
		Establish arts grants to support public art and local artists for murals.
Improve open space amenities	Continue to increase open space and seek ways to activate under-utilized public space downtown.	See recommendations above.

Fig. 4.3

<b>ACTION 4: SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES.</b> Establish a thriving, downtown business district that supports retail, entertainment, family-friendly amenities, and professional office spaces.		
<b>2015 IMPLEMENTATION STRATEGIES</b>	<b>2020 UPDATED STRATEGIES (CHANGES TO EXISTING STRATEGIES)</b>	<b>RECOMMENDATIONS (ACTIONABLE STEPS FOR PROGRESSING THE 2020 UPDATED STRATEGIES)</b>
Develop collaborative business groups	Establish a public/private collaborative business group that oversees the development of the business community.	Use branding opportunities as marketing opportunities: <ul style="list-style-type: none"> <li>• Develop a website for the DTNLV business district</li> <li>• Develop a business district map</li> </ul> Provide strategies for increasing visitation to DTNLV <ul style="list-style-type: none"> <li>• Increase programming</li> <li>• Seek partners to provide cultural heritage programs</li> </ul>
Create a business improvement district	Identify targeted industries for DTNLV and utilize RDA resources to incentivize targeted industries to locate in DTNLV.	Targeted incentives may focus on food and dining options, entertainment venues, hotels, medical, etc.
Establish and promote sources for small business loans	Establish and promote sources for small business loans	Identify local partners for small-business lending and pathways for connecting entrepreneurs to these resources (see potential small business lending partners).
Support new food and dining options	NA - this has been incorporated in the above updated strategies on incentivizing targeted industries.	NA
NA	Provide small business spaces and seek partnerships with community organizations to temporarily activate vacant and underutilized spaces.	Provide public spaces for small businesses and pop-up retail: <ul style="list-style-type: none"> <li>• Kiosks</li> <li>• Small incubator spaces</li> </ul> Activate McDaniel St. with food trucks, pop-up retail, and other mobile businesses and advertise services to major DTNLV employers such as CNLV and North Vista Hospital.

Fig. 4.4

## RECOMMENDATIONS

<b>ACTION 5: SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT</b> Support the creation of a new mix-used, pedestrian-friendly DTNLV through new commercial development and building rehabilitation.		
<b>2015 IMPLEMENTATION STRATEGIES</b>	<b>2020 UPDATED STRATEGIES (CHANGES TO EXISTING STRATEGIES)</b>	<b>RECOMMENDATIONS (ACTIONABLE STEPS FOR PROGRESSING THE 2020 UPDATED STRATEGIES)</b>
Provide technical assistance with alternative financing tools	Establish a technical assistance program and/or partners for identifying alternative financing tools, including mixed-use and mixed-income development.	(See potential partners.)
Establish better working relationships with large property owners	Continue to improve working relationships with large property owners.	Host educational events to inform development community about ongoing efforts and new opportunities.
		Revamp City's website detailing local opportunities and incentives for developing in DTNLV.
Leverage existing property holdings	Identify catalytic development opportunities and leverage existing property holdings.	Use branding opportunities as marketing opportunities: <ul style="list-style-type: none"> <li>• Create marketing materials for catalytic development opportunities complete with data that can incentivize new development</li> </ul>
Provide public incentives for development	Develop and market public incentives for new development and rehabilitation.	Create design standards for new development and building rehabilitation that support a mixed-use, pedestrian-friendly environment.
		Establish a PACE program for commercial rehabilitation.
NA	Encourage the preservation of naturally-occurring affordable housing and identify strategies to mitigate displacement.	Create neighborhood plans that detail how new development and neighborhood preservation can complement one another.
		As new development occurs, evaluate unintended consequences (if any) and design programs to mitigate them.

Fig. 4.5

<b>NEW! ACTION 6: COORDINATE PLAN IMPLEMENTATION</b> Improve coordination and communication among various city departments, city partners, and stakeholders.		
<b>2015 IMPLEMENTATION STRATEGIES</b>	<b>2020 UPDATED STRATEGIES (CHANGES TO EXISTING STRATEGIES)</b>	<b>RECOMMENDATIONS (ACTIONABLE STEPS FOR PROGRESSING THE 2020 UPDATED STRATEGIES)</b>
NA	Create a standing committee to coordinate ongoing implementation of the plan among all city departments who are working on DTNLV revitalization.	Committee members should include: <ul style="list-style-type: none"> <li>• Planning</li> <li>• Economic Development</li> <li>• Public Works</li> <li>• Communications</li> <li>• Housing and Neighborhood Services</li> <li>• RTC MPO</li> <li>• Other public/semi-public agencies working in the DTNLV space (e.g. SNHD, CSN, etc.)</li> </ul>
NA	Identify funding opportunities to work across CNLV departments to revitalize and redevelop DTNLV.	(See funding sources.)
NA	Create opportunities to share DTNLV successes and communicate the ongoing efforts of the committee with the general public.	Host public information meetings, town halls, etc. to celebrate successes and to market new strategies and incentives as they become available.

*Fig. 4.6*

**RECOMMENDATIONS**

<b>TECHNICAL ASSISTANCE AND FUNDING RESOURCES BY TOPIC AREA</b>		
<b>SOURCE</b>	<b>PURPOSE/DETAILS</b>	<b>WEBSITE</b>
<b>ARTS/CULTURE/HISTORY/PLACEMAKING</b>		
Kresge Foundation	Placemaking and arts funding for nonprofit organizations	<a href="https://kresge.org/">https://kresge.org/</a>
National Endowment of the Arts	Funding for art programs and public art installations	<a href="https://www.arts.gov/">https://www.arts.gov/</a>
ArtPlace America	Connects local artists to arts funding and supports state arts agencies	<a href="https://www.artplaceamerica.org/">https://www.artplaceamerica.org/</a>
KaBoom	Placemaking and arts funding for building kid-friendly spaces in the public realm	<a href="https://kaboom.org/about">https://kaboom.org/about</a>
Better Block	Placemaking resources for building safer, more inclusive streetscapes and public spaces	<a href="https://www.betterblock.org/">https://www.betterblock.org/</a>
Nevada State Historic Preservation Office	Technical Assistance and grant funding for historic preservation and cultural programming	<a href="https://shpo.nv.gov/">https://shpo.nv.gov/</a>
Transportation for America	Provides resources for creative placemaking	<a href="http://creativeplacemaking.t4america.org/">http://creativeplacemaking.t4america.org/</a>
<b>SMALL BUSINESS LENDING/INCUBATION/COMMUNITY DEVELOPMENT</b>		
Urban Chamber	Resources for small businesses including education (e.g. coaching) and assistance in procuring capital; Can support new and growing businesses through incubator program	<a href="https://www.urbanchamber.org/">https://www.urbanchamber.org/</a>
Latin Chamber of Commerce	Facilitates business and educational relationships; Can support growing businesses	<a href="https://lvlcc.starchapter.com/index.php">https://lvlcc.starchapter.com/index.php</a>
Dream Spring	CDFI that invests in small businesses and entrepreneurs by increasing access to credit, loans, and community support; Can support new and growing businesses	<a href="https://www.dreamspring.org/">https://www.dreamspring.org/</a>
Clearinghouse CDFI	CDFI that invests in small businesses, affordable housing, and community development; Can support new and growing businesses and connect housing and community developers to alternative financing options	<a href="https://www.clearinghousecdfi.com/">https://www.clearinghousecdfi.com/</a>

**RECOMMENDATIONS**

National Development Council	National non-profit that directs capital investment for affordable housing and community development and provides small business loans	<a href="https://ndconline.org/about-us/">https://ndconline.org/about-us/</a>
Chicanos Por La Causa	CDFI that invests in small businesses and affordable housing; Can support new and growing businesses and provide support services for affordable housing developments	<a href="http://www.cplcnevada.org/">http://www.cplcnevada.org/</a>
<b>CAPACITY BUILDING/PROFESSIONAL DEVELOPMENT</b>		
JP Morgan Chase Advancing Cities	Supports systems approach to regional community development and inter-sector program development	<a href="https://impact.jpmorganchase.com/impact/communities/advancingcities">https://impact.jpmorganchase.com/impact/communities/advancingcities</a>
Schwab Bank Community Development	Investing in housing, capacity development and financial security programs	<a href="https://www.aboutschwab.com/our-communities">https://www.aboutschwab.com/our-communities</a>
Living Cities	Provides capital and technical assistance for community development projects	<a href="https://www.livingcities.org/">https://www.livingcities.org/</a>
National Development Council	National non-profit that invests in social infrastructure	<a href="https://ndconline.org/about-us/">https://ndconline.org/about-us/</a>
Grow with Google	National partner for funding, tools, and resources for small-businesses and workforce development	<a href="https://grow.google/">https://grow.google/</a>
Community Services of Nevada	Provides home buyer assistance and counseling services	<a href="https://www.csnv.org/">https://www.csnv.org/</a>

Fig. 4.7

**RECOMMENDATIONS**

<b>COMMUNITY PARTNERS</b>		
<b>NAME</b>	<b>ORGANIZATION</b>	<b>POTENTIAL ROLE/PARTNERSHIP</b>
<b>SMALL BUSINESS SUPPORT</b>		
Suzi Waltos	Vegas Chamber of Commerce	Potential to convene businesses in specific geography to understand needs; Potential programming partner
Ken Evans	Urban Chamber of Commerce	Potential to convene businesses in specific geography to understand needs
Peter Guzman	Latin Chamber of Commerce	Potential to convene businesses in specific geography to understand needs; Potential programming partner
<b>ARTS/CULTURE/HISTORY/PLACEMAKING</b>		
Bobbie Ann Howell	Nevada Humanities	Partner for public art and programming
Traci Traasdahl	Safe Routes to School at CCSD	Partner for programming and public infrastructure improvements around schools
Heidi Swank	Nevada Preservation Foundation	Partner for historic preservation and cultural heritage programming
Rebecca Palmer	Nevada State Historic Preservation Office	Partner for historic preservation and funding partner for programming (some funding is designated only for certified local governments)
Sarah O'Connell	Eat More Art! Vegas	Partner for arts and culture programming
Mindy Meacham	Southern Nevada Health District	Partner for health and active lifestyle outreach and programming
<b>NEIGHBORHOOD CAPACITY BUILDING/PUBLIC ENGAGEMENT</b>		
Cecia Alvarado	Mi Familia Vota	Civic engagement and "get out the vote" efforts
Leo Murrieta	Make the Road Nevada	Grassroots organization working to unite and empower low-income workers
Mauricia Baca	Get Outdoors Nevada	Environmental nonprofit working to connect residents to outdoor places and support outdoor industry, park / trail / neighborhood clean-ups
Dr. Jennifer Keane	University of Nevada Las Vegas: College of Liberal Arts	Multi-disciplinary research collaboration including sociology, anthropology, etc.

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**RECOMMENDATIONS**

Dr. Shawn Gerstenberger	University of Nevada Las Vegas: School of Public Health	Community-based research opportunities including public health, built environment, social determinant of health, etc.
Heidi Swank	Nevada Preservation Foundation	Public engagement around historic preservation projects and conducts neighborhood campaigns for historic district nominations

*Fig. 4.8*





*The UNLV School of Medicine is planned to be a social and economic hub for the Las Vegas Medical District.*

# CASE STUDIES

The following section contains several case studies, providing detailed examples of how communities across the country are addressing planning goals and challenges that are similar to those that guide revitalization in DTNLV. These case studies showcase how both public and private investment, financially and emotionally, have contributed to the revitalization of their respective communities. Investment in civic infrastructure, non-traditional engagement strategies, community and district identity, community-based programs, and inter-departmental coordination are proving successful for achieving the planning goals and strategies that are the focus of this report. A brief summary of each of the following case studies is provided below.

- **Downtown Tigard Conceptual Connectivity Plan:** A conceptual plan for redesigning Tigard’s downtown street grid, increasing opportunities for mixed-use development and improving connections for multi-modal transportation.
- **Mill Creek Linear Park:** A linear park and public art project that increases connectivity and opportunities for active transportation in downtown Bakersfield.
- **Art Route Des Moines:** A public art, cultural tourism, and pedestrian comfort project that improves aesthetic quality and pedestrian safety in downtown Des Moines.
- **Ely Historic Mural Walk:** A public art project that enhances the cultural identity of downtown Ely while providing opportunities for building improvements and heritage tourism.
- **Healthy Neighborhoods Healthy Families:** A program that seeks to improve health outcomes by investing in quality and affordable housing as well as supporting neighborhood stabilization.
- **First Suburbs Coalition:** A home rehabilitation program for homeowners living in post-World War II housing, complete with an idea book for renovating and modernizing these older homes.
- **Neighborhood Partners Fund Grant:** A neighborhood improvement program that helps to improve and build community among Las Vegas’ older neighborhoods.
- **A New Face for an Old Broad:** An example of DIY urbanism using tactical urbanism strategies and pop-up retail.
- **Las Vegas Medical District:** A coordinated strategy and implementation process for redevelopment, economic development, and placemaking in the Las Vegas Medical District.
- **The Picnic:** An investigation into Austin’s original food truck park and the benefits of providing permanent space for mobile food and retail businesses.
- **Hacemos La Ciudad (We Make the City):** A community engagement project that uses arts strategies to engage and involve Brownsville’s Hispanic and Latino residents in their downtown revitalization.

## DOWNTOWN TIGARD CONCEPTUAL CONNECTIVITY PLAN

**TYPE:** Connectivity plan  
**LOCATION:** Tigard, Oregon  
**LEAD ENTITY:** City of Tigard  
**CONTACT:** City of Tigard, Community Planning, [https://www.tigard-or.gov/city\\_hall/planning.php](https://www.tigard-or.gov/city_hall/planning.php)

●	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
●	CREATE A SAFE AND ATTRACTIVE ENVIRONMENT
	IMPROVE DISTRICT IDENTITY
●	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
●	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT
	COORDINATE PLAN IMPLEMENTATION

### BACKGROUND

Building off of recent planning efforts, the City of Tigard commissioned a Downtown Tigard Conceptual Connectivity Plan which describes a vision for a new system of streets and pathways designed to significantly improve access to, from, and within Downtown Tigard. The plan seeks to actualize the vision and concepts of earlier plans for revitalizing Downtown Tigard by organizing development into a new block structure that is better suited for intensive, urban development. The plan emphasizes the importance of green streets and pedestrian and bicyclist activity, and is supported by traffic and transportation analysis as well as market and real estate analysis. The plan is a progressive example

for downtown revitalization, prioritizing the economic interests of the future in current development processes.

### DEFINING CHARACTERISTICS

- The plan proposes a new street and pathway network that creates a fine-grained block structure that is characteristic of successful downtowns.
- The plan divides Tigard’s downtown into five conceptual sub-districts, each with its own unique character and function.
- Each street has a designated character classification. The degree of connectivity and character classifications for each street are designed to meet the vision and intent of the five sub-districts.
- The new street and pathway network is pedestrian and bicycle friendly, universally accessible, and supportive of both existing and desired development for downtown.
- The plan prioritizes two key connections – Ash Street which connects residential neighborhoods throughout downtown, and the Garden Place Connection which connects residential neighborhoods to downtown’s Main Street. The rest of the street grid is designed to support these key connections.

### PROJECT PARTNERS

- City of Tigard
- City Center Advisory Commission (a regional advisory committee)
- SERA Architects
- Kittelson & Associates (traffic and transportation analysis)
- Johnson Reid (market and real estate analysis)
- Community residents

## ELEMENTS RELEVANT TO DTNLV

- A new or retrofitted street network which further subdivides large parcels can create the infrastructure needed to incentivize walkable, mixed-use development in DTNLV.
- Greater connectivity throughout DTNLV will provide better access to the interior of existing super-blocks, making those blocks more attractive and marketable to developers.
- Increased connectivity and pedestrian traffic, combined with increased street frontage will facilitate mixed-use development in DTNLV.
- Provide improved connectivity and access for all transportation modes to amenities throughout DTNLV.

## DTNLV POTENTIAL PARTNERS

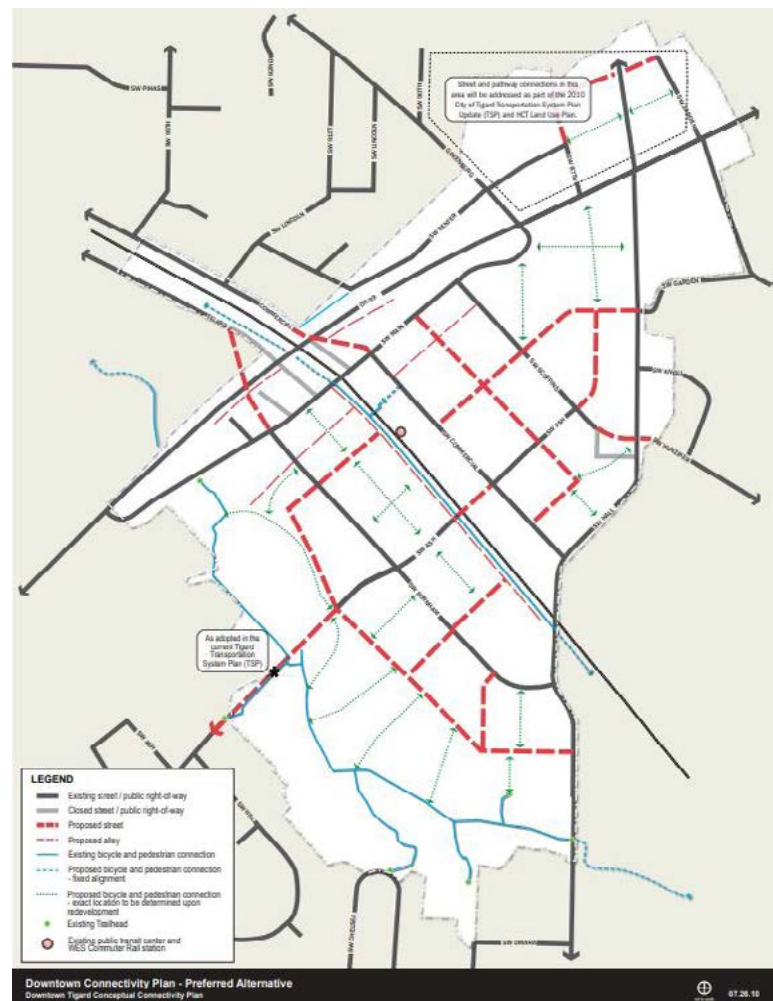
- CNLV Public Works
- RTC
- NDOT
- Traffic, transportation, and market analysis consultants
- Local land owners and developers
- Local businesses
- DTNLV residents

## THE PLAN

[Download and read the plan.](#)

## SEE MORE LIKE THIS

- [Tigard, Oregon, Walking Paths](#)
- [Laurel Bay neighborhood connectivity plan by Duany, Plater-Zyberg & Company, 2004 \(p. 15\)](#)



Top: New proposed street grid for downtown Tigard.  
Bottom: Alley doubles as a pedestrian corridor in New Orleans. Photo credit: C. Highsmith.

## MILL CREEK LINEAR PARK

**TYPE:** Linear park and public art project

**LOCATION:** Bakersfield, Ca

**LEAD ENTITY:** City of Bakersfield Redevelopment Agency

**ESTIMATED COST:** Financed with a \$10 million loan, 30 year at 3.5% interest

**CONTACT:** City of Bakersfield Economic Development, edcd@bakersfieldcity.us, (661) 326-3762

### BACKGROUND

Mill Creek Linear Park served as a catalyst for revitalizing downtown Bakersfield. The project focused on turning an old, underutilized irrigation canal into an urban trail, providing an inviting walkable amenity that connects downtown from north to south. The trail runs for approximately 1.5 miles along the eastern side of Downtown Bakersfield and features interesting art and architecture. Selected as one of America’s “Great Public Spaces” in 2017 as part of APA’s Great Places in America program, Mill Creek Linear Park showcases exceptional planning and demonstrates how public, green infrastructure can be used to enrich communities, facilitate economic growth, and inspire improved placemaking in disinvested, downtown communities.

### DEFINING CHARACTERISTICS

- Connects more than 500 units of affordable housing to downtown businesses and amenities.
- Connects residents to multiple destinations in Downtown Bakersfield including the Bakersfield Community House, the

Bakersfield Museum of Art, and the New Federal Courthouse.

- Connects users to a variety of amenities including an antique shopping corridor, Beal Memorial Library and Amtrak Station, McMurtrey Aquatics Center, the Adventist Hospital Ice Sports Center, Maya Cinemas, and more.
- Features interesting art and architecture including the Five Sister City Gardens, a garden representative of five of Bakersfield’s Sister Cities that provides art and cultural interpretation along the trail.
- Proximity to a future high speed rail station.

### PROJECT PARTNERS

- City of Bakersfield Redevelopment Agency
- Community residents
- Local developers
- [Meyer Civil Engineering, Inc.](#)

### ELEMENTS RELEVANT TO DTNLV

- Multiple DTNLV plans recommend increasing east-west connectivity downtown and exploring ideas to connect Judson Ave. as an east-west ped/bike connector in downtown.
- A shared-use linear urban trail along Judson Ave. has potential to connect surrounding residents to the downtown core.
- A shared-use linear urban trail along Judson Ave. could connect residents to several downtown amenities including: Martinez Elementary School, Maya Cinemas and forthcoming retail development, Silver Nugget, City Hall and Liberty Park, Fiesta Plaza, the police station, and the old city hall campus.
- A shared-use linear urban trail would improve connectivity and access to other amenities throughout downtown as well.

- Open space development requirements could be fulfilled by providing developers with approved options for locating next to a planned urban trail in DTNLV.
- Creates opportunities for establishing a district identity and cultural presence in DTNLV.

### DTNLV POTENTIAL PARTNERS

- Local Complete Streets funding
- SNPMLA
- [Nevada Arts Council](#) grants
- Southern Nevada Health District (REACH and other grant programs)
- National Endowment for the Arts
- NV Humanities
- Southern Nevada Bicycle Coalition
- Get Outdoors Nevada
- [From Lot to Spot](#)
- CDFIs
- Community residents, business owners, and local artists

### SEE MORE LIKE THIS

- [Ricardo Lara Park](#)
- [Park People's Case Study Toolkit of Urban Parks and Open Space](#)
- [Overview of Urban Linear Parks](#)

●	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
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	COORDINATE PLAN IMPLEMENTATION



A mural on the Mexicali Restaurant wall on the Mill Creek Linear Park. Image source: City of Bakersfield.

Top: Public plaza space along the Mill Creek Linear Park. Photo credit: Casey Christie / The Californian  
Bottom: Chinese Lion Dancers perform at the Five Sisters City Garden Festival. Image source: Bakersfield Life Magazine, 2019.

## ART ROUTE DES MOINES

**TYPE:** Public art project; pedestrian comfort project

**LOCATION:** Des Moines, IA

**LEAD ENTITY:** Greater Des Moines public arts foundation

**TIMELINE:** 6 months

**ESTIMATED COST:** \$240,000 (materials); \$3,500 (design)

**CONTACT:** <https://dsmpublicartfoundation.org/>

### BACKGROUND

The Greater Des Moines Public Art Foundation launched Art Route Des Moines in 2016 in an effort to connect 87 pieces of public art with artistic interventions on sidewalks and crosswalks. The 6.6-mile-long trail has proven successful as a wayfinding tool for public works for art for the 750,000 people visiting the city annually for artistic and cultural attractions. The route also serves as a traffic calming measure that helps enhance pedestrian safety. The final trail design included art on 14 crosswalks, as well as sidewalk wayfinding markings. The project team was intentional about ensuring that six intersections with high traffic volumes were tied into the trail.

*"THE ART ROUTE INITIATIVE CELEBRATES CREATIVITY, ENHANCES URBAN IDENTITY AND ENCOURAGES PUBLIC-PRIVATE PARTNERSHIPS."*

– M. Jessica Rowe, director of the Greater Des Moines Public Art Foundation

### DEFINING CHARACTERISTICS

- First-of-its-kind project connects public art in Greater Des Moines with a path of dots, chevrons and painted intersection artwork.
- Bright colored circles painted every 20 feet on the sidewalks connect the route and painted chevrons point to public art attractions along the way.
- Six downtown intersections were repainted with original designs by artist Roadworth.
- Emphasizes "Connect Downtown" project, an effort to enhance walkability in Des Moines.
- GPS-enabled app also developed so users on route can get info about each art piece.
- Canadian artist Peter Gibson (aka Roadworth) selected for crosswalk art through a public call for artists.
- Project team determined 5-year duration for street art, based on durability of the materials.

### PROJECT PARTNERS

Mix of stakeholders involved:

- Greater Des Moines Public Arts Foundation (lead)
- Greater Des Moines Convention and Visitors Bureau
- City of Des Moines; City of West Des Moines
- Downtown Community Alliance
- Greater Des Moines Partnership; Neumann Monson
- Substance Architecture
- Grimes Asphalt and Paving
- Des Moines Arts Festival and Art Week Des Moines
- Des Moines Police Department
- Des Moines Public Schools
- Iowa Healthiest State Initiative

### ELEMENTS RELEVANT TO DTNLV

- Utilized arts and cultural strategies to establish an identity while also improving safety and encouraging more pedestrian activity.
- Local funds (as opposed to federal funds) on a project of this nature will allow for more freedom and flexibility with respect to artist design. Use of federal funds subjects projects to regulations that limit the use of bright colors and other design aspects.
- This type of project could be done in conjunction with other downtown arts or cultural programming and efforts (murals, wayfinding, art installations, etc.), or as a standalone intervention aimed at improving walkability.
- Federal concerns (from FHA) regarding colorful/artistic crosswalks decreasing driver and pedestrian safety.
- Past planning efforts have identified high-priority intersections which can inform areas to target interventions.

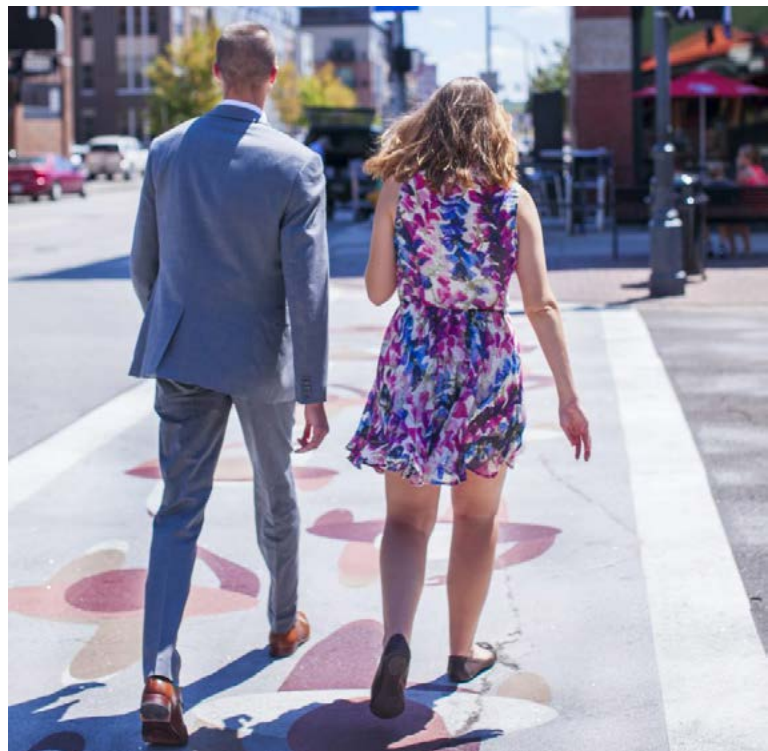
### DTNLV POTENTIAL PARTNERS

- Local transportation funds (FRI, Q-10)
- [Nevada Arts Council](#) grants
- Southern Nevada Health District (REACH and other grant programs)
- National Endowment for the Arts
- [Bloomberg Philanthropies' "Asphalt Art Initiative"](#)
- Local sponsors

### SEE MORE LIKE THIS

- [Southwark Street Colourful Crossings](#)
- [Portland In the Streets Program](#)
- [Denver Community Streets Program](#)
- [Asphalt Art Guide](#)

●	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
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	COORDINATE PLAN IMPLEMENTATION



Top Image Source: L. Liz Lidgett, Conde Nast Traveler  
 Bottom: Art route at 3rd Street and Court Avenue, Des Moines, IA



## ELY HISTORIC MURAL WALK

**TYPE:** Public art project

**LOCATION:** Ely, Nevada

**LEAD ENTITY:** Ely Renaissance Society

**CONTACT:** <http://elynvarts.com/history-of-the-murals-sculptures-and-parks.html>

	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
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	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT
	COORDINATE PLAN IMPLEMENTATION

### BACKGROUND

Following an economic downturn in Ely, spurred by the closure of the town’s leading mining operation, a local businessman commissioned a large mural on the side of his downtown building. Other businesses followed suit in subsequent years. Today, more than 20 murals, which depict the town’s heritage, grace the facades of downtown buildings. The Ely Renaissance Society, which formed shortly after the first murals were painted, now commission and maintain the public art. The murals, now part of Ely’s Art Walk, not only serve as a source of community pride, but have become an economic driver for the frontier city through art tourism.

### DEFINING CHARACTERISTICS

- Source of economic development, beautification, and civic pride.
- Murals depict history and culture of Ely, from the Pony Express and mining, to railroading and the region’s diverse ethnic heritage.
- First mural commissioned by the Ely Renaissance Society officially dedicated July 4, 2000, at the White Pine County Museum.
- Ely Art Walk now includes more than 20 murals, as well as sculptures and seasonal installations, in the downtown area.
- Artists have been commissioned locally and from across the world.

### PROJECT PARTNERS

- Ely Renaissance Society
- Property owners
- Local, national, and international artists

### ELEMENTS RELEVANT TO DTNLV

- A mural program can help to establish a unique brand and identity in DTNLV.
- The city’s Arts & Culture Strategic Plan 2018-2020 recommends considering mural projects in the redevelopment area through the Beyond the Canvas beautification project.
- Murals could highlight and celebrate North Las Vegas’ cultural heritage and ethnic community.
- Murals and other public art installations can deter graffiti and inspire property owners to improve the aesthetics of DTNLV properties.
- Can attract tourists and visitors to DTNLV and begin to establish DTNLV as a regional destination.

## DTNLV POTENTIAL PARTNERS

- [Nevada Arts Council](#) grants
- National Endowment for the Arts (NEA) grants
- Local sponsorships

## SEE MORE LIKE THIS

- [Jersey City Mural Arts Program](#)
- [South Omaha Mural Project](#)
- [Mural Arts Philadelphia](#)
- [Public Mural Handbook](#)

**13 Shore Lunch**  
Painted on what was the Marshall House Restaurant, and facing Zula Market parking lot, on 3rd and E. Sheridan. This mural features Broadway's Peppy's Casino Area billboards complete with a lunch, which depicts the camaraderie experienced by workers. Completed in 2007 by Eric Cary. Funded by the Marshall House Restaurant and is a part of Ely's Creative Public Art.

**14 Mad Hatter's Tea Party - Ely Style**  
On Bonnie Hansen's garage behind the Front Porch Coffee & Tea Co., located on 4th and E. Sheridan. This playful mural was inspired by a combination of Alice in Wonderland, the community hall of the Front Porch Coffee and Tea Co., and 2014's yellow woodland creatures. Completed 2008 by Nancy Schaefer. Funded by the Front Porch Coffee and Tea Co. and Corral G. Gardner Humanities Trust.

**15 Dancing Bears**  
Located on the Front Porch Coffee & Tea Co.'s garage. This mural was painted to remember a spot where one had been removed. Appreciation of William Board's paintings of dancing bears inspired the painting in the window. Completed 2014 by Nancy Schaefer. Funded by the Front Porch Coffee & Tea Co.

**16 Images Of Italy**  
Following the walls of the Old Italian Restaurant on 5th and E. Sheridan, are several images of Italy. You get a feeling of being in Italy when surrounded by them. Completed in 2001 by Laura-Elvira Young. Funded by Ely City Sales Restaurant.

**17 Summer Blueberries**  
Located on a private bank on the property of Grand City Lodge off Pioneer Road on North Side of Miner's Lake. This mural features images of various wild blueberries found in the Ely area. Completed 2010 by Sharon Anderson. Funded by Grand City Lodge and is a part of Ely's Creative Public Art.

**18 Beaver Dam River**  
Painted on a wall in the Forest Service building, just east of Ely on 165, is a mural that depicts a local Boundary Waters Canoe Area Wilderness trail route. It is part of the aquatic ecology display. Completed in 2007 by Scott Strawn. Funded by Curtis John Volland and U.S.D.A., Forest Service Kamahai Ranger District.

**19 Toite Muse**  
Painted on the roof side building of Toite Lake Center At Home's Park Camp on the Forestry Trail. The building's unique surroundings guided the design. Completed 2014 by Nancy Schaefer. Funded by Toite Lake Center and Corral G. Gardner Humanities Trust.

**Ely's Mural Walk**  
Map showing 19 murals numbered 1 through 19.

**AN ARTISTIC JOURNEY THROUGH ELY'S HISTORY AND TREASURES**  
10 Artists, 19th Murals  
Work Spanning from 1939 to Present



“United by our Children.” A mural depicting the ethnic diversity of the White Pine County community. Artist: Paul Ygarta



Top: Ely Mural Walk brochure. Image Source: Ely Renaissance Society.

Middle: AT&T mural on Main Street in Ely, NV. Photo credit: Christopher Smilth.

Bottom: Mural depicting White Pine County's connection to Basque history and culture.

## HEALTHY NEIGHBORHOODS HEALTHY FAMILIES (HNHF)

**TYPE:** Affordable housing and neighborhood revitalization partnerships

**LOCATION:** Columbus, Ohio

**LEAD ENTITY:** Nationwide Children’s Hospital

**TIMELINE:** Began in 2008

**CONTACT:** Nick Jones, Healthy Neighborhoods Healthy Families manager, [Nicholas.Jones@NationwideChildrens.org](mailto:Nicholas.Jones@NationwideChildrens.org)  
<https://www.nationwidechildrens.org/about-us/population-health-and-wellness/healthy-neighborhoods-healthy-families>

### BACKGROUND

Nationwide Children’s Hospital is working with national and community partners to improve housing and stabilize neighborhoods near its location in Columbus, Ohio. Recognizing that factors such as housing, safe neighborhoods, educational opportunities, and health care accessibility impact the overall health and wellbeing of communities, Nationwide Children’s Hospital created the Healthy Neighborhoods Healthy Families (HNHF) initiative. The initiative seeks to create positive health outcomes in Columbus’ disadvantaged neighborhoods, specifically targeting Columbus’ South Side neighborhoods and zip codes adjacent to the hospital’s facilities. HNHF identifies five impact areas: affordable housing, education, health and wellness, safe and accessible neighborhoods, and workforce development.

	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
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	IMPROVE DISTRICT IDENTITY
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●	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT
	COORDINATE PLAN IMPLEMENTATION

### DEFINING CHARACTERISTICS

- HNHF consists of multiple affordable housing programs: Healthy Homes provides access to affordable housing through existing property rehabilitation and also eliminates vacant, blighted properties; Home Repair provides grants for existing homeowners; the Residences at Career Gateway combine affordable housing with onsite job training; and the South Side Renaissance Fund is a long-term fund to facilitate construction of affordable, multi-family housing.
- Healthy Home rehabilitations include full-gut renovations and new builds with energy efficient and green features.
- Healthy Homes has seen more than 350 homes rehabilitated since 2008.
- South Side Renaissance Fund provides \$20 million in loan funding for acquiring, constructing, and (permanent) financing of housing development that serves families of four with incomes between 60-80% of the area median income. The fund consists of \$15 million in loans and \$5 million in grant funding.
- Safe and accessible neighborhood programs include: Block Watch, a neighborhood block watch program that

brings neighbors together to prevent crime and encourage community activism; Community Crime Patrol, a program focused on building relationships between community leaders and local police; South Side Leadership Academy, a program for developing community leaders; and Neighborhood Beautification.

- Neighborhood Beautification programs work to clean vacant lots and alleys, picking up litter and clearing overgrown weeds and shrubs.

### PROJECT PARTNERS

- Healthy Homes, a non-profit housing organization
- Renaissance Fund, managed by Ohio Capital Finance Corporation. Various national and local banks contribute to the fund.
- Local faith-based organizations
- Community development organizations
- Youth serving nonprofits
- Local public schools
- Habitat for Humanity
- United Way of Central Ohio

### ELEMENTS RELEVANT TO DTNLV

- Established new partnerships for residential home improvement, rehabilitation, and affordable housing development.
- Provides new opportunities for North Vista Hospital and other DTNLV health partners to satisfy their community reinvestment goals.
- Preserved naturally occurring affordable housing while improving and stabilizing older neighborhoods in Columbus.
- Improved neighborhoods support a growing DTNLV business district.
- Health organizations are also investing in



Before and after a Healthy Homes renovation. Image source: Nationwide Children's Hospital.

transportation infrastructure and safety. Additional opportunities may connect transportation improvements with this work as well.

### DTNLV POTENTIAL PARTNERS

- North Vista Hospital
- Dignity Health
- Southern Nevada Health District
- Financial institutions and CDFIs
- Habitat for Humanity
- St. Christopher Catholic Church and other DTNLV faith-based organizations

### SEE MORE LIKE THIS

- [Housing with Dignity](#)
- [Boston Medical Center](#)
- [New Jersey Housing and Mortgage Finance Agency](#)
- [ProMedica Ebeid Neighborhood Promise](#)



Infographic for HNHF's Healthy Homes program.

## FIRST SUBURBS COALITION HOME REHAB PROGRAM AND IDEA BOOK

**TYPE:** Home rehabilitation program

**LOCATION:** Kansas City, Missouri

**LEAD ENTITY:** First Suburbs Coalition

**CONTACT:** Lauren Palmer, Program Director of Local Government Services, lpalmer@marc.org, 816.701.8207, <https://www.marc.org/Community/First-Suburbs-Coalition/For-Governments/Residential-Rehab>

### BACKGROUND

The housing development boom following World War II saw an explosion of new suburbs and neighborhoods across the country. These communities are often identified as first suburbs. As housing stock in first suburb communities continues to age, there is a common need in cities across the country for financing in order to rehabilitate and modernize the aging homes of first suburb communities. Recent decades have seen housing coalitions begin to address this need, often advocating for revised building codes, zoning regulations, and programs that will allow homeowners to remodel and make accessibility upgrades to their homes.

The First Suburbs Coalition (FSC) was formed in 2002 with a mission to maintain and enhance the unique quality of life of first suburb communities in Kansas City, Missouri, through preservation, reinvestment, and revitalization. The coalition advocates on

behalf of first suburb communities by being a regional leader, educates its members and the community on the needs of first suburb communities, communicates with and engages residents of first suburb communities, and works to create policies and programs that benefit residents of first suburb communities. They have initiated several successful programs for revitalizing Kansas City's first suburb communities. Such programs include a Home Rehabilitation program and three how-to guides for first suburbs renovators: the FSC Idea Book, Green Idea Book, and Universal Idea Book.

### DEFINING CHARACTERISTICS

- The FSC is a regional coalition administered by the Mid-America Regional Council (MARC) and works through various working groups comprised of elected officials, local government staff, and private sector partners.
- FSC's Homeowner Rehab Program assists Kansas City's communities with repairing and rehabilitating owner-occupied homes.
- FSC partnered with a local credit union to provide low-interest, fixed-rate home equity loans to fund remodeling and modernization projects for qualified homes in participating communities.
- Local cities and counties may apply for funds of up to \$300,000 for administering a Home Rehab Program in their community.
- FSC markets the program to local government and first suburb communities.
- The FSC Idea Book helps homeowners find ways to maintain, modernize, and renovate their homes and businesses.
- The Idea Book examines four of the most common housing types found in Kansas City's first ring suburbs and provides

dozens of ideas for appropriate ways to update and modernize them.

- The Idea Book provides color illustrations of each home design and highlights elements that can be renovated or added, and addresses windows, doors, and garages, as well as other common exterior features.
- Considerations for energy efficiency, financing, and design are also provided in the Idea Book as well as guidelines for selecting and working with reliable contactors.
- The Idea Book was followed by a Green Idea Book which focuses on ways to incorporate “green” strategies in remodeling efforts, and by a Universal Design Idea Book which focuses on strategies for accessibility and aging-in-place.

### PROJECT PARTNERS

- First Suburbs Coalition members
- First suburb residents
- Piper-Wind Architects

### ELEMENTS RELEVANT TO DTNLV

- Through neighborhood engagement, a home rehab program can address the needs of current residents while upgrading the housing stock for future generations.
- Home improvements can generally lead to a sense of pride in community, encouraging other homeowners, landowners, and renters to invest in their home and neighborhood as well.
- Federal funding can be used to abate hazardous materials such as lead paint and asbestos, improving the health and safety of older housing stock.
- Older homes often don't include many of the modern features homebuyers are looking for, presenting challenges in competing

	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
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●	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT
	COORDINATE PLAN IMPLEMENTATION

with newer suburbs for residential and retail development. Incentivizing renovations and modernizations can help older neighborhoods compete with newer suburbs.

- Improved housing and neighborhoods can attract new residents to DTNLV, diversifying downtown’s residents in order to support new businesses and development.
- Can preserve naturally occurring affordable housing while improving and stabilizing older neighborhoods in DTNLV

### DTNLV POTENTIAL PARTNERS

- CNLV Housing and Neighborhood Services
- CDBG and HOME programs
- Local architecture firms
- Financial institutions and CDFIs
- Habitat for Humanity
- Nevada State Historic Preservation Office
- Nevada Preservation Foundation

### SEE MORE LIKE THIS

- [National Center for Healthy Housing \(see Examples of Incentives for Healthy Housing and Addressing Code Violations \(2012\) document\)](#)
- [Center for Community Progress \(see Raising the Bar: Linking Landlord Incentives and Regulation through Rental Licensing – A Short Guide for Local Governments \(2015\) report\)](#)

## NEIGHBORHOOD PARTNERS FUND (NPF)

**TYPE:** Neighborhood improvement grant

**LOCATION:** Las Vegas, Nevada

**LEAD ENTITY:** City of Las Vegas, Office of Community Services

**TIMELINE:** 1 year

**ESTIMATED COST:** \$5,000 max

**CONTACT:** <https://lasvegasnevada.gov/residents/grants>

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	COORDINATE PLAN IMPLEMENTATION

### BACKGROUND

The City of Las Vegas launched its Neighborhood Partners Fund (NPF) in the late 1990s as a way to incentivize residents to take an active role in improving their neighborhoods. The program grants up to \$5,000 to neighborhood associations – which must be matched by the neighborhood with cash, volunteer labor, or donated supplies, equipment or professional services – to implement projects that improve livability and quality of life in the city’s neighborhoods. NPF grants have been used to install new neighborhood lighting, improve median landscaping, and improve social connections

through block parties and other social gatherings.

### ELIGIBLE PROJECTS

- Beautification and physical improvements (such as tree planting or landscaping in common areas or neighborhood entrances, benches, etc.)
- Murals and other public art
- Cultural and community events (such as block parties or community workshops)
- After-school enrichment activities for youth
- Signage and/or wayfinding
- Cleanups: trash and debris pick-up
- Safety improvements (such as new lighting, sensor-controlled lighting, security cameras)

### DEFINING CHARACTERISTICS

- NPF is open to neighborhood associations, homeowners associations and business associations whose primary purpose is neighborhood improvement.
- Neighborhood applicants must be located within the city of Las Vegas, be a registered neighborhood association with the Office of Community Services, and demonstrate neighborhood support for the proposed project/program.
- \$80,000 in NPF grant funding was available each of the past two years.
- NPF is managed through the City’s Office of Community Services.
- The City holds community informational sessions prior to the application deadline.
- All applicants are required to make a 10-minute presentation of their projects to the City’s Neighborhood Partners Fund Board. Selected applicants also present to the City Council for final approval.

## PROJECT PARTNERS

- City of Las Vegas
- City of Las Vegas neighborhood associations
- Business owners and local artists

## ELEMENTS RELEVANT TO DTNLV

- A neighborhood improvement program could be used as a way to engage downtown neighborhoods, homeowners and renters alike, and spur the development of neighborhood associations who take an active interest in improving the DTNLV community.
- Neighborhood beautification and engagement can inform and complement DTNLV's brand and identity.
- A multitude of actions could be furthered through a program of this nature, including public art, safety, beautification (cleanups and physical improvements), and walkability (through pedestrian amenities).
- Must be marketed well; Las Vegas promotes NPF directly to neighborhood associations, as well as through traditional tactics and social media
- Neighborhood improvements can lead to a sense of pride, encouraging other homeowners, landowners, and renters to invest in their home and neighborhood as well.
- Neighborhood beautification can attract new residents to DTNLV, diversifying downtown's residents in order to support new businesses and development.

## DTNLV POTENTIAL PARTNERS

- CNLV Housing and Neighborhood Services
- Local businesses and sponsors
- Neighborhood leaders and activists
- Local non-profits

## SEE MORE LIKE THIS

- [Clark County's Neighborhood Grants Program](#)
- [Tacoma's Innovative Grant Program](#)
- [Fort Wayne's Neighborhood Improvement Grant Program](#)
- [Flagstaff's Neighborhood Sustainability Grants Program](#)



*Top: NPF funded Beverly Green neighborhood signage. Bottom: Beverly Green neighborhood volunteer cleanup and curb painting provides a match for the grant.*



## A NEW FACE FOR AN OLD BROAD

**TYPE:** Tactile urbanism, pop-up retail, and programming for revitalization

**LOCATION:** Memphis, Tennessee

**LEAD ENTITY:** Livable Memphis and Broad Ave Arts District

**TIMELINE:** 2 days

**CONTACT:** Livable Memphis, <https://www.bldgmemphis.org/>

●	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
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	COORDINATE PLAN IMPLEMENTATION

### BACKGROUND

“A new face for an old Broad” was a temporary, three-block streetscape exhibition, created to demonstrate the potential of a neglected main street, Broad Ave., as a destination-worthy commercial and retail district. Broad Ave. had struggled with disinvestment and neglect for decades, but in 2006 the area slowly began to emerge as a regional arts district. However, the district needed more financial and emotional investment to fully realize revitalization of the street. Borrowing the idea from the Better Block Foundation, local partners hatched a plan to run a two-day event that would show residents, entrepreneurs, and the

local development community what a fully revitalized street could look like. Community partners gathered volunteers and persuaded business owners to open temporary shops and restaurants on vacant shops. The streets were temporarily redesigned to illustrate how better infrastructure and improved public space can bring new life to commercial districts and an emphasis was placed on temporarily improving infrastructure for pedestrians and cyclists. The exhibition was so successful that the temporary streetscape improvements became permanent and the city of Memphis created a new program called MEMFix, which funds pop-up projects throughout the city in order to spur revitalization in other blighted areas.

### DEFINING CHARACTERISTICS

- The project included creating protected bike lanes, crosswalks, pedestrian refuge areas, pop-up shops, food vendors, and activities for visitors of all ages.
- Vacant storefronts were cleaned, painted, and opened as temporary businesses where entrepreneurs in the community tried out new business ideas.
- Business owners worked to make storefronts more inviting by removing opaque materials and items that blocked passerby’s view into the store.
- Cafes were extended into the sidewalk.
- The 60-foot-wide Broad Ave. was re-stripped and temporary crosswalks and protected bike lanes were added.
- Temporary angled on-street parking was used as a protective barrier for bike lanes.
- Temporary road improvements instituted a road diet that required vehicles to slow down.
- Turned a vacant lot into a skate park.

- Positioned street trees along the sidewalks and storefronts to create a more inviting atmosphere.
- Created pedestrian refuge bump outs near intersections using large planters filled with 10' cedars.
- Installed antique-style street lamps to provide better lighting, ambience, and security for the event.
- 13,000 people attended which greatly exceeded the anticipated 5,000.
- Slower traffic and bicycling helped businesses as people took more notice of what was there.
- Since the demonstration project, the district and neighborhood have seen more than \$25 million in investments, more than two dozen new businesses open, and more than 30 property renovations.

**PROJECT PARTNERS**

- [Livable Memphis](#)
- [Historic Broad Avenue Arts District](#)
- Hyde Family Foundations
- Binghamton Development Corporation
- Memphis Regional Design Center
- City of Memphis
- Community Development Council of Greater Memphis/Livable Memphis

**ELEMENTS RELEVANT TO DTNLV**

- Tactical urbanism and temporary infrastructure improvements can help the community understand what types of changes they might want to see in the future and help them communicate these desires to local decision makers.
- Funding can be used to implement short-term pedestrian improvements, landscaping, and street amenities in high priority areas in DTNLV.

- Increased street activity adds interest, activity, and vibrancy to downtown streetscapes.
- Provides entrepreneurs and small-business owners an opportunity to test out new ideas with little upfront investment.
- Can revitalize vacant and underutilized storefronts as well as vacant space.
- Creates opportunities for community engagement and allows the community to participate in revitalization efforts.
- Creates opportunities for establishing a district identity and cultural presence in DTNLV.
- Can attract visitors throughout the region and begin to establish DTNLV as a regional destination.

**DTNLV POTENTIAL PARTNERS**

- Better Block Foundation
- KaBoom
- Urban Chamber
- Latin Chamber
- NV Humanities
- Local Artists
- NDOT
- RTC

**SEE MORE LIKE THIS**

- [Infrastructure projects that walk the walk](#)
- [The official guide to tactical urbanism](#)



*Volunteers create a Broad Avenue bike lane.*

## LAS VEGAS MEDICAL DISTRICT

**TYPE:** Redevelopment, economic development, and placemaking

**LOCATION:** Las Vegas, Nevada

**LEAD ENTITY:** City of Las Vegas

**CONTACT:** <https://lasvegasmedicaldistrict.com>

### BACKGROUND

The Las Vegas Medical District (LVMD) was established in 1997 by the City of Las Vegas in an attempt to cluster medical services around University Medical Center (UMC) and expand medical care in the region. The district encompasses nearly 700 acres just outside downtown Las Vegas and is located within a designated redevelopment area. After seeing modest development in its first decade and a half of existence, the city set its sights on revitalizing the stagnant district coming out of the Great Recession. The LVMD featured prominently in the city's 2013 economic development strategy, and in December of 2015, the Las Vegas City Council approved an updated master plan for the area, marking the beginning of a new chapter for the district. The updated plan expanded LVMD's boundaries and called for multimodal enhancements, greater density, and mixed-use development.

Two committees – Planning, and Public Relations & Marketing – comprised of city staff and LVMD stakeholders were created to help implement the master plan. An advisory committee oversees these committees, and also helps set and guide the vision for the district. In recent years, through the work of the committees, a distinct LVMD brand

was developed, a comprehensive website promoting the district was launched, and targeted business incentives were created. The city also made infrastructure investments in the district.

### DEFINING CHARACTERISTICS

- A comprehensive [website](#) was developed to promote the LVMD. The website includes: history and background of the district, testimonials from businesses and stakeholders in/around the district, news and press coverage, renderings of planned development, data and statistics for interested developers and businesses, information on business incentives for prospective developers and businesses, and marketing and promotional literature on the district.
- [Targeted incentives](#) for the LVMD were developed to spur redevelopment and expansion of commercial or industrial properties for specific industries, including medical incubators, research and development biotech, daycare centers, and counseling centers, among others.
- A distinct LVMD brand was developed and incorporated into wayfinding and signage throughout the district.
- Zoning was updated to align with the LVMD Master Plan and the city's overall vision for downtown Las Vegas.
- Multimodal enhancements have been implemented in recent years, including: Shade trees, wider sidewalks, linear parks, enhanced crosswalks, and Bike Share expansion into the district.
- RDA investment in district infrastructure, including a planned parking garage.
- An economic development study of the medical district during the master planning

process found that by 2030, the LVMD and UNLV School of Medicine had the potential to generate a combined regional impact of \$3.6 billion, more than 24,000 jobs, and government revenue of \$181 million.

### OVERSIGHT & COORDINATION COMMITTEES

- Advisory Council reviews and makes recommendations on elements that further the community's interest in the LVMD, including planning of the area, land use, new medical business, expansions and safety. Membership includes elected officials and executive-level stakeholders.
- Planning Committee focuses on the long-range planning, logistics and development, as well as coordination of parking, signage, zoning and infrastructure. Members include city staff from multiple departments and local public and private stakeholders.
- The LVMD Public Relations & Marketing Committee focuses on promoting and branding the LVMD. Members include PR and marketing professionals from the city and stakeholder agencies.

### ELEMENTS RELEVANT TO DTNLV

- An updated downtown master plan, complete with desired districting, can guide development and investment.
- Targeted RDA incentives specific to industries that will help further define districts in DTNLV can guide development and investment.
- Interdepartmental collaboration can further successful revitalization of DTNLV.
- A DTNLV website can help establish a brand, showcase the vision for DTNLV, promote incentives for locating in DTNLV, and promote DTNLV's businesses and amenities.

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- A promotional brochure or packet can help sell DTNLV's potential to interested developers and businesses; See LVMD examples [here](#) and [here](#).
- Potential to capitalize on Opportunity Zone designations in DTNLV.

### DTNLV POTENTIAL PARTNERS

- Various CNLV departments
- RTC
- Local developers and business owners
- Local non-profits

### SEE MORE LIKE THIS

- [Henderson Water Street District \(Henderson, Nevada\)](#)
- [Reno Riverwalk District \(Reno, Nevada\)](#)



Rendering of the Las Vegas Medical District.

## THE PICNIC: AUSTIN'S ORIGINAL FOOD TRUCK PARK

**TYPE:** Food trucks and mobile retail

**LOCATION:** Austin, Texas

**CONTACT:** <https://www.thepicnicaustin.com/>

### BACKGROUND

Food trucks and mobile food vendors have grown in popularity over the last few decades, generating approximately \$600 million in revenue annually across the nation. Mobile food vendors are considered a community economic development tool and several cities have worked to revise codes and permitting requirements in order to bring these businesses into their communities. Regulatory practices focus on the use of food trucks in the public realm (e.g. operating in the public-right-of-way) as well as use on private land (e.g. food truck courts or parks). Several organizations have now published best practice recommendations from cities that have successfully worked to bring these businesses into their communities while accounting for concerns such as food safety, traffic, and neighborhood compatibility. Best practice recommendations can be found in the resource links below.

Austin, Texas, is recognized nationwide for its robust food truck culture. Since 2008, the City of Austin has taken significant steps to encourage the growth of mobile food vendors, streamlining its permitting process. Food truck gatherings in Austin range from informal clusters of local vendors to permanent outdoor food courts and parks.

In recent years, food truck parks have gained popularity from local food truck vendors because they provide an opportunity to share resources and attract a more stable following. It also provides landowners with a low-cost development option, turning vacant land into a productive retail site, allowing landowners to collect rent from tenants.

The Picnic, Austin's original food truck park, founded with the concept of supporting local entrepreneurs and businesses, was developed so that local food trucks could thrive. Site amenities encourage patrons to eat and visit with family and friends on-site while also providing Austin's mobile business owners with peace of mind regarding stability and consistency for their businesses. Several other permanent food truck parks have been developed in Austin as well, including the [Midway Food Park](#) and [5000 Burnet](#).

### DEFINING CHARACTERISTICS

- 80 paved parking spaces and multiple bike racks.
- Architecturally designed pavilions complete with picnic tables and ceiling fans.
- Air conditioned restrooms.
- Family- and dog-friendly atmosphere.
- BYOB policy.
- The Picnic also hosts community and private events such as block parties, birthday parties, corporate gatherings, etc.
- Staggered leases ensure that patrons always have a variety of dining options.

### PROJECT PARTNERS

- Property owners
- Local developers
- City of Austin
- Local food trucks

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### ELEMENTS RELEVANT TO DTNLV

- Provide affordable, low-capital opportunities for entrepreneurs to start their own businesses and create opportunities for existing businesses to expand.
- Ability to serve DTNLV markets and communities who are underserved by traditional restaurants.
- Creates jobs, contributes to the local economy, and contributes sales taxes and permit fees to the city.
- Attract foot traffic to DTNLV’s commercial districts, increasing the sales and vibrancy of DTNLV overall.
- Provides “eyes on the street,” helping to prevent crime and make the street a safer and more enjoyable place to be.
- Can revitalize underused public and private space.
- Increases interest, activity, and vibrancy of streetscapes.
- Adds to street and pedestrian amenities in DTNLV.

### DTNLV POTENTIAL PARTNERS

- Urban Chamber of Commerce
- Latin Chamber of Commerce
- Landowners and developers
- Local food trucks

### SEE MORE LIKE THIS

- [Food truck Freedom: How to build better food-truck laws in your city \(2012\)](#)
- [Food on wheels: Mobile food vending goes mainstream \(2013\)](#)



Top: The Picnic Food Truck Park.  
 Middle: Covered picnic seating at The Picnic. Photo credit: John Anderson, Austin Chronicle.  
 Bottom: Midway Food Park neon sign.

## HACEMOS LA CIUDAD (WE MAKE THE CITY)

**TYPE:** Community engagement using arts strategies

**LOCATION:** Brownsville, Texas

**LEAD ENTITY:** Las Imaginistas

**TIMELINE:** 1 year

**CONTACT:** Christina Patino Houle, Director of Strategy, <https://www.lasimaginistas.com/>

	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
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### BACKGROUND

Brownsville, Texas, is a Mexico-America border town and is one of the poorest cities in the country, with an estimated annual income of \$15,030. The city has a rich cultural history of immigrants and more than 90% of households in Brownsville identify as Hispanic or Latino. Current efforts to revitalize Brownsville’s downtown have led to a fear of gentrification and displacement as new industries (e.g. SpaceX) make the region their home. These fears have made issues of equity and justice front and center in the planning process. A local, socially-engaged art collective, Las Imaginistas, worked with community residents to ensure they weren’t

excluded from the planning process, guiding residents through a 12 month process for reimagining how equity and justice could influence the future of their city. The project, Hacemos La Ciudad (We Make the City), incorporated arts strategies into the engagement process to better understand the collective identity of the community and their dreams for the future. Specifically, the art collective focused on community development issues and how the community voice could be better included in revitalization and regional planning processes. The results of this engagement process were published in a Plan de Arte Civica del Pueblo Entero (Civic Art Plan of the People), which is being used by elected officials, local leaders, and Las Imaginistas to influence future planning for Brownsville’s downtown.

### DEFINING CHARACTERISTICS

- Arts strategies such as movement workshops, performances, art installations, and charrettes were used to understand the collective identity of Brownsville.
- The idea grew out of a community rally to protest the anti-immigrant law SB4 which led Las Imaginistas to imagine how community voices and knowledge could be better incorporated into city planning.
- Project was divided into five phases: (1) Head centered on verbal and cognitive knowledge, (2) Hands focused on spatial knowledge, (3) Body allowed participants to imagine themselves as anthropologists of the future, (4) Voice saw actors collaborate with community leaders to write scripts about how they would solve problems in a more equitable version of their city, and (5) Heart used information gathered from the public during the entire process and

created a three-part plan for civic art and equity, and developed a scale model of a more equitable city.

- Events were meant to broaden the type of information that's considered worthy of collecting during community engagement processes.
- Exit interviews revealed participants felt heard, seen, and witnessed.
- Plan was made for three different audiences: Civically engaged residents, thought leaders, and city officials.
- The resulting plan works to remind the city that their primary job is to listen deeply and regularly to the community and ensure planning processes reflect the community's vision for their future.

## PROJECT PARTNERS

- University of Texas Rio Grande Valley Center
- City leaders
- Non-profit partners
- Community members

## ELEMENTS RELEVANT TO DTNLV

- Arts strategies and non-traditional engagement strategies can break down language barriers and allow Latino communities to imagine, construct, present, and reflect on their ideas for DTNLV.
- Arts strategies can overcome the technical language of planning and humanize the process when there are language and educational barriers within communities.
- Disrupting established hierarchies of power using art strategies in engagement allows communities to build trust and leadership between Hispanic communities and local governments.
- Interactive and participatory engagement

can help to identify the community's values so that they can be better reflected in the revitalization process.

- Successful engagement can help DTNLV residents realize that they are experts on their communities, sparking recurring interest and activism in their neighborhoods and communities.

## POTENTIAL ENGAGEMENT STRATEGIES

- Engagement should be fun, tactile, and celebratory – these are characteristics that are highly valued within Hispanic and Latino culture.
- Engagement should be quick and efficient so as not to tax resources or abuse resident's time.
- Engagement should meet people where they are physically, socially, and mentally. Work to understand barriers to community participation and design engagement events to break down these barriers.
- Latino perspectives tend to be focused on long-term outcomes for their children and the next generation and are generally more concerned with building community and social cohesion rather than focused on individual gain or development.
- Work to create space and convene in ways that disrupt established hierarchies of power. Facilitate activities in circles (positions participants and facilitators as co-learners), spend a minimal amount of time seated, and use microphones for every speaker, instead of staying within a seat of power.
- Engagement methods can include model building, storytelling, and art making.
- Create events that seek to understand how residents use their neighborhoods



## CASE STUDIES

and civic space. Walking tours led by residents can help planners understand what is working and what is not working for residents.

- Seek to build opportunities for continued engagement and collaboration.

## DTNLV POTENTIAL PARTNERS

- Ward 1 Council Office
- CNLV Communications
- Local non-profits
- Community leaders
- Community residents
- Culinary union
- Schools
- Faith-based organization

## SEE MORE LIKE THIS

- [\*Place It! A design and participation based urban planning consultant\*](#)
- [\*Lessons Learned from 4-H Latino Outreach Process\*](#)
- [\*Southern Nevada Strong Community Engagement Toolkit\*](#)



Top: Brownsville's residents share their vision for the future. Bottom: Residents and artists create a model expressing their desires for the future city. Image sources: Las Imaginistas.

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# APPENDIX

## A. LITERATURE REVIEW

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## B. EXISTING CONDITIONS

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## C. STAKEHOLDER INTERVIEWS

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<b>YEAR</b>	<b>PREVIOUS AND ONGOING PLANNING</b>	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>	<b>IMPROVE DISTRICT IDENTITY</b>	<b>SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES</b>	<b>SUPPORT BUILDING REHAB. AND NEW DEVELOPMENT</b>
2004	Parks and Recreational Facilities Plan		●			
2005	Visioning 2025 Strategic Plan	●	●	●	●	●
2006	North Fifth Street Transit Supportive Concept Plan	●	●	●		
2009	Downtown Master Plan and Investment Strategy	●	●	●	●	●
2010	Strategic Plan Update 2010-2015-2030	●	●	●	●	●
2011	CNLV Comprehensive Master Plan Update	●	●	●	●	●
2011	Comprehensive Trails and Bikeways Master Plan	●	●			
2014	CNLV Major Downtown Corridor Study	●				
2015	CNLV Complete Streets Corridor Ranking Study	●	●			●
2016	Lake Mead Village West, Ideas to Revitalize Downtown North Las Vegas	●	●	●	●	
2017	CNLV Arts & Culture Strategic Plan 2018-2020		●	●		
2017	RTC Regional Bike and Pedestrian Plan	●	●			
2017	RTC Regional Transportation Plan: Access 2040	●	●		●	
2019	CNLV Citywide Pedestrian and Bike Plan	●	●	●		
2019	Bruce Street Corridor Study	●	●			
2019	Deer Springs Livable Centers Study	●	●			

Fig. A-1

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# A

# LITERATURE REVIEW

Planning efforts in Downtown North Las Vegas (DTNLV) have long sought to realize the City's vision of a revitalized downtown core. In the years before and after the Southern Nevada Strong (SNS) planning process, planning efforts have focused on identifying the strengths and opportunities within downtown and offered strategies for overcoming some of the persistent challenges in this area.

The *SNS Downtown North Las Vegas Implementation Strategies Report* (2015) used information gathered by previous planning studies, and community and stakeholder input. This review incorporates this previously reviewed literature as well as planning studies and city initiatives that have occurred in the five years since the *SNS Downtown North Las Vegas Implementation Strategies Report* (2015) was adopted. The following pages provide an overview of each plan reviewed and discuss how each plan is relevant for continued planning efforts in DTNLV. Brief observations supporting the progress of each plan are also included.

Additionally, the literature review focuses on identifying how past planning efforts support (or diverge) from the *SNS Downtown North Las Vegas Implementation Strategies Report* (2015). These findings are summarized in Fig. A-1 and highlighted on the following pages as well.

# PARKS AND RECREATION FACILITIES PLAN

2004

Plan Extent: Citywide

	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
●	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	IMPROVE DISTRICT IDENTITY
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## VISION

To strive to offer safe and high-quality park, open space and recreational facilities that encourage residents and visitors to live, invest, and play in the community.

### Parks in or near Downtown include:

Tonopah Park, Hartke Park and pool, Petitti Park, and the Neighborhood Recreation Center. The downtown area has excellent coverage of small-size parks (neighborhood and mini-parks) but lacks access to a mid-sized community park. Survey results showed there is a high community interest in developing a downtown plaza and amphitheater.

## GOALS

- Acquire, develop, and renovate a system of parks, recreational facilities, and open spaces that will be available to all segments of the population. These facilities will be safe, functional, fully accessible, and aesthetically pleasing public spaces.
- Provide recreation services that promote health and wellness for all citizens.

- Emphasize water conservation measures to reduce wasteful and unreasonable use of water resources and be more consistent with regional desert climate and setting.
- Develop partnership opportunities for delivery of park and recreational services throughout the city.

## CHALLENGES FOR DOWNTOWN

- The city is far below the national standard for providing 7.5 acres of parkland per 1,000 residents.
- Achieving a balance of park and recreational facilities between the older, underserved neighborhoods and the newer, suburban areas of the city.
- Established areas generally lack centrally located or easily accessible community parks.
- The downtown zip code 89030 has the highest concentration of population but had the lowest response from survey respondents.

## ELEMENTS RELEVANT TO DOWNTOWN

- Develop a downtown park with plaza and amphitheater space.
- Consider reconfiguring the Cheyenne Sports Complex into a community park.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- The City's new City Hall includes Liberty Park, a DTNLV greenspace and civic plaza.
- Plans to restore the historic Washington School include new civic and park space.

# VISIONING 2025 STRATEGIC PLAN

2005

Plan Extent: Citywide

●	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
●	CREATE A SAFE AND ATTRACTIVE ENVIRONMENT
●	IMPROVE DISTRICT IDENTITY
●	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
●	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## MISSION

To create and sustain a culturally rich, active, and diverse “community of choice” for residents, visitors, and businesses of North Las Vegas through quality municipal services, education, housing, recreation, economic vitality, security, public safety, strong community partnerships, and civic pride.

## VISION ELEMENTS

**Planned quality growth:** Create more diversity within the built environment including mixed-use development, entry level housing, and nodal development along major transportation corridors and arterials in the city.

**Pivotal centers:** Downtown was identified as a pivotal center for new development and redevelopment.

**Economic development:** Diversify the city's economy, encourage new workforce training opportunities, and support minority-owned and small businesses.

## Community service and amenities:

Promote and support access to education and libraries, healthcare, and parks and recreation for all residents in North Las Vegas.

## Safe and livable community:

Increase community participation in community policing efforts and create a community in which all residents are safe.

## Community spirit, relationships, and pride:

Create a sense of civic pride among residents by increasing meaningful citizen participation in civic processes and expand opportunities for community engagement.

## Fiscal policies and management:

Adopt a long-term fiscal management plan and accompanying policies that ensures the City will have the capacity and resources for achieving the Vision 2025 plan.

## ELEMENTS RELEVANT TO DOWNTOWN

- Develop and adopt a downtown master plan for developing downtown into a pivotal center.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- The *Downtown Master Plan* was adopted by the City of North Las Vegas in 2009.
- Many of the vision elements are reflected in the implementation strategies and in other recently adopted plans that focus on the downtown area.



## N. 5TH STREET TRANSIT SUPPORTIVE CONCEPT PLAN

2006

Plan Extent: N. 5th Street corridor; 7-mile corridor between the Bruce Woodbury Beltway and Owens Avenue

●	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
●	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
●	<b>IMPROVE DISTRICT IDENTITY</b>
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
●	<b>SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT</b>

### VISION

To envision a new direction for transportation and land use in North Las Vegas by setting a course to create a compact, pedestrian-friendly, mixed-use arterial corridor.

### VISION ELEMENTS

- Streets should be designed to facilitate mixed-use development, providing for multi-modal transit access and connections between existing neighborhoods.
- Create new zoning categories which will allow for future TOD-development along the 5th Street corridor.
- Adopt a core-center-edge philosophy for land use planning to allow for defined neighborhood centers with greater density, mix of uses, and improved transportation access for all users.

### ELEMENTS RELEVANT TO DOWNTOWN

- Recommended land use categories include: Urban center, urban neighborhood, suburban center, suburban medium density, and suburban low density.
- Create a master plan for the Gateway Redevelopment District; include a mixed-use, high-capacity transit station at the Lake Mead/N. 5th St. intersection, create infill opportunities for existing neighborhoods, and encourage the redevelopment of existing commercial and office buildings on Lake Mead Blvd. and Las Vegas Blvd.

### RELEVANT DOWNTOWN ACCOMPLISHMENTS

- Downtown zoning reflects the recommendations with the majority of the corridor zoned as Downtown Core and the surrounding neighborhoods zoned R-2 Medium Density Residential.
- The Lake Mead Village West plan was adopted in 2016 and serves as a vision for the Gateway Redevelopment District.
- Complete Street improvements have been completed on N. 5th Street between Owens and Carey Ave.




Cover of the North Fifth Street Transit Supportive Concept Plan by PB PlaceMaking

# DOWNTOWN MASTER PLAN AND INVESTMENT STRATEGY

2009

Plan Extent: Downtown North Las Vegas, bounded by Cheyenne Ave, Owens Ave, Pecos Rd., and I-15

	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	<b>IMPROVE DISTRICT IDENTITY</b>
	<b>SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES</b>
	<b>SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT</b>

## VISION

Downtown is fully redeveloped into a community focal point with amenities and features that promote its unique identity and include aesthetically pleasing plazas, neighborhoods, commercial areas, and municipal facilities.

## EXISTING CONDITIONS

Downtown is characterized by a high percentage of vacant land and a mix of commercial and residential uses. A large percentage of land is single-family residential. Commercial streets are not optimal for creating a mixed-use, pedestrian environment. Pedestrians and cyclists cannot access commercial areas using existing neighborhood streets.

Commercial buildings have large setbacks and footprints and a surplus of asphalt. The area is rich with small businesses and a diverse mix of residents. Jerry's Nugget and the Silver Nugget serve as anchors on Las Vegas Blvd.

## GOALS

- Brand and market downtown with a unique sense of place and distinct themes.
- Make downtown safe and inviting for all modes of transportation.
- Celebrate the cultural past and present of the area.
- Improve downtown's economic vitality.
- Connect existing and new development.
- Identify an investment strategy.

## ELEMENTS RELEVANT TO DOWNTOWN

- Create a corridor plan which identifies Las Vegas Blvd. as a signature, cultural corridor, Lake Mead as an office corridor, and McDaniel St. as a retail pedestrian street.
- Explore options for transforming Judson Ave into an east/west bike and pedestrian connector.
- Bolster neighborhood linkages.
- Rehabilitating existing neighborhoods and create new housing for all income levels.
- Explore development opportunities for catalytic opportunity sites.
- Adjust zoning to allow for high density development.
- Implement specific zoning recommendations identified in the plan.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- Capital improvement plans reflect a prioritization for improving streetscapes in the downtown.
- RDA is actively pursuing land acquisition and new development opportunities.
- New City Hall serves as an anchor in the north for Las Vegas Blvd. and McDaniel St.
- Maya Theaters adds new entertainment options to the area.

# STRATEGIC PLAN UPDATE 2010-2015-2030

2010

Plan Extent: Citywide

	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	<b>IMPROVE DISTRICT IDENTITY</b>
	<b>SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES</b>
	<b>SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT</b>

## VISION

North Las Vegas is a beautiful city where residents live in a safe community and enjoy premier parks, recreation activities, libraries and cultural opportunities. The city is a major business and higher education center in Southern Nevada, and residents and employees are engaged, take pride in the city and it is their preferred place to live.

## MISSION

To show a passion for service and create an engaged community by providing municipal services of the highest quality in a financially sound and responsible manner.

## CORE VALUES

- Quality service
- Respect
- Integrity
- Teamwork
- Creativity
- Accountability
- Leadership

## GOALS

- To be a financially sustainable city government that provides services of the highest quality.
- To foster a growing and diverse local economy.
- To create a safe and beautiful city.
- Upgrade the city's facilities and infrastructure.
- Create a distinctive image and community identity for North Las Vegas.

## ELEMENTS RELEVANT TO DOWNTOWN

- Prioritizes the implementation of the *Downtown Master Plan* (2009).
- Create neighborhood stabilization incentives.
- Emphasis on local businesses and the value of shopping local to attracting new restaurants and regional dining options.
- Revise the Municipal Development Code Title 17 to better reflect vision of the community.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- Monument signage at the N. 5th St. entryway welcomes travelers and commuters.
- New City Hall creates an anchor in the north for Las Vegas Blvd. and McDaniel St.
- Planning for new civic and park space near the historic Washington School are underway.

# COMPREHENSIVE MASTER PLAN

2011

Plan Extent: Citywide

	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	<b>IMPROVE DISTRICT IDENTITY</b>
	<b>SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES</b>
	<b>SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT</b>

The plan divides the entire city into specific sub-areas. Downtown is identified as a priority activity center. Specific strategies for downtown include identifying and denoting gateways, improving pedestrian connections, implementing the N. 5th St. transit plan, supporting redevelopment, and creating strategic partnerships for bringing additional investment to downtown.

## 10 GUIDING PRINCIPLES

The plan identifies 10 guiding principles for planning and development activities, all of which have implications for planning and development activities in downtown.

1. Create quality housing and cohesive neighborhood communities.
2. Create thriving, attractive commercial and business centers.
3. Provide an integrated, multi-modal transportation system.
4. Provide a balanced land use mix.
5. Focus on pivotal centers for development.
6. Support a diverse, economic base.
7. Provide community services and amenities,

and promote good stewardship of the environment.

8. Create a safe and livable community.
9. Promote community spirit, relationships, and pride.
10. Adopt good fiscal policies and management.

## DOWNTOWN ACTION ITEMS

- Revise the municipal code
- Implement the *Downtown Master Plan* (2009)
- Implement the *North 5th Street Transit Supportive Concept Plan* (2006)
- Consider all types of strategies to increase the balance of housing
- Develop a neighborhood planning strategy
- Update the *Parks and Recreation Facilities Plan* (2004)
- Prepare a transportation master plan
- Improve pedestrian connections citywide
- Establish transportation improvement priorities
- Create design standards for new development
- Develop and fund new gateways
- Create an inventory of parcels for infill and adopt aggressive economic incentives to encourage development and redevelopment

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- Zoning recommendations in the *Downtown Master Plan* (2009) have been implemented.
- Complete Street improvements have been completed on N. 5th Street between Owens and Carey Ave and further Complete Street improvements are prioritized downtown.
- RDA is actively pursuing land acquisition and new development opportunities.

# COMPREHENSIVE TRAILS AND BIKEWAYS MASTER PLAN

2011

Plan Extent: Citywide

●	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
●	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	IMPROVE DISTRICT IDENTITY
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## VISION

To establish a framework for the city where residents and visitors can enjoy recreation and exercise, contributing to a healthy lifestyle, and where commuting by bicycle using an integrated trails/road network becomes a realistic transportation alternative.

## GOALS

- Create a continuous network of trails and bikeways throughout the city that provides access for all users to regional attractions, goods and services, and provides connectivity for all communities.
- Promote safety and increased use of a trails and bikeways network.
- Create a trails and bikeways network that emphasizes recreational trail experiences, expands transportation options for all users, and enhances community pride and livability.
- Coordinate the successful implementation of a trails and bikeways network in a manner that is strategic, sensitive to the environment, and sustainable.



A bridge on the Las Vegas Wash Trail.

## BENEFITS

- Social benefits: Use of the trails and bikeways network can improve mental outlook and social relationships, and help build ties within communities.
- Transportation benefits: Transportation benefits of walking and bicycling include an increase in overall mobility, an increase in transit alternatives, and a reduction in traffic congestion and air pollution.
- Economic benefits: Trails and bikeways provide a variety of benefits to local economies during both construction and operational phases.

## ELEMENTS RELEVANT TO DOWNTOWN

- There is opportunity to enhance connectivity, accessibility, and use of the Las Vegas Wash Regional Trail through the development of on-street bicycle facilities in downtown.
- New development occurring along an identified trail corridor should develop trail access.


## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- The Southern Nevada Health District has partnered with the City to provide recreational wayfinding in downtown.
- The City adopted the *Citywide Bike and Pedestrian Plan* in 2019.

# MAJOR DOWNTOWN CORRIDOR STUDY

2014

Plan Extent: Downtown North Las Vegas; bounded by Carey Ave, Owens St, Pecos Rd, and I-15

	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
	CREATE A SAFE AND ATTRACTIVE ENVIRONMENT
	IMPROVE DISTRICT IDENTITY
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

The primary purpose of the *North Las Vegas Major Downtown Corridor Study* (2014) was to identify and prioritize potential pedestrian and bicycle crossings. The report makes the following general recommendations:

## PEDESTRIAN FACILITIES

- Construct new sidewalks in priority areas and construct or rehabilitate curbs at key intersections.
- Install tactile pads along curb ramps at key intersections.
- Restripe sidewalks in priority areas.
- Install safety equipment and signage in key locations.

## BICYCLE FACILITIES

- Update and install bicycle routes and bike lanes on key bicycle routes in downtown.
- Install signage and wayfinding.
- Incorporate larger outside curb widths near bicycle routes and lanes in priority areas.

## TRANSIT FACILITIES

- Install new transit shelters in areas of need.
- Move or relocate shelters so that they are in safer locations and set back 6' behind the sidewalk.
- Install benches and other shelter amenities for improved comfort.
- Retool transit services on N. 5th Street and Carey Ave.
- Develop a mixed-use station within the Lake Mead Blvd. couplet with a corresponding pedestrian bridge over Lake Mead Blvd.
- Other recommendations related to access management, roadway capacity and public right-of-way occur throughout the plan as well. See tables ES-1 and ES-2 at the end of this section.

## ELEMENTS RELEVANT TO DOWNTOWN

- All major streets in downtown have street-specific recommendations for improving pedestrian and bicycle facilities.
- Recommendations in the study include a multi-purpose trail along the Las Vegas Wash Channel from Civic Center Dr. to Lake Mead Blvd.
- Areas that generated the greatest concern for pedestrians include Lake Mead North at Yale St. (within the couplet) and Las Vegas Blvd. at the Silver Nugget Casino.
- Key bicycle routes in downtown include: McDaniel St., Judson Ave., Tonopah Ave., and Bruce St.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- A signalized crossing has been added at Las Vegas Blvd. and Hamilton St, just north of the Silver Nugget Casino at City Hall.
- RTC has upgraded transit shelters around the region where right-of-way has allowed.

# COMPLETE STREETS CORRIDOR RANKING STUDY

2015

Plan Extent: Citywide

●	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
●	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	IMPROVE DISTRICT IDENTITY
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
●	<b>SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT</b>

The *North Las Vegas Complete Streets Corridor Ranking Study* (2015) identified a set of community needs that could be addressed using Complete Street practices and strategies.

## COMMUNITY NEEDS

**Connectivity to centers of economic development:** Improve access and connect the community to pivotal centers of development and to thriving, attractive business centers.

**Health and active transportation:** Encourage active and healthy lifestyles, improve access to community services and amenities, and reduce vehicle miles traveled and vehicle trips.

**Safety and security:** Enhance the safety and security of streets, reduce street fatalities and injuries for all street users and age groups.

**Communities of concern:** Encourage the mindset that streets need to be designed for



Graphic from the *Complete Streets Corridor Ranking Study* by Atkins.

everyone – people of all ages and abilities – and for all modes of transportation.

## ELEMENTS RELEVANT TO DOWNTOWN

- Several blocks in the downtown area are identified as the highest priority for implementing Complete Streets.
- Several downtown corridors have been ranked as having high potential for Complete Streets implementation.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- The City has prioritized downtown corridors for Complete Streets upgrades in their capital improvement plans.
- Las Vegas Blvd. is currently undergoing design and construction for Complete Streets improvements and McDaniel St. is planned for Complete Street upgrades in Phase II of this project
- Implementation of Complete Streets was found not viable for Lake Mead Blvd. and Carey Ave.
- The City of North Las Vegas adopted a Complete Streets policy citywide.

# LAKE MEAD VILLAGE WEST, IDEAS TO REVITALIZE DOWNTOWN NORTH LAS VEGAS

2016

Plan Extent: 160 acres around the intersection of Lake Mead Blvd and North Fifth St, bounded by East Judson Ave, East Tonopah Ave, Las Vegas Blvd, and I-15

●	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
●	CREATE A SAFE AND ATTRACTIVE ENVIRONMENT
●	IMPROVE DISTRICT IDENTITY
●	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## VISION

To shape downtown into a future-forward transit-oriented village offering meaningful, vibrant, and culturally influenced experiences along with housing, shopping, dining, and entertainment.



Concept diagram from the Lake Mead Village West plan by Bunnyfish Studio.

## DEVELOPMENT GOALS

- Create an identity, enhance visibility, and reinforce a sense of community pride.
- Generate new business, job growth, and mobility.
- Increase density and offer new, unique and varied housing opportunities.

## CONCEPTUAL PROGRAMMING IDEAS

**Phase 1:** Create an improved environment for development by gaining confidence through strategic public investment. Begin planning for the “Village Green” concept to take shape.

**Phase II:** Create a district identity through new monument signage and wayfinding and progress the “Village Green” concept by renovating the historic Washington School at 1901 White Street.

**Phase III:** Encourage development on RDA owned parcels to spur like-development on adjacent parcels and create new residential opportunities, pedestrian amenities, and connections to surrounding trails.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- Planning is underway for the rehabilitation of the historic Washington School site. The “Village Green” concept is being realized through civic and park space near the historic Washington School.
- The Redevelopment Agency has acquired much land downtown and is actively pursuing new development and investment.



# ARTS & CULTURE STRATEGIC PLAN 2018-2020

2017

Plan Extent: Citywide

	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
●	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
●	<b>IMPROVE DISTRICT IDENTITY</b>
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## VISION

To be recognized as a progressive, family-friendly community with an engaging and rich cultural life accessible to all.



Photograph at the El Tiempo Fiesta in Craig Ranch Regional Park by Marcus Villagran.

## GOALS

### Year 1 Goals:

- Gear up for greatness – Gather resources and develop a brand slogan, “Head north for a change to your community of choice.”
- Get into Action quickly - Increase the number of exhibits throughout the downtown, expand the “Beyond the Canvas” campaign, implement arts and culture bus tours around the city, and utilize the parquee digital billboard at Craig Ranch to advertise and promote arts initiatives.

### Year 2 Goals:

- Begin new programs – Ideas include Second Saturday festivals and summer camp arts experiences, Craig Ranch concert series, expanding library programs, securing an “Our Town” grant, partnering with Neon Museum to document iconic signage, and create a signature art festival.
- Establish an arts administration/festival manager with the Parks and Recreation department.

## ELEMENTS RELEVANT TO DOWNTOWN

- Downtown vision includes opportunities for arts partnerships around creating a distinct identity and brand, way finding, and improving streetscapes with public art.
- Use arts and programming to reinforce downtown as the cultural center of the city.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- City Hall is home to the Stone Soup Gallery.
- Silver Nugget is using their back lot space for events such as festivals and other cultural events.

# RTC REGIONAL BIKE AND PEDESTRIAN PLAN

2017

Plan Extent: Region-wide

●	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
●	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	IMPROVE DISTRICT IDENTITY
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## VISION

The *Regional Bicycle and Pedestrian Plan* (2017) envisions “a safe, connected, and convenient walking and bicycling system that serves as a viable transportation and recreation asset while advancing the region’s economic, educational, health, and environmental goals.”

## GOALS

**Comfort & Safety:** Develop comprehensive facilities throughout Southern Nevada to make bicycling and walking safe, comfortable and convenient for all ages and abilities.

**Access:** Improve bicycling and walking access to community destinations across Southern Nevada including connections to transit.

**Education & Encouragement:** Encourage broader participation, appreciation, and awareness of walking and bicycling through programs targeted at all ages and abilities.

**Equity & Health:** Recognize the transportation system’s impact on air quality and community health while providing ladders of opportunity for underserved neighborhoods.

## ELEMENTS RELEVANT TO DOWNTOWN

- Using demographic factors, the analysis identified neighborhoods whose transportation needs are underserved by the existing system, identifying downtown as an area with low equity.
- Crash-density analysis, performed as part of the study, identified DTNLV as having higher incidences of pedestrian and bicycle crashes when compared to other areas of the Valley. Though this may be a logical result of a higher rate of pedestrians and cyclists generally, it may be something that can be improved.
- Priority stakeholder recommendations include the installation of bicycle lanes.
- North Las Vegas is poised to see the greatest increase in overall bicycling and walking facility mileage (302%) compared to its existing network.
- Enhanced bicycle facilities are proposed throughout downtown. Proposed facilities include shared use paths for Lake Mead Blvd., enhanced facilities on Las Vegas Blvd., and the replacement of on-street parking with on-street bicycle lanes on Carey Ave.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- The City adopted a Complete Streets policy which includes prioritization for enhanced bicycle and pedestrian facilities.
- The City has prioritized downtown corridors for Complete Streets upgrades in their Capital Improvement Plans.
- Las Vegas Blvd. is currently undergoing design for Complete Streets improvements, and McDaniel St. will get Complete Street upgrades in Phase II of this project.

# REGIONAL TRANSPORTATION PLAN: ACCESS 2040

2017

Plan Extent: Region-wide

●	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
●	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	IMPROVE DISTRICT IDENTITY
●	<b>SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES</b>
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## VISION

The transportation system of Southern Nevada will enhance and balance our defining regional characteristics in the following areas: Strong and vibrant economy, diverse and welcoming quality of life, and valuable natural and infrastructure resources.

Vision survey results show that Southern Nevadans want a transportation system that allows them to safely and efficiently access the places they need or want to go while also providing choices for how they travel.

## GOALS

**Strengthen Regional Economic Competitiveness:** Strategically develop the transportation system to provide equitable and efficient access to jobs and enhance the region’s attractiveness for business and enterprise.

**Maintain and Enhance Quality of Life for Southern Nevadans:** Use improvements and enhancements to the transportation

system to ensure that Southern Nevadans can live safely and equitably with access to services and goods they need or want.

**Ensure Sustainable Use of Infrastructure and Resources:** Maintain high quality of existing infrastructure and protect future opportunities by sustainably managing resources and environmental quality.

## ACCESS 2040 STRATEGIES

### Primary Strategies:

- Improve safety (for all users)
- Manage congestion
- Enhance multimodal connectivity
- Maintain current infrastructure

### Secondary Strategies:

- Improve access to essential services
- Provide an accountable and transparent planning process
- Enhance freight movement
- Improve public health related to transportation
- Conserve and protect natural resources
- Use innovative planning to address emerging technologies & trends

## ELEMENTS RELEVANT TO DOWNTOWN

- Access2040 identifies Downtown North Las Vegas as a primary regional access zone with critical transportation activity occurring between the region’s core and the northeast area of the valley (North Las Vegas).


## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- The *Citywide Bike and Pedestrian Plan* (2019) seeks to increase access to downtown for all transportation modes.

# CITYWIDE PEDESTRIAN AND BIKE PLAN

2019

Plan Extent: Citywide

	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	<b>IMPROVE DISTRICT IDENTITY</b>
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## VISION

The North Las Vegas *Citywide Pedestrian and Bicycle Plan* (2019) aspires to encourage and accommodate people who need or want to get around on foot, wheelchair, bike, or other means that fall under the umbrella of active transportation.

## GOALS

**Transportation Choice:** Develop a connected, convenient active transportation network and first-last mile connections to improve access to more transportation choices.

**Comfort & Safety:** Develop and maintain transportation facilities and roadways that are safe, appealing, and comfortable, and reduce crashes involving pedestrians and cyclists.

**Equity & Health:** Prioritize access and accessibility for traditionally underserved communities, people with disabilities, and ensure that children can safely walk or bike to school. Improve air quality and environmental

benefits through active transit options.

**Programs:** Encourage active transportation and promote empathy for vulnerable users.

## POLICY RECOMMENDATIONS

- Enhance standards for street and pedestrian connectivity.
- Create a unified wayfinding and branding system for navigating active transportation infrastructure.
- Enhance the Complete Streets standards and incorporate them into a Streets and Highways Master Plan update.
- Establish priority pedestrian zones that have heightened standards for pedestrian comfort.

## ELEMENTS RELEVANT TO DOWNTOWN

- Downtown and the Lake Mead couplet are identified as high priority areas.
- Lake Mead Blvd. was identified as a “crash hot spot” and as a high priority gap connection.
- Downtown was noted for its lack of connectivity and several recommendations were made to improve street crossings.
- Downtown is identified as a “low equity” area and investment in bicycle and pedestrian facilities is encouraged.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- The City has prioritized downtown corridors for Complete Streets upgrades in their capital improvement plans.
- *Bruce St. Corridor Study* (2020) planning is complete.
- The Southern Nevada Health District has partnered with the city to provide recreational wayfinding in downtown.

# BRUCE STREET CORRIDOR STUDY

2020

Plan Extent: Bruce St. corridor;  
Bruce St. between Charleston Ave.  
and N. Las Vegas Blvd.

●	<b>IMPROVE SAFETY FOR ALL TRANSPORTATION MODES</b>
●	<b>CREATE A SAFE AND ATTRACTIVE ENVIRONMENT</b>
	IMPROVE DISTRICT IDENTITY
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

## VISION

To envision Bruce Street as a multi-modal link between Downtown North Las Vegas and Downtown Las Vegas. The purpose of the study is to provide an analysis of the feasibility of implementing multi-modal infrastructure throughout the Bruce Street Corridor.

The study identifies gaps in the existing pedestrian, bicycle, and green infrastructure and makes recommendations for short- and long-term improvements for enhancing the safety, accessibility, and usability of the corridor.

## FINDINGS

- The Regional Bicycle Network Gap Analysis identified Bruce Street from Maryland Parkway to Lake Mead Blvd as a high priority recommendation for on-street bicycle facilities.
- Currently, there are no sidewalks north of Lake Mead Blvd. on Bruce Street.

- Key locations along the corridor within the downtown footprint include: St. Christopher School, Squires Elementary School, J.D. Smith Middle School, City of North Las Vegas Neighborhood Recreation Center, and North Vista Hospital.

## RECOMMENDATIONS

- Spot improvements include: sidewalk infill, enhanced transit stops, school zone flasher upgrades, enhanced pedestrian facilities, enhanced user signage, and restriping the corridor.
- Short-term improvements along the length of the corridor include: buffered bike lanes, medians for access management, lane reductions, and other traffic calming measures
- Long-term improvements along the length of the corridor require that the existing curb line be moved to allow for landscaping and green improvements on each side of the corridor.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- Implementation of the Bruce St. recommendations will create connections to the proposed shared use path on Lake Mead Blvd. and the proposed enhanced bike facilities on Las Vegas Blvd.
- Enhancing the Bruce St. corridor will improve the connection between DTNLV and Downtown Las Vegas, increasing regional connections and establishing DTNLV as a regional destination.
- Downtown corridors have been prioritized in the City's capital improvement plans for Complete Streets implementation.

# DEER SPRINGS LIVABLE CENTERS STUDY

2020

Plan Extent: Deer Springs District; Bruce Woodbury Beltway, Centennial Pkwy., Walnut Rd., and N. Commerce St.

●	IMPROVE SAFETY FOR ALL TRANSPORTATION MODES
●	CREATE A SAFE AND ATTRACTIVE ENVIRONMENT
	IMPROVE DISTRICT IDENTITY
	SUPPORT EXISTING BUSINESSES AND CREATE OPPORTUNITIES
	SUPPORT BUILDING REHABILITATION AND NEW DEVELOPMENT

The Deer Springs District is outside of the DTNLV boundary and is a separate planning effort to advance the City of North Las Vegas’ vision for creating a transit, pedestrian, and bicycle friendly, economically successful, and socially vibrant community. However, the plan offers new insights and strategies that may be applicable to the planning efforts in downtown and thus was reviewed as well.

## VISION

To foster multi-modal access and connectivity, a mix of uses, a diversity of housing options, and a sense of place within the Deer Springs District.

## GOALS

**Create value** for the city through coordinated public investments, attracting private investment.



*Vision rendering of a new linear park in the Deer Springs District by Asakura Robinson.*

**Build resilience** to economic and environmental challenges.

**Make Connections** to streets, trails, sidewalks, and transit.

**Prioritize Health** by building upon the unique assets of the VA Hospital and the North Las Vegas Job Creation Zone to utilize health as a key driver of economic development and livability for the community.

**Develop with Distinction** The Deer Springs District will be a unique, distinct destination.

## ELEMENTS RELEVANT TO DOWNTOWN

- The Deer Springs District is located at the north end of the proposed N. Fifth Street transit corridor, connecting the district to the downtown Lake Mead couplet.

## RELEVANT DOWNTOWN ACCOMPLISHMENTS

- Downtown corridors have been prioritized in the City’s capital improvement plans for Complete Streets implementation, including N. 5th Street and future high-capacity transit.

**Table ES-1: Summary of Recommended Near-Term Transportation Improvements**

Description of Improvements	Recommended Actions and Locations
	<ul style="list-style-type: none"> <li>Construct new sidewalks at Lake Mead Boulevard North/Yale Street (southeast and northwest corners), Lake Mead Boulevard South/White Street (southeast side of corridor), and Lake Mead Boulevard/Las Vegas Boulevard (northwest corner fronting 7-Eleven)</li> <li>Install tactile pads along curb ramps at the following signalized intersections: Lake Mead Boulevard/Bruce Street (all 4 corners), Lake Mead Boulevard/McDaniel Street (all 4 corners), Lake Mead Boulevard/Civic Center Drive (northwest, northeast, southeast corners), Lake Mead Boulevard/Belmont Street (all 4 corners), Las Vegas Boulevard/Owens Avenue (southwest and southeast corners), Civic Center Drive/Constitution Way (all 4 corners), Main Street/Owens Avenue (all 4 corners), Civic Center Drive/Owens Avenue (all 4 corners)</li> <li>Install tactile pads along curb ramps at the following unsignalized intersections: Lake Mead Boulevard North/Yale Street (all 4 corners), Lake Mead Boulevard South/Yale Street (northwest and northeast corners), Lake Mead Boulevard/White Street (southwest and southeast corners), Lake Mead Boulevard/McCarran Street (all 4 corners), Lake Mead Boulevard/Palmer Street (southwest and southeast corners)</li> <li>Construct or rehabilitate curb ramps at the following intersections: Lake Mead Boulevard North/Yale Street (southeast and southwest corners), Lake Mead Boulevard/Crawford Street (northeast and northwest corners), Las Vegas Boulevard/Owens Avenue (southeast and southwest corners), Civic Center Drive/Owens Avenue (all 4 corners), Civic Center Drive/Constitution Way (southwest corner)</li> </ul>
<b>Pedestrian Facilities</b>	<ul style="list-style-type: none"> <li>Reshape the following crosswalks: Las Vegas Boulevard/Lake Mead Boulevard, Las Vegas Boulevard/Civic Center Drive, Las Vegas Boulevard/Tonopah Avenue, Lake Mead Boulevard/Civic Center Drive, Lake Mead Boulevard/Civic Center Drive, Lake Mead Boulevard/Bassier Street (Danish Offset location), Lake Mead Boulevard/Belmont Street, Las Vegas Boulevard/Owens Avenue, Las Vegas Boulevard/Silver Nugget Casino, Las Vegas Boulevard/Owens Avenue, Civic Center Drive/Constitution Way</li> <li>Install RFRB at Las Vegas Boulevard/Silver Nugget Casino</li> <li>Install HAWK System at Lake Mead Boulevard/McCarran Street and Lake Mead Boulevard/Palmer Street</li> <li>Install pedestrian prohibition and corresponding signage at Lake Mead Boulevard North/Yale Street</li> <li>Encourage Washington Continuation Junior High School and St. Christopher Catholic School to join the Safe Routes to School program</li> <li>Install proposed bicycle routes on Carey Avenue (I-15 to Pecos Road), Pecos Road (Owens Avenue to Carey Avenue), Tonopah Avenue (Las Vegas Boulevard to Pecos Road), Hunkins Drive (Bruce Street to McDaniel Street), Donna Street (Carey Avenue to Lola Avenue), Judson Avenue (Yale Street to Donna Street), and Main Street (Owens Avenue to Las Vegas Boulevard)</li> <li>Install proposed bicycle lanes on Bruce Street (Owens Avenue to Las Vegas Boulevard); Belmont Street (James Street/Owens Avenue to Belmont Street/Carey Avenue); and Owens Avenue (I-15 to Pecos Road)</li> <li>Designate and install bicycle routes on McDaniel Street (Owens Avenue to Civic Center Drive); Stockler Street (Owens Avenue to Tonopah Avenue); and Tonopah Avenue (Stockler Street to North Las Vegas Roundabout)</li> <li>Remove proposed bicycle route designation on Las Vegas Boulevard (North Las Vegas Roundabout to Carey Avenue); designate and install bicycle lanes on Las Vegas Boulevard (Owens Avenue to Bruce Street); and designate and incorporate shared transit/bicycle lanes on Las Vegas Boulevard (Bruce Street to Carey Avenue)</li> <li>Remove proposed bicycle route designation on Civic Center Drive (Owens Avenue to Carey Avenue); designate and install bicycle lanes on Civic Center Drive (Owens Avenue to Lake Mead Boulevard) with 14' outside curb lane width; and designate and incorporate shared curbside shoulder/bicycle lane on Civic Center Drive (Lake Mead Boulevard to Carey Avenue)</li> <li>Remove proposed bicycle route designation on Main Street (Owens Avenue to North Las Vegas Roundabout); designate and install bicycle lanes on Main Street (Owens Avenue to North Las Vegas Roundabout)</li> <li>Designate and incorporate shared transit/bicycle lanes on North 5th Street (Las Vegas Roundabout to Carey Avenue)</li> <li>Designate and incorporate bicycle route on Judson Avenue (Donna Street to Pecos Road); includes acquiring right-of-way through "triangle" and installing a 10' bicycle/pedestrian path (Donna Street to Constitution Way); placing a bicycle/pedestrian bridge over the Las Vegas Wash; connecting to the Las Vegas Wash Trail; extending route through North 5th Street (within original proposed Judson Avenue Route from Yale Street to Donna Street); and removing the gate located at Judson Avenue/Constitution Way</li> <li>Sign all bicycle lanes and bicycle routes</li> </ul>
<b>Bicycle Facilities</b>	<ul style="list-style-type: none"> <li>Install transit shelters on Route 110 at Civic Center Drive/Carey Avenue Southbound; Civic Center Drive/Lake Mead Boulevard Southbound (has one shelter, needs double shelter); on Route 210 at Lake Mead Boulevard/Civic Center Drive Westbound (might need relocation before placement), Lake Mead Boulevard at Las Vegas Boulevard (needs double shelter); on Route 111 at Pecos Road/Lake Mead Boulevard Southbound</li> <li>Move transit shelters 6' behind sidewalk on Route 210 at Civic Center Drive/Lake Mead Boulevard Northbound, Civic Center Drive/Constitution Way Northbound; on Route 210 at Lake Mead Boulevard/North Vista Hospital Eastbound, Lake Mead Boulevard/McDaniel Street Eastbound, Lake Mead Boulevard/Bruce Street Westbound, Lake Mead Boulevard/McDaniel Street Westbound, Lake Mead Boulevard/Palmer Street Westbound; and on Route 214 at Carey Avenue/Donna Street Eastbound, Carey Avenue/Bruce Street Eastbound</li> <li>Relocate transit stops placed within sidewalk and against walls on Route 111 at Pecos Road/Peritler Avenue Southbound; on Route 209 at Owens Avenue/Patricia Street Westbound; Owens Avenue/McDaniel Street Westbound; and on Route 210 at Lake Mead Boulevard/Belmont Street Eastbound, Lake Mead Boulevard/Palmer Street Eastbound</li> <li>Install benches at shelters on Route 209 at Owens Avenue/Civic Center Drive Westbound, Owens Avenue/Las Vegas Boulevard Westbound, and Owens Avenue/Davis Place Westbound</li> <li>Begin transit service along North 5th Street (once North 5th Street bridge is completed)</li> <li>Reestablish transit service for Route 214 along Carey Avenue from Las Vegas Boulevard to Pecos Road</li> <li>Construct raised chamelized median islands on Lake Mead Boulevard (Civic Center Drive to Pecos Road) and Las Vegas Boulevard (Tonopah Avenue to Bruce Street)</li> <li>Consolidate median access points at locations less than 660' apart (including along the recently constructed Civic Center Drive from Owens Avenue to Lake Mead Boulevard)</li> <li>Consolidate driveways less than 200' apart and intersections less than 660' apart on major corridors, where applicable</li> <li>Lake Mead Boulevard/Civic Center Drive: convert northbound left-turn bay to dual left-turn bay and extend to 400'; convert southbound left-turn bay to dual left-turn bay and extend to 300'</li> <li>Lake Mead Boulevard/Las Vegas Boulevard: extend southbound right-turn bay to 305'</li> <li>Lake Mead Boulevard/Belmont Street: extend eastbound left-turn bay to 150'</li> <li>Las Vegas Boulevard/Carey Avenue: extend westbound left-turn bay to 150'</li> <li>Dedicate public right-of-way on Lake Mead Boulevard (northwest corner of Lake Mead Boulevard/Pecos Road intersection) and on North 5th Street (Tonopah Avenue to Lake Mead Boulevard South - western side of North 5th Street; Lake Mead Boulevard North to Carey Avenue (most of the section has not been dedicated))</li> </ul>
<b>Transit Facilities</b>	
<b>Access Management</b>	
<b>Roadway Capacity</b>	
<b>Public Right-of-Way</b>	

*Recommendations found in the Major Downtown Corridor Study. Recommendations focus on access management, roadway capacity, and public right-of-way issues.*

**Table ES-2: Summary of Recommended Long-Term Transportation Improvements**

Description of Improvements	Recommended Actions and Locations
Bicycle Facilities	<ul style="list-style-type: none"> <li>Incorporate 14' outside curb lane width on Las Vegas Boulevard (Owens Avenue to Bruce Street) next to bicycle lane</li> </ul>
Transit Facilities	<ul style="list-style-type: none"> <li>Develop mixed use station within Lake Mead Boulevard couplet with corresponding pedestrian bridge over Lake Mead Boulevard (project is put on hold for the foreseeable future)</li> <li>Lake Mead Boulevard/Civic Center Drive: extend westbound dual left-turn bay to 300'</li> <li>Lake Mead Boulevard/Las Vegas Boulevard: extend southbound right-turn bay to 400' (use right-turn pocket as transit turnout), extend eastbound dual left-turn bay to 350'</li> </ul>
Roadway Capacity	<ul style="list-style-type: none"> <li>Civic Center Drive/Carey Avenue: extend northbound dual left-turn bay to 180'</li> <li>Las Vegas Boulevard/Carey Avenue: extend eastbound left-turn bay to 300', extend northbound left-turn bay to 250'</li> <li>Las Vegas Boulevard/Civic Center Drive: convert southeastbound left-turn bay to 120' dual left-turn bay</li> <li>Las Vegas Boulevard/Owens Avenue: convert northbound left-turn bay to 250' dual left-turn bay, extend southbound left-turn bay to 150'</li> </ul>

*Recommendations found in the Major Downtown Corridor Study. Recommendations focus on access management, roadway capacity, and public right-of-way issues.*



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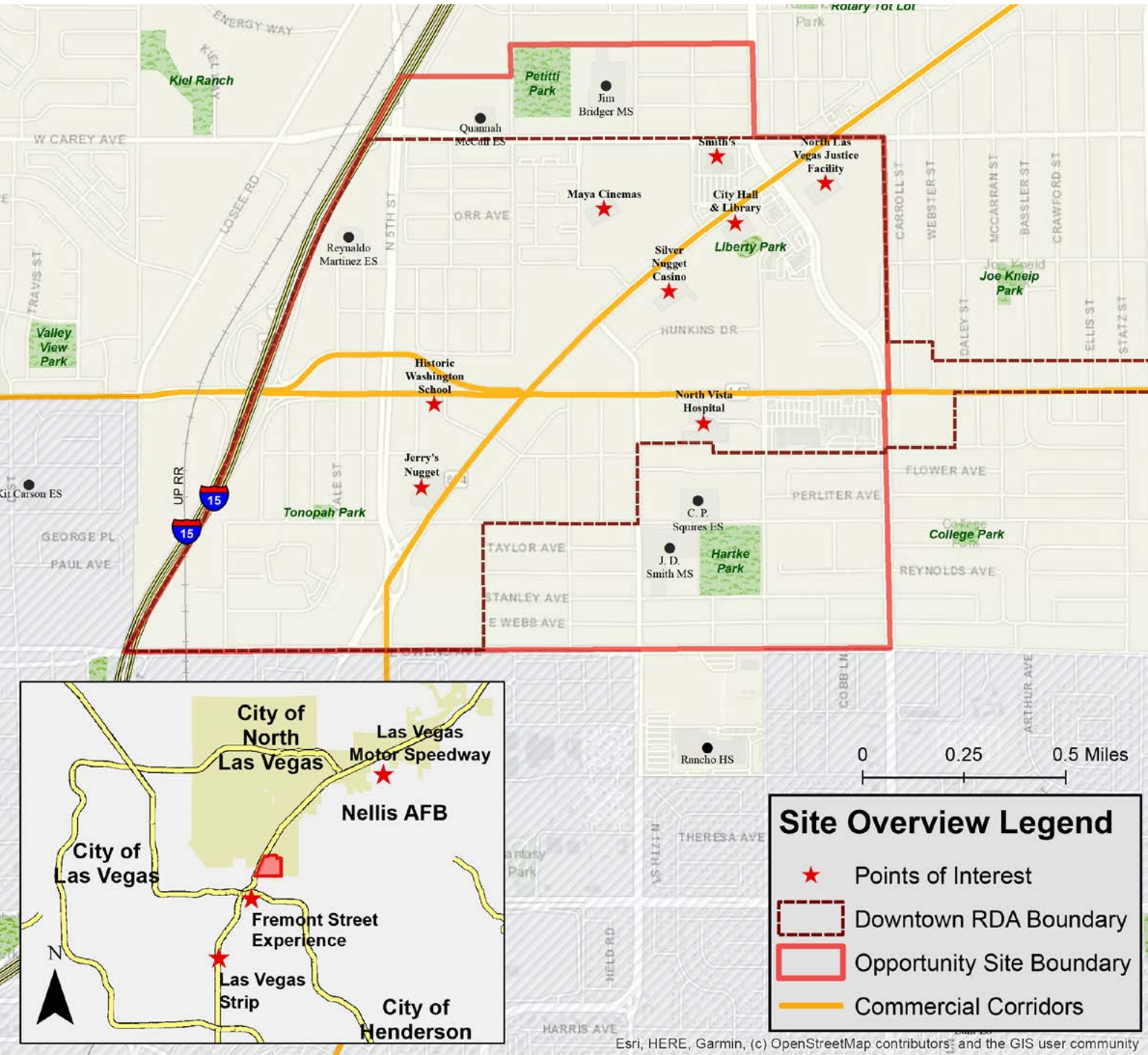
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# EXISTING CONDITIONS

The *SNS Downtown North Las Vegas Implementation Strategies Report (2015)* provides a high level overview of the existing conditions within downtown. During this effort, this information was gathered from past planning and market studies that were conducted as part of the Southern Nevada Strong planning process. These studies are provided in the Appendices section of the *SNS Downtown North Las Vegas Implementation Strategies Report (2015)* and include an *Opportunities and Barriers Report*, a *Business Outreach Memo*, and a summary of the community outreach conducted during the planning process.

Many of the existing conditions that were found then are still true today. This section provides a fresh look at these conditions and provides some additional information for future planning efforts in Downtown North Las Vegas.

**EXISTING CONDITIONS**



Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

Map B-1

**OPPORTUNITY SITE OVERVIEW**

Located at the southern edge of North Las Vegas, Downtown North Las Vegas (DTNLV) borders the northern edge of the City of Las Vegas and sits just east of Interstate Highway I-15, a major north-south transportation corridor for Southern Nevada. Downtown is just two miles north of the Fremont Street Experience and four miles north of the Las Vegas Strip, and is also located just south of the Las Vegas Motor Speedway. All of these are major tourist destinations in the region. This unique position in the northern section of the valley creates an opportunity for DTNLV to become a thriving urban center, attracting residents and visitors alike.

The *Downtown Master Plan* (2009) identifies DTNLV's boundaries as Cheyenne Ave. and Owens Ave. to the north and south, and Pecos Rd. and I-15 to the east and west. The downtown core sits within this area and is the focus of this study. Bounded by Carey Ave. to the north, Owens Ave. to the south, Civic Center Dr. to the east, and I-15 to the west, the analysis looks at both the downtown core as well as its edges. These boundaries have been modified slightly from the previous *SNS Downtown North Las Vegas Implementation Strategies Report* (2015) in order to better align with previous and current planning efforts and investment strategies for the area.

The downtown core is primarily characterized by two commercial corridors. The primary commercial corridors run along Las Vegas Blvd. and Lake Mead Blvd., and include major destinations such as Jerry's Nugget, the Silver Nugget Casino, and the North Vista Hospital. Also, within the downtown core is the city's civic center, which includes the North Las Vegas City Hall and Justice Facility. Small-businesses, many of which are Hispanic-owned, are located throughout the commercial corridors as well. These businesses cater to various groups with mixed incomes and backgrounds.

A significant portion of the downtown core is located within the city's redevelopment area (RDA). Primarily focused on the blocks surrounding Las Vegas Blvd., Lake Mead Blvd., and N. 5th St., the RDA works to focus investment in these key areas, building a foundation for future investment and development in downtown. Recent efforts have seen the opening of Maya Cinemas, an amenity that was much desired by the local community.

Existing development downtown is characterized by superblock development, which is typical of mid-late 20th century development and planning. New development has followed these trends as well, with buildings set back from the right-of-way and large surface parking lots sited adjacent to the roadways.

The commercial corridors are surrounded by older, single-family residential neighborhoods and the I-15 provides a hard edge at downtown's western boundary. Entryways and transitions between the commercial corridors and the neighborhoods are not well defined and downtown as a destination is not clearly identified. The city gateway at the convergence of Las Vegas Blvd. and N. 5th St. provides visitors with some clarity regarding their location in the region, but there is little else to place oneself in the downtown core.

The surrounding neighborhoods primarily consist of older housing stock, with the majority of properties built between the 1930s and the 1950s. By simple observation, it's difficult to identify whether or not the housing stock would qualify for historic district designation, but some standalone examples of early residential housing styles certainly exist. The neighborhoods are primarily single-story, cottage and ranch style homes, but newer infill has allowed for some two-story single family and multi-family development as well.

Residents of downtown are served by several schools including C.P. Squires Elementary School, Reynolds Martinez Elementary School, McCall Elementary School, St. Christopher's



*Example of historic housing in DTNLV. House is located on Bartlett Ave.*

Catholic School, J.D. Smith Middle School, and Jim Bridger Middle School. Rancho High School sits just outside of downtown's boundaries on the south.

Downtown also has excellent coverage of small-sized parks but lacks access to a mid-sized community park. Furthermore, poor access and connections throughout downtown make it difficult for residents to access their existing parks. Liberty Park at City Hall provides for additional park space in downtown, an amenity that was identified as an area of need by residents, but it is currently an underused asset as most City programming occurs at the regional Craig Ranch Park. Planning for new civic and park space near the historic Washington School is currently underway as well, which will provide more open space downtown at the southeast corner of Lake Mead Blvd. and Glider St.

Overall, downtown is well positioned for new investment and development. The

area has several amenities and a solid foundation for becoming a thriving urban hub for entertainment and culture in North Las Vegas. The biggest challenges are to improve connections for easier access and travel within the area as well as ensuring new development occurs in ways that will enhance walkability in DTNLV.

## COMMUNITY PROFILE

Since downtown was adopted as an opportunity site in 2015, demographic indicators within the community have not substantially changed. Figure B-1 provides a brief update on the demographics of downtown. Some items of note include:

- Downtown continues to see a decline in population growth, despite growth within the city and the region
- The majority of residents in downtown are Hispanic/Latino and speak Spanish as their primary language. A common challenge for governments and organizations working to message their efforts in downtown is overcoming this language barrier.
- A significant portion of housing downtown is renter-occupied and there is a high residential vacancy rate.
- A lack of income is still a concern for the area. Median and mean incomes are significantly below the city and regional averages.
- Very few of the residents downtown have higher than a high school education.
- The majority of residents are employed in the hospitality sector (arts, entertainment, and food service), retail, and construction. These industries are highly susceptible to economic downturns, leading to periods of cutbacks and potential job loss.

	CLARK COUNTY	NORTH LAS VEGAS	DOWNTOWN NLV
Total population	2,141,574	236,986	6,724
Population change since 2010	9.75%	9.23%	-18.08%
Median age	37.1	32.6	29.75
<b>RACE/ETHNICITY (SELECT)</b>			
Asian	9.60%	6.20%	0.04%
Black or African American	11.50%	20.80%	13.94%
White	60.70%	54.30%	58.57%
Hispanic/Latino	30.92%	41.06%	76.12%
Spanish speakers (5 years and older)	23.51%	33.51%	72.17%
Total households	767,954	72,532	2,199
Average household size	2.79	3.27	3.06
Median household income	\$56,802	\$57,723	\$26,794
Mean household income	\$76,812	\$69,949	\$39,339
Owner-occupied housing units	53.13%	57.01%	28.97%
Renter-occupied housing units	46.87%	42.99%	71.03%
Vacancy rate	13.57%	8.82%	19.01%
Median home value	\$238,300	\$208,100	\$125,877
Median rent	\$1,088	\$1,168	\$759
Civilian employed population (16 years+)	1,003,320	104,611	2,704
Bachelors degree or higher (25 years+)	23.86%	16.85%	2.40%
Households earning \$75k or more	36.80%	36.20%	12.78%
<b>EMPLOYMENT BY INDUSTRY (SELECT)</b>			
Construction	6.49%	8.61%	12.91%
Retail trade	11.83%	11.79%	11.43%
Edu., health care, and social assistance	15.16%	15.93%	9.54%
Arts, entertainment, food services	28.12%	25.56%	32.58%
Professional services	11.49%	9.98%	12.46%

Fig. B-1. Source: US Census Bureau, American Community Survey, 5-year estimates (2014-2018)

**EXISTING CONDITIONS**

**Transportation Legend**

- RTC Transit Stops
- Points of Interest
- Planned roadway improvements

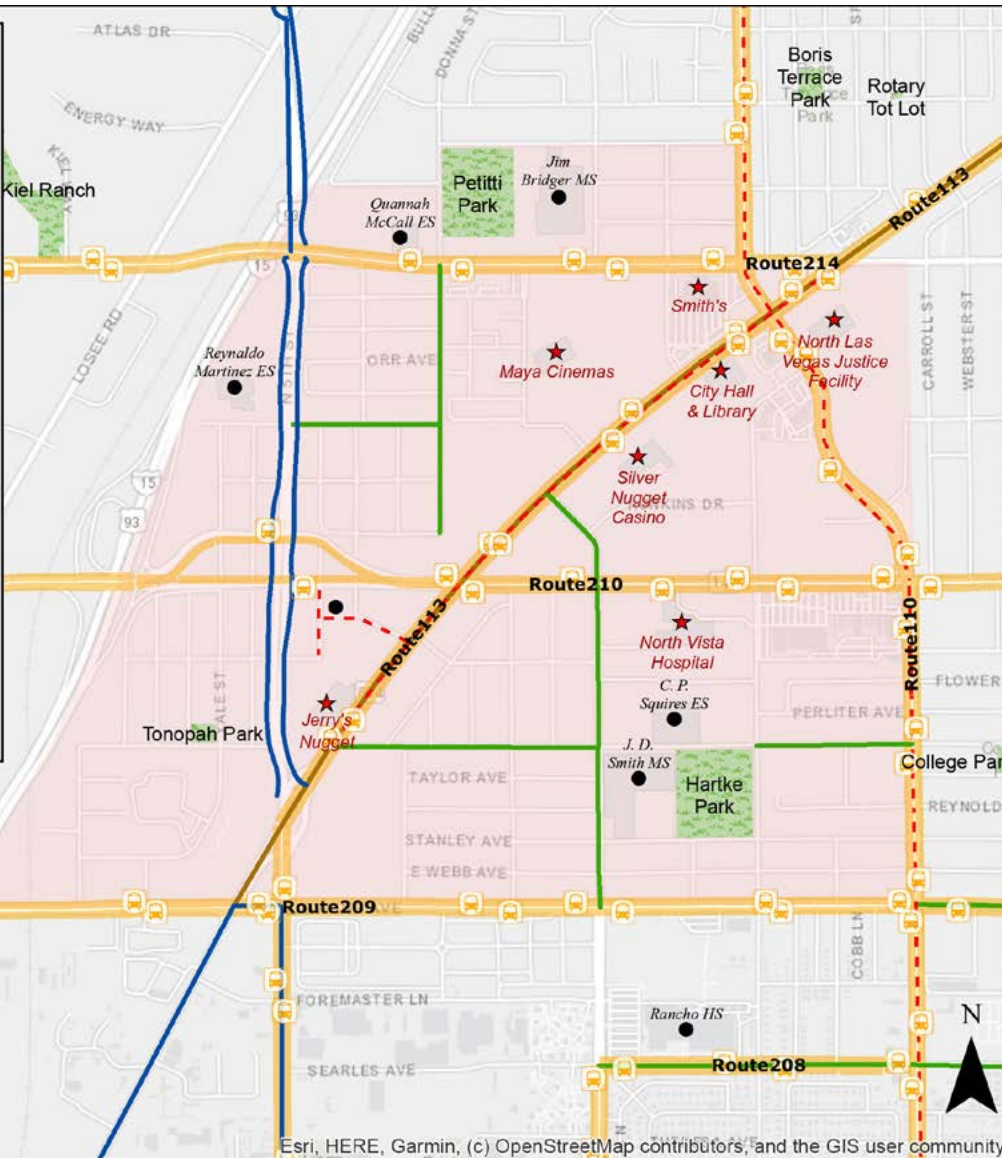
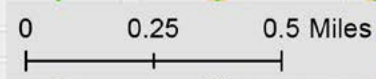
**Alt. Mode**

**TYPE**

- Bike lane
- Shared use path
- Sidepath

**Shared Bus/Bike**

- Main St
- Las Vegas Blvd
- DTNLV\_OppSite



Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community

Map B-2



Photo of transit shelter on Las Vegas Blvd.



Photo of North Fifth Street improvements.

## TRANSPORTATION INFRASTRUCTURE

Downtown North Las Vegas is located just east of Interstate Highway I-15, a location which provides for good regional access throughout Southern Nevada and beyond. As such, DTNLV is easily accessed and traversed by vehicle, but circulation within the area is challenging.

Public transportation downtown is provided by the Regional Transportation Commission's (RTC's) bus service, which includes five routes that connect riders to other parts of the region.

North-south access in downtown is provided by either the 113 or 110. The 113 provides service on Las Vegas Blvd. between the Downtown Las Vegas Bonneville Transit Center and Nellis Air Force Base, while the 110 provides service between the St. Rose Hospital in Henderson and the College of Southern Nevada's northern campus.

East-west access is provided by the 214, 210, or 209. The 214 follows Carey Ave at the north end of downtown a short distance across the I-15 between Las Vegas Blvd. and Commerce St. The 210 runs the entire length of Lake Mead Blvd., providing service between the Sunrise Mountain area and Summerlin Medical Center, and 209 provides service along Owens Ave. at DTNLV's southern edge.

Very few streets in downtown have dedicated bicycle facilities. Las Vegas Blvd. features a shared access bus/bike only lane along both sides of the street. Bruce St., Owens Ave., and Tonopah Ave also have segments with bike

lanes.

Pedestrian infrastructure in DTNLV is robust but may be improved. While the roadway network is almost entirely coupled by sidewalks, long block widths and few dedicated pedestrian crossings make foot travel inconvenient in the downtown area. Many curb cuts and driveways also impede pedestrian and cyclist travel in DTNLV.

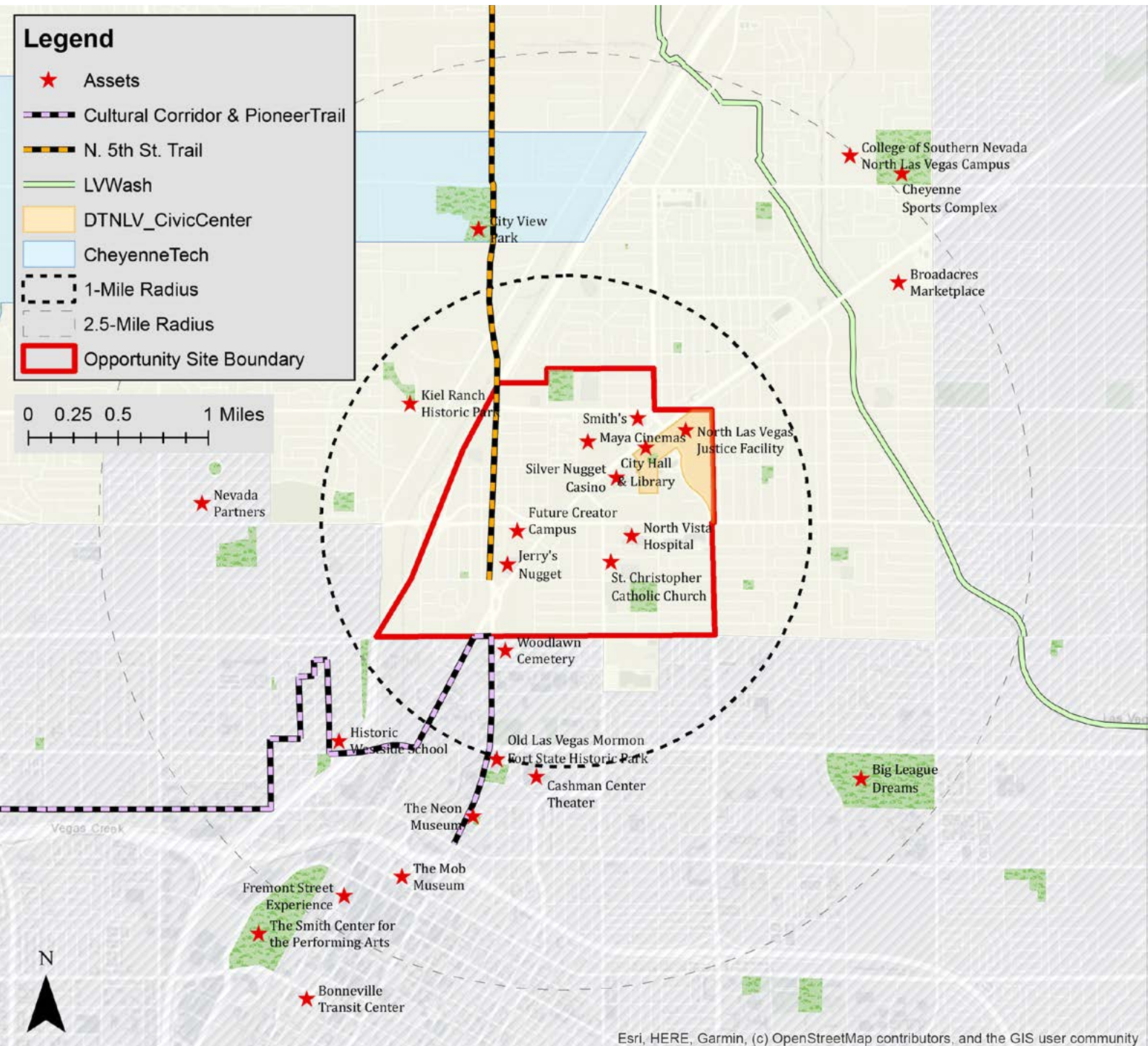
Additionally, much of the activity downtown is disconnected from one another. Downtown streetscapes are characterized by long, inactive stretches of road which are adjacent to vacant lots and unused surface parking. The lack of ground level activity makes short distances within downtown feel much longer than they are, hindering pedestrian activity in the area.

There is also a lack of connectivity within and around downtown. This is especially true east of Las Vegas Blvd. In this area, neighborhood streets lack multiple connection points to the commercial corridors, making travel distances long and burdensome for pedestrians and cyclists.

Improving transportation infrastructure and choice in downtown has been a planning priority over the last decade. Complete Streets projects have been funded in downtown throughout recent capital improvement plans, but improvements have been difficult to implement. In the next few years, Complete Streets projects are planned for Las Vegas Blvd., Civic Center Dr., McDaniel St., and Hunkins Dr.



**EXISTING CONDITIONS**



**REGIONAL AND LOCAL ASSETS**

Downtown is the historic heart of the City of North Las Vegas and is home to unique historic resources, vintage establishments, and eclectic retail and commercial options. Las Vegas Blvd. is anchored on either end by Jerry's Nugget and the Silver Nugget Casino. Many of the businesses downtown, including Jerry's Nugget, still boast neon signage from their opening in the 1950s and 60s, which has become a tourist attraction born out of the popularity of the Neon Museum. Additionally, the historic Washington School remains intact at the corner of Lake Mead Blvd. and White St., which the City plans to renovate for new use in the near future.

The German American Social Club provides for a one-of-a-kind cultural amenity and hosts community events such as Oktoberfest throughout the year. Maya Cinemas offers more family-friendly entertainment and the Hispanic businesses provide for a distinct cultural identity downtown. New development in the Civic Center Shopping Plaza has added new retail options to the area as well.

The surrounding neighborhoods provide for naturally occurring affordable housing options, although the market can make the longevity of this unpredictable. However, their unique historic character opens the door for many improvement opportunities.

Downtown also hosts the city's civic center, anchored by the new North Las Vegas City Hall and Justice Facility. The former City Hall provides for unique redevelopment opportunities as the 1960s civic building is a strong example of modern design and civic pride.

Along Lake Mead Blvd. is an emerging medical corridor, anchored by the North Vista Hospital. With the purchase of the old police station, North Vista has shown a commitment to remain and invest in the area, creating some certainty for the future. This can help spur more medically-related investment in the area.

Many other cultural assets sit just outside downtown's boundaries. Kiel Ranch, one of the oldest properties in the region, is located just west of the I-15 on Carey Blvd. The site was recently renovated as a historic park and visitors can explore the late 19th century

adobe structure and natural landscapes.

Also within a half-mile is access to the Pioneer Trail and the Cultural Corridor. Both are located just south of downtown in the City of Las Vegas and provide routes for visiting regionally significant sites such as the Old Las Vegas Mormon Fort and Woodlawn Cemetery.

Located within just a mile or so of the center of downtown are many other regionally significant sites and destinations. The Neon Museum and Mob Museum boast thousands of visitors every year while Fremont Street, the Grant Sawyer State Offices, and the College of Southern Nevada's northern campus are significant employment and activity centers in the region. The Cheyenne Technology Corridor, which is an economic development priority area for the City, is located just outside of downtown to the northwest.

North of downtown on Las Vegas Blvd. is Broadacres Marketplace, a community gathering destination that offers vendor-style shopping and dining as well as family entertainment. Broadacres is a beloved destination among the Hispanic community and offers opportunities for engagement and outreach with residents of downtown and beyond.

Access to the region's largest urban trail, the Las Vegas Wash Trail, is also located within a mile of downtown to the northeast. Several access points along the area's major arterials provide residents and visitors with access to the lower wash trail. The trail provides for a variety of recreational uses including walking, biking, picnicking, and scenic enjoyment.

## LAND USE

The land use master plan identifies the entirety of downtown as the Downtown Business District. Intent is for downtown to serve as a high-quality, defining center of the city with a strong sense of place and a mix of uses. The west half of the plan is a future Transit Influence Area with the future N. 5th Transit Route running along N. 5th St. The route will connect downtown to the Cheyenne Technology Corridor, a mixed-use employment area, and the future Deer Springs Livable Community.

The City of North Las Vegas has six zoning categories including residential, downtown redevelopment area sub districts, commercial, industrial, mixed-use centers, and other. Most of DTNLV is zoned under the downtown redevelopment area sub districts. The purpose of the Redevelopment Area District is to further the goals of the North Las Vegas Downtown Master Plan and Investment Strategy. These goals include making downtown a local and regional destination with a unique identity, addressing traffic and safety concerns for all users within downtown, retaining and supporting existing residents and businesses, and coordinating new development to provide for cohesive design and connections to local and regional amenities.

The majority of downtown is classified as Downtown Core, which promotes pedestrian-friendly, high-intensity development to support a mixture of commercial, office, entertainment, public, and residential uses.

Other zoning classifications in the downtown redevelopment area sub districts are Medium Density and Medium-High Density Residential. These provide for increased density through multi-family development in order to support the mix of uses within the downtown core.

Traditional zoning that provide for a separation of uses surround the downtown core which include residential and commercial uses. These classifications include: R-1/Single Family Low Density, R-2/Single-Family Medium Density, R-3/Multi-Family Residential District, R-4/High Density Residential, M1/Business Park Industrial, and M2/General Industrial. The majority of the surrounding residential is R-1, low-density single-family residential, with some areas providing for increasingly higher densities and multi-family development. The industrial areas are limited to the southwest portion of downtown and allow for uses within the following categories: animal care, eating and drinking establishments, indoor recreation and entertainment, retail sales and service, and vehicle sales and service.

# LAND USE PLAN

**August 06, 2019**

### LAND USES

**RESIDENTIAL**

- Ranch Estates (up to 2 du / ac)
- Single Family Low (up to 6 du / ac)
- Single Family Medium (up to 13 du / ac)
- Multi-Family (up to 25 du / ac)
- Master Planned Community

**NON - RESIDENTIAL**

- Open Space
- Neighborhood Commercial
- Resort Commercial
- Community Commercial
- Public / Semi - Public
- Downtown Business District
- Downtown Area of Influence
- Employment
- Heavy Industrial

**MIXED - USE**

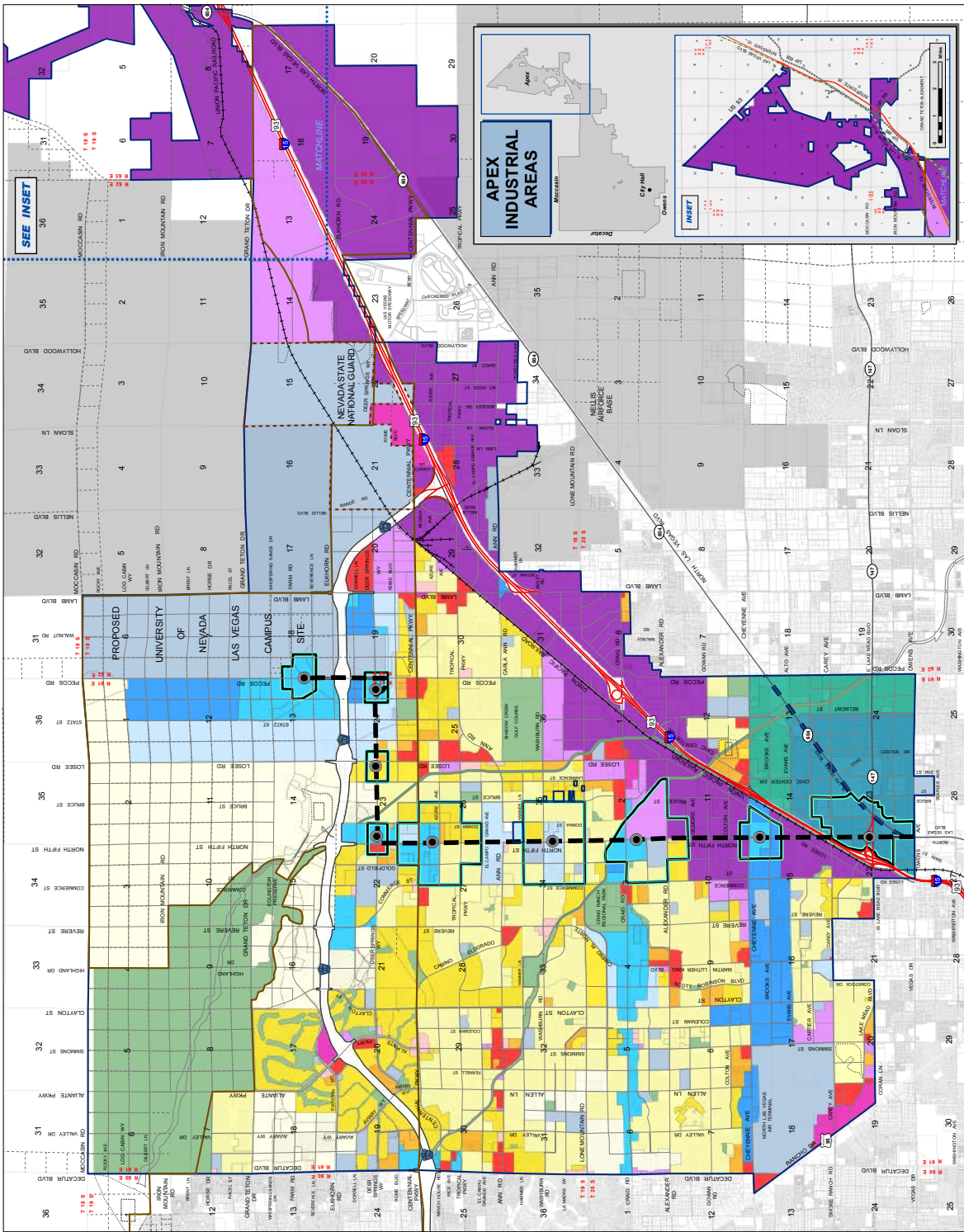
- Mixed - Use Employment
- Mixed - Use Commercial
- Mixed - Use Neighborhood

### TRANSPORTATION

- Future North 5th Transit Route
- Future Transit Influence Area
- Future North 5th Transit Station
- Existing Transit Route
- Main Streets
- Union-Pacific Railroad
- Flood Control Basins

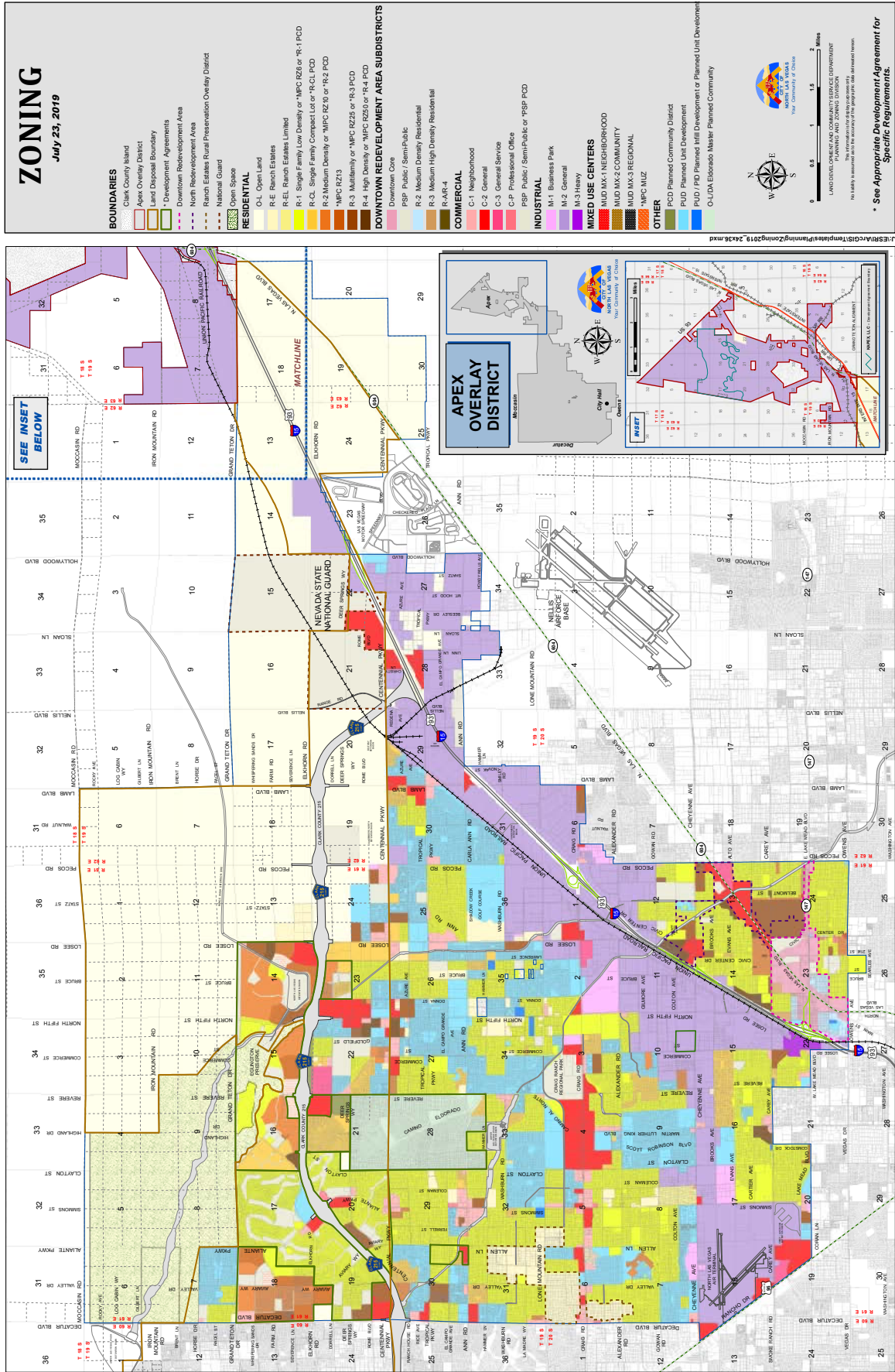
LAND DEVELOPMENT AND COMMUNITY SERVICE DEPARTMENT  
PLANNING AND ZONING DIVISION

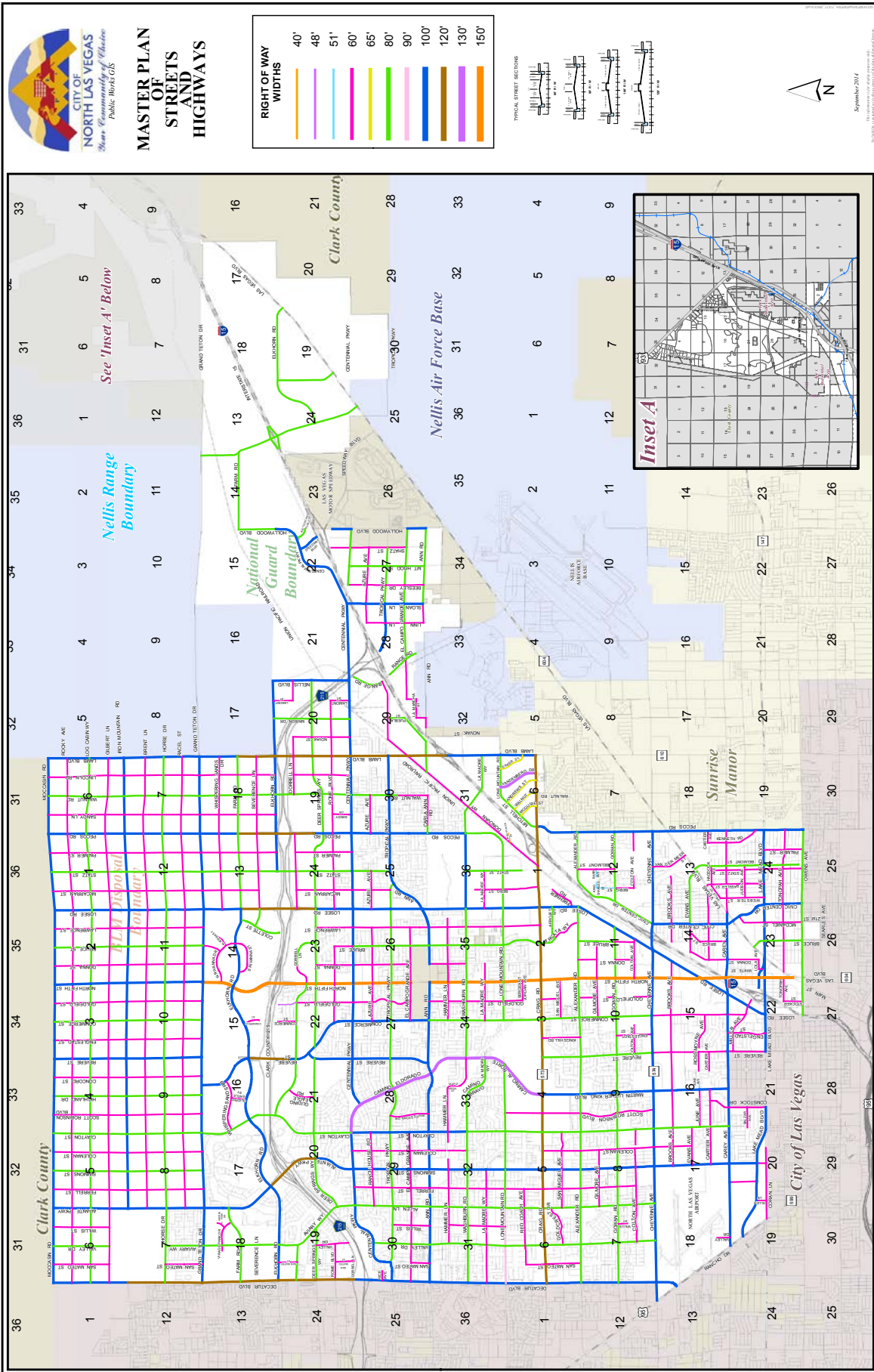
No liability is assumed for the accuracy of the geographic data referenced herein.



North Las Vegas Land Use Master Plan.

# EXISTING CONDITIONS





North Las Vegas Master Plan of Streets and Highways.

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# STAKEHOLDER INTERVIEWS

In conducting this research, the RTC regional planning team conversed with several stakeholders to learn more about the work of partner agencies in DTNLV. The team's findings from these conversations have been incorporated into the 5-yr Progress Report and were used to inform the progress and recommendations section of the report. Below is a list of stakeholders that were interviewed as part of this work.

Interviewed stakeholders include:

- Ellen Marciel, RTC, Manager of Transit Amenities
- Scott Edelblute, RTC, Transit Amenities Supervisor
- Bobbi Ann Howell, NV Humanities, Program Wrangler
- Patricia Herzog, NV Main Street, Director
- Rick Damian, City of North Las Vegas, Housing and Neighborhood Services Manager
- Tom Brady, City of North Las Vegas, Director of Utilities
- Mike Hudgeons, City of North Las Vegas, City Traffic Engineer
- Ken Evans, Urban Chamber of Commerce, President





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