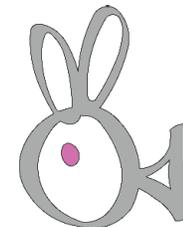




# CONCEPTUAL PROGRAMMING IDEAS TO REVITALIZE DOWNTOWN NORTH LAS VEGAS

North Las Vegas

# LAKE MEAD VILLAGE WEST



BUNNYFISH  
studio



CITY OF  
NORTH LAS VEGAS

*Your Community of Choice*

UPDATED OCTOBER 19, 2016

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## PROJECT DESCRIPTION

BUNNYFiSH Studio was engaged to create ideas for conceptual programming for a number of properties the City of North Las Vegas Redevelopment Agency has assembled downtown between I-15 and Las Vegas Boulevard on East Lake Mead Boulevard. The couplet formed between the divide of East Lake Mead Boulevard near North 5th Street, known here as the Lake Mead Island, and its surrounding downtown area has been defined within this document as Lake Mead Village West.

## VISION STATEMENT

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

# PROCESS

[STEP 1] included an analysis of the study area. The mapping and site analysis identified an interesting opportunity in creating a destination within the Lake Mead Village West Island.

[STEP 2] included a review of the City's guiding documents that are relevant to the study area. The following were identified and reviewed:

- *VISIONING 2025 STRATEGIC PLAN - 2005*
- *NORTH FIFTH STREET TRANSIT SUPPORTIVE CONCEPT PLAN - 2006*
- *NORTH LAS VEGAS DOWNTOWN MASTER PLAN AND INVESTMENT STRATEGY - 2009*
- *SOUTHERN NEVADA STRONG:  
DOWNTOWN NORTH LAS VEGAS IMPLEMENTATION STRATEGIES REPORT - 2014*

[STEP 3] included interviewing City Officials and business stakeholders to identify goals for the study area. The realignment of East Lake Mead Boulevard was evaluated using site design concepts, preliminary cost estimates, and construction time-frames.

Meetings with planning, traffic and other departments at the City of North Las Vegas also identified the following goals:

- Addition of bicycle lanes
- Nature and trail connectivity
- Reduction of lanes on East Lake Mead Boulevard in both directions
- Medium density mixed-use urban development
- Civic program, i.e. museum, community space, library, science learning park

[STEP 4] included the coalescing of the previous research into a final conceptual programming document which revealed significant opportunities for revitalization within the study area of Lake Mead Village West. Opportunities included a refresh of housing options and community place-making locations, along with the establishment of a neighborhood vibe of new mixed-use options. Through complete streets, trail connectivity, green space, better pedestrian crossings, and traffic flow, the result creates a sustainable, healthy, and vibrant environment for people to live, work, play, and learn. Lake Mead Village West is anticipated to attract the emerging workforce, professionals, and young families, and can become the catalytic development for downtown North Las Vegas.

## STUDY AREA

Focused on approximately 160 acres centered around the intersection of East Lake Mead Boulevard and North 5th Street, the boundaries for the study area are East Judson Avenue, East Tonopah Avenue, Las Vegas Boulevard, and the I-15.

# LAKE MEAD VILLAGE WEST OVERVIEW

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY

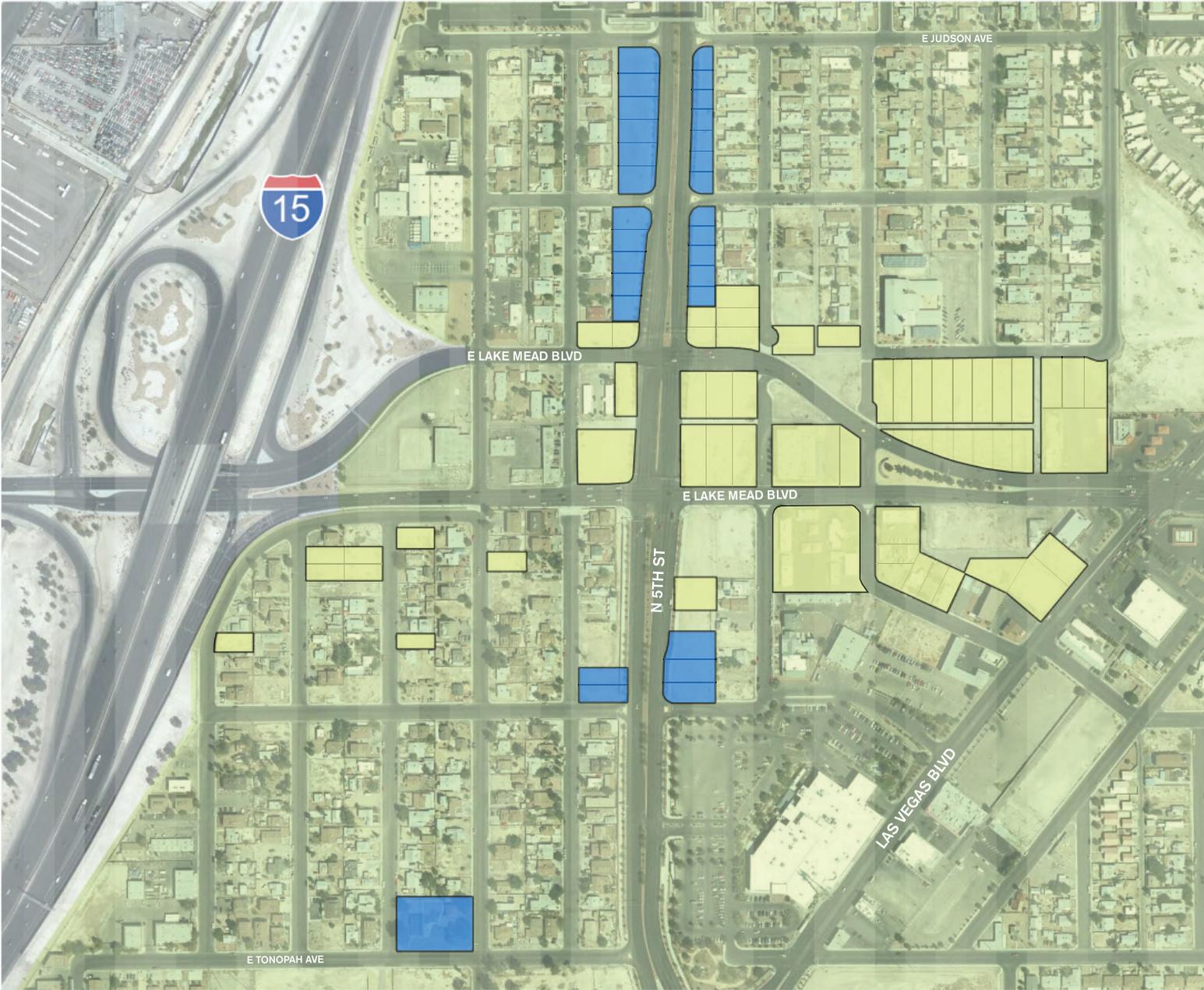


## CITY & REDEVELOPMENT AGENCY OWNED PROPERTIES

There are a total of 90 parcels owned by the City of North Las Vegas and the Redevelopment Agency within the study area, comprising approximately 18.62 acres of land in total.

# CITY & REDEVELOPMENT AGENCY OWNED PROPERTIES

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY

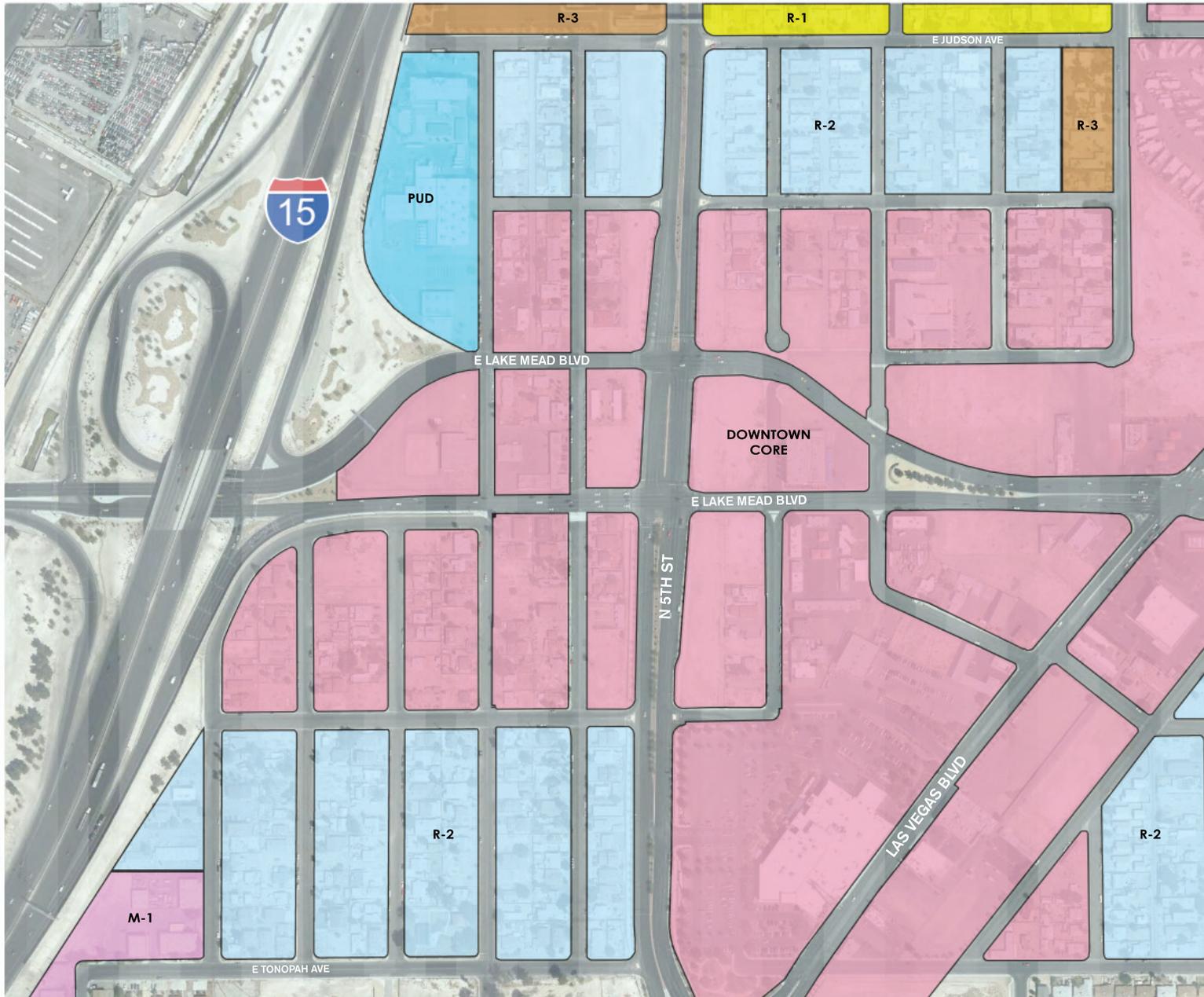


## CURRENT ZONING

The majority of parcels within the study area have already been designated within a redevelopment zone, specifically Downtown Core - with the purpose to promote pedestrian-friendly, mixed-use development within Downtown North Las Vegas. This includes a mixture of commercial, office, entertainment, public, and residential uses. The surrounding residential zoning works well into this development, helping to establish the vibrant, walkable Lake Mead Village West community.

# CURRENT ZONING

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY



## LEGEND

- DOWNTOWN CORE
- R-1 SINGLE FAMILY LOW DENSITY
- R-2 MEDIUM DENSITY RESIDENTIAL
- R-3 MEDIUM HIGH DENSITY RESIDENTIAL
- M-1 BUSINESS PARK
- PUD - PLANNING UNIT DEPARTMENT

# DEVELOPMENT GOALS

## 1] Create an identity, enhance visibility and reinforce the unity of downtown North Las Vegas.

### Identity

Downtown North Las Vegas is lacking identity. Outreach conducted in [STEP 3] characterized the downtown study area as lacking positive brand equity and identity. There was a strong sense of aesthetic branding created in the *2009 North Las Vegas Downtown Master Plan & Investment Strategy*, but was never realized due to the recession.

#### Recommendations

- Build off of the work done in the *2009 North Las Vegas Downtown Master Plan & Investment Strategy*, using similar schemes and ideas including colorful desert landscape as a background. Refresh the forms and materials to better reflect the strong modern desert philosophy.
- Define the location within the study area as *Lake Mead Village West*, by increasing the brand equity, which will identify it as a *place* and a *destination*. A subtitle such as *Southern Nevada's Future – Forward Transit Oriented Community*, or *Gateway to the New Nevada* can start to set the tone for expectations, and have dialogue developers and the City can use to create momentum.
- When developing brand equity in the study area, there will be an evolving effort to first establish a *Safe City* plan by working with the City of North Las Vegas Police Department and various departments to improve safety and reduce crime. Next will be to activate community engagement, reestablish the business facade program, and look to create a new residential facade program, plus redefine opportunities for beautification and place-making through public art.

### Visibility

Lake Mead Village West is at a busy intersection with the opportunity for many amenities. However, from the I-15 freeway it goes unnoticed.

#### Recommendations

- Add signage in all travel directions on the I-15 freeway, Las Vegas Boulevard, and East Lake Mead Boulevard, utilizing new branding:
  - New way-finding signage
  - Freeway signage - itemize available amenities
  - Monument Landmark
- There is a potential monument landmark location at the on-ramp heading north on I-15. The landmark should be substantial in scale and act as an identifier and destination for Downtown North Las Vegas. The monument will become an icon for Downtown North Las Vegas, and a landmark for it's revitalization. See pages 29-30.

### Unity

Creating a sense of unity and prideful community among the business owners, stakeholders, residents, and visitors is very important. Currently, the downtown lacks a core attraction or destination, commercial development is fragmented, and some residential streets are in need of better connectivity and pedestrian access.

#### Recommendations

- Attract new development and amenities for the area to ignite a sense of pride and community unity, by working closely with business groups and community stakeholders.
- Increase downtown community events.
- Consistently engage the downtown business network.

## 2] Generate new business, job growth and mobility

Currently the study area has opportunity for new retail and businesses and even entrepreneurial start-ups to move into the area. New housing options could also offer live-work space. By generating new development, this will also increase job opportunities and retail experiences for residents. Developing new modes of transportation and future mobility is also a priority for the City in order to meet the demands of the new, existing, and emerging workforce coming to North Las Vegas. Looking at future-forward modes of transportation will create better connectivity to the large employment and industrial ecosystems North Las Vegas offers.

### Recommendations

- New business – Introduce the opportunity for mixed-use development. The proximity to the other desired amenities such as dining and housing make the new business locations more appealing than that of a business park with limited amenities. There are number of opportunities for mixed use development, and if the valley demands new office tower in the future, the programming has flexibility.
- Job growth & Mobility - The vision of the plan is to create shopping, dining, learning, and entertainment experiences. This vision inherently will bring jobs to the community, but more importantly will allow for new modes of transportation for the workforce to also travel to the large employment centers in North Las Vegas. It is also recommended to engage with Southern Nevada Strong and RTC on future modes of transportation which are planned for North Las Vegas, specifically within Lake Mead Village West

## 3] Offer unique and varied housing opportunities

The study area is surrounded by single family housing, mostly within the R-2 Medium density zone. This type of housing does not offer the variety, nor density, needed to establish a vibrant downtown community.

### Recommendations

- Medium to higher density housing of varying types is recommended. The property to the north side of East Lake Mead Boulevard, to the east of North 5th Street, is an opportunity for unique vertical housing offering more dense mixed-use development.
- Row housing is also an effective method of establishing a quick, varied set of housing options within a community. It has the opportunity to allow unique architectural expressions which can start to define the neighborhood, while small enough to be affordable to construct and occupy. The northeast and northwest corners of North 5th Street along East Lake Mead Boulevard are good opportunities for gateways to the neighborhood, while the northern and southern areas of North 5th Street can accommodate additional row housing options.

# DESIGN STATEMENT

The project began by reviewing the initial design plans to realign East Lake Mead Boulevard, eliminating the couplet currently formed, and establishing a single thoroughfare through the Lake Mead Village West study area. This plan could have potentially increased the average speed of traffic along the newly straightened path, while not accelerating development, and the construction of the linear road project is an expensive and traditional approach to road improvements. The plan also involved negotiating the right-of-way with several private land holders and a major re-design of the I-15 freeway entries/exits.

Alternative scenarios were conducted to identify viable options to the road straightening:

- **Alternative One** was to design the street to follow the existing straight road section to the south and remove the couplet. The realignment of the curve would consolidate to one straight road serving traffic east bound and west bound without a couplet.
- **Alternative Two** was to keep the Lake Mead Island and the couplet. The road improvements would allow removing a lane in each direction to slow down traffic, incorporate complete streets, new way-finding signage, landscaping, and beautification. Overwhelmingly, this option was optimal to maximize available budget, align with development timing, and enhance the community amenities in the island area. It centralizes the mixed-use function between the north and south residential areas, creates road crossings at more manageable increments by the way of thinner one-way lanes, and creates a unique signature land massing for future development of Lake Mead Village West.

This study recommends **Alternative Two**, keeping the Lake Mead Island and improving upon its existing opportunities.



# CONCEPTUAL PROGRAMMING IDEAS FOR DEVELOPMENT

The City of North Las Vegas is one of many property owners in the study area, and should partner with other owners and developers to enact the vision described here.

## PROPOSED PHASE 1

Phase 1 initiates marketing to the community, developers, and potential investors, introducing the ideas and the more formal planning of the implementation of development. Developing a timeline for the road improvements and planning for civic uses and parking will also be considered.

The south side of the Lake Mead Island will see the beginnings of the Village Green concept take shape, starting with amenitizing an existing Redevelopment Agency owned building at 1936 White Street into a new civic program, possibly a new home for the library. The surrounding area should introduce parking options for these new functions, plus public open green space. The function of this phase will be to create an improved environment for development, gain confidence, and activate development.

# PROPOSED PHASE 1

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY



## KEYNOTES

- 1. (18) 2-STORY ROW HOUSES  
20' WIDE X 75' LONG  
2 CAR GARAGE - 2,500 S.F. EACH
  - 2. (8) 2-STORY ROW HOUSES  
20' WIDE X 65'-80' LONG  
2 CAR GARAGE  
2,000-2,500 S.F. EACH
  - 3. 3-STORY MIXED-USE  
8,800 S.F. RETAIL - 1ST FLOOR  
8 UNITS, 25' WIDE X 50' LONG  
2 CAR GARAGE - 2,500 S.F. EACH
  - 4. PUBLIC OPEN SPACE
  - 5. PUBLIC OPEN SPACE
  - 6. CIVIC/COMMUNITY PROGRAM  
2-STORY - 7,000 S.F. TOTAL
  - 6A. VILLAGE GREEN - CIVIC PLAZA  
PHASE 1
- PARKING:**
- A. NEW PARKING LOT - 30 SPOTS
  - B. NEW PARKING LOT - 107 SPOTS
  - C. TEMP PARKING LOT - 78 SPOTS

- EXISTING BUILDINGS:**
- E1. FUTURE BEAUTY SCHOOL APPROVED
  - E2. EXISTING MEDICAL BUILDING TO REMAIN
  - E3. EXISTING RETAIL ENCOURAGE NEW TENANTS APPROX. 3,500 S.F.
  - E4. EXISTING RETAIL ENCOURAGE NEW TENANTS APPROX. 4,500 S.F.
- ONGOING DEVELOPMENTS**
- STREET IMPROVEMENTS
  - URBAN BIKE TRAIL
  - STREET AMENITIES
  - WAYFINDING

## LEGEND

- NEW RESIDENTIAL
- NEW MIXED-USE
- NEW COMMERCIAL
- NEW COMMUNITY/CULTURAL
- CITY/AGENCY OWNED LAND
- PUBLIC OPEN SPACE
- NEW PARKING
- URBAN BIKE & NATURE TRAIL

# CONCEPTUAL PROGRAMMING IDEAS FOR DEVELOPMENT

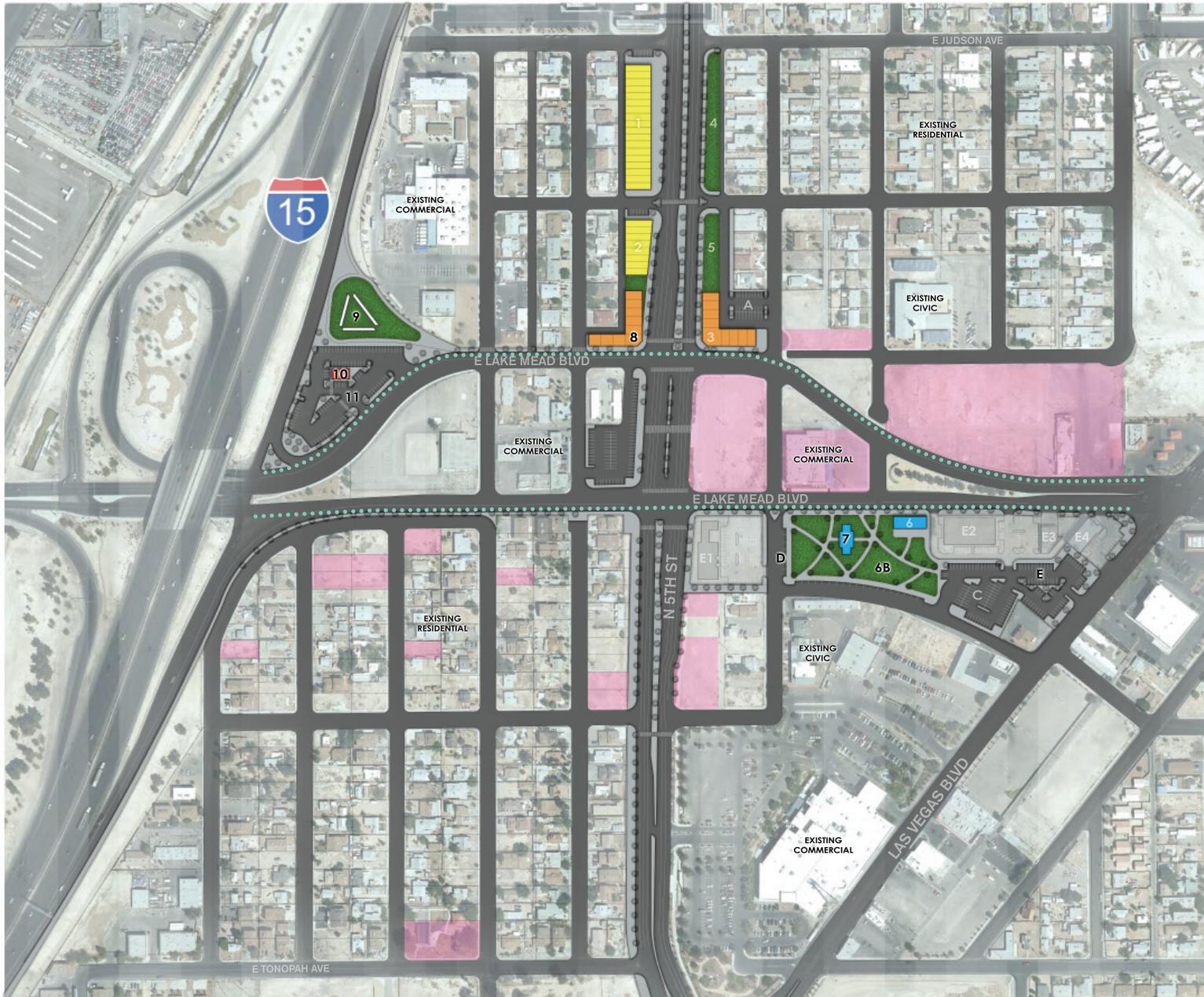
## PROPOSED PHASE 2

Phase 2 development continues by furthering the progress of the Village Green. The historical site at 1901 White Street, once the Washington Continuation School, should be renovated for a new civic use. Museum/gallery space would be a good amenity to the neighborhood and be a destination draw to the greater North Las Vegas area. The land surrounding the historical site should be further developed into a nature and learning park to be used for events and activated with amenities such as giant screens with curated programming.

Additionally this phase should include a temporary Park+Ride. The vacant lots to the northwest of the Lake Mead Island, next to the I-15 would be a good fit for the temporary Park+Ride, along with sustainable vehicle charging stations. This is also the phase where new signage and a large scale monument/landmark should be installed at the northbound on-ramp to the I-15.

# PROPOSED PHASE 2

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY



## KEYNOTES

1. (18) 2-STORY ROW HOUSES  
20' WIDE X 75' LONG  
2 CAR GARAGE - 2,500 S.F. EACH
2. (8) 2-STORY ROW HOUSES  
20' WIDE X 65'-80' LONG  
2 CAR GARAGE  
2,000-2,500 S.F. EACH
3. 3-STORY MIXED-USE  
8,800 S.F. RETAIL - 1ST FLOOR  
8 UNITS, 25' WIDE X 50' LONG  
2 CAR GARAGE - 2,500 S.F. EACH
4. PUBLIC OPEN SPACE
5. PUBLIC OPEN SPACE
6. CIVIC/COMMUNITY PROGRAM  
2-STORY - 6,000 S.F. TOTAL
- 6B. VILLAGE GREEN - CIVIC PLAZA  
PHASE 2
7. CIVIC/CULTURAL PROGRAM  
& NATURE SPACE + TRAILS  
2-STORY - 6,000 S.F. TOTAL
8. 3-STORY MIXED-USE  
7,500 S.F. RETAIL - 1ST FLOOR  
8 UNITS, 25' WIDE X 50' LONG  
2 CAR GARAGE - 2,500 S.F. EACH
9. MONUMENT LANDMARK
10. CONVENIENCE STORE  
1,500 S.F.
11. PARK + RIDE - 99 SPOTS  
AND CHARGING STATIONS

- PARKING:**
- A. NEW PARKING LOT - 30 SPOTS
  - B. NEW PARKING LOT - 107 SPOTS  
REMOVED, SEE #7
  - C. TEMP PARKING LOT - 78 SPOTS
  - D. NEW STREET PARKING - 26 SPOTS
  - E. NEW PARKING LOT - 61 SPOTS

- EXISTING BUILDINGS:**
- E1. FUTURE BEAUTY SCHOOL  
APPROVED
  - E2. EXISTING MEDICAL BUILDING  
TO REMAIN
  - E3. EXISTING RETAIL  
ENCOURAGE NEW TENANTS  
APPROX. 3,500 S.F.
  - E4. EXISTING RETAIL  
ENCOURAGE NEW TENANTS  
APPROX. 4,500 S.F.

- ONGOING DEVELOPMENTS**
- STREET IMPROVEMENTS
  - URBAN BIKE TRAIL
  - STREET AMENITIES
  - WAYFINDING

## LEGEND

- NEW RESIDENTIAL
- NEW MIXED-USE
- NEW COMMERCIAL
- NEW COMMUNITY/CULTURAL
- CITY/AGENCY OWNED LAND
- PUBLIC OPEN SPACE
- NEW PARKING
- URBAN BIKE & NATURE TRAIL

# CONCEPTUAL PROGRAMMING IDEAS FOR DEVELOPMENT

## PROPOSED PHASE 3

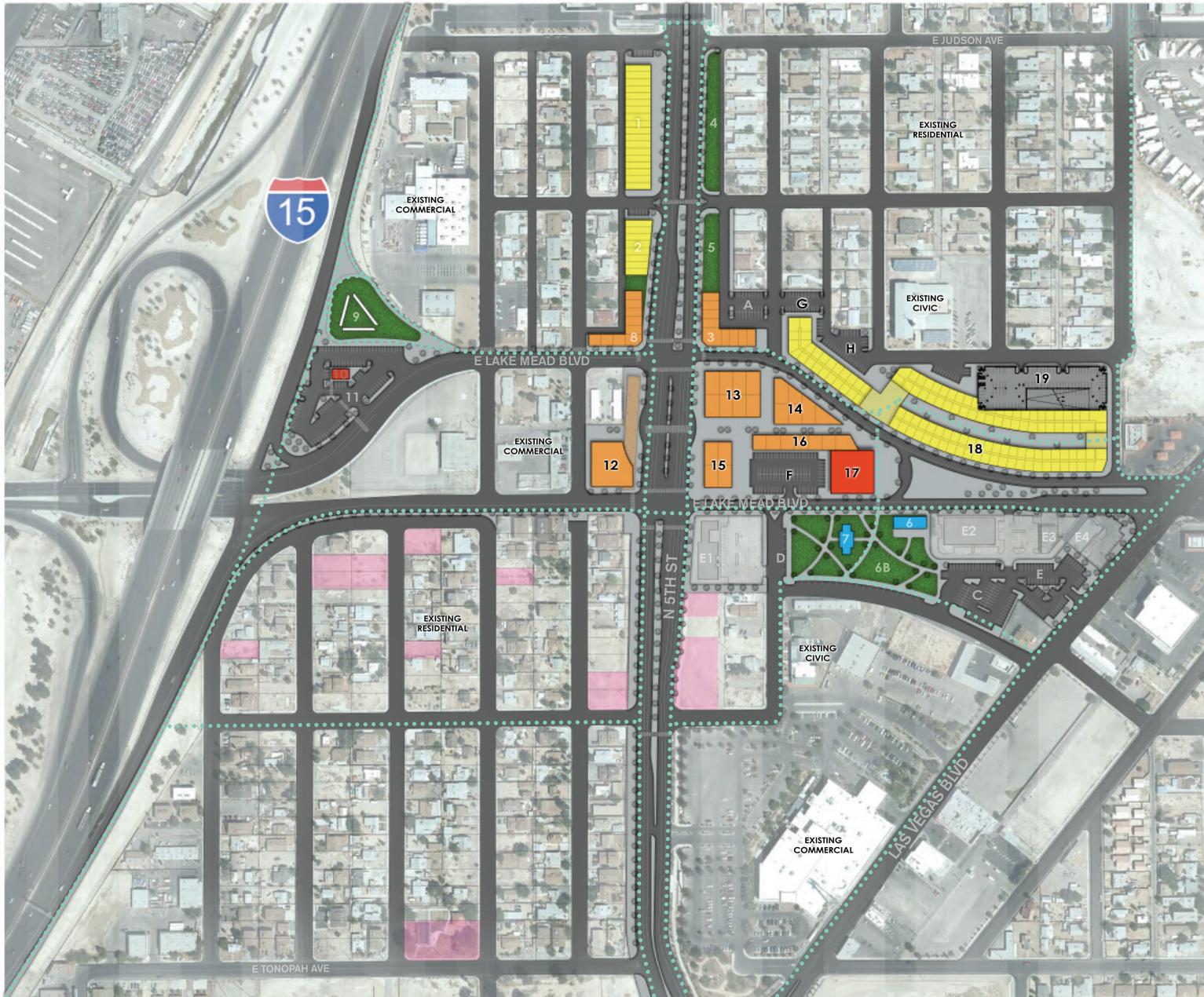
Phase 3 continues to develop the properties that are owned by the Redevelopment Agency and encourage like development on adjacent properties through incentives, partnerships, and renewed sense of place. Development starts to take shape on the island, including a possible Transit Depot of the west side of North 5th Street. The adjacent island area is developed with an array of mixed-use options, including parking, and office.

Additional residential should be developed, including a higher residential complex on a large section of Redevelopment Agency owned parcels to the east of North 5th Street on the north side of the Lake Mead Island. Diagonal across the north side of East Lake Mead Boulevard is a property owned by the City which would be a good location for a 4-story mixed-use, retail/residential project. This will add further density of residence and can create new live-work opportunities.

Development should also include the final phases of pedestrian paths and crossings across the island, the addition of mobility amenities, plus connection to surrounding nature trails.

# PROPOSED PHASE 3

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY



## KEYNOTES

1. (18) 2-STORY ROW HOUSES  
20' WIDE X 75' LONG  
2 CAR GARAGE - 2,500 S.F. EACH
2. (8) 2-STORY ROW HOUSES  
20' WIDE X 65'-50' LONG  
2 CAR GARAGE  
2,000-2,500 S.F. EACH
3. 3-STORY MIXED-USE  
8,800 S.F. RETAIL - 1ST FLOOR  
8 UNITS, 25' WIDE X 50' LONG  
2 CAR GARAGE - 2,500 S.F. EACH
4. PUBLIC OPEN SPACE
5. PUBLIC OPEN SPACE
6. CIVIC/COMMUNITY PROGRAM  
2-STORY - 7,000 S.F. TOTAL
- 6B. VILLAGE GREEN - CIVIC PLAZA  
PHASE 2
7. CIVIC/CULTURAL PROGRAM  
& NATURE SPACE + TRAILS  
2-STORY - 6,000 S.F. TOTAL
8. 3-STORY MIXED-USE  
7,500 S.F. RETAIL - 1ST FLOOR  
8 UNITS, 25' WIDE X 50' LONG  
2 CAR GARAGE - 2,500 S.F. EACH
9. MONUMENT LANDMARK
10. CONVENIENCE STORE  
1,500 S.F.
11. PARK + RIDE - 99 SPOTS  
AND CHARGING STATIONS
12. MIXED-USE TRANSIT DEPOT  
14,350 S.F. WITH OUTDOOR  
SHADE STRUCTURE
13. MIXED-USE - RETAIL  
21,000 S.F. - 8 TENANTS
14. MIXED-USE - RETAIL  
14,700 S.F. - 6 TENANTS
15. MIXED USE - RETAIL  
10,500 S.F. - 4 TENANTS
16. MIXED-USE - RETAIL  
13,000 S.F. - 7 TENANTS
17. 4-STORY OFFICE/MIXED-USE  
5,625 S.F./FLOOR - 125' X 125'  
62,500 S.F. TOTAL
18. HIGHER DENSITY RESIDENTIAL  
4-STORY, 115,000 S.F. TOTAL  
STUDIO+1BD+2BD+3BD UNITS
19. PARKING STRUCTURE  
140 SPOTS/FLOOR  
4 FLOORS, 560 SPOTS TOTAL

## PARKING:

- A. NEW PARKING LOT - 30 SPOTS
- B. NEW PARKING LOT - 107 SPOTS  
REMOVED, SEE #7
- C. TEMP PARKING LOT - 78 SPOTS
- D. NEW STREET PARKING - 26 SPOTS
- E. NEW PARKING LOT - 61 SPOTS
- F. NEW PARKING LOT - 75 SPOTS
- G. NEW PARKING LOT - 24 SPOTS
- H. NEW PARKING LOT - 48 SPOTS

## EXISTING BUILDINGS:

- E1. FUTURE BEAUTY SCHOOL  
APPROVED
- E2. EXISTING MEDICAL BUILDING  
TO REMAIN
- E3. EXISTING RETAIL  
ENCOURAGE NEW TENANTS  
APPROX. 3,500 S.F.
- E4. EXISTING RETAIL  
ENCOURAGE NEW TENANTS  
APPROX. 4,500 S.F.

## ONGOING DEVELOPMENTS

- STREET IMPROVEMENTS
- URBAN BIKE TRAIL
- STREET AMENITIES
- WAYFINDING

## LEGEND

- NEW RESIDENTIAL
- NEW MIXED-USE
- NEW COMMERCIAL
- NEW COMMUNITY/CULTURAL
- CITY/AGENCY OWNED LAND
- PUBLIC OPEN SPACE
- NEW PARKING
- URBAN BIKE & NATURE TRAIL

# CULTURAL LIFESTYLE CONCEPTS

- Include culturally influenced aesthetics, while also embracing the existing context.
- Develop shared public space and outdoor events to entice vibrant living.
- Embrace cultural influences to create colorful landscapes.
- Engage local business owners and neighborhood communities.



OUTDOOR EVENTS



BUSINESS OWNERS



CULTURALLY COLOREFUL



VIBRANT LIVING



SHARED PUBLIC SPACE



COLORFUL LANDSCAPE



NEIGHBORHOODS



BIKE+URBAN TRANSIT



EMBRACED CONTEXT

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY

# VISUAL CONCEPT IDEAS



## CULTURAL COLOR & PATTERN INSPIRATION

From the *2009 Downtown Master Plan and Investment Strategy*



**BRANDING:** Colorful with circulating "island" metaphor

**LANDSCAPE:**

- Shade trees shall have a 20-foot spacing minimum.
- See the *Southern Nevada Regional Plant List* for appropriate tree species.
- Landscape areas should at minimum be composed of:
  - one (1) shade tree
  - two (2) decorative trees
  - one (1) flat ground cover spaced appropriately



**WAYFINDING:** Rugged materials with pops of exciting colors

**SIGNAGE:**

- Cut and/or etched into material.
- Accent color and/or lighting should be applied.



# AESTHETIC CONCEPT IDEAS

- Create cultural references and infuse color into the architectural aesthetic with modern functionality and transitional appeal.
- Use natural materials that can weather in the desert climate, while also limiting high maintenance costs.
- Create definable and protected public spaces, trail connectivity, and bike paths.
- Integrate shading into the built form, to assist in cooling not only the buildings themselves, but the public spaces surrounding them.





DINING



PARK+RIDE



ROW HOUSE



CIVIC



OFFICE

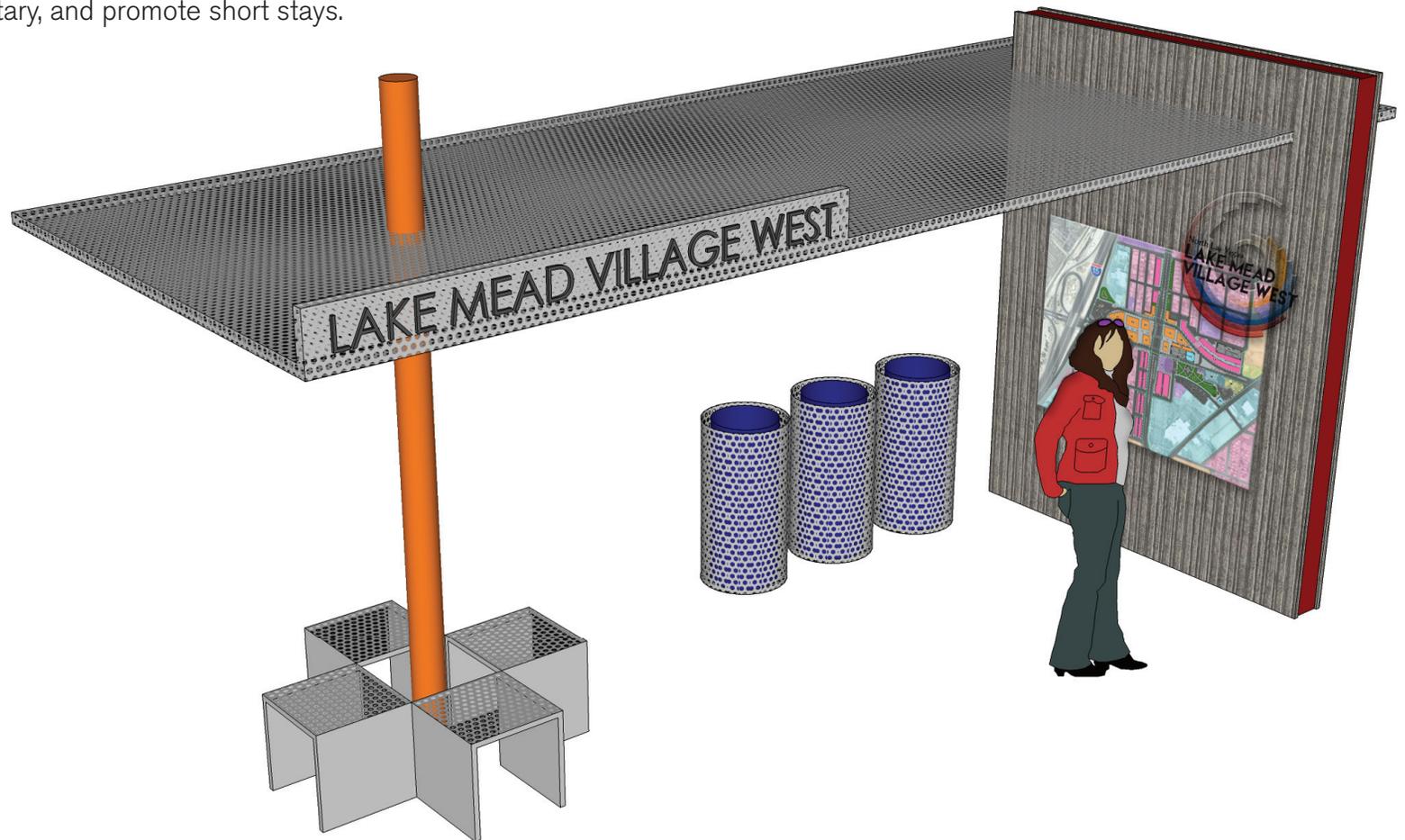


RETAIL

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY

# AMENITY CONCEPT IDEAS

- Build off the *2009 North Las Vegas Downtown Master Plan and Investment Strategy*, but refresh for a 2017 and beyond aesthetic.
- Use materials to diffuse heaviness of the *2009 North Las Vegas Downtown Master Plan and Investment Strategy*.
- Integrate several interchangeable components to create amenity opportunities such as parklets and benches that are safe, healthy, sanitary, and promote short stays.



**CANOOPY:** Perforated metal provides shade and texture



**CANOPIES:**

- Diffuse light and add +/- 75% shade.
- Create texture with light and shadow.
- Patterns should resemble cultural inspirational patterns from the 2009 Master Plan.

**AMENITIES:**

- Horizontal seating surface should be no greater than 4'-0" square with a 15° angle.
- All non-seating surfaces should have 15° angle or be curved.



**SEATING:** Colored, perforated stools: Fun, pragmatic, and integrated

**VERTICAL WALL:** Material varies

CONCRETE | EARTH | STEEL | STONE



**VERTICAL SCREENING:**

- Use heavy, solid materials (i.e.: concrete, earth, steel, stone) and incorporate wayfinding.
- Avoid applied art; the compositions of materials should be done in an architectural, artistic manner.



**RECEPTACLES:** Perforated metal exterior with fun colored bag interior

\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY

# MONUMENT CONCEPT IDEA

- Install to be visible at a distance, locating the Downtown North Las Vegas - specifically from I-15.
- Utilize colors in-line with the *2009 North Las Vegas Downtown Master Plan and Investment Strategy*, in conjunction with raw materials that are able to weather naturally and diffuse light.
- Design with illumination at night, creating a visual beacon.
- Provide accessible to pedestrian traffic.
- Create an interactive monument that one can enter and engage it - by walking on it, sitting on it, or entering under it.
- Provide an abstract of the City of North Las Vegas Lake Mead Village West brand.

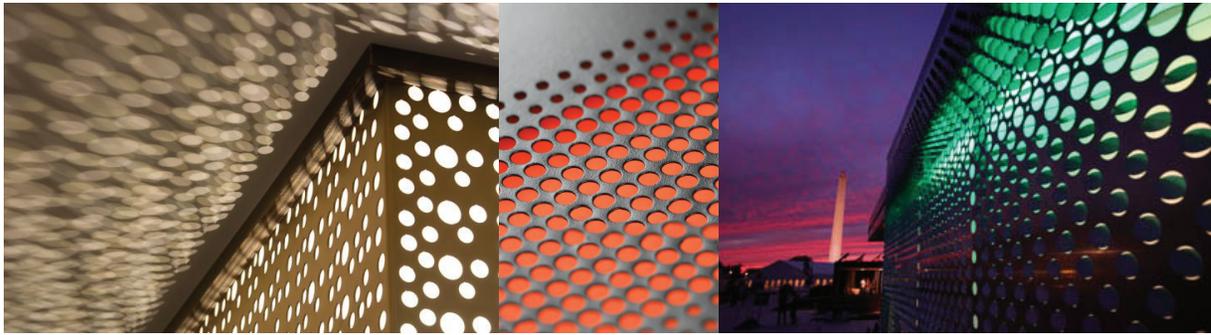


**CURRENT LACK OF:**

- IDENTITY
- VISIBILITY
- BRAND
- CULTURE
- VISION



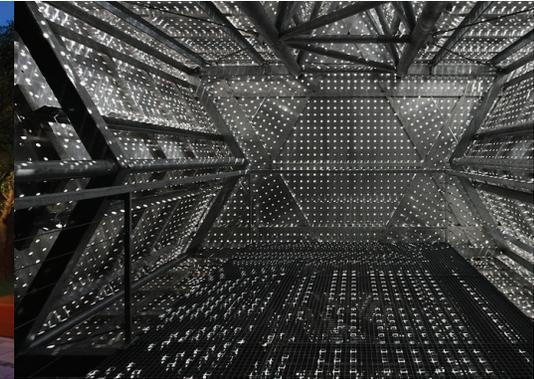
IN NEED OF A COLORFUL YET CONTEXTUAL GATEWAY TO NORTH LAS VEGAS



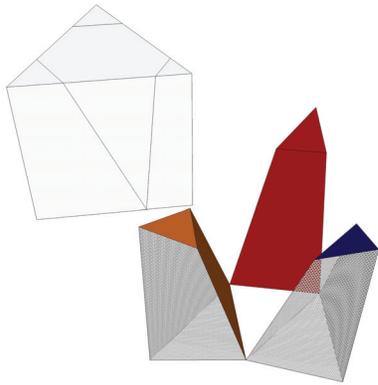
**SIMPLE MATERIAL** - PERFORATED METAL / **HIGH IMPACT** - ILLUMINATION



EXTERIOR



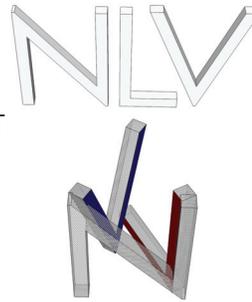
INTERIOR



FORM

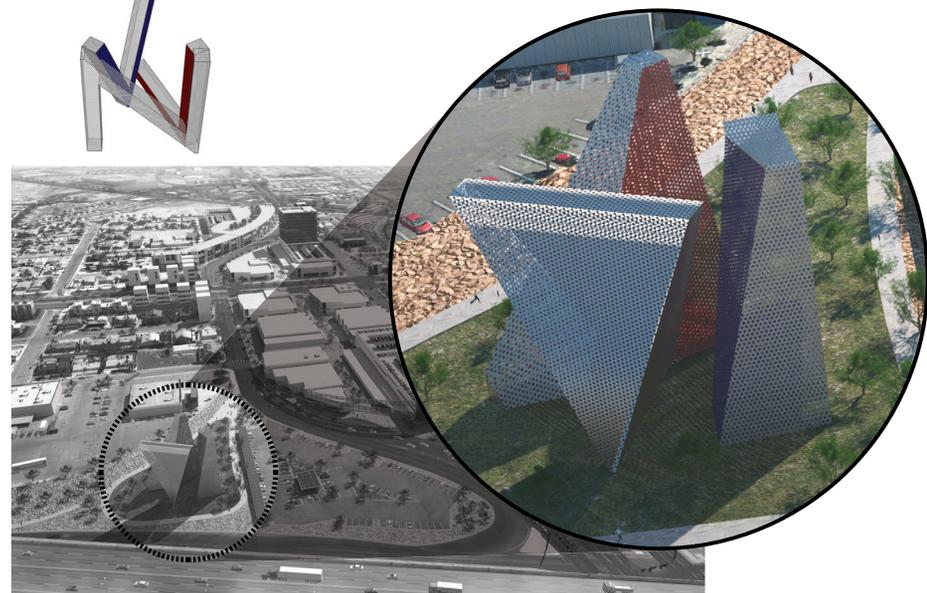
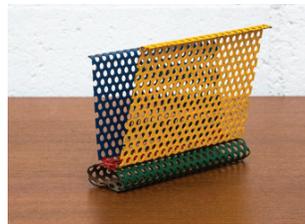
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CONTEXT



=

MONUMENT



\*FOR CONCEPTUAL PROGRAMMING IDEAS ONLY

# ARTISTIC RENDERING: MIXED-USE, RETAIL

\*INSPIRATIONAL ARTISTIC RENDERINGS NOT INTENDED FOR FINAL DEVELOPMENT



# ARTISTIC RENDERING: MIXED-USE, RESIDENTIAL

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# CONCLUSION

The study area of Lake Mead Village West is envisioned as a catalytic development to revitalize the downtown area of North Las Vegas. The area has solid existing infrastructure and it works well with the principals of transit oriented development and urban planning. The study area itself is already dense with existing housing and some commercial. Through the conceptual programming, Lake Mead Village West has the opportunity to create tremendous momentum and new development in an area that is seeking a reinvigorated identity and is ripe for redevelopment and revitalization.

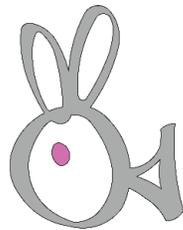
## Overview of the Recommendations

- New housing type and product
  - Row housing
  - Vertical mixed-use for medium to high density housing
  - Live/work space
- Mixed-use development
  - Office
  - Retail and commercial
  - Housing
- Civic and Cultural amenities
  - Proposed library
  - Proposed museum/gallery/community space
  - Nature and learning park
- New parking and potential of a new transit hub for transit oriented development
- Improved pedestrian crossing
- Trail connectivity and public open green space
- Road improvements to the couplet by reducing lanes, slowing traffic and creating complete streets for East Lake Mead Boulevard
- New monument signage and way-finding
- Place-making through art and beautification

North Las Vegas

# LAKE MEAD VILLAGE WEST

## CONCEPTUAL PROGRAMMING IDEAS TO REVITALIZE DOWNTOWN NORTH LAS VEGAS



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