

Downtown North Las Vegas Demonstration Site Project

Project Update

7.16.14

Presentation Overview

- Project Purpose and Process
- Planning Context
- Opportunities and Barriers Summary
- Community Input
- Preliminary Implementation Strategy

PROJECT PURPOSE AND PROCESS

Project Purpose

- Create a vibrant, attractive business district that serves residents, employees and visitors.
- Establish a more consistent and recognizable identity for the Downtown area.
- Diversify the mix of businesses, housing options and amenities in and near Downtown.
- Provide support for existing businesses, residents and other uses.
- Improve safety and comfort getting to and around Downtown for pedestrians, bicyclists, motorists and transit users.

Project Process

- Project Initiation
- Preliminary Stakeholder Outreach
- Opportunities and Barriers Analysis
- Community Open House
- Alternatives Development and Evaluation
- Implementation Strategy

PLANNING CONTEXT



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Primary Land Uses



Civic/ Cultural

- City Hall
- City Offices
- Police Station
- Library
- Museum/Theater



Entertainment

- Silver Nugget
- Jerry's Nugget
- Movie Theater
- Hotels
- Bowling



Destination Retail

- Las Flores
- Themed Retail
- Regional Magnet
- Unique Shopping



Small-Scale Commercial

- Local/Niche Retail
- Small Chain/
Franchise Retail
- Restaurants/Dining
- Night Clubs/Bars



Medical

- North Vista
Hospital
- Medical Offices/
Laboratory
- Specialty Clinics



Professional Office/Legal

- Justice Center
- Legal Offices
- Professional
Offices
- Defense/
Aerospace



Residential

- Senior Housing
- New Medium to
High-Density
- Mixed Income
- Single Family
Neighborhoods

Catalytic Opportunities Sites

1 Las Flores Shopping Center

2 New City Hall

3 Silver Nugget Casino

4 Centralized/Shared Parking

5 Medical Campus Expansion

6 Mixed-Use Residential

7 Lake Mead Gateway Sites

8 Jerry's Nugget Casino

9 Southern Gateway Site

Supporting Strategies

Streetscape and Public Space Improvements

Housing and Neighborhood Enhancement

Zoning, Development Stds and Guidelines

Image, Identity, and Branding

Vehicular Circulation and Parking

District Management and Events Programming

Gateways, Signage and Wayfinding

Active Transportation





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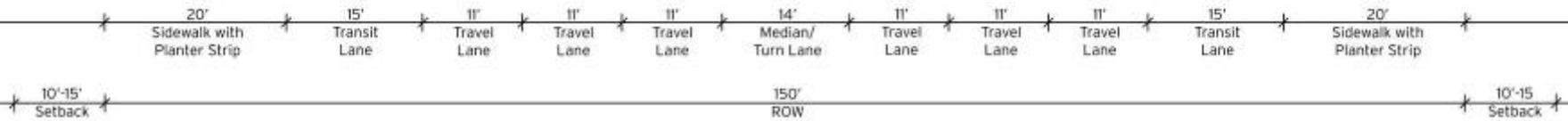
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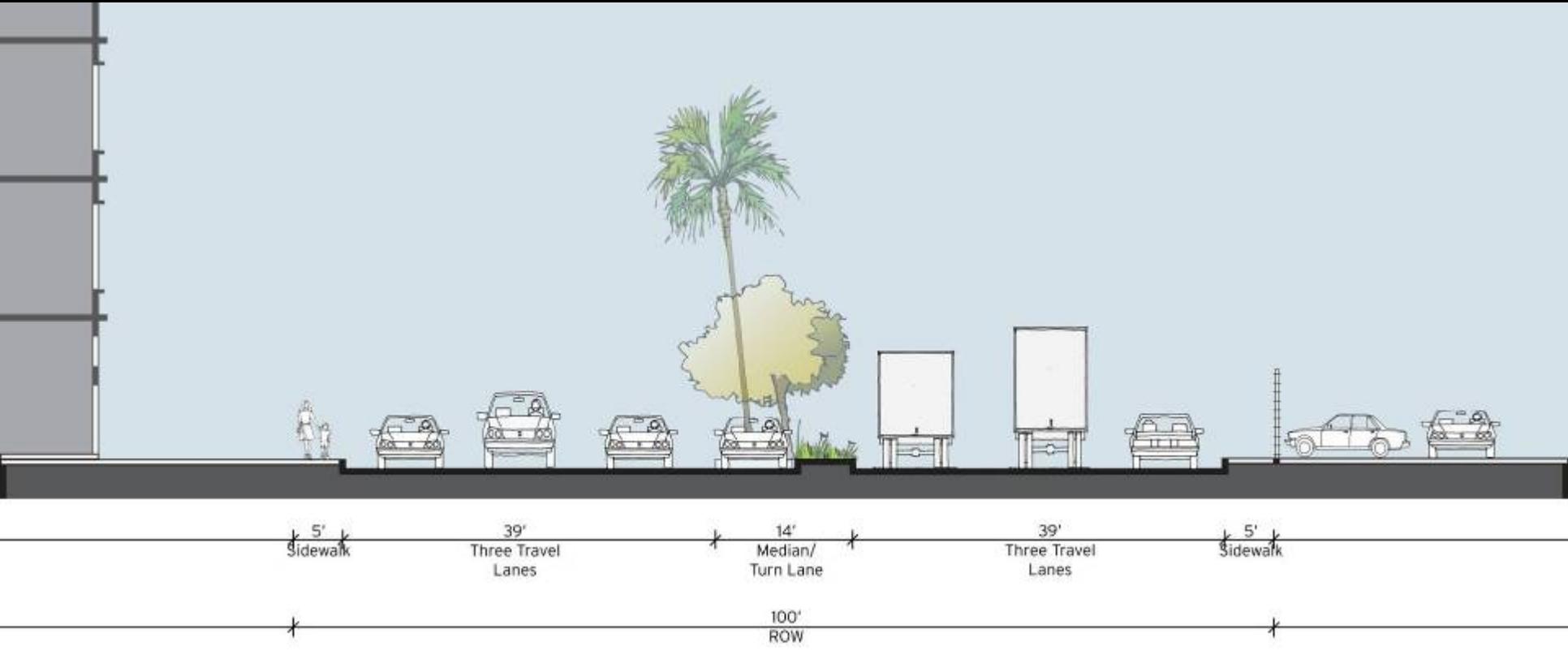
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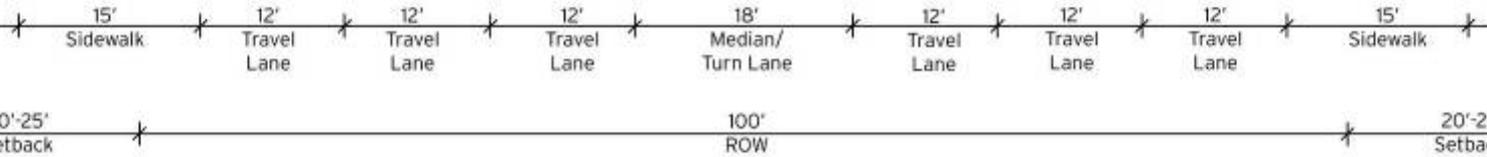
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15'
Sidewalk

12'
Travel
Lane

12'
Travel
Lane

12'
Travel
Lane

18'
Median/
Turn Lane

12'
Travel
Lane

12'
Travel
Lane

12'
Travel
Lane

15'
Sidewalk

20'-25'
Setback

100'
ROW

20'-25'
Setback



McDANIEL

N 2000

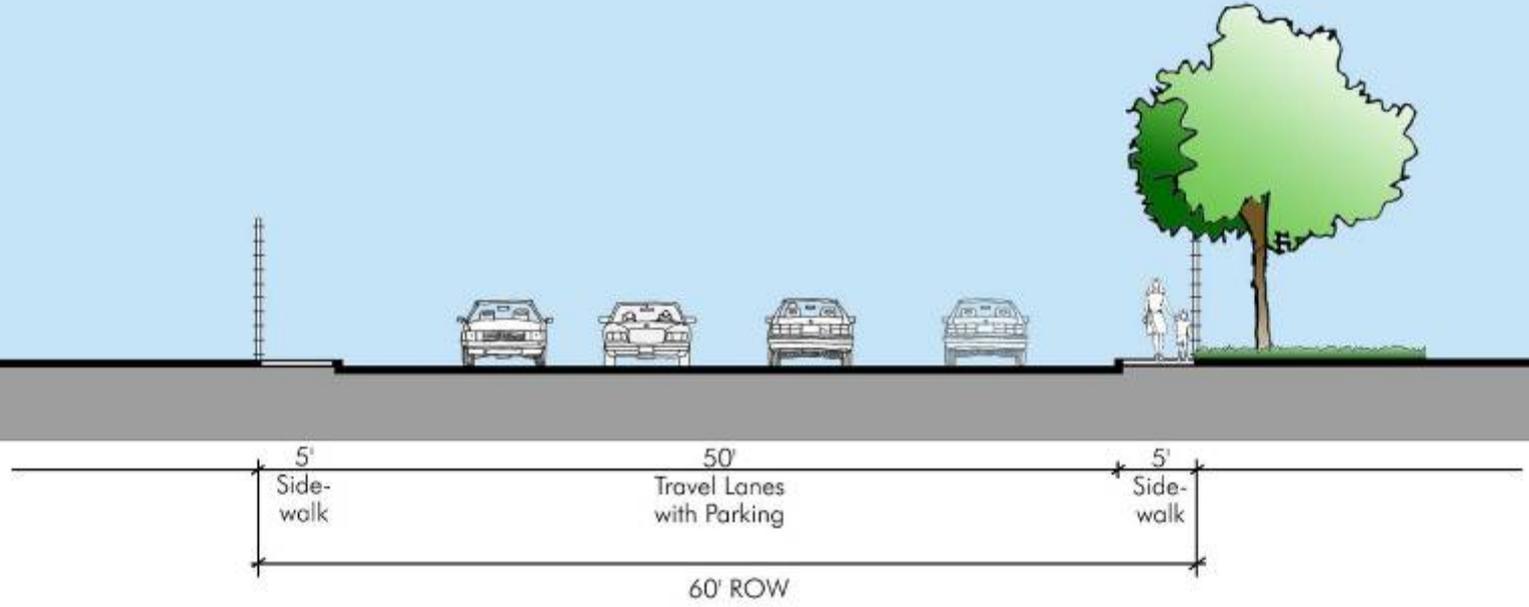
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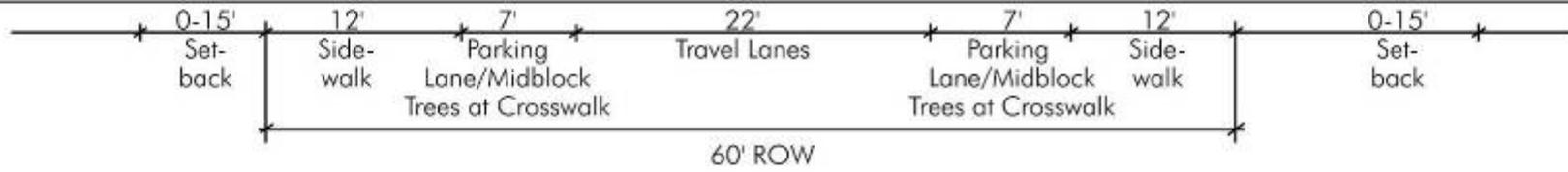
WALK

WALK











Camelot GALLERY
Thomas Kinkadee • Custom Framing

100
RIDEOUT
MEMORIAL
HOSPITAL
A Century of Caring





Windows on a building facade.

Advertisement sign on a utility pole.

ADRENALIN BEANS

Silver Lake

D.C. ANT. LTD.

00C-9141

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AZA



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OPPORTUNITIES AND BARRIERS SUMMARY

Opportunities

- Housing supply
- Flexible development standards and supportive guidelines
- Transportation access
- Public transit access
- Transit improvements
- Public ownership
- Infill potential
- Pedestrian activity potential

Barriers

- **Revitalization potential:** Many potential development sites are closer to the core of Downtown and enjoy better connectivity. Development of “the Island” opportunity site may not be an ideal starting point for Downtown revitalization.
- **Large amount of vacant land nearby:** While many investors are looking for the next opportunity, the amount of vacant land and redevelopable property nearby may create a perception that the future of Downtown is too uncertain. On the other hand, this may be an opportunity to demonstrate how the right project can be successful and transformative.
- **Surrounding development:** Development in the surrounding area is occurring but it is not necessarily transit-supportive. Much of the surrounding zoning is general commercial, general industrial or county zoning which could allow for a range of uses that may not support the envisioned future of Downtown.
- **Lack of identity and sense of place:** Vacant lots, large surface parking areas and separation of uses prevent a common identity or sense of unity to strengthen the development potential of the opportunity site.

COMMUNITY INPUT



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Community Open House

- May 21st, 2014
- 6 open house stations with over a dozen exhibits and interactive activities
- 21 participants + staff and Council members
- 1/3 of participants live in or near Downtown
- 2/3 of participants work in or near Downtown

Here is what we've heard...

STATION
3

Place ONE sticker next to EACH of the following statements. Place a green sticker if you agree, yellow sticker if you are neutral and red sticker if you disagree.

Downtown North Las Vegas is the gateway to our City – it needs to serve as a proud of.

Safety improvement transit shelters and achieve this.

A community plaza that can help improve

We need to encourage that meet the needs downtown becomes businesses and visit



NORTH LAS VEGAS

Getting Around North Las Vegas

STATION
4

1. Place a dot under the street names below that you typically use to get to and from North Las Vegas.

- CAREY AVE.
- NORTH FIFTH STREET
- LAKE MEAD BLVD.
- LAS VEGAS BLVD.
- OTHER STREET



2. Place a dot under the mode of transportation you typically rely on to get to and from North Las Vegas.

DRIVE ALONE

NORTH LAS VEGAS

Please place a dot under the images in each category that would be appropriate in North Las Vegas.

STATION
4

MARKET SPACE	MIXED USE	RETAIL	HOUSING	OPEN SPACE
Outdoor market space	Retail and apartments with outdoor seating	Single tenant	Single family detached	Plaza with spray ground
Indoor market	Retail and offices	Small scale multi-tenant	Two-story condominiums	Plaza with landscaping

STREETScape (Place a dot on any appropriate design)

North Fifth Street 	Las Vegas Blvd. (South) 	McDaniel Street 	Lake Mead Blvd. 	Gateway Signage
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Transportation

- Make it easier to cross major multi-lane thoroughfares that create a dividing line
- Repair existing sidewalks and building new ones
- Provide more bike lanes and get bikes off sidewalks where they conflict with pedestrian
- Provide street lights
- Remove obstructions to traffic visibility
- Find solutions to make roads safer and suitable for local as well as commuting traffic

Development and Retail

- Mixed use development
- Better gateway development
- More dining options, particularly convenience/fast food and outdoor dining
- Grocery stores with healthy food
- Large chain stores or local retail (both had their supporters)
- International shopping
- Retail services such as Fed Ex
- Extension of entrepreneurial markets such as the Broadacre swap meet

Housing and Community Services

- More quality housing choices
- Better workforce and affordable housing options
- More schools to relieve overcrowded classes, possibly built on currently empty lots
- Job creation measures such as job training centers/vocational schools and childcare
- Food pantries; homeless shelters; a community center
- Friendly service providers (e.g., fire departments).

Parks, Recreation and Entertainment

- Parks (e.g. skate or water parks) and/or central plazas
- Event center with cultural and sports activities
- Attractions such as movie theaters
- More attractions paying tribute to the area's Latin heritage:
 - Latin Heritage Museum
 - Latin Corridor emphasizing culture
 - Large festivals such as Fiesta Gastronomica and the Mexican Rodeo

**The Downtown
North Las Vegas
Area will be great
when**

... we give people a reason
to come to North Las
Vegas! - events, attractions,
malls, civic plazas, restaurants,
and hotels!

CUANDO SEA
UNA REAL
😊

The Lake Mead Village
Concept has taken
root! 😊

Residents have
enough affordable or
accessible ^{housing} to eat
to live healthy, active,
productive lives!

WHEN IT
HAPPENS
!!!!

the island is fully
developed and we have
mass transit connectivity
from the north to the south.

Area redevelops
with new businesses
and old buildings are
removed

When we have more
retail, especially
more international

the shopping
center across the
street from City Hall
complete!

We get
a movie
theater!!!

Finish the
215 to better
connect the
Northern Hemisphere
#SNVStrong 😊

PRELIMINARY IMPLEMENTATION STRATEGY

Major Categories

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

1. Improve safety for all transportation modes

- Study, identify and scope funding for pedestrian crossing safety improvements
- Expand City of NLV and RTC partnership linking sidewalk improvements with transit stop improvements
- Implement NLV Downtown Major Corridors Study recommendations
- Prioritize transportation safety improvements at high-crash intersections
- Implement multi-way boulevard on Las Vegas Boulevard and other more comprehensive streetscape improvements

2. Create a safe and attractive environment

- Code enforcement
- Clean and Safe program
- Home improvement assistance program
- Improve and market façade improvement program

3. Improve District Identity

- Rebranding (renaming, logo, etc.)
- Activities and events that will induce direct or indirect economic support of Downtown businesses
- Murals and arts initiatives
- Gateways, signage, wayfinding
- Develop business district map and marketing materials
- Open space amenities
- Promote City Hall fountain
- Support Agora Shopping Center Plaza
- Explore Food cart hub

4. Support existing businesses and create opportunities

- Create Business District
- Develop collaborative business group - Develop and build relationships between business community and other community organizations for mentoring, skill building, fundraising and development
- NMTCs
- CDBG Section 108
- Explore community kitchen concept

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