Community Meeting | 1 November 2007

city of NORTH LAS VEGAS

Downtown Master Plan/Investment Strategy

MIG

In association with

SQUARE PEG DESIGN

PBS & J

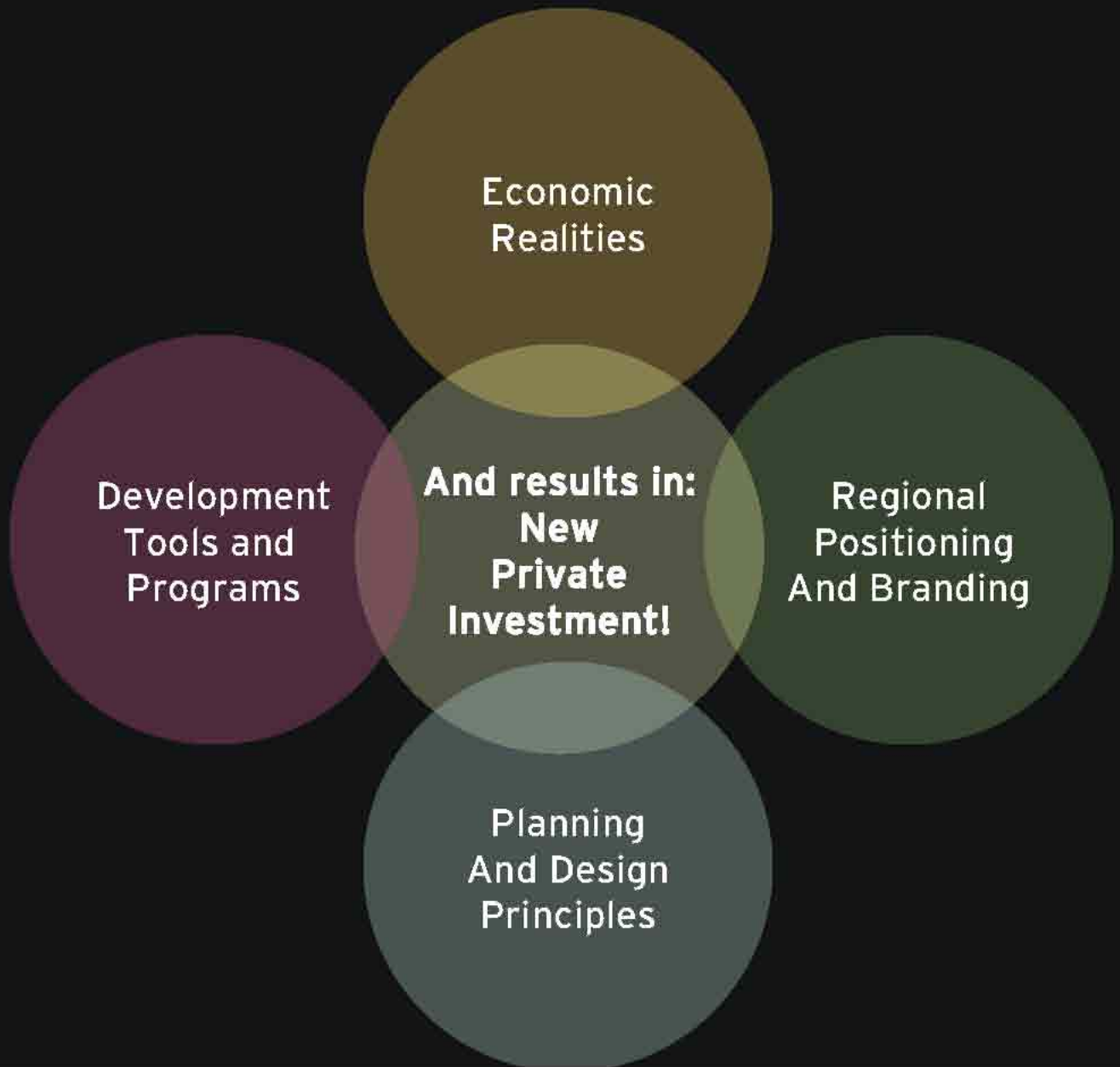
ECONOMIC & PLANNING SYSTEMS

MIG

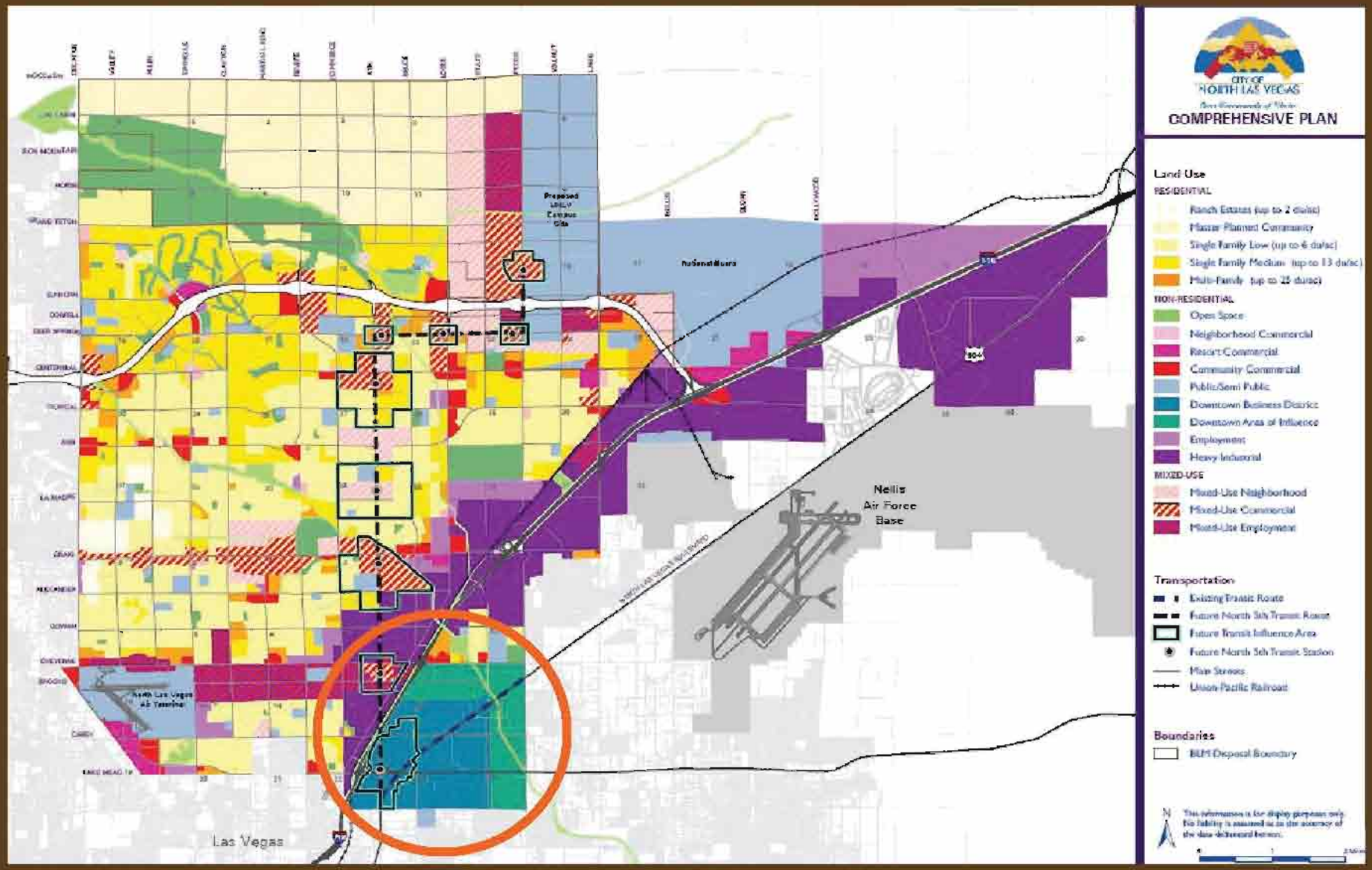
Project Goals

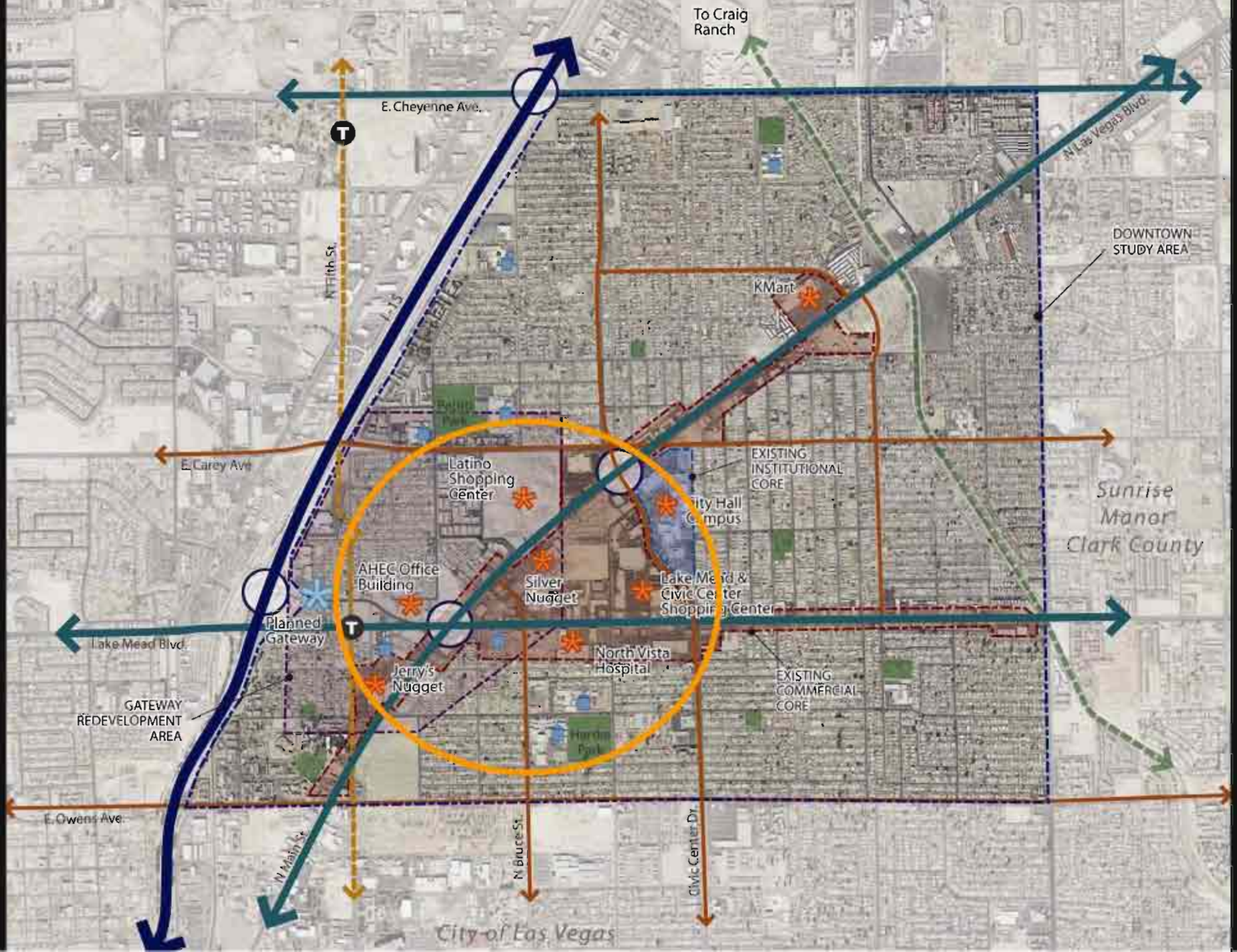
- Develop a **refined and coordinated vision** for the Downtown
- Create a **distinct brand** for Downtown and its districts
- Strengthen the vision and brand with **signage, way-finding, landscaping, and streetscape improvements**
- Create a **clear long-term investment strategy** that is imaginative, yet realistic
- Enhance **quality of life and connectivity** for Downtown neighborhoods

A Successful Downtown Plan addresses . . .



Land Use Plan




To Craig Ranch
E. Cheyenne Ave.
N Fifth St.
I-15
N Las Vegas Blvd.
DOWNTOWN STUDY AREA
KMart
E. Carey Ave
Latino Shopping Center
EXISTING INSTITUTIONAL CORE
City Hall Campus
Sunrise Manor Clark County
AHEC Office Building
Silver Nugget
Lake Mead & Civic Center Shopping Center
Planned Gateway
Lake Mead Blvd.
North Vista Hospital
Jerry's Nugget
EXISTING COMMERCIAL CORE
GATEWAY REDEVELOPMENT AREA
E. Owens Ave
N Main St.
N Bruce St.
Civic Center Dr.
City of Las Vegas

North Las Vegas Boulevard today . . .

North Las Vegas Boulevard re-envisioned!

Planning Context

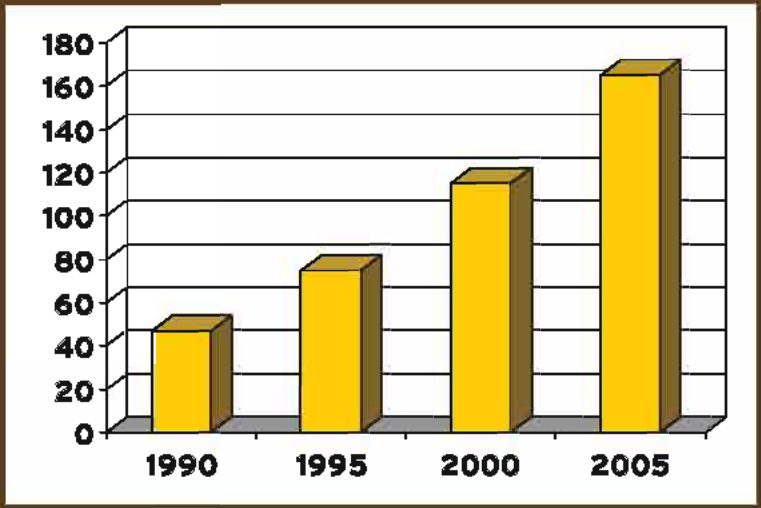
Las Vegas Valley

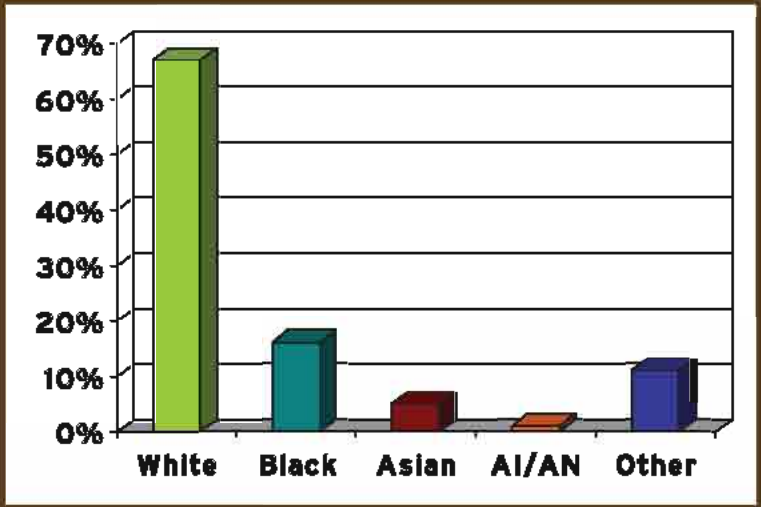
- Approximately 2 million in the metro area
- Las Vegas is best known
- North Las Vegas is fastest growing

Demographics

- 12% growth rate
- 178,000 residents

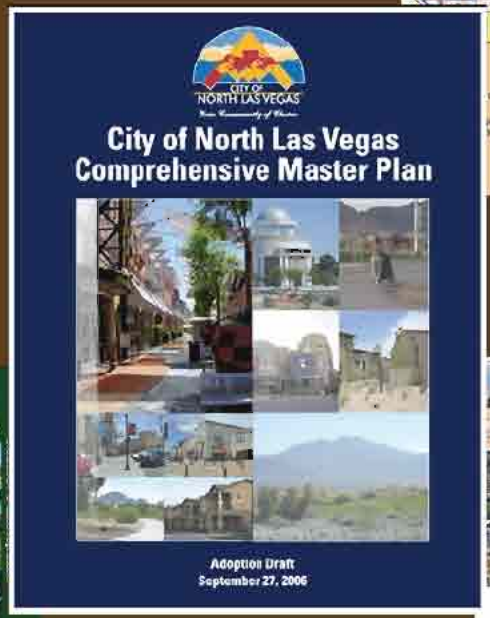
- Hispanic or Latino
  - Citywide – 40%
  - Downtown – 80%

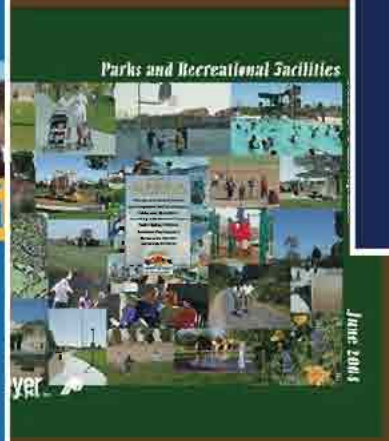


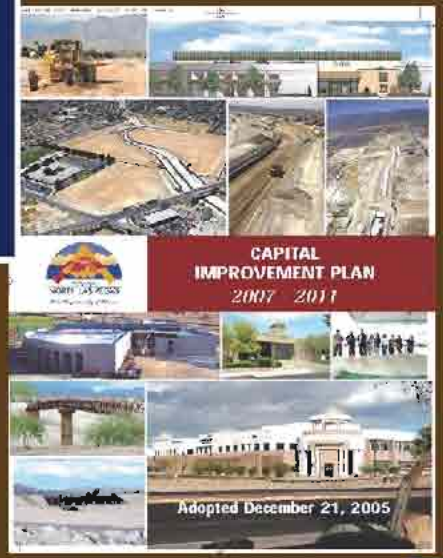


Previous Planning Efforts

- Visioning 2025
- 2006 Comprehensive Plan
- N Fifth Street Transit
- Parks and Rec
- 2007-2011 CIP

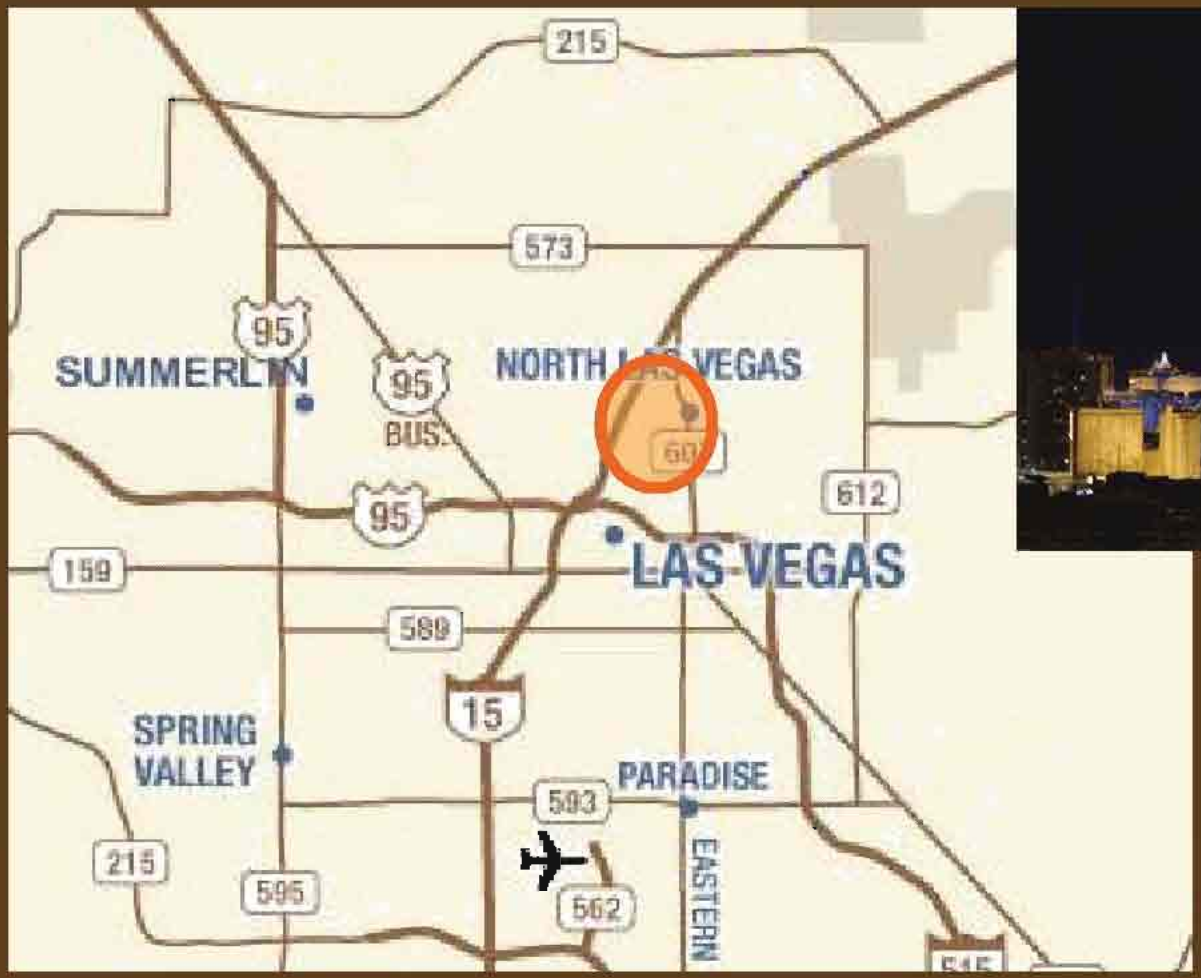






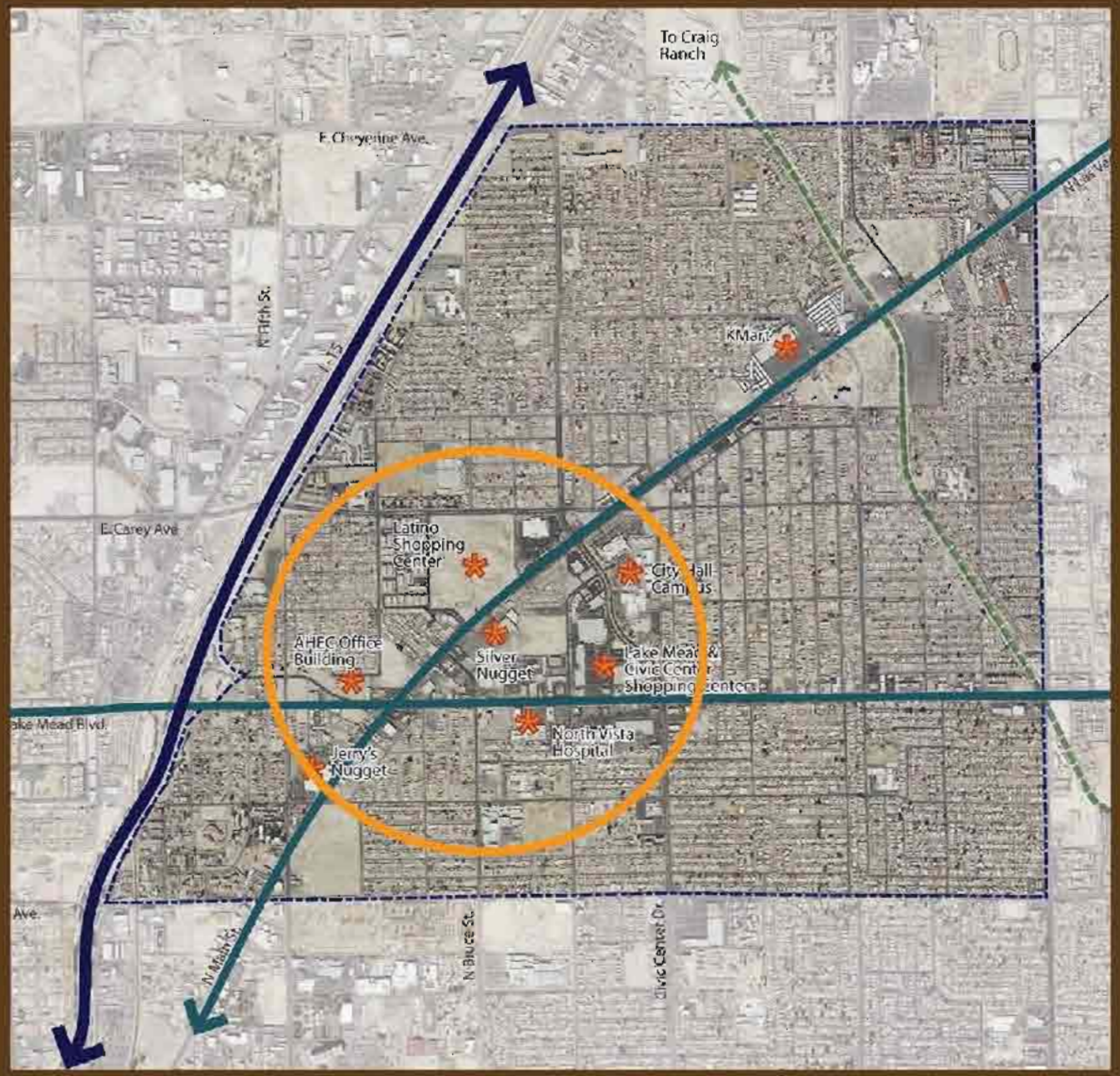
Assets, Issues, & Opportunities

Capitalizing on Strategic Location



Diverse Mix of Uses

Major Destinations

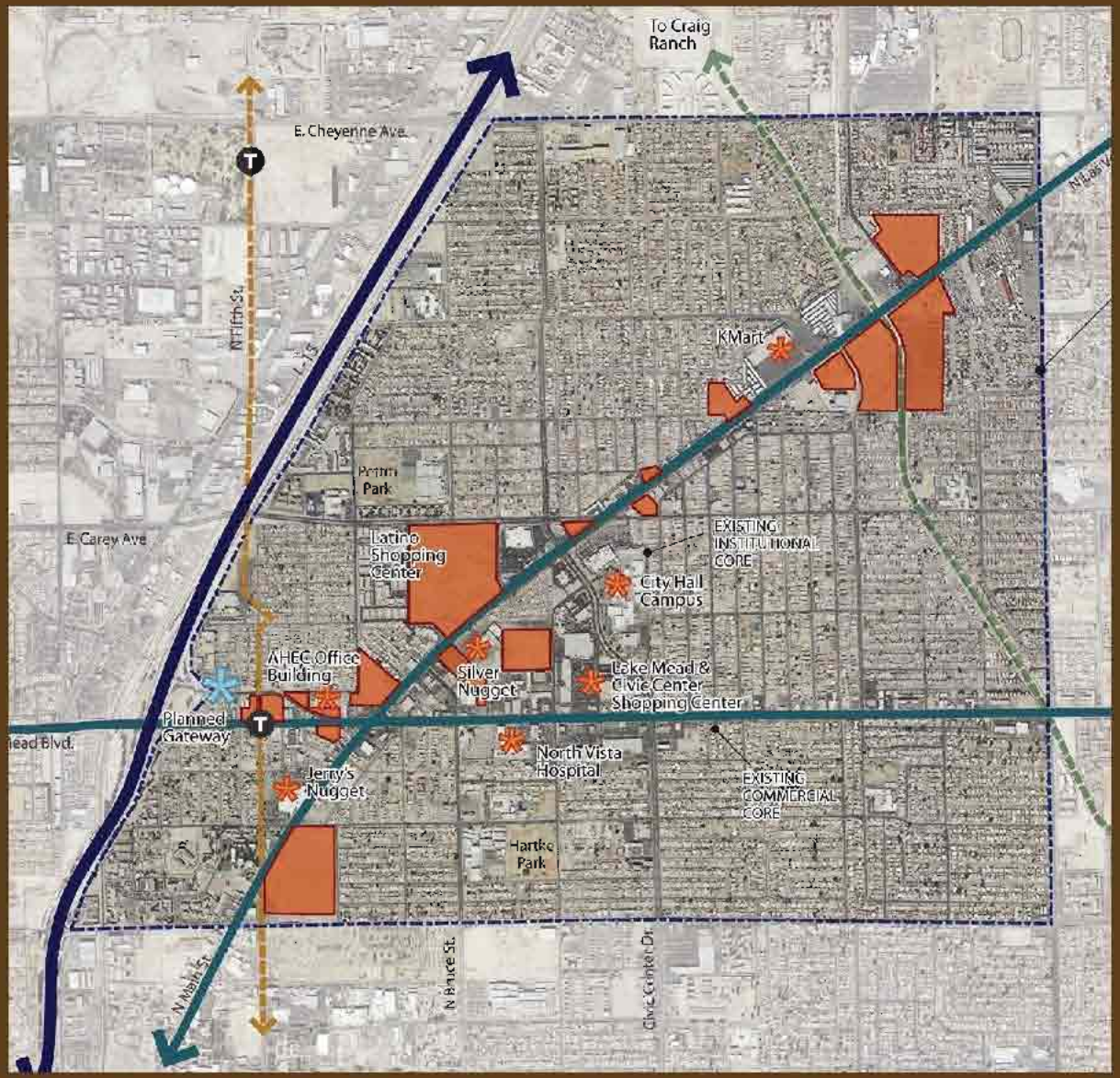


Projects in the Works

- Latino Shopping Center
- New City Hall
- AHEC Office Complex
- Silver Nugget Improvements
- Gateway Transit Station

city of NORTH LAS VEGAS

Maximizing Development Opportunities



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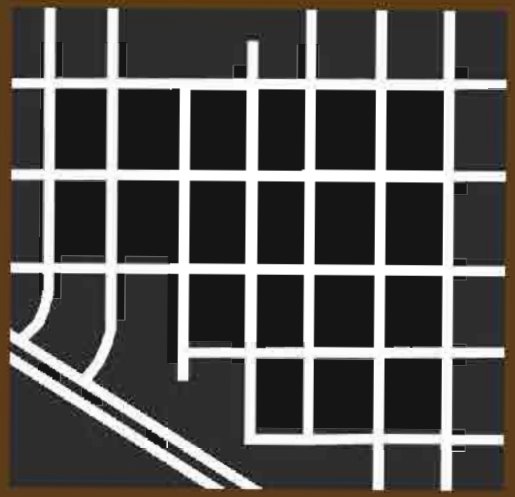
Recasting Approach to Infill

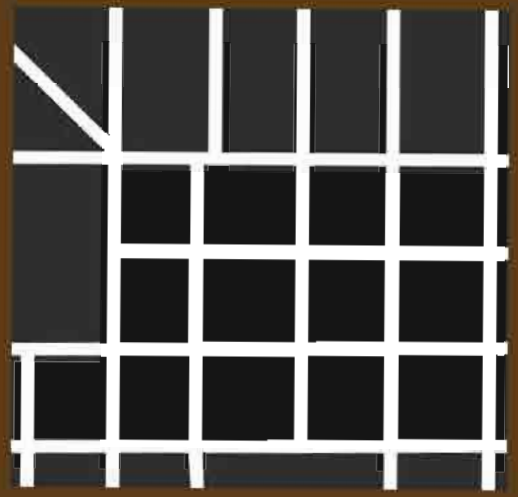
Enhancing the Public Realm

Enhancing Overall Safety & Connectivity

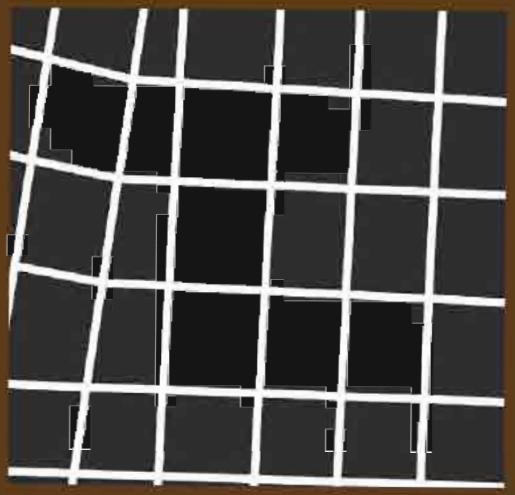
San Diego



Phoenix



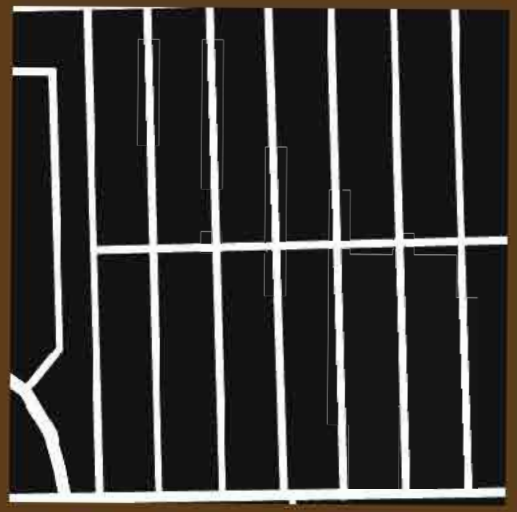
New Orleans



NORTH LAS VEGAS

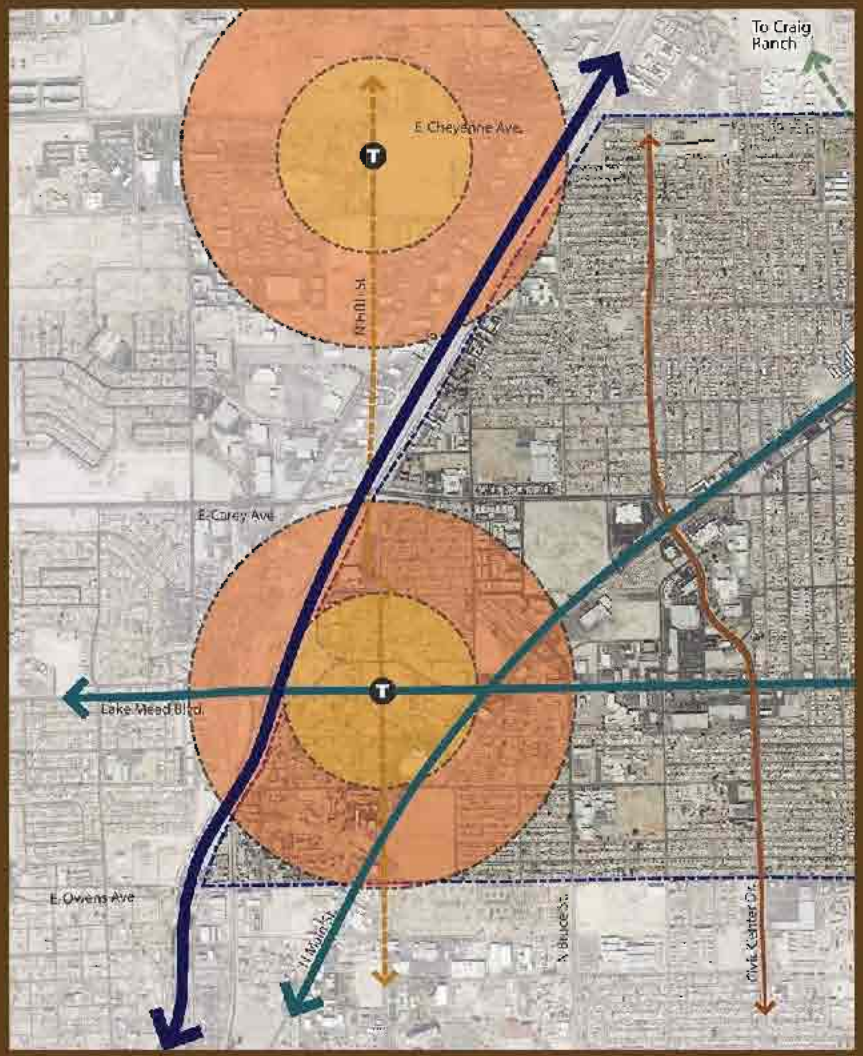
Along North Las Vegas Blvd.

Along Civic Center Drive



East of City Hall Campus

Maximizing Transit and TOD Potential



Increasing Housing Choice

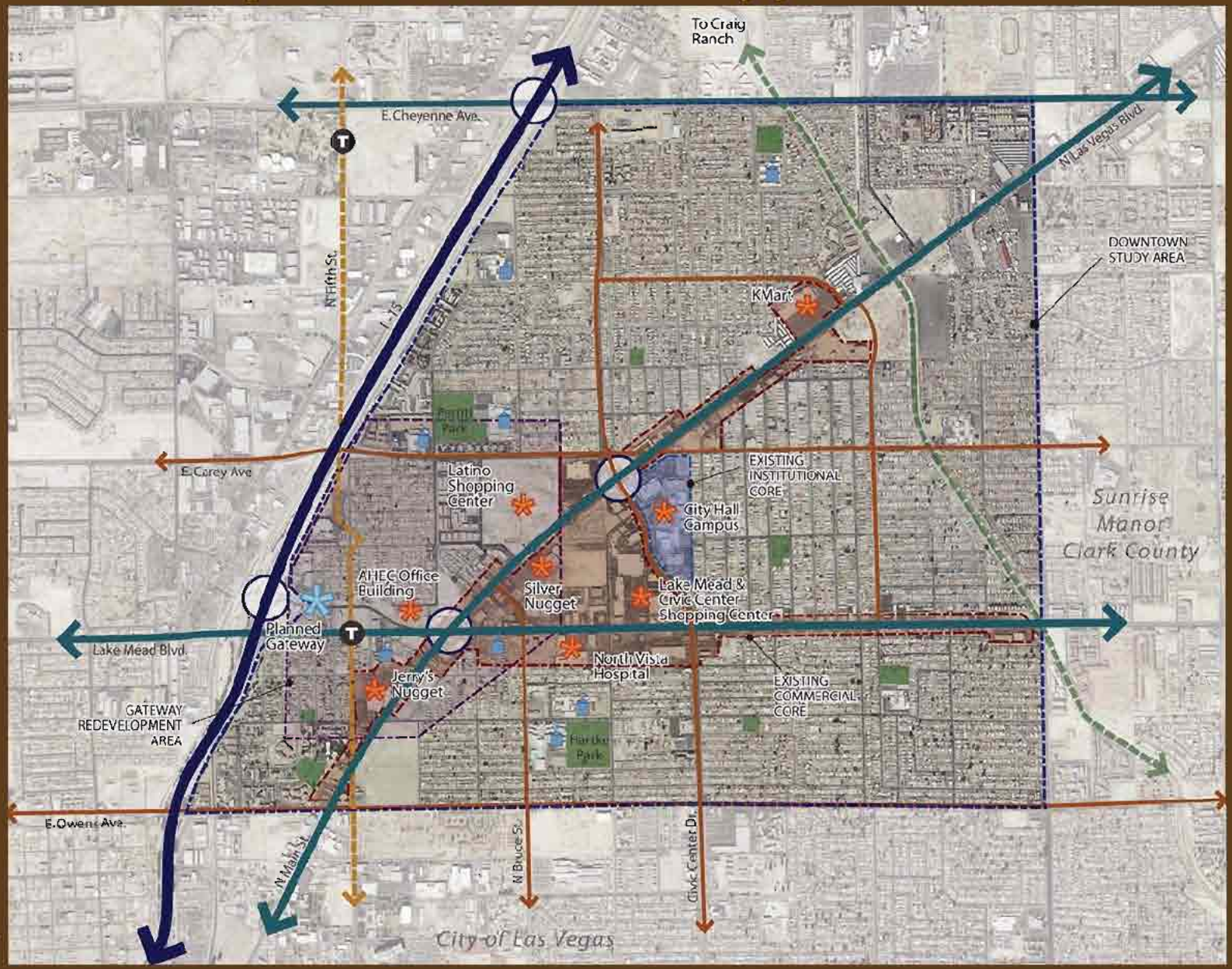
Providing a Distinct Identity

Providing a Distinct Identity

Providing a Distinct Identity

city of NORTH LAS VEGAS

Summary of Issues and Opportunities



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Planning Process

city of NORTH LAS VEGAS

Downtown Master Plan/Investment Strategy

Phase 1: Research & Analysis

Meeting Window #1

Staff Meeting

Staff Coordination

Major Investors Meeting #1

Stakeholder Interviews

Stakeholder Interviews

Site Analysis

Existing Conditions Analysis: Economics, Infrastructure, Access & Existing Policies

Existing Conditions Memo & Mapping

Phase 2: Update Vision & Goals

Meeting Window #2

Staff Meeting

Staff Coordination

Major Investors Meeting #2

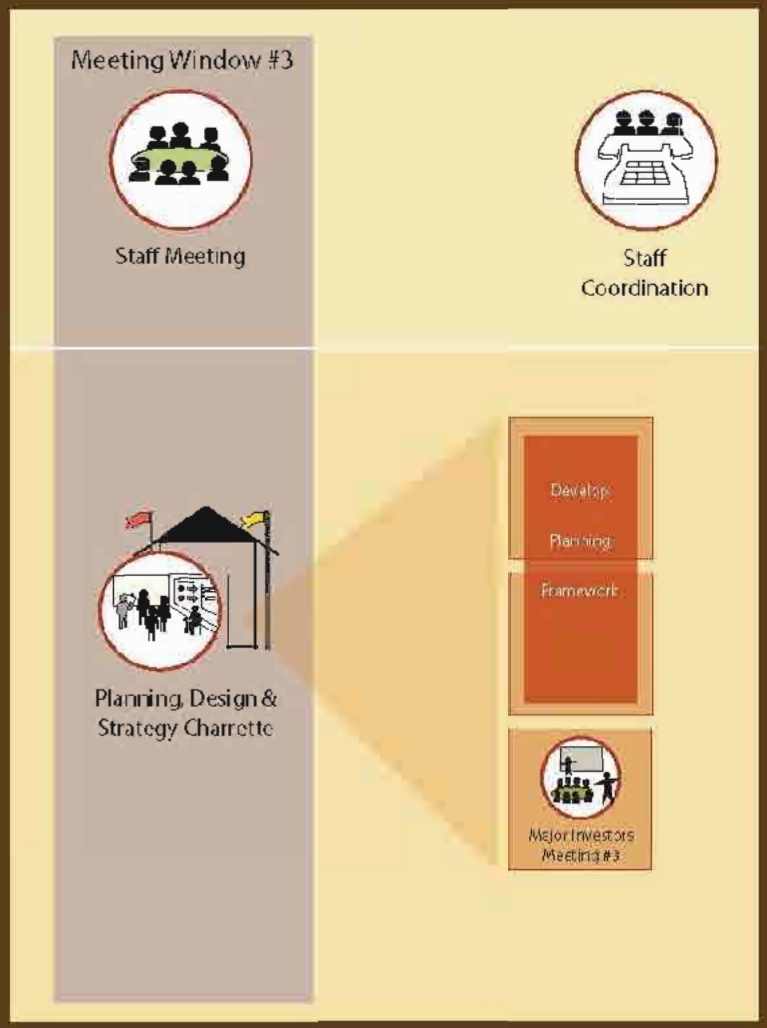
Community Vision Design Workshop

Feasibility & Absorption Analysis

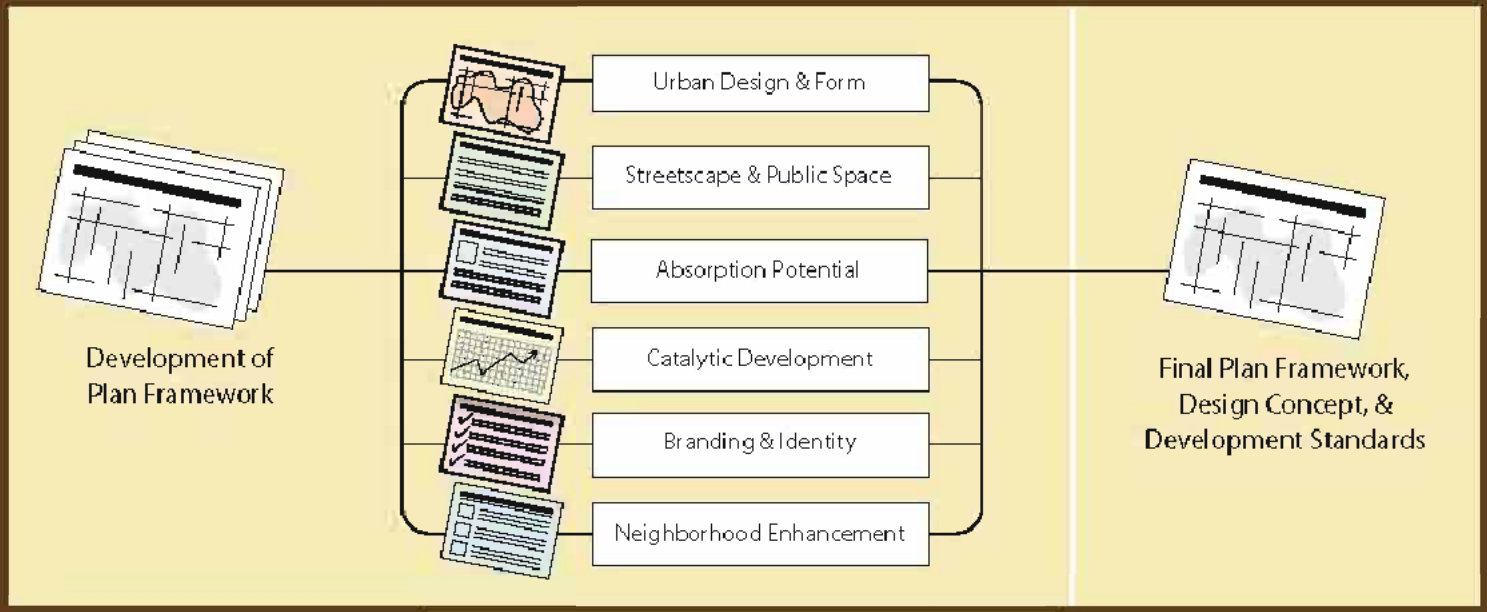
Update to Vision & Goals

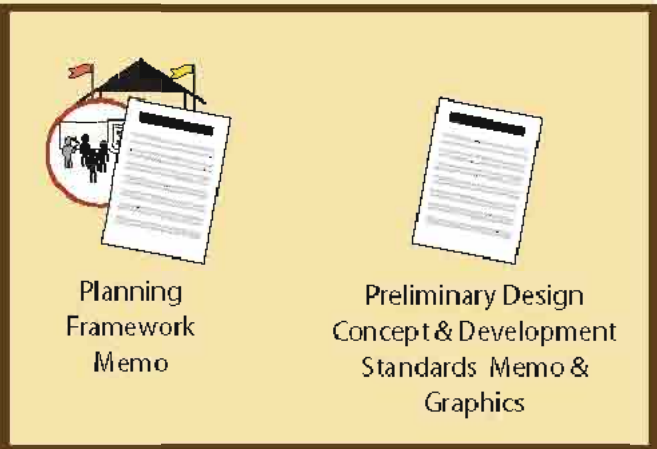
Vision, Goals, & Economic Realities Memo

Phase 3: Planning Framework



Phase 3: Design Concepts





Phase 4: Draft Plan and Investment Strategy

Staff Coordination

Meeting Window #4

Staff Meeting

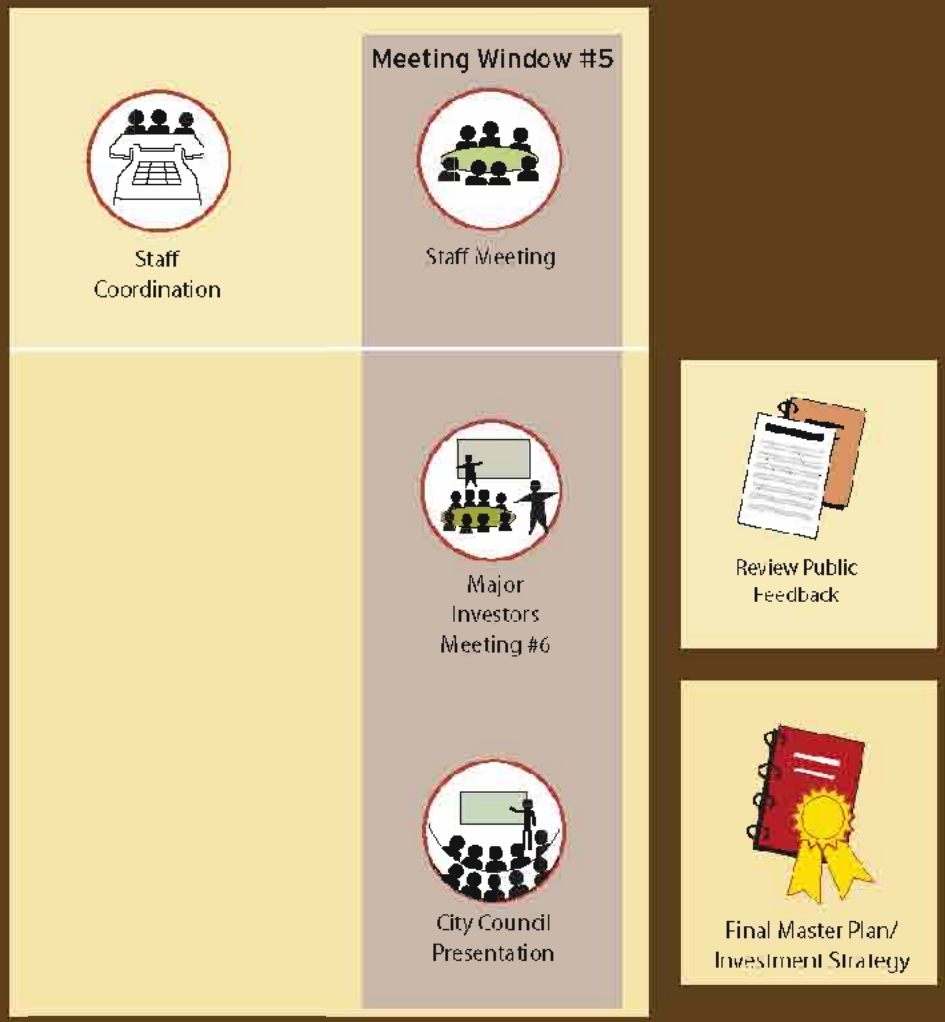
Major Investors Meeting #5

Public Presentation

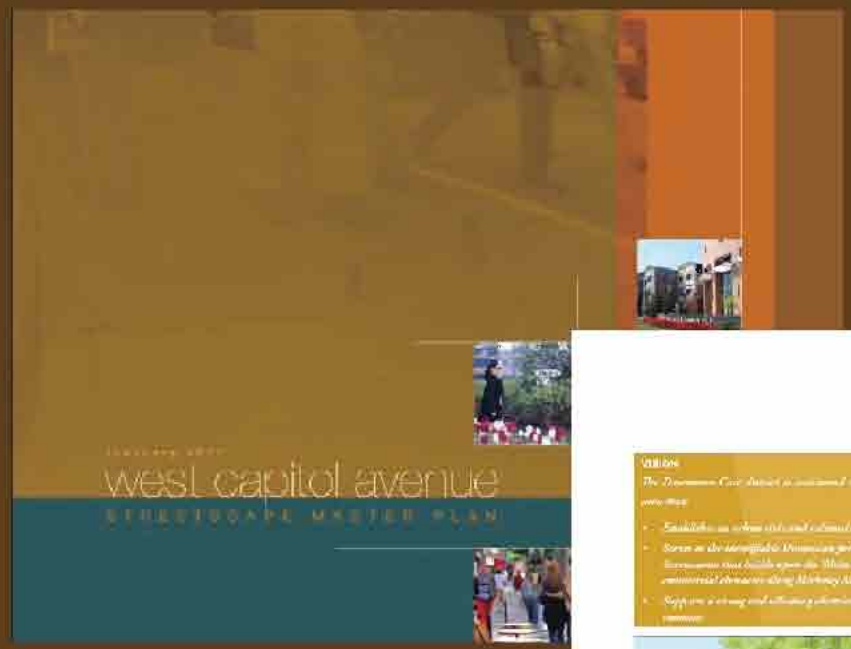
Downtown Branding Strategy Memo

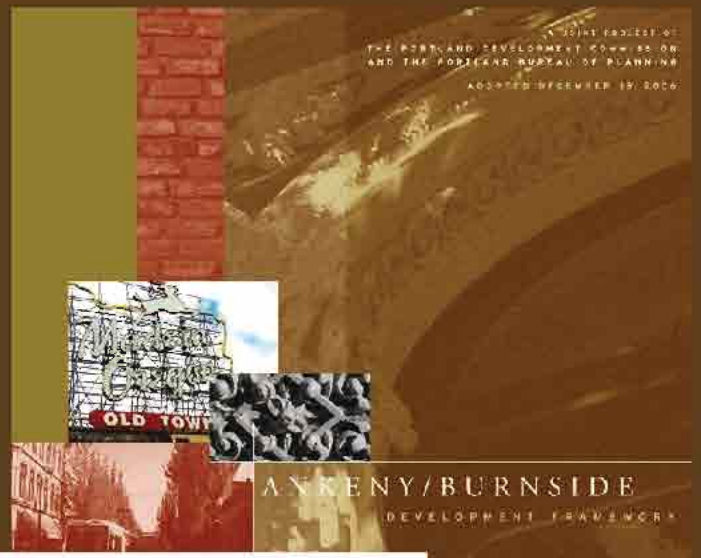
Draft Master Plan/Investment Strategy

Phase 5: Final Plan and Investment Strategy



Master Plan/ Investment Strategy





Lessons from Other Downtowns

Concentration, intensity, mix . . .

WASHINGT

Street Level Activation . . .

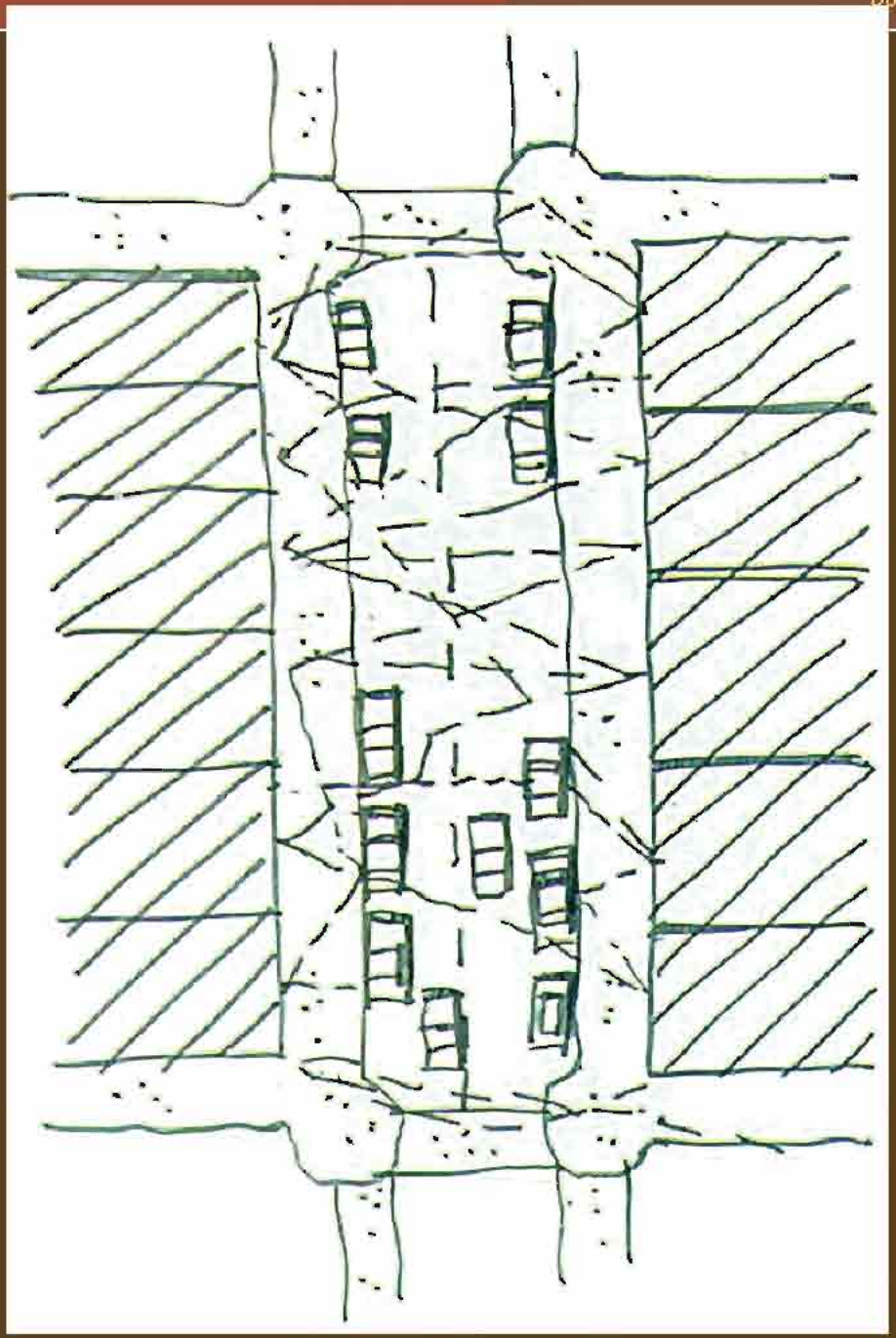
city of NORTH LAS VEGAS

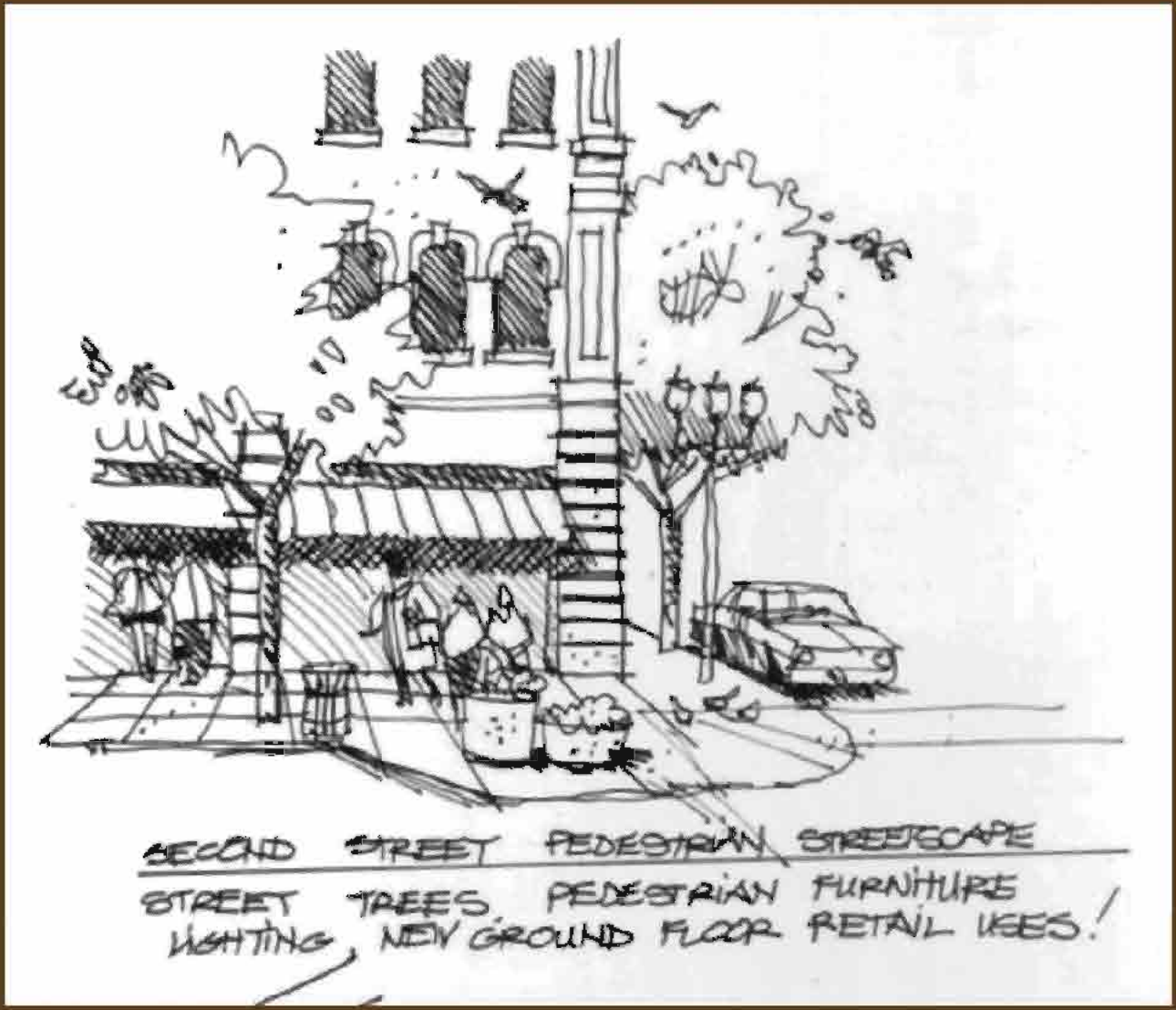
16TH STREET MALL

Please Exit Through Garage

6PYL151

Relationships . . .




SECOND STREET PEDESTRIAN STREETSCAPE
STREET TREES, PEDESTRIAN FURNITURE
LIGHTING, NEW GROUND FLOOR RETAIL USES!

CHECKS CASHED
PAYDAY LOANS

CHECKS CASHED
PAYDAY LOANS
piranesi

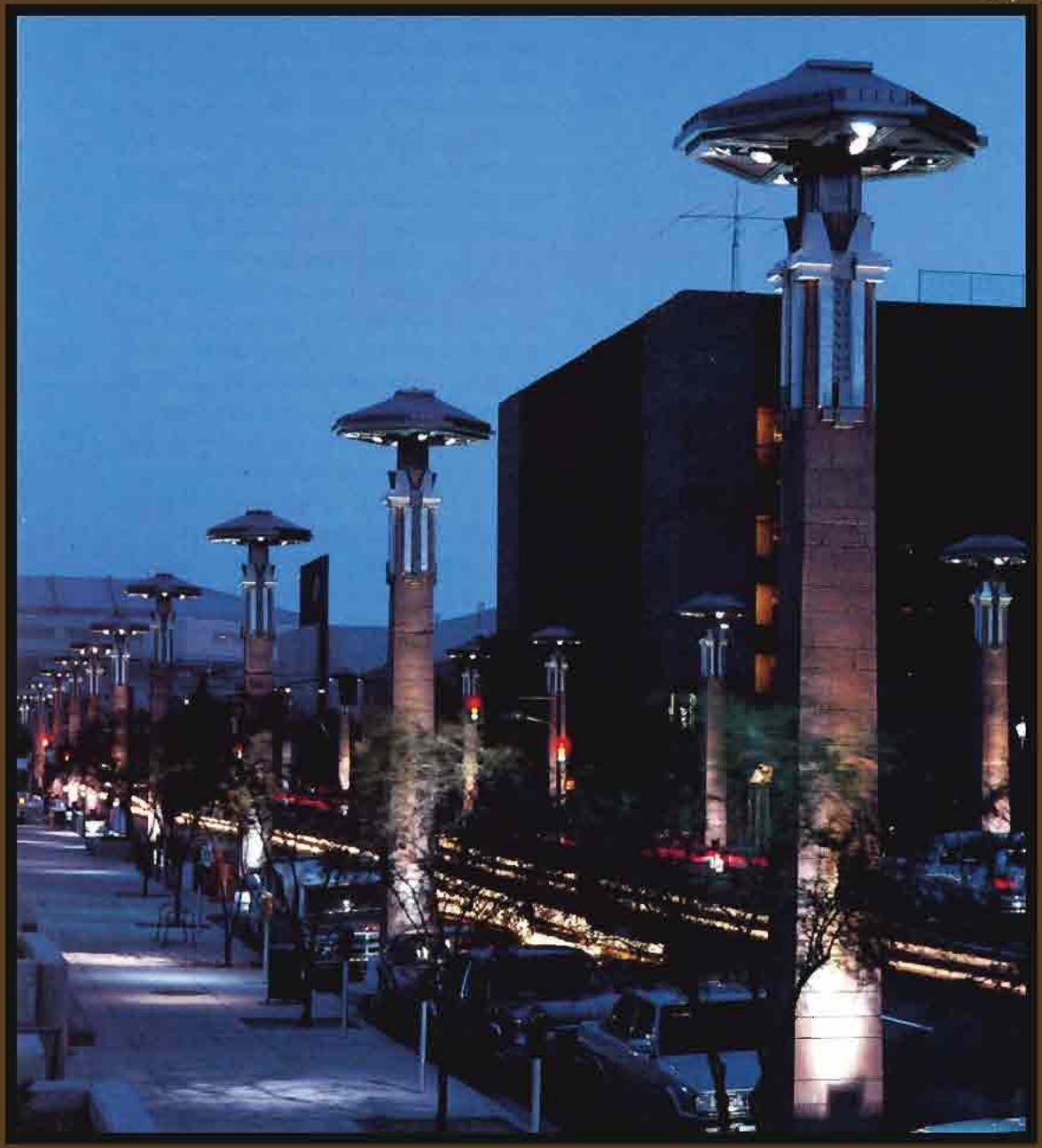
CHECKS CASHED
PAYDAY LOANS
LOANS
$500

FATAPPE'S RESTAURANT

Street Design . . .

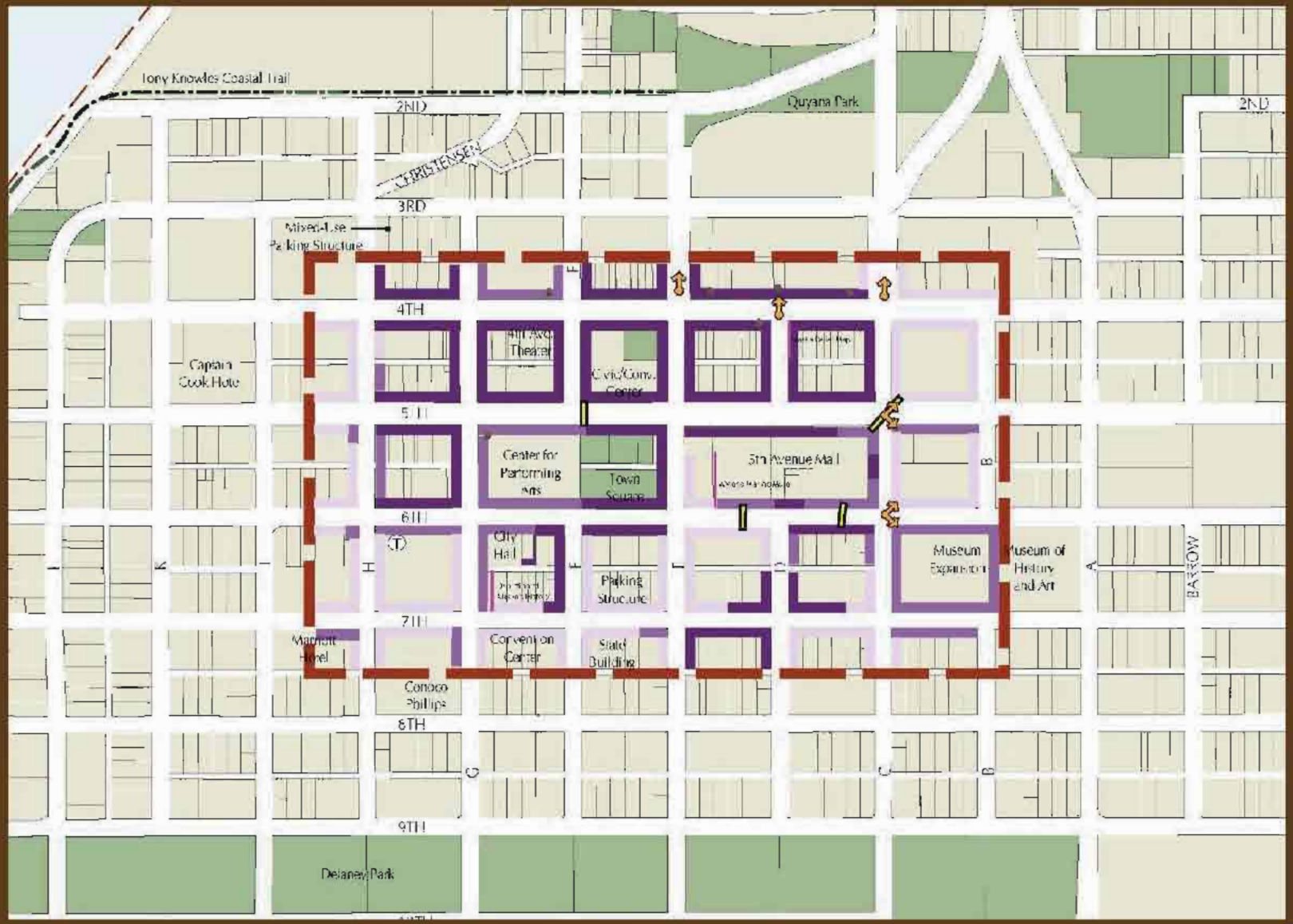
DOWN
TOWN

GAP



Linkages and Connections . . .

Rating the Quality of the Pedestrian Environment



Public Space Structure

Figure 3.6
Downtown Core
Public Space Structure

City of Ocala Downtown Master Plan

- Public Park
- Courtyard/Hardscape
- Core Area Streetscape
- Greenway
- Proposed New Development/ Redevelopment
- Future Development Opportunity
- Existing Development

MIG
MOORE IACOFANO GOLTSMAN INC.

N

0 80' 160' 300'

Inter-Modal Transit Center

Anchorage Railroad Ship Creek Redevelopment

Building Form . . .

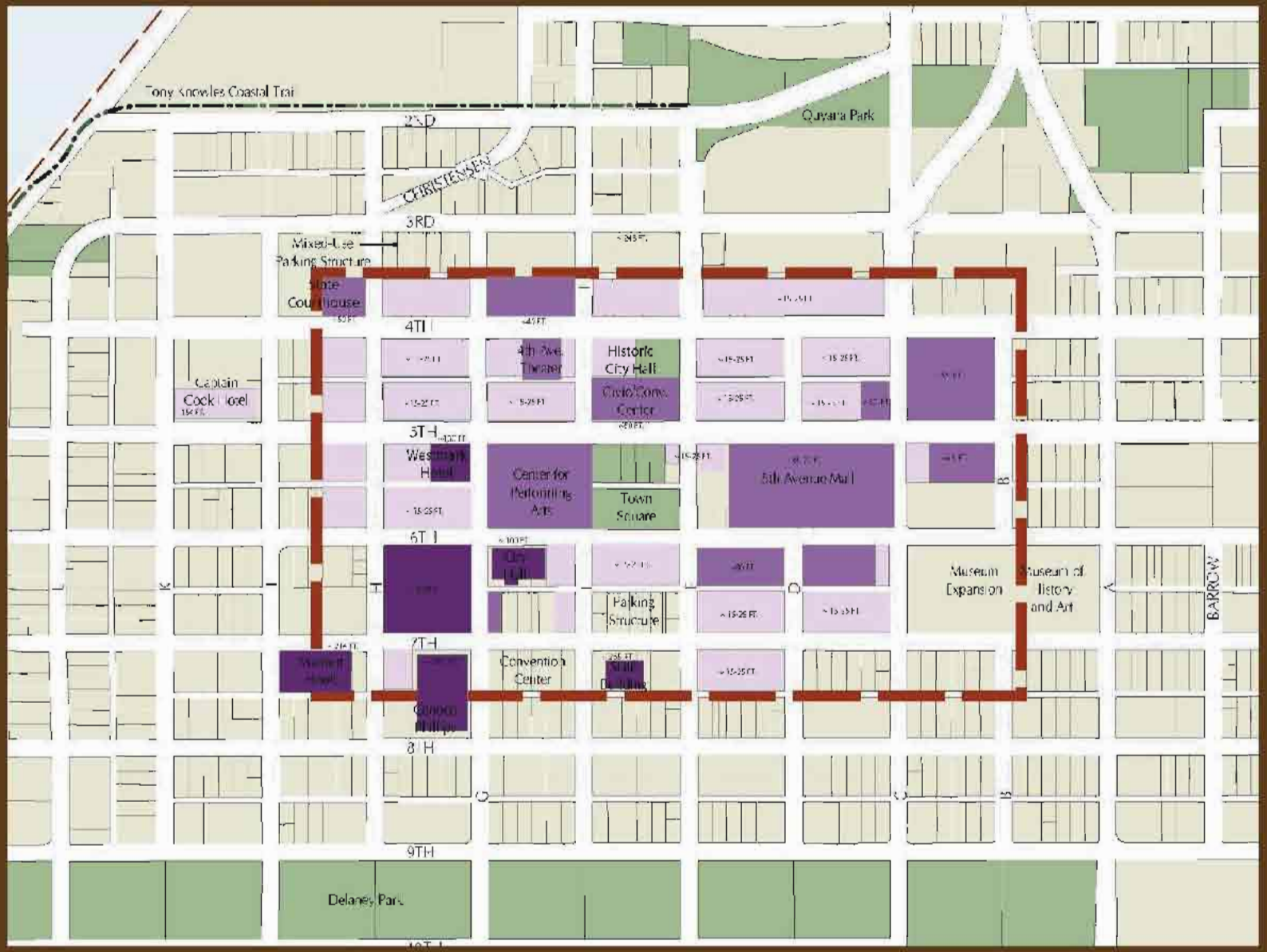
NOW LEASING

Compass Bank
STARBUCKS COFFEE
VISION CARE

NOW
OPEN

city of NORTH LAS VEGAS

Building Heights Analysis



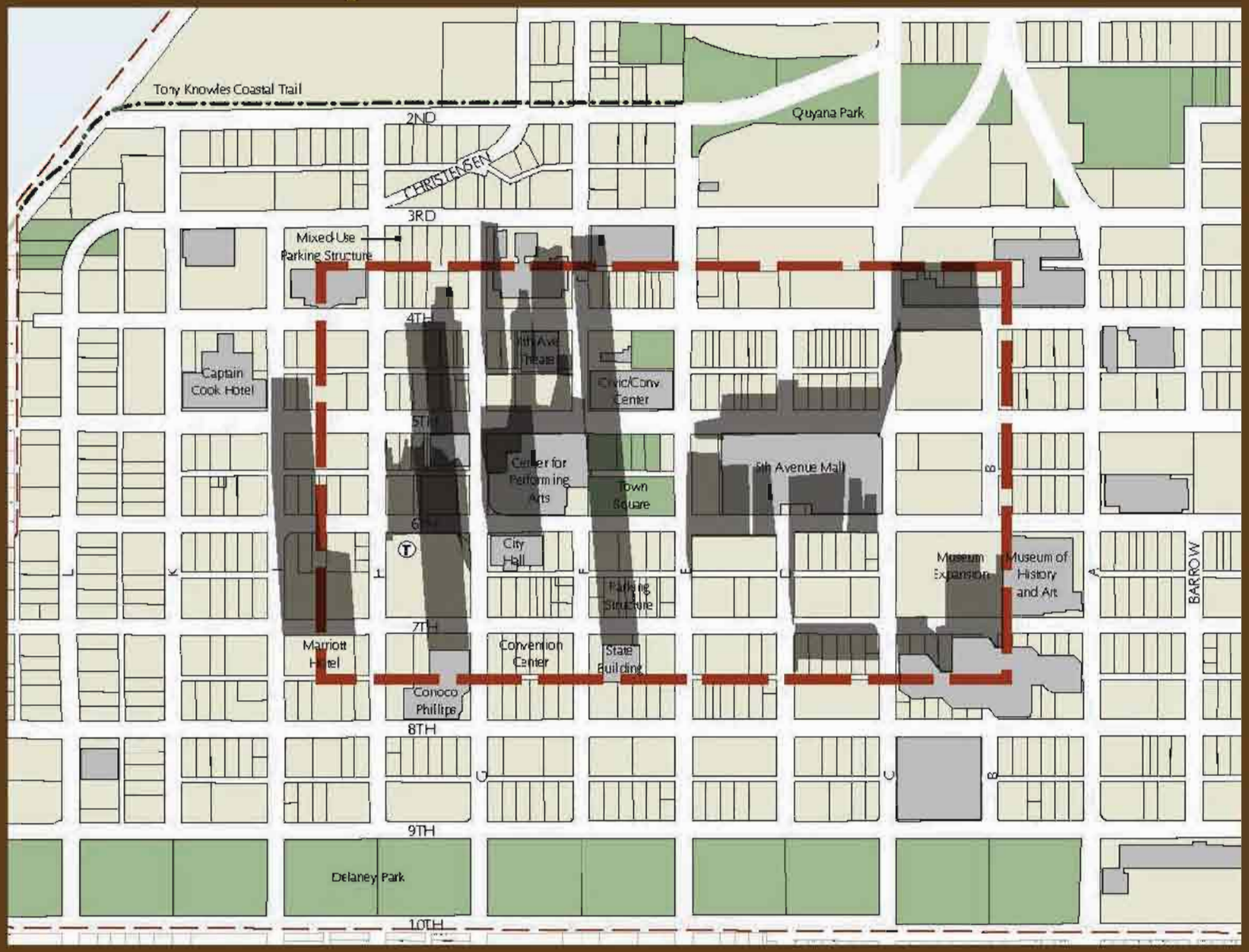
MIG

Shadow Study: Summer

city of NORTH LAS VEGAS

Shadow Study: Equinox

Shadow Study: Winter



"Program-ability" . . .

Nikon

ZOINKS!
Faneuil Hall Marketplace
Next to Durgin Park

Quality Urban Spaces . . .

STARBUCKS COFFEE

STARBUCKS COFFEE

GO BUFFS!
WILLIAMS
COLORADO

Distributed Parking . . .

Downtown Parking Plan

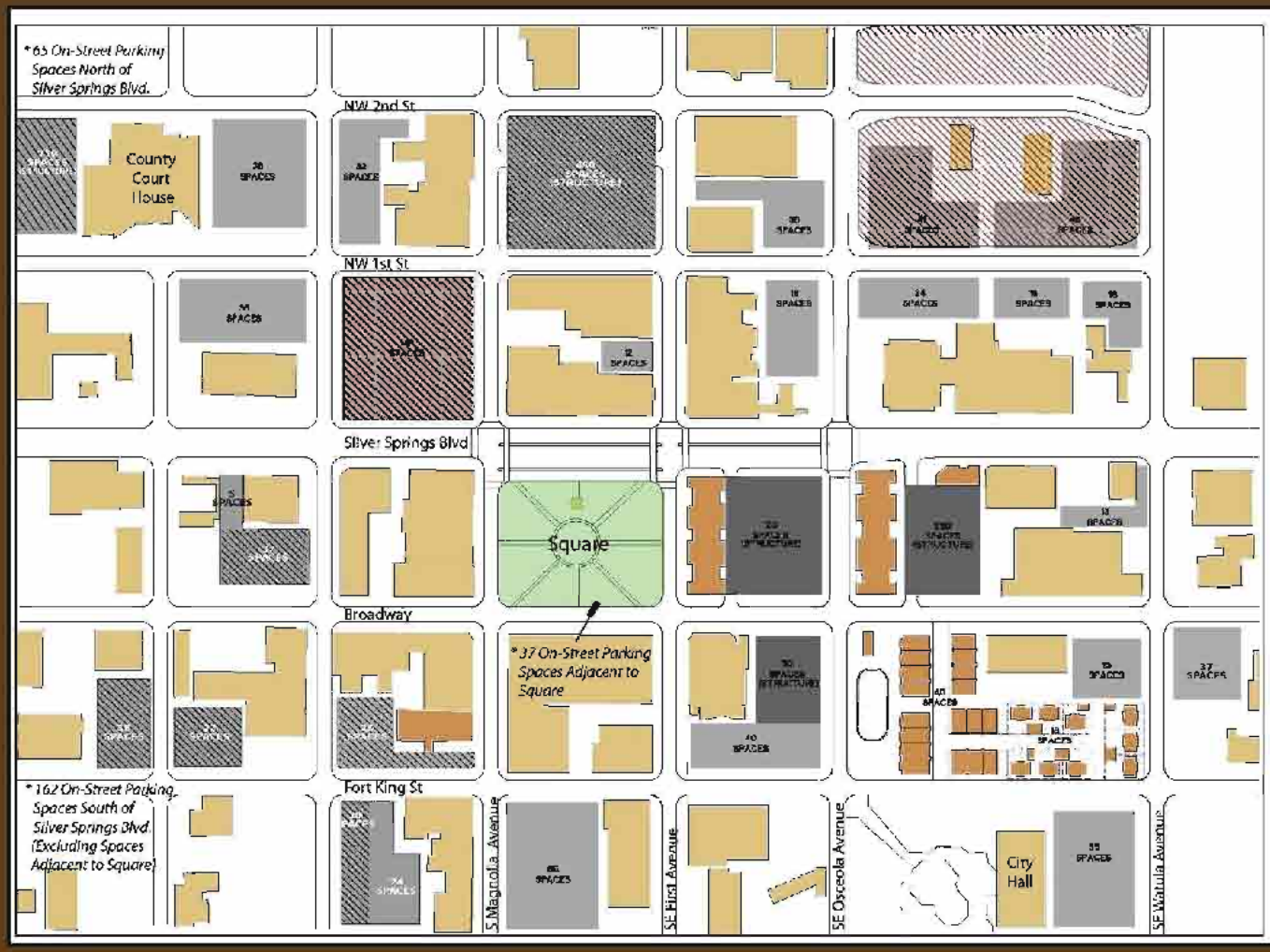


Figure 3.8
Downtown Core Parking Supply

City of Ocala Downtown Master Plan

- Surface Parking - Publicly Owned/ Leased
- Surface Parking - Private
- Structured Parking
- Proposed New Development/ Redevelopment
- Future Development Opportunity
- Existing Development

Source: City of Ocala

MOORE IACOFANO GOLTSMAN INC

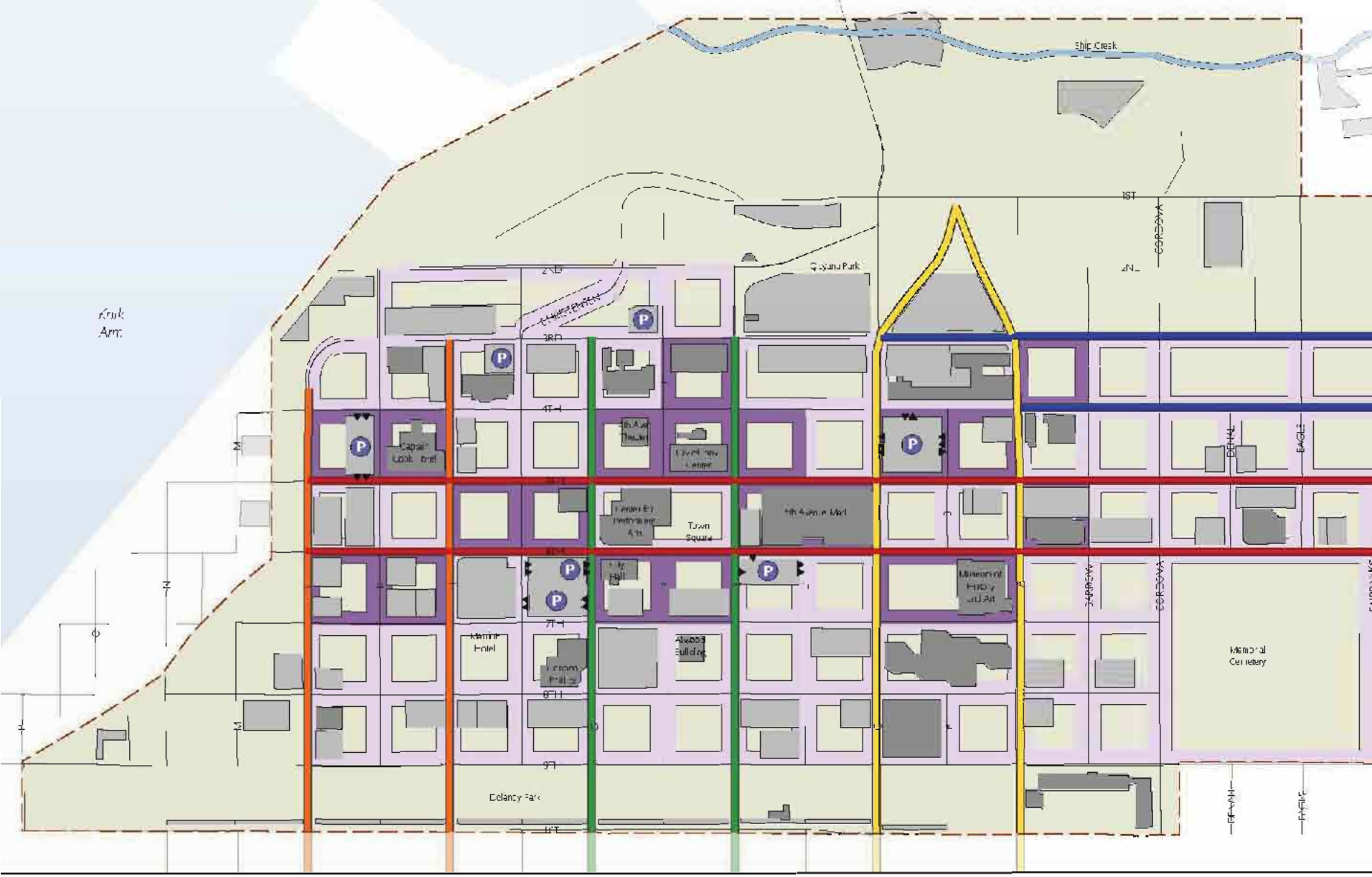
N

0 80' 160 300'

NO DOUBLE TURN
NO DOUBLE TURN
Wazee
PARKING
PARKING

DECORASIAN

Integration of Transportation and Infrastructure . . .



Legend

- Downtown Study Area
- Poor Circulation
- Good Circulation
- I/L Couplet
- E/G Couplet
- A/C Couplet
- 5th/6th Couplet
- 3rd/4th Couplet
- Parking Lot
- Parking Structure
- Parking Structure Ingress/Egress
- "Notable" Building Footprint

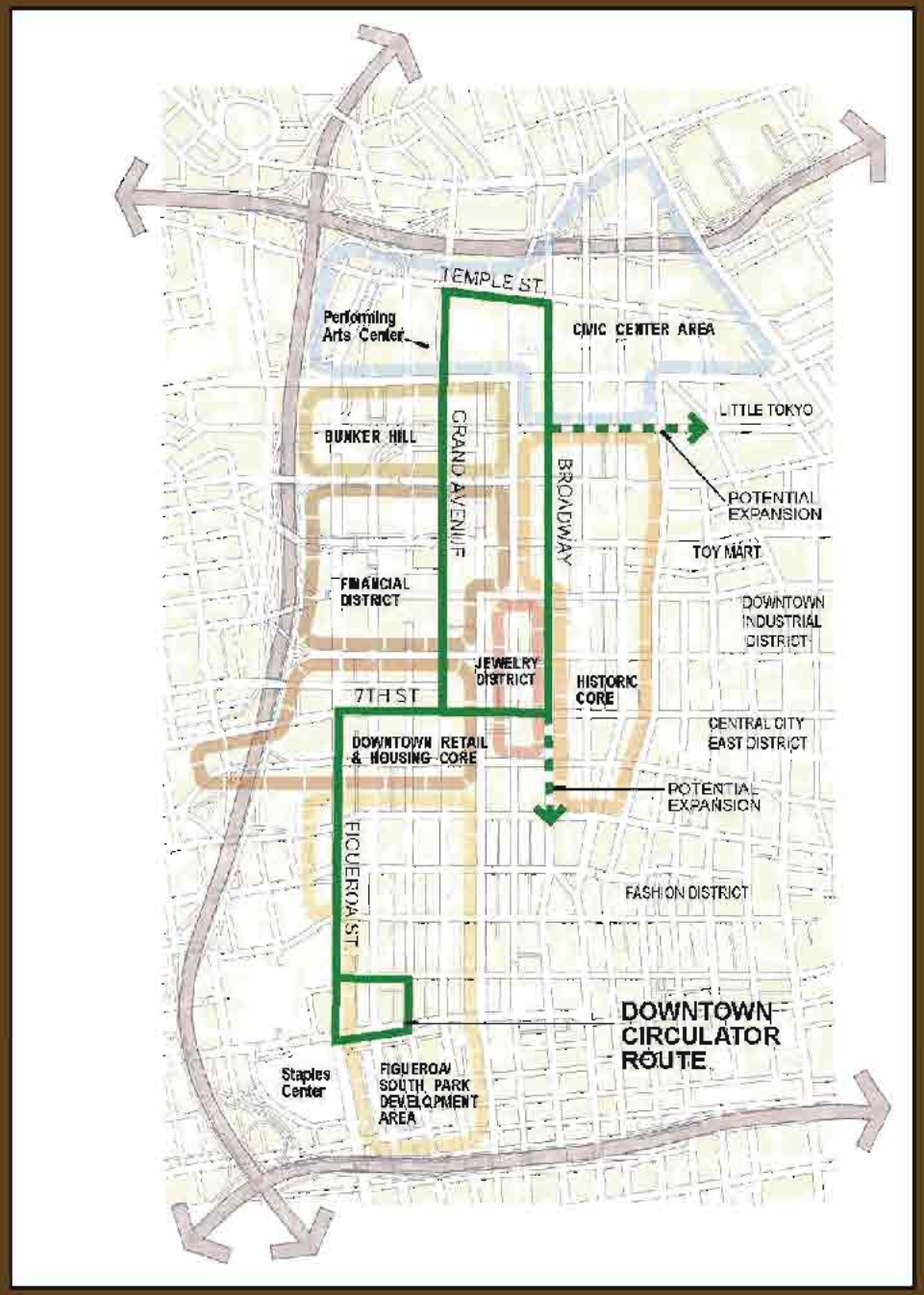
Quality of Circulation

MIG

SEE PORTLAND

TURBINE-ELECTRIC TROLLEY
Ebus

city of NORTH LAS VEGAS



MIG

965
VTA

965
VTA

965
VTA

ENGINE
965
VTA

AVEDA
FREE MallRide
1613
RTD

Hillsboro
DO NOT ENTER

Integration of Arts and Culture . . .

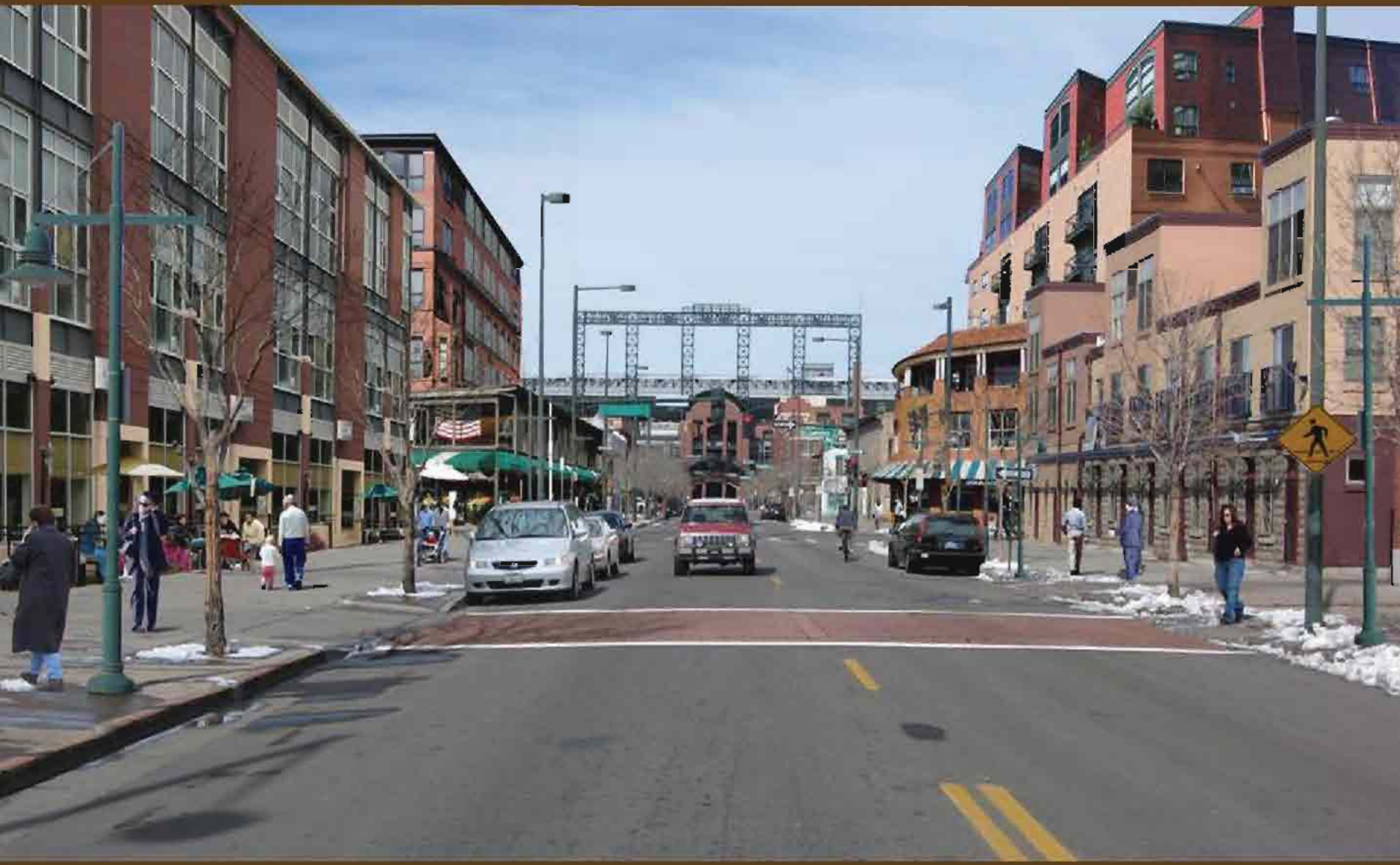
RACING IN THE FOOTSTEPS OF A LEGEND

Place making . . .

Downtown Denver

Downtown Denver

Downtown Denver



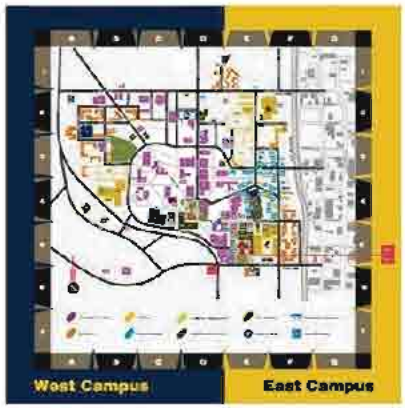
West Capitol Avenue, West Sacramento

Missoula - West Broadway Master Plan

Missoula - West Broadway Master Plan

Missoula - West Broadway Master Plan

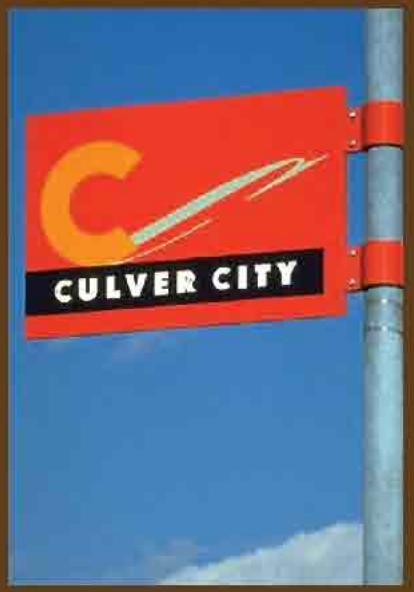
Branding, Signage, and Wayfinding . . .


West Campus
East Campus

P
AREA
2
Parking
West Campus
Visitor Center
Visitor Parking 2

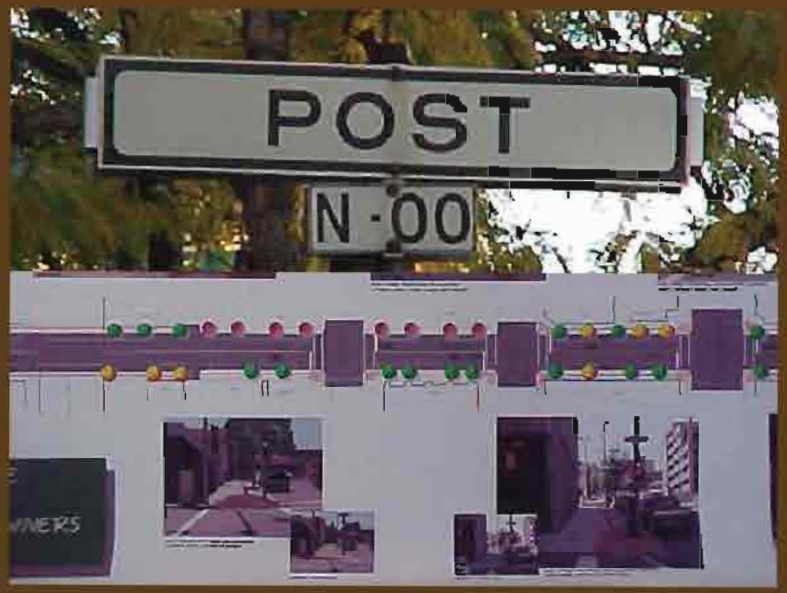
branded environments

branded environments

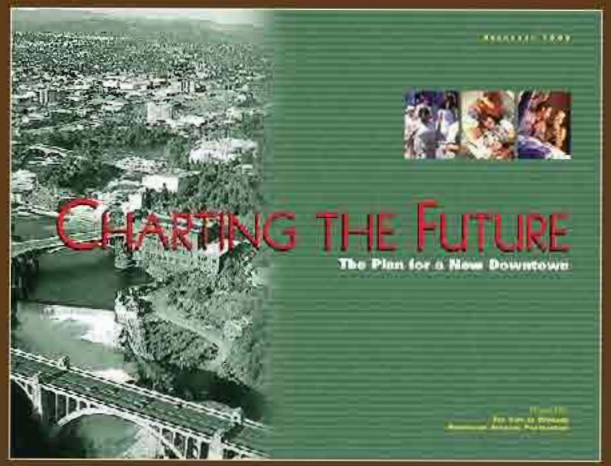


Development Standards and Incentives . . .

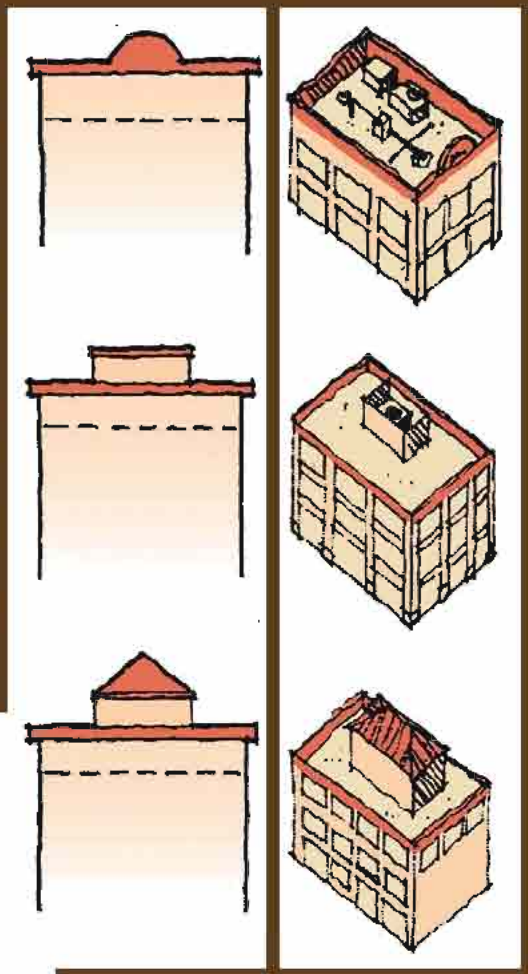
davenport
district

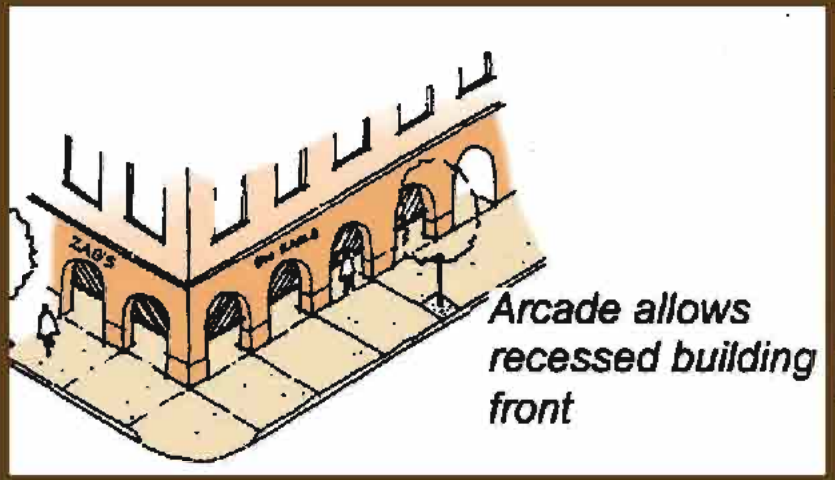

POST
N-00

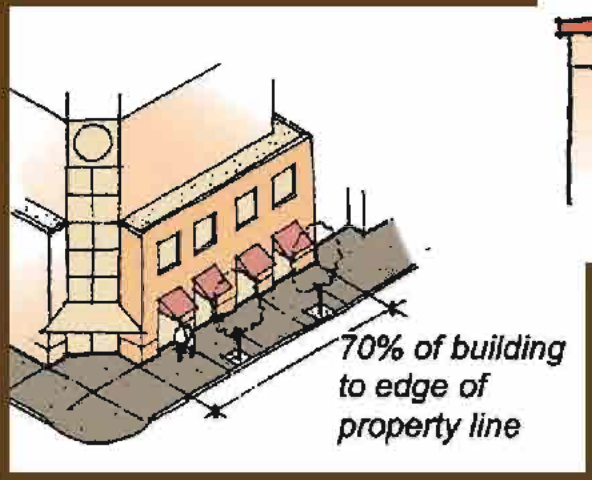
The GREAT SPOKANE RIVER GORG


CHARTING THE FUTURE
The Plan for a New Downtown

Downtown Spokane

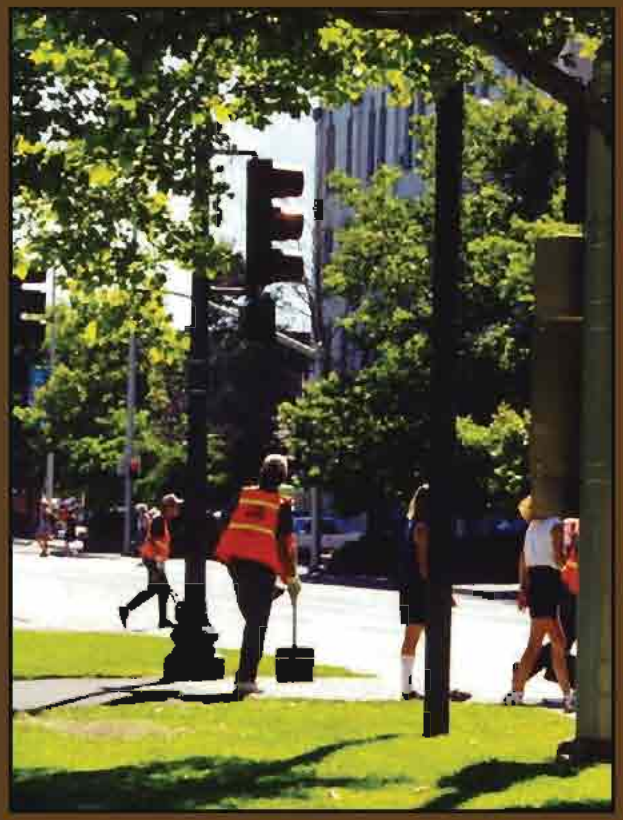




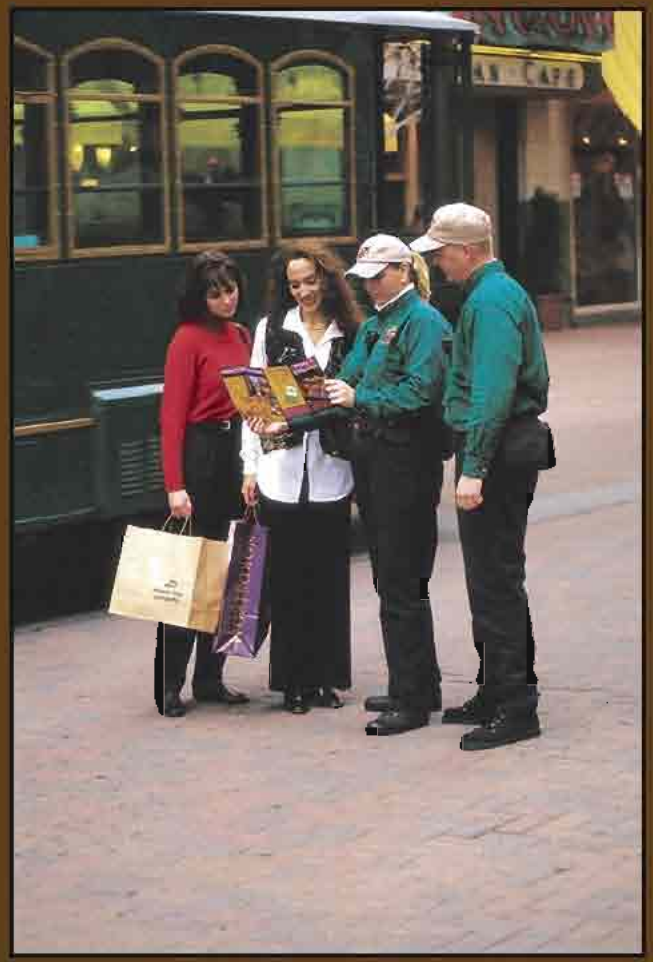


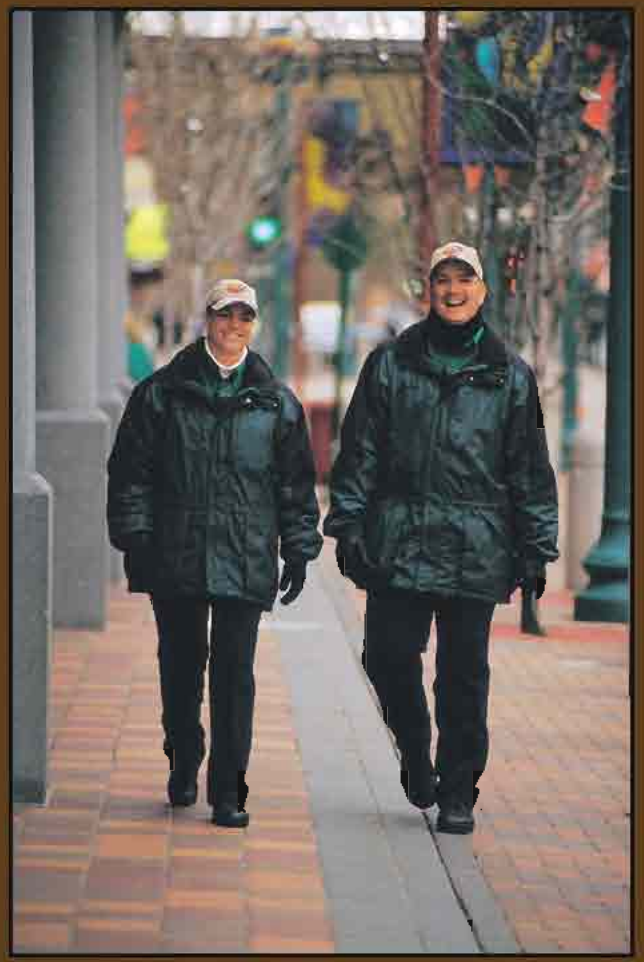
Supportive Programs . . .

Clean and Safe Programs

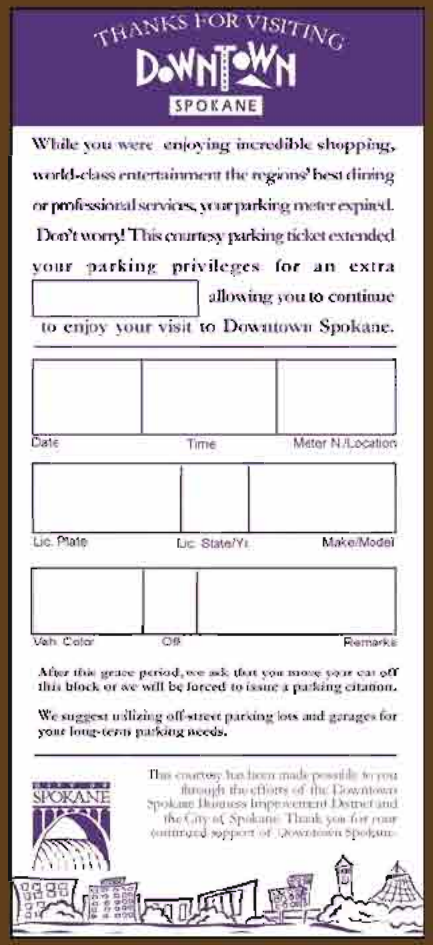


Downtown Ambassadors





Transit and Parking Programs



THANKS FOR VISITING
DOWNTOWN
SPOKANE

While you were enjoying incredible shopping, world-class entertainment the regions' best dining or professional services, your parking meter expired. Don't worry! This courtesy parking ticket extended your parking privileges for an extra [ ] allowing you to continue to enjoy your visit to Downtown Spokane.

Date	Time	Meter N./Location

Lic. Plate	Lic. State/Yr.	Make/Model

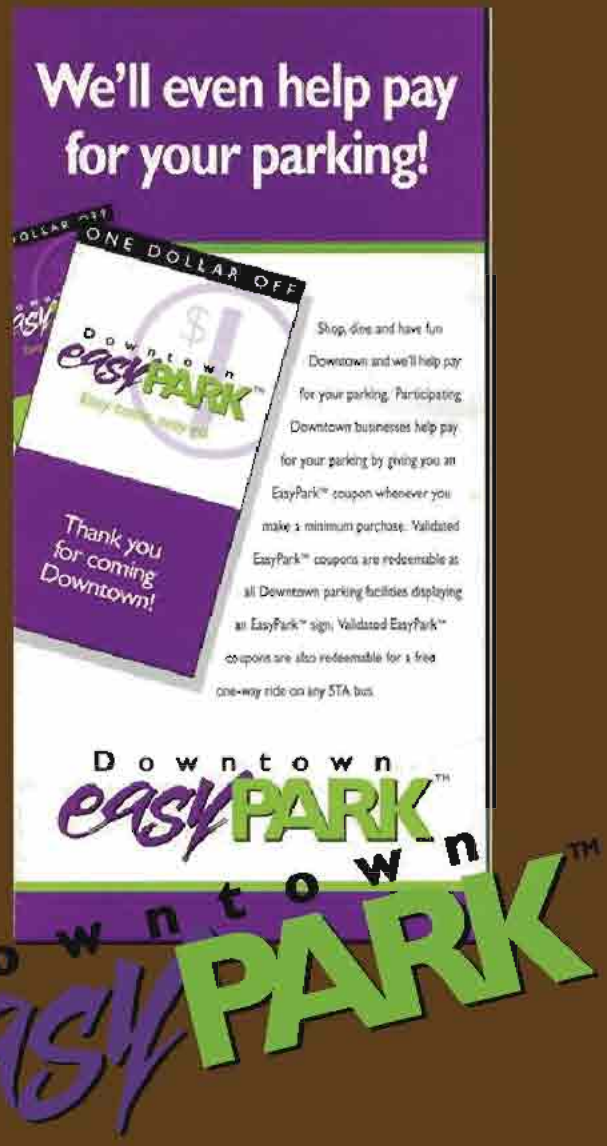
Veh. Color	Off	Remarks

After this grace period, we ask that you move your car off this block or we will be forced to issue a parking citation.

We suggest utilizing off-street parking lots and garages for your long-term parking needs.

SPOKANE

This courtesy has been made possible to you through the efforts of the Downtown Spokane Business Improvement District and the City of Spokane. Thank you for your continued support of Downtown Spokane.



We'll even help pay for your parking!

ONE DOLLAR OFF

Downtown easyPARK™

Thank you for coming Downtown!

Shop, dine and have fun Downtown and we'll help pay for your parking. Participating Downtown businesses help pay for your parking by giving you an EasyPark™ coupon whenever you make a minimum purchase. Validated EasyPark™ coupons are redeemable at all Downtown parking facilities displaying an EasyPark™ sign. Validated EasyPark™ coupons are also redeemable for a free one-way ride on any STA bus.

Downtown easyPARK™

CITY TICKET

2201-315
CITYTICKET
a better way to commute
SPOKANE TRANSIT AUTHORITY
Spokane Transit
OCTOBER 2000

Now you can't afford NOT to buy a City Ticket.

DOWNTOWN SPOKANE PARTNERSHIP

Marketing and Promotion

Special Events

Community Meeting | 1 November 2007

city of NORTH LAS VEGAS

Downtown Master Plan/Investment Strategy

MIG

In association with

SQUARE PEG DESIGN

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ECONOMIC & PLANNING SYSTEMS

MIG