



# NUESTRO FUTURO ESTE LAS VEGAS

**23-0094-DIR1  
PLANNING COMMISSION  
MAY 9, 2023**

Submitted at Meeting  
Date 1/28/2024 Item 5  
by Staff



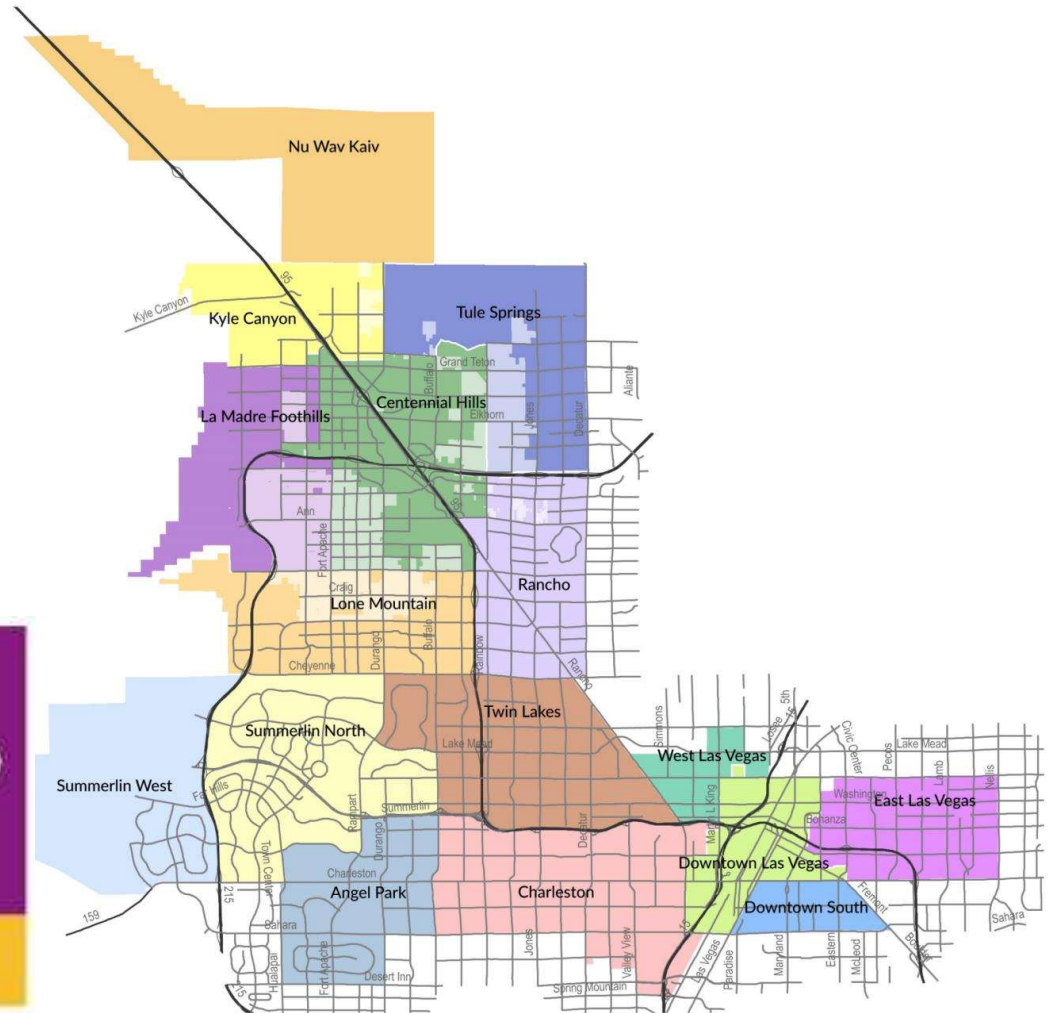
# 2050 MASTER PLAN

- Adopted in July 2021, amended September 2022 (22-0294-GPA1)
  - Develops a clear vision and framework for the future of Las Vegas
  - Provides strong direction and practical guidelines for future development
  - Provides recommendations that are implementation-focused, relevant, clear, and adaptable to change
- Land Use Goals, Outcomes, Actions
  - Adoption of special area plans with community support



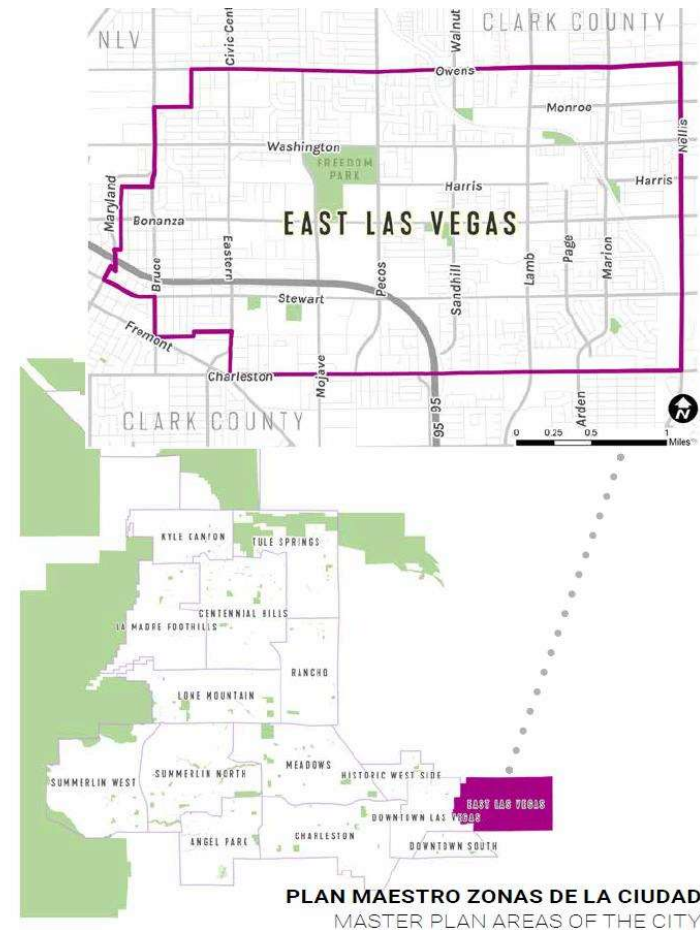
# AREAS OF THE CITY

- 16 unique planning areas, each comprised of neighborhoods that can build identity and a sense of place.
- Implement an infill, redevelopment, and transit-oriented development (TOD) land use strategy that incorporates RTC and SNWA considerations
- Geographical-based implementation teams + strategies



# EAST LAS VEGAS

- East Las Vegas is comprised of a network of higher density traditional neighborhoods, a thriving and growing Latino community, and a well connected street system.
- Community challenges:
  - Socio-economics
  - Infrastructure
  - Changes in population and demographics
  - Services to accommodate a changing population profile.





# NUESTRO FUTURO ESTE LAS VEGAS

## RELATED INITIATIVES

### CITY-WIDE PLAN

- **Las Vegas 2050 Master Plan.** Identified sixteen areas of the city encompassing neighborhoods, districts, and nodes in various parts of the City. For each area, identified metrics and goals for physical and policy-focused improvements. Adopted by the Las Vegas City Council in July 2021.

### REGIONAL STUDIES

- **SNWA Conservation Plan (2019).** Plan for the future of water usage and supply in southern Nevada, in a sustainable, adaptive, and cost effective way.
- **Regional Transportation Commission of Southern Nevada (RTC Plans).** Transportation Health Study, Southern Nevada Extreme Heat Vulnerability Analysis, Southern Nevada Regional Housing Analysis, Southern Nevada Regional Walkability Plan

### AREA PLANS

- **Vision 2045 Downtown Las Vegas Master Plan.** Plans for a downtown and community population that is increasing in size. Focus on economy, education, resource access, culture, and sustainability.

### NEIGHBORHOOD ACTION PLANS

- **Hundred Plan in Action (2016).** Identifying opportunities to link with the past and create a relatable connection to the future in the Historic Westside.
- **Neighborhood Revitalization Strategy Area (NRSA).** Located within the Nuestro Futuro project boundary, the NRSA Plan uses Community-Development Block Grant (CDBG) funds to target community revitalization through economic development, housing, and public service efforts.



# COMMUNITY PROFILE

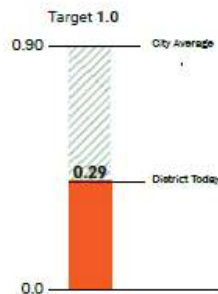
## DE ACUERDO CON LOS NÚMEROS BY THE NUMBERS

El Plan Maestro del 2050 de la Ciudad de Las Vegas ilustra cómo el Este de Las Vegas se compara con los objetivos de la ciudad en general.

The City of Las Vegas 2050 Master Plan illustrates how East Las Vegas compares to targets for the city as a whole.

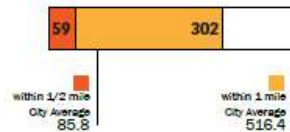
### WORKFORCE JOB SUPPLY IN DISTRICT

Average job opportunity per residential unit in the planning district



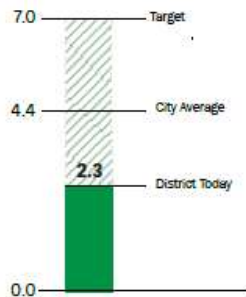
### JOB PROXIMITY

Average job opportunity in proximity to the planning district



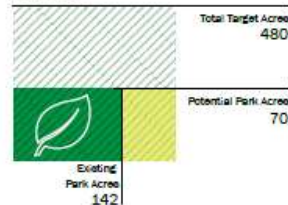
### PARKS PARK ACCESS

Acres of accessible park space per 1,000 community members within 1/4 mile



### PARK ACRES NEEDED TO ACHIEVE TARGET

Even with the place type model assumption of additional potential park acres, East Las Vegas still falls short of the target.

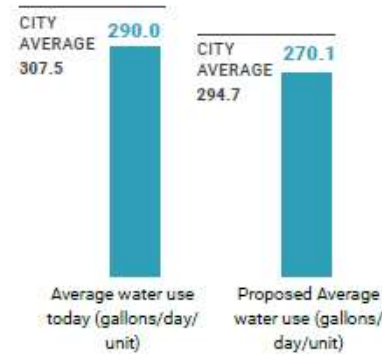


### 2050 PROJECTIONS

- Population: 84,936
- Total New Housing Units: 4,173 (326 Single-family / 3,848 Multi-family)
- New Commercial (1,000 GSF): 10,248,995
- Housing Density: 9.43 dwelling units / acre
- Population Density: 19,322 community members / square mile

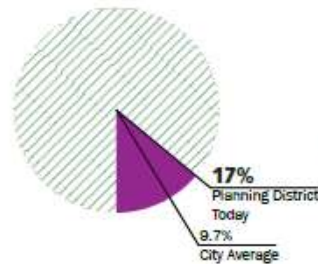
### WATER USAGE

Water consumption of community members in the planning area will be reduced with the new planned place types.

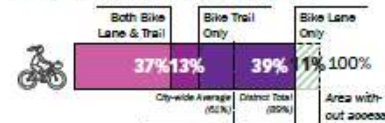


### TRANSPORTATION

Percentage of households without cars within the district



Percentage area of the planning district within 1/4 mile of bike facilities



Percentage area of the planning district within 1/4 and 1/2 mile of a transit stop



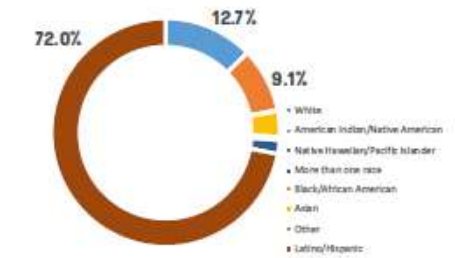
### DEMOGRAPHICS

Water consumption of community members in the planning area will be reduced with the new planned place types.

- Current population: 75,146
- Largest Age Group: 25 - 34 years (11,177)
- Persons per household: 3.40
- Single Family Dwellings: 9,428
- Multi-Family Dwellings: 12,938
- Median Household income: \$32,224
- Median rent / mortgage: \$828 / \$1,039
- Housing tenure: 63.2% rent / 36.8% own
- Attained High School Diploma: 57.6%
- Attained Bachelor's Degree: 4.8%
- Unemployment rate: 10.3%

(Arrows up or down indicate whether lower or higher than citywide average)

### RACIAL BREAKDOWN



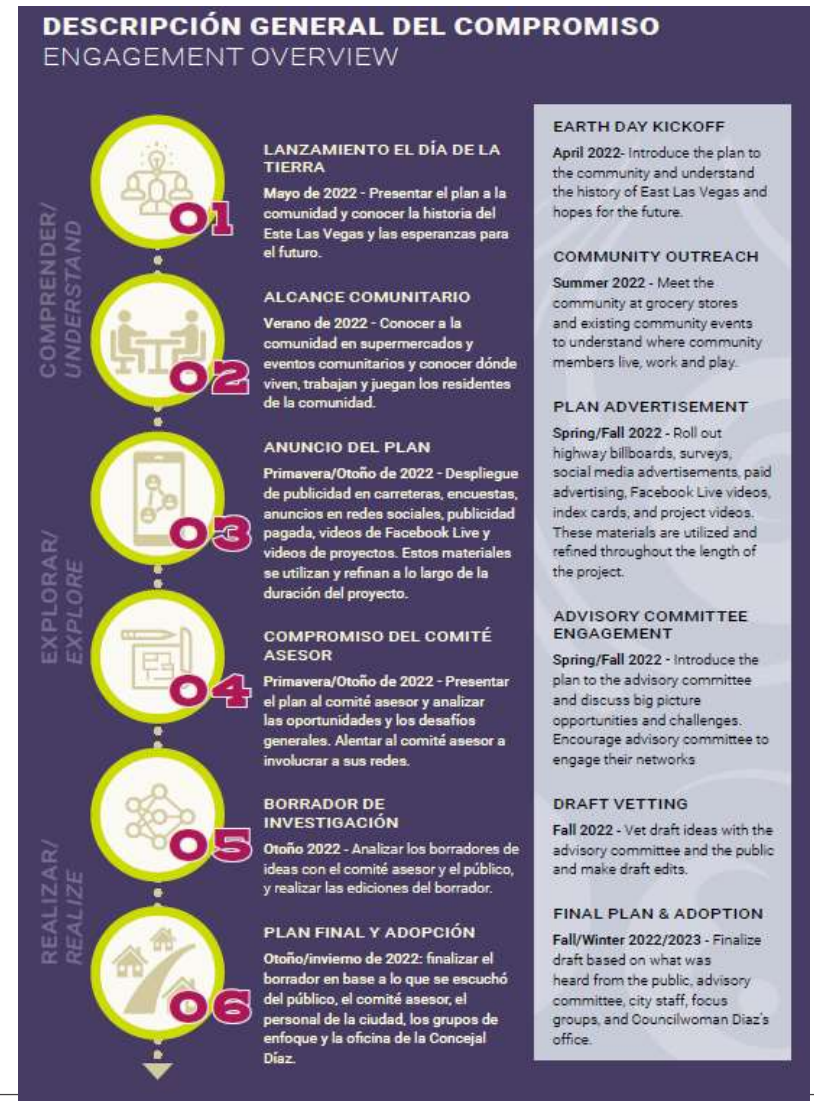


# OUTREACH

## KEY ENGAGEMENT METHODS

- Targeted outreach in English and Spanish by Ericka Aviles Consulting
- Public Engagement invited input from the public, staff, officials, and stakeholders, to hear values and needs of East Las Vegas that build toward achieving a shared Community Vision.

*The Vision for Our Future East Las Vegas, following the City of Las Vegas 2050 Master Plan, is to create a resilient, healthy community that provides equitable access to services, education, and jobs.*



# OUTREACH

## KEY ENGAGEMENT METHODS

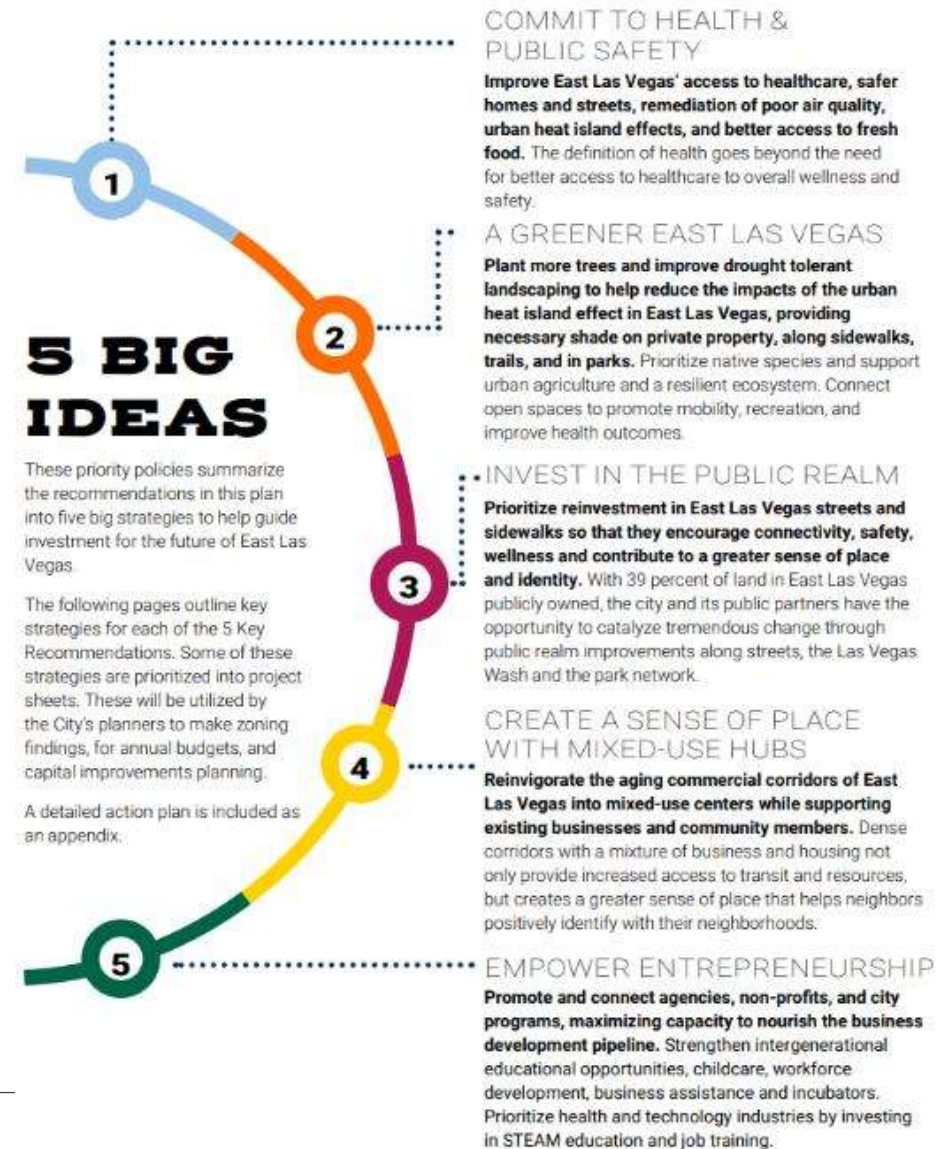
- Community Surveys and outreach April - October 2022.
- Engagement at community events :
  - Las Vegas Earth Day Celebration
  - Grocery Stores and other highly frequented locations (*Marianas, La Bonita, Cashman Field, Boulevard Mall, Clark County*)
  - Latin Chamber of Commerce
  - La Oportunidad Expo, Boulevard Mall
- Advisory Committee of community members, and leaders within the community.





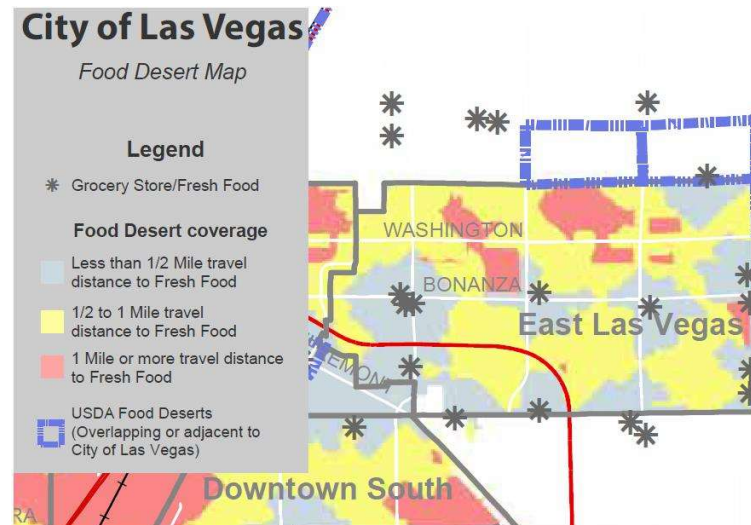
# FIVE BIG IDEAS

- The East Las Vegas Special Area Plan has prioritized five thematic 'Big Ideas':
  - Commit to Health and Public Safety
  - Greener East Las Vegas
  - Invest in the Public Realm
  - Create a Sense of Place with Mixed use hubs
  - Empower Entrepreneurs



# LIVE – WORK – PLAY – INVEST

- Redevelop substandard housing and incentivize infill housing  
—Support a strong, diverse, and attractive housing stock
- Reduce food swamps (areas without close access to fresh food markets)
- Consider locating additional city facilities in the north/northeast to fill in gaps in infrastructure
- Ensure safe and healthy neighborhoods for all.



Latino children are **3X** more likely than non-Hispanic, white children to live in a county where air pollution levels exceed federal air quality standards

Source: U.S. Federal Health Care Center Policy, Zantirana 2010

**24%** of East Las Vegas residents consider **safety** a top priority, and they want to live in neighborhoods that feel **safer** for them

Source: East Las Vegas Community Survey

Current environmental justice risks specific to East Las Vegas neighborhood conditions include:

**Ozone, traffic emissions and lead paint in older housing materials**

Source: 2050 City of Las Vegas Master Plan

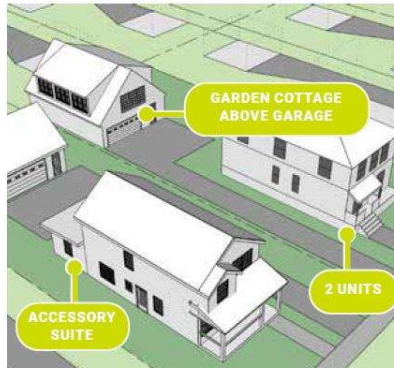


# LIVE – WORK – PLAY – INVEST

COMIDA FRESCA A UNA MILLA DE DISTANCIA  
FRESH FOOD A MILE FROM HOME



ACCESO A ALIMENTOS SALUDABLES  
HEALTHY FOOD ACCESS



TIPOS DE VIVIENDA FLEXIBLES  
FLEXIBLE HOUSING TYPES



PAVIMENTO FRESCO, CONSERVACIÓN DE AGUA VEGETACIÓN NATIVA

COOL PAVEMENT, WATER CONSERVATION AND NATIVE VEGETATION

LIMPIEZA DEL VECINDARIO  
NEIGHBORHOOD CLEAN UP



RESPONSIBILIDAD COMUNITARIA COMPARTIDA PARA MANTENER UN VECINDARIO LIMPIO

SHARED OWNERSHIP TO KEEP A CLEAN NEIGHBORHOOD

VIVIR LIVE

*"I would like the east side to be cleaned up. People take pride in the space they live in and not an unclean neighborhood."*

- East Las Vegas Resident

*"Encourage neighbors to work together to form their own associations to create a safer, more inclusive environment."*

- East Las Vegas Resident

*"Better air quality is certainly a health issue that will benefit neighbors, especially children whose lungs are most vulnerable and are more likely to be hospitalized with respiratory issues"*

- Councilwoman Diaz of Ward 3

*"We need people to clean up their yards and make the neighborhoods beautiful again. More trees and lots of shade would be great too"*

- East Las Vegas Resident



24%

of East Las Vegas residents consider **safety** a top priority, and they want to live in neighborhoods that feel **safer** for them

Source: East Las Vegas Community Survey

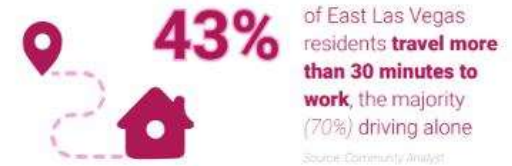
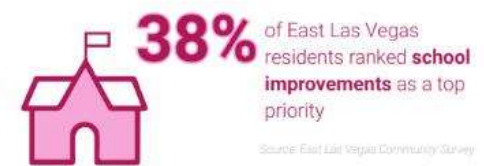


Latino children are more likely than non-Hispanic, white children to live in a county where air pollution levels exceed federal air quality standards

Source: U.S. Federal Health Care Center Policies, Zantona 2010

# LIVE – WORK – PLAY – INVEST

- Prioritize mobility between jobs, education and home, creating safe and consistent walking routes and reliable transit corridors along Nellis, Charleston, Lamb and Eastern.
- Provide additional school facilities, small business hubs, and community centers on the northeast side of East Las Vegas.
- Provide adequate resources to support a robust workforce.



## ESTRATEGIAS PARA LOGRAR LA VISIÓN STRATEGIES TO ACHIEVE THE VISION





# LIVE – **WORK** – PLAY – INVEST

- Focus on workforce training and job creation
- Address school overcrowding
- Prioritize mobility between jobs, education and home
  - Develop high capacity transit along Charleston Blvd and
  - Eastern Ave and rapid bus along Nellis Blvd
  - Complete sidewalk network, including a “Grand Paseo” complete street along Bonanza Rd
  - Charleston Blvd interchange improvements

## EDUCACIÓN POSTSECUNDARIA POST-SECONDARY EDUCATION



## FORMACIÓN PROFESIONAL JOB TRAINING

Programas para familias y jóvenes, tutoría, comida y nutrición, salud, alfabetización, atención médica, artes

Youth and family programs, tutoring, food and nutrition, health, literacy, medical care, arts



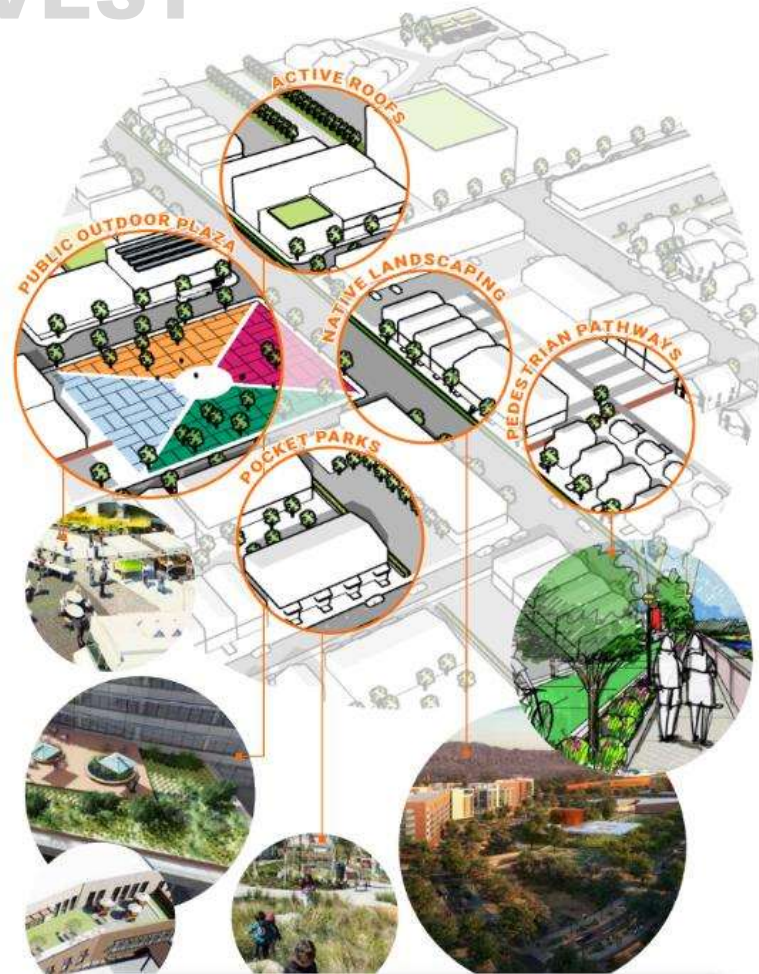
## ESCUELAS COMO CENTROS COMUNITARIOS SCHOOL AS A COMMUNITY CENTER





# LIVE – WORK – **PLAY** – INVEST

- Increase tree canopy target area and improve air quality
  - Buen Aire Para Todos – EPA Environmental Justice Grant to monitor air quality
  - Tree planting
  - Park Beautification
  - Park Access and Recreational Opportunities



# LIVE – WORK – PLAY – INVEST

- Understanding where underutilized sites and buildings exist within the community today to catalyze local business activity, and bring much needed uses such as locally-owned restaurants, corner grocery stores, and retail to East Las Vegas.
- In partnership with the community and property owners, the city is looking to identify short-term and long-term opportunity sites for community revitalization.
  - Key opportunity sites are vacant or underutilized lots within TOD areas that can be transformed into a grocery stores or mixed-use innovation hubs with event space made for community members to gather and celebrate East Las Vegas history and culture.

## BEST PRACTICE: ACTIVATING VACANT LOTS

Vacant lots can be temporarily and permanently activated for a variety of uses that benefit a community. The best use of the space depends on the surrounding area and the desires of residents. Several other methods for using spaces include:

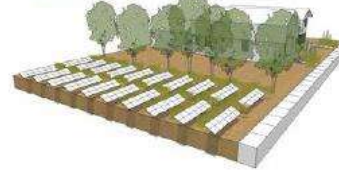
COMMUNITY GARDEN



NEW HOUSING OR BUSINESS



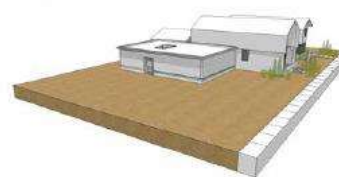
SOLAR FARM



COMMUNITY PLAZA



BUILDING EXPANSION

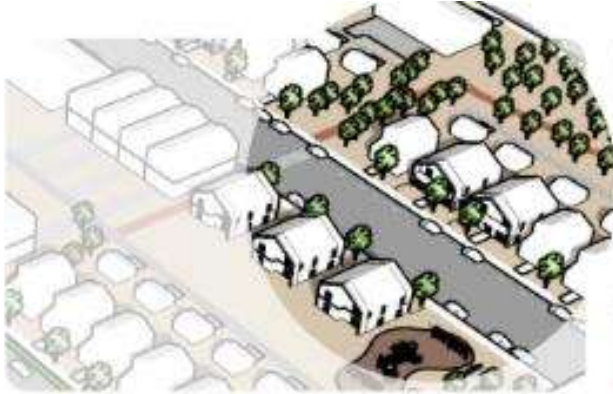


COMMUNITY HEALTH PARK





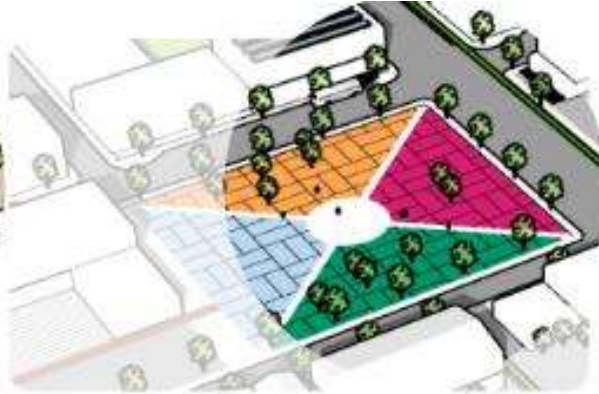
# LIVE – WORK – PLAY – INVEST



## Combating Residential Displacement

### Combating Residential Displacement

- **Community Land Trusts.** Dedicated government owned land for affordable housing creation
- **Inclusionary Zoning.** Incentives for the inclusion of affordable housing in development
- **Just-Cause Eviction Ordinances.** Protection against unjust evictions for rental tenants
- **Community Benefits Agreement.** An engaged community within the development process
- **Right-to-Stay.** Obligates developers to offer existing tenants new apartments at comparable rates in proposed building
- **Home Ownership Protection Policies.** Financial assistance supporting home ownership
- **Rent Control / Stabilization.** System of laws to ensure affordability of rental housing



## Protecting Businesses and Cultural Spaces

### Protecting Businesses and Cultural Spaces

- **Legacy Business Programs.** Preserve longtime businesses that contribute to a neighborhood's history, identity, and character. Provide small businesses with grants, technical assistance, and marketing and branding services.
- **Promote Heritage Tourism.** Preserve cultural identity by amplifying East Las Vegas history and creating more customers for local businesses.
- **Construction Disruption Assistance.** Provide small businesses with technical assistance, marketing, signage, or financial assistance during disruptive long-term changes and construction in the form of grants or forgivable loans.
- **Rental Rate Preservation.** Preserve current rental rates through commercial rent control or a community investment trust or cooperative
- **Community Benefits Agreement.** An engaged community within the development process
- **Allocated Arts and Culture Space.** Space designated within the new development to local art and culture
- **Lease-to-Own Programs.** Financial and technical assistance for commercial tenants who are not in a position to purchase

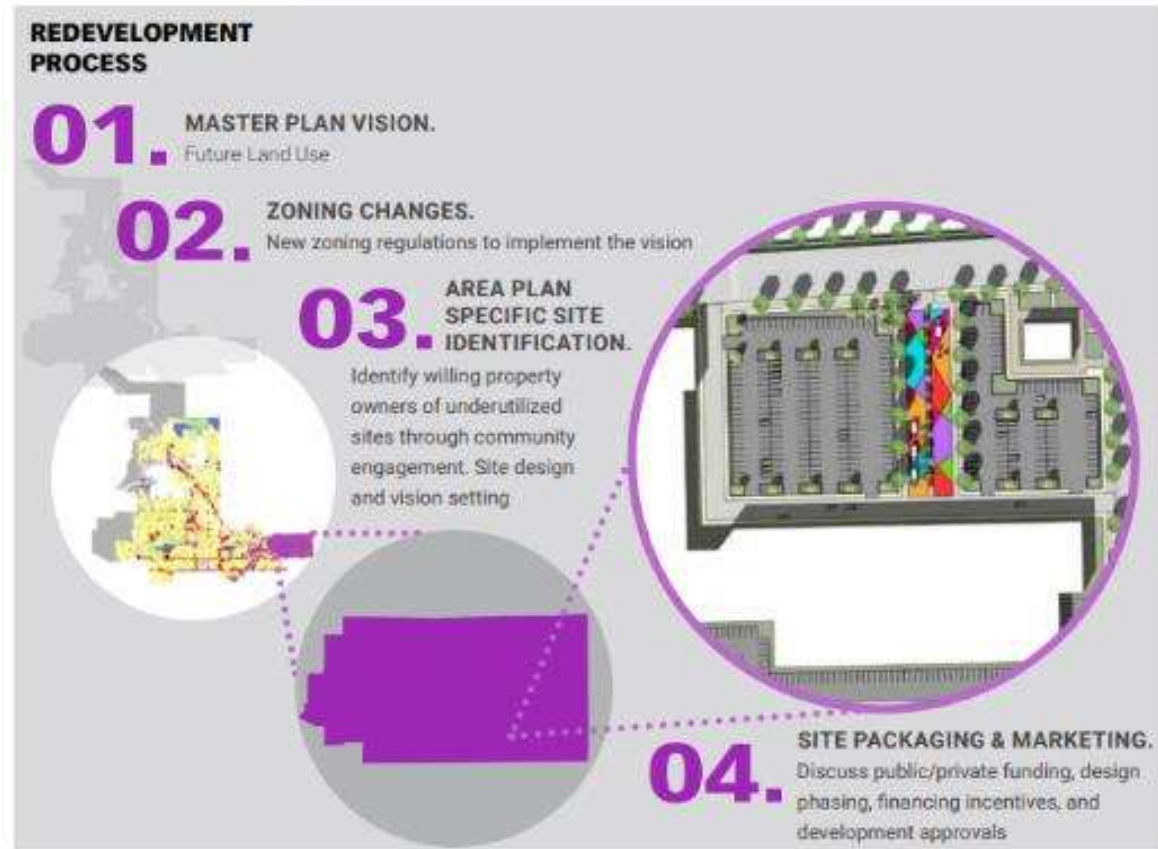
# LIVE – WORK – PLAY – INVEST

## AFFORDABLE HOUSING DEVELOPMENT

- **Build a Pipeline of Catalytic Redevelopment Sites.** Identify vacant opportunity sites for infill housing development or underutilized buildings for adaptive reuse within TOD areas.
- **Rezoning.** Rezone targeted properties to new Title 19.07 Transit Oriented Development Zoning Standards
- **Accessory Dwelling Units.** Recognize multi-generational housing by allowing the build out of accessory dwelling units like casitas, studios, pool houses, etc.
- **Council Policies.** Allow bidding on a property prior to approval from City Council
- **Community Development Partnerships.** Consider a public/private partnership to prioritize land acquisition and combination, mitigate displacement of neighbors and businesses, and match prospective developers to available sites

*"We should provide better housing options to homeless and low income families."*

- **East Las Vegas Resident** (Community Survey 2022)





# ARROYO VISTA PARK & LV WASH TRAIL



## WHAT?

After holding neighborhood meetings with community members, the project team created designs for the park that spoke to expressed needs of the neighbors. The park will consist of horse arena, a synthetic grass soccer field, a playground and associated landscape enhancements. The horse enthusiasts in the adjacent neighborhoods inspired the theme of the park which revolves around horses and ranching. The entrance feature into the park at Harris Avenue and Nettie Avenue is ranch-style and the playground will be decorated with barnyard and horse elements. Sufficient lighting will be provided for all park elements, and be installed around a passive walk path that circles the soccer field. Some seating will be installed to view the adjacent Las Vegas Wash where kiosks will explain some components of this natural water feature. Parking will be provided, as well as a restroom and drinking fountains for park patrons and pets.



Equestrian Park located at the corner of Harris and Marion just north of Mater Bonanza Academy, and south of Dell H. Robison Middle School.

## WHEN?

Construction broke ground in June 2021, and the design is expected to be completed and open to the public in 2023.

## WHO?

This project is funded by the Southern Nevada Public Lands Management Act (SNPLMA) and the city of Las Vegas.

*"The playground and soccer field add needed play space for our children and youth. The trailhead gives access to those who want to exercise on the trail, and the horse owners in the neighborhood welcome the training arena."*  
- Councilwoman Diaz



## WHAT?

Significant improvements have been made to the Las Vegas Wash in recent years, however there are various sections of the Wash that have challenges in aesthetics and safety both along the trail and within the Wash basin. The following improvements could be utilized within the Lower Las Vegas Wash Trail to increase ridership and overall experience:

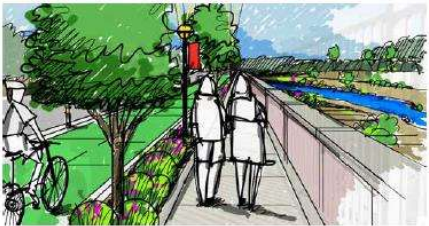
- Signage/wayfinding, public art and lighting
- Trailhead improvements and fitness destinations
- Consistent native vegetation along routes
- Enhanced pedestrian connections and trail consistency
- Widen existing routes to a standard shared-use path (10-14 ft.)
- Connect gaps in the trail system (i.e. Marion/Kenicott)
- Neighborhood ownership/clean-up efforts

### FRAMEWORK DIAGRAM



## NEXT STEPS

- Partner with Bureau of Land Management, city of Las Vegas, Lake Mead National Recreation Area, Get Outdoors Nevada, NDOT.
- Coordinate US 95 Trail Improvements design and implementation with the Downtown Access project.



# PASEO BONANZA

Redesign and reconstruct the Bonanza Road Corridor as the Main Street of East Las Vegas

- Complete street enhancements
- Safety improvements
- Wide sidewalks
- Bicycle friendly facility
- Street trees and shade along the corridor



## WHAT?

Bonanza Road is currently a high-speed street that does not feel comfortable for walking or biking. The city of Las Vegas intends to re-imagine Bonanza as a Grand Paseo, a livable Main Street that combines safe multi-modal transportation options with placemaking that celebrates the surrounding community.

A streetscape toolkit will provide options for building a more human-centered corridor, including elements such as:

- Bike lanes and intersection improvements
- Street narrowing strategies to slow cars
- Tree/landscaping streetscape improvements
- Opportunities for mobility hubs and enhanced transit stops

The process of re-imagining Bonanza was begun in December 2021 with the Nevada Department of Transportation's (NDOT) [East Bonanza Road Safety Management Plan](#). Intended to advance NDOT's goal of zero fatalities on Nevada roadways, it reviewed existing conditions and identified crash type risk factors, presenting recommendations for the future.

## WHERE?

Bonanza Road between Maryland Parkway and Nellis Boulevard.



## WHO?

Building on the Nevada Department of Transportation (NDOT) Safety Study, the city of Las Vegas is partnered with NDOT, and the Regional Transportation Commission (RTC) - with input from you.



Our Future East Las Vegas | [www.bonanzaredesign.com/GovernmentInitiativeOurFuture](http://www.bonanzaredesign.com/GovernmentInitiativeOurFuture)



# TREE CANOPY



**RECOMMENDATION:**  
**TREE CANOPY**

**WHAT IS AN URBAN TREE CANOPY?**

The canopy of a tree or group of trees is the area of leaves and branches that create shade under the trees. Like umbrellas, tree canopies reduce the amount of sunlight reaching the ground, which reduces the temperature of streets, sidewalks and buildings.

**TREE CANOPY BENEFITS**

Tree canopies have a significant impact on the quality of life of neighborhoods by absorbing pollutants, providing natural wildlife habitats, increasing community health, lowering crime rate and mitigating high temperatures.

**WHAT CAN YOU DO?**

Visit [nevadaplants.com](http://nevadaplants.com), [getoutdoorsnevada.org](http://getoutdoorsnevada.org), [onetreepanted.org](http://onetreepanted.org) & [impact-nv.org](http://impact-nv.org) to learn more about how you can get more trees in your neighborhood.

**INCREASE VALUE OF PROPERTY**

Trees within 50 feet of a structure can boost property value

**REDUCE HEAT EXPOSURES**

On a hot day, a home that is 30% shaded by dense trees uses 14% less energy than one on full sun

**CLEANER AIR**

Leaves filter the air, creating healthier neighborhoods. Higher street tree density is associated with lower rates of childhood asthma

**ON TREE EQUITY**

**BIPOC communities have 33% less tree canopy on average than majority white communities**

*"Communities like East Las Vegas experience a lack of tree canopy and higher temperatures than other neighborhoods in the city"*

Source: Tree Equity Score by American Forests

**WHAT IS THE HEAT ISLAND EFFECT?**

In urban areas, hard surfaces like streets and sidewalks absorb and retain heat from the sun, warming the surrounding air

Trees cover these sun absorbing surfaces and provide shade, cooling a city block as much as 10 degrees

**WHAT ARE WE DOING?**

Ongoing city initiatives:

- Urban Forestry Program:** Plant close to 60,000 trees across the city by 2050 (including 50+ trees at Freedom Park), increase the city's tree canopy to 25% by 2050, and ensure 85% of the City's population lives within 1/3 mile from green infrastructure
- Spring Planting Blog:** Native species education to encourage private property owners to plant trees and vegetation

**PARTNERS**

Nevada Plants, Get Outdoors Nevada, One Tree Planted, Impact NV, University of Nevada Cooperative Extension

Source: Virginia Department of Forestry



# STEWART AVE COMPLETE STREETS



## WHAT?

Today, Stewart Avenue is a sea of asphalt – a wide corridor with fragmented sidewalks and minimal shade. More than 35% of all corridor users are pedestrians and bicyclists. This project will transform Stewart Avenue from an undesirable, hostile, and auto-centric roadway into a highly functional, inviting, and multi-modal space. This project will install:

- Protected bike lanes, including a two-way cycle track
- Corridor-wide speed limit reduction
- Bus stop improvements and amenities
- Addition of significant landscaping and street trees
- Prediction technologies to provide advance notice of cyclists and pedestrians near intersections
- Sidewalk widening and obstruction removal

## WHO?

The city of Las Vegas, Ward 3, NDOT.



Source: CLV GreenVision: Stewart Avenue Complete Streets Fact Sheet

## BENEFITS



Stewart Cycle Track Visualization - Proposed Improvements along Stewart Ave, east of Eastern Ave from 6th St to Nellis Blvd, totaling 4.5 miles.

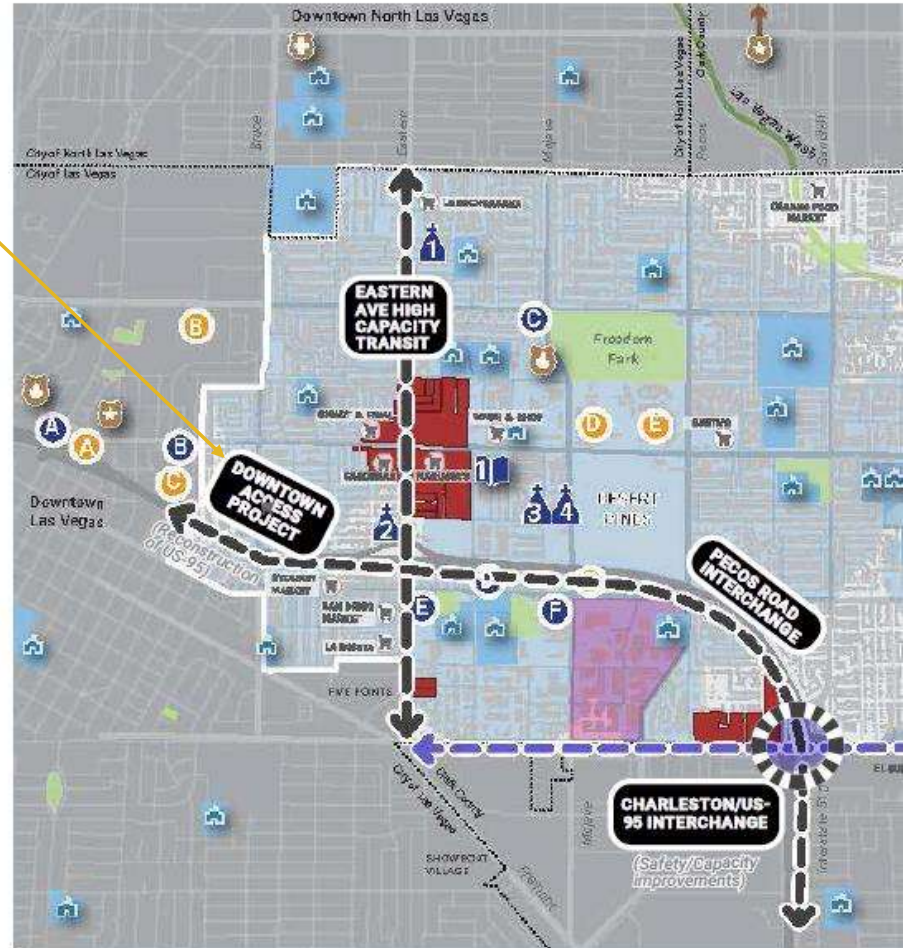
Our Future East Las Vegas | [www.lasvegasnevada.gov/Government/Initiatives/OurFuture](http://www.lasvegasnevada.gov/Government/Initiatives/OurFuture)



# DOWNTOWN ACCESS PROJECT

# NDOT Downtown Access Project

Freeway/bridge reconstruction to address aging infrastructure, accommodate future travel demands, and improve safety and travel time reliability.





# DESERT PINES



# DESERT PINES

