

NUESTRO FUTURO

ESTE LAS VEGAS!

OUR FUTURE

EAST LAS VEGAS!



EAST LAS VEGAS SPECIAL
AREA PLAN

CITY OF LAS VEGAS COMMUNITY
DEVELOPMENT DEPARTMENT

DRAFT: 04/10/23

ACKNOWLEDGMENTS



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Thank you to the residents who participated in the public meetings, online engagement, and provided input during the public review process.

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SMITHGROUP

EXECUTIVE SUMMARY

The 2050 Master Plan, adopted by Las Vegas City Council in July 2021, identified sixteen areas of the city, including the East Las Vegas Neighborhood. Our Future East Las Vegas plan is intended to provide specific, community-driven recommendations for East Las Vegas, which builds upon the 2050 Master Plan recommendations.

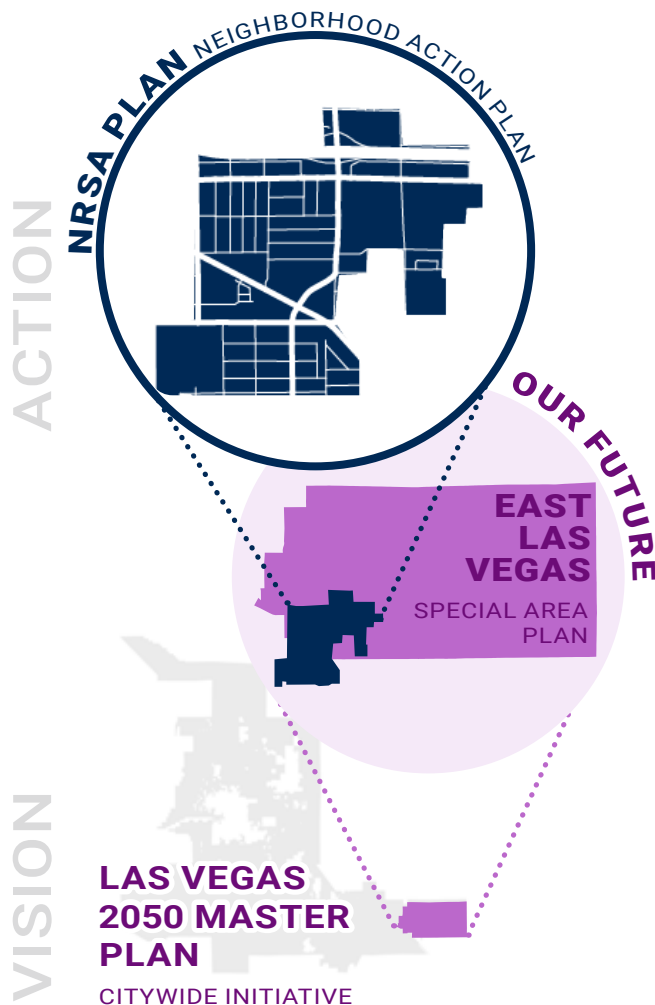
WHY EAST LAS VEGAS?

East Las Vegas was the first area selected for a focused plan. In the region, East Las Vegas experiences a disproportionate share of negative indicators for health, safety, educational, and environmental outcomes. These barriers can be embraced as opportunities when envisioning a future for East Las Vegas. The community has a strong range of assets, organizations, and community members who are already providing resources for the community. Nuestro Futuro provides a framework to continue to drive change and leverage existing assets in East Las Vegas. It serves as a tool for the community to co-create the future, and to give neighbors a voice in prioritizing physical and social improvements.

In addition, the NRSA (Neighborhood Revitalization Strategy Area) Action Plan through the U.S. Department of Housing and Urban Development (HUD) is occurring concurrently within the East Las Vegas focus area. The NRSA, located in a specified area in Ward 3, aims to empower the community to determine the future of the neighborhood. The city will support the neighborhood's needs by providing tools and investments needed to help the community thrive, while also exploring safeguards to gentrification and displacement.

This plan builds upon, references, and relates to other plans and studies:

- NRSA Neighborhood Action Plan
- Vision Zero Action Plan
- Buen Aire Study
- NDOT Downtown Access Project
- RTC - Charletson Rapid Transit study
- East Bonanza Road Safety Management Plan
- Desert Pines Development Project
- Stewart Avenue Complete Streets
- Rafael Rivera Walkable Communities Plan
- SNWA Conservation Plan
- RTC Extreme Heat, Health, Housing, Walkability Studies
- RTC On Board Transit Plan



RESUMEN EJECUTIVO

El área de East Las Vegas forma parte del Plan Maestro 2050 de la Ciudad de Las Vegas, un plan adoptado por el Ayuntamiento de Las Vegas en julio del 2021. El Plan Maestro 2050 ha identificado dieciséis áreas de la ciudad que abarcan vecindarios, distritos y nodos de varias partes de la Ciudad. Si bien el Plan Maestro de 2050 es general, Nuestro Futuro Este Las Vegas tiene como objetivo proporcionar recomendaciones concretas para East Las Vegas basadas en las recomendaciones para el año 2050.

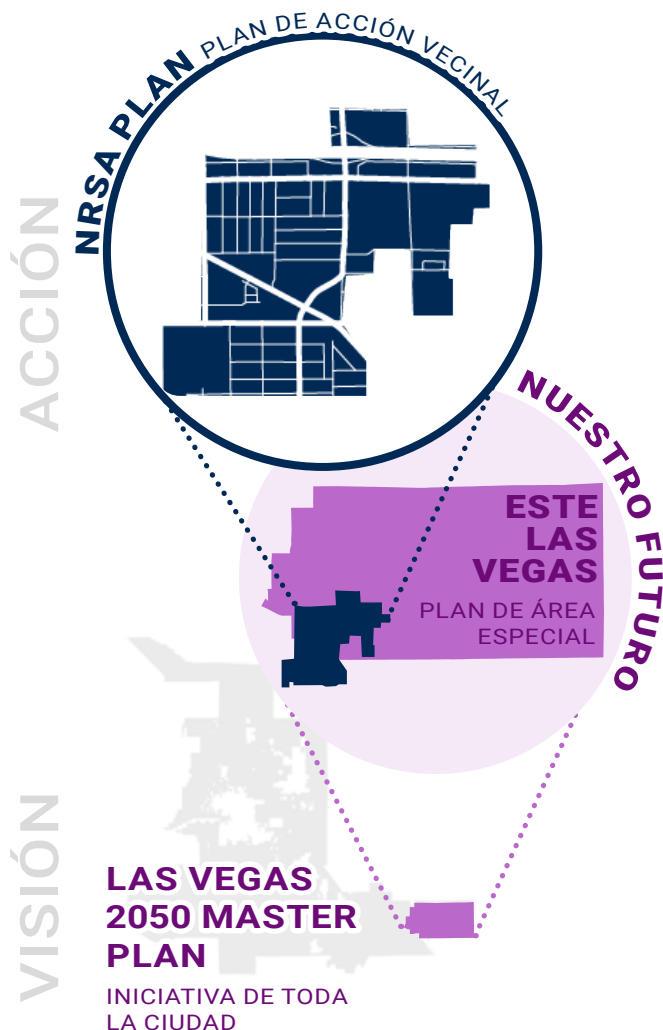
¿POR QUÉ EAST LAS VEGAS?

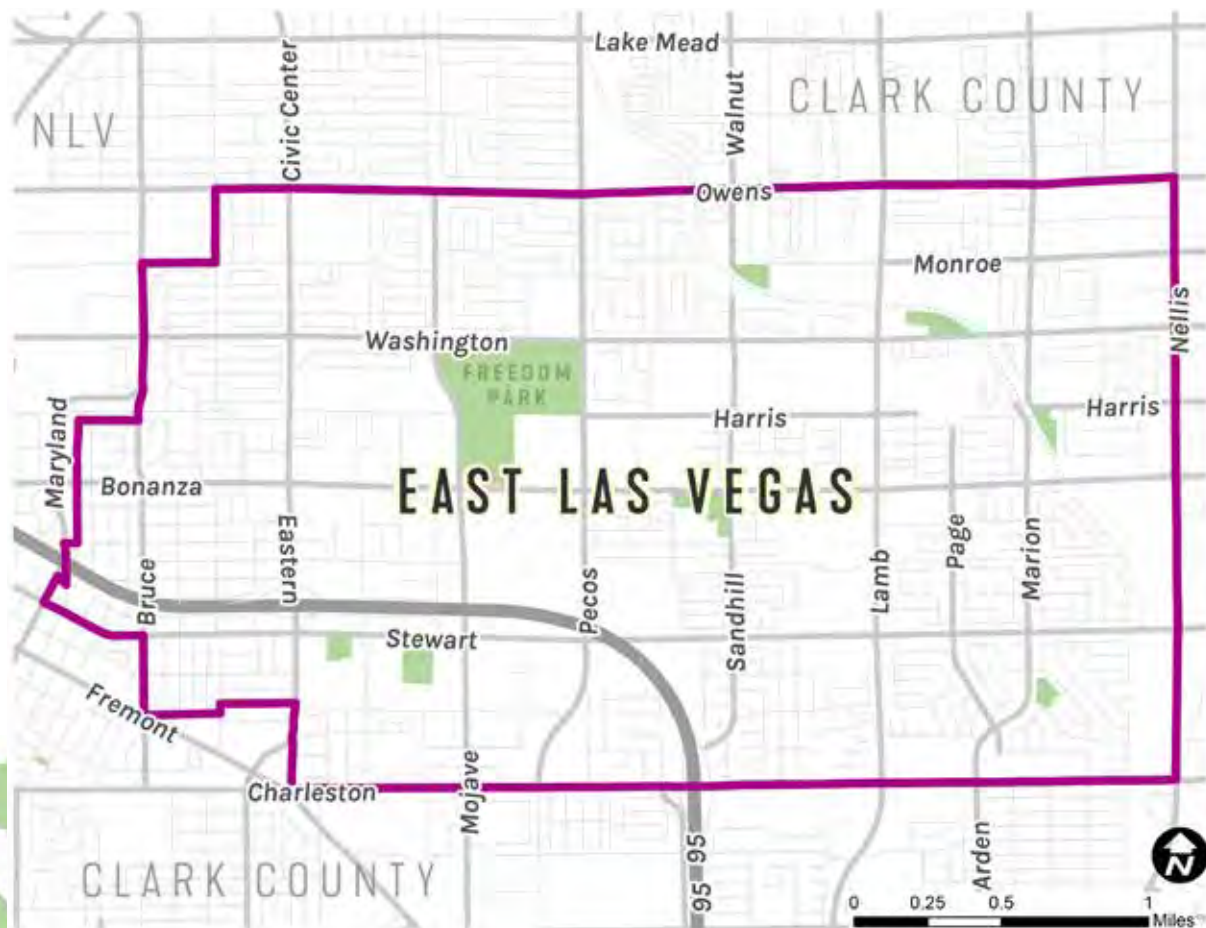
East Las Vegas fue la primera área elegida para un plan enfocado. Dentro del región, East Las Vegas tiene una parte desproporcionada de indicadores negativos para el salud, la seguridad, y resultados educacionales y ambientales. Es posible ver estas barreras como oportunidades para imaginar un futuro de East Las Vegas. Hay en la comunidad varios activos, organizaciones, y residentes que ya proveyen recursos. Nuestro Futuro ofrece una estructura para continuar de impulsar el cambio y aprovechar activos actuales en East Las Vegas. Debe ser una herramienta para que la comunidad junta cree el futuro, y para dar a los vecinos una voz para priorizar mejores físicas y sociales.

Además, ocurriendo simultáneamente dentro de la área es el plan de acción NRSA (Neighborhood Revitalization Strategy Area) por el departamento de Housing and Urban Development (HUD) del U.S. El NRSA, en un lugar específico de Ward 3, intenta apoderar la vecindad para determinar su propio futuro. La ciudad apoyará las necesidades de la vecindad, proporcionando herramientas e inversiones para que prospere la comunidad, mientras explorando protecciones contra la gentrificación y el desplazamiento.

Este plan se basa en, hace referencia a, y se relaciona con otros planes y estudios.

- NRSA Neighborhood Action Plan
- NDOT Downtown Access Project
- RTC - Charletson Rapid Transit study
- East Bonanza Road Safety Management Plan
- Rafael Rivera Walkable Communities Plan
- SNWA Conservation Plan
- RTC Extreme Heat, Health, Housing, Walkability Stuides
- RTC On Board Transit Plan





PLAN MAESTRO ZONAS DE LA CIUDAD

MASTER PLAN AREAS OF THE CITY

VISIÓN DEL PLAN Y FUNDAMENTOS DE DESARROLLO

PLAN VISION & GUIDING PRINCIPLES

NUESTRO FUTURO, NUESTRA VISIÓN

OUR FUTURE, OUR VISION

La Visión para Nuestro Futuro Este Las Vegas, en el marco del Plan Maestro de la Ciudad de Las Vegas 2050, es crear una comunidad resiliente y saludable que provea acceso equitativo a servicios, educación y empleos. Los Fundamentos a continuación, desarrollados con las aportaciones del público, el personal municipal, funcionarios y otras partes interesadas, describen los valores críticos y las necesidades del Este Las Vegas que construyan y logren esa Visión.

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. The Guiding Principles below, developed based on input from the public, staff, officials, and stakeholders, describe the critical values and needs of East Las Vegas that build toward achieving that Vision.

EQUIDAD EQUITY



VALORAR LAS DIFERENCIAS Y CREAR OPORTUNIDADES AL ALCANCE DE TODOS

VALUE DIFFERENCES AND CREATE OPPORTUNITIES WITHIN EVERYONE'S REACH

Nuestro Futuro prioritizes equity where our neighbors have a voice and drive change. In East Las Vegas, neighbors have safe, efficient homes, access to quality services, educational opportunities, and open space.

- **Empoderamiento**
Empowerment
- **Conciencia**
Awareness
- **Diversidad**
Diversity
- **Acceso**
Access
- **Participación**
Participation
- **Colaboración**
Collaboration

RESILENCIA RESILIENCE



TENER LAS MEDIDAS Y SISTEMAS DE APOYO PARA SER ADAPTABLE ANTE ADVERSIDADES

HAVE THE MEANS AND SUPPORT SYSTEMS TO BE ADAPTABLE WHEN FACING ADVERSITY

In East Las Vegas, we are equipped to adapt to uncertainties. Infrastructure is safe, buildings have been retrofitted for energy efficiency, solar energy collectors provide clean energy across parking lots and on rooftops, and services are dispersed across the area to provide daily and emergency access to health, public safety, and shelter; Mixed-use redevelopment provides flexible and efficient buildings to evolve as business and residential needs change over time.

- **Redes**
Networks
- **Infraestructura Verde**
Green Infrastructure
- **Apoyo financiero**
Financial Support
- **Formación Laboral**
Job Training
- **Gestión de Recursos e Instalaciones**
Resource/Facilities Management
- **Preparación y Restauración**
Preparedness/Restoration
- **Apoyo a Negocios**
Business Support

SALUD HEALTH



TENER UNA BUENA CALIDAD DE VIDA QUE SATISFAGA DESEOS Y NECESIDADES DE RESIDENTES.

HAVE A GOOD QUALITY OF LIFE THAT MEETS RESIDENTS' NEEDS AND WANTS

Neighbors have convenient access to medical and wellness facilities. Safe, shaded paths and trails give neighbors access to fresh, clean air and indoor and outdoor recreational facilities. Asthma rates have reduced with cleaner air; local food is grown at scattered community gardens and by neighbors with innovative and efficient technology and desert-adaptive species.

- **Acceso a comida**
Food Access
- **Conexión con la Naturaleza**
Connection with Nature
- **Atención Médica**
Healthcare
- **Inclusividad**
Inclusivity
- **Seguridad**
Safety
- **Equilibrio Trabajo/Vida**
Work/Life Balance

HABITABILIDAD LIVABILITY



FOMENTAR UN SENTIDO DE PERTENENCIA Y CREAR OPORTUNIDADES PARA LA INTERACCIÓN

WELCOMING, FOSTERING A SENSE OF BELONGING, AND CREATING OPPORTUNITIES FOR INTERACTION

East Las Vegas are proud to call their neighborhoods home. They are walkable to vibrant neighborhood centers that embody the spirit and energy of the many cultures that contribute to the area's vibe and character. Connected trails, plazas, markets, and open space provide convenient and flexible space for cultural, artistic, and recreational activities that embody the spirit of life in East Las Vegas.

- **Sentido de Pertenencia**
Sense of Belonging
- **Recreación**
Recreation
- **Celebrar la Cultura**
Celebrating Culture
- **Vivienda**
Housing
- **Transporte**
Transportation
- **Educación**
Education

INNOVACIÓN INNOVATION



USAR RECURSOS DE MANERA CREATIVA Y EFICIENTE PARA RESOLVER PROBLEMAS Y FORTALECER BIENES.

USE RESOURCES CREATIVELY AND EFFICIENTLY TO SOLVE PROBLEMS AND STRENGTHEN ASSETS.

East Las Vegas is where ideas come to blossom. Diverse industries and businesses are on the cutting edge of health, culinary, creators, and tech. Transit corridors bring visitors to East Las Vegas's authentic yet branded activity hubs and give neighbors reliable access to employment across the region.

- **Comunicación**
Communication
- **Progreso**
Progress
- **Trabajo en Equipo**
Teamwork
- **Desarrollo de Bienes**
Asset Building
- **Creatividad**
Creativity

METAS DEL PLAN PLAN GOALS

VIVIR

LIVE

FORTALECER NUESTROS BARRIOS
STRENGTHEN OUR NEIGHBORHOODS

-  **DIVERSOS TIPOS DE VIVIENDA**
DIVERSE HOUSING TYPES
-  **VECINDARIOS DE CALIDAD**
QUALITY NEIGHBORHOODS
-  **SEGURIDAD** SAFETY
-  **ACCESO A RECURSOS** ACCESS TO RESOURCES

TRABAJAR

WORK

MOVILIDAD ECONÓMICA ASCENDENTE
UPWARD ECONOMIC MOBILITY

-  **CRECER NEGOCIOS** GROW BUSINESSES
-  **EDUCACIÓN Y SERVICIOS PARA LA JUVENTUD**
EDUCATION & YOUTH SERVICES
-  **MOVILIDAD** MOBILITY

JUGAR

PLAY

CELEBRE NUESTRA CULTURA Y DIVERSIDAD
CELEBRATE OUR CULTURE & DIVERSITY

-  **COMPROMISO CÍVICO + CULTURAL**
CIVIC & CULTURAL ENGAGEMENT
-  **CONEXIONES A PARQUES** PARK CONNECTIONS
-  **ENTORNO** ENVIRONMENT
-  **ORGULLO COMUNITARIO**
COMMUNITY PRIDE

RESUMEN DE RECOMENDACIONES

5 GRANDES IDEAS

Estas políticas prioritarias resumen las recomendaciones del plan al cinco grandes estrategias para ayudar en guiar la inversión para el futuro de East Las Vegas.

Las páginas siguientes perfilan estrategias claves par cada recomendación. Algunas estrategias se categoriza en hojas de proyectos. Los planificadores de la ciudad las usará para hacer recomendaciones de zonificación, para los propuestos anuales, y para la planificación de mejoras de capital.

Se incluye un plan de acción detallado como apendice.

COMPROMÉTASE A LA SALUD Y LA SEGURIDAD PÚBLICA

Mejore para la gente de East Las Vegas el acceso de cuidado de salud, casas y calles más seguras, remediación del aire de calidad pobre y islas de calor urbanos, y la comida fresca. Hay que asegurar no solo el acceso de cuidado de salud, sino el bienestar y la seguridad en total

UN EAST LAS VEGAS MÁS VERDE

Plante más arboles y mejore el paisajismo tolerante a la sequía para reducir los efectos de la isla de calor urbana en East Las Vegas, proveendo la sombra adecuada en la propiedad privada, por las aceras, por los senderos, y en los parques. Priorize los especies nativos y apoye la agricultura urbana y un ecosistema resiliente. Conecte los espacios abiertos para promover la movilidad, el recreo, y los resultados de salud mejorados.

INVIERTA EN EL ÁMBITO PÚBLICO

Priorize reinversión en las calles y las aceras de East Las Vegas, para que fomenten la conectividad, la seguridad y el bienestar y contribuyan al sentido de lugar e identidad. Con 39 por ciento de la tierra en East Las Vegas de propiedad pública, la ciudad y sus socios públicos tienen la oportunidad de catalizar cambio tremendo por mejoras del ámbito público por las calles, el Wash Las Vegas, y el red de parques.

CREE UN SENTIDO DE LUGAR CON CENTROS DE USO MIXTO

Revitalize los corredores comerciales envejecidos como centros de uso mixto, mientras apoyando a negocios existentes y miembros de la comunidad. Los corredores densos que tienen una mezcla de negocios y alojamiento no solo proveen acceso aumentado al tránsito y a recursos, sino que crean un sentido de lugar que ayuda a los vecinos en indentificarse positivamente con sus vecinidades.

EMPODERAR EL ESPÍRITU EMPRESARIAL

Promueve y conecte las agencias, las organizaciones sin fines de lucros, y los programas de la ciudad, maximizando la capacidad de alimentar la tubería de desarrollo de negocios. Fortalezca las oportunidades educacionales intergeneracionales, el cuidado de niños, el desarrollo de la fuerza laboral, y ayuda e incubadoras para los negocios. Priorize las industrias de la salud y la tecnología por invertirse en la educación STEAM y la formación profesional.

SUMMARY OF RECOMMENDATIONS

5 BIG IDEAS

These priority policies summarize the recommendations in this plan into five big strategies to help guide investment for the future of East Las Vegas.

The following pages outline key strategies for each of the 5 Key Recommendations. Some of these strategies are prioritized into project sheets. These will be utilized by the City's planners to make zoning findings, for annual budgets, and capital improvements planning.

A detailed action plan is included as an appendix.

1 COMMIT TO HEALTH & PUBLIC SAFETY

Improve East Las Vegas' access to healthcare, safer homes and streets, remediation of poor air quality, urban heat island effects, and better access to fresh food. The definition of health goes beyond the need for better access to healthcare to overall wellness and safety.

2 A GREENER EAST LAS VEGAS

Plant more trees and improve drought tolerant landscaping to help reduce the impacts of the urban heat island effect in East Las Vegas, providing necessary shade on private property, along sidewalks, trails, and in parks. Prioritize native species and support urban agriculture and a resilient ecosystem. Connect open spaces to promote mobility, recreation, and improve health outcomes.

3 INVEST IN THE PUBLIC REALM

Prioritize reinvestment in East Las Vegas streets and sidewalks so that they encourage connectivity, safety, wellness and contribute to a greater sense of place and identity. With 39 percent of land in East Las Vegas publicly owned, the city and its public partners have the opportunity to catalyze tremendous change through public realm improvements along streets, the Las Vegas Wash and the park network.

4 CREATE A SENSE OF PLACE WITH MIXED-USE HUBS

Reinvigorate the aging commercial corridors of East Las Vegas into mixed-use centers while supporting existing businesses and community members. Dense corridors with a mixture of business and housing not only provide increased access to transit and resources, but creates a greater sense of place that helps neighbors positively identify with their neighborhoods.

5 EMPOWER ENTREPRENEURSHIP

Promote and connect agencies, non-profits, and city programs, maximizing capacity to nourish the business development pipeline. Strengthen intergenerational educational opportunities, childcare, workforce development, business assistance and incubators. Prioritize health and technology industries by investing in STEAM education and job training.



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1

INTRODUCCIÓN INTRODUCTION

SOBRE EL ESTE DE LAS VEGAS

ABOUT EAST LAS VEGAS

East Las Vegas is comprised of a network of higher density traditional neighborhoods, a thriving and growing Latinx community, and a well-connected street system. This mature community faces a number of challenges, including high poverty rates, higher rates of crime, and an overall lack of investment or under-investment in infrastructure and services to accommodate a rapidly changing population. The addition of high capacity transit along the edges and a “Grand Paseo” complete street transformation will enable East Las Vegas to transform itself into a diverse and cohesive sector of Las Vegas.

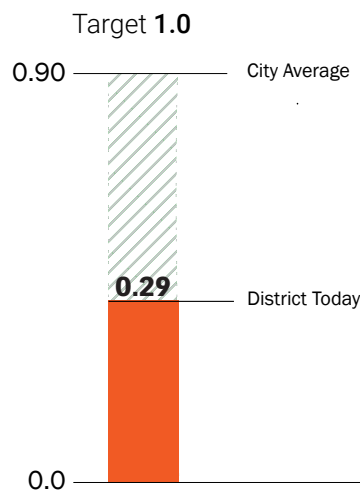


POR LOS NÚMEROS BY THE NUMBERS

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

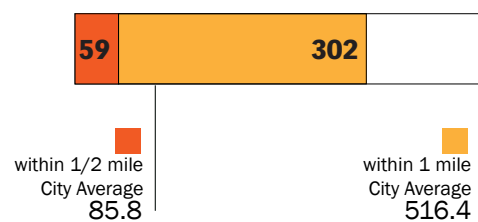
WORKFORCE JOB SUPPLY IN DISTRICT

Average job opportunity per residential unit in the planning district



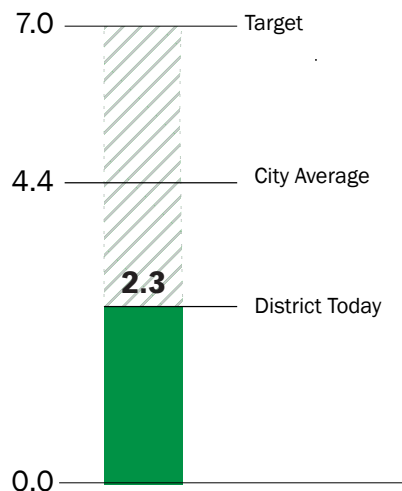
JOB PROXIMITY

Average job opportunity in proximity to the planning district



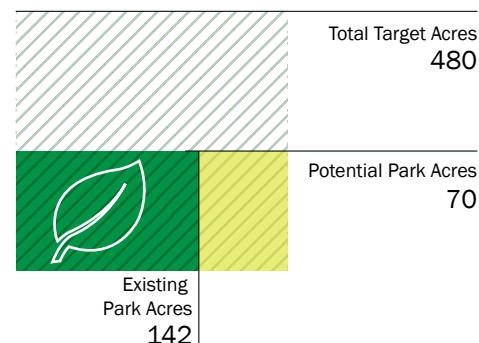
PARKS PARK ACCESS

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.

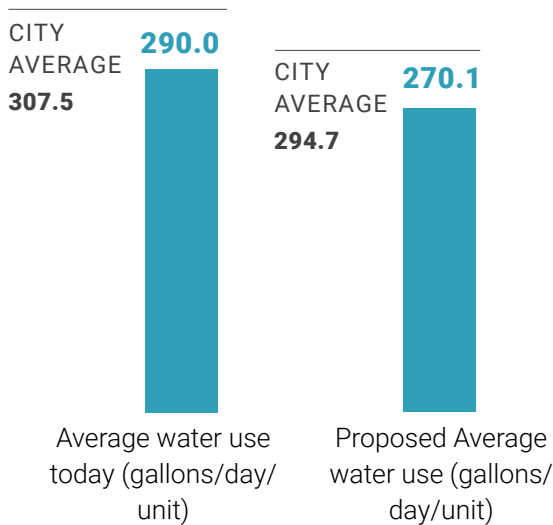


2050 PROJECTIONS

- 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.



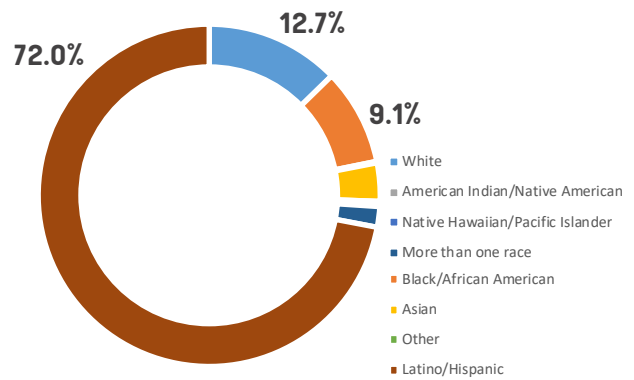
DEMOGRAPHICS

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%

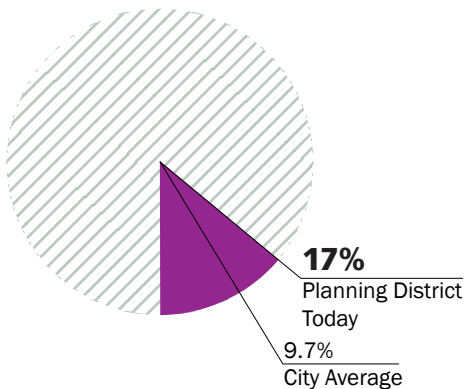
(Arrows up or down indicate whether lower or higher than citywide average)

RACIAL BREAKDOWN

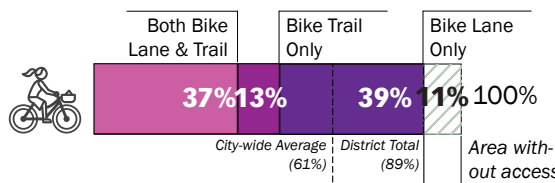


TRANSPORTATION

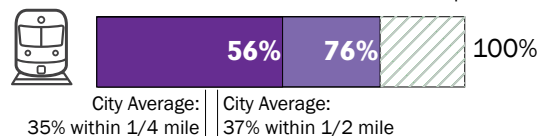
Percentage of households without cars within the district

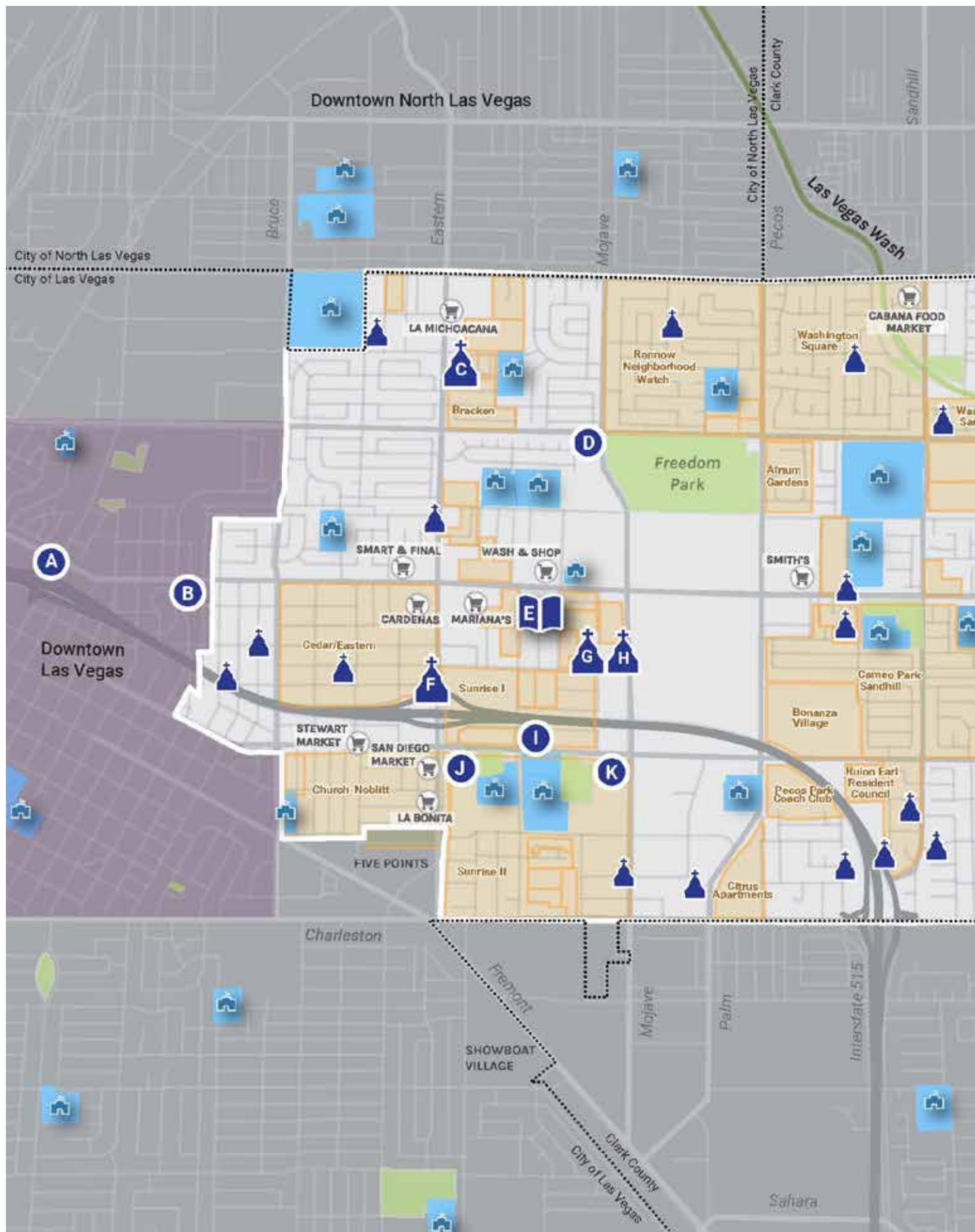


Percentage area of the planning district within 1/4 mile of bike facilities



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

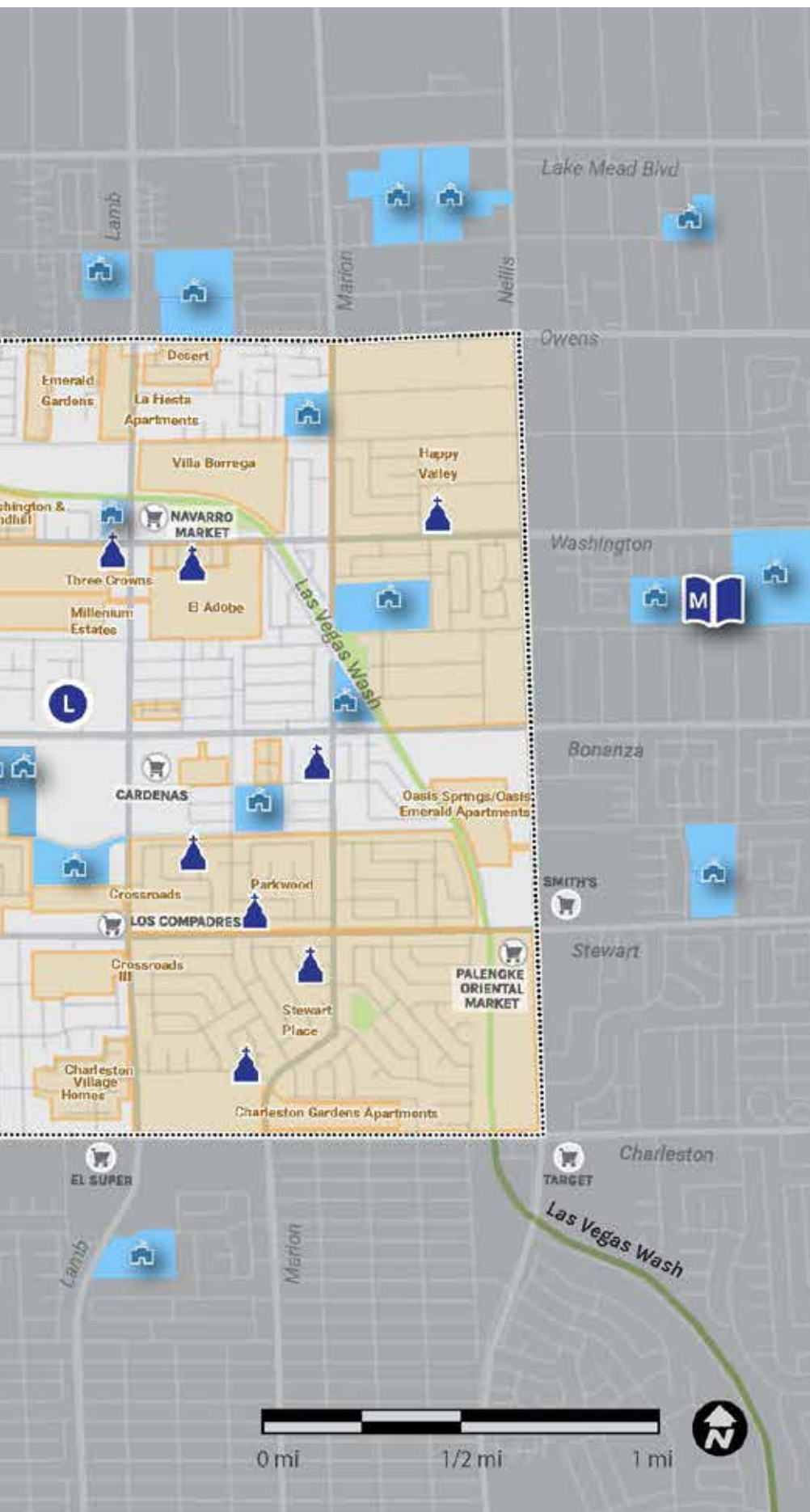




BARRIOS Y ACTIVOS

NEIGHBORHOODS & ASSETS

East Las Vegas is home to a multitude of neighborhoods, Strong Start Academy, the Chunk Minker Sports Complex, the East Las Vegas Community Center, the East Las Vegas Library, Sunrise Library, a handful of churches, schools, parks, and key community organizations such as La Casa del Inmigrante, Chicanos por la Causa, Leaders in Training, and Make the Road Nevada. The community is bordered in the west by Downtown Las Vegas, North Las Vegas to the north, and Clark County to the east and south.



- A.** Dula Community Center
- B.** Chicanos por la Causa
- C.** Iglesia Universal
- D.** The Harbor - Juvenile Assessment Center
- E.** East Las Vegas Library
- F.** Luz del Mundo Church
- G.** Iglesia Ni Cristo
- H.** C3 Church
- I.** Boys and Girls Club
- J.** East Las Vegas Community Center
- K.** La Casa del Inmigrante
- L.** Make the Road Nevada
- M.** Sunrise Library

- Community Centers and Institutions
- Libraries
- Churches
- Neighborhoods
- Schools
- Parks
- Downtown Las Vegas
- Grocery Stores

INICIATIVAS RELACIONADAS

RELATED INITIATIVES

PLAN DE TODA LA CIUDAD

- **Plan Maestro de Las Vegas 2050.** Se identificó dieciséis áreas de la ciudad que incluyen vecindarios, distritos y nodos de diversas partes de la Ciudad. Para cada área, identificó medidas y metas para realizar mejoramientos físicos y políticos. Adoptado por el Ayuntamiento de Las Vegas en julio de 2021.

ESTUDIOS REGIONALES

- **Plan de Conservación SNWA (2019).** Planificar para el futuro del uso y suministro de agua en el sur de Nevada de manera sostenible, adaptable y económico.
- **Planes de la Comisión Regional de Transporte del Sur de Nevada (RTC).** Calor Extremo, Salud, Vivienda, Accesibilidad para Peatones, Tránsito.

PLANES DE ÁREA

- **Visión del centro de Las Vegas 2045.** Planes para una población del centro y de la comunidad que está aumentando de tamaño. Enfocarse en la economía, la educación, el acceso a los recursos, la cultura y la sostenibilidad.

PLANES DE ACCIÓN VECINAL

- **Cien Plan.** Identificar las oportunidades para vincularse con el pasado y crear un puente familiar hacia el futuro en el histórico Westside.
- **(NRSA) (2022).** Ubicado dentro de los límites del proyecto Nuestro Futuro, el Plan NRSA utiliza fondos de Subvención en Bloque para el Desarrollo Comunitario (CDGB) dirigidos a la revitalización de la comunidad a través de esfuerzos de desarrollo económico, vivienda y servicio público.

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.

INICIATIVAS RELACIONADAS

RELATED INITIATIVES

ESTUDIOS DE TEMAS ESPECÍFICOS

- **Proyecto de Acceso al Centro NDOT (2022).** Ubicado a lo largo de la I-515/US-95 desde Mojave Road hasta Rancho Drive. Reconstrucción de autopistas/puentes para actualizar infraestructura obsoleta, adaptarse a futuras demandas de viaje, mejorar la seguridad y la confiabilidad del tiempo de viaje.
- **Plan de Gestión de Seguridad Vial de Este Bonanza (2021).** Analizar datos y buscar aportes de residentes interesados que darán como resultado mejoras en la infraestructura para incrementar la seguridad con la que vehículos, peatones y ciclistas comparten la carretera.
- **Plan de Comunidades Caminables Rafael Rivera (2014).** Crear una comunidad más transitable que tenga mejor acceso a los recursos de la comunidad.
- **Desert Pines (2022).** Ubicado dentro de los límites del proyecto Nuestro Futuro, el plan Desert Pines imagina un nuevo vecindario de uso mixto e ingresos mixtos para el antiguo campo de golf. Anclado por un parque central que incluye un centro comunitario, plantas nativas, un parque cívico y viviendas asequibles/a precio de mercado.
- **Plan del Parque Industrial Spectrum (1992).** Identificó usos industriales, comerciales, de oficinas y multifamiliares como deseables para el Parque Industrial y pautas designadas para el diseño.
- **Buen Aire Para Todos.** Programa para que todos los residentes puedan acceder a la supervisión y los informes de la calidad del aire del Este Las Vegas.

TOPIC-SPECIFIC STUDIES

- **NDOT Downtown Access Project (2022).** Located along I-515/US-95 from Mojave Road to Rancho Drive. Freeway/bridge reconstruction to address aging infrastructure, accommodate future travel demands, and improve safety and travel time reliability.
- **East Bonanza Road Safety Management Plan (2021).** Analyze data and seek stakeholder input that will result in infrastructure improvements helping vehicles, pedestrians, and bicyclists share the road safely.
- **Rafael Rivera Walkable Communities Plan (2014).** Creating a more walkable community that has better access to community resources.
- **Desert Pines (2022).** Located within the Nuestro Futuro project boundary, the Desert Pines plan imagines a new mixed-use, mixed-income neighborhood for the former golf course. Anchored by a central park and including a community center, landscaping, civic park, and affordable/market-rate housing.
- **Spectrum Industrial Park Plan (1992).** Identified industrial, commercial, office, and multi-family uses as desirable for the Industrial Park, and designated guidelines for design.
- **Buen Aire Para Todos.** Program to make East Las Vegas air quality monitoring and reporting accessible to all residents.

DESCRIPCIÓN GENERAL DEL COMPROMISO

ENGAGEMENT OVERVIEW

COMPRENDER/
UNDERSTAND



01

LANZAMIENTO EL DÍA DE LA TIERRA

Mayo de 2022 - Presentar el plan a la comunidad y conocer la historia del Este Las Vegas y las esperanzas para el futuro.



02

ALCANCE COMUNITARIO

Verano de 2022 - Conocer a la comunidad en supermercados y eventos comunitarios y conocer dónde viven, trabajan y juegan los residentes de la comunidad.



03

ANUNCIO DEL PLAN

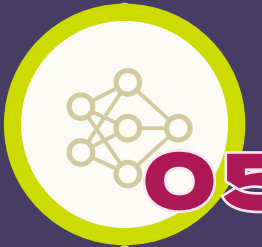
Primavera/Otoño de 2022 - Despliegue de publicidad en carreteras, encuestas, anuncios en redes sociales, publicidad pagada, videos de Facebook Live y videos de proyectos. Estos materiales se utilizan y refinan a lo largo de la duración del proyecto.



04

COMPROMISO DEL COMITÉ ASESOR

Primavera/Otoño de 2022 - Presentar el plan al comité asesor y analizar las oportunidades y los desafíos generales. Alentar al comité asesor a involucrar a sus redes.



05

BORRADOR DE INVESTIGACIÓN

Otoño 2022 - Analizar los borradores de ideas con el comité asesor y el público, y realizar las ediciones del borrador.



06

PLAN FINAL Y ADOPCIÓN

Otoño/invierno de 2022: finalizar el borrador en base a lo que se escuchó del público, el comité asesor, el personal de la ciudad, los grupos de enfoque y la oficina de la Concejal Díaz.

EARTH DAY KICKOFF

April 2022- Introduce the plan to the community and understand the history of East Las Vegas and hopes for the future.

COMMUNITY OUTREACH

Summer 2022 - Meet the community at grocery stores and existing community events to understand where community members live, work and play.

PLAN ADVERTISEMENT

Spring/Fall 2022 - Roll out highway billboards, surveys, social media advertisements, paid advertising, Facebook Live videos, index cards, and project videos. These materials are utilized and refined throughout the length of the project.

ADVISORY COMMITTEE ENGAGEMENT

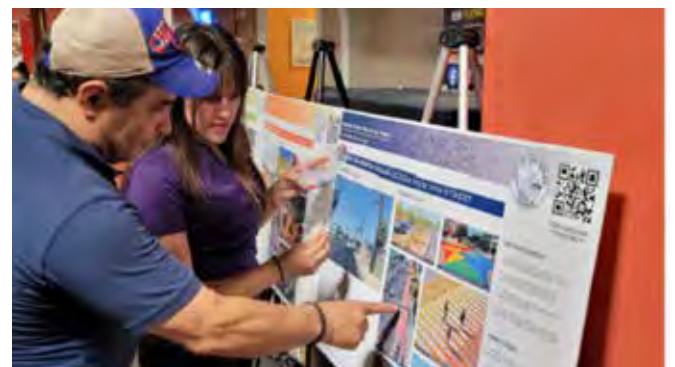
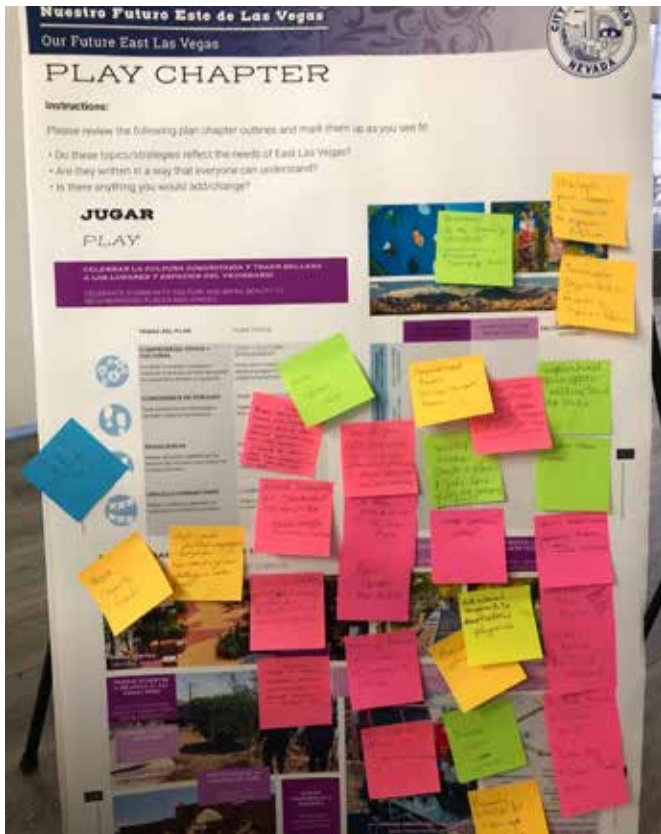
Spring/Fall 2022 - Introduce the plan to the advisory committee and discuss big picture opportunities and challenges. Encourage advisory committee to engage their networks

DRAFT VETTING

Fall 2022 - Vet draft ideas with the advisory committee and the public and make draft edits.

FINAL PLAN & ADOPTION

Fall/Winter 2022/2023 - Finalize draft based on what was heard from the public, advisory committee, city staff, focus groups, and Councilwoman Diaz's office.



MÉTODOS CLAVE DE PARTICIPACIÓN

KEY ENGAGEMENT METHODS

Eventos Comunitarios

Representes del proyecto aumentaban el conocimiento comunitario del plan Nuestro Futuro con participación en los eventos y centros siguientes.

- Celebración de Earth Day de Las Vegas
- Los supermercados y otros lugares altamente frecuentados (Marianas, La Bonita, Cashman Field, Boulevard Mall, Clark County)
- Cámara de Comercio Latino - La Oportunidad Expo, Boulevard Mall

La información del proyecto también se distribuía en los centros comunitarios de Clark County, Walnut, Doolittle, Pearson, Helen Meyer, Mirabelli, y West Flamingo.

Participación en Colaboración con NRSA

El equipo del proyecto de NRSA organizó varios grupos de enfoque sobre la seguridad pública (el 26 de abril, 2022) y el alojamiento (el 25 de abril 2022), para entender mejor los desafíos y oportunidades dentro de la área. Ver el apéndice para un resumen completo de lo que se escuchó.

Grupos de Enfoque

El equipo del proyecto se reunió con departamentos de la ciudad, como Public Works (PW), Youth Development and Social Initiatives (YDSI), Economic Development (EUD), y Neighborhood Services (NS), para entender como Nuestro Futuro puede complementar iniciativas actuales de la ciudad.

La Comité Asesor

Hubo tres reuniones del Comité Asesor en etapas distintas del proceso, para ofrecer comentario y guiar el proceso del plan. El Comité Asesor se formó de oficiales municipales, empleados de las organizaciones sin fines de lucro, organizadores comunitarios, estudiantes, profesores, y líderes religiosos en la comunidad.

Encuesta

La encuesta comunitaria de Nuestro Futuro estuvo abierta desde abril hasta octubre de 2022.

Community Events

Project representatives increased community knowledge of the Our Future Plan by setting up engagement stations at the following community events and centers:

- 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

In addition, project information was distributed at Clark County Community Centers, Walnut Community Center, Doolittle, Pearson, Helen Meyer, Mirabelli, and West Flamingo sites.

Engagement in Collaboration with NRSA

The NRSA project team held various focus group discussions on public safety (April 26, 2022) and housing (April, 25, 2022) to better understand challenges and opportunities within the area. **See appendix for a complete summary of what was heard.**

Focus Groups

The project team met with city departments such as Public Works (PW), Youth Development and Social Initiatives (YDSI), Economic Development (EUD), and Neighborhood Services (NS) to understand how Our Future could build upon existing city initiatives.

Advisory Committee

The Advisory Committee convened for three meetings at different stages of the planning process, in order to provide feedback and continue to guide the direction of the plan. The Advisory Committee was made up of city officials, community members, individuals working in the non-profit sector, community organizers, students, professors and religious leaders within the community.

Survey

The Our Future Community Survey was first opened in April 2022, and ran until October 2022.

MÉTODOS CLAVE DE PARTICIPACIÓN

KEY ENGAGEMENT METHODS

ANUNCIO PAGADO

Desde el 27 de junio hasta el 31 de julio, esfuerzos de publicidad para Nuestro Futuro East Las Vegas atrajeron a los vecinos al sitio del web, para aumentar el conocimiento y la participación de la comunidad. Los métodos de publicidad incluyeron anuncios de Facebook y Google, una campaña de anuncios de vídeo (el 20 hasta el 31 de julio), y una cartelera digital desplegado en el 515-Beltway (el 27 de junio hasta el 31 de julio). Estaba disponible todo el contenido en inglés igual como español. Abajo hay un resumen de los impresiones.

PAID ADVERTISEMENT

From June 27 to July 31, 2022, advertising efforts for Our Future East Las Vegas were drawing neighbors to the website and survey in order to increase community engagement and awareness. Advertisement methods included Facebook and Google ads, a video ad campaign (July 20th-July 31st), and a digital billboard displayed on the 515-Beltway (June 27th-July 31st). All content was available in both English and Spanish. Impressions are summarized below:



DIRECCIÓN PRINCIPAL, GUÍA PRINCIPAL

GUIDING PRINCIPLES

NUESTRO PASADO:

East Las Vegas tiene una historia de desinversión por el sector público igual como privado. Tiene una parte desproporcionada de indicadores negativos para el salud, la seguridad, y resultados educacionales y ambientales. Nuestro Futuro ofrece una estructura para impulsar el cambio en East Las Vegas.

NUESTRO FUTURO:

Equitativo: Nuestro Futuro prioriza la equidad, para que nuestros vecinos tengan una voz e impulsen el cambio. En East Las Vegas, los vecinos tienen casas seguras y eficientes, acceso a servicios de buena calidad, oportunidades educacionales, y espacio abierto.

Resiliente: En East Las Vegas, estamos equipados para adaptarnos ante las incertidumbres. La infraestructura es segura, los edificios han sido reacondicionados para la eficiencia energética, colectores de energía solar proveen energía limpia a través de estacionamientos y sobre los techos, y servicios se dispersan por la vecindad para proveer acceso diario y urgente a la salud, la seguridad pública, y el alojamiento. Reurbanización de uso mixto provee edificios flexibles y eficientes que evolucionan con los cambios comerciales y residenciales.

Saludable: Los vecinos tienen acceso conveniente a instalaciones de la medicina y el bienestar. Caminos y senderos seguros y sombreados dan a los vecinos acceso al aire fresco y limpio, además de instalaciones del recreo interiores y exteriores. Las tasas de asma han disminuido con el aire más limpio. Se cultiva la comida local en jardines comunitarios dispersos y por vecinos, con tecnología innovadora y especies adaptados al desierto.

Habitable: La gente de East Las Vegas está orgullosa llamar hogar a sus vecindades. Pueden caminar a centros vibrantes de la comunidad que encarnan al espíritu y energía de las varias culturas que contribuyen a la onda y el carácter de la zona. Los senderos conectados, las plazas, los mercados, y el espacio abierto proveen espacio conveniente para las actividades culturales, artísticas, y recreativas que encarnan el espíritu de la vida en East Las Vegas.

Innovación: Spanish coming soon

OUR PAST:

East Las Vegas has a history of disinvestment by both the public and private sector. It bears a disproportionate share of negative indicators for health, safety, educational, and environmental outcomes. Nuestro Futuro provides a framework to drive change in East Las Vegas

OUR FUTURE:

Equity: Nuestro Futuro prioritizes equity where our neighbors have a voice and drive change. In East Las Vegas, neighbors have safe, efficient homes, access to quality services, educational opportunities, and open space.

Resilient: In East Las Vegas, we are equipped to adapt to uncertainties. Infrastructure is safe, buildings have been retrofitted for energy efficiency, solar energy collectors provide clean energy across parking lots and on rooftops, and services are dispersed across the area to provide daily and emergency access to health, public safety, and shelter; Mixed-use redevelopment provides flexible and efficient buildings to evolve as business and residential needs change over time.

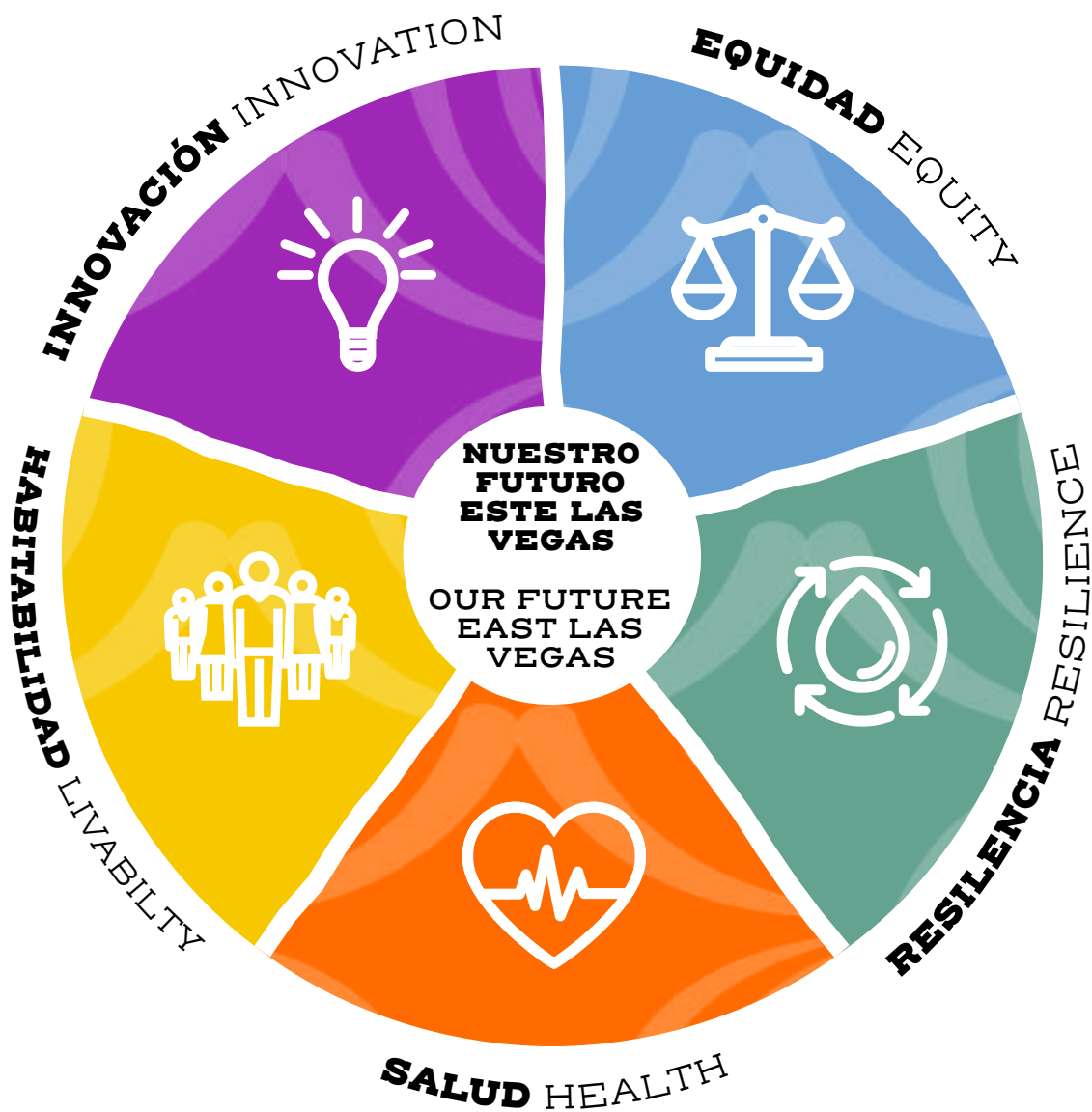
Healthy: Neighbors have convenient access to medical and wellness facilities. Safe, shaded paths and trails give neighbors access to fresh, clean air and indoor and outdoor recreational facilities. Asthma rates have reduced with cleaner air; local food is grown at scattered community gardens and by neighbors with innovative and efficient technology and desert-adaptive species.

Livable: East Las Vegas are proud to call their neighborhoods home. They are walkable to vibrant neighborhood centers that embody the spirit and energy of the many cultures that contribute to the area's vibe and character. Connected trails, plazas, markets, and open space provide convenient and flexible space for cultural, artistic, and recreational activities that embody the spirit of life in East Las Vegas.

Innovative: East Las Vegas is where ideas come to blossom. Diverse industries and businesses are on the cutting edge of health, culinary, creators, and tech. Transit corridors bring visitors to East Las Vegas's authentic yet branded activity hubs and give neighbors reliable access to employment across the region.

DIRECCIÓN PRINCIPAL, GUÍA PRINCIPAL

GUIDING PRINCIPLES





EQUIDAD EQUITY

**UNA COMUNIDAD EQUITATIVA
VALORA LAS DIFERENCIAS
Y CREA OPORTUNIDADES
AL ALCANCE DE TODOS, SIN
IMPORTAR QUÉ TAN DIFERENTES
SEAN SUS HABITANTES.**

**AN EQUITABLE COMMUNITY
VALUES DIFFERENCES AND
CREATES OPPORTUNITIES
WITHIN EVERYONE'S REACH, NO
MATTER HOW DIFFERENT ITS
RESIDENTS ARE.**



EMPODERAMIENTO EMPOWERMENT

Empoderar a residentes para que alcen sus voces y que sean representados en la comunidad, especialmente si han sido excluidas en el pasado

Empowering residents so that all voices can be heard and represented, especially those that have previously been excluded



ACCESO ACCESS

Aumentar oportunidades que creen acceso a servicios e instalaciones de la ciudad y de la comunidad

Creating opportunities for people to have access to city services and community amenities



DIVERSIDAD DIVERSITY

Acoger, celebrar y fomentar la diversidad

Welcoming, celebrating, and fostering diversity



CONCIENCIA AWARENESS

Aprovechar las oportunidades para involucrar y aprender junto con la comunidad lo que es ser equitativo

Seizing every opportunity to engage and learn with the local community about what it means to be equitable



PARTICIPACIÓN PARTICIPATION

Organizar esfuerzos comunitarios para abogar por los intereses y derechos de los residentes de la comunidad

Organize community efforts and residents to advocate for the interests and rights of minorities and the community



COLABORACIÓN COLLABORATION

Trabajar y dialogar con miembros de la comunidad, instituciones y organizaciones para satisfacer necesidades comunitarias y monitorear esfuerzos de equidad

Working and engaging in conversations with community members, institutions, and organizations to meet community needs and track equity efforts



DIVERSIDAD
DIVERSITY



CONCIENCIA
AWARENESS



EMPODERAMIENTO
EMPOWERMENT



COLLABORACIÓN
COLLABORATION



PARTICIPACIÓN
PARTICIPATION



ACCESO
ACCESS



RESILIENCIA RESILIENCE

**UNA COMUNIDAD RESILIENTE
TIENE LOS MEDIOS Y SISTEMAS
DE APOYO QUE LA HACEN
ADAPTABLE ANTE CUALQUIER
ADVERSIDAD.**

A RESILIENT COMMUNITY HAS THE
MEANS AND SUPPORT SYSTEMS
TO BE ADAPTABLE WHEN FACING
ADVERSITY.



REDES NETWORKS

Mejorar las oportunidades de interacción que permitan a la comunidad establecer contactos con empleadores, negocios, instituciones y otros recursos

Enhancing the opportunities for interaction that allow the community to network with employers, businesses, institutions, and other resources



PREPARACIÓN Y RESTAURACIÓN PREPAREDNESS & RESTORATION

Estar preparado para responder a cambios repentinos, restaurar la comunidad preservando su carácter e identidad, y reflexionar en experiencias pasada para aprender de ellas

Being prepared to respond to sudden changes, restoring the community while preserving its character and identity, and reflecting on and learning from past experiences



INFRAESTRUCTURA VERDE GREEN INFRASTRUCTURE

Complementar al medio ambiente con la construcción de infraestructura local y segura que retribuya positivamente al entorno natural y comunidad

Supporting the environment by building local resilient infrastructure that gives back to the natural environment and community



GESTIÓN DE RECURSOS E INSTALACIONES RESOURCE & FACILITIES MANAGEMENT

Evaluar el desempeño de recursos e instalaciones para tomar acciones que ayudarán a la comunidad a cubrir sus necesidades

Evaluating the performance of existing resources and facilities to take actions that will benefit the community and meet its needs



APOYO FINANCIERO FINANCIAL SUPPORT

Tener oportunidades de financiamiento para satisfacer necesidades básicas y superar adversidades

Having financial opportunities to meet basic needs and overcome adversity



FORMACIÓN LABORAL JOB TRAINING

Desarrollar constantemente las habilidades y preparación de los miembros de la comunidad ante el mercado laboral

Constantly developing the skills and preparedness of community members to be ready for the workforce



APOYO A NEGOCIOS BUSINESS SUPPORT

Apoyar a negocios locales y ayudarlos a satisfacer demandas del mercado y de consumidores

Supporting local businesses and helping them respond to customer demands and market forces



REDES
NETWORKS



INFRAESTRUCTURA VERDE
GREEN INFRASTRUCTURE



PREPARACIÓN Y RESTAURACIÓN
PREPAREDNESS & RESTORATION



APOYO A NEGOCIOS
BUSINESS SUPPORT



APOYO FINANCIERO
FINANCIAL SUPPORT



**GESTIÓN DE RECURSOS E
INSTALACIONES**
RESOURCE & FACILITIES
MANAGEMENT



FORMACIÓN LABORAL
JOB TRAINING



SALUD HEALTH

**UNA COMUNIDAD SALUDABLE
ES AQUELLA DONDE SUS
HABITANTES PROSPERAN
PORQUE TIENEN UNA BUENA
CALIDAD DE VIDA QUE SATISFACE
SUS DESEOS Y NECESIDADES.**

A HEALTHY COMMUNITY IS ONE
WHERE RESIDENTS THRIVE
BECAUSE THEY HAVE A GOOD
QUALITY OF LIFE THAT MEETS
THEIR NEEDS AND WANTS.



ACCESO A COMIDA FOOD ACCESS

Tener acceso a fuentes de comida económica y nutritiva
Having access to affordable sources of nutritious food



INCLUSIVIDAD INCLUSIVITY

Respetar, tolerar y aceptar creencias y gente que sean diferentes
de uno mismo
*Respecting, tolerating, and accepting beliefs and identities that are
different from one's own*



CONEXIÓN CON LA NATURALEZA CONNECTION WITH NATURE

Estar en constante interacción con la naturaleza
Being in constant touch with nature



SEGURIDAD SAFETY

Sentirse seguro y libre de ser uno mismo en casa y en la comunidad
Feeling safe and able to be one's self at home and in the community



ATENCIÓN MÉDICA HEALTHCARE

Ser bienvenido y tener acceso a proveedores de servicios médicos
que sean económicos y confiables
*Being welcomed and having access to healthcare providers that are
affordable and trustworthy*



EQUILIBRIO TRABAJO/VIDA WORK/LIFE BALANCE

Fomentar y mantener una vida pública y laboral vibrante y activa
que no comprometa la vida privada de los residentes
*Fostering and maintaining vibrant and active public and work lives
that do not compromise the balance with private life*



 **EQUILIBRIO TRABAJO/VIDA**
LIVE/WORK BALANCE

 **CONEXIÓN CON LA NATURALEZA**
CONNECTION WITH NATURE

 **INCLUSIVIDAD**
INCLUSIVITY

 **ACCESO A COMIDA**
FOOD ACCESS

 **ATENCIÓN MÉDICA**
HEALTHCARE

 **SEGURIDAD**
SAFETY



CONVIVENCIA LIVABILITY

**UNA COMUNIDAD CONVIVIENTE
LE DA LA BIENVENIDA A
LOS DEMÁS, FOMENTA UN
SENTIDO DE PERTENENCIA Y
CREA OPORTUNIDADES PARA
INTERACTUAR CON OTROS Y CON
UNO MISMO.**

**A LIVABLE COMMUNITY IS
WELCOMING, FOSTERS A SENSE
OF BELONGING, AND CREATES
OPPORTUNITIES TO SPEND TIME
WITH OTHERS AND ALONE.**



**SENTIDO DE
PERTENENCIA**
SENSE OF
BELONGING

Ser parte de una comunidad que tenga una identidad y carácter distintivos, pero que simultáneamente siente pertenencia a una entidad mayor.

Being part of a community that has a distinct identity and character, yet at the same time belonging to a greater whole



VIVIENDA
HOUSING

Tener diferentes opciones de vivienda que sean económicas, en buena condición, y céntricas.

Having different housing options that are affordable, in good condition, and near destinations



RECREACIÓN
RECREATION

Tener diversas oportunidades de descanso, relajación, y recreación

Having diverse opportunities for leisure, rest, and recreation



TRANSPORTE
TRANSPORTATION

Ser capaz de llegar a diferentes destinos a través de varios medios de transporte económicos

Being able to reach places through a variety of affordable means of transportation



**CELEBRAR LA
CULTURA**
CELEBRATING
CULTURE

Resaltar elementos públicos que enaltezcan y aporten a la cultura local, sus actividades y valores

Showcasing public elements that honor and contribute to local culture, activities, and values



EDUCACIÓN
EDUCATION

Ser bienvenido y tener la oportunidad de ir a la escuela y de tener diferentes recursos académicos o educacionales

Being welcomed and able to go to school, and to have access to different academic and educational resources



VIVIENDA
HOUSING



TRANSPORTE
TRANSPORTATION



SENTIDO DE PERTENENCIA
SENSE OF BELONGING



RECREACIÓN
RECREATION



EDUCACIÓN
EDUCATION



CELEBRAR LA CULTURA
CELEBRATING CULTURE

35

NUESTRO FUTURO ESTE DE LAS VEGAS

25

NUESTRO FUTURO ESTE LAS VEGAS



INNOVACIÓN INNOVATION

**UNA COMUNIDAD
INNOVADORA USA SUS
RECURSOS CREATIVAMENTE
Y EFICIENTEMENTE PARA
RESOLVER SUS PROBLEMAS Y
VIGORIZAR SUS BIENES.**

**AN INNOVATIVE COMMUNITY
USES ITS RESOURCES
CREATIVELY AND EFFICIENTLY
TO SOLVE ITS PROBLEMS AND
STRENGTHEN ITS ASSETS.**



COMUNICACIÓN COMMUNICATION

Estar consciente e informado de los bienes, residentes involucrados que puedan ayudar con el desarrollo de la comunidad
Being aware of and informed about community assets and stakeholders that can be helpful in community development



DESARROLLO DE BIENES ASSET BUILDING

Trabajar con y usar tácticamente los recursos existentes para alcanzar las metas de la comunidad
Working with and tactically using existing resources to meet community goals



TRABAJO EN EQUIPO TEAMWORK

Ser capaz y estar dispuesto a trabajar con diferentes grupos, intereses o disciplinas para implementar cambios benéficos en la comunidad.
Being able and willing to work across different groups, interests, and disciplines to implement beneficial changes in the community



PROGRESO PROGRESS

Aprovechar nuevas tecnologías, perspectivas, y métodos para ayudar a la que comunidad alcance sus metas
Embracing new technologies, perspectives, and approaches that help the community meet its goals



CREATIVIDAD CREATIVITY

Trabajar en y considerar diferentes escalas y perspectivas
Considering and working at different scales and from different perspectives





2

VIVIR LIVE



DAR PRIORIDAD A RESIDENTES CON VECINDARIOS ASEQUIBLES SEGUROS Y ACCESIBLES

PRIORITIZE RESIDENTS BY PROVIDING
AFFORDABLE, SAFE & ACCESSIBLE
NEIGHBORHOODS

2050 PLAN: ESTRATEGIAS PRINCIPALES

FOR THIS TOPIC, WHAT DID THE 2050 CITYWIDE
MASTER PLAN RECOMMEND FOR EAST LAS VEGAS?

- **Redesarrollo de alojamiento deficiente y incentivar el alojamiento de relleno**
- **Reducir los desiertos alimentarios (las zonas sin acceso cercano a los mercados de comida fresca)**
- **Considerar localizar instalaciones de la ciudad adicionales en el norte y el noreste**
- Redevelop substandard housing and incentivize infill housing
- Reduce food swamps (areas without close access to fresh food markets)
- Consider locating additional city facilities in the north/northeast

VIVIR LIVE

DAR PRIORIDAD A RESIDENTES CON VECINDARIOS ASEQUIBLES SEGUROS Y ACCESIBLES

PRIORITIZE RESIDENTS BY PROVIDING AFFORDABLE, SAFE & ACCESSIBLE NEIGHBORHOODS

TEMAS DEL PLAN PLAN TOPICS



VIVIENDAS HOUSING

Apoyar la disponibilidad de viviendas sólidas, diversas y atractivas.

Support a strong, diverse, and attractive housing stock

CURRENT STRATEGIES

- SHIFT (Safe Home Improvements Funding and Training)
- Desert Pines Urban Redevelopment

FUTURE STRATEGIES

- Affordable housing and transit-oriented development
- Rent control and home ownership assistance
- Diverse housing types



VECINDARIOS DE CALIDAD QUALITY NEIGHBORHOODS

Fomentar el compromiso comunitario y el sentido del pertenencia y orgullo.

Foster community ownership and sense of place and pride.

CURRENT STRATEGIES

- Neighborhood Revitalization Strategy Area (NRSA)

FUTURE STRATEGIES

- Green alleyways and habitat restoration
- Community gardens urban agriculture, and nature habitats



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

"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

ACCESO A RECURSOS ACCESS TO RESOURCES

Garantizar el acceso a servicios y recursos esenciales como alimentos y asistencia médica.

Ensure access to essential services and resources like food and medical assistance



CURRENT STRATEGIES

- Vertical Urban Farm Initiative
- Two new federally qualified health care centers planned

FUTURE STRATEGIES

- Micro-community centers
- Investment in fresh food
- Cultural centers
- Mental and physical health centers

SEGURIDAD SAFETY

Garantizar vecindarios saludable y seguras para todos.

Ensure safe and healthy neighborhoods for all.



CURRENT STRATEGIES

- Listos y Seguros Safety Program
- Vision Zero traffic safety strategies
- Buen Aire Para Todos/Good Air for All EPA air quality grant project

FUTURE STRATEGIES

- Vacant property abatement program LVF&R
- Solid waste campaign
- Community cleanups
- Reducing recidivism

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

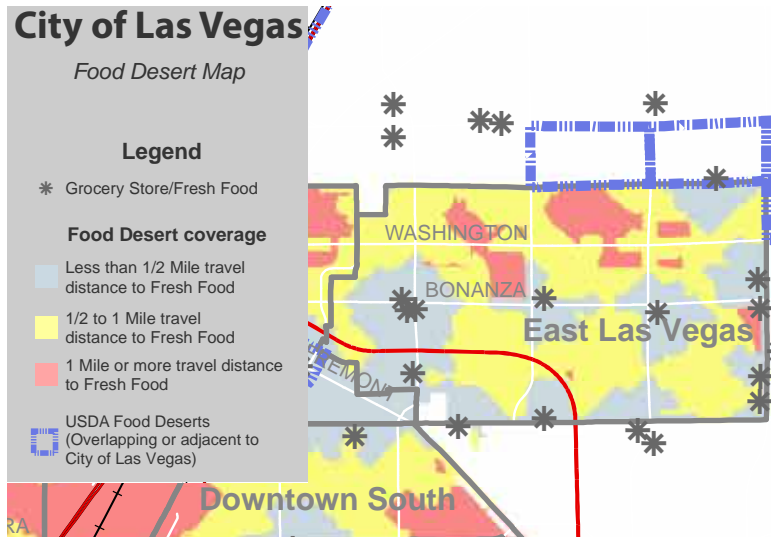
Source: J Pediatr Health Care, Carter-Pokras, Zambrana, 2010



For more detail, please see the project sheets in the **Appendix**. The strategies and project fact sheets are updated annually and published separately as an appendix.

ESTRATEGIAS PARA LOGRAR LA VISIÓN

STRATEGIES TO ACHIEVE THE VISION



RECURSOS PARA LA SALUD FÍSICA Y MENTAL

RESOURCES FOR PHYSICAL AND MENTAL HEALTH



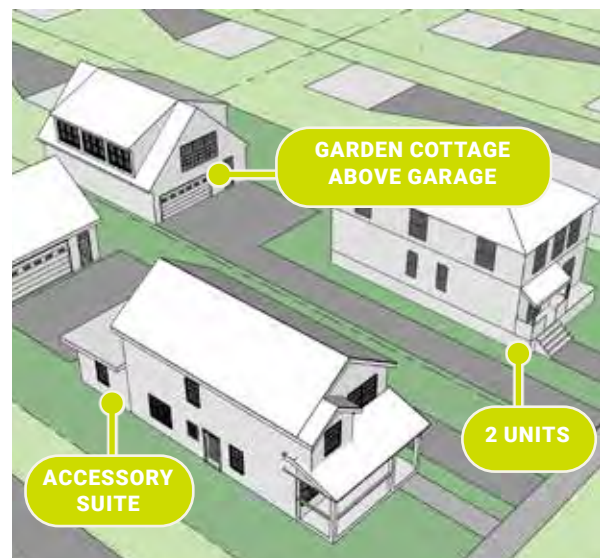
COMIDA FRESCA A UNA MILLA DE DISTANCIA

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

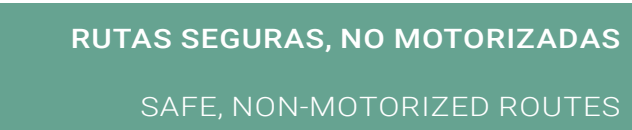
RESPONSIBILIDAD COMUNITARIA COMPARTIDA PARA MANTENER UN VECINDARIO LIMPIO

SHARED OWNERSHIP TO KEEP A CLEAN NEIGHBORHOOD



ASISTENCIA PARA LA VIVIENDA

HOUSING ASSISTANCE



RUTAS SEGURAS, NO MOTORIZADAS

SAFE, NON-MOTORIZED ROUTES



AGRICULTURA URBANA

URBAN FARMING



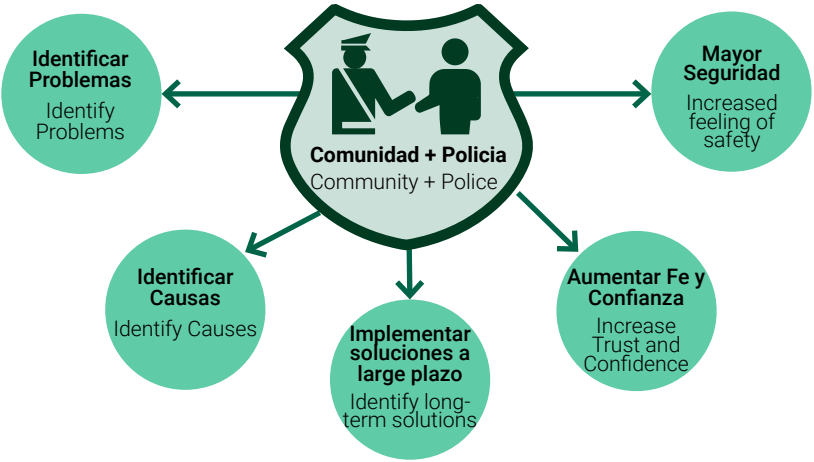
VECINDARIOS PEATONALES

WALKABLE NEIGHBORHOODS



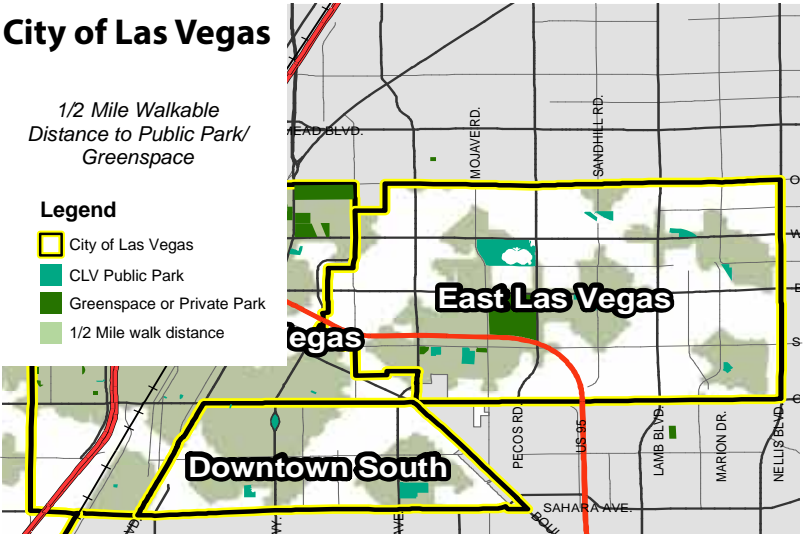
RELACIONES COMUNITARIAS

COMMUNITY RELATIONS



VIGILANCIA ORIENTADA A LA COMUNIDAD

COMMUNITY-ORIENTED POLICING



PROTECCIÓN DE LA CALIDAD DEL AIRE

AIR QUALITY PROTECTION

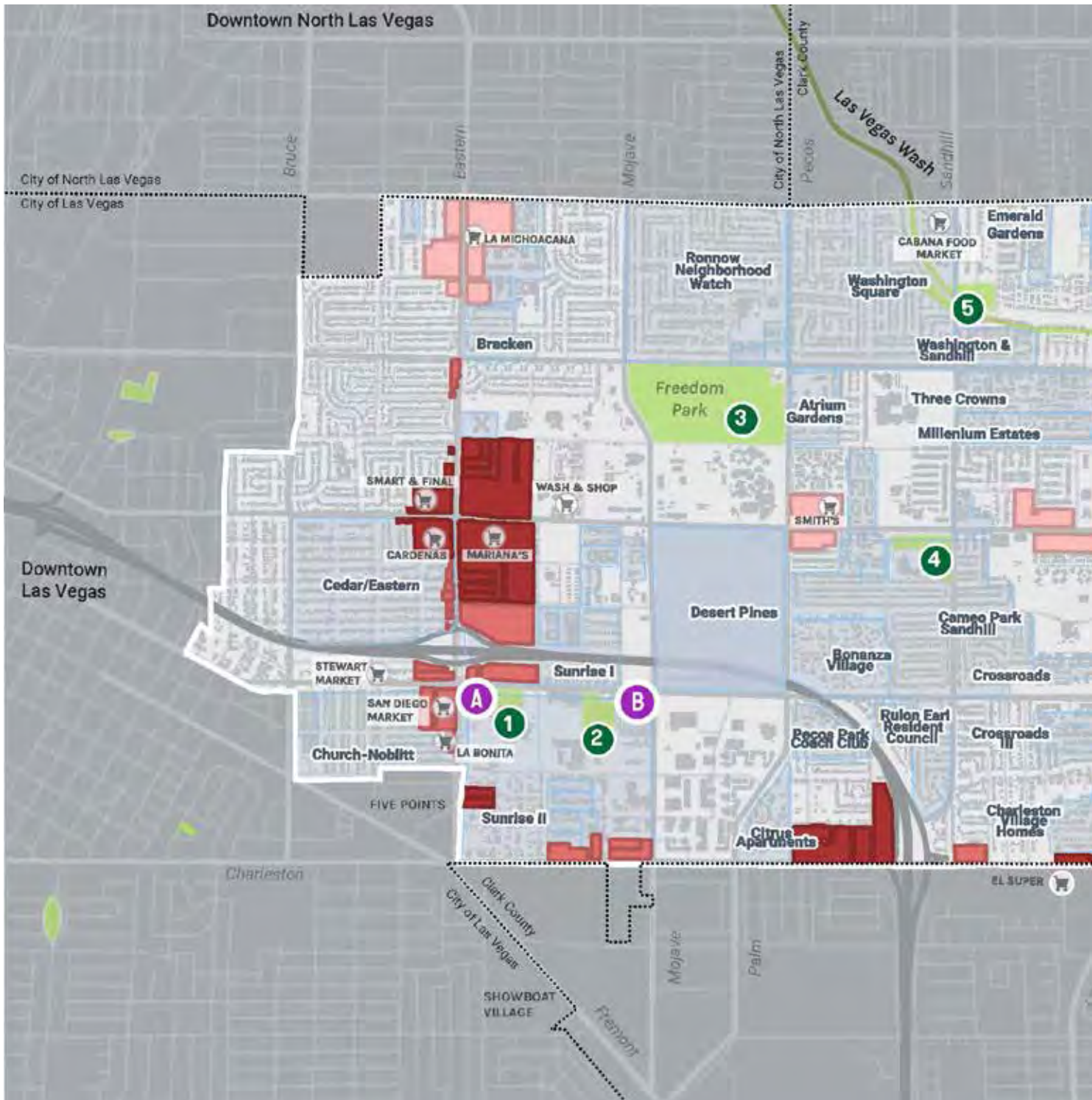




Place type site design - pedestrian-oriented development



Diverse neighborhood housing stock with a focus on affordability





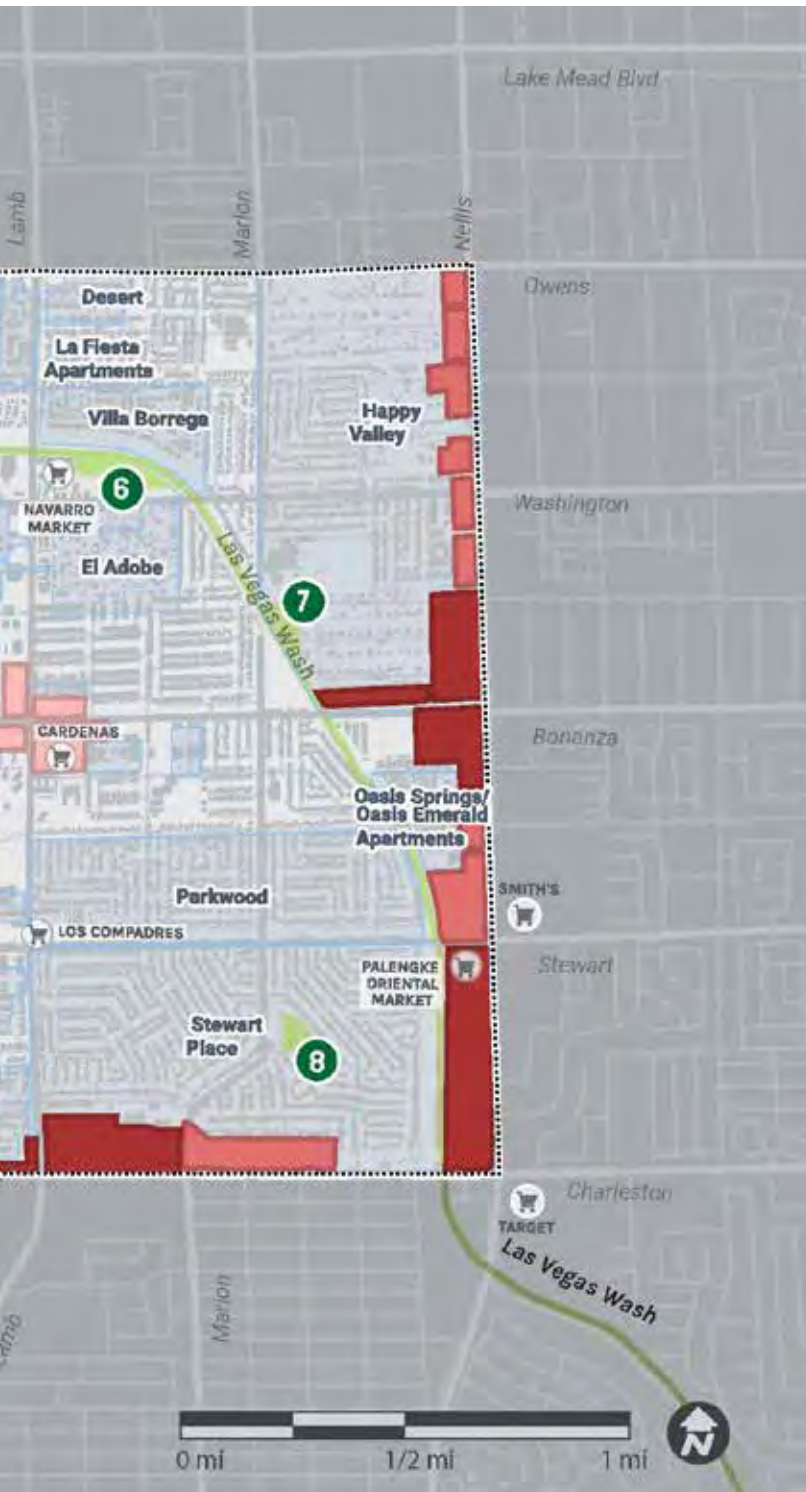
Mixed-use neighborhood nodes

VIVIR LIVE

The 2050 Master Plan prioritized commercial corridors like Bonanza, Nellis, Eastern, and Lamb as key destination nodes, prime for activation. These areas are marked as “Future Land Use Place Types”. Re-imagining underutilized lots along these corridors might include:

- Affordable and market rate housing
- Innovation and incubator hubs
- Mixed-use retail space
- Community plazas and event space

In addition to activating underutilized space, a focus should be on strengthening the identity of existing neighborhoods and encouraging community ownership.



2050 Plan Future Land Use Place Types

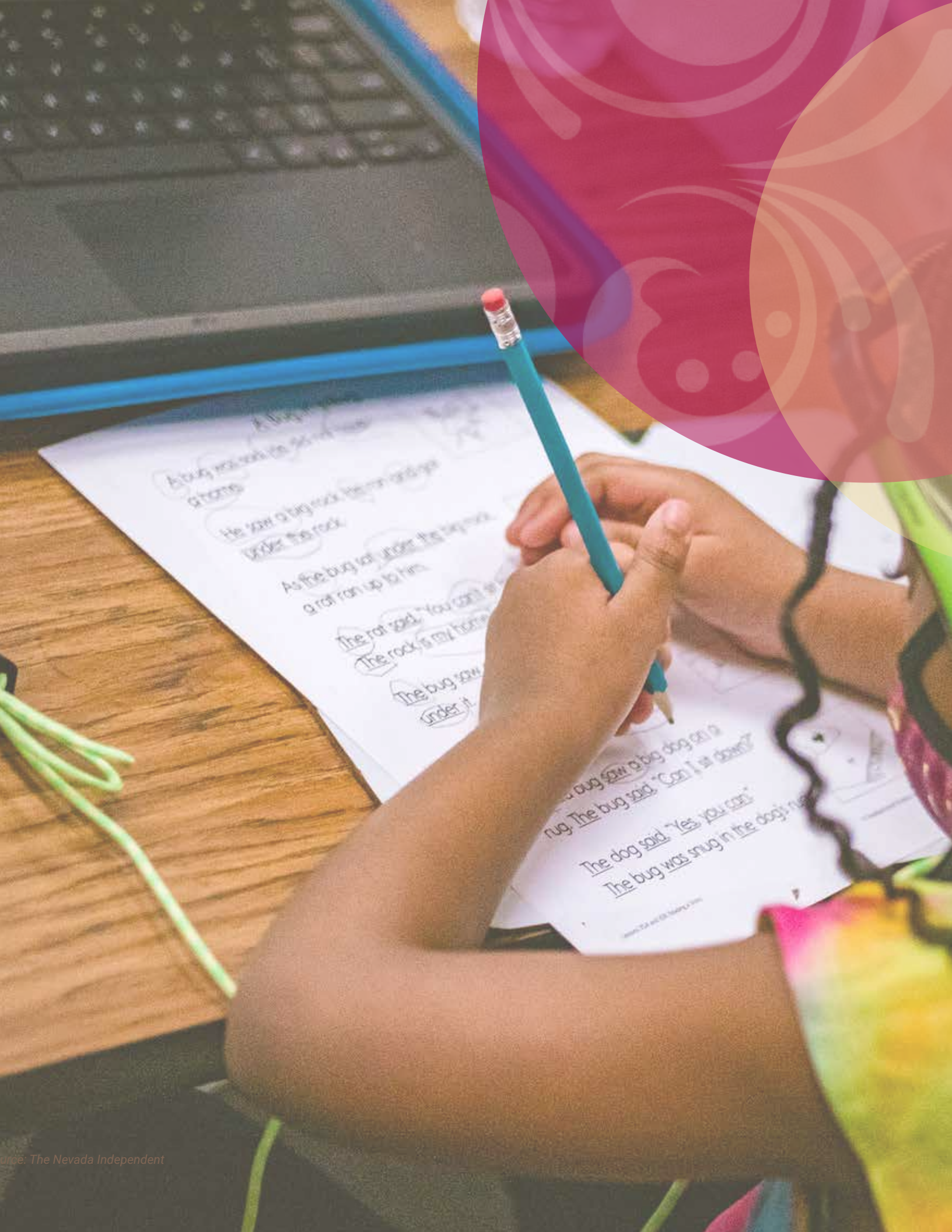
- Mixed-Use Centers
- Corridor Mixed-Use
- Neighborhood Center Mixed-Use
- Neighborhoods / Subdivisions
- Parks
- Grocery Stores

Community Centers

- A. East Las Vegas Community Center
- B. La Casa del Inmigrante

Key Park Opportunities

- 1. Hadland Park
- 2. Rafael Rivera Park
- 3. Freedom Park
- 4. Mike Morgan Family Park
- 5. Douglas Selby Park
- 6. East Las Vegas Family Park
- 7. Arroyo Vista Park
- 8. Stewart Place Park



3

TRABAJAR WORK



CREAR OPORTUNIDADES ECONÓMICAS

CREATE UPWARD ECONOMIC MOBILITY

2050 PLAN: ESTRATEGIAS PRINCIPALES

FOR THIS TOPIC, WHAT DID THE 2050 CITYWIDE MASTER PLAN RECOMMEND FOR EAST LAS VEGAS?

- Enfoque en la formación y creación de trabajo
- Abordar la sobrepoblación de las escuelas
- Desarrollar tránsito de alta capacidad por el bulevar Charleston y la avenida Eastern, y el autobús rápido por el bulevar Nellis
- Completar la red de aceras, incluyendo una calle completa "Gran Paseo" Bonanza
- Mejorar el intercambio del bulevar Charleston
- Focus on workforce training and job creation
- Address school overcrowding
- 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

TRABAJAR

WORK

CREAR OPORTUNIDADES ECONOMICAS

CREATE UPWARD ECONOMIC MOBILITY

TEMAS DEL PLAN PLAN TOPICS



CRECER NEGOCIOS GROW BUSINESSES

Apoyar a las empresas existentes y atraer nuevas industrias

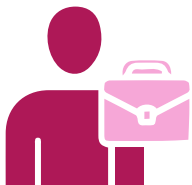
Support existing businesses and attract new industries

CURRENT STRATEGIES

- Nevada Small Business Development Center (SBDC)
- Catholic Charities - Immigrant Services
- Chicanos Por la Causa
- UNR bilingual business resource guide
- Desert Pines urban redevelopment

FUTURE STRATEGIES

- Create and promote Hispanic Local Business Hub
- Reactivate and support vacant storefronts
- Small business growth and retention
- Business support organizations



1 out of 4

people in East Las Vegas ranked **workforce development** opportunities as a top priority

Source: East Las Vegas Community Survey



38%

of East Las Vegas residents ranked **school improvements** as a top priority

Source: East Las Vegas Community Survey

TRABAJAR WORK

"It would be great to make training available and accessible to people that are businesses minorities but lack formal training"

- East Las Vegas Resident

"East Las Vegas needs a Hispanic focused work space or community space with job training or shared coworking space resources"

- East Las Vegas Resident

"Let's expand partnerships with trade schools to support job training. We could engage all the union on 'union row' to directly engage with youth and workforce apprenticeship"

- East Las Vegas Resident

"Childcare is often an obstacle for jobs and work. We need a hybrid incubator offering childcare."

- East Las Vegas Resident

MOVILIDAD MOBILITY

Garantizar el acceso a empleos y centros educativos.

Ensure access to jobs and education centers.



CURRENT STRATEGIES

- Stewart Avenue Complete Streets
- Planned Charleston High Capacity Transit
- Sidewalk Infill Initiative
- Suggested Routes to School Initiative

FUTURE STRATEGIES

- Expand access to 24/7 public transportation
- Bonanza Complete Streets
- Downtown Access Project Non-Motorized Enhancement

EDUCACIÓN Y SERVICIOS JUVENILES EDUCATION AND YOUTH SERVICES

Proporcionar herramientas para que los niños y jóvenes tengan éxito en oportunidades de empleo y carrera.

Provide the tools for children and youth to succeed in employment opportunities and beyond.



CURRENT STRATEGIES

- YDSI - youth development and social innovation
- The Chef Jeff Project
- Employ NV Job Support

FUTURE STRATEGIES

- Job training and education centers
- Strengthen workforce development pipeline
- Apprenticeship and trade programs
- Broadband access

29%

of residents ranked access to **rapid transit** options and an improved **public transportation** system as top priorities



Source: East Las Vegas Community Survey



43%

of East Las Vegas residents **travel more than 30 minutes to work**, the majority (70%) driving alone



Source: Community Analyst

ESTRATEGIAS PARA LOGRAR LA VISIÓN

STRATEGIES TO ACHIEVE THE VISION



TRANSPORTE PÚBLICO 24/7

24/7 TRANSIT

**CONEXIONES NO
MOTORIZADAS A
TRABAJOS**

NON-MOTORIZED
CONNECTIONS TO JOBS

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



CUIDADO DE NIÑOS

CHILDCARE

**CUIDADO DE NIÑOS
ASEQUIBLE Y
FLEXIBLE**

AFFORDABLE &
FLEXIBLE CHILDCARE



FORMACIÓN JUVENIL

YOUTH DEVELOPMENT



ASOCIACIONES EMPRESARIALES

BUSINESS ASSOCIATIONS

ESPACIOS FLEXIBLES PARA PUESTOS DE COMIDA Y NEGOCIOS LOCALES

FLEXIBLE SPACE FOR STREET FOOD VENDORS AND LOCAL BUSINESSES



PLAZA CENTRAL CON MERCADO CENTRAL

CENTRAL MARKET SQUARE



ACTUALIZACIONES Y MEJOREAS DE SENDEROS

TRAIL DEVELOPMENT AND UPGRADES



CONTRATACIÓN EMPRESARIAL

BUSINESS RECRUITMENT

EMPRENDIMIENTO

ENTREPRENEURSHIP



Education and job training resources within community centers



Safe walking routes to school, home and work





Improved transit corridors with 24 hour amenities

TRABAJAR WORK

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.



2050 Plan Future Land Use Place Types



Mixed-Use Centers



Transportation Improvement



Planned High Capacity Rapid Transit -
East Charleston High Capacity Transit

Community Resources and Centers



Dula Community Center



Boys and Girls Club



Chicanos por la Causa



East Las Vegas Community Center



The Harbor - Juvenile Assessment Center



La Casa del Inmigrante



Make the Road Nevada

Libraries



East Las Vegas Library



Sunrise Library

Primary Churches



Iglesia Universal



Iglesia Ni Cristo



Luz del Mundo Church



C3 Church

Government Services & Facilities



Municipal Pool



Las Vegas Detention Center



Cashman Field



Salvadorian Consulate



Southern Nevada Housing Authority



Division of Welfare Office



LVFR East Yard



Robert E. Price Rec Center



Clark County Family Court



Schools



Parks



1/2 mi walkable school radii



Fire Stations



Spectrum Industrial Center



Police Stations



Hospitals



4

JUGAR

PLAY



**CELEBRAR LA CULTURA DE NUESTRA
COMUNIDAD Y EMBELLECEER A LOS
LUGARES Y ESPACIOS DEL VECINDARIO**

CELEBRATE OUR COMMUNITY
CULTURE AND BRING BEAUTY TO
NEIGHBORHOOD PLACES AND SPACES

2050 PLAN: ESTRATEGIAS PRINCIPALES

FOR THIS TOPIC, WHAT DID THE 2050 CITYWIDE
MASTER PLAN RECOMMEND FOR EAST LAS VEGAS?

- **Desarrollar parques y espacios abiertos más accesibles**
- **Aumentar el número de árboles (los niveles de ozona más altos en la ciudad)**
- **Acoger a la cultura Latina a través de diseño y creación de espacios creativos**
- Develop more accessible parks and open space
- Increase tree canopy target area (highest levels of ozone in city)
- Embrace Latinx culture through creative placemaking and design

JUGAR PLAY

CELEBRAR LA CULTURA DE NUESTRA COMUNIDAD Y EMBELLECEER A LOS LUGARES Y ESPACIOS DEL VECINDARIO

CELEBRATE OUR COMMUNITY CULTURE AND BRING BEAUTY TO NEIGHBORHOOD PLACES AND SPACES

TEMAS DEL PLAN PLAN TOPICS



COMPROMISO CÍVICO + CULTURAL CIVIC + CULTURAL ENGAGEMENT

Invitar a la ciudadanía de todas la edades a que participe en programacion y eventos comunitarios.

Foster citizen investment and engage people of all ages in community programming and events.

CURRENT STRATEGIES

- Ward 3 Newsletter
- Arroyo Vista Equestrian Park
- East Las Vegas Community Center

FUTURE STRATEGIES

- Promote pop-up markets, festivals, concerts and events
- East Las Vegas specific recreation center programming



CONEXIONES A PARQUES PARK CONNECTIONS

Crear conexiones no motorizadas a parques y espacios comunitarios.

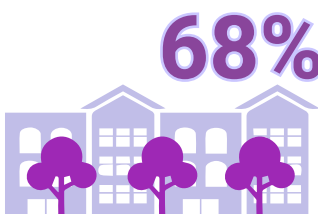
Strengthen non-motorized connections to parks and community spaces for all.

CURRENT STRATEGIES

- Stewart Avenue Complete Streets
- Desert Pines connections
- Downtown Access Project connections
- Sidewalk infill

FUTURE STRATEGIES

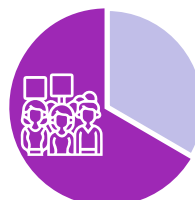
- Las Vegas Wash trail improvements
- Pocket parks
- Paseo Bonanza Complete Streets



68%

of East Las Vegas Residents see improvements and repairs that **beautify** their neighborhood as top priorities

Source: East Las Vegas Community Survey



2 out of 3

people consider themselves to belong to **minority** groups.

Source: East Las Vegas Community Survey

JUGAR PLAY

"Las Vegas has a lot of potential, but there aren't enough restaurants and shopping centers. There are currently empty buildings that can be filled and turned into amenities."

- East Las Vegas Resident

"We need a family atmosphere, a town square or town center where we can walk and see kids in a safe environment. It doesn't feel right to go across town just to find what we could have here."

- East Las Vegas Resident

"Rapid transit to the strip corridor would be great. I would absolutely ditch my car and ride in. At least let's have faster bus routes that connect East Las Vegas to the rest of the city."

- East Las Vegas Resident

"We need more civic spaces where we can host events related to elections, government functions, and community gatherings."

- East Las Vegas Resident

ORGULLO COMUNITARIO COMMUNITY PRIDE

Reflejar y celebrar la identidad del vecindario en el diseño comunitario.

Reflect and celebrate neighborhood identity in community design.



CURRENT STRATEGIES

- Celebrate your story/heritage project
- Douglas A. Selby Park mural

FUTURE STRATEGIES

- East Las Vegas signage and wayfinding
- Public art and historical storytelling
- Public gathering spaces and plazas

EL MEDIOAMBIENTE ENVIRONMENT

Adoptar vegetación y plantas en los espacios del vecindario para reducir los impactos del calor.

Embrace resilient landscaping in neighborhood spaces to reduce heat impacts and conserve water.



CURRENT STRATEGIES

- Urban Forestry Program
- Nevada Plants - encouraging resilient infrastructure

FUTURE STRATEGIES

- Expand tree/seed planting program
- Technological innovations to minimize heat island effect

58% of residents see **park improvements** and enhanced **recreation** opportunities in East Las Vegas as top priorities

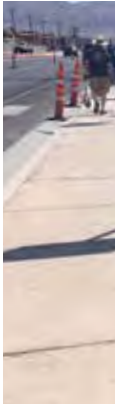
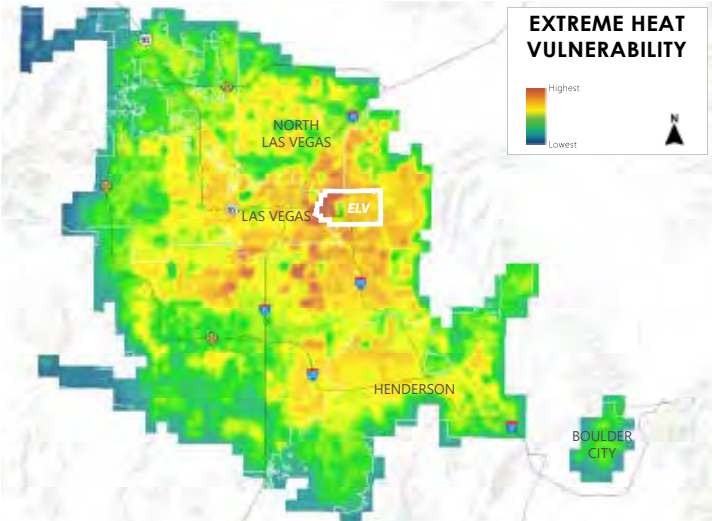
Source: East Las Vegas Community Survey

1 out of 3 people prioritized a **sense of community pride** as an asset to build upon in East Las Vegas

Source: East Las Vegas Community Survey

ESTRATEGIAS PARA LOGRAR LA VISIÓN

STRATEGIES TO ACHIEVE THE VISION





SOMBRA Y CALOR REDUCIDO

SHADE AND REDUCED HEAT

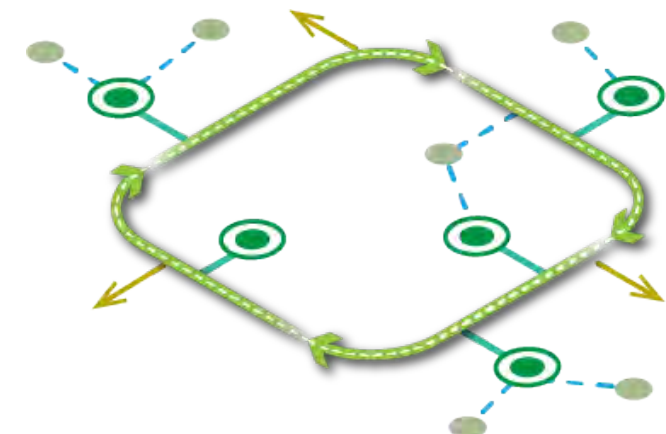
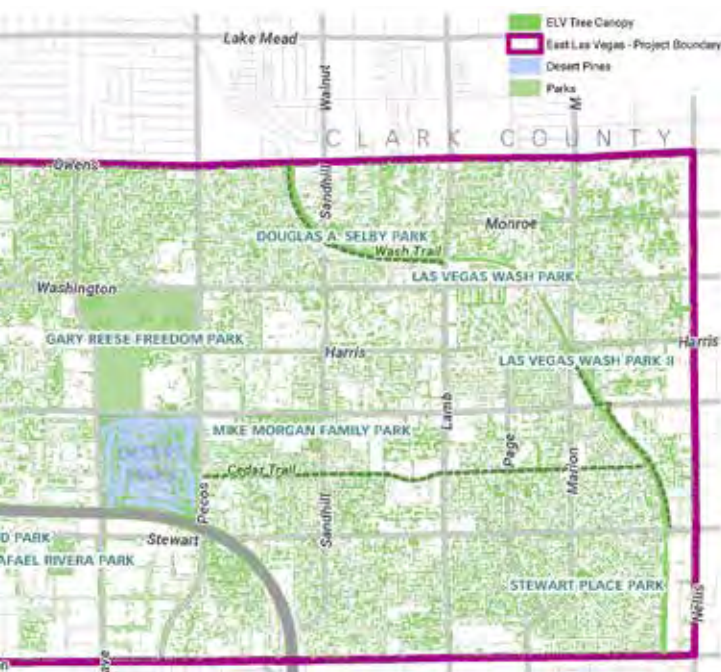


SEÑALIZACIÓN EN PARQUES

PARK WAYFINDING

CREACIÓN DEL LUGAR

PLACEMAKING



Parques Principales/Main
Parks



Parques Secundarios/
Secondary Parks



Circuito/Loop

Conexiones Principales /
Main Connections

Conexiones Exteriores /
Secondary Connections

Conexiones Secundarias /
Exterior Connections



ESPACIOS ABIERTOS CONECTADOS

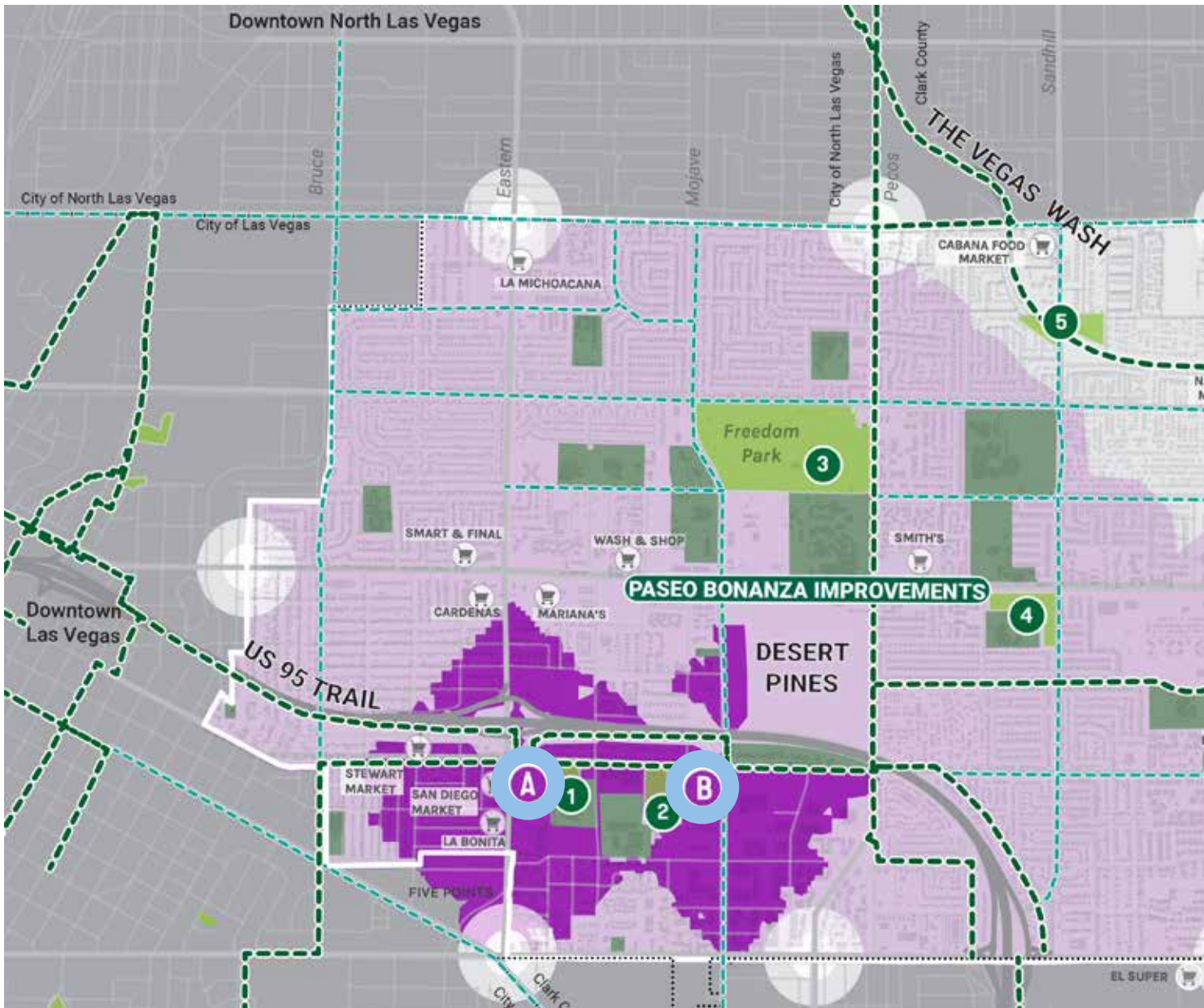
CONNECTED OPEN SPACES



Desert Pines and Bonanza as community connectors



The Wash improvements in access, safety & green infrastructure



COMMUNITY WELLNESS & RECREATION HUBS (CWRH) provide resources for education, recreation, health and wellness in an inclusive and accessible manner. They serve as gathering places to promote belonging through community partnerships and co-creation, prioritizing the unique culture and need of each neighborhood.

To learn more, visit the 2050 City of Las Vegas Parks and Recreation Plan.





Stewart Cycle Track - non-motorized improvements



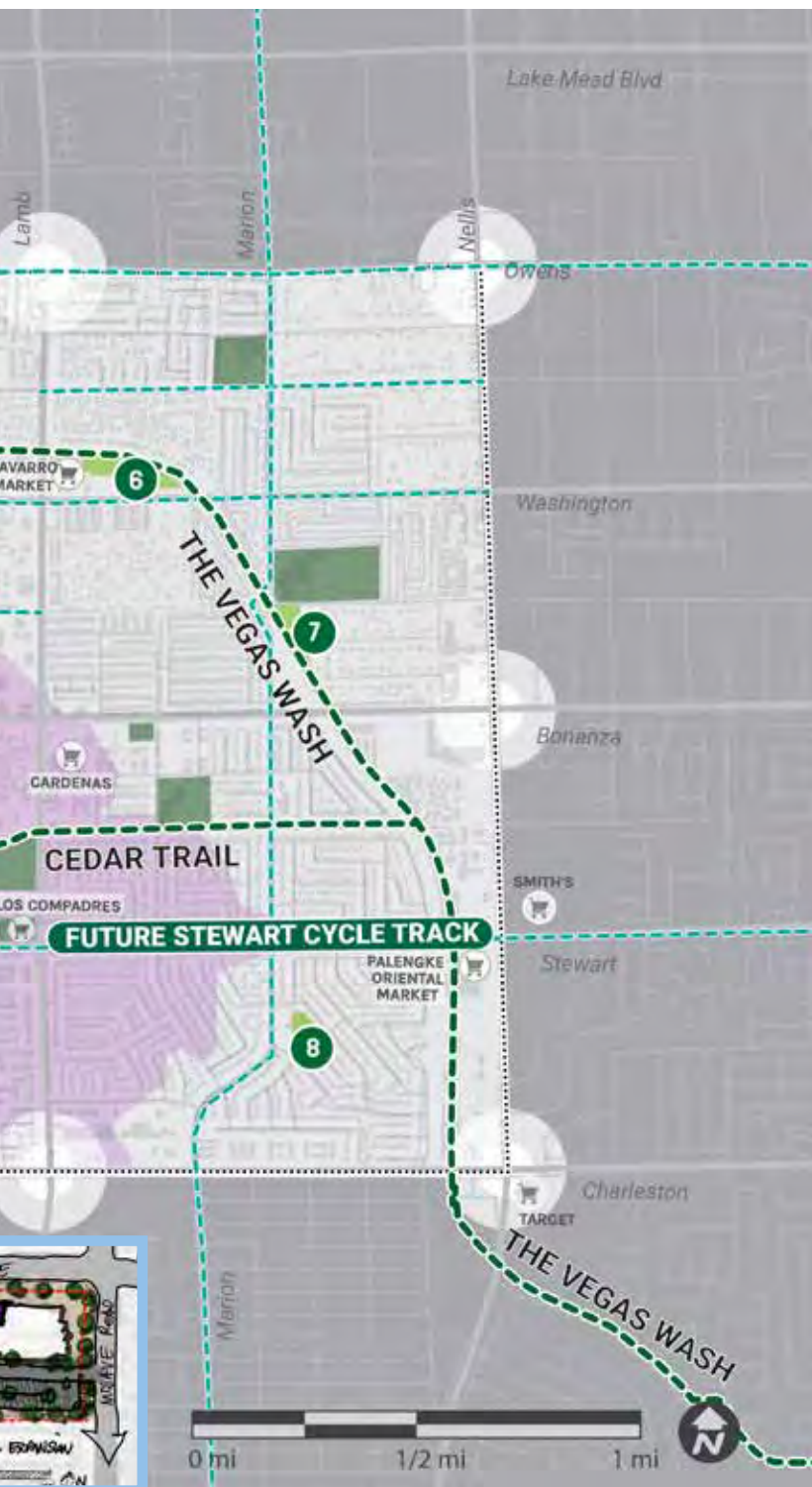
Gateway Opportunities

Source: [Eater Vegas](#)

JUGAR PLAY

Foster mobility and active lifestyles through investment in the public realm. Support public art (murals along roadway walls), embrace nature in neighborhood spaces, and enhance the transportation network both off-road and on-road.

A significant gap in access exists within the northeast portion of the community, in both park and community center access. Invest in Community Wellness and Recreation Hubs (CWRH) and park infrastructure that complement the existing trail system.



- Gateway Opportunity
- 2 Mile Drive to Recreation Centers
- 1/2 Mile Walkability to Recreation Centers
- Parks
- Schools
- Grocery Stores
- Trails
- Bike Lanes

Community Centers

- A. East Las Vegas Community Center
- B. La Casa del Inmigrante
- Proposed Community Hub
- Addition to Existing Facility

Key Park Opportunities

- | | |
|----------------------------|-------------------------------|
| 1. Hadland Park | 5. Douglas Selby Park |
| 2. Rafael Rivera Park | 6. East Las Vegas Family Park |
| 3. Freedom Park | 7. Arroyo Vista Park |
| 4. Mike Morgan Family Park | 8. Stewart Place Park |





5

INVERTIR INVEST

The city partners with neighbors to co-create their community. This plan summarizes a set of recommendations that the city of Las Vegas can take to support the vision of East Las Vegas neighbors. The city provides the tools and resources for an inclusive approach to realizing the vision. Future decisions and investments in East Las Vegas will be guided by this plan. The success of realizing the vision will depend upon strengthening partnerships beyond city government to invest in people, place, and community.

La ciudad colabora con vecinos para crear su comunidad juntos. Este plan resume el conjunto de recomendaciones que la ciudad de Las Vegas puede adoptar para apoyar la visión de los vecinos de East Las Vegas. La ciudad provee las herramientas y los recursos para un método inclusivo de realizar esta visión. Este plan guiará las decisiones y las inversiones en East Las Vegas. Tener éxito en realizar la visión dependerá de fortalecer las asociaciones más allá del gobierno de la ciudad, para invertir en la gente, el lugar, y la comunidad.

DESCRIPCIÓN GENERAL DE LA IMPLEMENTACIÓN

IMPLEMENTATION OVERVIEW



PROYECTOS PRIORITARIOS PRIORITY PROJECTS

- The Priority Projects section is intended to be a living part of plan that is regularly updated.
- Priority Project sheets are intended as public-facing communication tools to explain recent successes, current and upcoming initiatives by the city.
- The Priority Projects sheets will be updated annually in consultation with relevant departments and council offices, and shared in the 2050 Master Plan Annual Report.
- Share progress on Nuestro Futuro in a “What’s New in ELV?” newsletter periodically

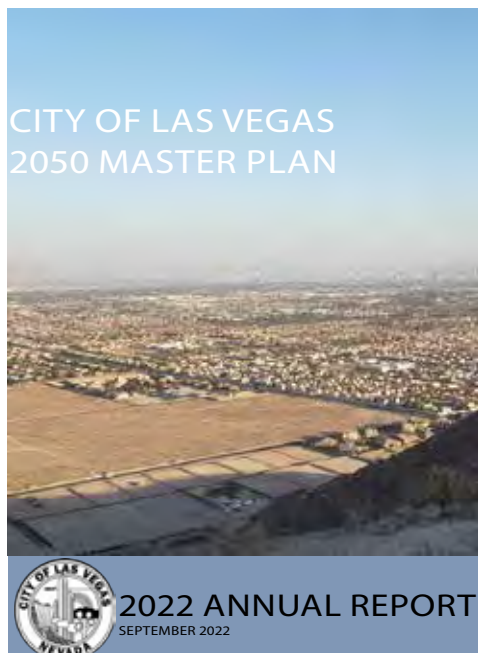
PLAN DE ACCIÓN DE 2 AÑOS 2-YEAR ACTION PLANS

- The City Manager’s Office will maintain a detailed list of ongoing and future projects and initiatives for each area of the city. The East Las Vegas action plan is published separately and updated annually.
- The top items from each area of the city will be highlighted via the 2050 Master Plan Annual Report to be prioritized for CIP and funding.
- Projects will be evaluated based on how well they meet the area plan’s objectives and the 2050 Master Plan’s guiding principles. See the previous page for the “Evaluation Criteria for Prioritization.”

ACCIONES APPLICABLES DEL PLAN DIRECTOR 2050

APPLICABLE ACTIONS FROM THE 2050 MASTER PLAN

The appendix includes the actions applicable to East Las Vegas from the 2050 Master Plan. These are the guiding actions that connect implementation in East Las Vegas from Nuestro Futuro to the greater citywide initiatives.



CRITERIOS DE EVALUACIÓN PARA LA PRIORIZACIÓN





EVALUATION CRITERIA FOR PRIORITIZATION

This checklist is intended to be used as a starting point for translating this plan’s goals and objectives into the decision making process. This checklist can be used to evaluate any new policy, development project, code, capital improvement plan, or city action. As these plans, projects, and actions come under review by City Council, Planning Commission, or other review boards or committees, this list can help guide the conversation around balancing priorities and trade-offs. Not every decision can achieve all goals or guiding principles equally, but should strive not to solely prioritize one goal at the expense of another.

HOW WELL DOES THE PROPOSED PROJECT, ACTION, OR PLAN MEET THE GOALS OF THE EAST LAS VEGAS AREA PLAN: NUESTRO FUTURO?

NUESTRO FUTURO GOAL	EVALUATION QUESTIONS
PRIORITIZE PEOPLE BY PROVIDING AFFORDABLE, SAFE & ACCESSIBLE NEIGHBORHOODS	<div>DOES THIS PROJECT, ACTION, OR PLAN...</div> <div><input type="checkbox"/> Support a strong, diverse, and attractive housing stock</div> <div><input type="checkbox"/> Foster community ownership and sense of place</div> <div><input type="checkbox"/> Ensure a safe, clean community environment for all</div> <div><input type="checkbox"/> Ensure access to services and resources like food and medical assistance</div>
CREATE UPWARD ECONOMIC MOBILITY	<div>DOES THIS PROJECT, ACTION, OR PLAN...</div> <div><input type="checkbox"/> Support existing businesses and local partners</div> <div><input type="checkbox"/> Attract new industries and business start ups</div> <div><input type="checkbox"/> Provide the tools for children and youth to succeed</div> <div><input type="checkbox"/> Ensure access to jobs and education centers</div>
CELEBRATE COMMUNITY CULTURE AND BRING BEAUTY TO NEIGHBORHOOD PLACES AND SPACES	<div>DOES THIS PROJECT, ACTION, OR PLAN...</div> <div><input type="checkbox"/> Foster citizen investment and engage people of all ages in community programming and events</div> <div><input type="checkbox"/> Strengthen non-motorized connections to parks and community space</div> <div><input type="checkbox"/> Embrace resilient landscaping in neighborhood spaces to reduce heat impacts</div> <div><input type="checkbox"/> Reflect and celebrate neighborhood identity in community design</div>

HOW WELL DOES THIS PROJECT, ACTION, OR PLAN CONTRIBUTE TO THE 2050

EQUITABLE	RESILIENT	HEALTHY	LIVABLE	INNOVATIVE
<div>___/5</div> <div></div>	<div>___/5</div> <div></div>	<div>___/5</div> <div></div>	<div>___/5</div> <div></div>	<div>___/5</div> <div></div>

RESUMEN DE RECOMENDACIONES

5 GRANDES IDEAS

Estas políticas prioritarias resumen las recomendaciones del plan al cinco grandes estrategias para ayudar en guiar la inversión para el futuro de East Las Vegas.

Las páginas siguientes perfilan estrategias claves par cada recomendación. Algunas estrategias se categoriza en hojas de proyectos. Los planificadores de la ciudad las usará para hacer recomendaciones de zonificación, para los propuestos anuales, y para la planificación de mejoras de capital.

Se incluye un plan de acción detallado como apendice.

COMPROMÉTASE A LA SALUD Y LA SEGURIDAD PÚBLICA

Mejore para la gente de East Las Vegas el acceso de cuidado de salud, casas y calles más seguras, remediación del aire de calidad pobre y islas de calor urbanos, y la comida fresca. Hay que asegurar no solo el acceso de cuidado de salud, sino el bienestar y la seguridad en total

UN EAST LAS VEGAS MÁS VERDE

Plante más arboles y mejore el paisajismo tolerante a la sequía para reducir los efectos de la isla de calor urbana en East Las Vegas, proveendo la sombra adecuada en la propiedad privada, por las aceras, por los senderos, y en los parques. Priorize los especies nativos y apoye la agricultura urbana y un ecosistema resiliente. Conecte los espacios abiertos para promover la movilidad, el recreo, y los resultados de salud mejorados.

INVIERTA EN EL ÁMBITO PÚBLICO

Priorize reinversión en las calles y las aceras de East Las Vegas, para que fomenten la conectividad, la seguridad y el bienestar y contribuyan al sentido de lugar e identidad. Con 39 por ciento de la tierra en East Las Vegas de propiedad pública, la ciudad y sus socios públicos tienen la oportunidad de catalizar cambio tremendo por mejoras del ámbito público por las calles, el Wash Las Vegas, y el red de parques.

CREE UN SENTIDO DE LUGAR CON CENTROS DE USO MIXTO

Revitalize los corredores comerciales envejecidos como centros de uso mixto, mientras apoyando a negocios existentes y miembros de la comunidad. Los corredores densos que tienen una mezcla de negocios y alojamiento no solo proveen acceso aumentado al tránsito y a recursos, sino que crean un sentido de lugar que ayuda a los vecinos en indentificarse positivamente con sus vecinidades.

EMPODERAR EL ESPÍRITU EMPRESARIAL

Promueve y conecte las agencias, las organizaciones sin fines de lucros, y los programas de la ciudad, maximizando la capacidad de alimentar la tubería de desarrollo de negocios. Fortalezca las oportunidades educacionales intergeneracionales, el cuidado de niños, el desarrollo de la fuerza laboral, y ayuda e incubadoras para los negocios. Priorize las industrias de la salud y la tecnología por invertirse en la educación STEAM y la formación profesional.

SUMMARY OF RECOMMENDATIONS



COMMIT TO HEALTH & PUBLIC SAFETY

Improve access to healthcare, safer homes and streets, remediation of poor air quality, urban heat island effects, and better access to fresh food. The definition of health goes beyond the need for better access to healthcare to overall wellness and safety.

RECENT INITIATIVES

- **Vision Zero.** Strategies for improving safety on streets
- **Buen Aires Por Todos.** EPA Grant for environmental racism and relation between residential and industrial uses. Sharing community-specific data to raise awareness of air pollution and its impact on East Las Vegas.
- **Vertical Urban Farming Initiative.** Community farming initiative, supporting access to fresh food.
- **Continue Safe Home Improvements Funding and Training (SHIFT).** Owner-occupied code enforcement assistance.
- **Listos y Seguros Safety Program.** One-year pilot project to address crime and public security.
- **Owner Occupied Tax Abatement.** Clark County law to provide property tax relief to property owners.
- **Community Cleanups.** Partners like Keep Las Vegas Beautiful, Get Outdoors Nevada, and Clark County are coordinating cleanups within spaces of the East Las Vegas community.
- **Federal/State/County Missing Middle Housing Incentives.** Programs like LIHTC, CDBG, and HOME are available to expand and improve the supply of affordable housing.
- **Illegal Dumping Initiative.** Clark County, BLM, Southern Nevada Health District, NDEP, and local police have provided solid waste support and management services to prevent illegal dumping.
- **Celebrate Your Story Campaign.** Collect stories of experiences, memories and places in East Las Vegas.

SAFE HOUSING

- **Multi-Family Code Enforcement.** Implement code enforcement and support programs for landlords in order to promote proactive blight clean up and neighborhood beautification
- **Mortgage Credit Certificate Program.** Increase borrower's payment affordability
- **Homeownership Assistance.** Promote Home Means Nevada and associated state programs for homeownership assistance
- **Preserve Existing Housing Stock.** Partner with the Nevada Housing Coalition to build a housing preservation coalition
- **Vacancy Tax.** Charge a specific tax for property owners whose properties are unused or underused.

FRESH FOOD ACCESS

- **Community Gardens.** Incentivize community gardens to enhance healthy food access and support community ownership. Expand allowable urban agricultural uses and activities within the community.
- **Locally Owned Grocery.** Encourage investment in fresh food options, corner grocery stores, bodegas, and restaurants by allowing flexible mixed-use commercial on the ground floor within TOD-designated areas and providing fresh food grant incentives.

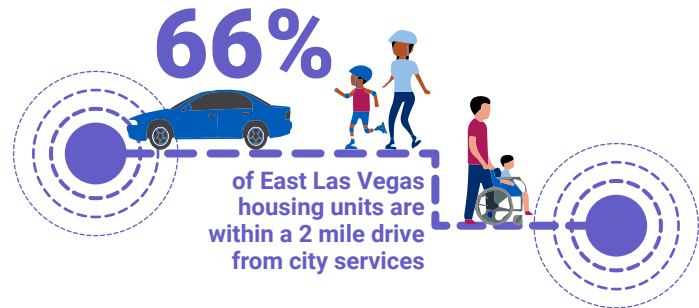


"I'd like to see more locally-owned corner grocery stores that are walkable to pick up a few fresh food items. There's a lack of grocery stores along Nellis"

- **Advisory Committee Member**

HOLISTIC HEALTH & WELLNESS

- **Mental & Physical Health Center.** Repurpose unused city facilities for mental and physical health clinics, with a focus on the east side of East Las Vegas.
- **Inclusive Design Guidelines.** Create flexible design guidelines that promote inclusive public space, programming and events, and architecture that's reflective to the community
- **Neighborhood Programming.** Continue to provide regular neighborhood events, celebrations, and conversations through partnerships with Ward 3, the city and community organizations
- **Legacy Preservation.** Celebrate and reflect community culture and history within public spaces, parks, and programming. Conduct a feasibility study of an east side legacy park.

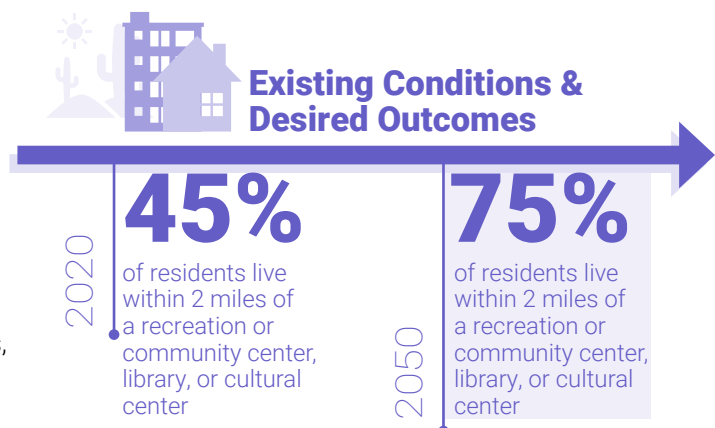


"We feel forgotten about when it comes to beautification...we only have cheap basic shopping centers or restaurants."

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

COMMUNITY RESOURCES

- **Micro-Community Center in the Northeast.** Micro-community centers provide culture, education, recreation, health and wellness resources under one roof in order to meet the needs of the community, serving as neighborhood anchors. Consider vacant property/buildings for micro-community centers and indoor recreation space.
- **Community Center Programming.** Adapt existing recreation/community center programming to match the community's needs of indoor recreation, youth support, education and training opportunities, childcare, and opportunities to improve mental and physical health
- **Cultural Centers and Museums.** Prioritize Hispanic and Latino museums and heritage centers to celebrate the history of the community, and act as a hub for arts and cultural events.



Source: City-wide outcomes of the city of Las Vegas 2050 Plan

A GREENER EAST LAS VEGAS

Planting more trees will help reduce the impacts of the urban heat island effect, providing necessary shade along sidewalks, trails, and in parks. Prioritize native species and support urban agriculture and a resilient ecosystem. Connect open spaces to promote mobility, recreation, and improve health outcomes.

RECENT INITIATIVES

- **Urban Forestry Program.** Planting close to 60,000 trees across the city by 2050. Key priorities should include the neighborhoods south of 95, Eastern & Bonanza, Nellis, Eastern & Owens, The Wash, CHISPA .
- **Arroyo Vista Equestrian Park.** Met the need of the community, providing a horse arena, a synthetic grass soccer field, a playground and associated landscape enhancements.

EXPAND PARK SPACE AND ACCESS

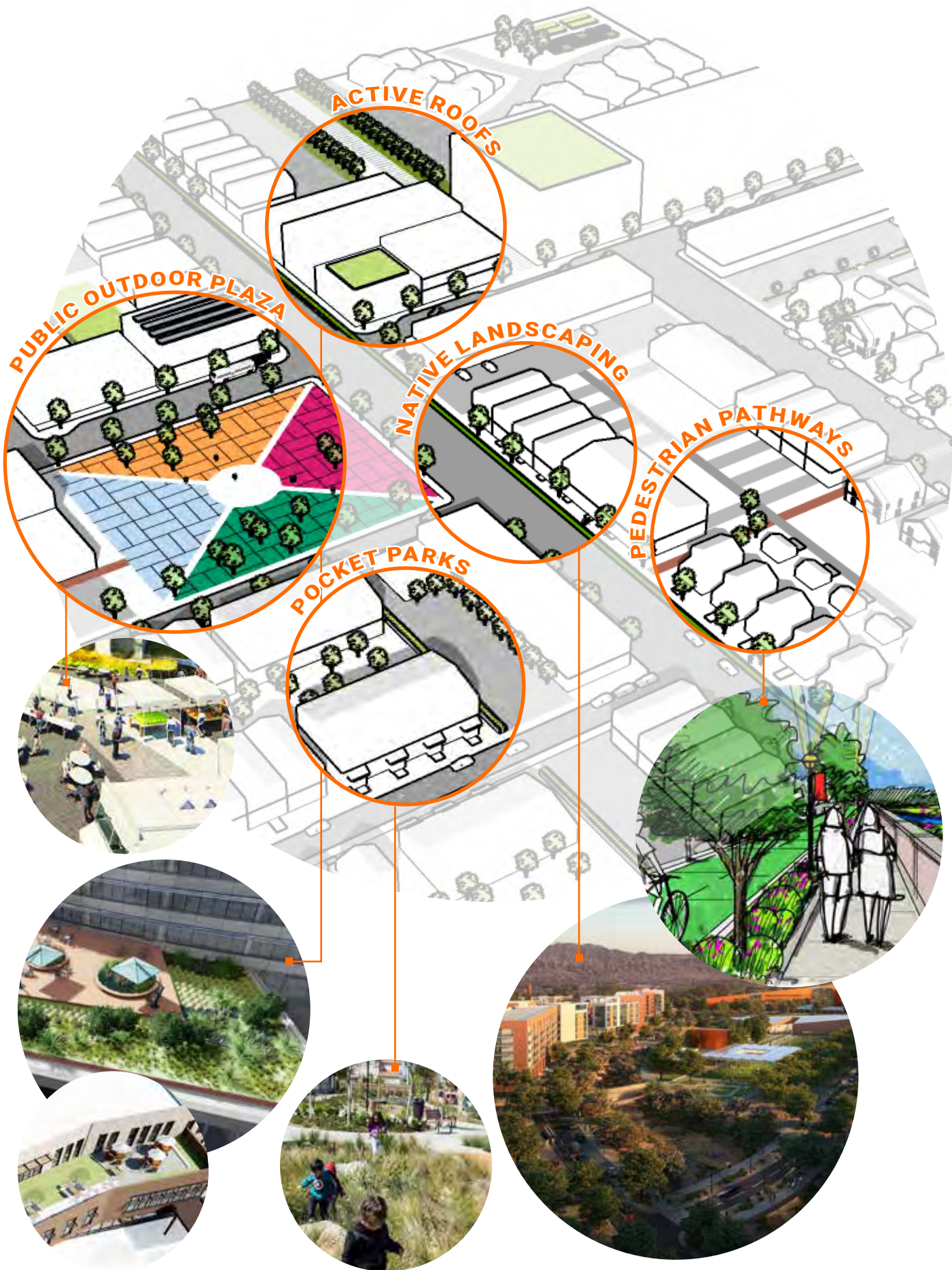
- **Pedestrian Pathways, Plazas & Pocket Parks.** Utilize vacant property within Transit-Oriented Development (TOD) areas for community gathering spaces, plazas, markets, and native vegetation.
- **Active Roofs.** Educate and advertise opportunities for roof activity space and native habitats above parking garages and buildings, targeting developers and current property owners.
- **Pocket Park Design.** Identify vacant spaces and parcels to design and build pocket parks along the Wash and other non-motorized routes like the Stewart Cycle Track, Cedar Trail, and U.S. 95 Trail.
- **Developer Exactions.** Require developer exactions for public space and nature habitat restoration
- **Public Outdoor Plaza Pop-Up Program.** Create a pop-up plaza program featuring shade, native plants, resting places, and public art, that utilizes tactical urbanism to further understand what public spaces and uses would benefit the community.

GREEN INFRASTRUCTURE & TREE CANOPY

- **Incentivize Solar Installs.** Leverage community solar and other programs offered by NV Energy
- **Minimize Heat Impacts.** Explore technological innovations like cool pavement to minimize adverse heat impacts
- **Partner with Nevada Plants.** Encourage resilient infrastructure through native vegetation planting within the streetscape. Source fruit trees for food deserts and heat island priority areas
- **Downtown Access Project Streetscape Redesign.** Partner with NDOT in order to include vegetative buffers from the redesign of I-515, especially along non-motorized routes.
- **Install Electric Charging Stations.** Consider private and federal funding programs for public station installation in under-resourced areas like the USDOT Discretionary Grant Program for Charging and Fueling Infrastructure.

"There are no trees to provide shade on sidewalks, making East Las Vegas much hotter than other areas."

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



INVEST IN THE PUBLIC REALM

Prioritize reinvestment in East Las Vegas streets and sidewalks so that they encourage safety, wellness and contribute to a greater sense of place and identity. With 39 percent of land in East Las Vegas publicly owned, the city and its public partners have the opportunity to catalyze tremendous change through public realm improvements along streets, the Las Vegas Wash and the park network.

RECENT INITIATIVES

- **Sidewalk Infill Projects.** Create a complete sidewalk network in order to create safe walking routes to school, work, stores, and home.
- **Stewart Avenue Cycle Track.** Through awarded RAISE grant funds, provide a two-way cycle track along Stewart Avenue.



Wayfinding, Branding and Public Art



Proposed Bonanza Complete Street Reconfiguration

COMPLETE STREETS

- **Paseo Bonanza.** Transform Bonanza from a high-speed auto-centric arterial to a vibrant multimodal corridor that builds a sense of place and enhances residential and commercial life. See Paseo Bonanza Plan for more detail

WALKABILITY & CONNECTIVITY

- **Wayfinding, Branding and Art.** Create and implement an East Las Vegas Branding Plan through banners, gateway installations, monuments, and public art on walls along major roadways like Bonanza, Charleston and Nellis
- **Transportation Enhancements.** Partner with RTC to allocate transportation enhancements along major roadways like Bonanza, Charleston and Nellis. Consider regional commuter stations and bus infrastructure upgrades.

NON-MOTORIZED

- **Downtown Access Project.** Prioritize non-motorized improvements adjacent to the Downtown Access Project to ensure connections to Desert Pines, Cedar Trail, Stewart Avenue Cycle Track, and Bonanza non-motorized connections.
- **Desert Pines Non-Motorized Connections.** Connect to the Cedar Trail and Downtown Access Project.
- **The Las Vegas Wash Greenway Improvements.** Implement landscaping, safe trail crossings, trail widening, lighting, wayfinding and placemaking improvements along the Las Vegas Wash.



To see project locations, see map on the following page.

PREVIOUSLY IDENTIFIED CAPITAL IMPROVEMENTS CITY OF LAS VEGAS 2050 MASTER PLAN 2021

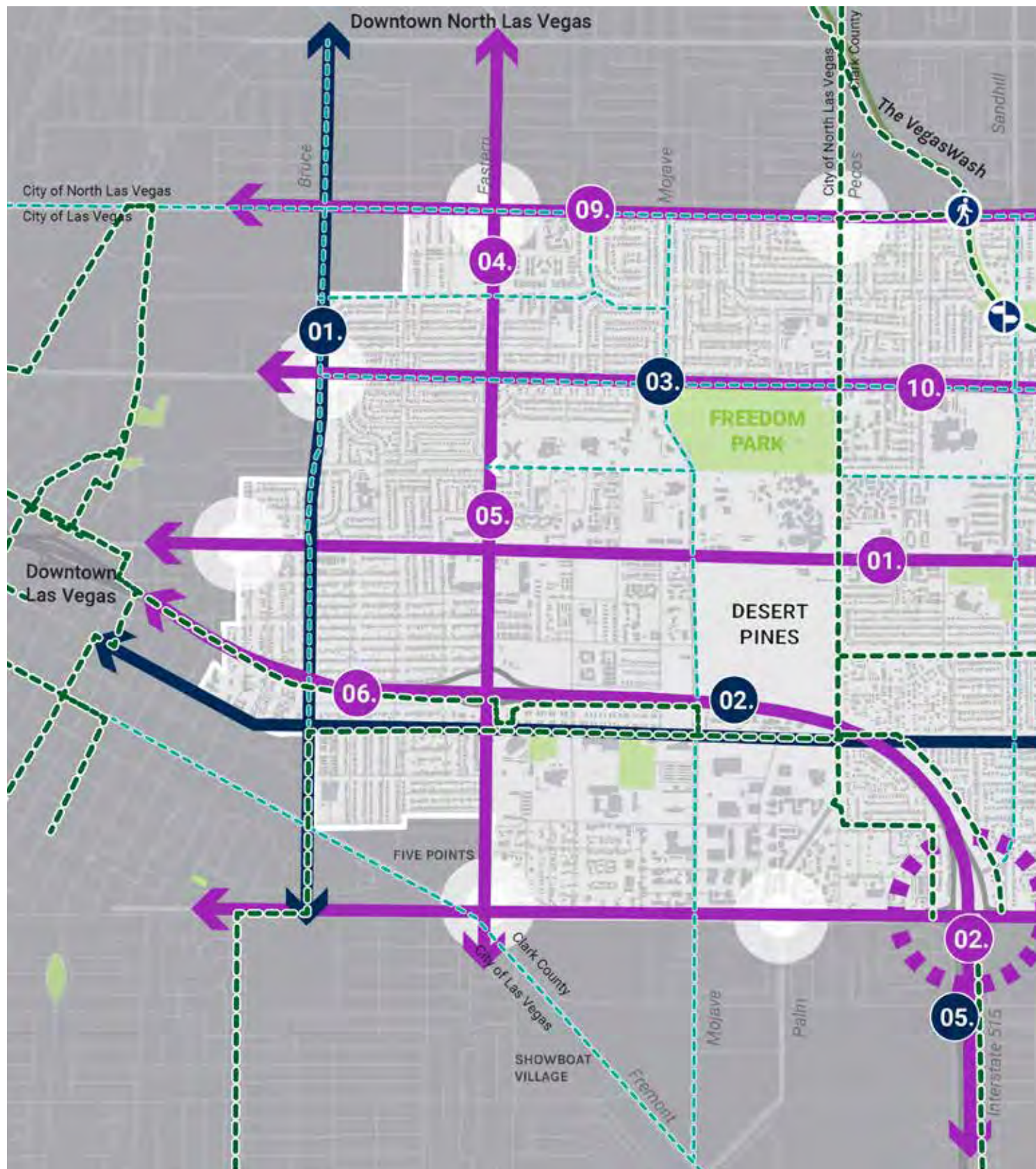
	Project	Street Rehab	Bicycle	Pedestrian	Transit	Mobility	Timing
01.	Bonanza Rd - "Grand Paseo" Complete Street - Maryland to Nellis	x	x	x	x		SHORT
02.	Charleston / US 95 Interchange Safety and Capacity Improvements					x	SHORT
03.	Charleston Blvd LRT		x	x	x		MID
04.	Eastern Ave - Cedar to Owens Complete Street	x	x	x	x	x	SHORT
05.	Eastern Ave - Cedar to Sahara Bus Turnouts and Shelter Relocations				x	x	SHORT
06.	I-515 / Downtown Access Project					x	MID
07.	Marion Dr - Charleston to Owens Traffic Calming and Overpass at Las Vegas Wash		x	x		x	MID
08.	Nellis Ave - Owens to Charleston Bus Turnouts and Shelter Relocations				x	x	SHORT
09.	Owens Ave - Las Vegas Blvd to Nellis Street Rehab and Bike Lane Retrofit	x	x				MID
10.	Washington Ave - Bruce to Nellis Street Rehab and Buffered Bike Lanes		x	x			SHORT

Projects listed within this table are derived from the City of Las Vegas Mobility Master Plan, as summarized in the 2050 Master Plan, some of which may be under construction.

PROPOSED CAPITAL IMPROVEMENTS, 2023

	Project	Street Rehab	Bicycle	Pedestrian	Transit	Mobility	Timing
01.	Bruce Street Green and Complete Street Feasibility Study and Improvements	X	X	X		X	LONG
02.	Downtown Access Project Non-Motorized Improvements (Desert Pines connections)		X	X			
03.	Washington Ave - Bruce to Nellis Placemaking			X			
04.	Stewart Bike Improvements		X			X	
05.	515 - Traffic Noise Shields						
06.	Wash Intersection Pedestrian/Bicycle Safe Crossing Treatments, Trail Widening and Placemaking		X	X		X	

EXISTING & PROPOSED CAPITAL IMPROVEMENTS

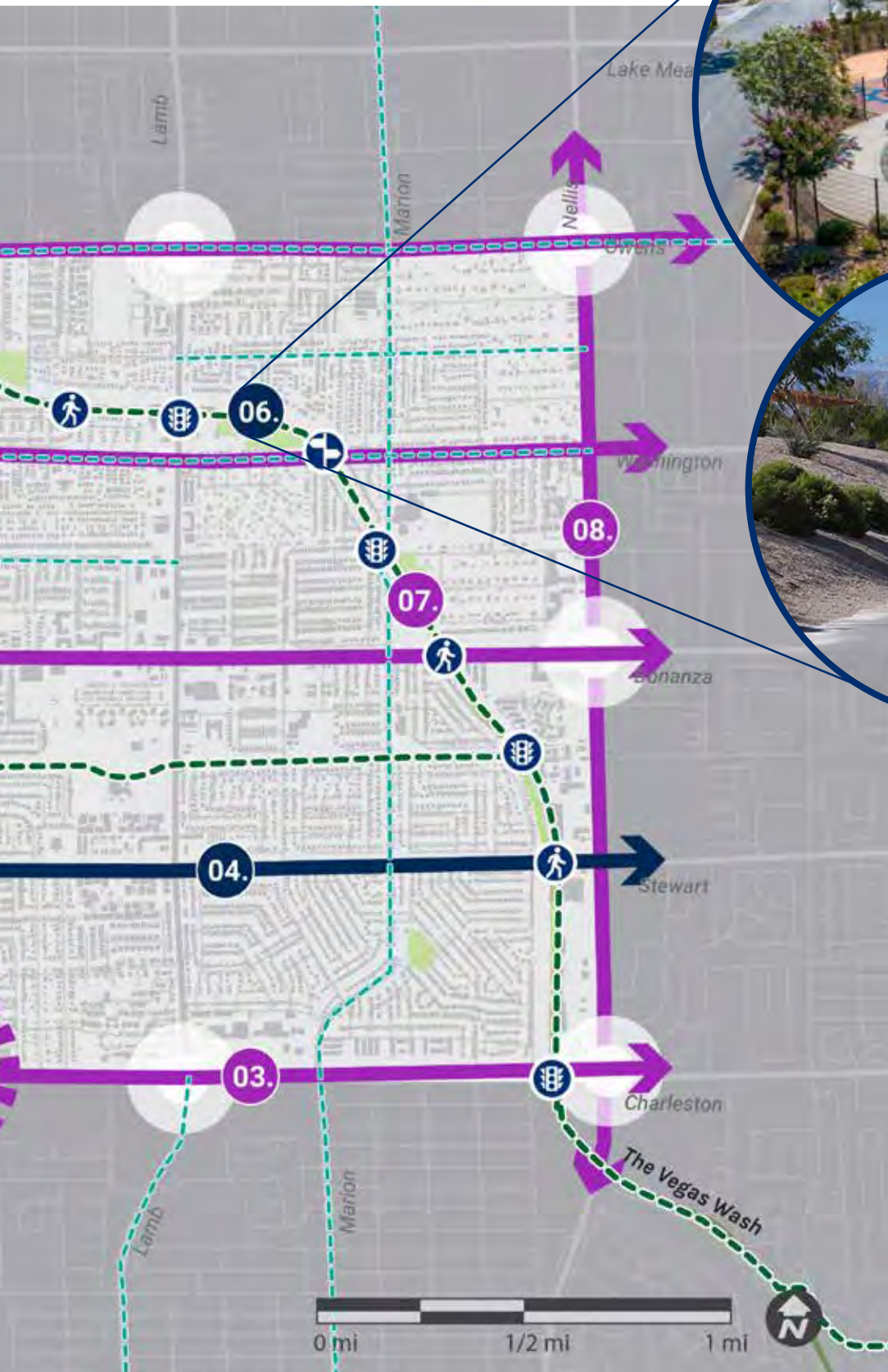


3. INVEST IN THE PUBLIC REALM



For more detail, please see CIP tables on the previous page.

BEST PRACTICE: TRAIL DESIGN



- Trails
- Proposed Roadway Improvements
- Mobility Master Plan Improvements
- Bike Lanes
- Secondary Trailhead - Pedestrian Bridge
- Primary Trailhead
- Secondary Trailhead - Mid-Block Crossing
- Gateway Opportunity
- Parks

STREET TYPOLOGIES

These street typologies build upon the typologies identified in RTC mobility plans and represent the future vision for corridors in East Las Vegas. Street typologies demonstrate how right-of-way width should be balanced between modes, what green infrastructure and transit amenities are needed, and more. Street typologies take into account surrounding land uses, density of destinations and overall neighborhood context. **For all typologies, placemaking tactics such as street trees, shade, art, seating, wayfinding signage and lighting should be implemented. Complete Streets Standards should be implemented, in accordance with Title 19.04 of the City of Las Vegas Zoning Code.**



For more information on street typologies, see the [Southern Nevada Regional Walkability Plan](#), and the **City of Las Vegas Zoning Code Title 19.04 Complete Streets Standards**



STREET TYPOLOGIES STRATEGIES

Typology	Description	Priority User								
			Pedestrian/Bike				Transit			
Rapid Transit	Busy, auto-oriented arterial adjacent to mixed commercial	Transit								
Paseo Bonanza	Commercial/mixed-use destination, building frontage	Bike & pedestrian								
Major Arterials	Auto-oriented arterials, destination, suburban-style retail	Car, bike, transit								
Car Collectors	Provide vehicular connections between residential and commercial destinations	Car, bike, transit								
Bike Collectors	Provide non-motorized connections between neighborhoods, mixed residential or commercial	Bike & pedestrian								
Residential Streets	Low vehicular traffic, single or multi-family development	Bike & pedestrian								
Urban Paths	Shared use paths connecting to a regional non-motorized framework	Bike & pedestrian								



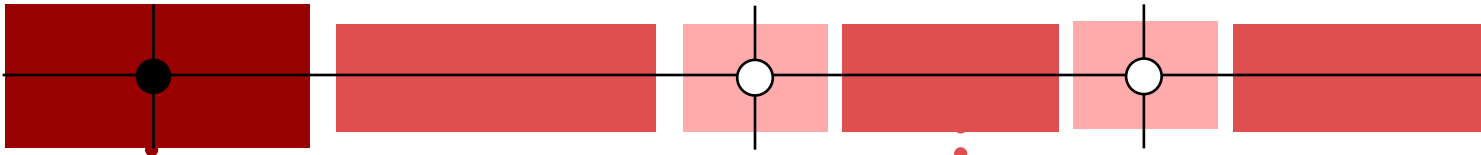
4

CREATE A SENSE OF PLACE WITH MIXED-USE HUBS

Reinvigorate aging commercial corridors into mixed-use centers while supporting existing businesses and community members. Dense corridors with a mixture of business and housing not only provide increased access to transit and resources, but creates a greater sense of place that helps neighbors positively identify with their neighborhoods.



For more detail, please see **Land Use Place Types** in Chapter 2, Section I.B of the **2050 Master Plan**.



MIXED-USE CENTER

Mixed-use Centers are the primary nodes intended for the greatest transit-oriented development potential. Whether light rail, bus rapid transit, or improved local buses, the type of transit will dictate the scale and density each node is able to sustain. No matter the eventual transit type, these areas are planned to support a mixture of uses, walkable character, and serve as hubs for the nearby neighborhoods.

- Prioritize mid-rise density to support transit stops
- Commercial retrofit, often repurposed shopping centers
- Transit-oriented development priority areas
- Reduce surface parking lots
- Hubs at major intersections
- Improve walkability
- Historical preservation of significant buildings and landmarks

Planned Locations:

- | | |
|-------------------|-----------------------------|
| • Eastern/Bonanza | • Charleston/95 Interchange |
| • Nellis/Bonanza | • Charleston/Lamb |
| • 5 Points | • Charleston/Nellis |

CORRIDOR MIXED-USE

Areas designated Corridor Mixed-Use are currently predominantly commercial corridors that are intended to transition to accommodate a mixture of uses, particularly residential. These traditionally auto-oriented areas are planned to gradually transform to more walkable corridors to better support transit.

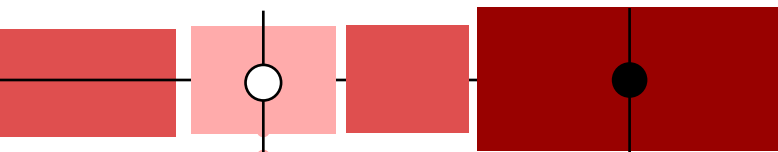
- Maximize potential of existing corridors
- Improve walkability and site and building aesthetics
- Gradually reduce the number of driveways and auto-oriented uses to support greater walkability
- Build transit-supportive density
- Integrate linear park spaces, non-motorized connections, and better connectivity to adjacent neighborhoods
- Retrofit with infill housing and employment uses
- Retrofit of existing suburban / auto-dominant commercial corridors with a broader mixture of uses and infill

Planned Locations:

- Connections between Downtown, Mixed-Use, and Neighborhood Centers;
- Accessible from adjacent neighborhoods to feed population to nodes

"There is a lack of good paying jobs that cycle back into the community"

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



NEIGHBORHOOD CENTER MIXED-USE

- Neighborhood Center Mixed-use may refer to either a catalytic redevelopment site or a new suburban site that is a neighborhood-serving town center. These places can be thought of as "micro-TOD" given that they have many transit-oriented features: they often transit-serving hubs or locations, have the features of a walkable main street, mixed housing types, community supporting retail, but at a scale that's not as dense or intense as other types and compatible with surrounding neighborhoods.

- Utilization of mixed-use, transit-oriented design features
- Limits to height, bulk, size, density, and intensity
- Walkable neighborhood design, possibly characterized with a "main street"
- Adjacent properties and neighborhoods served by community oriented retail and employment and is within a short walk or bike-ride

Planned Locations:

- Bonanza/Pecos
- Bonanza/Lamb
- Eastern/Owens

MIXED-USE CENTER



Figure: Desert Pines, Mixed Use Development
Source: SmithGroup

CORRIDOR MIXED-USE



Figure: Denver, Colorado Larimer Square
Source: Society for Technical Communication (STC)

NEIGHBORHOOD CENTER MIXED-USE



Figure: Downtown Container Park, Las Vegas
Source: [Times of India](#)

MIXED-USE HUBS BECOME **COMPLETE NEIGHBORHOODS**

ACTIVITY DISTRICTS

- Buildings fronting the street
- Surface lots in the rear
- Gateways, sense of arrival into community
- Increase tree canopy
- Local art installations & murals
- Corridor beautification
- Retail and entertainment uses

WALKABLE AMENITIES

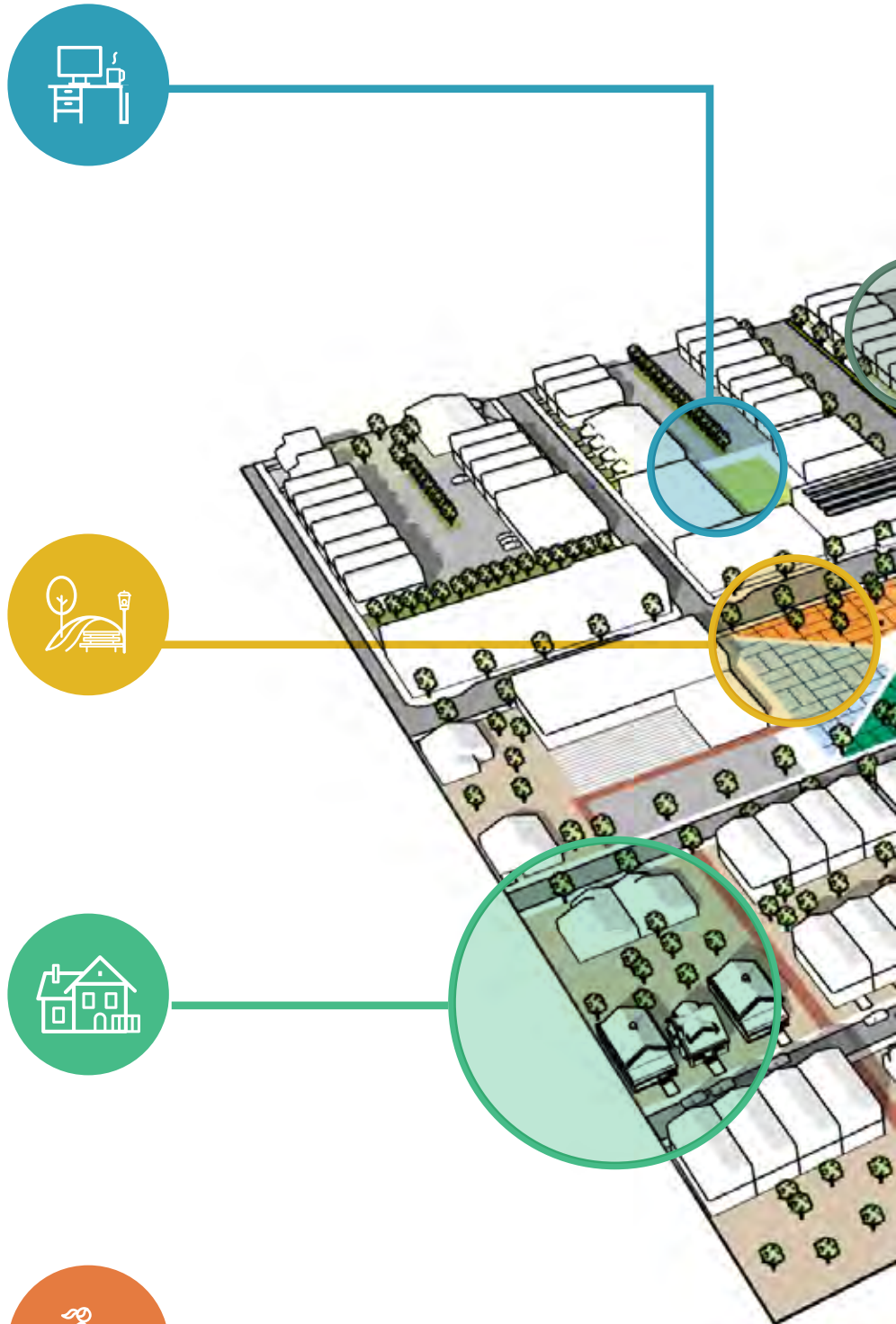
- Parks & open space
- Plazas and public gathering
- Schools
- Local groceries
- Community centers

HOUSING

- Appropriate infill
- Diverse housing types for increased affordability & accessibility
- Adaptive reuse

MOBILITY AND ACCESS

- Access (driveway) management
- Mobility hubs





RESILIENCE + SUSTAINABILITY

- Resilience hubs (shelter, water, climate controlled, public WiFi)
- Rooftop solar



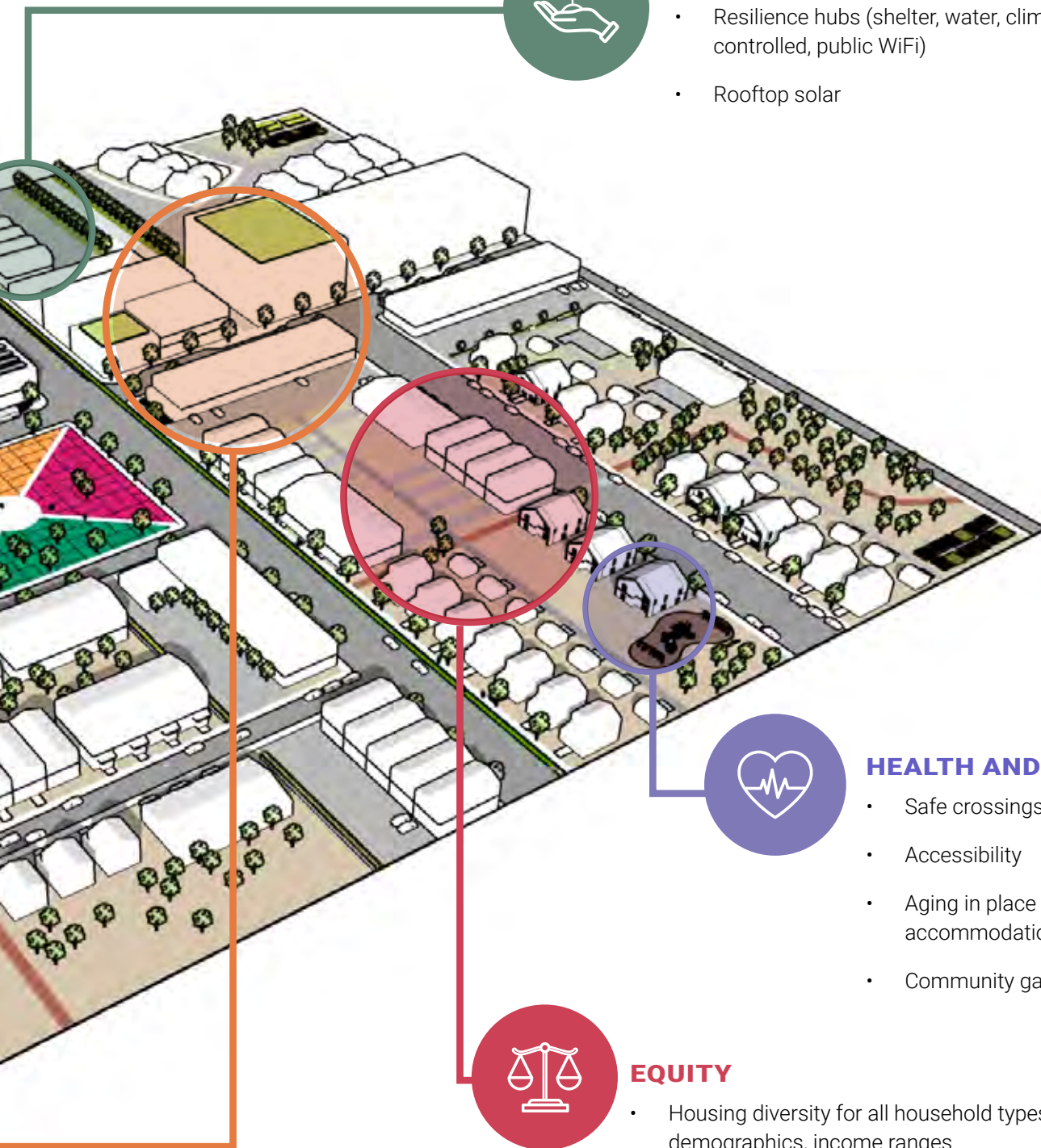
HEALTH AND SAFETY

- Safe crossings
- Accessibility
- Aging in place accommodations
- Community gardens



EQUITY

- Housing diversity for all household types, demographics, income ranges
- Wealth-building homeownership opportunities



UTILIZING TRANSPORTATION REINVESTMENT ZONES (TRZ)

Areas where increase in property or sales tax revenue can be used to fund public transportation projects for that area.

Outcomes include:

- Generate additional revenue for road and transit projects
- Stimulate well-planned development, coordinated with public transit
- Encourage collaboration & regional partnership

"I don't like all the empty businesses on the East side"

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



OPPORTUNITIES

Understanding where underutilized sites and buildings exist within the community today is the first step towards catalyzing local business activity, and bringing much needed uses such as locally-owned restaurants, corner grocery stores, and retail uses into mixed-use centers of East Las Vegas.

Key Development Opportunities

- ① Desert Pines
- ② Kmart Site
- ③ NRSA

Key Park Opportunities

- ① Hadland Park
- ② Rafael Rivera Park
- ③ Freedom Park
- ④ Mike Morgan Family Park
- ⑤ Douglas Selby Park
- ⑥ East Las Vegas Family Park
- ⑦ Arroyo Vista Park
- ⑧ Stewart Place Park



Gateways



Corridor Improvements



Connect Streets



Mixed-Use Centers



Corridor Mixed-Use



Neighborhood Center Mixed-Use



Parks



City-Owned Properties



Vacant Properties



Upcoming Vacant Infill Projects



Downtown Las Vegas



Grocery Stores



ACTIVATION OF UNDERUTILIZED SPACE

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. These sites may serve as welcoming and accessible gateways to the community, with welcoming centers, public plazas, innovation hubs, retail, and housing.

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)**



REDEVELOPMENT TOOLS

FEDERAL

- **Housing Trust Funds.** Consider using HTF funds for the production or preservation of affordable housing through acquisition, new construction, reconstruction or rehabilitation.
- **CDFI Funds.** Promote access to lenders providing support to under-resourced communities.
 - Utilize the New Market Tax Credit Program to incentivize community development and economic growth through tax credits that attract private investment
- **Opportunity Zones.** Spur economic growth and job creation while providing tax benefits to investors

REGIONAL

- **Nevada Brownfield Program.** Utilize this program to turn contaminated properties into job-producing businesses and safe sites for future generations

LOCAL

- **RDA Expansion.** Consider expanding Redevelopment Area 1 to encompass areas within East Las Vegas.
- **Land Bank.** Explore municipal landbanking in vacant lots for future infill development opportunities

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:

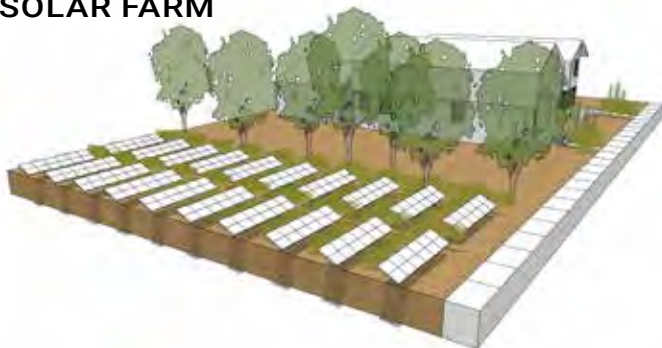
COMMUNITY GARDEN



NEW HOUSING OR BUSINESS



SOLAR FARM



COMMUNITY PLAZA



BUILDING EXPANSION



COMMUNITY HEALTH PARK



RECENT INITIATIVES

DESERT PINES PRE-DEVELOPMENT PROCESS

- 1. 2050 Master Plan.** Set the vision and goals for East Las Vegas community, identifying Desert Pines as an opportunity site that could meet neighborhood goals.
- 2. Transit-Oriented Development Place Types.** TOD designated nodes were identified within the 2050 Master Plan, and implemented by the city through zoning.
- 3. Vision Plan.** A vision plan was created by the city and partners in order to serve as a guide to implement the 2050 Master plan and attain the City's desired long-term goals and outcomes for infill development where it is needed most. This vision plan was adopted by City Council.
- 4. Request for Proposals & Development Agreements.** Mechanism to redevelop some or all of the property with appropriate partners
- 5. Funding.** Seeking appropriate funding in order to ensure that the vision becomes a reality.

DESERT PINES VISION PLAN

Community Connectivity

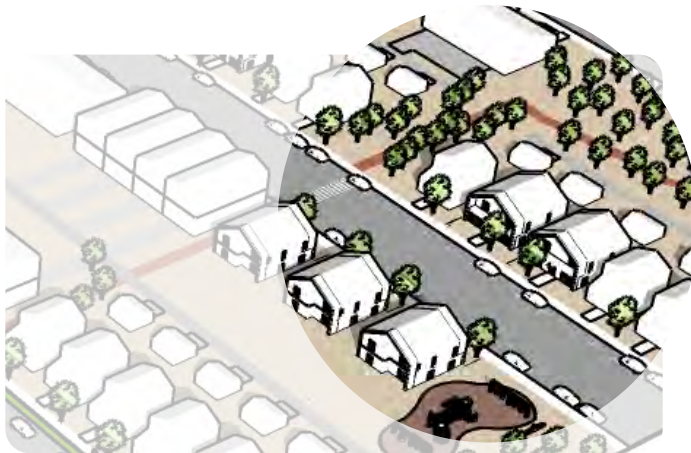
Creating community connections to affordable housing, placemaking, civic facilities, open space, and job opportunities.



BEST PRACTICE: DEVELOPMENT WITHOUT DISPLACEMENT

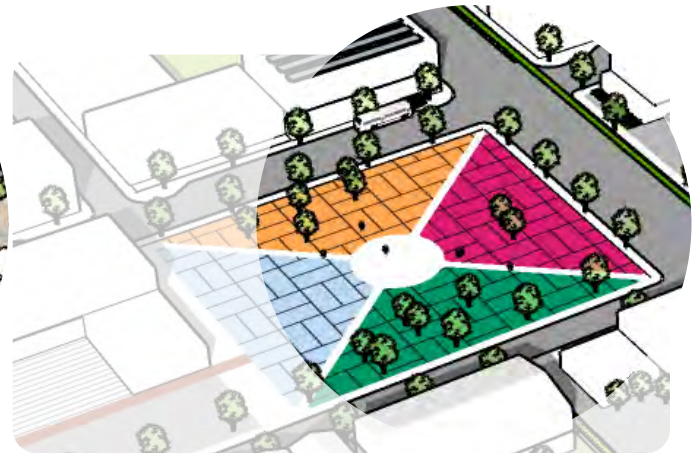
"Make sure to protect our existing businesses when redevelopment happens."

- East Las Vegas Advisory Committee Member



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

- **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



For more information see the [Social Equity Toolkit](#) or the [Anti-Displacement Network](#).

BEST PRACTICE: PROACTIVE REDEVELOPMENT STRATEGIES

City-Wide Redevelopment Evaluation Criteria

As redevelopment is planned and occurs in the city, it will be critical as opportunities arise to evaluate their potential for redevelopment. The city is encouraged to continually identify redevelopment sites and package them for marketing and solicitation of developers. In order to prioritize and evaluate the likelihood of redevelopment, the following assessments should be made:

- **Parcel Assemblage & Land Acquisition.** Identify priority sites for each planning area, and assess the opportunity to assemble multiple priority parcels for development
- **Effort Needed.** Assessing whether the site needs infill development on a vacant site, or rehabilitation to an existing building.
- **Ownership.** If parcel is private, ensure willingness
- **Environmental Assessment.** Analyzing the site for potential contamination to understand remediation needs
- **Neighborhood Impact.** Understanding impacts to surrounding area, specifically looking at parking and traffic impacts, and potential to spur further redevelopment
- **Economic Obstacles.** Incentives needed
- **Site Marketing & Developer Matchmaking.** Solidifying developer relations, marketing preferred sites and design visions
- **Creating Unique Planning Areas.** Creating distinct identities for different nodes to ensure redevelopment is complementary to all planning areas

REDEVELOPMENT PROCESS

01. MASTER PLAN VISION.

Future Land Use

02. ZONING CHANGES.

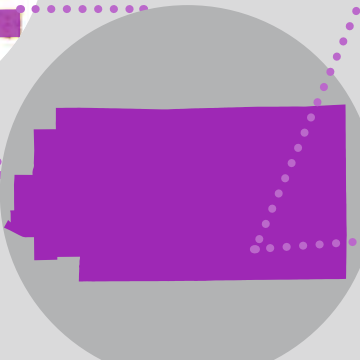
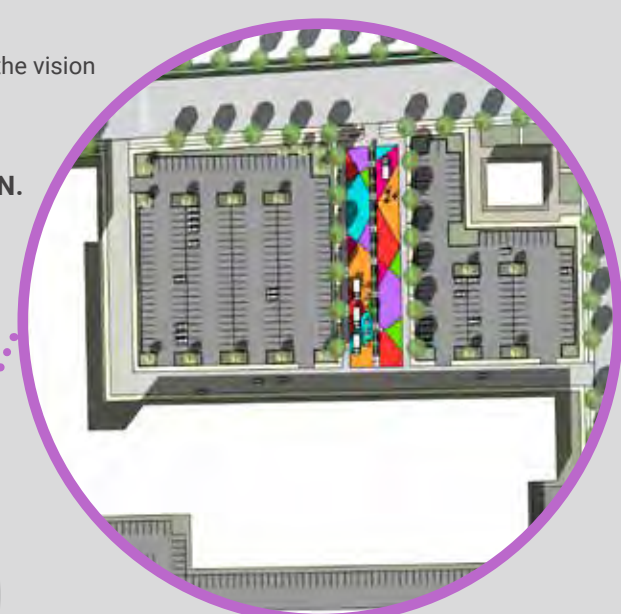
New zoning regulations to implement the vision

03. AREA PLAN SPECIFIC SITE IDENTIFICATION.

Identify willing property owners of underutilized sites through community engagement. Site design and vision setting

04. SITE PACKAGING & MARKETING.

Discuss public/private funding, design phasing, financing incentives, and development approvals



EMPOWER ENTREPRENEURSHIP

Promote and connect agencies, non-profits, and city programs, maximizing capacity to nourish the business development pipeline. Strengthen intergenerational educational opportunities, childcare, workforce development, business assistance and incubators.

Prioritize health and technology industries by investing in STEM education and job training.

"Broadband is the new electricity"

- East Las Vegas Advisory Committee Member

RECENT INITIATIVES

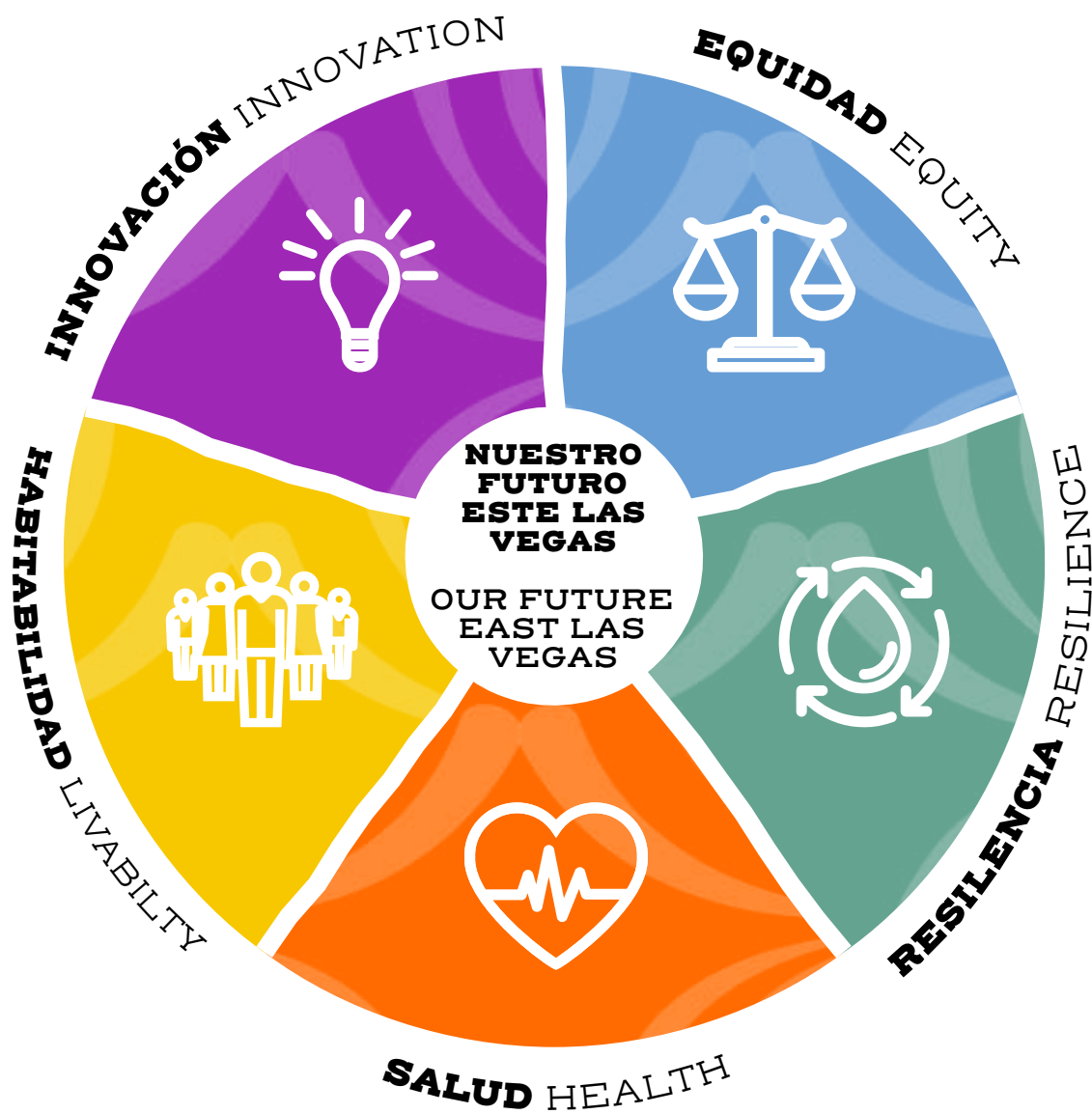
- **Immigration Services.** Assist community members in obtaining self-sufficiency and stability in the United States.
- **Chicanos Por la Causa.** CPLC Workforce Solutions connects education with employment by partnering with employees to determine needs and filling open positions.
- **UNR Bilingual Business Resource Guide.** Free learning resources to current and future small business owners.
- **Employ NV.** Connecting employees to existing businesses
- **Children's Cabinet.** Providing childcare services, healthcare, business development, and workforce training and counseling for youth, parents, and families
- **Chef Jeff Project.** Food serving training for local youth
- **YDSI Programs.** Focused on youth, education and the community.
- **SBDC.** Guide for Nevadans looking to start and grow businesses
- **Visual Improvement Program.** Designed by the city to help reduce urban blight.
- **YouthBuild.** Free program through the U.S. Department of Labor, College of Southern Nevada, Habitat for Humanity and other community partners that helps at-risk youth earn a high school diploma and find a job.
- **City of Las Vegas and Downtown Vegas Alliance Small Business Incubator.** Providing resources, mentorship and financial literacy

SMALL BUSINESS GROWTH AND RETENTION

- **Hispanic Business Center.** Consider vacant buildings like elementary schools, storefronts, and city buildings to create a regional hub for local businesses seeking help with licenses, permits, financing, professional services, and other needs.
- **Small Business Improvement Fund (SBIF).** Allocate Tax Increment Financing (TIF) revenues for workplace improvement projects.
- **Economic Diversification Districts.** Establish areas that are prioritized for business, research and development use, allowing dynamic industries to share resources and create jobs within the community
- **Technical Assistance Partners.** Partner with private and non-profit agencies to provide technical assistance for financial literacy, mentoring, business training, language assistance (Detroit Examples: [Motor City Match](#) and [DEGC](#))
- **Business Improvement District (BID).** Implement a Business Improvement District within TOD areas in order to help brand the neighborhood, facilitate networking, host community events, advocate for improvements, and market small businesses.
- **Broadband Access.** Consider methods like micro-trenching in order to install fiber optic networks. Prioritize broadband access in schools and community centers

TRAINING + EDUCATION

- **City Coordination & Partnerships.** Work with local employers and workforce development agencies to identify training needs and match them with existing programs to support growth and sustainability.
- **City of Las Vegas Recruiting.** Establish recruiting strategies and internship programs for youth.
- **Alternative Education Pipeline.** Solidify union trade programs, apprenticeship opportunities, and internships for youth, adults changing careers, and the formerly incarcerated.



APÉNDICE

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PASEO BONANZA PLAN



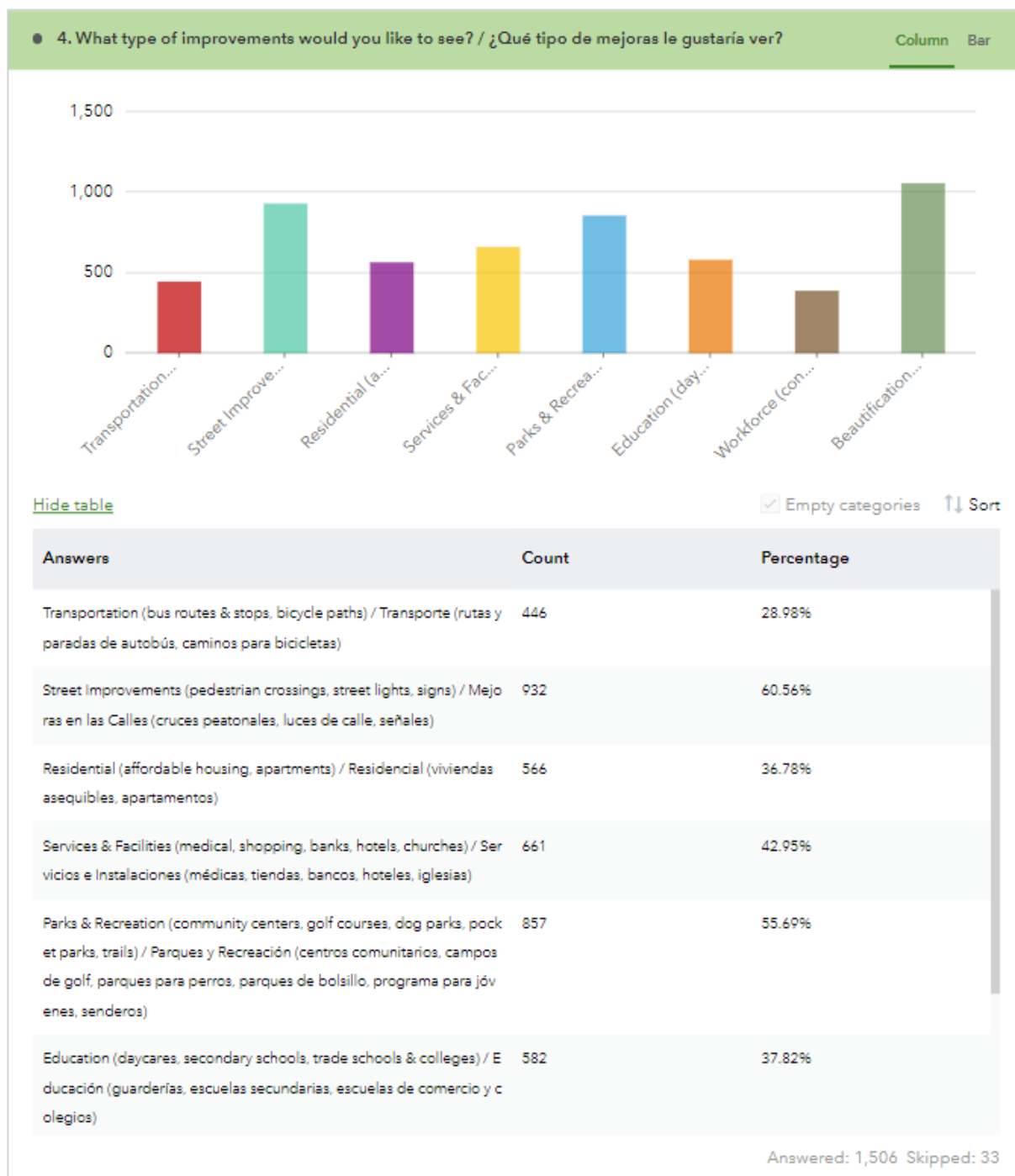


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ENGAGEMENT SUMMARY

Main takeaways

- ELV is close to many stores, restaurants, and recreation opportunities, but people would like to have more direct access to these amenities and even see more of them within ELV rather than having to go out to find them
- There is a strong sense of community, with people that care for each other and appreciate the culture, diversity, and character of ELV, but one limitation is the carelessness that people have toward their landscape/setting as they trash and do not maintain their properties or are not considerate of neighbors. Addressing these issues and beautifying the neighborhoods would foster and enhance the already existing sense of community.
- People want to see more green spaces and spaces for children and interaction, but they are afraid that these spaces will be sites for homeless people to live in rather than a space for everyone.
- People want to find opportunities to care for their neighborhood, but they are not aware of their resources and would like to see more institutional/government care and intervention in ELV.
- People care about the youth and future of ELV, and they are concerned with the school system not helping the youth attain their goals, prepare to find jobs, and care for their community. People would like to see more partnerships and resources to help the youth
- Homelessness, crime, and safety more beautiful streets are the primary concerns to ELV a better community.



Transportation Takeaways

- More bus stops with shade
- Light rail to spur economic development
- RTC-routes supporting higher education, satellite stops that go directly to school
- Better connectivity
- Transit frequency is low
- High speed transit

- Transit that better serves schools
- More diverse transportation

Street Improvement Takeaways

- Bike and pedestrian improvements
- Better and continuous sidewalks
- Cleaner street. Trash is an issue
- More bike lanes
- Reduce speeding
- More lighting on the streets
- Streets are too dark at night, safety issue
- Trees
- Traffic calming
- Designated horse trails so when taking a walk around the neighborhood there aren't giant piles of horse shit on the sidewalk

Residential Takeaways

- The East side needs more enforcement on city codes loud music,, large parties, rooster compounds,, home businesses, farm animals, undermined structures, selling food out of homes or carts, loud mufflers, etc
- Rents prices too high
- Congested and lack of care to many properties

Services Takeaways

- More grocery stores
- Less liquor and smoke shops
- More and better Doctors
- Crime patrol needed
- All departments are short staffed
- More police patrolling in residential areas
- More restaurants and shopping!
- More community cleanup and policing
- New hospital
- More medical options seems like all specialists are on the opposite side of town
- Illegal activity needs to be addressed We have cops roaming during the day but that doesn't help with the 2am loud parties and illegal fireworks for days before and after holidays

Parks and Recreation Takeaways

- Water bottle refilling stations
- The east side is full of Hispanic culture, yet has no theater/ cultural center where the youth and others can learn about our community in a beautiful way
- more event spaces
- Latino Cultural Museum

- more activities for kids
- City-sponsored community activities
- Parks for kids and not homeless
- I would like to see more Latino heritage community recreational centers or plazas Adding more libraries for the kids as well

Education Takeaways

- More kid friendly businesses like dance studios, gymnastics, art spaces etc
- Schools need better facilities
- More libraries that can provide computers and computer classes

Workforce

- Jobs and careers with livable wages and benefits!
- entice/incentivize higher end business' to move to the Eastside
- Attract new businesses, grocers, restaurants
- More Latin-owned business
- More shopping centers

Beautification:

- Beautification of commercial spaces to stimulate local economy by retaining consumers to area
- Las Vegas version of Chicano Park
- More native species
- More canopy and shade. It's too hot
- Many homeless people, City has to find a way to support and help these group
- Homelessness is important. How to address it
- More attention to graffiti removal/prevention
- More places for kids and families

5. Are there improvements not mentioned above that you would like to see?

- Homelessness
- Streets
- Cleanliness and Dirt
- Food and restaurant
 - More variety of restaurant choices
 - Please bring in better shopping: Winco, Sam's Club,
 - Would love to see more eateries
 - Variety of restaurants, entertainment options that are not a bar or casino
- Crime and Safety
 - More patrolling
 - Too much graffiti

6. What do you love most about living in East Las Vegas?

- Community and people
 - family closeness
 - Grew up on the Eastside and its close to my heart
 - My neighbors
 - For the most part the people are so good and friendly
 - The community comes together in hard times
 - Multicultural community laid back friendly people
 - Family oriented
 - Everyone minds their own business
- Proximity
 - The food & affordability & access to downtown
 - Proximity to the arts district
 - Close to everything
 - Being near the mountains
 - It's close to My entire family
 - It's close to my work
 - Freedom park since it's the only big park in East Las
 - Friendly easy access to shopping transportation and the strip
- Culture and diversity
 - The Latino culture - food dance music etc
 - Love to see the cultural mix and pride
 - old homes and historic feel it has
 - Culture history community presence
 -
- Stores and Food
 - A lot of family shopping centers
 - Many restaurants and food options nearby
 - Lots of mom and pop shops!
- Neighborhood character
 - Slow pace and kind people
 - It's more rural than it is urban
 - It's cheaper to live over here and the traffic is bad but not as bad as anywhere else in Vegas
 - Peaceful away from traffic
 - The mountain scenery
 - The history and beauty
 - My big properties and lot near everything
 - My condo and the ease in which I can get places with public transit
 - Rent is a little cheaper in this area

7. What do you dislike about living in East Las Vegas?

- Homelessness

- nothing is being done with the increase of homeless that's come to our side in the last year
 - Homeless population in the rise
 - Homeless and drugs
- Streets
 - Traffic is horrible at certain times of day limited food/coffee choices
 - They are always tearing up the roads but then they do an awful job repairing asphalt
 - People ignoring crosswalk signals
 - Not too many trees
 - Filthy streets and washes
- Trash and Dirt
 - I mostly dislike to carelessness to keeping our streets & public areas clean Many streets or payment are old withered and falling apart
 - dirty trash neglected derelict ghetto
 - So much trash graffiti eyesores Wish it could be cleaned up & beautified
 - Everything is aging in terms of building
 - People loitering drinking on the street trash littering
 - Run down streets with no street lights on at night increase in homeless on the streets with tents
 - Different bad smells around town high crime bad drivers
 - Lack of care by homeowners and business
 - No shade or benches
- Crime
 - Wash is scary
 - ZERO POLICE RESPONSE ZERO LAW ENFORCEMENT FOR ILLEGAL FIREWORKS 911 Refuses to send officers out for ILLEGAL FIREWORKS!!
 - Violence in streets and school
 - Drugs and vandalism
 - Gangs shootings homeless
 - Can become dangerous quickly
 - Dangerous with shootings
- Restaurants and Stores
 - Limited options
 - Not many things to do
 - Restaurant are lacking in this side of town.
 - Mostly fast food
 - Poor choices for dining

15 Engagement Events

- Next Door
- Earth Day
- Latin Chamber of Commerce - Desayuno Con Amigos
- Las Vegas SHIFT Resource Fair
- Advisory Committee #1
- Advisory Committee #2
- Latin Chamber of Commerce - La Oportunidad Expo
- Advisory Committee #3
- Economic Development / Small Business Focus Group
- ELV NRSA Housing Discussion
- ELV NRSA Public Safety Meeting
- City Department Meetings
- Collateral Distribution - Drop Off
- Back-To-School Fair
- Teen Lounge

Main Takeaways:

- Business and training:
 - More food options and less large institutions
 - Provide funding for exterior storefront business enhancements
 - Resources for job growth and small businesses (including how to get businesses legal and licensed)
 - Post-secondary partnerships or training facilities
 - Small business incubators
 - Continuing education workshops (seniors technology training)
 - Education for home dwellers
 - Education on code enforcement
 - Education on available support (city programs)
 - Pathways to unions--internships, apprenticeship
 - Educate residents on what's allowed for home businesses
 - More Real Estate opportunities for corner grocery stores
 - Expand Partnerships with trade school to bring more internships to our students
 - Offer paid internships of various professional fields outside of the community
 - Make training available
 - Accessible to people that are businesses minorities but lack formal training
 - Convening/work group of all non profits located in the area
 - lack of capital, lack of CDFI's
 - Hispanic focused work space/community space with job training or shared coworking space resources. Hybrid incubator, offering childcare
- People and community:
 - Find work for homeless
 - Spaces for children without homeless

- More Opportunities for people to get a sense of pride that are not parks alone
- Smells like weed a lot
- People should clean up their yards
- Gateway into ELV
- Create event centers and pop-up/food truck courts utilizing closed businesses like Kmart
- celebrate our cultures
- More community events
- Share a books station across neighborhood to promote education and culture
- Streets:
 - Cleaner Streets
 - Better lighting and more trees
 - Public water fountains
 - Better and more complete sidewalks
 - More safety and walkability
 - unsafe crossings
 - busy streets
 - more Bike Paths
- Housing:
 - Lower rent
 - Affordable housing for seniors
 - Rent control.
 - Programs to help people buy houses
 - Refurbish existing buildings for housing
 - Housing for homeless
 - Empty land into housing
 - Code enforcement needed
 - Senior Care
 - More sustainable and ecofriendly homes, apartments, buildings with solar panels
 - Assisting people at risk of being displaced
 - Some level of zoning reform needed – e.g. can get a casita in the back with R1 zoning/allow garage conversion to a dwelling unit (already being done illegally) – even if we allow, can people afford it?
 - Land acquisition strategy
- Schools:
 - More attention to schools
 - Fix violence in schools
 - Schools should focus on culture and arts
 - Cooler recreation centers for youth
 - Better transit to schools
 - Safer Bus stops for children
 - Creating work group charter schools and how can use their space to be community space or add beautification as part of their system
 - Make schools "centers of community"
 - school overcrowding

- Parks
 - More trees and planting
 - More Shade
 - Parks for kids and not homeless
 - Spaces for leisure walking and running
 - Community gardens
- Food
 - Urban gardens or farms
 - Affordable food options
 - Culturally-relevant Nutrition Programs
 - Traditional healthy cooking programs
 - Farmer's markets
 - Food truck
 - Core stores





2050 MASTER PLAN ACTIONS

APPLICABLE TO EAST LAS VEGAS

PUBLISHED SEPARATELY AND UPDATED ANNUALLY

DETAILED ACTION PLAN

PRIORITY PROJECT SHEETS