



NUESTRO FUTURO ESTE LAS VEGAS

**CITY COUNCIL
JUNE 21, 2023
ITEMS 44/61
R-30-2023 / 23-0094-GPA1**

Submitted at Meeting
Date: 6/21/23 Item: 61
By Staff

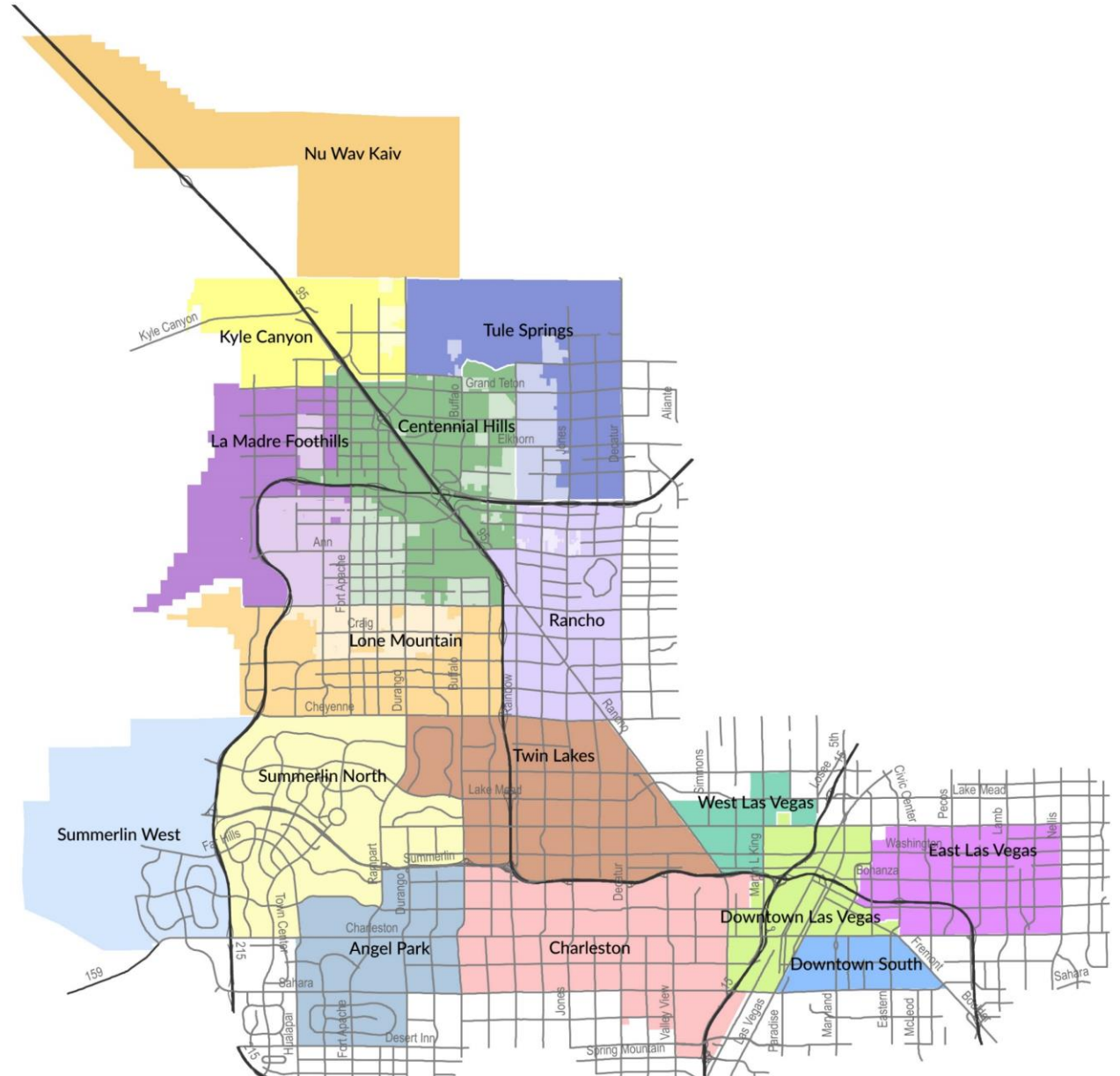
2050 MASTER PLAN

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

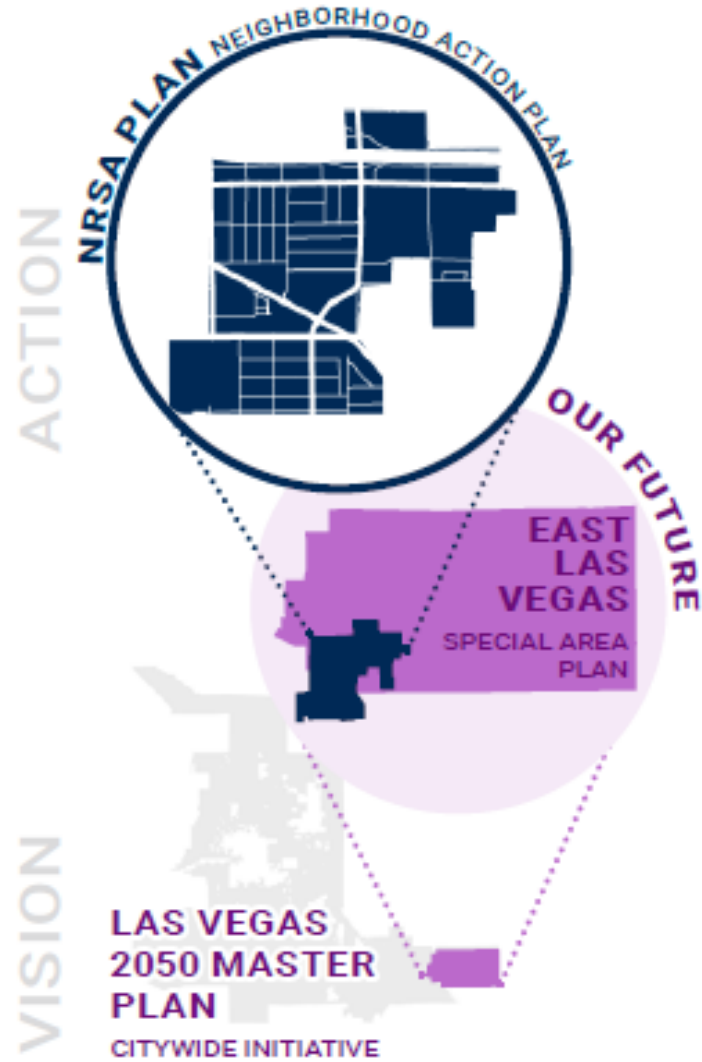


AREAS OF THE CITY

- 16 unique planning areas, each comprised of neighborhoods that can build identity and a sense of place.
- East Las Vegas is comprised of a network of higher density traditional neighborhoods, a thriving and growing Latino community, and a well connected street system.
- Community challenges:
 - Socio-economics
 - Infrastructure
 - Changes in population and demographics
 - Services to accommodate a changing population profile.



NUESTRO FUTURO ESTE LAS VEGAS



COMMUNITY PROFILE

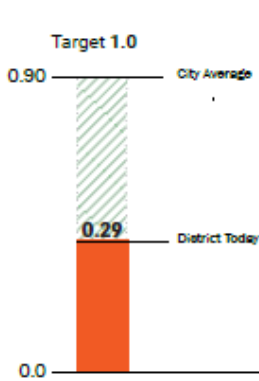
DE ACUERDO CON LOS NÚMEROS BY THE NUMBERS

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

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

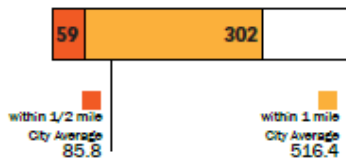
WORKFORCE JOB SUPPLY IN DISTRICT

Average job opportunity per residential unit in the planning district



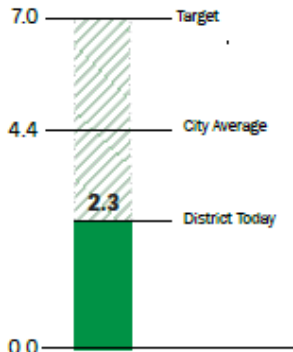
JOB PROXIMITY

Average job opportunity in proximity to the planning district



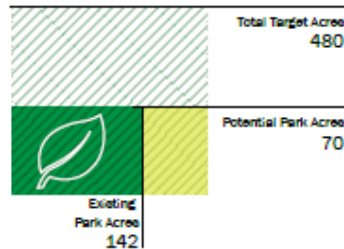
PARKS PARK ACCESS

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



PARK ACRES NEEDED TO ACHIEVE TARGET

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

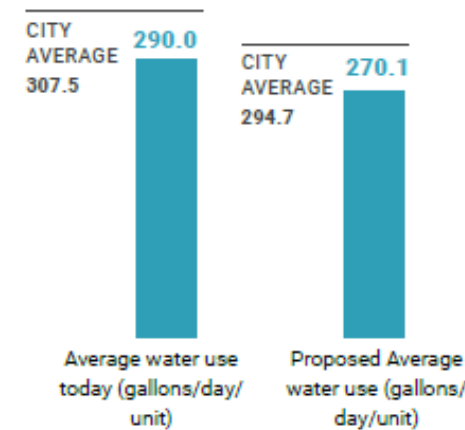


2050 PROJECTIONS

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

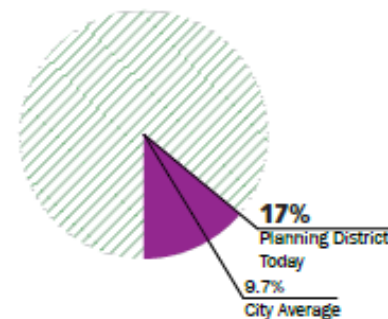
WATER USAGE

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

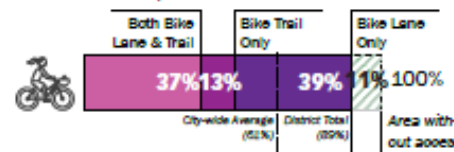


TRANSPORTATION

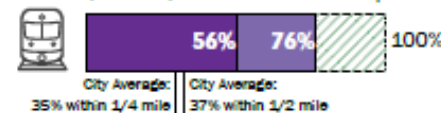
Percentage of households without cars within the district



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



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



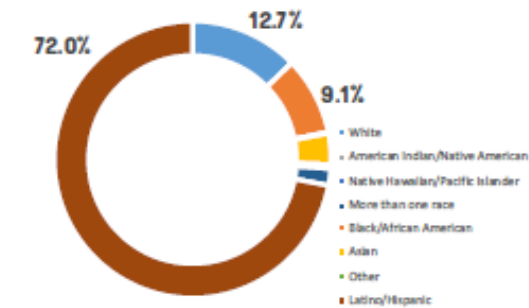
DEMOGRAPHICS

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

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

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

RACIAL BREAKDOWN



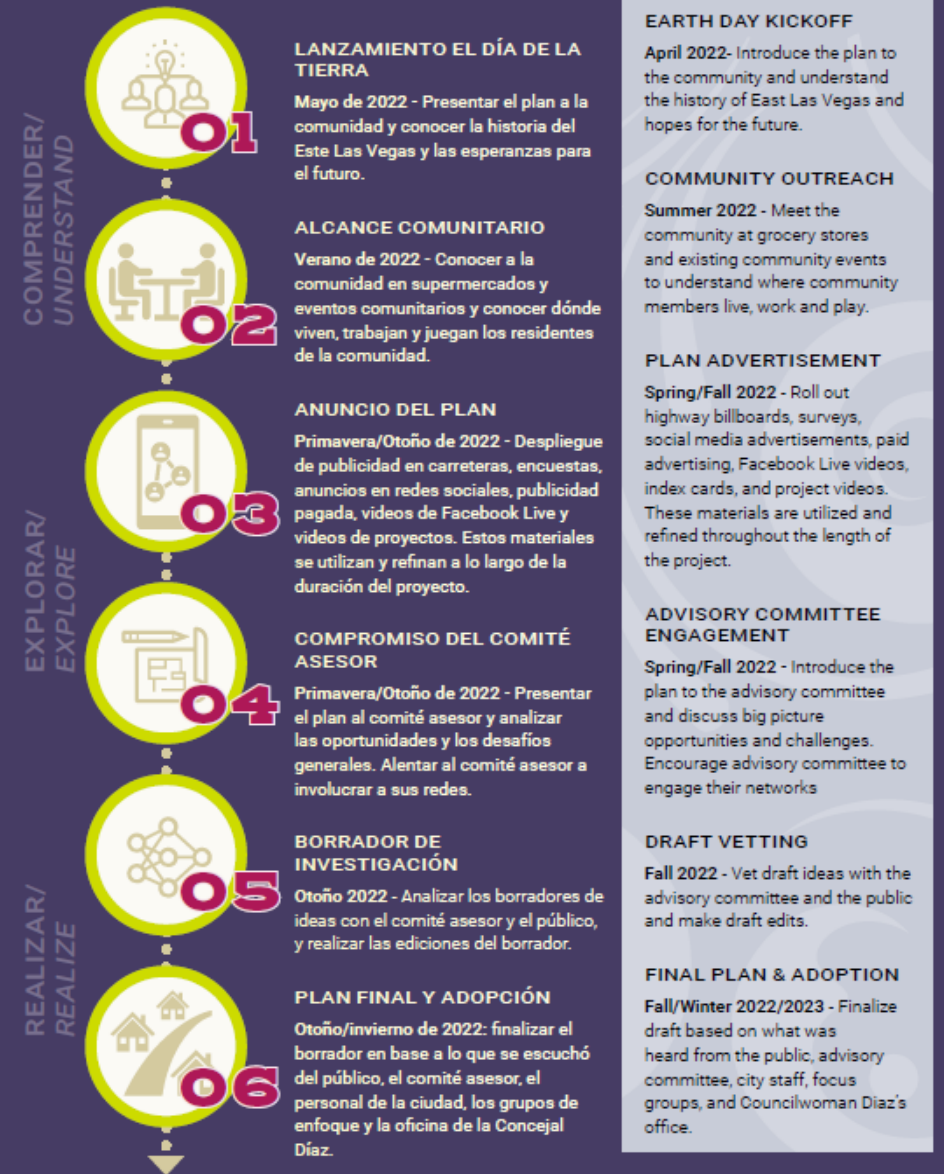
OUTREACH

KEY ENGAGEMENT METHODS

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

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

DESCRIPCIÓN GENERAL DEL COMPROMISO ENGAGEMENT OVERVIEW



OUTREACH

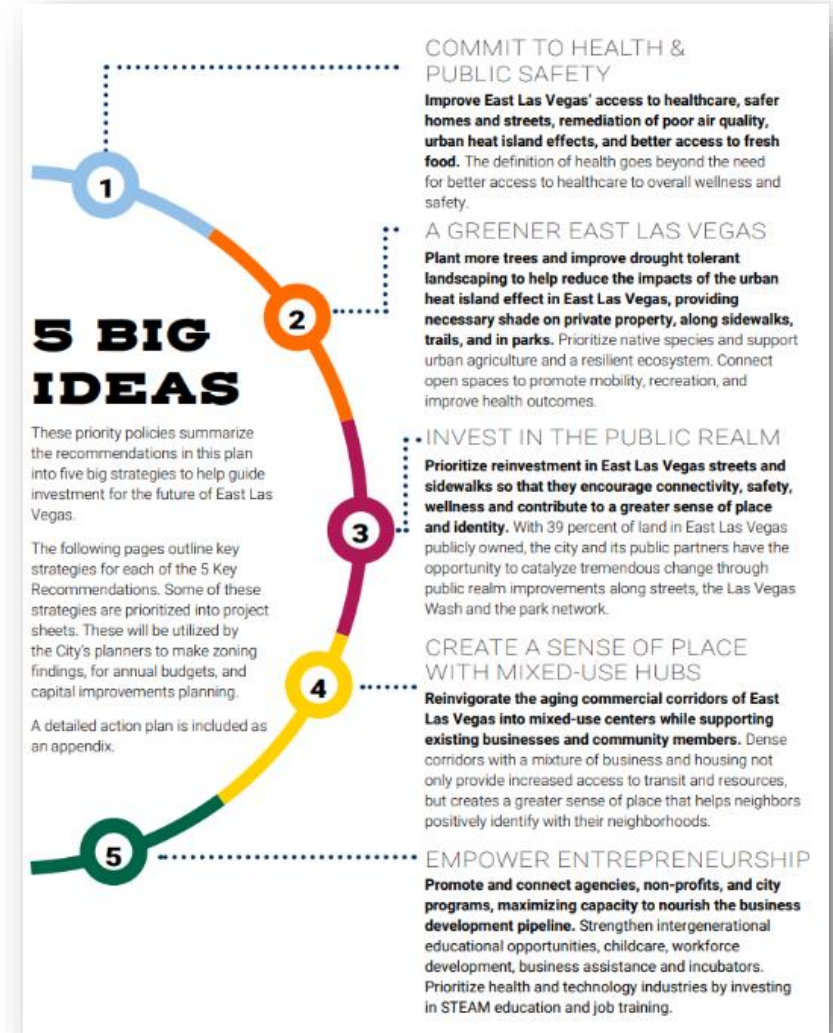
KEY ENGAGEMENT METHODS

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



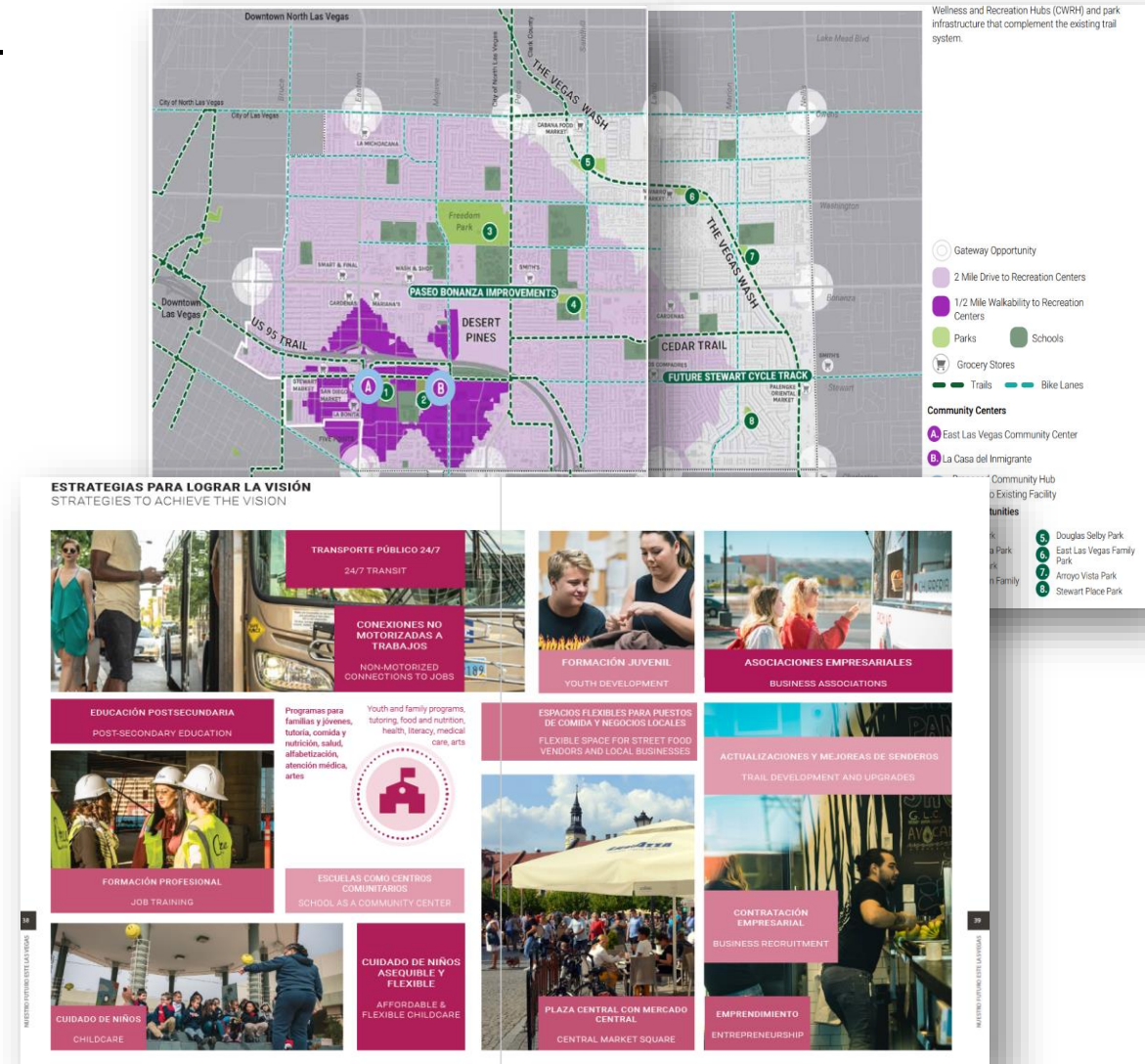
FIVE BIG IDEAS

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



LIVE – WORK – PLAY – INVEST

- Redevelop, improve, incentivize, and improve affordable infill housing, including at identified mixed-use hubs identified by the 2050 Plan using new TOD zoning.
- Add accessible parks and recreation facilities.
- Ensure safe and healthy neighborhoods.
- Strengthen and prioritize mobility between jobs, education and home.
- Provide or enable additional school options, small business hubs, and workforce training centers.
- Increase tree canopy and mitigate the urban heat island.
- Embrace Latino culture through public art, creative placemaking, and design.
- Reduce food swamps and deserts.



UPCOMING PROJECTS & RECOMMENDATIONS

- **NRSA**
- Arroyo Vista Park & Las Vegas Wash Trail
- Tree Canopy improvements
- Signage and Wayfinding
- Stewart Avenue and complete streets
- Paseo Bonanza
- Downtown Access Project
- Desert Pines neighborhood



ONGOING INITIATIVE:
NEIGHBORHOOD REVITALIZATION STRATEGY AREA

WHAT?

The City of Las Vegas is set to submit an application to the U.S. Department of Housing and Urban Development (HUD) to receive a special designation called a Neighborhood Revitalization Strategy Area (NRSA). 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.

WHY?

While Las Vegas neighbors acknowledge that each neighborhood in the city has its own distinctive character, they also see a city that provides access to education, healthcare, resources, and jobs, no matter where in the city they happen to live. Revitalization efforts aim for more equitable outcomes and opportunities for all persons in the community.

HOW?

Previous planning efforts have helped to define the needs in the community and identify improvements desired in the public realm. This planning effort will expand the scope of focus to include social, economic and physical programs to support the neighbors. So far, the NRSA team has received input from over 800 residents and business owners, providing integral direction to this planning effort.

**LAS VEGAS 2050 MASTER PLAN**
City Initiative

**OUR FUTURE EAST LAS VEGAS**
City Initiative

**NRSA PLAN**
HUD Federal Initiative

Links: 2050 Master Plan, Bruce Street Green & Complete Street Study, Spencer Greenway Trail Plan



EAST LAS VEGAS
NRSA

GET INVOLVED!
Visit: www.lasvegasnevada.gov/ourfuture
You can also receive updates by texting **LV RRP** to **468-311** or scan below.
Information will be sent in English and Spanish.



The NRSA study area falls within the Our Future East Las Vegas focus area. The NRSA and Our Future East Las Vegas project teams are collaborating on engagement efforts and project recommendations and strategies.

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RECOMMENDATION: TRAIL IMPROVEMENTS

WHAT?

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

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

NEXT STEPS

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



Our Future East Las Vegas | www.lasvegasnevada.gov/Government/Initiatives/Our-Future



ONGOING INITIATIVE: ARROYO VISTA PARK

WHAT?

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



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

WHEN?

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

WHO?

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

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

- Councilwoman Diaz

Our Future East Las Vegas | www.lasvegasnevada.gov/Government/Initiatives/Our-Future

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RECOMMENDATION: TREE CANOPY

WHAT IS AN URBAN TREE CANOPY?

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

TREE CANOPY BENEFITS

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

WHAT CAN YOU DO?

Visit nevadaplants.com, getoutdoorsnevada.org, onetreepanted.org & impact-nv.org to learn more about how you can get more trees in your neighborhood.

INCREASE VALUE OF PROPERTY

Trees within **50** feet of a structure can boost property value.

REDUCE HEAT EXTREMES

Areas with tree cover of 5% or higher saw a **80%** reduction in heat-related ambulance calls.

CLEANER AIR

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

ON TREE EQUITY

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

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

Source: Tree Equity Score by American Forests

WHAT IS THE HEAT ISLAND EFFECT?

Urban areas heat



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WHAT?

Wayfinding is a system of varying types of directional signage to help create a sense of arrival and place. Wayfinding can make it more convenient for residents and visitors to find key landmarks and their desired destinations.

By standardizing wayfinding in East Las Vegas, both community members and visitors will be able to easily find their way around the community. Wayfinding design outcomes include:

- Seamless connections/walkable districts
- Multi-modal lifestyles
- Improved access to transit and bike/ride share
- Improved connections amenities
- Beautification and civic
- Cleaner natural environment

WHERE?

Locally distinctive gateways emphasize a sense of arrival in a specific neighborhood or area of the city. Gateway treatments and wayfinding signage will be important at key entrances to the city along major streets, as indicated on the map below. Gateways provide unique wayfinding opportunities to establish community gateways, social centers, art pieces, and more to promote the East Las Vegas brand and celebrate neighborhood heritage.

NEXT STEPS

The city will coordinate branding and phasing with the downtown wayfinding plan, conducting community outreach in East Las Vegas to understand and



Gateway Wayfinding, Source:BCS Not



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CITY OF LAS VEGAS

ONGOING INITIATIVE:
STEWART AVE COMPLETE STREETS

WHAT?

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

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

WHO?

The city of Las Vegas, Ward 3, NDOT.

20% of households do not own a vehicle

\$23.9M

100% of census tracts are considered Transportation Disadvantaged

28% of neighbors live below the poverty line

The City of Las Vegas was awarded the full **RAISE GRANT** for this project in August 2022

Source: CLV GreenVision: Stewart Avenue Complete Streets Fact Sheet

BENEFITS

- INCREASED SAFETY**
Increases safety for vulnerable roadway users
- MOBILITY**
Mobility for zero-car households
- SHADE FOR COMFORT**
Shade to increase comfort and combat urban heat island impacts
- ACCESS**
Increases safety for vulnerable roadway users
- ECONOMIC STRENGTH**
Improves economic strength through reinvestment

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

Our Future East Las Vegas | www.lasvegasnevada.gov/Government/Initiatives/Our-Future

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WHAT?

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

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

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

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



Our Future East Las Vegas | www.bonanzarevived.com/Government/Initiatives/Our-Future

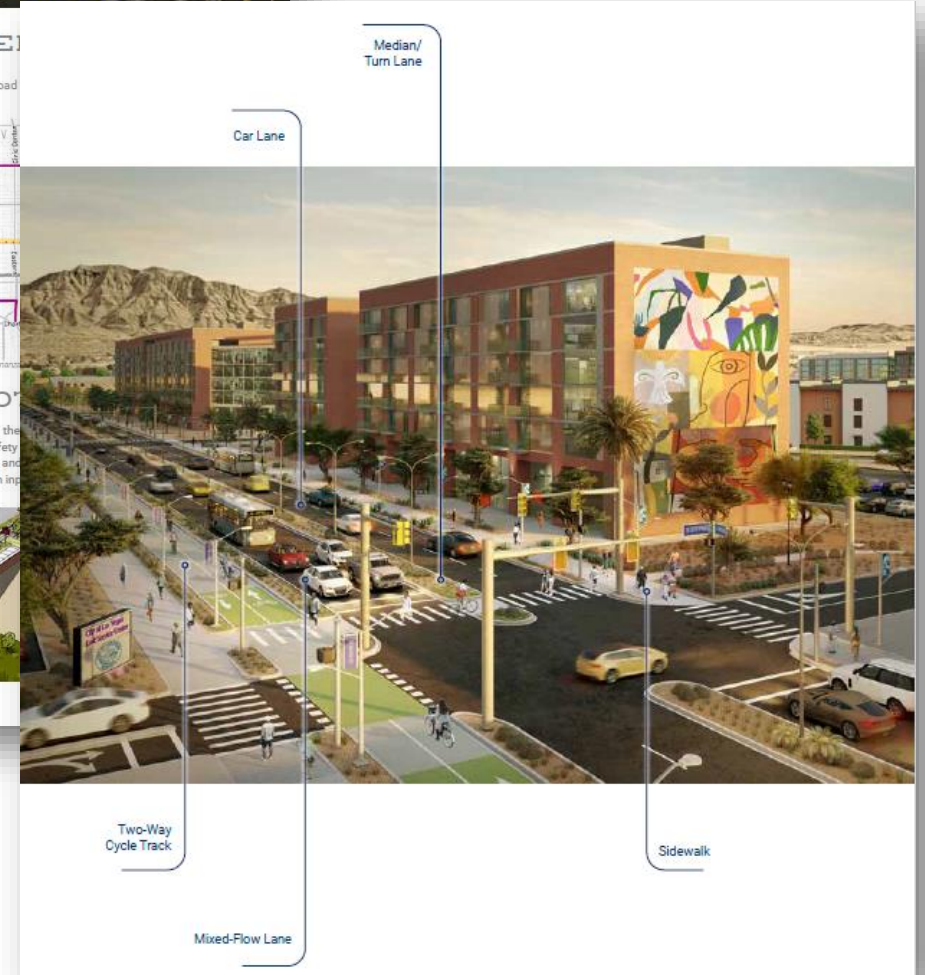
WHERE?

Bonanza Road
Boulevard.



WHO?

Building on the
(NDOT) Safety
with NDOT, and
(RTC) - with ing



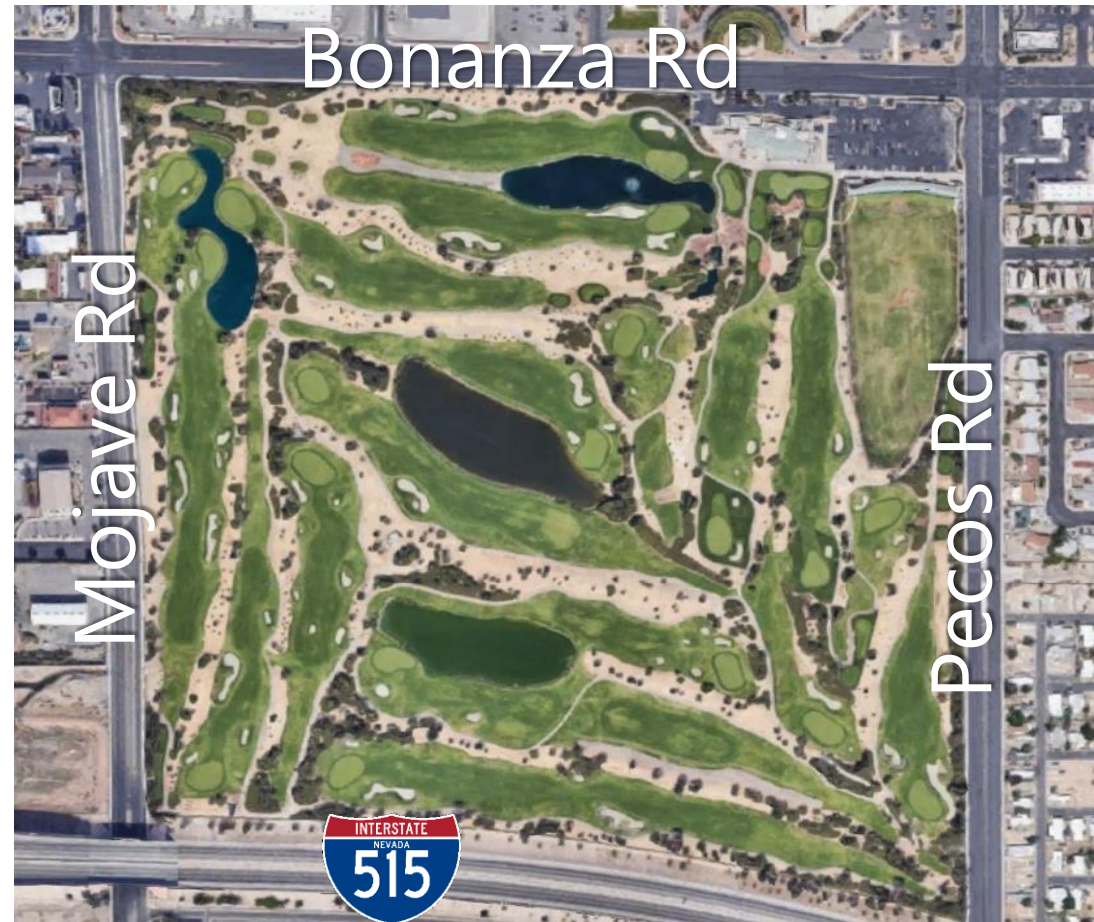
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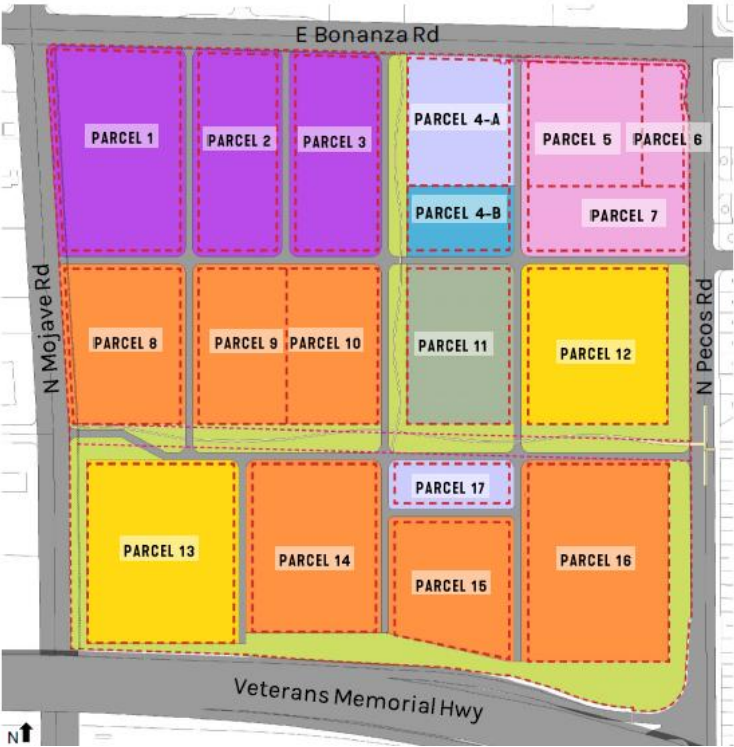
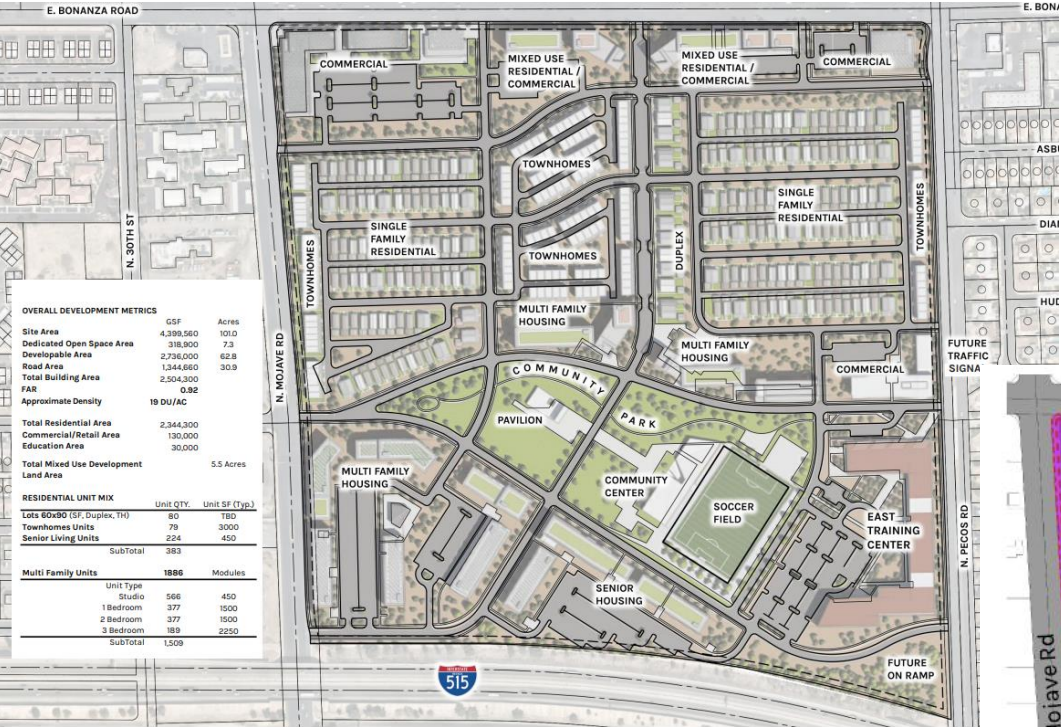


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DESERT PINES NEIGHBORHOOD



LAND USAGE					
Parcel	land usage	program	Acre	units/area	density, DU/Acre
# 1	mixed-use	Multi family + Small retail	6.3	186 units	30
# 2		Senior living + Small retail	3.9	158 units	40
# 3		Universal design + Small retail	4.0	136 units	34
# 4-A	education	CSN Training center with future expansion	3.2	30000 sf	
# 4-B	civic/community use	Proposed community center facility with shared parking	1.7	TBD	
# 5	retail/Commercial	Commercial/Retail	3.6	46000 sf	
# 6		Commercial/Retail	1.3	13400 sf	
# 7	Multifamily Mixed-Income	Retail/Restaurant/Food hall	2.5	12000 sf	
# 8		Walk-up	4.4	154 units	35
# 9		Walk-up	3.4	120 units	35
# 10	civic/public park/public recreation	Walk-up	3.6	120 units	33
# 11		Public park / Public recreation	3.9	3.6 acre	
# 12	SFD & Townhomes	SFD & Townhomes (Duplex)	5.7	74 units	13
# 13		SFD & Townhomes (single family)	6.8	86 units	13
# 14	Multifamily Mixed-Income	Walk-up + Community management	5.3	152 units	29
# 15		Walk-up	3.6	96 units	26
# 16		Walk-up	7.0	232 units	33
# 17	education	Early education center	1.1	10000 sf	
		Cedar trail / Public open space	12.1	12.1 acre	

Mixed-use

Education

Civic/community use

Retail/commercial

Multifamily mixed-income

SFD & town homes

Civic/public park/public recreation

Cedar trail/ Public open space

Desert Pines Vision Plan (R-14-2022)

Conceptual



Conceptual