

City of Las Vegas

Ward 1 NRSA

DRAFT

June 5, 2025

TABLE OF CONTENTS

Executive Summary	2
What is a Neighborhood Revitalization Strategy Area?	3
Geographic Area and Data	4
Other Planning Efforts and Adjacent Projects	9
Consultation	11
NRSA Recommendations Framework	12
Goal 1: Diversify Housing Mix and Support Existing Homeowners	13
Goal 2: Targeted Reinvestment in Commercial Areas	18
Goal 3: Improve Multi-Modal Options – Walking, Biking, Buses	21
Goal 4: Establish a Distinctive Sense of Place and Build Community through Public Spaces and Community Amenities	29
Leveraging Funding	33

EXECUTIVE SUMMARY

The Ward 1 Neighborhood Revitalization Strategy Area (NRSA) offers a unique opportunity for the city of Las Vegas to directly target a centrally located “Middle Neighborhood” that is at risk of decline without intervention.

The Ward 1 NRSA area was established for a number of reasons:

- A portion of the area was previously the focus of the Meadows Walkable Community study, which identified the area as an ideal walkable community center with a mix of housing, commercial businesses, services and the foundation for walkable assets that could be further developed to not only stabilize the neighborhood, but help it thrive. While some of the plan recommendations have been implemented, more remains to be done.
- The city of Las Vegas is simultaneously completing the Charleston Area Plan – an outcome of the 2050 Master Plan for the city – and the timing of the NRSA allows us to drill down on specific recommendations being made for the larger Charleston area with specific tactics to support the much smaller NRSA area.
- The city of Las Vegas and the Regional Transportation Commission (RTC) are currently studying the feasibility of high-speed transit on W Charleston Boulevard, which is the southern boundary of the study area. This transit network would connect the neighborhood to reaches beyond the city of Las Vegas, and also would bring with it policies to support transit-oriented development which could dramatically alter the area in ways that could be positive, but also negative if not planned for and managed.
- The population is aging and increasing costs of caring for aging homes and higher property taxes puts many NRSA residents at risk of displacement. We want to get ahead of this challenge and find ways to keep people in places with amenities and services to support them.

Middle Neighborhoods are generally defined as neighborhoods that are:

- Generally stable but face oncoming challenges of gentrification or potential decline, requiring strategies to support their revitalization and ensure they remain affordable and accessible;
- Home to working and middle class families, offering a balance of urban amenities and elbow room;
- Characterized by a mix of housing types, walkability and access to commercial amenities; and
- Racially and socioeconomically diverse, historically serving as places for upward mobility for working and middle class families.

We believe the Ward 1 NRSA is a Middle Neighborhood in need of support and intervention. This plan aims to do that by establishing specific projects and tasks to be delivered to achieve the following four goals:

- **Goal 1:** Diversify Housing Mix and Support Existing Homeowners
- **Goal 2:** Targeted Reinvestment in Commercial Areas
- **Goal 3:** Improve Multi-Modal Options – Walking, Biking, Buses
- **Goal 4:** Establish a Distinctive Sense of Place and Build Community through Public Spaces and Community Amenities

WHAT IS A NEIGHBORHOOD REVITALIZATION STRATEGY AREA (NRSA)?

The Neighborhood Revitalization Strategy Area (NRSA) designation was established by the U.S. Department of Housing and Urban Development (HUD) in 1995. The intent of the place-based program is to create opportunity in distressed neighborhoods by stimulating investment that economically empowers low-income residents. NRSA's are intended to create partnerships among federal and local governments, the private sector, community organizations and neighborhood residents.

NRSA's aim to:

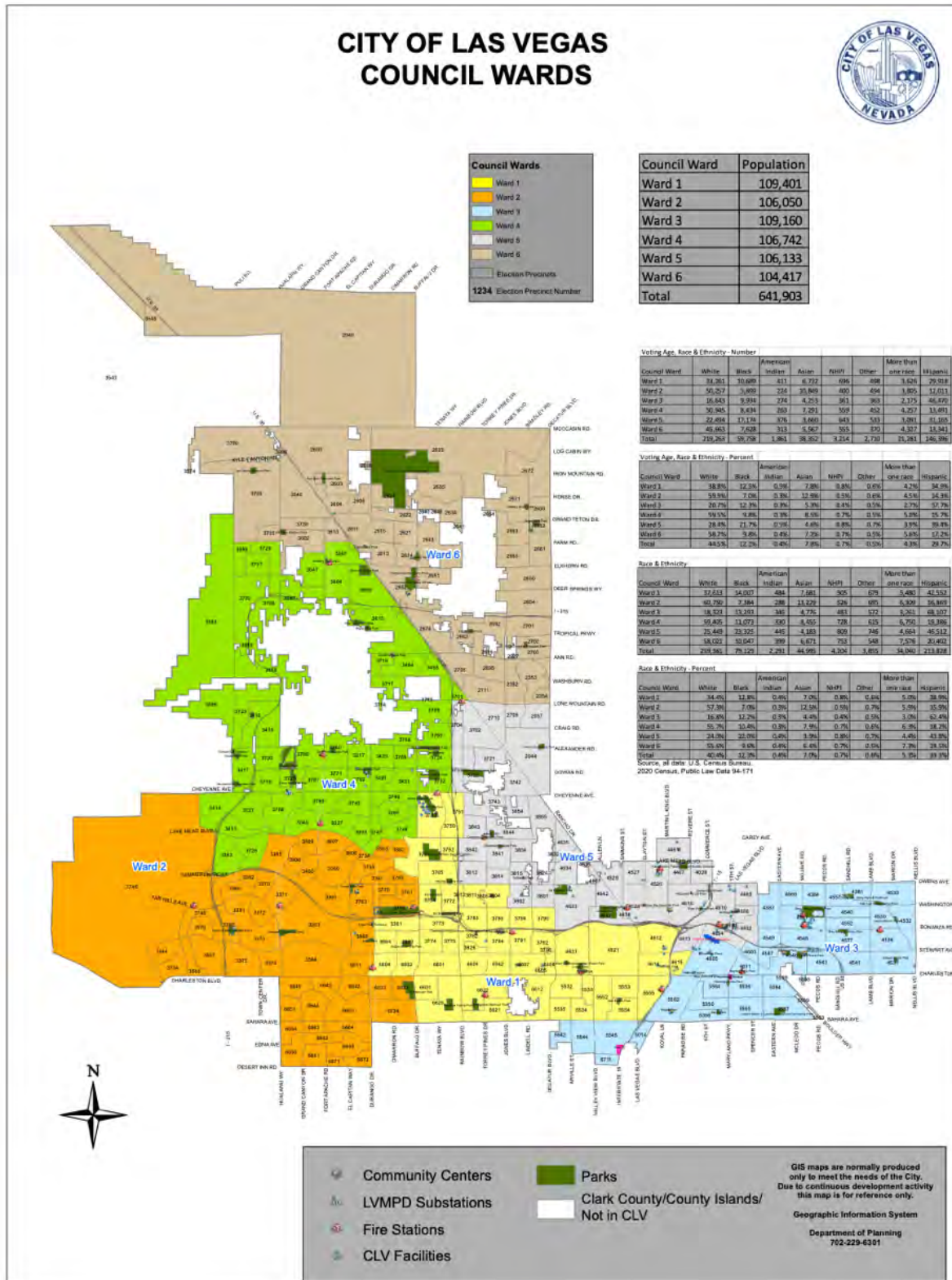
- Lay the groundwork for community growth
- Make neighborhoods attractive for investment
- Ensure the benefits of economic activity remain in neighborhoods for the long-term
- Create partnerships between local government agencies, the business community, community groups and residents
- Foster the economic growth of residents by addressing their housing, economic and human service needs.

The designation of a NRSA allows the city of Las Vegas to target Community Development Block Grant (CDBG) resources in support of community revitalization efforts by providing flexibility in how those funds are used in the NRSA area, as demonstrated in the following table:

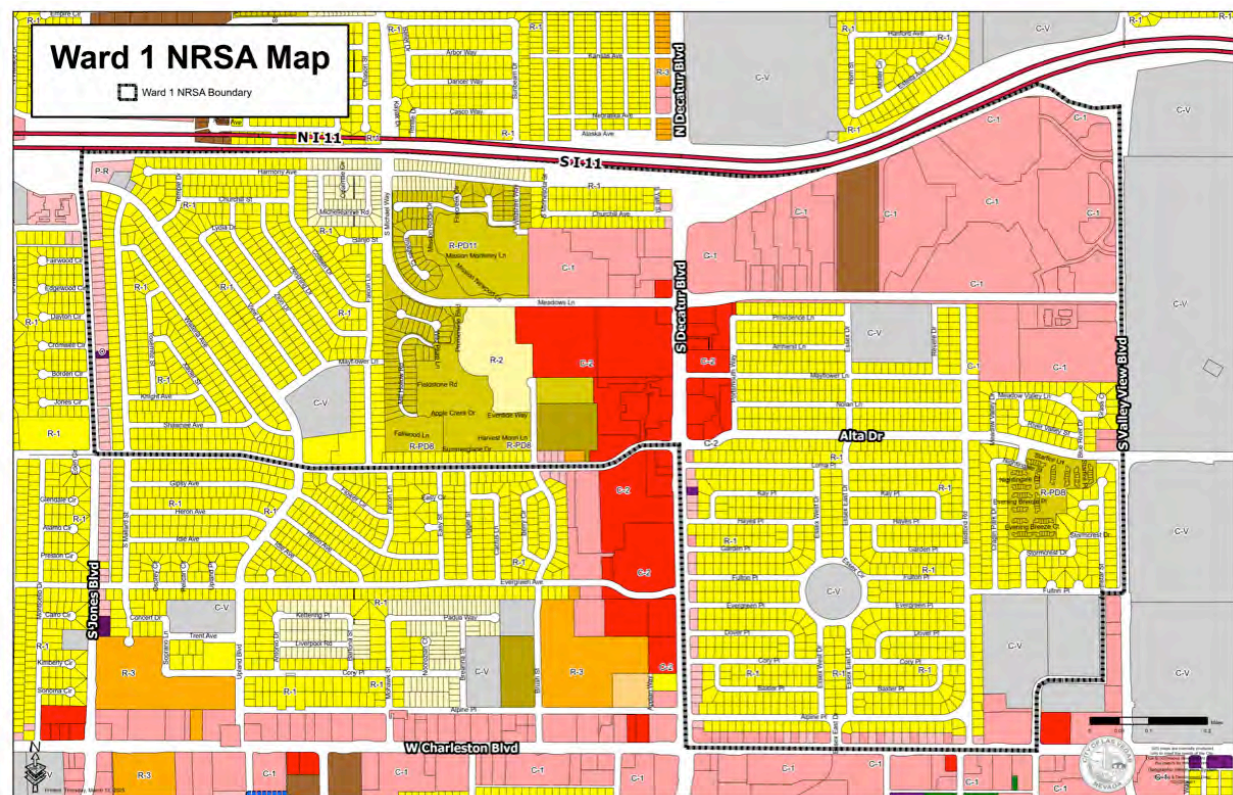
NRSA BENEFIT AREA	DETAILS
Housing Development	The NRSA creates opportunity for CDBG funds to be utilized to support both single-family and multi-family mixed-income housing in order to revitalize the neighborhood.
Job Creation and Retention	The NRSA eases barriers to utilizing CDBG funding to support businesses in job creation and retention activities by reducing reporting requirements.
Economic Development and Investment	The NRSA increases the city's flexibility in economic development program design to attract companies and investment that will be able to create jobs.
Supports Partnerships with Community Agencies	The NRSA provides greater flexibility in utilizing CDBG funding to partner and contract with community-based organizations to do neighborhood revitalization, community economic development or energy conservation projects, thereby helping to increase their capacity.

GEOGRAPHIC AREA AND DATA

The city of Las Vegas is comprised of six (6) wards. Ward 1 covers the south-central area of Las Vegas and is located immediately west of Downtown Las Vegas and the Las Vegas Strip. The population of Ward 1 is approximately 109,401 and is predominantly Hispanic (39.9%) and White (34.4%).



The Ward 1 NRSA is located within the heart of Ward 1 and overlays the Meadows neighborhood and the northern half of the Charleston Heights East neighborhood, stopping at Alta Drive (the Charleston Heights East neighborhood extends south from the NRSA boundary to Charleston).



The Ward 1 NRSA area covers two census tracts and six block groups as demonstrated in the table below:

Census Tract	Block Group	% Low to Median Income (LMI)
1.05	1	25.5%
	2	39.9%
	3	32.2%
1.06	1	75.80%
	2	55.30%
	3	81.1%
Average LMI of All Tracts/Groups		51.6%

Demographics

The total population of the Ward 1 NRSA area is 9,945. 50.8% of residents identify as female and 49.2% identify as male. The median age of residents is 42.1 years old with 20.8% of residents 65+ and another 26.1% aged 45 to 64. Only 37.4% of households are married couples. 58.2% of residents in the NRSA are Hispanic, with 24.8% white, 6.7% Asian and 6.1% Black. 31.3% of NRSA residents (or 3,109 residents) were foreign born and of that number 1,916 residents are not a naturalized US citizen. 53.5% of residents speak a language other than English at home (Spanish primarily) and 2,156 residents noted than speak English less than very well.

Education, Employment and Income

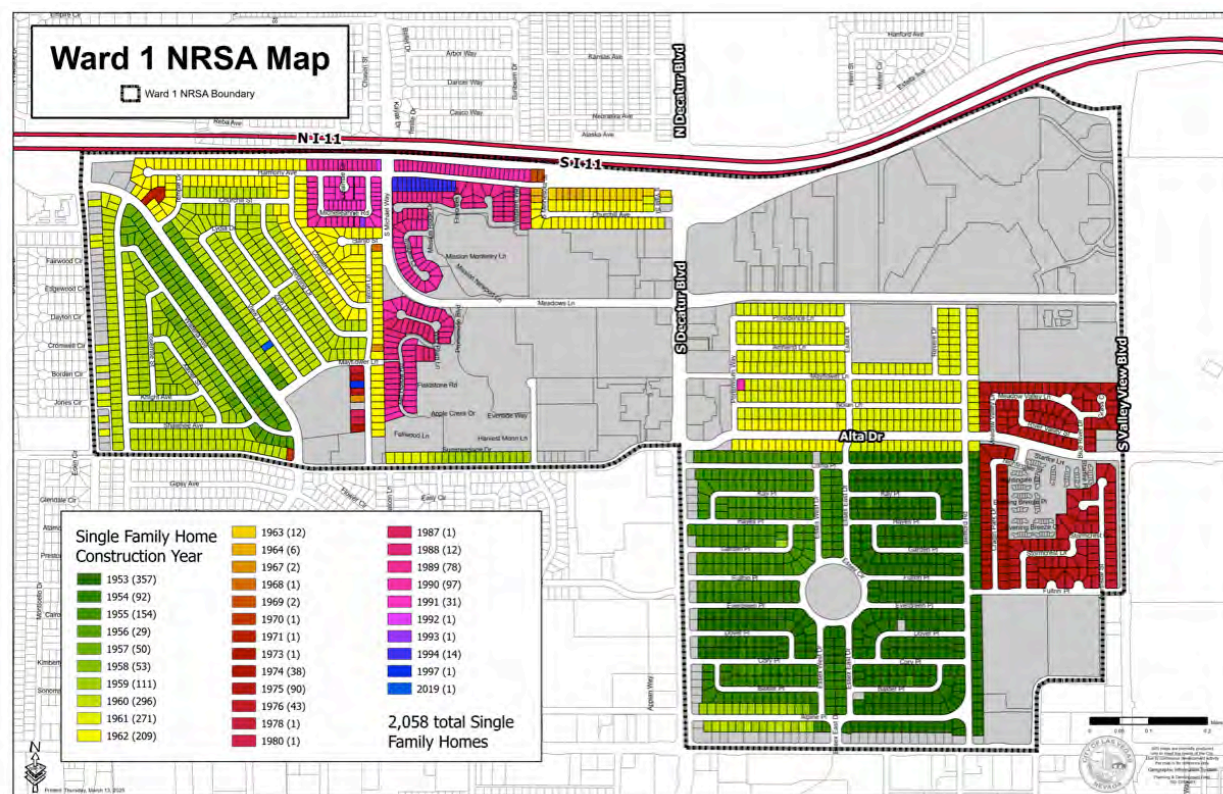
More than three-quarters of residents 25+ have only a high school diploma, and 18.9% have a bachelor's degree or higher. 6.4% (or 513 residents) are veterans. 15.1% (or 1,498) of residents in the neighborhood live with a disability – 814 of those are age 65+ and another 650 are 18-64. The unemployment rate is 9.6%. The median household income is \$54,506 and the median family income is \$82,205. 15.4% of residents live below the poverty level. On average, 91.6% of students qualify for free and reduced lunch in the 2024-2025 school year, up from 77.28% in the 2018-2019 school year.

Housing

There are 3,762 dwelling units in the Ward 1 NRSA area, and 3,581 households and 90.4% of residents were living in their home a year ago. 54.2% of residents own their home and 45.8% rent. The majority of households are single family at 54.7%. Another 32.8% of housing units are apartments. The following table identifies the mix of units:

Dwelling Unit Type	Number of Units	% of total units
Single Family	2,059	54.7%
Apartment	1,233	32.8%
Townhome	214	5.7%
Condominium	256	6.8%
TOTALS	3,762	100%

The majority of housing was constructed in the 1960s and 1970s as demonstrated by the map below:



49.7% of renters are considered rent-burdened, meaning they spend 30% or more of their income on rent and utilities. 27.1% of homeowners are considered mortgage burdened by the same measurements.

The following affordable housing facilities are located within the Ward 1 NRSA:

- James Down Towers – A Southern Nevada Regional Housing Authority affordable housing property. The complex was built in 1972 and has 200 units. It is located at 5000 West Alta Drive, near the intersection of Decatur and Alta.
- Stella Fleming Towers – A Nevada HAND affordable housing property. The complex was built in 1981 and has 115 units including 62 designated senior units. It is located at 400 Brush Street.
- Decatur Commons – A Nevada HAND affordable housing property. The complex was completed in 2022 and features 480 total units, including 240 units of senior housing and 240 units of family housing. It is located at 400 S Decatur Blvd.

Transportation

82.3% of residents use a car for transportation to get to work with an additional 10.5% relying on carpool to get to work. 3.9% work at home, and 2.8% use public transportation. 17% of residents have no access to a vehicle.

Primary Commercial Areas

There are five major commercial areas within the Ward 1 NRSA:

- **Meadows Mall** – Meadows Mall is a shopping mall located on 84 acres in the northeast corner of the NRSA. It is a two-story enclosed mall with 945,000 square feet of space. It has 122 stores and four anchor tenants – Curacao, a Dillard's clearance outlet, JCPenney and Macy's. The mall is surrounded by nearly 4,600 surface parking lots.
- **Meadows Business Park** – The Meadows Business Park is a commercial office complex located adjacent to the Meadows Mall.
- **Loma Vista Shopping Center** – The Loma Vista Shopping Center is a commercial center that includes a variety of supermarkets including the Cardenas Supermarket – a popular local market known for its extensive selection of international and local food items. Cardenas opened in 2011 after the significant remodeling of a former department store space and offers fresh produce, a meat market and a bakery as well as a range of prepared foods. The center also has other local favorite spots including a popular donut shop.
- **Alta Decatur Shopping Center** – Also known as Decatur Commons this center features a variety of local services and food establishments, including a dentist, nail salon, and more. It is located at the southwest corner of S. Decatur Blvd and Alta Drive. It is adjacent to the Decatur Alta Apartments.

Neighborhood Amenities

- **Healthcare** – The NRSA is home to the Southern Nevada Health District and the Southern Nevada Community Health Center. In addition, there are more than 30 health care oriented businesses within the area, including doctors and pharmacies. The Ward 1 NRSA is also immediately adjacent to the Las Vegas Medical District. By some accounts many nurses and health care workers live in the area because they cannot afford housing in the Medical District.
- **Dining and Entertainment** – There are approximately 40 dining and entertainment locations, mostly located on Decatur Boulevard, W Charleston Boulevard, and adjacent to Meadows Mall. Notably a local spot called Pop's Philly Steaks on the corner of Alta Drive and S. Decatur Boulevard is open 24 hours and adds unique character to the area.

- **Schools** – There are three schools in the area - Hyde Park Middle School, Griffith Elementary, Red Rock Elementary.
- **Churches** – The Ward 1 NRSA is home to many churches and many different denominations, including Potter’s House, Redrock Baptist Church, Iglesia Bautista Galilea, Jesu Cristo es El Senor Universal, Iglesia Cristiana Elohim Church of the Brethern, Iglesia Cristiana Fuego de Dios, City of Refuge/Church of God in Christ, Divine Mercy Catholic Church (Polish), Centro Cristiano Internacional, Agape Family Pentecostal Church and the Church of the Greater Harvest Ministries.
- **Parks and Public Spaces** – There are three primary parks in the Ward 1 NRSA area - Cragin Park, Rotary Park and the Essex Circle/West Charleston Lions Park. The Essex Circle park was constructed in 1973 in the heart of the Hyde Park subdivision, and is a 4.5 acre park that is circular in shape and surrounded by a continuous stretch of the one-way Essex Circle. The Springs Preserve – a 180 acre attraction featuring botanic gardens, museums, trails and more, is immediately east of the NRSA area, adding many cultural and educational opportunities.
- **Community Facilities** – The Ward 1 NRSA is home to many community facilities included the Springs Preserve, Bill & Lillie Heinrich YMCA, which provides an assortment of recreational opportunities including tennis, swimming, aerobic classes and a water park; and the Charleston Heights Arts Center.
- **Public Safety** – There are two fire stations within the Ward 1 NRSA area.

OTHER PLANNING EFFORTS AND ADJACENT PROJECTS

There are a number of other planning efforts that have informed the recommendations in this Ward 1 NRSA plan.

Charleston High Capacity Transit Plan

The Charleston High Capacity Transit Plan was Funded by a RAISE grant awarded in 2023. This study is currently underway and is creating a plan for high capacity transit on Charleston Boulevard from Summerlin to Nellis Blvd. This is likely to be center-running transit, bringing with it narrower lanes, more sidewalk space and bicycle lanes. Public outreach for this planning effort launched in January 2025.

Charleston Area Plan

The work to develop the Charleston Area Plan began in early 2024 and is nearly complete. The goal of the plan is to guide the growth of the Charleston plan area for the next 25 years. The study area is bounded by the I-15 highway to the East, South Buffalo Drive to the west and the I-95 to the north. The plan area includes the Meadows and Charleston Heights East neighborhoods– the focus of the NRSA – as well as Charleston-Rainbow, Charleston Heights West, Las Vegas Springs, Rancho Manor, Rainbow Park, College of Southern Nevada, Charleston Heights South, Las Verdes Heights, Baskin Park, Enchanted Village and Richfield neighborhoods. The plan is primarily focused on land use, including looking at the City’s regulations, priorities and investments for housing and development, parks and open space, amenities (playgrounds and recreation centers), streets, transit, sidewalks and bike lanes, and jobs and education facilities. A transit-oriented development overlay is likely to be an emerging recommendation that would impact the NRSA area. The plan is anticipated to be complete by the end of June 2025.



Above: Map of the Charleston Area Plan Boundaries

Meadows Walkable Community Plan

The Meadows Walkable Community Plan was adopted by resolution in April 2012. The plan identifies a walkable community as one that allows residents to socialize and access community amenities needed to conduct routine activities of daily life within a 10-minute walking distance and establishes a walkable community boundary in the Meadows area (the eastern-most portion of the NRSA). The plan emphasizes the importance of local commerce that people can walk to, utilization of Complete Streets to make walking and biking safer, and public gathering spaces to ensure local interaction.

Right: Meadows Walkable Community Plan Boundary

Las Vegas 2050 Master Plan

The Las Vegas 2050 Master Plan was adopted by City Council in June 2021. The 2050 Master Plan identifies 16 areas of the city and provides high-level guidance on the future growth and development of the city. The Master Plan is built around five guiding principles – to create an equitable, resilient, healthy, livable and innovative city.



CONSULTATION

The development of the NRSA was done in coordination with the development of the Charleston Area Plan and consultation was conducted simultaneously. While the Charleston Area Plan boundaries are slightly larger than the NRSA, we were able to extract targeted information from study area residents and businesses as part of the effort, both in terms of in-person engagement events and online survey analysis conducted. The approach to seek input from the community was designed to offer a variety of ways to collect meaningful input and reach all community stakeholders, all the while building trust and support with stakeholders along the way.

There were three rounds of engagement with the community, including local residents, businesses and property owners. In addition, background research and analysis was conducted, and conversations were held with city staff in key departments. Through engagement, the local community helped shape the vision for the NRSA and the strategies contained herein. Key findings from community engagement and background analysis are included in relevant sections throughout this plan. Consultation and engagement with stakeholders included:

Engagement Round 1: June-July 2024

The first round of community engagement focused on exploration of community goals and priorities. Engagement included:

- 105 focus group participants
- 130 pop-up engagement participants
- 246 survey responses (conducted in both English and Spanish), 164 of which came from residents and stakeholders of the Ward 1 NRSA area

Engagement Round 2: November-December 2024

The second round of engagement focused on obtaining feedback on emerging recommendations. Engagement included:

- 33 focus group participants
- 130 pop-up engagement participants
- 202 survey responses (conducted in both English and Spanish) – 135 of which came from residents and stakeholders of the Ward 1 NRSA area

NRSA RECOMMENDATIONS FRAMEWORK

The NRSA area is home to a diverse population, single family residential neighborhoods, high-density affordable housing facilities, significant commercial offerings, unique community amenities and transit infrastructure that will be expanding. The area offers significant potential to cement a healthy, livable, walkable and economically resilient community with a strong sense of pride and belonging. Doing so means addressing challenges and responding to opportunities. The following impactful and measurable projects advance each established goal.

Goal 1: Diversify Housing Mix and Support Existing Homeowners

- Strategy 1.1 Add higher density housing on major corridors
- Strategy 1.2 Support single family homeowners and protect low-income households from displacement
- Strategy 1.3 Add affordable housing choices
- Strategy 1.4 Address underdeveloped and vacant lots
- Strategy 1.5 Stabilize housing for those in or on the verge of homelessness

Goal 2: Targeted Reinvestment in Commercial Areas

- Strategy 2.1 Reimagine Meadows Mall and Loma Vista Commercial Area
- Strategy 2.2 Bring services and destinations closer to people's homes
- Strategy 2.3 Explore the potential to create a low-interest development loan program

Goal 3: Improve Multi-Modal Options – Walking, Biking, Buses

- Strategy 3.1 Establish major corridors as vibrant commercial streets
- Strategy 3.2 Establish secondary corridors as active transportation streets
- Strategy 3.3 Establish local streets as multi-modal streets
- Strategy 3.4 Add transit (Charleston)
- Strategy 3.5 Make the neighborhood friendly for bikes, scooters and skateboards

Goal 4: Establish a Distinctive Sense of Place and Build Community through Public Spaces and Community Amenities

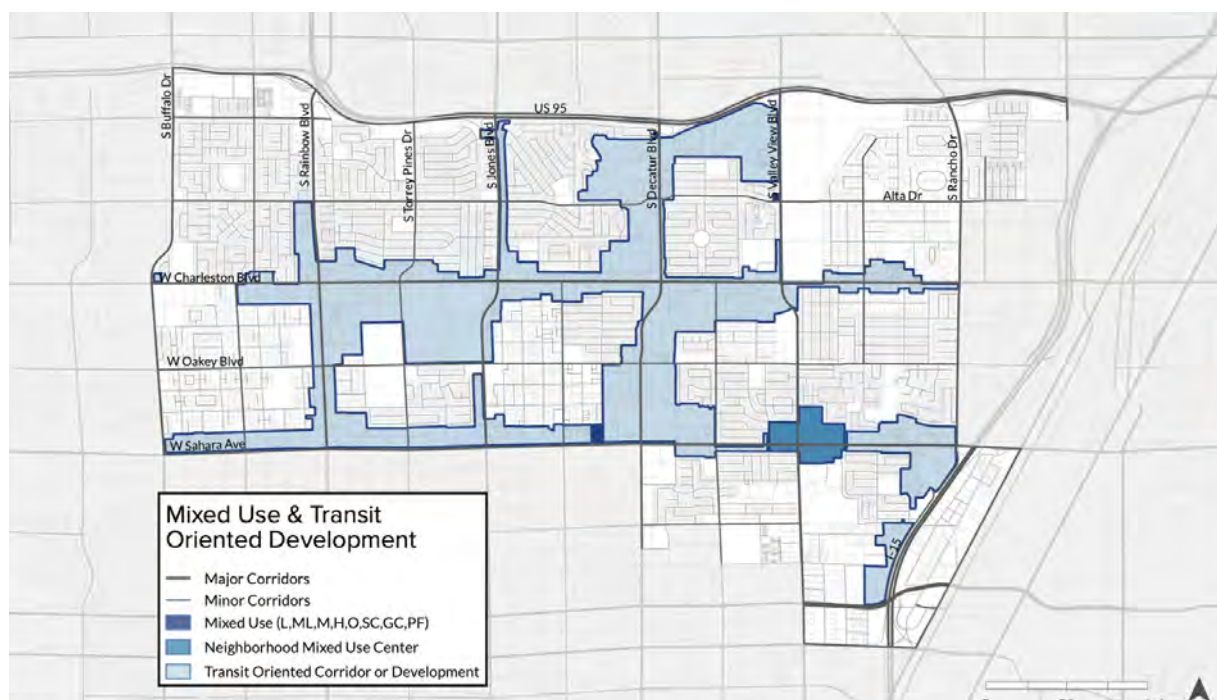
- Strategy 4.1 Ensure all residents live within a 10-minute walk of a park/public space
- Strategy 4.2 Provide additional indoor civic amenities
- Strategy 4.3 Enhance heritage through design guidelines

Goal 1: Diversify Housing Mix and Support Existing Homeowners

Goal one focuses on offering diverse housing choices for all ages and income levels, through mixed-use, transit-oriented development on major corridors and gentle density in neighborhoods. The plan aims to encourage attractive, high-quality housing that matches the aspirations of residents for the character and opportunities in their communities, while providing additional affordable housing options and protecting low-income households from displacement.

Strategy 1.1. Add Higher Density Housing on Major Corridors

With a focus on creating vibrant, people-friendly transit corridors, the city will prioritize Transit-Oriented Development (TOD) on primary transit corridors, allowing us to add housing at different price points without adding congestion or the requirements that people must own cars to get to where they need to go. Primary corridors to focus this effort include Charleston Blvd, Valley View Blvd, Decatur Blvd. and Jones Blvd.



In outreach conducted for the plan, residents stated that on these major corridors they would like to encourage transformation, replace parking lots and buildings with high-quality development and encourage high-density development to meet housing needs, to support businesses and to encourage transit ridership. In particular, transit-oriented development along Charleston – where the new high-speed transit is proposed – means building mid- or high-rise buildings near transit where people can live work and shop in one place. With homes, offices and stores close to public transport, more people can walk, bike or take transit instead of driving, reducing traffic and costs. Safe streets with welcoming sidewalks and active storefronts will make these areas lively, enjoyable and safer.

1.1.1 Explore a Transit Oriented Development (TOD) Overlay District around major streets and transit corridors

TODs are important ways to maximize development where transit can help move people around without creating more congestion. A TOD Overlay District would enable extra heights and densities

(eight stories minimum and more if appropriate) to encourage development of vacant lots and redevelopment of underutilized (1-story) buildings and/or strip malls. The overlay zone could provide incentives, permit a variety of development types, encourage/require ground floor retail and enable a wide variety of uses, while disallowing car-intensive uses such as car dealerships, drive throughs and gas stations. The overlay should also reduce or eliminate minimum parking requirements and allow for flexibility in meeting parking demand based on market conditions.

Goal 1.2 Support Single Family Home Owners and Protect Low-Income Households from Displacement

Single-family detached homes are the most common residential form in the NRSA, with the majority being post-war homes with a lack of modern amenities. The costs of maintenance can be prohibitive, particularly for older homeowners on fixed incomes, and this creates a risk that significant portions of the housing stock could go into decline without intervention. Additionally, aging homeowners that desire to stay in the neighborhood but want to avoid the burden of caring for an older home do not have a lot of choices currently, other than senior living facilities.

During engagement, residents stated that they would like to see low-impact, gradual and positive housing change within the core neighborhood areas, rather than high-density development (which they feel is more appropriate for major corridors and neighborhood edges). This goal focuses on two components. The first is to help keep people housed in place through programs that support both critical and aesthetic improvements to their homes. The second is to begin to encourage diverse housing options that meet the needs of residents at all stages of life, while preserving the character of the neighborhood. Anti-displacement is the overarching focus – ensuring that those who wish to stay in the neighborhood are supported to do so.

1.2.1 Create a dedicated single family residential facade and improvement grant program for the neighborhood

The city of Las Vegas has an existing program called SHIFT (Safe Home Improvements Funding and Training) that helps residents code concerns and promote neighborhood safety. They have also facilitated single family residential facade improvement programs in recent years. The city should develop a dedicated grant program that provides funding for homeowners to invest in both critical repairs and aesthetic improvements that reinforce neighborhood character.

1.2.2 Implement design guidelines to ensure new buildings maintain neighborhood character

Design guidelines capture the history, culture and character of a neighborhood, and help ensure redevelopment or new development honors that. The distinctive post-war homes in the Ward 1 NRSA make for a unique neighborhood. Establishing design guidelines will help to ensure that all new development in the neighborhood reflects the character that is there.

1.2.3 Update zoning codes to permit a variety of missing middle housing forms in addition to single family units, such as duplexes, triplexes, fourplexes, courtyard building and townhouses

Residents are very cautious about wanting to protect their neighborhoods character. Missing middle housing – like duplexes, townhouses, and courtyard homes – add more housing options while blending into existing communities. This “Missing Middle” housing helps to maintain neighborhood character while increasing housing stock. Through zoning, the city can enforce a low-rise neighborhood typology through the use of maximum building heights, while encouraging allowances for more (up to four) units per lot to increase housing options.

Goal 1.3 Add affordable housing choices

With single family housing being the most common residential form in the NRSA, there are limited housing choices for those who do not need, or cannot afford, an entire detached house. During engagement, community members underlined the need for a full spectrum of housing options at different price points. Employers stated that it is sometimes difficult to fill job positions due to a lack of housing for workers. Many residents described financial challenges with finding housing such as high rent, cost of buying a home and lack of options available.

1.3.1 Incentivize and protect affordable housing

Cities across the country are creating policies to encourage more affordable housing and reduce displacement. But sometimes, these policies can make it harder or more expensive for developers to build, which can reduce the number of homes available and drive up costs. The NRSA plan aims to encourage both private and non-profit developers to build affordable housing while ensuring that

1.3.2 Implement an affordable rental replacement policy in the NRSA that is cost-neutral for developers

Require developers to replace and affordable rental units they demolish with new affordable units including a mix of moderate-income, low-income and very low-income affordable housing, as defined by NRS 278.01904, NRS 278.01906, and NRS 278.01902 respectively. Grant developers density allowances for an extra market unit for each affordable unit they are required to replace. For example, if a developer is permitted to build 50 units on site but is required to replace 5 affordable units, they should be allowed to build an additional 5 market-rate units, bringing the total to 60. This ensures developers can financially support the replacement of affordable housing while maintaining the overall project's viability.

1.3.3 Consider establishing a Community Land Trust (CLT) dedicated to providing a securing affordable housing stock in the NRSA

Set up a CLT with a mandate to preserve and increase affordable housing stock in the NRSA. Offer developers the option to pay cash-in-lieu to the CLT instead of replacing existing affordable rental stock

1.3.4 Consider a land-value capture tax, in which a portion of any future increases in property values get reinvested in the local community.

A land-value capture tax helps cities collect some of the increased value of land when it becomes more valuable due to public investments, such as new transit infrastructure or civic facilities. It means that when public project improve an area, landowners benefit through an increase in rental prices and property values, so they should contribute some of that gain back to the community. This money can then be used to fund more public projects or affordable housing.

Enable this land-value capture tax to fund affordable rental acquisitions for the CLT as well as local improvement project such as street beautification, park improvements and others

1.3.5. Support the construction of affordable housing projects on major corridors

Work with non-profit housing partners, expedite permit applications for affordable housing projects, allow extra densities or heights on lots owned by non-profit organizations, provided at least 30% of proposed units will be designated for affordable housing

1.4 Address Underdeveloped and Vacant Lots

There are a handful of underdeveloped or vacant lots in the Charleston area, which pose challenges to the vibrancy and safety of streets. However, these lots also present opportunities to address the community's housing needs.



1.5 Stabilize housing for those in or on the verge of homelessness

The State of Nevada has announced the Campus for Hope project, a proposed \$200-million facility designed to address homelessness by providing shelter, support services and resources to help individuals transition to stable housing. This will be located just outside of – but immediately adjacent to – the NRSA at the Southern Nevada Adult Mental Health Services Center at the corner of Jones and Charleston Boulevards. This will help address homelessness in the NRSA area and Las Vegas in general.

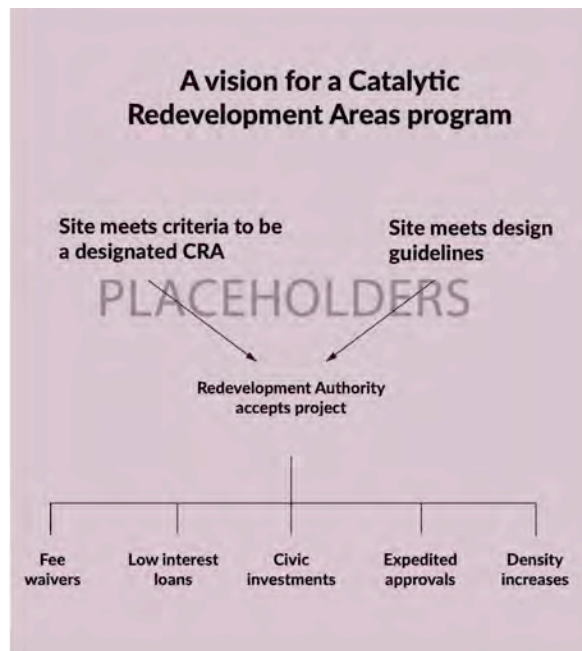
Goal 2: Targeted Reinvestment in Commercial Areas

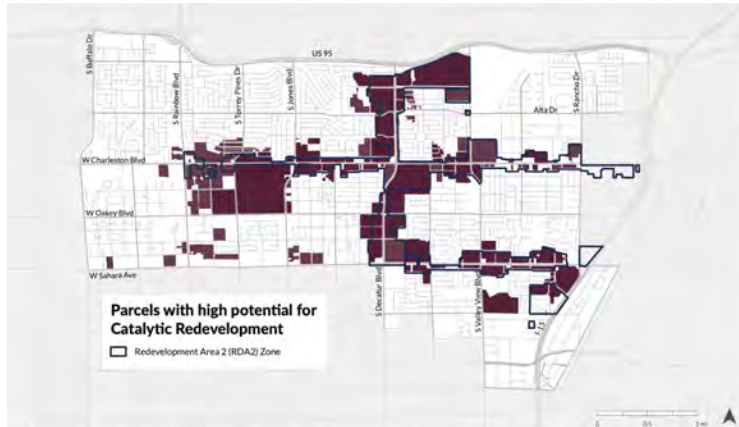
Focus City investments and development incentives within strategic transit-accessible locations to create a critical mass of pedestrian-friendly development. The Las Vegas 2050 Master Plan proposed to create “catalytic mixed-use hubs” to establish a critical mass of pedestrian-friendly development to encourage more similar development over time. The Charleston Area Plan outlined a vision for Catalytic Redevelopment Areas and an accompanying Catalytic Redevelopment Program to attract development to strategic places.

What is a Catalytic Redevelopment Area?

The city is proposing the creation of these areas – and an accompanying program – and will then invite landowners and developers to propose specific sites for it. Projects that meet the criteria will be eligible for incentives, and may be supported by public investments. The program aims to be impactful by:

- Making investments to increase street life and development in selected areas, including high-capacity transit, safer streets, placemaking and a new civic facility
- Offer incentives to encourage at least one developer to build a large-scale, pedestrian-friendly project, with the goal of attracting more developers to build similar projects nearby
- Establish a deadline for the program’s most impactful incentives to help encourage developers to invest as soon as possible. Otherwise, developers often prefer to let someone else take the initial risk.





2.1 Reimagine Meadows Mall and Loma Vista Commercial Area

- Comprises XX% of the commercial in the plan area
- Mall declining – has lost 2 of its anchor stores, something similar to Dave and Buster’s opened up, Curacao is popular
- Address wall along Meadows that doesn’t allow neighbors to pass through
- Future development of the site will define the character for the area
- Recommendations from the Walkable Community Plan:
 - Remove the roof from the pedestrian area of the mall creating a two story pedestrian main street and common area.
 - Develop condominium towers above the four anchor stores.
 - Provide unifying elements to unify the site.
 - Connect the east and west commercial sites with a common street that would run adjacent of the buildings to the west and extend east to the southern corner of the existing Dillards. Here the street would split, with one segment exiting onto Meadows Lane while the other segment would continue along the eastern portion of the mall towards Valley View Boulevard.
 - Add uniform size buildings along Meadows Lane to add symmetry to the overall site. The buildings would be low-rise and have retail and office uses.
 - Locate a transit hub or park and ride facility within the commercial area. The transit hub would make the project eligible for federal funding to improve pedestrian facilities within a half mile and bike facilities within three miles.
 - Provide pedestrian access to the north across the US 95 and east to the Springs Preserve from the site by means of pedestrian bridges.
 - Provide the undeveloped land that divides the east and west built areas an entrance to the development and a plaza area surrounded by three office towers.
 - Replace the underutilized shopping center with a parking structure having commercial stores fronting the two adjacent streets.
 - Construct an enhanced walking path that incorporates the 30-foot strip of land to the south of Meadows Lane around the perimeter of the site.
 - Develop the rear of the mall area into a park/common area with an amphitheater against the US 95.

2.2 Bring services and destinations closer to people’s homes

Small neighborhood shops and corner stores make it easier for people to walk to essential services, supporting a healthier, more active lifestyle. They also create local gathering spots, strengthening

community ties while keeping the neighborhoods quiet family-friendly feel. Allowing local small businesses and home office can also boost entrepreneurship and job opportunities close to where people live.

2.2.1 Enable small-scale shops and services at neighborhood intersections

Allow small-scale neighborhood commercial uses on every corner lot and create a standard definition in the land-use bylaw for neighborhood commercial uses for the specific purpose of serving local residents and compatible with neighborhood activities. Example of compatible uses are corner stores, coffee shops and bookstores.

2.2.2 Consider allowing neighborhood commercial uses within primary residences to enable people to start small businesses from the garage or front yards.

Enable a variety of uses within neighborhood zones that offer convenience and entrepreneurship opportunities for residents, such as home office uses.

▪ **Other areas**

- Arizona Charlie's Antique Mall?
- Work with property owners to ensure that if and when they choose to renovate or redevelop their properties they do so with the design principles
- Focus commercial/mixed-use development on Charleston transit corridor

2.3 Explore the potential to create a low-interest development loan program

Some cities have loan programs to directly finance development in strategic areas. Low-interest loans can be a powerful incentive because lower interest rates make it easier for rental projects to be financially viable, and because otherwise, it may be difficult to secure financing for a type of development that has not yet been proven in an area. Such a loan program can partially or fully pay for itself through interest payments.

Goal 3: Improve Multi-Modal Options – Walking, Biking, Buses

Create safe, comfortable and vibrant streets that allow people to walk, roll, bike and take transit to local destinations.

3.1 Establish major corridors as vibrant commercial streets

Major corridors are wide, high-volume streets, including Charleston Blvd., Decatur Blvd. S. Valley View Blvd. and Jones Blvd. Most major destinations and commercial areas in the NRSA are located along major corridors. Establish major corridors as vibrant commercial streets that facilitate efficient travel for commuters and all transportation modes. Goals for the major corridors include:

- **Moving people:** Maximize throughput of people taking transit and driving to ensure they can efficiently commute to work and make other long-distance trips.
- **Fast transit:** Create high-quality transit, separate from traffic.
- **Safe intersections:** Redesign intersections to minimize crossing distance for pedestrians and to maximize safety and comfort.
- **Protect pedestrians:** Buffer people from traffic with wide sidewalks, trees, garden boxes and similar tools, and create pedestrian areas separated from traffic.

Issues and Opportunities:

- **Dangerous, fast roads:** All of the NRSA's major corridors are part of Las Vegas's "high injury network" where 77% of the city's accidents take place. Most of these roads have a posted speed limit of 45 miles per hour, a speed at which roughly 60% of pedestrians die if hit by a car.
- **Wide Streets:** Pedestrians must cross nine lanes of traffic or more at many of the NRSA's arterial intersections. Many lack a crosswalk on one or more sides of the intersection. With design improvements, the City can transform major streets into safer, more comfortable places for pedestrians and transit uses, while maintaining their function as commuter corridors.
- **Rich in destinations:** The NRSA's major corridors offer a variety of businesses, shops and restaurants. By encouraging active transportation to these destinations, the City can reduce congestion and support health and social connection for residents.

- Create mid-block crossings – the Regional Walkability Plan recommends mid-block crossings every 600 feet, consistent with NACTO guidelines.

3.2 Establish secondary corridors as active transportation streets

Secondary corridors are collector streets, such as Alta Drive. They play a crucial role in active transportation. Many schools, parks and community center are located along secondary corridors, alongside homes. With safe design, these streets can offer important pedestrian and bike connections between neighborhoods.

3.3 Establish local streets as multi-modal streets

Local streets are smaller, slower, primarily residential streets located between major corridors. Ensure local streets are safe and comfortable places for people to walk, roll, bike, play and spend time outside. Ensure residents are able to bike, scooter or skateboard safely and comfortably to any destination with the goal of making active transportation a leading mode of travel for people of all ages, including children and older adults. Local residents expressed concerns that local streets are used for cut-through traffic, especially during rush hour. In focus groups, participants expressed that they would like to discourage vehicle traffic by slowing speeds on local streets with speed bumps and similar tools so that their streets would be a less convenient route to work. The goals for local streets are:

- Safe and comfortable: Prioritize the safety and comfort of people walking and biking over car traffic.
- Convenient: Enable car trips to local destinations
- Resident-focused: Discourage cut-through commuter traffic
- Slow and steady: Reduce traffic speeds while maintaining consistent flows and access
- Connected to transit: Enable efficient transit access
- Beautiful: Create an attractive environment for residents that supports local pride and identity

3.3.1 Slow Traffic By Design

Set speeds for local streets between 20-25 mph, encourage on street parking to help slow traffic and create a buffer for residents or replace underutilized parking spaces with public space and use traffic-calming measures – such as curb extensions, chicanes and traffic circles to slow cars down and discourage through-traffic.

3.3.2 Create Safer Crossings

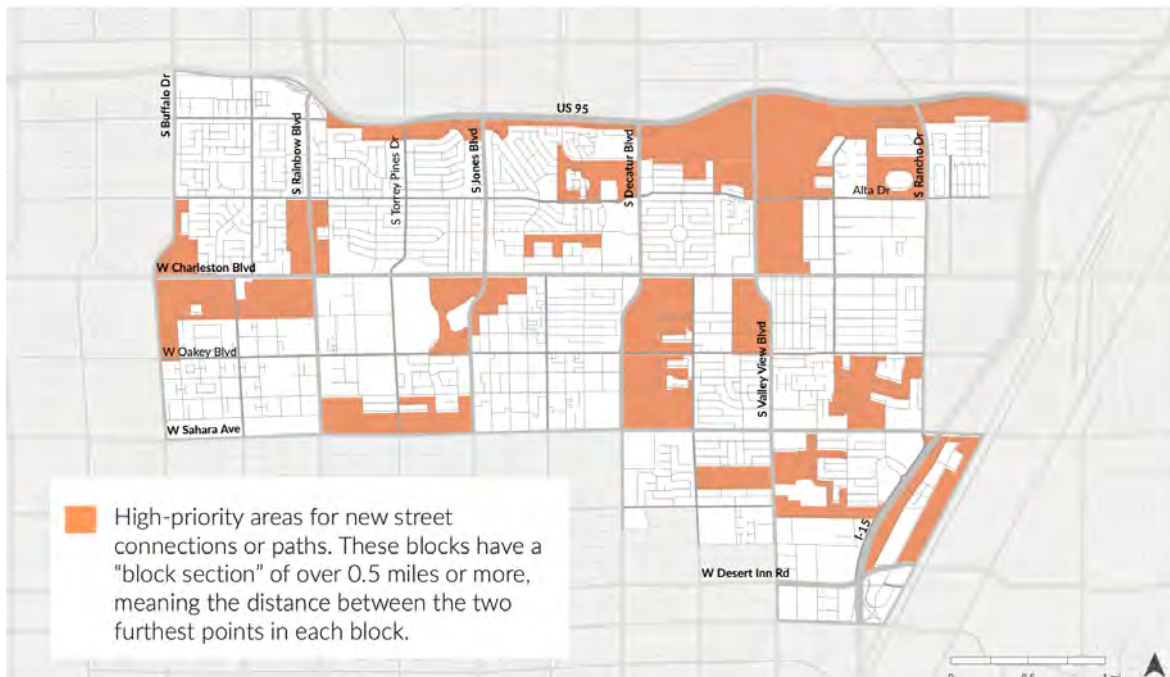
Provide safe, accessible crosswalks at all intersections that have through traffic, limit traffic lanes to one in each direction, do not add turning lanes at intersections, use curb extensions to slow traffic and shorten the crossing distance for pedestrians and incorporate accessibility standards into standard intersection designs – e.g. ensure rumble strips line up with sidewalks ramps and crosswalks, offer audio cues for crossing at intersections with traffic lights, provide adequate lighting at night.

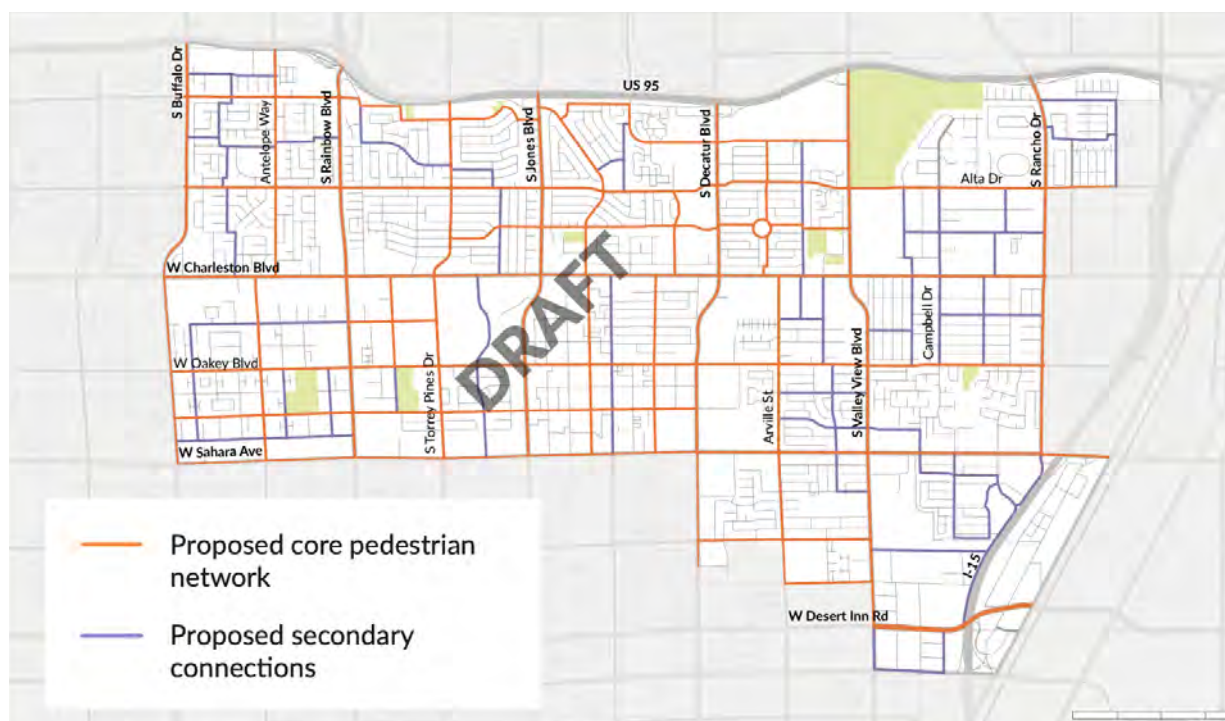
3.3.3 Improve Sidewalk Accessibility and Comfort

- o Ensure sidewalks are at least 6' wide with a clear path of travel that is not blocked by utility poles or other items
- o Ensure all sidewalks have sidewalk ramps
- o Identify sidewalks blocked by phone poles or utility boxes and move them
- o Expand investments in trees, shade structures, seating and water foundations to enhance physical comfort and to improve safety during extreme-heat periods.

3.3.4 Improve Connectivity

Few people walk to destinations unless there are direct, safe routes. When an area – like the NRSA – has long blocks, it is important to establish new paths to reduce walking distance. Establishing a “minimum grid” of walking is recommended by acquiring land or easements to create paths for pedestrians through cul-de-sacs, which exist in the NRSA at XX. The focus should be on ensuring connectivity in particular to schools, areas with larger senior populations, transit stops and commercial areas.





3.4 Add Transit (Charleston)

The Regional Transportation Commission (RTC) proposes high-capacity transit investments along Charleston Blvd. This offers an opportunity to attract compact, pedestrian-friendly development along this corridor. Establish safe, convenient, comfortable and reliable transit that supports high-quality, pedestrian friendly development. Design goals include:

- Comfortable stops: Transit stops will provide shade and seating throughout the NRSA and will meet basic needs for human comfort
- Transit priority: On key corridors, prioritize high-capacity transit, such as light rail or bus-only lanes. Transit signal priority may also be considered.
- Transit-oriented development: High-quality transit will attract compact, mixed-use, transit-oriented development within short walking distance of shops.
- First and last mile connectivity: Provide safe sidewalks and bike infrastructure to enable people to reach transit stops safely.

Key challenges and opportunities:

- The NRSA is served by one high-frequency route – route 206 on Charleston Blvd – with buses arriving every 15 minutes or fewer. The NRSA has three other bus routes on Jones, Decatur, Valley View and in the 20-30 minute range and 2 routes on Alta and Meadows arriving every 50 minutes.
- The On Board Mobility Plan recommends creating multiple “high-capacity transit” routes in the NRSA, meaning light rail, bus rapid transit, or a similar major investment in transit that would separate vehicles from traffic. The recommended high-capacity transit routes are on Charleston Blvd and Decatur Blvd. The On Board Plan identifies Charleston Blvd as the city’s top priority for transit investment because it has the 2nd highest estimate future ridership for Bus Rapid Transit at 18,100 boardings per day, and the 2nd highest projected population for 2040 within three quarters of a mile at 175,000 people.

Recommendations:

- Invest in transformative transit – The City and RTC should collaborate to ensure high-capacity transit maximizes ridership and development impact by offering a seamless, reliable, high-speed experience.
- Provide high-quality transit stops – Provide shade and seating at all transit stops and construct fully equipped transit stations along high-capacity transit routes. This includes abundant seating and shade, architectural design elements that make the stations memorable, art and landscaping, live digital information on the next transit arrival, a platform that encourages accessibility

DATA POINTS:

- # of households without a car
- S. Valley View Blvd, S Jones Blvd and S. Decatur Blvd are part of Las Vegas’s “high injury network” where 77% of the city’s accidents take place despite comprising just 11% of the city’s road network
- Additionally, the entirety of the NRSA area is identified in the RTC Vision Zero Plan as a “community of concern” meaning “low-income, minority neighborhoods who rely more heavily on cycling, walking or transit.” Communities of concern are disproportionately located on the high-injury road network.
- In the first public survey the top three street design priorities by local residents were:
 - Feeling safe when you walk outside (65%)
 - More street trees and shade (50%)
 - Making streets safe for children and the elderly (35%)
- During consultation, residents expressed desire for:
 - Shade and comfort at transit stops, including physical protection along high-speed roads
 - High-quality transit to remove “stigma” and increase use, including by offering a premium riding experience and separating bus lands from traffic.
 - Train or light rail

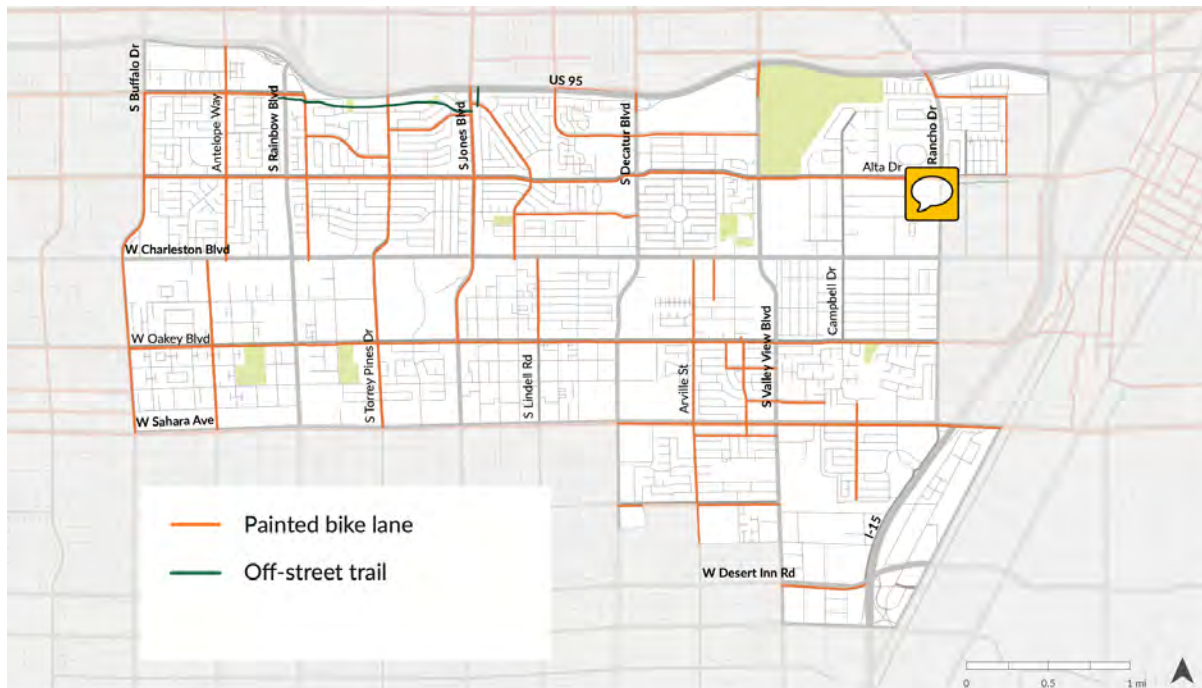
3.5 Make the neighborhood friendly for bikes, scooters and skateboards

Residents will be able to bike, scooter, or skateboard safely and comfortably to any destination in Charleston. Active transportation will be a leading mode of travel for people of all ages, including children and older adults. Goals include:

- Protected bike lanes that separate cyclists from traffic with a physical barrier or parking
- Connected bike network of lanes and paths that connects all neighborhoods in Charleston
- Transit connection – design the bike network to connect homes, schools and civic facilities with the transit network
- Bike share program – support the expansion of the RTC bike share with adequate infrastructure

Challenges and opportunities:

- Unsafe infrastructure – Nearly all bike routes in the NRSA are narrow, painted lanes, with little to no buffer from fast-moving traffic. There is no protected infrastructure on any major corridor where most destinations are located. This means people cannot bike to local destinations safely, discouraging biking as a mode of convenient, healthy and affordable transportation.
- Efficient grid network – The existing network provides a foundation for building a future “minimum grid” of bike lanes. A minimum grid should allow residents to bike on safe infrastructure between destinations in the NRSA.



3.5.1 Create a grid of safe bike infrastructure

- Upgrade existing painted lanes on the bike network into protected cycle tracks
- Prioritize investments in infrastructure gaps that connect existing safe bike routes together
- Provide cycle tracks on major and secondary corridors
- Identify safe bike routes with an all-ages and abilities infrastructure on a bike map and update the map regularly.

3.5.2 Create safe intersections for bikes

- Use curb extensions and islands to reduce crossing distances
- Place stop lines for bicycle lanes ahead of the stop lines for vehicles so that bikes are more visible to drivers
- Install bike and pedestrian traffic crossing signals
- Add bike boxes for stopping and/or turning

3.5.3 Design safe, protected bike infrastructure for all ages and abilities

Fully protected bike lanes (cycle tracks) improve safety and attract riders of all ages and abilities. Cycle tracks should be consider on all bike routes.

- Bikability
 - Provide shared lane bicycle routes along Essex and Essex East, Evergreen, Fulton, Mayflower and Portsmouth
 - Highlight the bike lane so it is more recognizable to motorists
 - Provide a pedestrian/bicycle opening in the 6-foot high wall at the northern terminus of Bedford Road and Essex Drive to create an access point
 - Dedicate a bicycle lane on Bedford Road to eliminate the need for cyclists to use the sidewalk
 - Provide a pedestrian/bicycle opening in the wall at the northern terminus of Portsmouth Way to create access

Data:

- Only 15% of respondents reported feeling safe while biking in the NRSA
- **Essex Circle Park**
 - Provide 5-foot sidewalk with benches and distance markers along the perimeter
- **Cragin Park**
 - Provide a tree-lined paved walkway on the east side
- **Sidewalks**
 - Remove obstacles
 - Fix damaged, cracked, chipped, uneven portions of sidewalk
 - Complete the sidewalk along the west side of Portsmouth Way where there is a 265-foot stretch missing
- **Pedestrian Safety**
 - Provide bulb outs at all corners of Essex Drive and Portsmouth Way
 - Provide a 3-foot wide landscape buffer adjacent to the existing 5-foot wide sidewalk with 24 inch or larger box trees planted 25 feet on center along Alta Drive between Decatur and Valley View
 - Revise the signal phasing to account for the crossing rate of senior residents
- **School Pedestrian Safety**
 - Develop a “Walking Partners” program that promotes walking in groups
- **Bus Stops**
 - Work with RTC to provide at a minimum a bench and trash receptacle at each transit stop
- **Pedestrian Environment**
 - Work with utility companies as street improvements occur to bring utility boxes into compliance with UDC screening standards
 - Provide a 3-foot wide landscape buffer adjacent to the existing 5-foot wide sidewalk with 24 inch or larger box trees planted 25 feet on center along Bedford Road between Meadows Lane and Charleston
 - Provide a 3-foot wide landscape buffer adjacent to the existing 5-foot wide sidewalk with a 24-inch or larger box trees planted 25-feet on center along Essex East Drive between Alta and Charleston.
 - Provide a 3-foot wide landscape buffer adjacent to the existing 5-foot wide sidewalk with a 24-inch or larger box trees planted 25-feet on center along Mayflower Lane between Bedford and Decatur
 - Provide a raised landscape median on Meadows Lane from Decatur to Valley View
 - Adjacent to both sides of the existing 10-foot wide detached sidewalk, along the west side of Valley View between Alta and Fulton, provide landscaping from the Suggested Plant List replicating the landscaping located on the east side of Valley View between Meadows and US-95

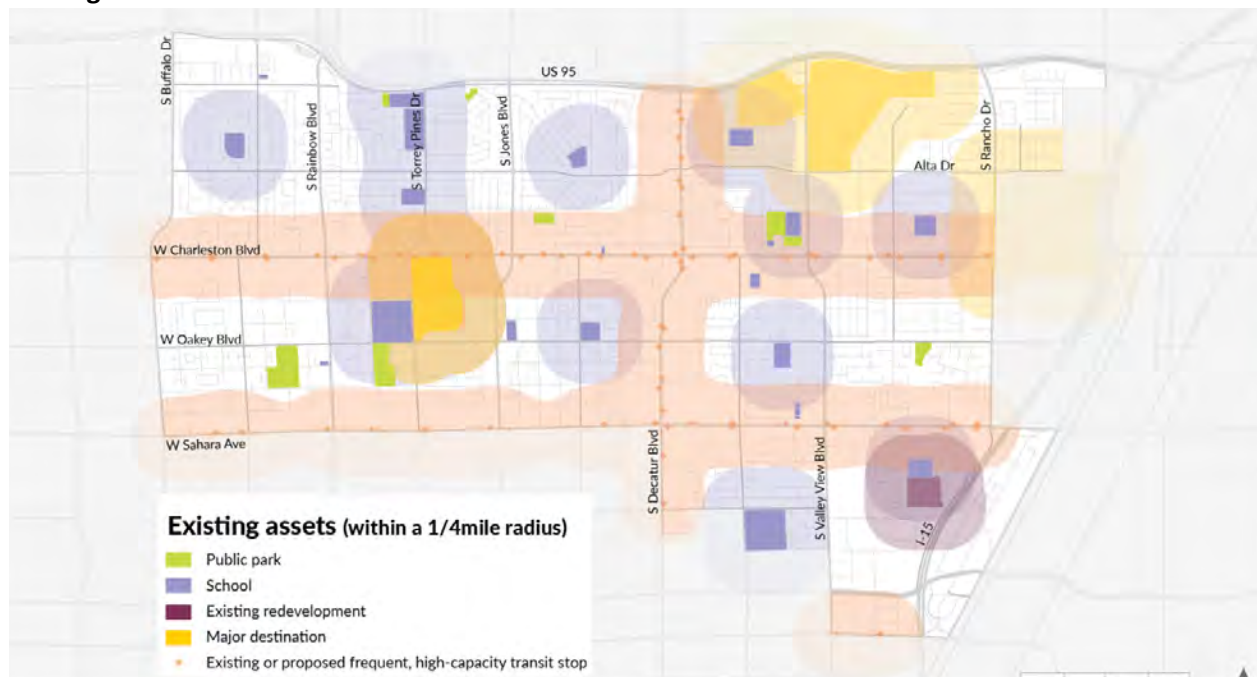
Goal 4: Establish a Distinctive Sense of Place and Build Community through Public Spaces and Community Amenities

- Desire for more/improved stores
- Address safety at Essex Park?
- MMWC recommends public library, health club
- Parks and public spaces

Data Points:

- 57% of survey respondents expressed the need for more trees in their neighborhoods.
- 41% of survey respondents expressed the need for more arts and cultural spaces in their neighborhoods
- 38% of survey respondents express the need for more parks and playgrounds in their neighborhoods
- 37% of survey respondents expressed the need for more community recreation centers in their neighborhoods
- Community members expressed a desire for more family-friendly indoor places to visit with children on hot days, such as a community center, multi-use recreation center, multigenerational center, or an arts facility. This facility should be free to use without needing to sign up for an event or program to spend time there. Ideas for features in a new community facility included: an indoor fitness track; an indoor park and playground; ball courts, such as for pickle ball; food vendors; programming for young people including toddlers, kids and teens.

Existing Assets



Goal 4.1 Ensure all residents live within a 10-minute walk of a park/public space

These investments help meet residents needs for socializing, exercise and play. The areas without parks are some of the lowest income neighborhoods in the NRSAs. Parks and trees also have an important cooling effect. The Southern Nevada Heat Mapping project suggest that areas of the NRSAs with parks are as much as dix degrees cooler than areas without parks.



Goals for Parks:

- Close to home: Reduce the average distance between all homes and public spaces to a 10-minute walk (half mile)
- Shaded: Provide abundant shade at parks with shade sails, trees, and other tools
- Cool: Provide drinking water, splash pads at parks and other amenities to cool down.
- Interesting: Offer a wide variety of reasons to visit public spaces to promote vibrancy, safety and social connection.
- Vibrant: Offer a wide variety of activities for many users, such as shaded seating, playgrounds, picnic tables, interactive public art, a little free library, chess boards, etc. because vibrant places feel more inviting
- Safe: Design parks to promote security by ensuring lots of people are in or near the space throughout the day, and providing adequate lighting at night. When problems arise, consider stronger enforcement tools.

4.1.1 Create Parks Through Development

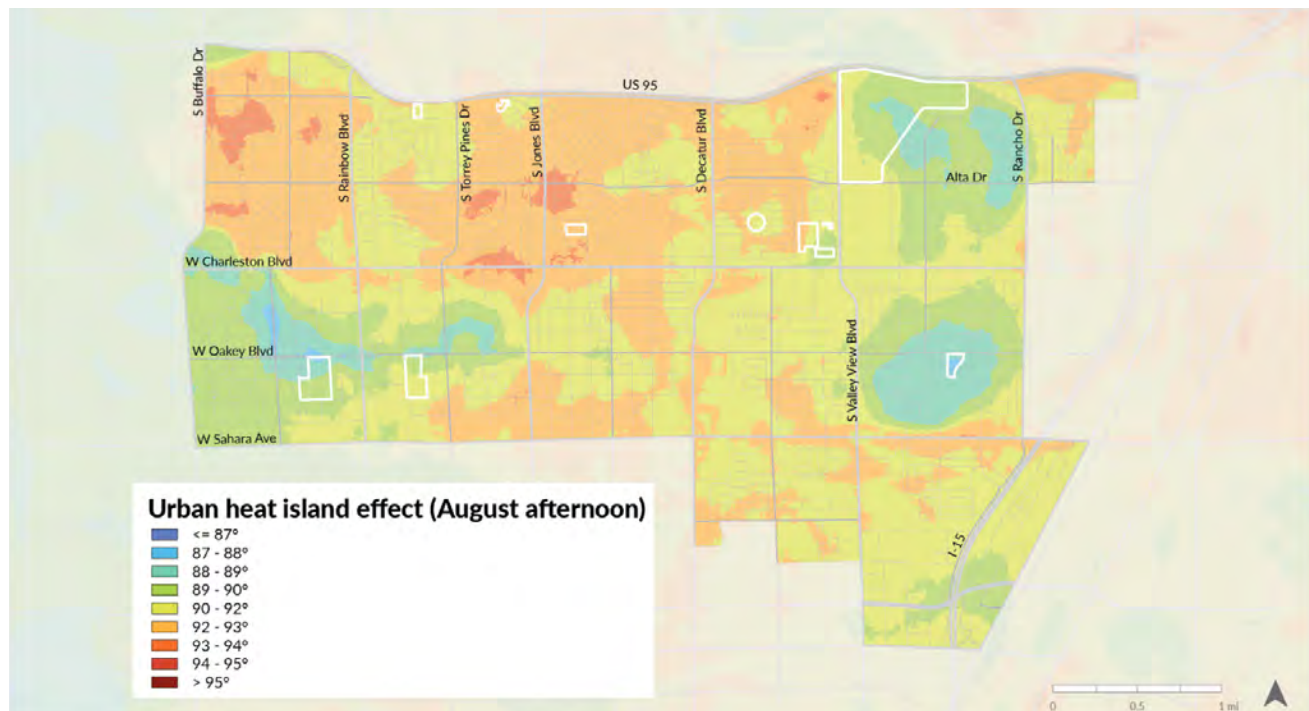
Require large developments to provide public plazas or green spaces with shade, plants and trees as part of new developments

4.1.2. Acquire Land for a New Park/Create Pocket Parks

Build at least one new park to meet the needs of areas underserved by parks in Charleston. Given the challenges of acquiring one large lot for a park, consider pocket parks – a quarter acre or less – which can fit a playground or offer a place to sit and gather with friends. The city should review government owned land to identify opportunities.

4.1.3 Expand the Las Vegas Tree Planting Program

As streets are modified, plant street trees. Set target to reduce urban heat island effect in the NRSA by 2050 through tree planting.



Goal 4.2 Provide additional indoor civic amenities

Ensure residents can enjoy access to indoor amenities that meet their needs for culture, entertainment, exercise and social connection. Civic amenities – such as art centers, community centers, and recreation centers – play a crucial role in providing places to gather, building social connections and forging a sense of local identity. Indoor public spaces are especially important in a hot climate such as Las Vegas, to provide people with places where they can escape the heat. The Mirabelli Community Center, the Howard Lieburn Active Adult Center, the Charleston Heights Arts Center and the West Charleston Library are among the only publicly owned community facilities that are close to – but not immediately in – the NRSA, other than schools. There is a need for more indoor civic space to provide places for the community to gather, and to provide refuge from heat events.

Goals for Indoor Civic Amenities:

- Cooling relief: Provide cool, indoor public spaces where residents can spend time on hot days and/or during extreme heat events.
- Places to exercise: Provide destinations for indoor sports and physical activity.
- Places to gather: Provide gathering spaces for social events and performance spaces for the arts
- Strategically located: Position any such facility in a place where it can help attract development.
- People-friendly design: Design the exterior of any civic building to create a high-quality public realm that is as comfortable and inviting as the interior.



4.2.1. Build one new publicly accessible civic amenity

Indoor park or playground

Goal 4.3 Enhance heritage through design guidelines

Las Vegas is exploring the potential to create heritage districts in the NRSA, including in Charleston Heights. Heritage districts are valuable for preserving a sense of history and for strengthening a sense of place. It is important to ensure such districts enable new housing construction to meet the area's pressing housing needs

4.3.1 Focus heritage district policies on encouraging historic architectural features so that new buildings reinforce the area's visual design and character

LEVERAGING FUNDING

- Ability to leverage the NRSA
 - Redevelopment Area (RDA) – Portions of the NRSA are within the RDA
 - Choice Neighborhoods
 - Rental Assistance Demonstration (RA)
 - Promise Zones/Empowerment Zones
 - Low Income Housing Tax Credit (LIHTC)
 - HUD Section 108 Loan Guarantee Program
 - Opportunity Zones Capital
 - Access to competitive grants/philanthropy
 - Tax increment Financing (TIF)
 - Other local or national investment tools
- Create new partnerships and build on existing partnerships to achieve goals and objectives, including with:
 - Neighborhood residents and leaders
 - Local non-profits and community-based organizations
 - Community Development Corporations (CDCs), Community Development Finance Institutions (CDFIs) and Community Based Development Organizations (CBDOs)
 - Community based foundations and philanthropic organizations
 - Local anchor institutions – colleges, universities, houses of worship, cultural groups
 - HUD and other federal, state and local government entities
- We will be taking full advantage of flexibilities afforded by NRSA designations in use of the CDBG funds, allowing for streamlining of certain documentation requirements for meeting CDBG national objectives and flexibilities making it easier to implement projects at scale:
 - Aggregation of low- and moderate-income housing units
 - Using the low- and moderate-income area benefit national objective or job creation and/or retention activities
 - Aggregate public benefit standard exemption
 - Public service cap exemption

