CHARLESTON 2050

Draft vision

November 2024

Prepared by Happy Cities for the City of Las Vegas

Introduction

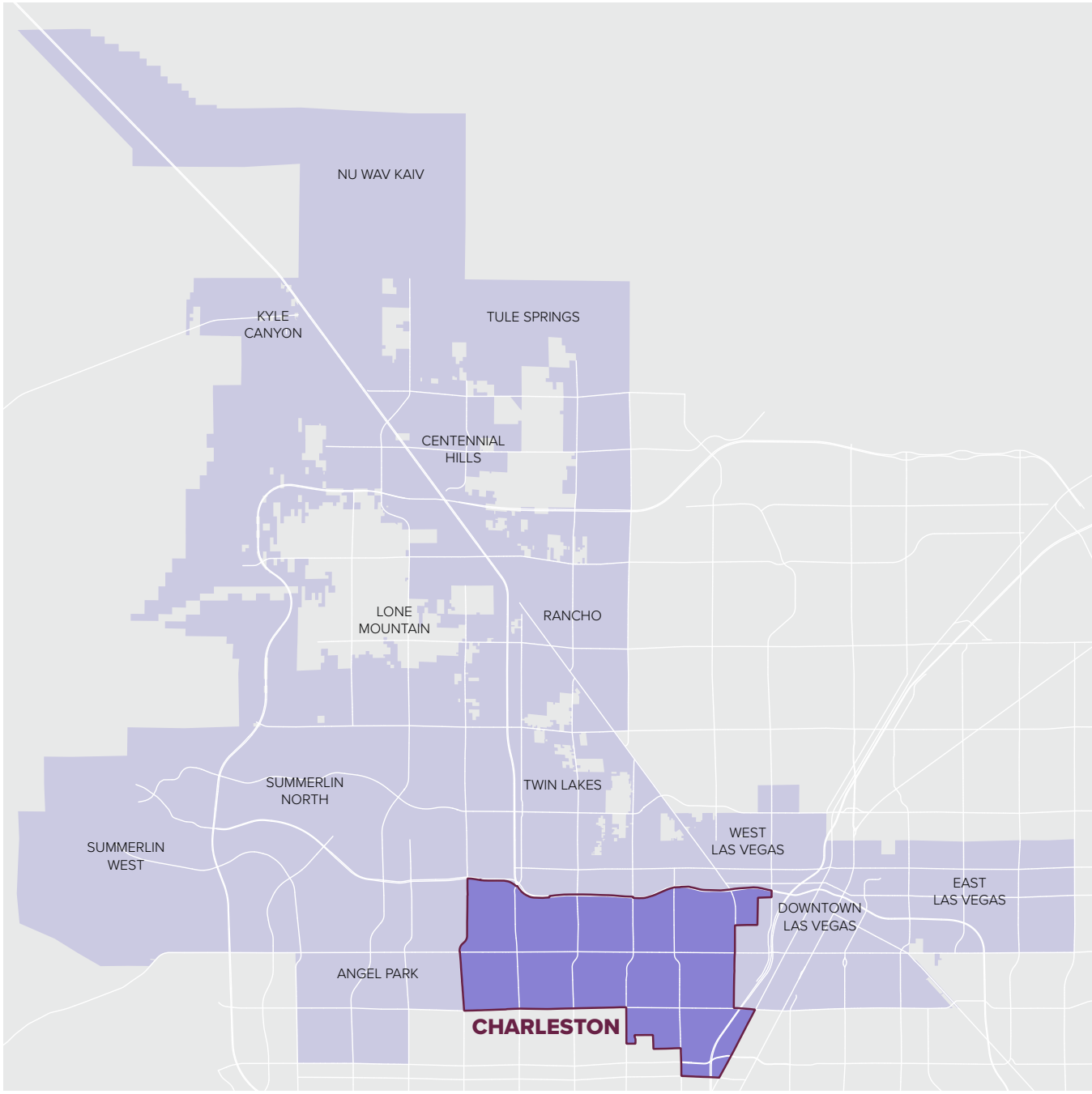
The Las Vegas 2050 Master Plan identifies 16 areas across the city for in-depth planning. One of these areas is the Charleston area, shown in dark purple on the map to the right.

This document outlines a vision for the future of Charleston. It addresses the goals identified for the area in the Las Vegas 2050 Master Plan, which include:

- Sustainable, mixed-use, transit-oriented development along major corridors.
- More parks and public spaces.
- Safe, walkable streets with better protection from the heat.
- More housing options.

This document offers a set of design goals and high-level methods for how to achieve these goals. The vision builds on what we heard during the first round of community engagement, which took place in May and June 2024.

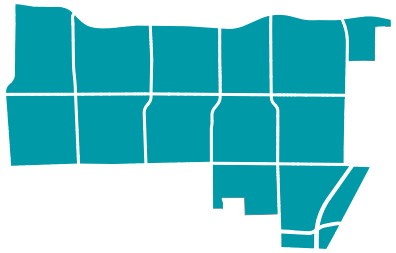
We are asking the public for feedback on this document. We will use public input to develop this vision into a more refined master plan for the Charleston area.



The Charleston plan area

Action areas

This document outlines a vision for the Charleston 2050 area plan. The vision identifies several areas of action for Charleston's neighborhoods, corridors, and selected redevelopment sites:

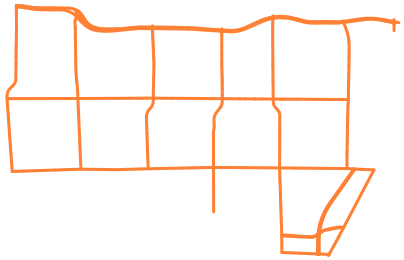


Neighborhoods

Neighborhoods are the residential areas that exist between major streets (corridors).

Neighborhood design includes:

- **Local streets** | p. 7
- **Transit** | p. 9
- **Bikes, scooters, and skateboards** | p. 11
- **Parks and public spaces** | p. 13
- **Civic amenities** | p. 15
- **Housing** | p. 17

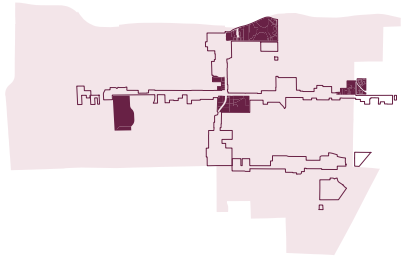


Corridors

Corridors are major streets (also known as arterials and collectors), such as Charleston Boulevard, Decatur Boulevard, and Sahara Avenue. These streets are mostly lined with stores, gas stations, offices and other commercial or institutional land uses.

Corridor design includes:

- **New development** | p. 20
- **Major streets** | p. 22



Redevelopment

These are sites identified for strategic investment and transit-oriented development, located along major corridors.

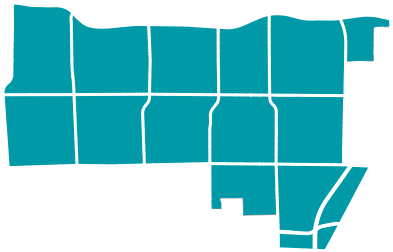
This section includes:

- **Redevelopment sites** | p. 25

What we heard

The draft vision for the Charleston 2050 area plan draws on background research and analysis as well as extensive engagement with local community members. This first round of community engagement included in-person pop-up events, focus groups, and a public survey.

During engagement, residents expressed distinct aspirations for local neighborhoods and major corridors, which we summarize below. For a more detailed summary of community engagement findings, please see the Round 1 What We Heard report, available online from the City of Las Vegas at: lasvegasnevada.gov/Charleston

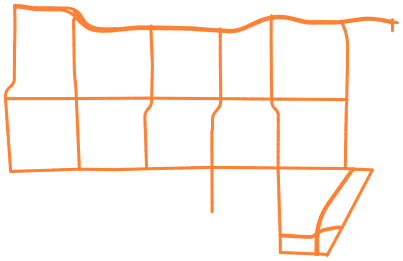


Neighborhoods

Transformation: Encourage low-impact, gradual, and positive change.

Density: Avoid high-density development.

Street priorities: Slow traffic and prioritize the safety and comfort of local residents.

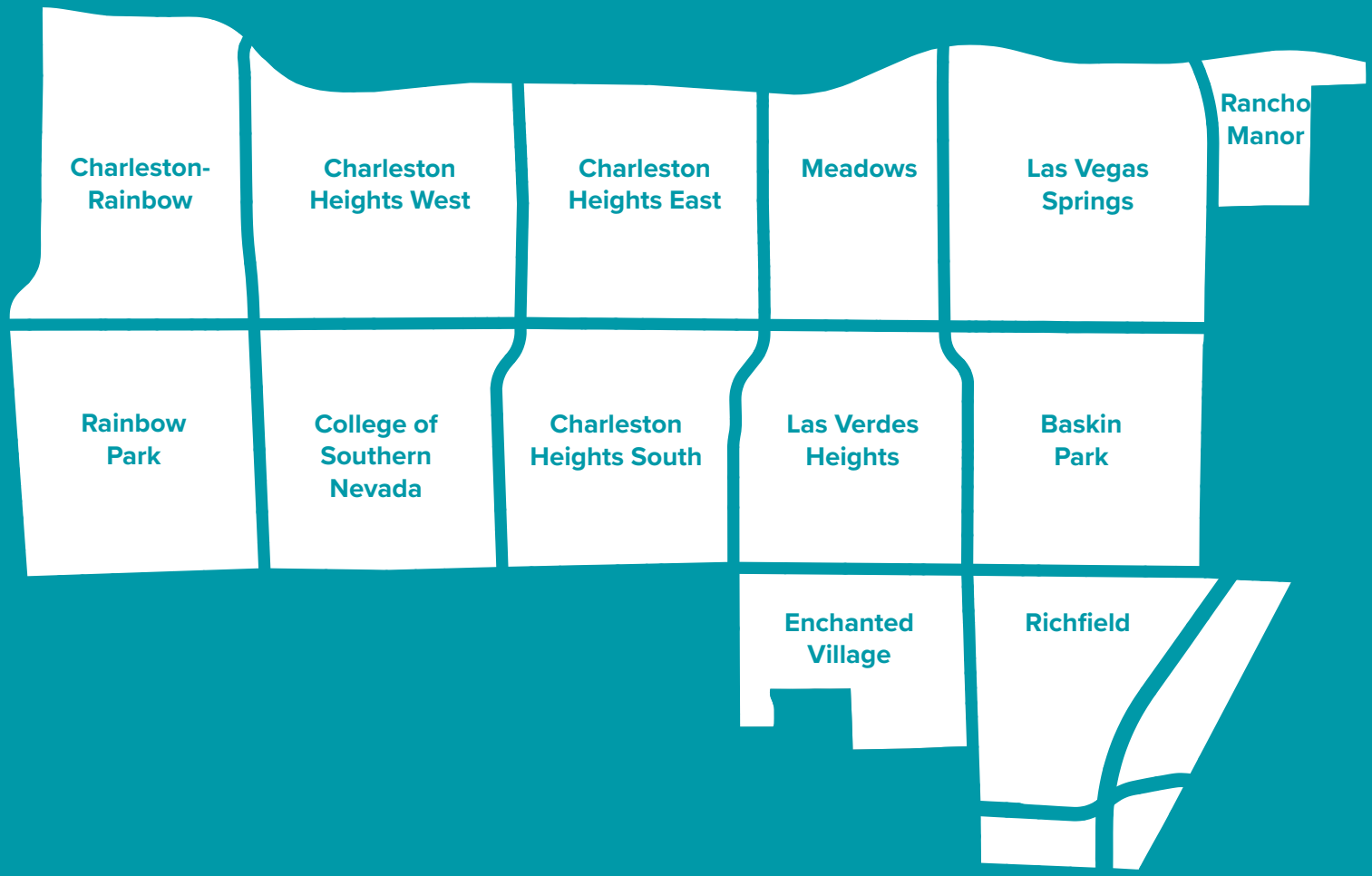


Corridors

Transformation: Encourage transformation; replace parking lots and buildings with high-quality development.

Density: Encourage high-density development to meet housing needs, to support businesses, and encourage transit ridership.

Street priorities: Enable drivers, transit riders, and people biking and walking to travel both long and short distances efficiently.



Neighborhoods

CHARLESTON 2050
VISION

Local streets

Local streets will be safe and comfortable places for people to walk, roll, bike, play, and spend time outside.

Relevant Las Vegas 2050 Master Plan goals:

- **Transportation:** "Connect and enhance accessible bike and pedestrian facilities as part of a safe, efficient, complete street and road network that moves people and goods."
- **Land use:** "Improve the quality of districts and neighborhoods to promote an authentic, vibrant sense of place."

Local streets

DESIGN GOALS

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.

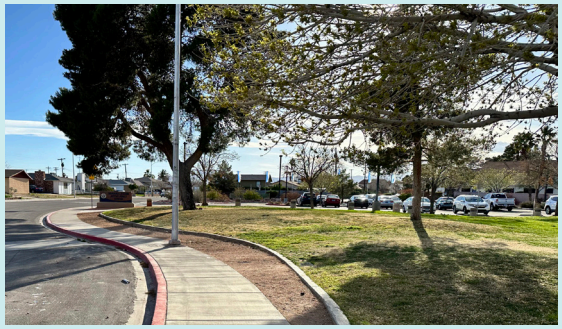
Connected to transit: Enable efficient transit access.

Beautiful: Create an attractive environment for residents that supports local pride and identity.

TOOLBOX

1. Slow traffic by design

2. Safe crossings



3. Shaded streets

4. Public seating and drinking water

5. Accessible streets

1. Slow street with speed bumps and traffic circle. (Seattle DOT / Flickr)
2. Queens Boulevard Safety Improvement Phase. (New York City Department of Transportation / Flickr)
3. Trees in Charleston, Las Vegas (Happy Cities)
4. Street seats orchard broome NYC Dot Street Seats. (SoHo Broadway Initiative / Flickr)
5. Crosswalk with stop sign, curb cuts, and tactile indicators, Las Vegas (Happy Cities)

CHARLESTON 2050
VISION

Transit

Charleston will have safe, convenient, comfortable, reliable transit that supports high-quality, pedestrian-friendly development.

Relevant Las Vegas 2050 Master Plan goals:

- **Transportation:** "Make seamless transit options more convenient and better integrated with vibrant neighborhood and employment centers, better connecting people to their destinations."
- **Transportation:** "Strengthen smart transportation systems and infrastructure to foster economic development efforts."
- **Resource conservation:** "Mitigate and reduce municipal and community greenhouse gas emissions."

Transit

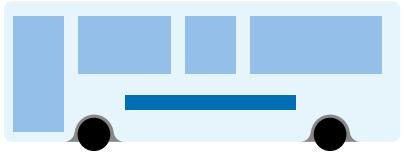
DESIGN GOALS

Comfortable stops: Transit stops will provide shade and seating throughout Charleston, and will meet basic needs for human comfort.

Transit priority: On key corridors, Charleston will 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 stops.

First and last mile connectivity: Provide safe sidewalks and bike infrastructure to enable people to reach transit stops safely.



TOOLBOX

1. Shaded, comfortable transit stops

2. High-capacity transit

3. Transit-oriented development

4. High-quality transit stations

1. Bus stop in the arts district, Las Vegas (Happy Cities)
2. Rapid Penang High Capacity Transit (FMT | Facebook)
3. Marine Drive Station (Northwest | Wikimedia commons)
4. Bonneville Transit Center, Las Vegas (Happy Cities)

CHARLESTON 2050
VISION

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.

Relevant Las Vegas 2050 Master Plan goals:

- **Transportation:** "Make seamless transit options more convenient and better integrated with vibrant neighborhood and employment centers, better connecting people to their destinations."
- **Land use:** "Develop compact and mixed-use neighborhoods with walkable access to jobs, amenities, education, services, and transit."

Bikes, scooters, and skateboards

DESIGN GOALS

Protected bike lanes: Create fully protected bike lanes that separate cyclists from traffic with a physical barrier or parking.

Connected bike network: Create a network of protected bike lanes and paths that connects all neighborhoods in Charleston.

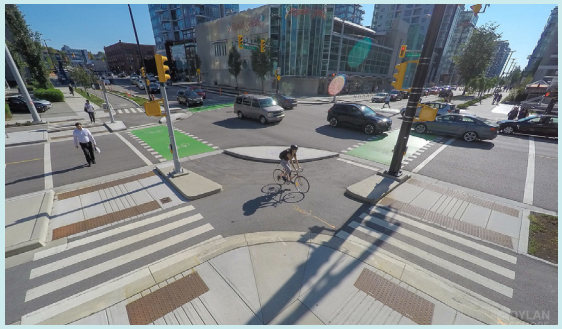
Transit connections: Design the bike network to connect homes, schools, and civic facilities with the transit network.

Bike share program: Support the expansion of the RTC Bike Share with adequate infrastructure.

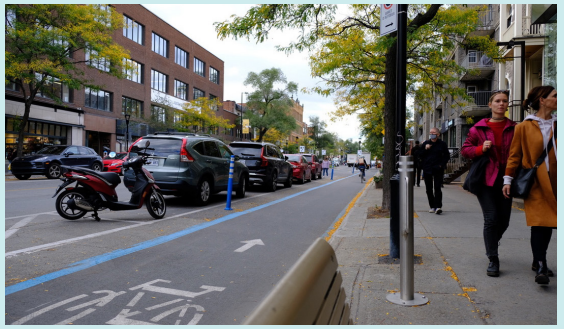
TOOLBOX

1. Planter box or concrete barriers

2. Street parking to protect bike lane



3. Safe intersections



4. Connected grid network

1. Protected bike lane in downtown Vancouver Canada. (Jeff Arsenault / Flickr)
2. Separated bike lane in downtown Waterloo, Canada. (Jason Thorne / Flickr)
3. 2019 Quebec St 1st Ave Vancouver, Canada. (Dylan Passmore / Flickr)
4. Separated bollard bike lane in Montreal, Canada. (Emma Avery)

CHARLESTON 2050
VISION

Parks and public spaces

All residents will live within a 10-minute walk of parks and public spaces that meet their needs for socializing, exercise, and play.

Relevant Las Vegas 2050 Master Plan goals:

- **Environment:** "Improve access and connectivity of open spaces for ecological, social, health, and quality of life benefits."
- **Environment:** "Prioritize increasing tree canopy across all areas of the City for multiple public health and environmental benefits."

Parks and public spaces

DESIGN GOALS

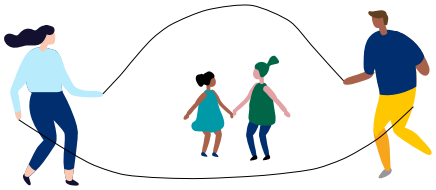
Close to home: Reduce the average distance between all homes and public spaces to a 10-minute walk (half a mile).

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.

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.



TOOLBOX

1. Include park space in new developments

2. Invest in land for large parks

3. A pocket park on every street

4. Trees and shade sails

5. Safe playgrounds for children

1. Frederick Douglas Haynes Garden Apartments. (Frederick Douglas Architects)
2. Meridian Playground. (Laurel Mercury Photographer / Flickr)
3. Derbyshire Street Pocket Park. (Julian Walker / Flickr)
4. Mirabelli Park in Charleston, Las Vegas. (Happy Cities)
5. Playground on the Hohe Geba. (Wolfgang Fallier / Flickr)

CHARLESTON 2050
VISION

Civic amenities

Charleston residents will enjoy access to indoor amenities that meet their needs for culture, entertainment, exercise, and social connection.

Relevant Las Vegas 2050 Master Plan goals:

- **Public facilities and services:** "Provide equitable access to facilities and services that help meet residents' social needs, maximize their potential for development and enhance community wellbeing."
- **Public facilities and services:** "Ensure healthy outcomes for all members of the community."
- **Environment:** "Strengthen recreation and cultural opportunities for residents and visitors across the City."

Civic amenities

DESIGN GOALS

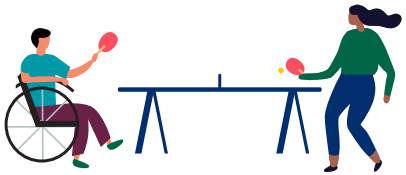
Cooling relief: Provide cool, indoor public spaces where residents can spend time on hot days and/or during extreme heat events.

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.



TOOLBOX

1. Select a strategic location

2. Design high-quality exteriors

3. Create resilient hubs for new civic amenities

1. Bill and Lillie Heinrich YMCA in Charleston, Las Vegas (Happy Cities)
2. (Ben Hansen Architect / Flickr)
1. Creekside Community Recreation Centre (Jeff Hitchcock / Flickr)

CHARLESTON 2050
VISION

Housing

Charleston will offer diverse, affordable housing options that meet the needs of residents at all stages of life, while preserving the character of existing neighborhoods.

Relevant Las Vegas 2050 Master Plan goals:

- **Housing:** "Increase affordable housing types and choices for all income levels near existing and new employment centers."
- **Housing:** "Develop services that help the homeless and prioritize the needs of the most vulnerable members of the community."
- **Land use:** "Preserve and reuse historic structures and sites."

Housing

DESIGN GOALS

Affordable: Increase the supply and spectrum of affordable housing options for renters and buyers.

Diverse and age-friendly: Provide a range of accessible housing types that meet the needs of people of all ages, lifestyles, incomes, and household sizes.

Compatible: Ensure new housing integrates well with existing neighborhood character.

Climate-friendly: Promote energy-efficient, environmentally friendly housing designs.

Anti-displacement: Ensure that current low-income residents and businesses can benefit from Charleston's growth through policies that support them to stay in the community.

TOOLBOX

1. New growth on major transit corridors

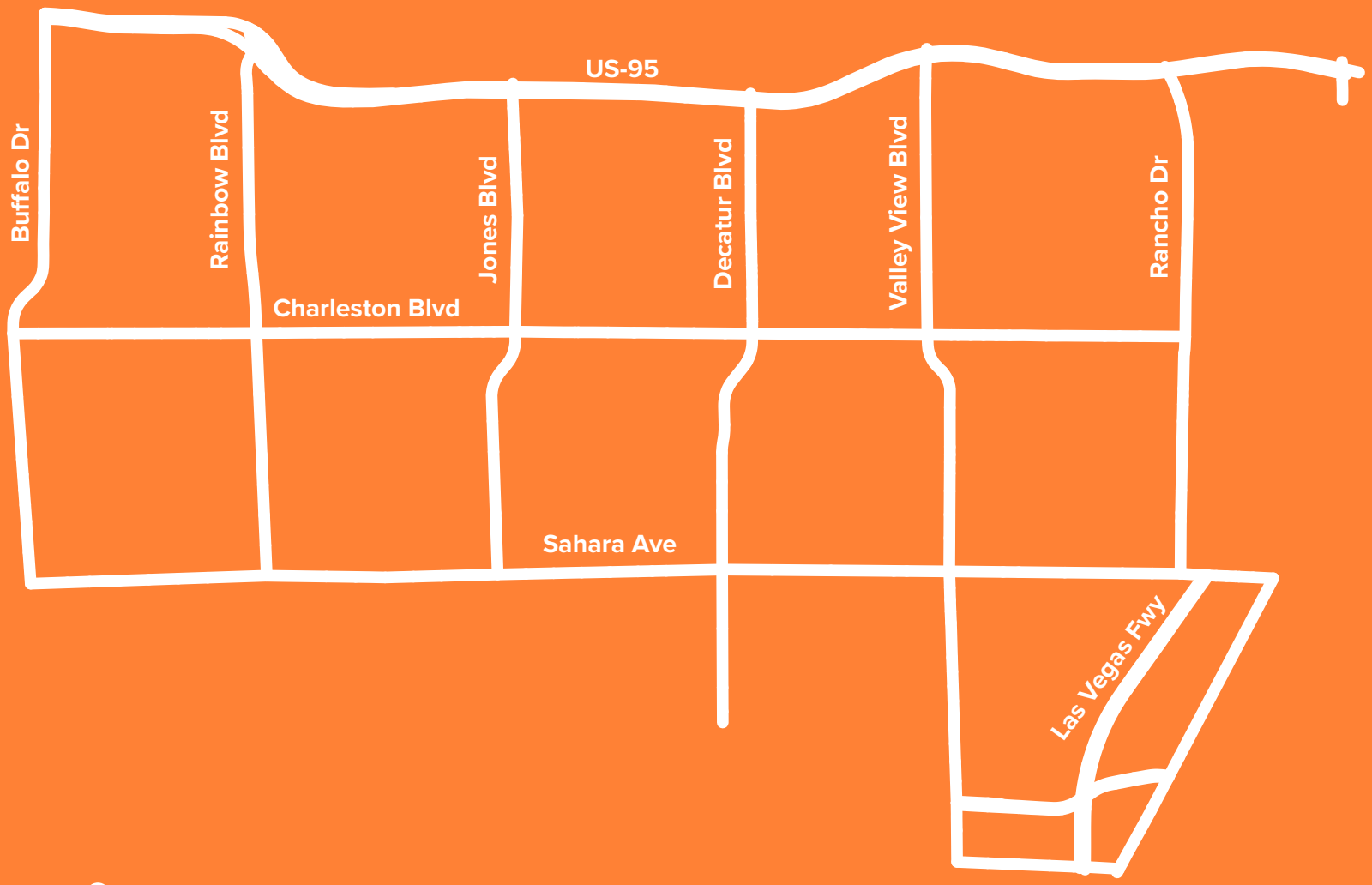
2. Affordable and/or supportive housing

3. Gentle densification

4. Neighborhood-oriented shops

5. Historic preservation

1. Charleston Blvd RAISE Grant (Mass Transit)
2. Affordable housing Don Craig (Province of BC / Flickr)
3. Missing middle apartments in Charleston, Las Vegas (Happy Cities)
4. (Charles Parker / Flickr)
5. Clark County Museum (Visit Las Vegas)


US-95
Buffalo Dr
Rainbow Blvd
Jones Blvd
Decatur Blvd
Valley View Blvd
Rancho Dr
Charleston Blvd
Sahara Ave
Las Vegas Fwy

Corridors

CHARLESTON 2050
VISION

New development

Transit investments will attract beautiful developments that create vibrant, people-friendly commercial corridors in Charleston.

Relevant Las Vegas 2050 Master Plan goals:

- **Land use:** "Develop compact and mixed-use neighborhoods with walkable access to jobs, amenities, education, services, and transit."
- **Land use:** "Focus new development in infill and redevelopment areas."
- **Land use:** "Utilize new development models that provide a broad mix of housing and neighborhood types to accommodate residents with varied incomes and in different stages of life."
- **Economy:** "Prioritize key redevelopment opportunities, incentivize, and actively promote their reuse."

New development

DESIGN GOALS

Enclosure: Define the edge of the street with a consistent line of buildings.

Vibrant, attractive streetscape: Offer an attractive backdrop for everything that pedestrians see.

Inviting building edges: Create street life and vibrancy by adding businesses, doors, windows, and other assets on the sidewalk.

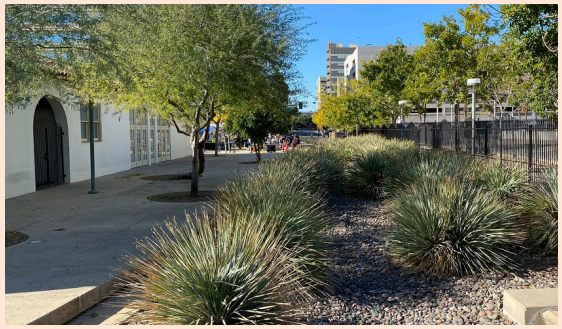
Reduce empty space: Minimize blank walls, parking lots, and dead space along the sidewalk.

Transit-oriented development: Attract high-quality, compact, mixed-use, transit-oriented development that will help the region meet its housing needs, while boosting land values for surrounding residents.

TOOLBOX

1. Define the street edge

2. Create visual variety



3. Provide greenery

4. Encourage street level activity

5. Create physical protection and comfort

1. Nightingale Preston. (Derek Swalwell / Breathe)
2. Transit Village Boulder. (Compass.com)
3. Historic Fifth Street, Las Vegas. (Ron Mader / Flickr)
4. Belmar Mall redevelopment, Denver. (Happy Cities)
5. Nightingale Preston. (Derek Swalwell / Breathe)

Major streets

Maintain commuter routes on major streets while transforming them into attractive, vibrant commercial streets.

Relevant Las Vegas 2050 Master Plan goals:

- **Transportation:** "Connect and enhance accessible bike and pedestrian facilities as part of a safe, efficient complete street and road network that moves people and goods."
- **Transportation:** "Make seamless transit options more convenient and better integrated with vibrant neighborhood and employment centers, better connecting people to their destinations."
- **Transportation:** "Strengthen smart transportation systems and infrastructure to foster economic development efforts."

Major streets

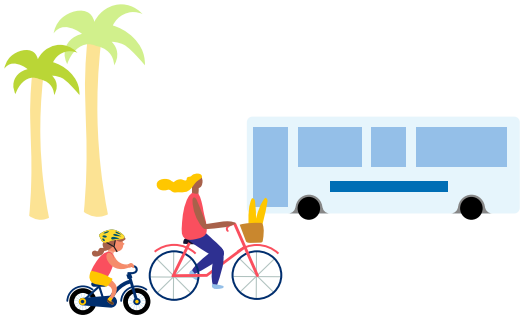
DESIGN GOALS

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, separated from traffic.

Safe intersections: Redesign intersections to minimize crossing distance for pedestrians and to maximize safety and comfort.

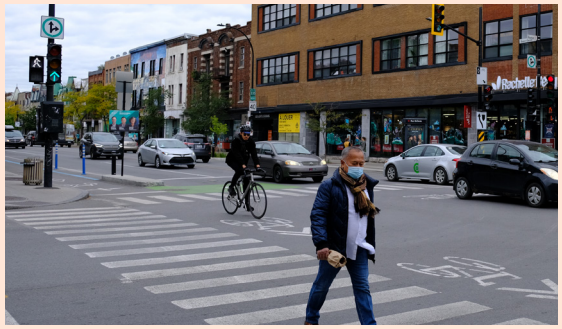
Protect pedestrians: Buffer people from traffic with wide sidewalks, trees, garden boxes, and similar tools, and create pedestrian areas separated from traffic.



TOOLBOX

1. Wider sidewalks

2. Pedestrian separation buffers



3. Slower speed limits and safe crossings

4. Off-street pedestrian zones

5. People-oriented buildings

1. Wide sidewalk with shops, Las Vegas (Happy Cities)
2. Palm trees as a buffer, Las Vegas (Happy Cities)
3. Safe crosswalk with pedestrian signal on a 25 mph commercial and residential street. (Emma Avery)
4. Courtyard Pocket Parks Dallas. (Courtyard Pocket Parks | Wikimedia Commons)
5. Pacific Point Apartments. (Bruce Damonte / David Baker Architects)

Redevelopment

CHARLESTON 2050
VISION

Redevelopment sites

Charleston will attract high-quality, transit-oriented development in strategic places through up-front investments and financial incentives.

Relevant Las Vegas 2050 Master Plan goals:

- **Economy:** "Prioritize key redevelopment opportunities, incentivize, and actively promote their reuse."
- **Public facilities and services:** "Provide equitable access to facilities and services that help meet residents' social needs, maximize their potential for development and enhance community wellbeing."

Redevelopment sites

The Charleston 2050 Vision outlines a strategy for the City to invest in key community locations to attract high-quality, transit-oriented development.

This strategy aligns with the Las Vegas 2050 Master Plan, which calls for "the redevelopment of select opportunity sites" in Charleston for "higher density transit-oriented development," especially along corridors such as Charleston Boulevard, Sahara Avenue, and Decatur Boulevard.

At these opportunity sites, the priority should be to encourage an initial set of high-quality developments that can then help attract more development. The City of Las Vegas calls these "**Catalytic Redevelopment Areas**."

Identifying priority sites for redevelopment

The project team assessed the sites most suited to this strategic investment, based on several criteria. The analysis prioritized selecting areas for redevelopment by assessing four key categories:

Areas with low barriers to change

- Older average building age (pre-1990s)
- Low property values (less than $250,000 per acre)
- Vacant properties
- Large properties (over 80,000 sq. ft.)
- Within the Redevelopment Area 2
- Mixed-use or transit-oriented development zoning

Walkable, connected areas

- 10% or more of the current population walks, bikes, or takes transit to work
- Transit sees over 3,000 daily users
- High walkscore (70 points or higher out of 100)
- Blocks are shorter than 0.25 miles (measured by a diagonal line connecting the two farthest points)

Areas with potential to support transit-oriented, people-friendly development

- Within a quarter mile of existing or proposed frequent, high-capacity transit
- Within a quarter mile of schools
- Within a quarter mile of a university, mall, or the Medical District
- Within a quarter mile of parks

Areas aligning with local community priorities

- Landowners and developers expressed enthusiasm about redeveloping a site
- Areas where residents and the community most likely to support redevelopment and street redesigns, based on engagement findings
- Areas that elected and appointed officials are most likely to support

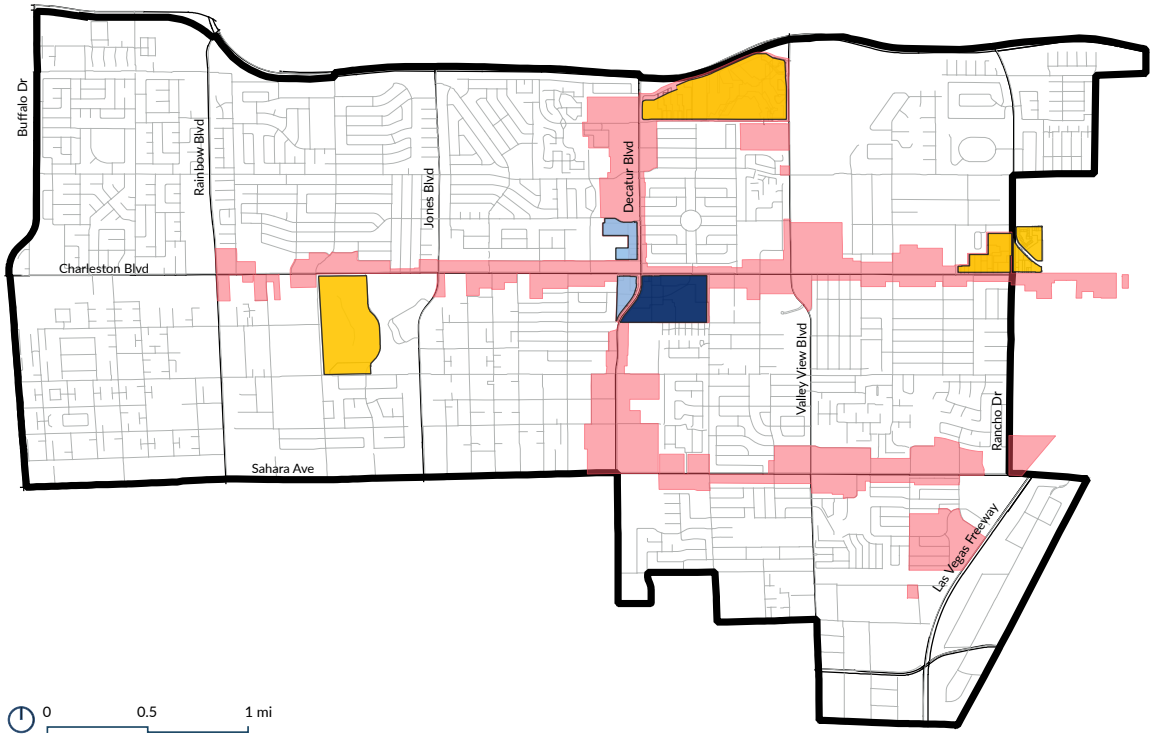
Redevelopment sites

Based on the selected criteria and engagement with key actors (including local developers, residents, City staff, and elected officials), we identified the following sites, shown in the map:

- **Priority catalytic redevelopment area: NW and SW of Decatur Blvd. Charleston Blvd. intersection.** Focus on attracting redevelopment here first.
- **Priority area for future growth: SW of Decatur Blvd. intersection.** Encourage redevelopment of this area long-term into a mini-downtown for Charleston.
- **Conditional catalytic redevelopment area: College of Southern Nevada, Meadows Mall, North of Rancho Dr. and Charleston Blvd. intersection.** Provide support for redeveloping these areas if landowners are willing to invest in change.
- The majority of these sites are located within the "**Redevelopment Area 2**" designation, which means that Las Vegas's Redevelopment Authority has jurisdiction to use incentives to encourage growth here.

Long-term vision: A vibrant main street for Charleston

Catalytic redevelopment areas will establish footholds for high-quality development in three locations along Charleston Boulevard. Long term, these areas will attract more people-oriented development along the corridor. Eventually, it will form a single, cohesive Main Street, offering a vibrant destination for shopping, walking, and socializing along the whole length.



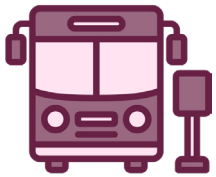
Redevelopment sites

DESIGN STRATEGIES

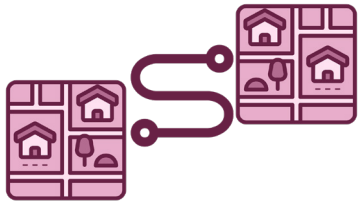
For each of these priority redevelopment sites, Charleston will prioritize the following design strategies:

- Invest in transportation assets that can help attract development, including high-capacity transit.
- Make up-front investments in creating safer, more pedestrian-friendly streets.
- Identify any public assets that government is planning to build—such as a community center, school, or library—and locate it within this redevelopment area.
- Create financial incentives to help attract development.
- Set a time limit on some financial incentives to encourage developers to invest sooner.
- Once development begins, repeat some of these steps, as needed, to attract other, nearby development.

TOOLBOX



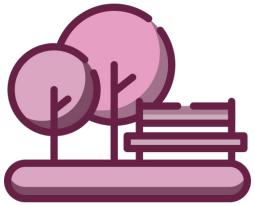
Invest in transit: An efficient transit system will play a key role in attracting compact, pedestrian-friendly development to Charleston.



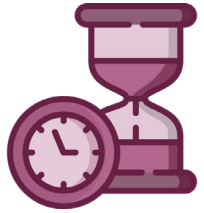
Create connections with local neighborhoods: Local residents offer a built-in customer base for potential new businesses.

Offer financial incentives: Incentives play a crucial role in making pedestrian-friendly developments financially feasible.

Improve the pedestrian realm: Las Vegas should invest up front in safety and comfort improvements for streets in and around catalytic redevelopment areas.



Invest in public assets: New schools, community centers, or similar high-quality facilities show that government is committed to supporting an area.



Place time limits on incentives: Without time limits, developers may be less likely to invest in transit-oriented, people-friendly development.

Conclusion

Residents value Charleston for its central location in the region and strong sense of community. However, the area faces challenges, including dangerous streets, low-value development on arterial roads, and a lack of public spaces, safe bike lanes, and shade.

This document lays out a vision for how to strengthen Charleston's quality of life, while retaining what people love most about the area. Strategic investments along Charleston Boulevard will help attract high-quality, transit-oriented development, which will address the area's housing needs while providing residents with a vibrant main street and more shops and services. Redevelopment provides opportunities to build new public spaces and other amenities that support community wellbeing.

Outside of the major corridors, this vision proposes slow, incremental change to the density and housing types in local neighborhoods. It outlines strategies for the City to improve local neighborhood streets to create safe, shaded, comfortable places for residents to walk, gather, and socialize. The vision also prioritizes greater access to green space, such as small "pocket parks," so that residents can walk to a place to relax or play outside. Safe and efficient bike lanes and transit routes should connect between local neighborhoods and to new development on the commercial corridors.

Together, these changes will help make Charleston a healthy, safe place to live for the coming decades, with strong social ties and a clear sense of identity.

Happy Cities

Appendix

Methods and rationale

Contents

Methodology

This Vision document is based on three inputs:

- Previous official plans and studies conducted by the City of Las Vegas and Southern Nevada region, such as the City of Las Vegas 2050 Master Plan and the Southern Nevada Strong Regional Plan.
- The first round of public engagement, which involved two stakeholder sessions, one online focus group, an online survey, and five pop-up events at parks and transit stops. In total, we reached 430 people.
- Technical analysis and background research.

Related projects

Concurrently with the Charleston 2050 Master Plan, the Regional Transportation Commission is conducting a study on the potential to build high-quality transit on Charleston Boulevard, such as bus lanes, a tram line, or a similar transit solution. The project will likely result in other design changes for the street. The project teams are in close contact with each other and are sharing the results of engagement and other insights.

Technical analysis and background research

Our analysis included the following:

- A quantitative assessment of the suitability of Charleston area for redevelopment, which we describe in redevelopment areas section.
- An assessment of gaps in community assets, including parks, community centers, and libraries.
- A review of census data to identify areas that face greater challenges.
- A qualitative assessment of the strengths and barriers for walking and biking in the Charleston street network.
- A desk review of best practices for suburban community plans to support health, safety, and transit-oriented development.

The final Charleston area plan will provide more detail on this analysis. This document focuses on high-level design goals and methods to achieve the 2050 vision.

Community pop-up engagement event at the Bonneville Transit Center.

Local streets

Vision: Local streets will be safe and comfortable places for people to walk, roll, bike, play, and spend time outside.

Rationale

In the public survey, residents ranked their priorities for street design. The highest priority was "Feeling safe when you walk outside." Other top priorities included "More street trees and shade," "Making streets comfortable for the elderly," and "Having places to enjoy spending time outside."

Less than 4% prioritized "allowing cars to drive fast" or "allowing lots of cars on the road." Similarly, over 90% of residents expressed a desire to walk or bike more, but less than 30% of respondents feel safe and comfortable walking or biking outside. Residents expressed a desire for safer, more comfortable streets. Some residents explicitly requested that the City better recognize the distinct purpose of local streets, so that major corridors can focus on enabling commuter traffic, while local streets can prioritize safety and comfort.

Methods

Slow traffic by design: Design streets to achieve slow traffic without needing heavy enforcement, so that local residents can consistently rely on local streets being safe. Actions include:

- Set a target speed and achieve it through design, using traffic-calming features such as curb extensions, chicanes, traffic circles, narrow lanes, and yield streets. The National Association of Transportation Officials (NACTO) recommends a speed of 25 mph or less.
- Do not set traffic speeds by how fast people currently drive.
- Line the street with benches, trees, and other amenities, because these objects play an important role in slowing traffic, and they are essential for creating a comfortable public realm for pedestrians. Avoid design speeds that would make such fixed objects dangerous for drivers.
- Encourage on-street parking to help slow traffic.
- Use traffic-calming measures—such as extensions, chicanes, and roundabouts—to slow cars down and discourage through-traffic.

Local streets

Create safer crossings:

- Limit traffic lanes to one in each direction to reduce the distance for pedestrian and bike crossings.
- Do not add turning lanes at intersections, as these widen the street at the locations where pedestrians and cyclists need to cross.
- Where possible, use curb extensions to slow traffic and shorten the crossing distance for pedestrians.

Improve comfort for people outside:

- Provide shade with drought-tolerant, climate-adaptive trees and other structures, especially at bus stops and along important pedestrian routes.
- Provide public seating and shelters at bus stops and along important pedestrian routes.
- Provide drinking water fountains or water refill stations at key bus stops and in public spaces.

Optimize for accessibility:

- Identify sidewalks that do not have sidewalk ramps and add them throughout Charleston.
- Identify sidewalks blocked by phone poles or utility boxes and move them.
- Ensure all new sidewalks are six to eight feet wide to create an accessible path of travel.
- Incorporate accessibility standards into standard intersection designs. For example:
  - Ensure that rumble strips line up with sidewalk ramps (curb cuts) and crosswalks.
  - Offer audio cues for crossing.
  - Provide adequate lighting at night.

Prioritize and implement: It is not feasible for Las Vegas to make these improvements for all streets throughout Charleston at once. The following criteria will guide where Las Vegas should implement these changes first:

- Streets on the High Injury Road Network and in Communities of Concern, as identified in the Vision Zero Plan.
- Streets and intersections with especially high rates of pedestrian or cyclist injury and death.
- Streets that provide access to schools, parks, daycares, libraries, and other major community destinations.
- Streets that have transit.
- Streets that offer a direct path for pedestrians and cyclists through a neighborhood to transit or destinations.
- Streets that will soon receive major roadwork, offering the opportunity for a low-cost transformation.

Transit

Vision: Charleston will have safe, convenient, comfortable, reliable transit that supports high-quality, pedestrian-friendly development.

Rationale

Shade and comfort at transit stops: Residents identified their highest priorities for improving transit in Charleston. The most common response was to add "more shade at transit stops." This goal is in line with the RTC On Board Plan, which states, "Shaded facilities at RTC's bus stops is vital in Southern Nevada's desert climate." Residents also requested physical protection from oncoming traffic for transit stops on high-speed roads, such as trees or concrete bollards. In general, transit stops should be places where residents can escape the heat, rest, and wait comfortably and safely for transit.

High-capacity transit: Building "high-capacity transit" is one of the seven Big Moves identified in the On Board Plan. The Plan identifies Charleston as the second-highest priority corridor for improvements, because it has substantial potential for transit-oriented development and it has the fourth-highest ridership of any transit route in Las Vegas. During consultation, residents expressed that transit needs to be much higher quality to remove its "stigma" and the perception that it is a "last resort" for getting around. Stakeholders described the transit lanes on Sahara Avenue as "a missed opportunity" for transit riders, because the bus lanes do not fully separate riders from transit, and transit stops do not offer riders a premium experience.

Transit-oriented development: The Las Vegas 2050 Master Plan states that "The Charleston area will focus on more intense, higher density transit-oriented development" to encourage development in existing built-up areas, provide a "broad mix" of housing, and to improve access to "jobs, amenities, education, services, and transit." Development and Medical District stakeholders expressed that transit will need to be very high-quality to give developers confidence that they can invest in development projects that replace surface parking lots with pedestrian-friendly buildings.

Transit stations: The quality of transit stations is central to ensuring that high-capacity transit offers a premium experience capable of eliminating the stigma, and attracting high-value development.

Transit

Methods

Transit stop enhancements: Work with RTC to provide shade and seating at all transit stops throughout Charleston. These enhancements should include at a minimum:

- Shade trees, shade sails, and/or bus shelters.
- Seating.
- Protection from high-speed traffic (if relevant), such as with concrete garden boxes, concrete bollards, or on-street parking.
- Busy stops should include a water fountain or bottle refill station.

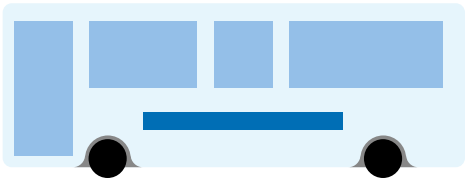
Transit stations: Work with RTC to ensure that any high-capacity transit project in Charleston includes a budget to build and maintain fully equipped transit stations, including the following features:

- 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 flush with transit entrances to improve accessibility, and to ensure people can board transit smoothly.

Train or light rail, if feasible: The fourth-highest priority identified by survey respondents to improve transit was "Train or light rail service (as opposed to buses)." Development industry representatives also expressed that a tram or light rail would have a greater impact on attracting high-quality, transit-oriented development.

Prioritize and implement: In the short term, the City should identify priority stops to upgrade based on the following criteria, in order of priority:

- Transfer points between high-frequency transit routes (meaning those with frequencies of 15 minutes or less) and other transit routes.
- Other stops on high-frequency transit routes.
- Stops on local transit routes that have the highest boarding numbers.
- Transit stops on streets that are also receiving pedestrian or traffic-calming improvements.
- All other transit stops.



Bikes, scooters, and skateboards

Vision: 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.

Rationale

The Regional Bicycle & Pedestrian Plan for Southern Nevada states that bike lanes in the area cannot attract cyclists of all ages and abilities, "due to high traffic volumes and speeds, lack of physical protection, faded striping, and insufficient bike lane width." The Plan aims to create a "safe, connected and convenient walking and bicycling system that serves as a viable transportation and recreation asset."

In our survey, only 15% of respondents reported feeling safe while biking in Charleston. Residents identified safe bike lanes, slower cars, and safer intersections as the top three priorities for improving biking.

Methods

Offer protected bike lanes: Separate bike lanes from traffic with concrete buffers or by elevating the bike lane to the level of the sidewalk. If full protection is not feasible, add bollards at minimum. Painted bike lanes and sharrows are insufficient to make biking feel safe for everyone.

Protect cyclists with street parking: If a street has parking, position the bike lane between parked cars and the sidewalk, so that the parked cars protect cyclists from faster-moving traffic. Provide a small buffer to avoid cyclists hitting car doors.

Minimize crossing distance at intersections: Similar to pedestrians, cyclists are most vulnerable when they are crossing the street. Curb extensions can reduce crossing distances, especially if bike lanes are built into the extensions. Other strategies are to place stop lines for bicycle lanes ahead of the stop lines for vehicles, add bike boxes for stopping and/or turning, and start bike and pedestrian signals ahead of green lights for vehicles. Finally, removing turning lanes for cars at intersections also helps to ensure short crossing distances.

Create a minimum grid: Las Vegas should aim to create a minimum grid of fully protected bike lanes.

Parks and public spaces

Vision: All residents will live within a 10-minute walk of parks and public spaces that meet their needs for socializing, exercise, and play.

Rationale

There is a major gap between the parks available in Charleston and the need. The Las Vegas 2050 Master Plan sets a long-term target to create 494 acres of parkland in Charleston, much more than the 160 acres that currently exist. Achieving this target will require major investments. The Imagine Las Vegas Parks Plan recommends constructing "an additional major park or open space within the Charleston planning area." (Action 1.4).

In the survey, "Parks and playgrounds" was the fourth-highest priority for new amenities, behind "trees" and indoor gathering spaces. In focus group sessions, participants emphasized the need for more parks, noting that there are only a handful of parks in the area.

Security was a major concern expressed by focus-group participants. They reported that families do not visit some public spaces because they are perceived as gathering places for unhoused residents.

Methods

Include park space in developments: The 2023 Imagine Las Vegas Parks plan calls for requiring "public open spaces like parks and plazas [...] within development approvals." This is the lowest-cost method for providing new park space. The Las Vegas 2050 Master Plan calls for major redevelopment along Charleston's corridors, which offers the opportunity to create new public spaces. For existing neighborhoods, it is desirable to establish stronger requirements for new developments to provide public spaces, to the extent possible.

Acquire land: Charleston has very little unbuilt land, which means it will be financially challenging for the City to directly acquire large areas of land for new parks. However, Las Vegas should monitor opportunities to secure land, such as when utilities or other levels of government deem land surplus. If the City secures land for public facilities, such as a community center, this can also present opportunities to create small green spaces. The Imagine Las Vegas Parks Plan provides a list of potential funding sources (pages 83-84).

Parks and public spaces

Include a small "pocket park" on every street: Residents need access to parks of all sizes. A small pocket park (a quarter acre or less) can fit a playground, or offer a place to sit and gather with friends. Building more small parks would help to reduce the average distance between homes and public spaces. This can be achieved by:

- Reviewing government-owned land to identify any underused segments that can be converted into a small park.
- Acquiring vacant land or lots with empty homes to convert them into small parks.
- Redesigning streets to create small parks within under-used road space. This strategy aligns with the Las Vegas 2050 Master Plan's "Infill Park Strategies," which call for using "left over and underutilized right-of-way spaces for mini-parks, urban plazas and/or linear parks."

Consult with the Clark County School District on the potential to make playgrounds available to the public: Some focus group participants suggested that the City could make better use of existing assets by making school playgrounds available for residents. However, others cautioned that playgrounds are currently fenced off because in the past, playgrounds have attracted unhoused residents, including during school hours. If school playgrounds were made publicly available, this change should be accompanied with a security strategy and enforcement.

Plant trees for shade: Las Vegas should consider expanding its yearly tree planting program, and prioritize heavily used streets and parks.

Line parks with homes and businesses to improve safety: One strategy to make parks safer is to ensure that homes or businesses face onto the park on all sides, to create a sense that the space is being monitored by locals at all times. To achieve this sense of safety, it is important to ensure that the entrances to these homes and businesses face onto the park. Homes and businesses can also provide an attractive backdrop for parks, and businesses can provide visitors with things to do there.

Consider children-only playgrounds: Some playgrounds in Charleston only allow people to enter if they have children with them. This policy helps families feel safe to visit the park.

Civic amenities

Vision: Charleston residents will enjoy access to indoor amenities that meet their needs for culture, entertainment, exercise, and social connection.

Rationale

The Mirabelli Community Center, the Charleston Heights Arts Center, and the West Charleston Library are among the only publicly owned community facilities in Charleston (excluding schools). This is a low number for a community of over 75,000 people.

Focus group participants underlined that there is a lack of family-friendly indoor places to visit with children in Charleston. Such spaces are especially important on days when it is too hot outside to spend time in public spaces. Participants requested a community center, multi-use recreation center, or multigenerational center with a range of potential amenities, including:

- An indoor fitness track.
- An indoor playground.
- Ball courts, such as for pickleball.
- Food vendors.

Participants requested programming for all ages, including activities for toddlers and activities for older kids, such as pottery. Participants also suggested a number of locations that would work well for such a family-friendly facility, including:

- Near Decatur and Rainbow boulevards.
- Near Charleston and Decatur boulevards.
- Near Charleston and Valley View boulevards.
- On Sahara Avenue, east of Decatur Boulevard.

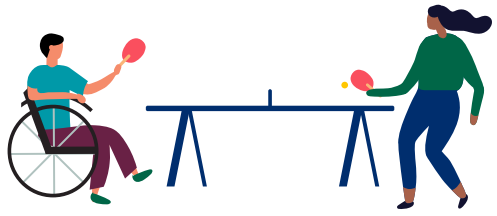
Community and arts spaces were higher priority than a recreation center for survey and pop-up respondents. "Arts and cultural spaces" was the third-highest priority for amenities. Recreation centers were ranked fifth among survey respondents, and eighth for pop-up participants.

Methods

Select a location to promote street life and activity: Community facilities can play a crucial role in attracting people to an area and in encouraging development. They provide amenities for potential future residents and signal to developers that the City is committed to investing in an area. To maximize the value of any such facility for the future of Charleston, it should be located in a Catalytic Redevelopment Area to help attract the desired patterns of growth.

Design high-quality exteriors: To attract development and provide a high quality of life, it is important that new government buildings focus on providing a cool, shaded, comfortable exterior environment that lines up with other buildings to create an attractive streetscape.

Determine potential sources of funding: FEMA offers funding for "resilience hubs" that can provide a public, cool place with supportive resources during extreme heat events. There is potential for Las Vegas to leverage this and other programs to fund new civic amenities facilities.



Housing

Vision: Charleston will offer diverse, affordable housing options that meet the needs of residents at all stages of life, while preserving the character of existing neighborhoods.

Rationale

Charleston is projected to add over 25,000 residents by 2050. The Las Vegas 2050 Master Plan sets a target of over 10,000 new housing units for Charleston. During the first round of community engagement, participants 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 various financial challenges in relation to housing, such as rent prices, cost of buying a home, and lack of housing options.

At the same time, protecting neighborhood character is very important to residents. The most common housing issue participants identified was that "neighborhood character is changing."

Methods

Focus new growth on major transit corridors, near to jobs: Focus higher-density development, such as apartment buildings, on major transit corridors and near major employment areas such as the Medical District, the College of Southern Nevada, and others. This reduces the risk that new residents will be reliant on cars, and will help protect neighborhoods from rapid transformation.

Partner with housing organizations to build affordable and/or supportive housing: Work with organizations that specialize in building and managing affordable and/or supportive housing to provide more housing options for people with a range of incomes and needs. Locate affordable housing on corridors near transit, services, and jobs.

Prioritize slow, compatible growth within neighborhoods: Prioritize gentle forms of densification within existing neighborhoods, such as backyard suites, courtyard housing, laneway homes, and others. Allow neighborhoods to grow incrementally while maintaining their character.

Allow small, neighborhood-oriented commercial spaces: Allow small-scale commercial spaces in residential neighborhoods, such as corner stores and cafes. These should be designed to serve local residents (rather than a regional clientele), and should be easily accessible on foot or by bike. Local commercial spaces help offer more services to residents without adding traffic.

Implement anti-displacement policy measures: Ensure that low-income residents do not get pushed out of the community by adopting policies to protect existing residents. These policies can include requirements to maintain existing affordable units that are being redeveloped into new developments. It can also include innovative measures, such as community land trusts, to protect affordable housing stock.

Historic preservation: Offer clear protection for historic buildings and districts, considering the diverse communities in Charleston. Create funding streams to rehabilitate and preserve homes with valuable residential character.

New development

Vision: Transit investments will attract beautiful developments that create vibrant, people-friendly commercial corridors in Charleston.

Rationale

The proposed high-capacity transit investments along Charleston Boulevard offer an opportunity to attract investment and high-quality design. (See the redevelopment section for other strategies to attract development). The Las Vegas 2050 Master Plan calls for "higher density transit-oriented development" on Charleston Boulevard, as well as on other nearby corridors, if they eventually receive transit investment as well.

Commuter travel: During consultation, we did not hear any requests to reduce capacity for cars on major corridors. However, many residents supported adding higher-order transit, such as bus lanes or a tram. Residents expressed that the corridors play an important role in enabling commuter trips and long-distance transportation.

Provide housing: Residents also supported adding more housing through high-density, transit-oriented development on the major corridors, rather than in local neighborhoods. However, residents cautioned that they do not want low-quality apartment blocks that discourage street life and depress housing values.

New development

Methods

Urban designers have identified a core set of design requirements to ensure that buildings create a pedestrian-friendly public realm. We summarize these guidelines in the table.

Design criteria	Goal	What to avoid
Enclosure	Buildings should define the edge of streets and public spaces with a consistent street wall.	Avoid adding parking lots, vacant lots, or unused spaces with no clear purpose.
Visual complexity	Buildings should provide visual variety at multiple scales, in three dimensions, similar to that found in nature.	Avoid blank walls and flat walls with no three-dimensional features.
Greenery	Building frontages should include trees and plants. Trees should be appropriate to the climate and offer shade.	Avoid creating barren asphalt or concrete areas that lack greenery.
Vibrancy	Require buildings to direct doors to the sidewalk to attract people to the street. Encourage street-level retail. Reinforce vibrancy with seating, patios, or porches to create reasons for people to spend time on the street. Encourage large windows to make interior activities visible.	Avoid empty walls that lack windows or doors. Do not allow businesses to cover their windows or make them opaque.
Physical comfort	Buildings should provide protection from the heat. They should cast a shadow on the sidewalk for as much of the day as possible. Awnings, shade sales, and trees provide additional comfort.	Avoid building setbacks that leave the sidewalk exposed to the sun.

Major streets

Vision: Maintain commuter routes on major streets (such as Charleston Blvd. and Decatur Blvd.) while transforming them into attractive, vibrant commercial streets.

Design challenge

Charleston's major corridors have the most land available for development and the most efficient routes for transit. However, these roads also have significant volumes of fast-moving vehicle traffic. As a consequence, the Charleston 2050 area plan needs a toolbox of design strategies to create lively, people-friendly places along these corridors while preserving their role for long-distance travel.

Rationale

Improve safety: Charleston Boulevard and Sahara Avenue are two of the corridors in Las Vegas with the highest number of car collisions with pedestrians and cyclists. Charleston is part of Las Vegas's "high injury network," a set of roads where 77% of traffic injuries occur (shown in the map on this page, and reproduced from the Las Vegas Vision Zero Action Plan). Many of Charleston's intersections have been identified as some of the most dangerous in Las Vegas. The Regional Walkability Plan lists Sahara Avenue and Decatur Boulevard in the highest priority category for walkability improvements. It lists Charleston, Rainbow, South Jones, and South Valley View boulevards in the second-highest priority category for improvements.

Major streets

Improve development quality: During consultation, residents expressed frustration that Charleston's commercial corridors are uninviting, with large parking lots, drive-throughs, and often run-down buildings. They requested high-quality design for new development along the corridors, so that the new developments better match the quality of design found in their own neighborhoods. Many residents identified the Arts District's Main Street as a positive example. It offers wide, safe sidewalks, and attractive, pedestrian-oriented businesses.

Use grants to reinvest in existing buildings: Draw on the Community Development Block Grant, neighborhood facade improvement programs, or other funding sources to improve existing buildings.

Methods

The following methods focus on how to create the best possible experience for pedestrians on streets that must also serve long-distance commuter traffic.

Wide sidewalks: Wide sidewalks can help mitigate the impacts of heavy traffic by creating more distance between pedestrians and traffic. Ensure all sidewalks are at least six to eight feet wide, as recommended in the Regional Walkability Plan.

Buffers: Trees, benches, garden boxes, and pony walls can create a sense of separation between pedestrians and the street, and help people feel protected from traffic. Trees can also substantially reduce traffic noise. On-street parking can also offer a valuable buffer. However, traffic speeds need to be lowered to make on-street parking safe.

Slower speed limits: Reducing speed limits would substantially reduce traffic noise and make streets safer. NACTO guidelines state that no urban arterial should be designed for speeds above 35 mph. To promote street life and attract development, research shows a speed limit of 30 mph is ideal. Slower speed limits are not predicted to significantly increase travel times.

Off-street pedestrian zones: One strategy to buffer pedestrians from traffic is to create small commercial areas off the street. There are many large lots along Charleston Boulevard and other corridors where it should be possible to create such internal pedestrian areas. These spaces can offer a high-quality, people-friendly public realm insulated from traffic noise with attractive buildings on all sides, while still offering the convenience of being close to major corridors and transit stops.

Slower speed limits have limited impact on car travel times.

If cars could drive the speed limit without stopping for the full width of the Charleston area (from South Buffalo Boulevard to Rancho Drive), reducing the speed limit from 45 mph to 30 mph would add three minutes and 20 seconds to this drive. However, the actual impact will be less than this, because people driving spend much of their time stopped at street lights or driving slowly in traffic. Drivers spend only a small part of their time traveling at maximum speed in an urban environment, meaning that a lower speed limit will only have a marginal impact on travel times.

Major streets

Safe crossings: The RTC Regional Walkability Plan provides a comprehensive list of design interventions to improve pedestrian safety. Important interventions include:

- **Pedestrian islands:** Medians in the center of large roads offer pedestrians a comfortable, protected place to pause while crossing the street. These "pedestrian islands" reduce the amount of time people spend crossing traffic, which is crucial for making intersections feel safe—especially for older people or people with mobility challenges, who often cannot cross quickly. If Las Vegas builds bus lanes or a tram down the center of Charleston Boulevard, this would create an opportunity to establish pedestrian islands along its length. (Regional Walkability Plan Pages 69, 236).
- **Slow turns:** If cars can make turns at high speeds, there is a greater risk that they will hit pedestrians, and that these collisions will be fatal. Tighter turning radii force cars to slow down before making a turn, reducing the risk of collision. Such turns should be as tight as possible. The City should use design strategies to enable tight turning radii while also addressing the needs of buses, firetrucks, and trucks. For example, "effective turning radii" provides a larger definition of the space available for these vehicles to turn. (Regional Walkability Plan page 241).
- **Eliminate slip lanes:** Slip lanes enable cars to turn at high speed. They are especially dangerous because drivers often look left to check oncoming traffic just as they are passing through a crosswalk. They also create dangerous conflicts between cyclists traveling straight and drivers turning right. (Regional Walkability Plan page 241).
- **Leading pedestrian intervals:** LPI signals allow pedestrians and bikes to start crossing before cars, which improves their visibility. (Regional Walkability Plan page 42, 234).
- **Colored sidewalks and bike lanes:** These features can communicate that pedestrians and cyclists are prioritized in an area and help draw attention to them. (Regional Walkability Plan page 235).
- **Mid-block crossings:** There are places in Charleston where pedestrians cannot cross the street for over 2,000 feet. NACTO recommends ensuring pedestrians can reach a crosswalk, wait, and then cross within three minutes, or else many pedestrians will cross illegally. This implies a maximum distance between crosswalks of roughly 600 to 700 feet. It is likely not feasible to add new intersections on major corridors in Charleston. One solution is to create mid-block crossings for pedestrians and cyclists only, using flashing lights to ensure their safety. If Las Vegas builds transit in the center lanes of its corridors—as is being explored for Charleston Blvd.—such crossings could also provide access to transit stations. (Regional Walkability Plan page 235).

Design guidelines: It is important to ensure that new buildings are designed to improve the pedestrian experience and to attract more people-oriented development nearby. The following section on redevelopment outlines further design guidance.

Redevelopment sites

Vision: Charleston will attract high-quality, transit-oriented development in strategic places through up-front investments and financial incentives.

Design challenge

Zoning for denser development needs to be accompanied by municipal investment to encourage developers to build high-quality, pedestrian-oriented places. In areas with large roads and parking lots, it can be difficult to convince developers to build people-friendly buildings with retail at ground level. The City can help overcome this challenge by investing in amenities and design changes, such as new community facilities and street redesigns, to promote more people-friendly, walkable environments where retail and mixed-use buildings can succeed.

Rationale

The 2050 Master Plan expresses a vision to build transit-oriented development on Charleston Boulevard and other nearby corridors. To make this aspiration a reality, the City needs a strategy to create the necessary economic and physical conditions on the ground in Charleston to attract this type of growth.

Selecting redevelopment areas

The project team assessed the sites most suited to this strategic investment, based on several criteria, summarized below.

Areas with low barrier to change

- Older average building age (pre-1990s)
- Low property values (less than $250,000 per acre)
- Vacant properties
- Large properties (over 80,000 sq. ft.)
- Within the Redevelopment Area 2
- Mixed-use or transit-oriented development zoning

Walkable, connected areas

- 10% or more of the current population walks, bikes, or takes transit to work
- Transit sees over 3,000 daily users
- High walkscore (70 points or higher out of 100)
- Blocks are shorter than 0.25 miles (measured by a diagonal line connecting the two farthest points)

Areas with potential to support transit-oriented, people-friendly development

- Within a quarter mile of existing or proposed frequent, high-capacity transit
- Within a quarter mile of schools
- Within a quarter mile of a university, mall, or the Medical District
- Within a quarter mile of parks

Areas aligning with local community priorities

- Landowners and developers expressed enthusiasm about redeveloping a site
- Areas where residents and the community most likely to support redevelopment and street redesigns, based on engagement findings
- Areas that Councilors are most likely to support

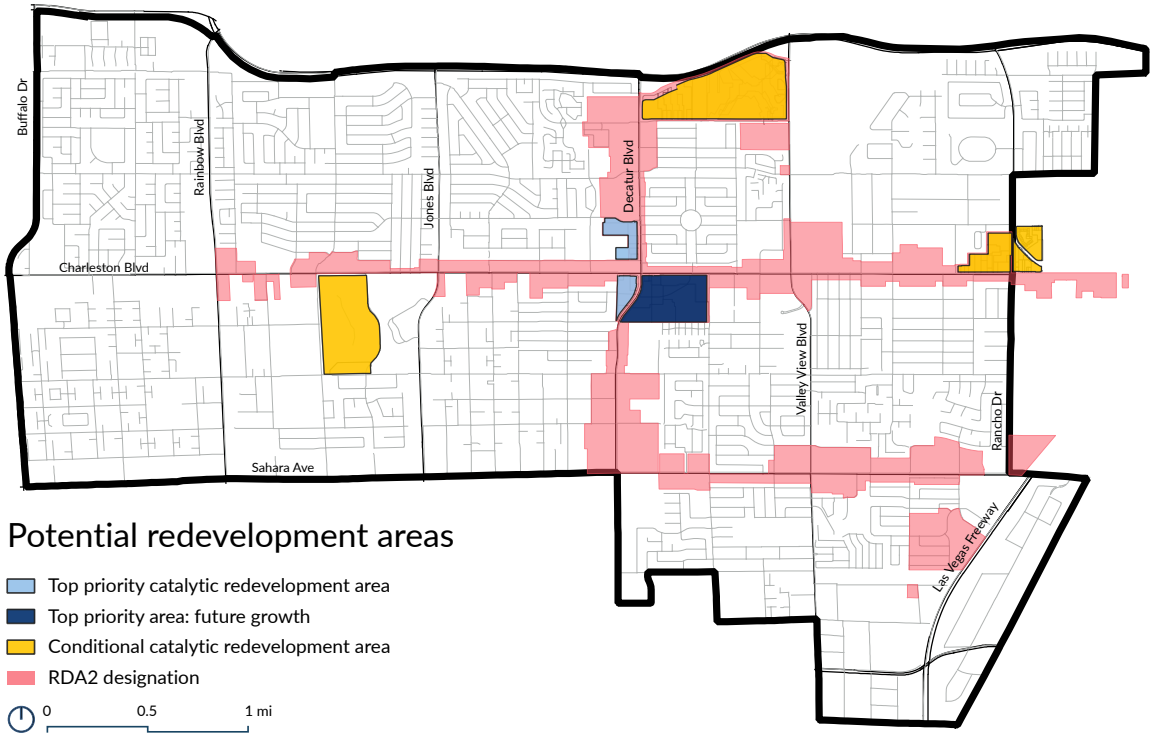
Redevelopment sites

Through this analysis, four candidate sites ranked highest.

From these, we selected one top priority area for change, at the intersection of Charleston Boulevard and Decatur Boulevard. This site has major strengths:

- It has land with older buildings that are ideal for redevelopment (highlighted in darker blue).
- It includes land with newer buildings that are not immediately available for redevelopment, but which offers the potential for large-scale future development.
- Decatur Boulevard is a proposed future location for high-capacity transit, according to the On Board Mobility Plan for Southern Nevada. This means the location is at the intersection of two proposed high-capacity transit corridors.

We identify the other three sites in as "Conditional Catalytic Redevelopment Areas." These areas offer a valuable opportunity for redevelopment, but we recommend that the City of Las Vegas wait until landowners express interest in partnering on redevelopment before proceeding with investment here.



Redevelopment sites

Methods

The following actions are recommended to encourage redevelopment:

- **Invest in transit:** The RTC is investigating the potential to build high-capacity transit on Charleston Boulevard. An efficient transit system could play a key role in attracting compact, pedestrian-friendly development to Charleston. We therefore focus on Charleston Boulevard for catalytic redevelopment.
- **Improve the pedestrian realm:** Las Vegas should invest up front in safety and comfort improvements for streets in and around catalytic redevelopment areas. These investments will strengthen confidence that an area will one day support street life, which in turn helps to attract developer investment. Once development has started in an area, the City can rely to a greater extent on developers to improve additional sidewalks as part of their projects.
- **Create connections with local neighborhoods:** Local residents offer a built-in customer base for potential new businesses. If new buildings depend on pedestrian traffic, it will be crucial to provide safe, direct connections between existing neighborhoods and new buildings. If no direct path exists to a neighboring set of streets, it may be desirable to acquire land to create pedestrian connections. If streets do exist, the City should consider investments to improve safety and comfort to encourage people to walk there. (See the local streets section for guidance on these improvements.)
- **Invest in public assets:** If government builds a school, community center, or similar high-quality asset in a catalytic redevelopment area, it sends a powerful signal that the City is committed to supporting a new style of growth. These buildings can also help attract street life to support sidewalk-oriented businesses. However, these buildings must be designed to support a high-quality pedestrian public realm—as described in the major streets section—or they risk discouraging pedestrian-friendly development. Any such investment should be timed early in the redevelopment process to maximize its impact on attracting growth.
- **Offer financial incentives:** Incentives play a crucial role in making pedestrian-friendly projects financially feasible, and in reducing the perceived risk of investing in them.
- **Place time limits on incentives:** Often, developers prefer to wait until other developers start building projects in an area before they themselves take the risk. This first-mover problem can lead to no one investing. Time limits give multiple developers a reason to invest first, which sends a signal to other developers that they too should invest.

Redevelopment sites

Once an initial set of investors take the risk and invest in pedestrian-friendly growth, this can create momentum for development in an area, and helps attract more investment. Las Vegas should prepare to continue cultivating pedestrian-friendly growth outwards from the catalytic redevelopment area as development momentum grows. This means ensuring all growth areas have appropriate zoning, providing necessary street design changes, and being ready to make public realm investments as new areas begin to attract development.

Catalytic redevelopment areas will establish footholds for high-quality development in three locations along Charleston Boulevard. In the long term, these areas will attract more high-quality development along the corridor. This will create a single, cohesive main street, offering a high-quality destination for shopping, walking, and socializing along the whole length of Charleston.

If Las Vegas invests in upgrading transit on Decatur Boulevard and Sahara Avenue, there may also be potential to redevelop these corridors as well. The map on page 47 shows the areas of Charleston that are inside the “Redevelopment Area 2” designation, which means that Las Vegas’s Redevelopment Authority has jurisdiction to use incentives to encourage growth here. Transit-oriented development in any of these areas is consistent with the vision presented in this document.

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