



Charleston Master Plan, Las Vegas

What we heard report

September 2024

Prepared by Happy Cities for the City of Las Vegas



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Executive summary

The City of Las Vegas 2050 Master Plan identifies 16 areas for in-depth planning. One of these areas is the Charleston area, as shown in Figure 1. This report outlines the results of the first round of engagement for the Charleston Master Plan. There will be two more rounds of engagement, and the final plan is expected in early 2025.



Figure 1. The Charleston Plan Area.

Timeline



What we did

We used a variety of engagement methods to reach residents:

5	“Pop-up” events at Bob Baskins Park, Rotary Park, Rainbow Park, West Charleston Library, and The Bonneville Transit Centre.
2	In-person stakeholder sessions , one with residents and one with stakeholders.
1	Online focus group for residents.
1	Online survey .

This combination of engagement tools enabled us to hear from a wide range of residents in ways that are most convenient to them, whether in person, online, or in places they already frequent.



Figure 1.1 . Flyer for public engagement opportunities.

Who we heard from

We engaged a total of 438 residents and stakeholders.



Of the 246 survey respondents, 57% identified as female and 37% as male. The majority of respondents (56%) indicated they are 50 or older, and 32% are between the ages of 30 and 49. Two thirds of respondents (63%) self-reported that they are white, 9% are Hispanic or Latino, and 4% are Black.

What we heard

Strengths: Residents appreciate the central location, history, and people of Charleston.

The survey asked people what they most liked about Charleston, to help us understand what we should strengthen in the plan. The most common aspects people like are Charleston’s:

- Central location.
- Community and people.
- Heritage.
- Quiet and privacy.
- Mature trees.
- Convenient access to shops and services.

Focus group participants similarly shared appreciation for Charleston’s central location, specific parks, people, local businesses, and easy access to shopping.

Few people mentioned access to nature, safety, or transit, suggesting these are potential areas for improvement.

Only

2%

of residents say they do not want to walk more often.

Transportation: Residents prioritize safety and shade.

We asked survey respondents to select their top three priorities for how streets should be designed in their neighborhood. The top-ranked answers were:

Percent selected	Top-ranked priorities
63%	“Feeling safe when you walk outside.”
50%	“More trees and shade.”
35%	“Making streets safe for children and the elderly.”
Lowest-ranked priorities	
4%	“Allowing cars to drive fast.”
2%	“Allowing more cars on the road”

Pop-up participants chose the same three top priorities.

Preferred travel modes

Ninety percent of respondents identified driving as their primary mode of travel. However, two thirds (62%) walk at least weekly. Most respondents expressed a desire to walk, bike, or take transit more:

- 2% selected “I don’t want to walk more.”
- 4% selected “I don’t want to bike more.”
- 16% selected “I don’t want to take transit more.”

Transportation: Residents prioritize safety and shade.

We asked respondents what changes would lead them to walk, bike, or take transit more often. These were the top for answers for each category:

Walk		Bike		Transit	
54%	"More trees and shade."	55%	"Safe protected bike lanes or paths."	36%	"More shade at transit stops."
54%	"More enjoyable places to walk to nearby."	50%	"Slower cars."	31%	"Better safety on transit."
51%	"Slower cars."	41%	"Safer intersections."	30%	"More convenient transit routes."
40%	"Less crime."	37%	"More trees and shade."	30%	"Train or light rail service (as opposed to buses)."

Themes

Certain common requests emerge from these answers: **more shade, safety from crime, safety from traffic, and slower cars.**

Open-ended responses

In open-ended survey responses, the most common request was for traffic calming measures on local streets — such as speed bumps or chicanes — to reduce traffic speeds and discourage drivers from cutting through local neighborhoods.

Other responses requested:

- More action on homelessness.
- More consistent sidewalk maintenance.
- Better lighting.
- Fully protected bike lanes.
- Better transit stops, with seating and shade.
- Better safety on buses.

Pop-ups

Pop-up responses were similar to survey responses and largely reinforced above list. However, people who attended the pop-ups placed greater emphasis on:

- **"Safer intersections"** for walking.
- **"More visually attractive or interesting streets"** for biking.
- **"More frequent transit"** for transit.

Focus groups

Focus group participants identified similar concerns:

- Cars drive too quickly.
- Local streets are too busy with cut-through traffic.
- Arterials are wide and difficult to cross on foot.
- Traffic creates noise and pollution.
- There is a lack of protected bike lanes and current bike lanes do not feel safe.
- Utilities and light poles are often positioned in the middle of sidewalks, which undermines walkability and accessibility.

"There needs to be acknowledgement that we are not in a freeway or Grand Prix! The young and old need to be safe!"

— Survey respondent

Amenities: Residents want trees, businesses, and community facilities to gather with friends and family.

The survey asked respondents to select the amenities that are missing from their neighborhood from a list. The top-selected answers were:

Percent selected	Top-ranked responses
57%	Trees
42%	Businesses for gathering with friends
41%	Arts and cultural spaces
38%	Parks and playgrounds
37%	Community recreation centers
26%	Grocery stores

Pop-ups

Pop-up attendees placed greatest priority on **trees**, and ranked “**arts and cultural spaces**” as the third-highest priority. However, they ranked “**outdoor gathering places, like public squares,**” in second place, higher than survey respondents, who ranked it eighth place.

Focus groups

Focus group participants echoed the need for a **recreation center or arts and cultural spaces**. They expressed there is a lack of family-friendly indoor places to spend time in Charleston, and requested an indoor playground, pickleball court, or similar facilities.

Participants also requested **more trees and awnings** for shade in public spaces, and more dog parks. They requested improved management for unhoused residents, both to better meet the needs of people experiencing homelessness, and to preserve playgrounds and public spaces.



Housing and development: Participants support mixed-use housing on arterials that maintain neighborhood character.

Focus group participants underlined that housing is a major concern. They identified the following priorities:

- There is a lack of starter homes for young homebuyers.
- Rent is becoming too expensive.
- New apartments are especially expensive.
- There are insufficient accessible homes or care homes for seniors.
- There is a lack of housing options in between large single-family homes and small apartments.

Participants expressed support for higher-density development that can:

- Meet the growing need for housing.
- Reduce homelessness.
- Provide homes for professionals, especially those in the Medical District.
- Provide homes for young people who want to live without a car, or fewer cars.
- Make better use of underutilized land.

Development design requests

Participants shared the following requests for high-density developments:

- Position large projects on major arterials and collectors, not in local neighborhoods.
- Encourage high-quality development so that it preserves or improves nearby home values.
- Seek to maintain neighborhood character.
- Avoid positioning towers next to houses.
- Avoid creating towers surrounded by parking. Instead, create green space for families.

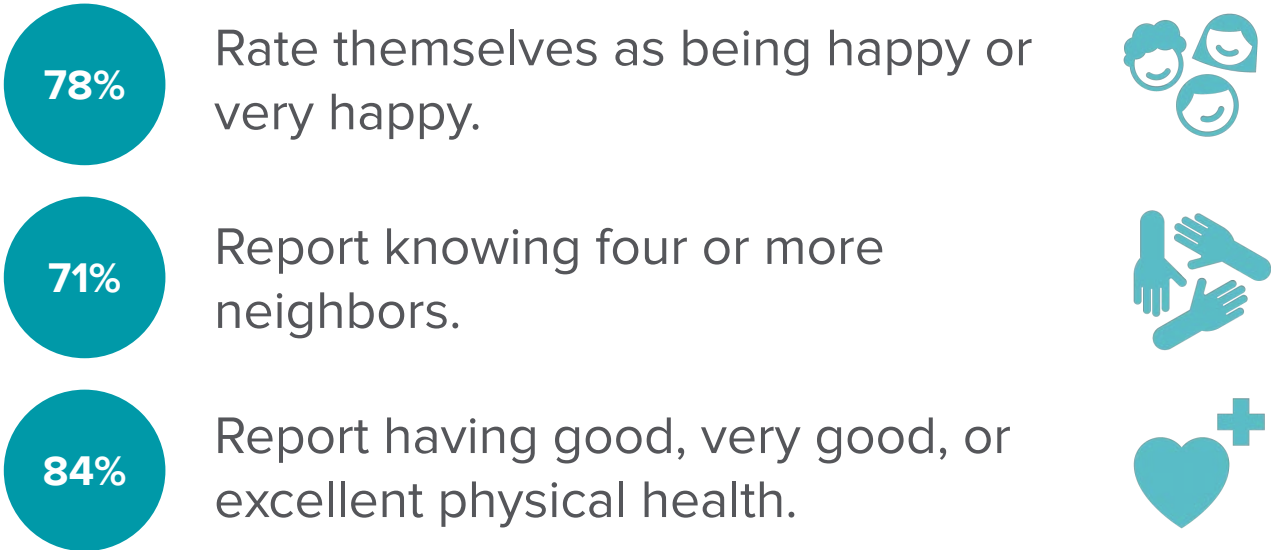
Neighborhood and arterial design

Residents expressed appreciation for the character and design of homes in their neighborhoods. However, they expressed concern that arterials and collectors do not match this quality of design. Several complained that once they leave their neighborhoods, they enter unsightly, poorly maintained commercial areas and have to cross through large parking lots. A few identified the Arts District as a model for the type of design to adopt on their commercial streets.



Wellbeing: Survey results suggest safe, walkable streets support health, happiness and social connection.

Survey respondents reported high rates of wellbeing:



Correlations

We conducted a statistical test (Kendall's Tau) to examine whether these three measures of wellbeing are correlated with whether people perceive their streets to be safe, and how often they spend time outside, walking or biking. The results (Table 1) suggest high confidence that these

correlations exist in Charleston, although they are relatively small. These findings support the idea that investments in making streets safer for walking and biking can support health, happiness, and social ties in the Las Vegas context.

Correlation		Correlation strength	Statistical confidence
Safe streets	Happiness	0.31	99%
	Social connections	0.18	99%
Rates of walking	Happiness	0.12	95%
	Social connections	0.20	99%
	Physical health	0.18	95%
Rates of biking	Social connections	0.22	99%
	Physical health	0.17	95%

Table 1. Correlations between safe streets, rates of walking, and rates of biking with self-reported happiness, health, and social connections.

Stakeholders. Developers and Medical District representatives support mixed-use, transit-oriented growth on Charleston Boulevard.

We held a stakeholder focus group to hear from local developers and representatives of the Medical District.

Participants expressed support for the idea of encouraging mixed-use and transit-oriented development on Charleston Boulevard or similar arterials. Participants underlined a number of motivations for building such development, including to:

- Diversify Charleston's economy.
- Avoid the collapse of home values in the area.
- Act as a precedent to encourage other, similar growth.
- Better integrate the Medical District into Charleston and leverage it to encourage further economic development.
- Reduce climate change emissions.
- Improve public health (by encouraging more walking).
- Help attract more grocery stores (which are lacking in some areas of Charleston).
- Draw families and younger generations to Charleston, who are increasingly looking for a lifestyle that does not rely entirely on a car.
- Offer a healthier, more connected lifestyle.

Participants also underlined that residents should have a say on the height of buildings.

Encouraging development

We asked developers what kinds of tools would be most effective for encouraging compact, mixed-use growth. Developers emphasized that upfront investments can make a major difference. The three most important investments would be:

- Higher-order transit, such as a tram or bus lanes.
- Good schools.
- Safe, comfortable streets with plenty of shade.

Other investments that could help attract higher-value development include:

- Daycares.
- Gyms.
- Community events spaces.
- A library.
- A museum.
- Public squares, with placemaking that will inspire people to spend time there.

Financial incentives

During the focus group, participants discussed what financial incentives would be most effective for encouraging mixed-use, transit-oriented development. Developers emphasized that the biggest challenge they face is high interest rates. The most effective financial incentives are those that reduce yearly costs to improve yearly cash flow, such as:

- Tax abatements.
- Utility fee reductions.
- Federal gains tax abatement.



Key findings

The following major themes emerged across engagement activities that residents prioritize:



Safer streets for walking and biking, including wider sidewalks and fully protected bike lanes.



Slower cars and less cut-through traffic in neighborhoods.



Higher quality transit.



More indoor gathering spaces, such as a recreation center.



More trees and shade, especially at bus stops and parks.



More parks and green space.

1. Introduction

The City of Las Vegas 2050 Master Plan identifies 16 areas for in-depth planning. One of these areas is the Charleston area, as shown in Figure 2. This report outlines the results of the first round of engagement for the Charleston Master Plan.

The Las Vegas 2050 Master Plan identifies a number of priorities for Charleston, including to create:

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

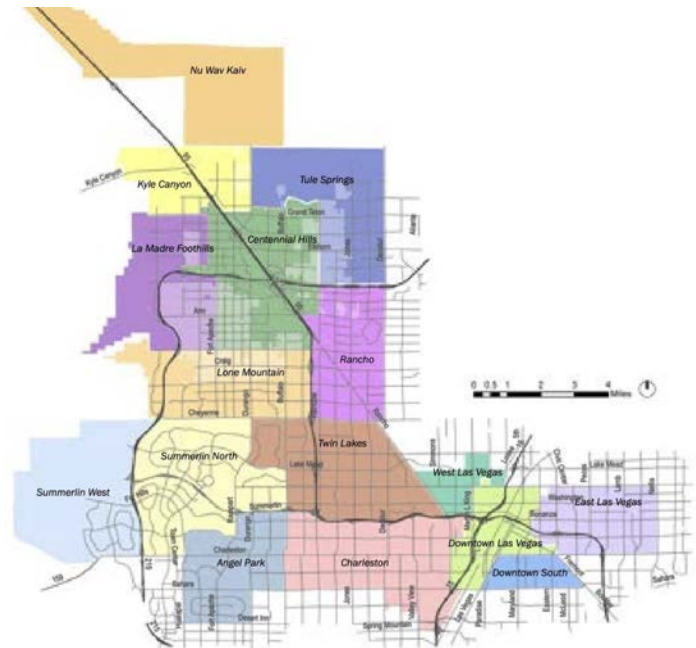
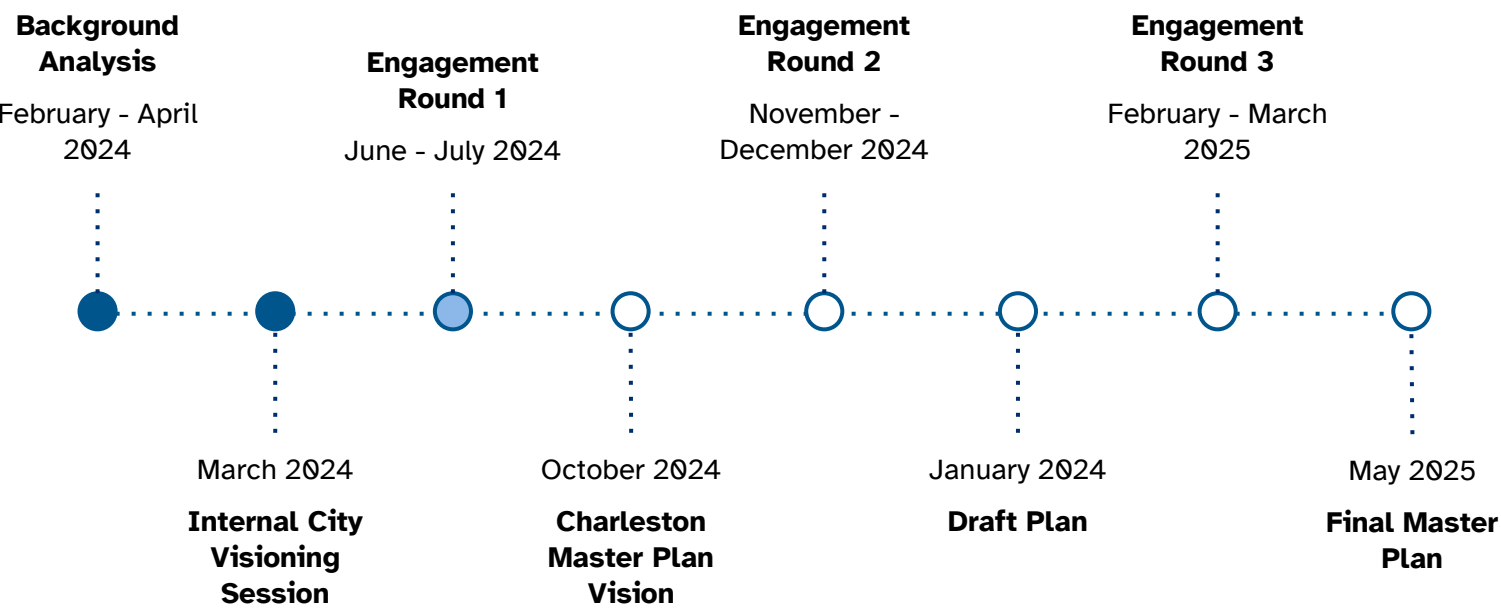


Figure 2. The 2050 Master Plan's 16 plan areas.

Project timeline

The Charleston Master Plan will proceed in the following steps:



1. Introduction

Engagement strategy

The project includes three rounds of engagement, each with a different focus:

- **Round 1** sought to identify the community's high-level priorities for Charleston.
- **Round 2** will present a proposed vision for how to achieve those priorities, and ask for community feedback to refine it.
- **Round 3** will present key elements of the draft Master Plan to the community and ask for feedback to refine it.

Each round will include both community and stakeholder engagement. The team uses multiple strategies to reach residents by methods that are most convenient for them, including:

Round 1 engagement objectives

The round 1 engagement objectives were to:

- Identify community priorities for the future of Charleston.
- Inform the Vision for Charleston.
- Engage a diversity of community members and stakeholders, including those who are vulnerable, marginalized, less-heard, and/or equity-denied.
- Raise awareness about the Charleston Master Plan and the Las Vegas 2050 Master Plan.



Surveys



In-person focus groups



Online focus groups



Pop-ups in public spaces



2. What we did

The first round included four types of engagement activities:

2.1. In-person focus groups

We held two in-person focus groups, including one with residents and one with stakeholders.

- **Goal:** To enable in-depth conversation to explore issues more deeply. The stakeholder session also allowed us to ask residents, developers, and leaders of local institutions about their unique needs, and their plans for development.
- **Promotion:** We identified local stakeholders and residents, in coordination with the local Ward office. We reached out to these stakeholders directly to invite them to the sessions.



Figure 3. The stakeholder focus-group session.

2.2. Online focus groups

We offered two online focus groups, one in English and one in Spanish. No participants signed up for the Spanish session.

- **Goal:** To provide opportunities for input for people who might not be able to travel to in-person sessions.
- **Promotion:** Las Vegas staff promoted the session with social media ads, by posting it on the Las Vegas website's project page, and by sending email invites to engaged residents.



Charleston Area Plan - Digital Workshop Registration

Figure 4. Registration form cover for the online focus group.

2. What we did

2.3. Pop-ups

We held “pop-up” engagement events in parks and public spaces where people already spend time.

- **Goals:** To reach people who might not otherwise fill out surveys or visit focus groups, by meeting them where they are. In this way, we can capture a broader, more representative sample of public opinion. The events included family-friendly games and activities to draw in passersby and provide value for participants.
- **Promotion:** Pop-ups do not require promotion.

We held pop-up events in five locations:

- The Bonneville Transit Centre
- West Charleston Library
- Bob Baskins Park
- Rotary Park
- Rainbow Park

2.4. Online survey

We distributed a survey in both English and Spanish.

- **Goal:** To reach a statistically significant sample of residents and to identify their priorities on key topics.
- **Promotion:** We promoted the survey by distributing flyers at pop-ups, conducting paid social media ads, posting it on the Las Vegas website’s project page, and sending email invites to residents and stakeholders identified in coordination with the Ward Office .

Statistical analysis

We analyzed whether some survey responses were correlated with others — such as whether rates of walking were correlated with greater social connection — to better inform upcoming



Figure 5. Pop-up engagement session at the West Charleston Library.

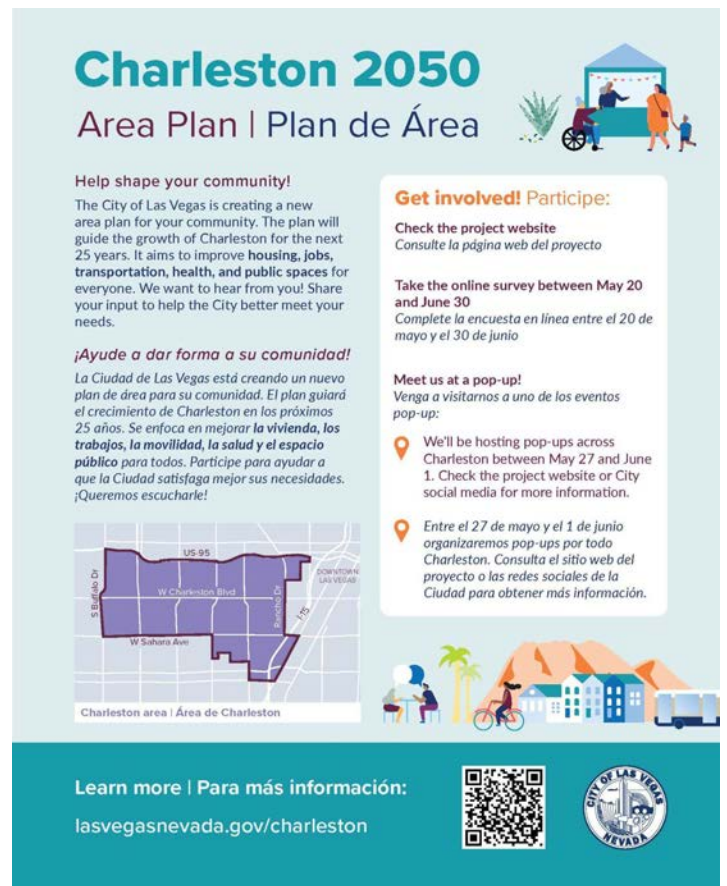


Figure 6. Flyer for public engagement for the Charleston Plan.

planning stages. We utilized the Kendall’s Tau statistical test, which is useful for assessing potential correlations between ranked answers, such as “strongly disagree” to “strongly agree.”

We categorize the strength of correlations as follows:

- Strong: 0.45 or greater
- Moderate: 0.25 or greater
- Weak: 1 or greater

3. Who we heard from

In total, we reached over 438 residents and stakeholders through the online survey, five pop-ups, and three focus groups.



3.1. Survey demographics

A total of 246 people completed the public survey, which ran from May 10 to July 12, 2024.

Geography

Of the 246 public survey respondents, 223 shared their zip codes. Of the 223 respondents, 222 identified as residents within the City of Las Vegas boundary. The Charleston area covers seven zip codes, all of which had responses in the online survey.

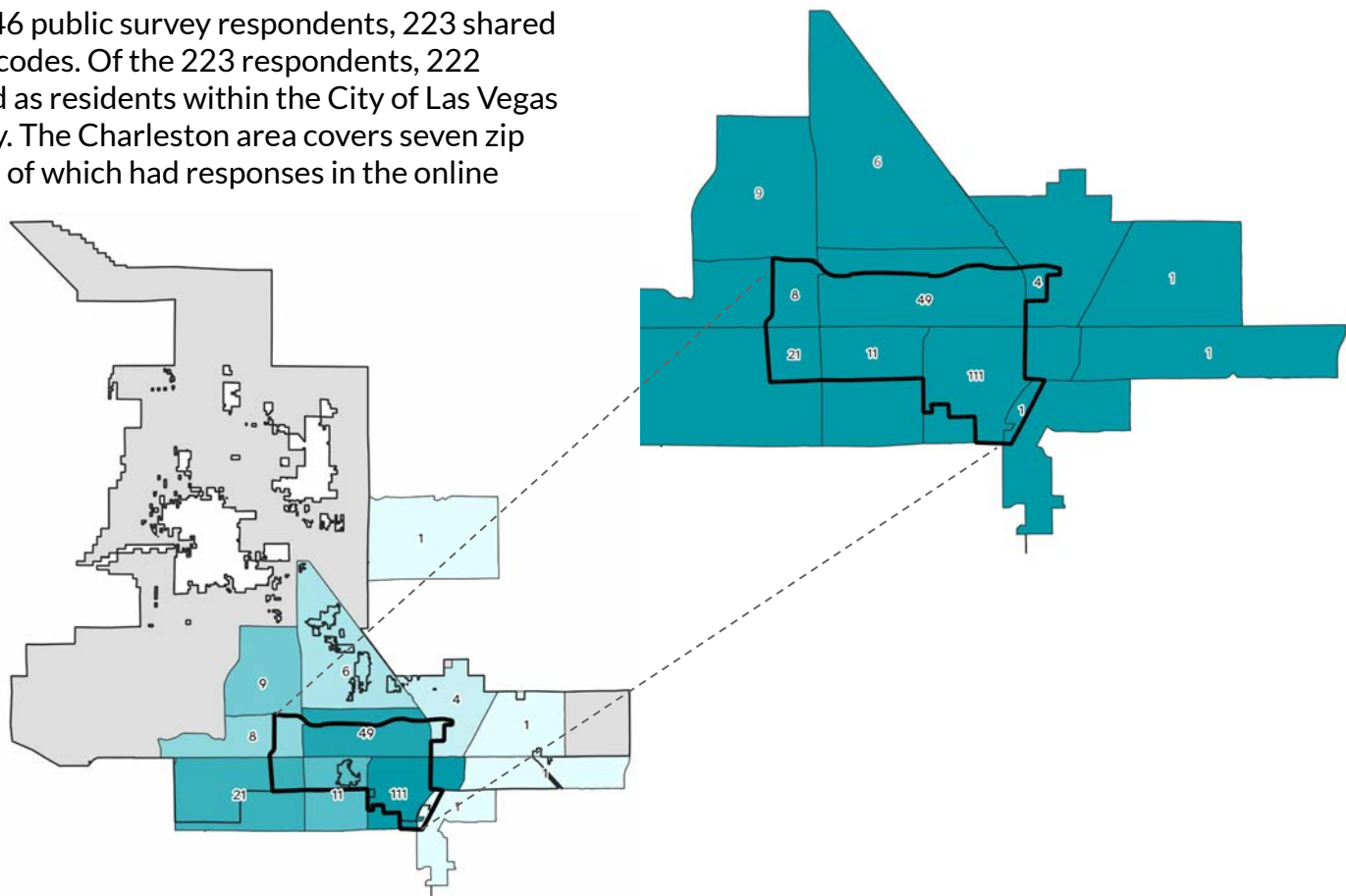


Figure 7. A map highlighting the zip codes where survey respondents reside, with a close-up of the Charleston area noting the number of respondents per zip code boundary.

3. Who we heard from

Gender

The public survey was completed by 136 people who identify as female and 92 who identify as male. There were also 18 respondents who preferred not to answer.

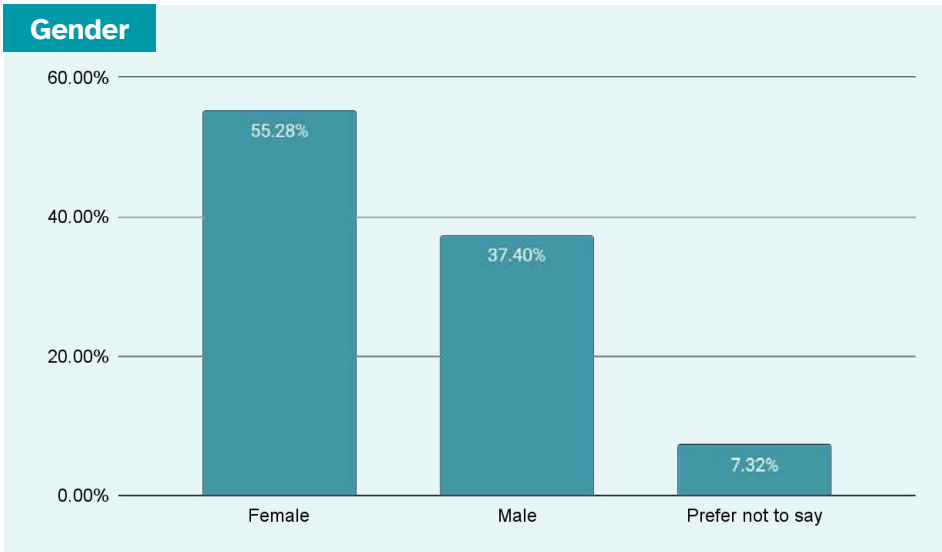


Figure 8. Genders of survey respondents.

Age

The majority of respondents (57%) were aged 50 and older. Only about 3% of respondents were under the age of 30, whereas 32% were between the ages of 30 and 49. Twenty-one (8.54%) respondents preferred not to say.

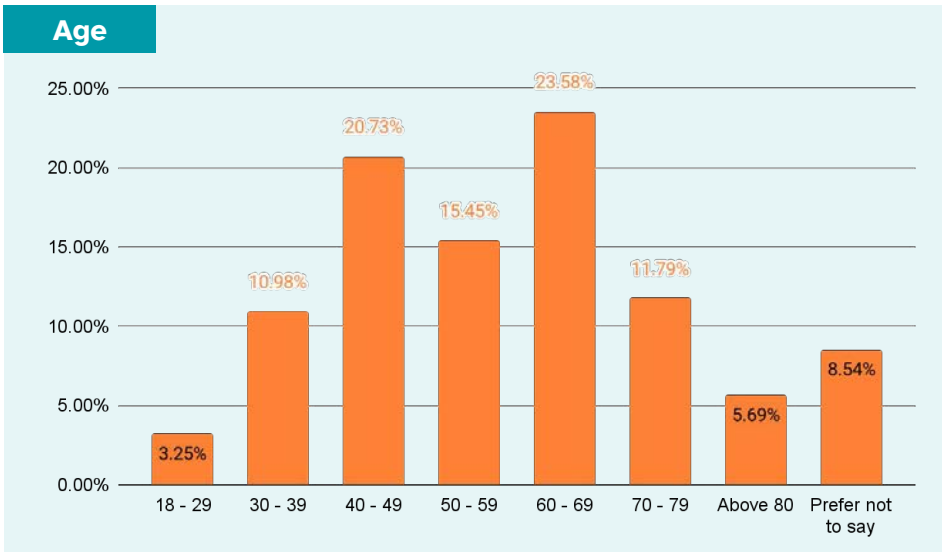


Figure 9. Ages of survey respondents.

Race

The majority of survey respondents (64%) identify as white. Two thirds of respondents (63%) were white, 9% identified as hispanic or Latino, and 4% identified as black. Nine percent were born outside the United States.

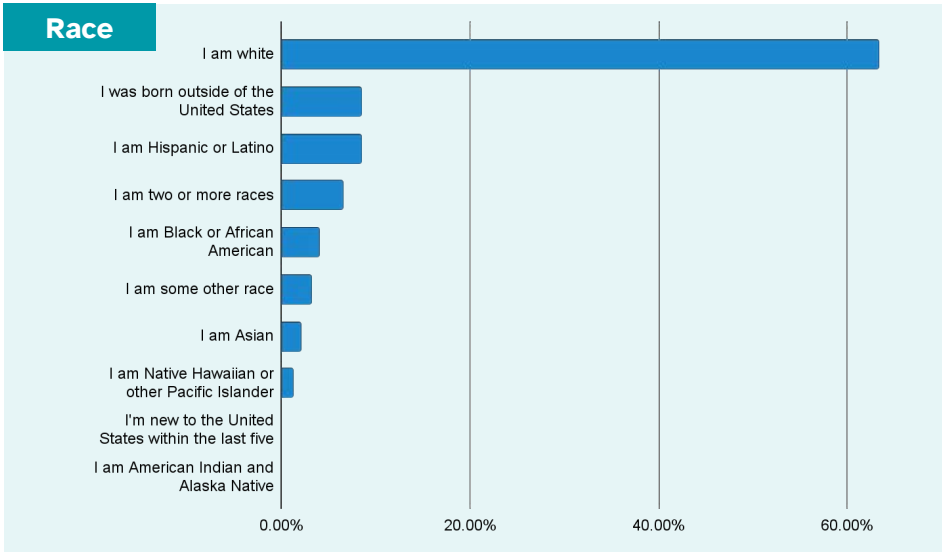


Figure 10. Races of survey respondents.

3. Who we heard from

3.2. Focus groups

Community focus groups

Two focus group sessions were held for residents of the Charleston area — one in person and one online — attracting a total of 34 participants. The in-person session had 31 attendees, encompassing a diverse mix of ages, races, and genders, with a notable high share being property owners rather than renters. The online session saw limited participation with only three attendees.

Stakeholder focus group

A single in-person session was conducted with 20 stakeholders from the medical district, development sector and other stakeholders, including developers, investors, and real estate professionals. This session provided a forum for stakeholders to discuss their perspectives on the Charleston area, exploring development possibilities, potential opportunities, challenges, and limitations.

3.3. Pop-ups

A total of five pop-up events were conducted throughout the City of Las Vegas, reaching over 100 people. These events were strategically located to engage with individuals who might not typically participate in other types of engagement opportunities, offering them a welcoming space to share their thoughts and ideas. Participants represented a wide range of age groups, genders, ethnicities, and neighborhoods, with a significant number of participants identifying as renters.



Figure 12. The pop-up event at the Bonneville Transit Centre.



Figure 11. The in-person community focus group.



Figure 13. The pop-up event at the West Charleston Library.

4. What we heard: survey and pop-ups

4.1. Strengths

We asked residents an open-ended question, “What do you like best about your neighborhood?” and categorized responses into common themes. The two most common themes were:

- The central location near highways, Main Street, the Strip, and other destinations.
- The sense of community and great neighbors.

Other common answers included the area’s heritage, quiet, mature trees, parks, and easy access to local shops and services.

People also expressed anxieties about their neighborhood. Participants shared that many mature trees are dying, high-speed traffic undermines quality of life, and the loss of grass (due to water restrictions) has affected the aesthetics of streets and homes.

Some issues were rarely mentioned as strengths. These gaps suggest potential areas for improvement. Namely, few people mentioned any strengths related to:

- Access to local amenities, such as libraries or recreation centers.
- The quality of streets for walking or biking.
- The quality of the transit service.

Parks and public spaces were mentioned as a strength by only nine people.

What people like about Charleston

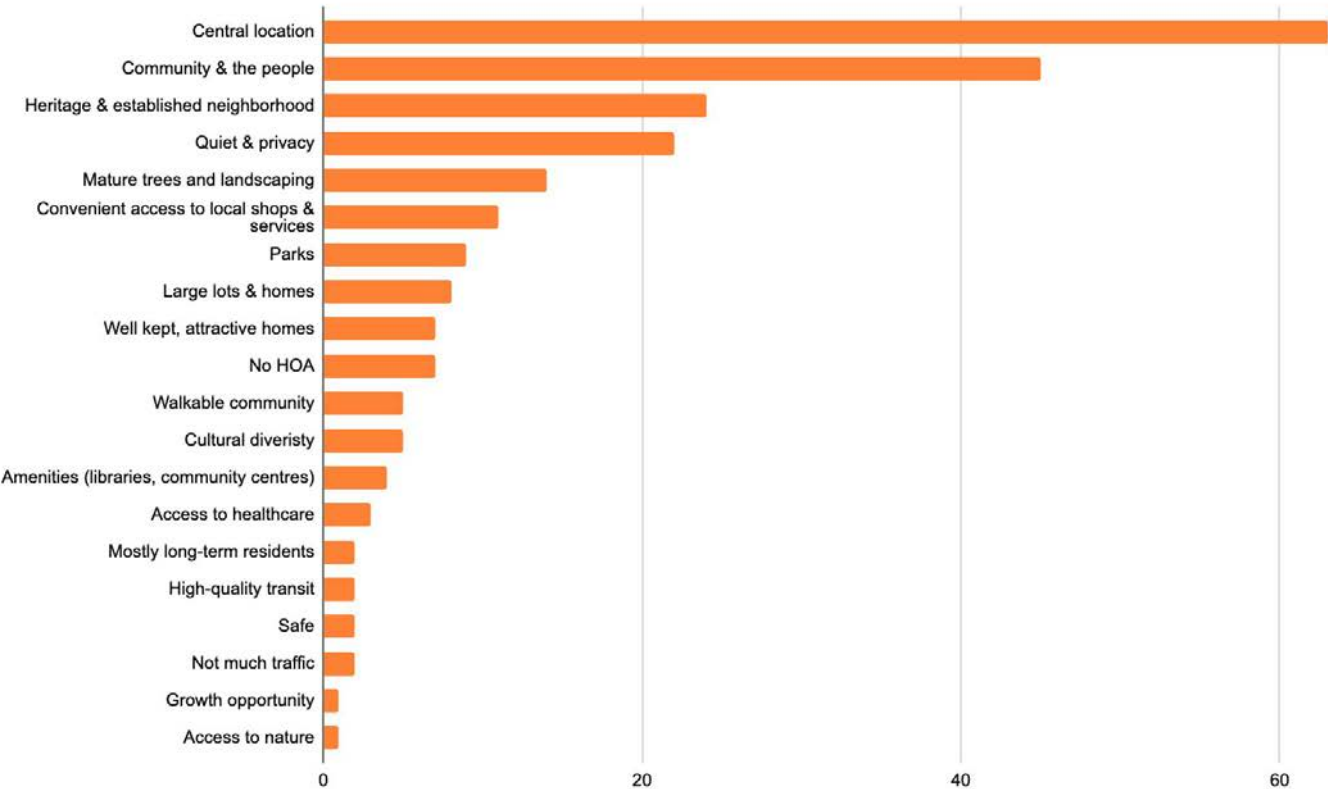


Figure 14. “What do you like best about your neighborhood?” Open-ended question with answers manually coded into each category.

4. What we heard: survey and pop-ups

4.2. Transportation patterns

Driving remains the predominant mode of transportation for survey respondents. However, 62% of respondents report walking daily or weekly. Another 17% of respondents never walk.

Respondents report biking more than using transit. A fifth of respondents (21%) say they bike daily or weekly, whereas 9% say they use transit at least once a month.

62%
of respondents walk
daily or weekly

How often people walk, bike, or take transit

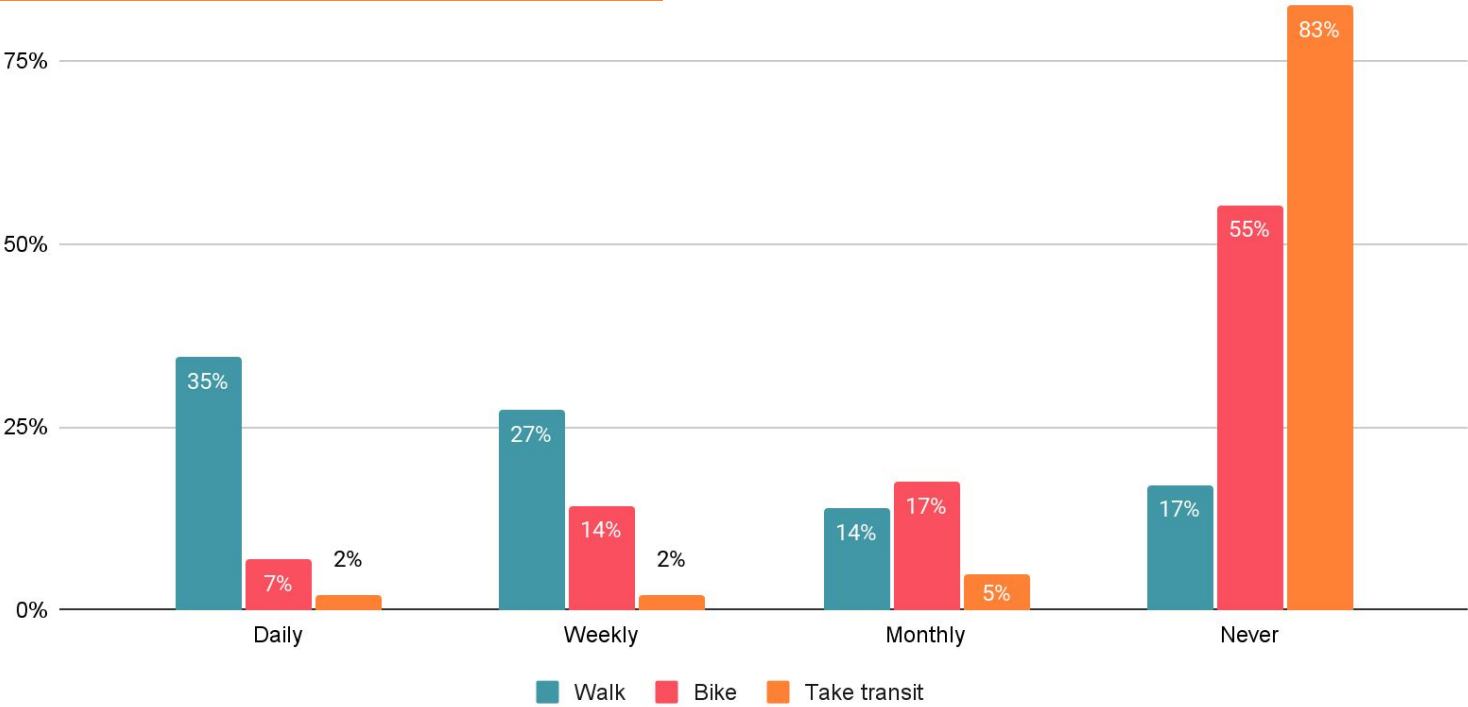


Figure 16. “How often do you walk (including using an accessibility mobility device) somewhere (such as to a store, work, with a dog, or park)?” “How often do you ride your bike, skateboard, scooter, or other wheeled device?” “How often do you take transit?”

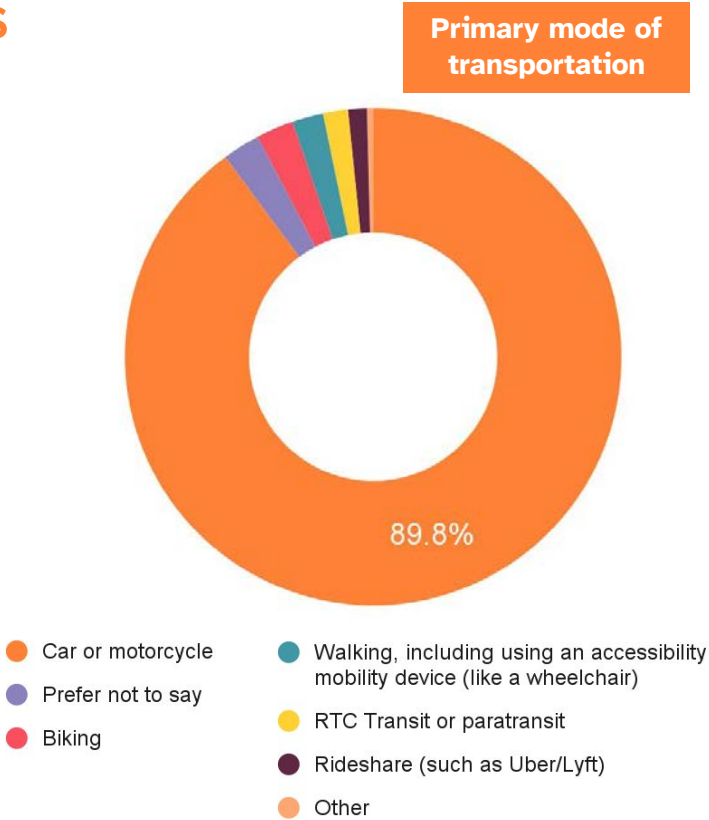


Figure 15. “What is your primary mode of transportation?”

4.3. Transportation challenges

Walking & biking

Roughly half (53%) of survey respondents report feeling safe and comfortable walking in their neighborhood. However, only 15% report feeling safe and comfortable biking. People who report feeling safe in the community tend to walk more (moderate correlation: 0.3**) and tend to bike more (strong correlation: 0.45**).

Transit

Only 12% of respondents agree or strongly agree with the statement that “Transit is easy and comfortable near my home.” The most common response was “Don’t know/ unsure” –likely because 83% of respondents report never using transit (figure 18). People who indicated that transit is “easy and comfortable” were more likely to ride transit (moderate correlation: 0.30**).

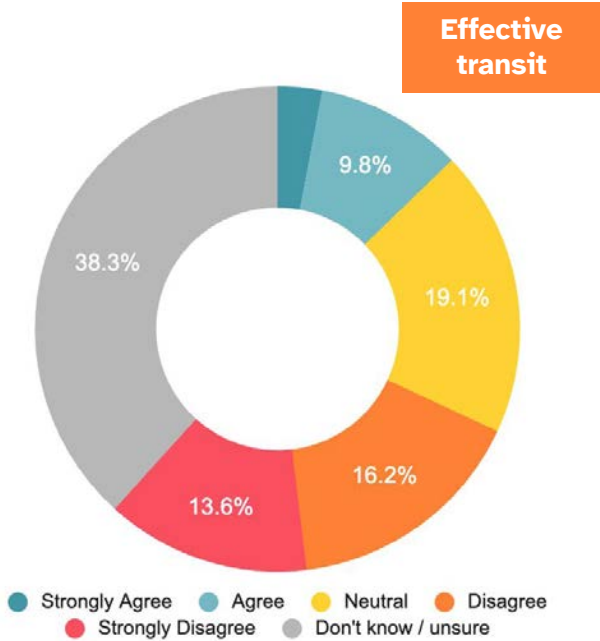


Figure 18. “How much do you agree with the following statement: “Transit is easy and comfortable near my home”

Safety and comfort of walking and biking

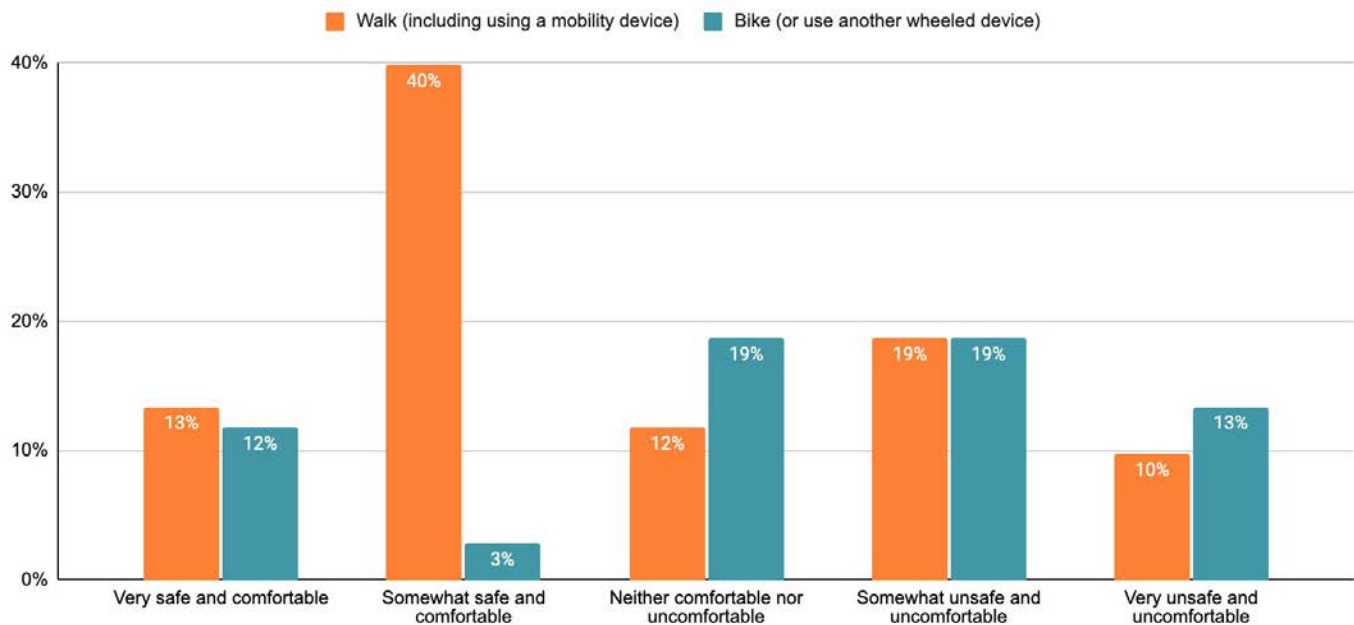


Figure 17. “How safe and comfortable does it feel to walk (including using a mobility device) in your neighborhood?” and “How safe and comfortable does it feel to bike (or use another wheeled device) in your neighborhood?”

* indicates statistical significance at a confidence of 95%. ** indicates statistical significance at a confidence of 99%.

4. What we heard: survey and pop-ups

4.4. Street design priorities

We asked respondents to pick their top three priorities for street design from the list in Figure 19. Most survey respondents indicated that driving is their primary mode of transportation. However, less than 4% of respondents chose allowing “cars to drive fast” or “lots of cars on the road” as priorities for their streets. In contrast, 28% of respondents requested “less traffic” for streets in their neighborhood.

Walking is a top priority

The top four priorities all relate to being able to safely and comfortably walk and spend time outside: “feeling safe when you walk,” “more street trees,” “making streets safe for children and

the elderly,” and “having places to enjoy time outside.” (Note the top priority — “feeling safe” — may refer either to safety from traffic or crime).

Respondents placed less emphasis on biking and transit. Roughly a fifth of respondents (19%) prioritize “safe paths for biking,” while only 4% prioritize “faster transit.”

Pop-up engagements

The order of priorities for pop-up respondents were very similar, as shown in the green column of figure 19. Participants again placed greatest priority on walking, but gave higher priority to safe biking, which ranked third.

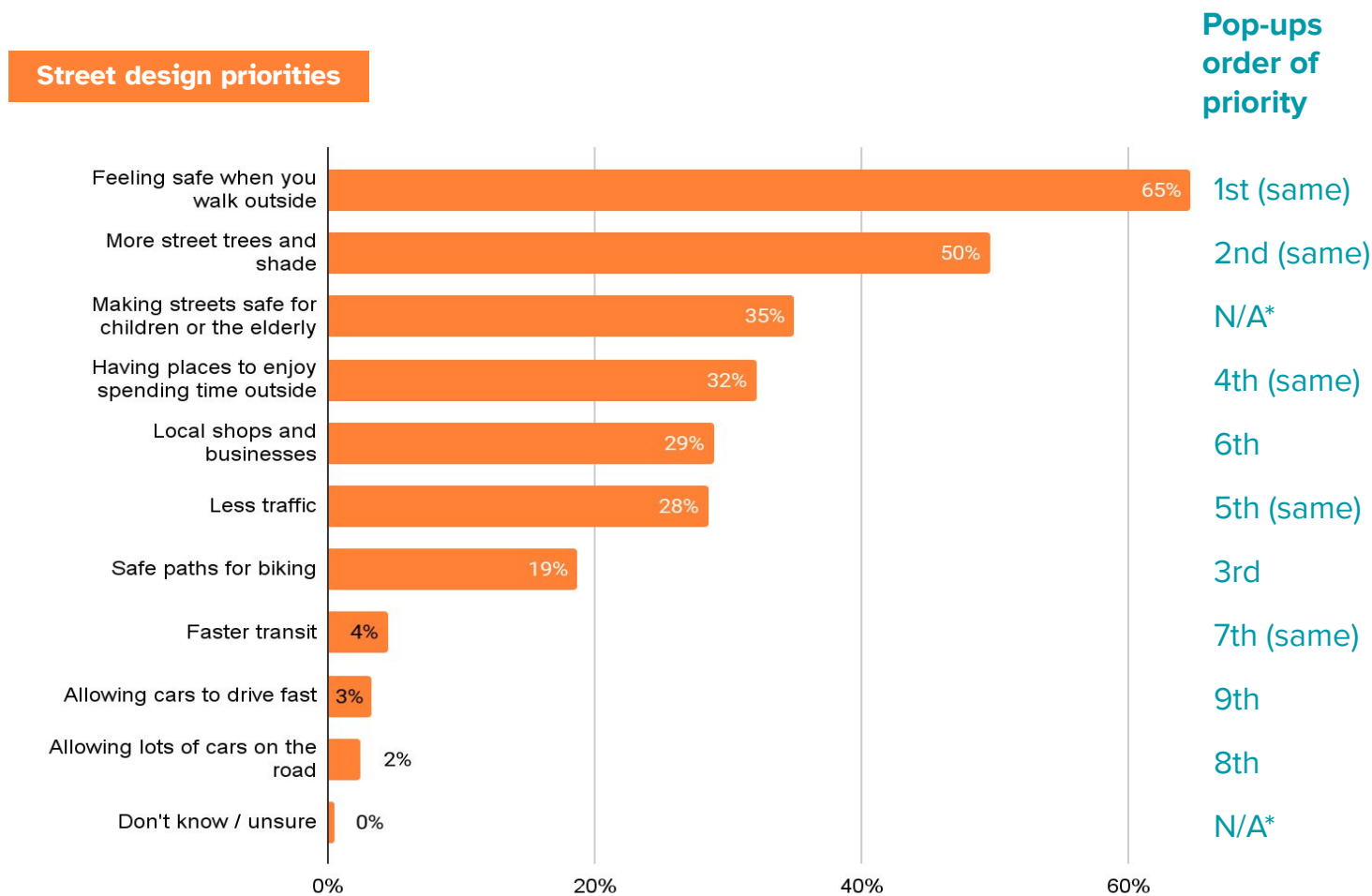


Figure 19. “What are your top priorities for streets in your neighborhood?” *These options were not included in pop-up engagement boards.

4. What we heard: survey and pop-ups

4.5. Priorities for improving walking

We asked residents what would make walking more appealing in their neighborhood. The most common answer was trees and shade (54%). Respondents placed greater priority on “enjoyable places to walk to” (54%) than “useful places to walk to” (37%). Safety was another top consideration, with “slower cars” and “less crime” both ranking in the top four priorities.

Pop-up engagements
“Less crime” and “more trees and shade” were in the top four priorities for both survey respondents and pop-up participants. Pop-up participants, however, placed greater priority on safer sidewalks and intersections compared to survey respondents.

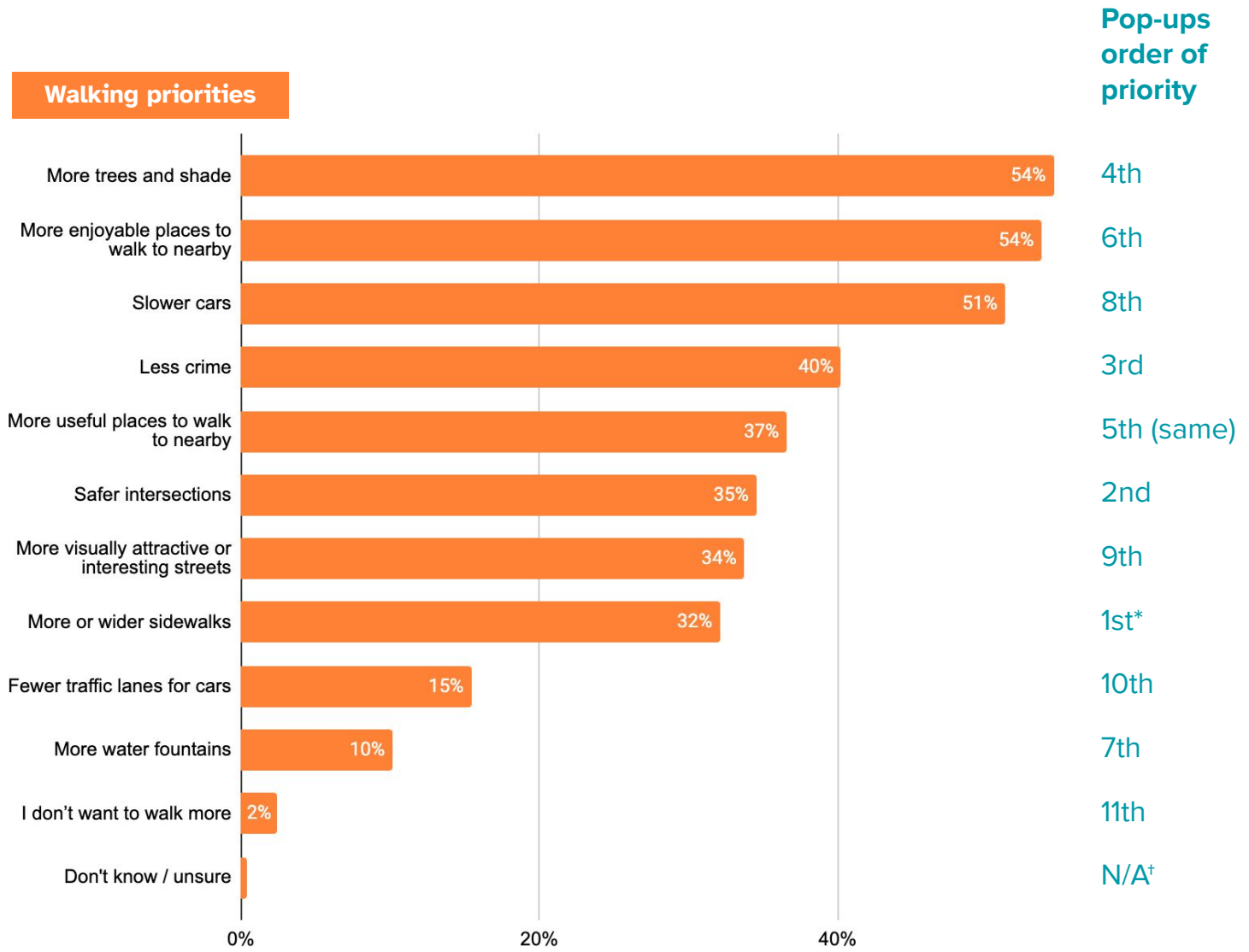


Figure 20. “What would make walking safer and more appealing to you in your neighborhood?” (Multiple answers allowed).
*On the engagement boards, this option read “safe sidewalks,” rather than “more or wider sidewalks.”
† This option was not on the engagement boards.

4. What we heard: survey and pop-ups

4.6. Priorities for improving biking

For biking, respondents placed greatest priority on traffic safety. The top three selections in the survey were: safe bike lanes (55%), slower cars (50%), and safer intersections (41%). More trees and shade also ranked highly (37%), but appear to be less important for biking than for walking. Respondents again prioritized “enjoyable places” (37%) to bike to above “useful places” (28%).

Pop-up engagements

Pop-up participants also placed greatest priority on safe, protected bike lanes: Twice as many people selected this priority at the pop-ups than any other answer. The next two most common responses were “more visually attractive or interesting streets” and “more trees and shade.”

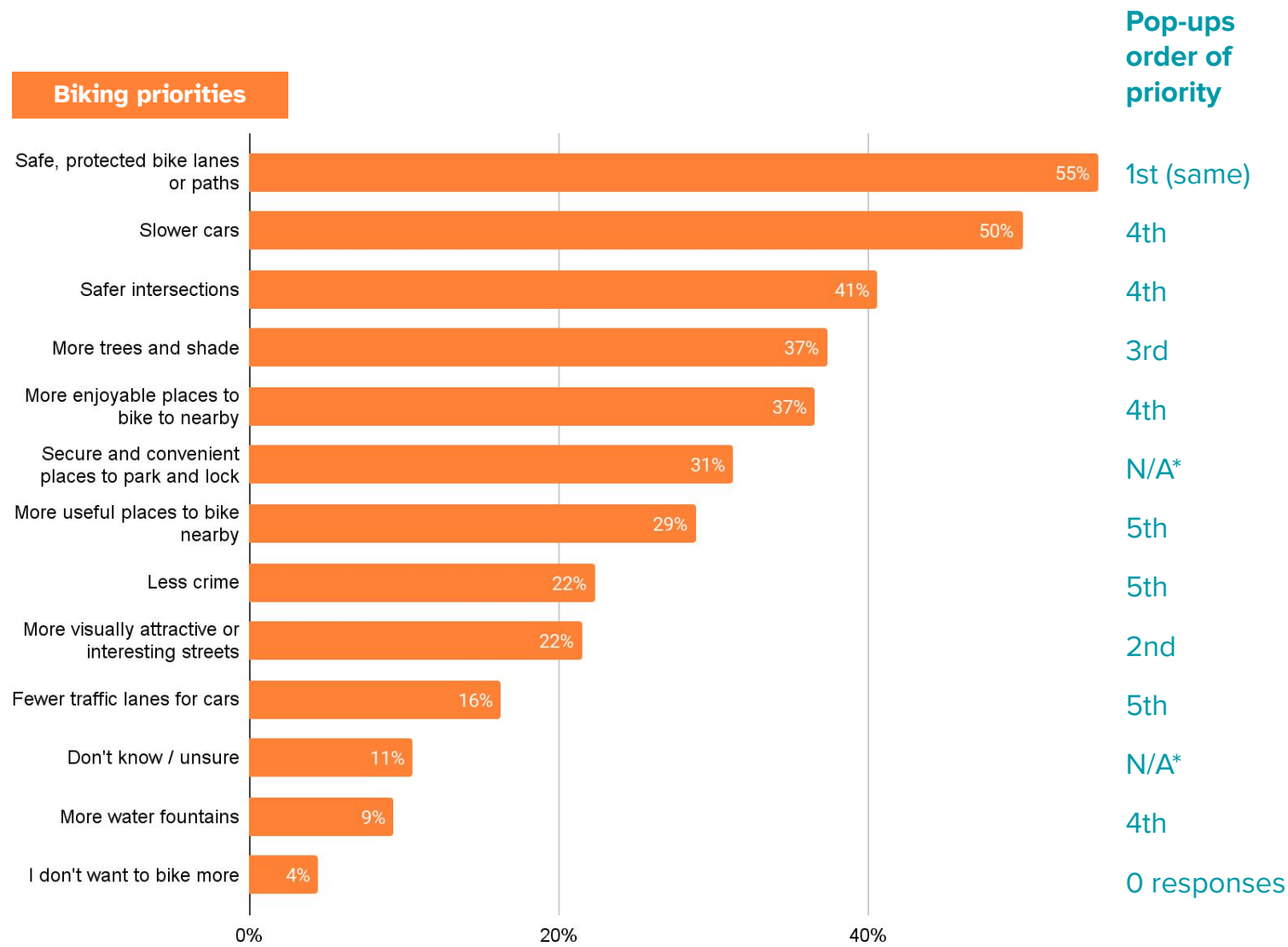


Figure 21. “What would make biking (or using other wheeled devices) safer and more appealing to you in your neighborhood?”
*These options were not included in pop-up engagement boards.

4. What we heard: survey and pop-ups

4.7. Priorities for improving transit

The most common priority to make transit more appealing was for “more shade at transit stops” (selected by 36% in the survey), followed by “better safety on transit” (31%). After these two priorities, an equal number of people prioritized “more convenient transit routes” (30%) and “train or light rail service” (30%). Only 16% of respondents indicated that they would not like to use transit more.

Pop-up engagements

The top two priorities for pop-up participants were the same as for survey respondents: “More shade at transit stops” and “better safety on transit.” Shade was selected 2.5 times more than any other response. Pop-up participants placed greater emphasis than survey respondents on “more frequent transit” and “transit stops closer to home,” which ranked third and fourth respectively.

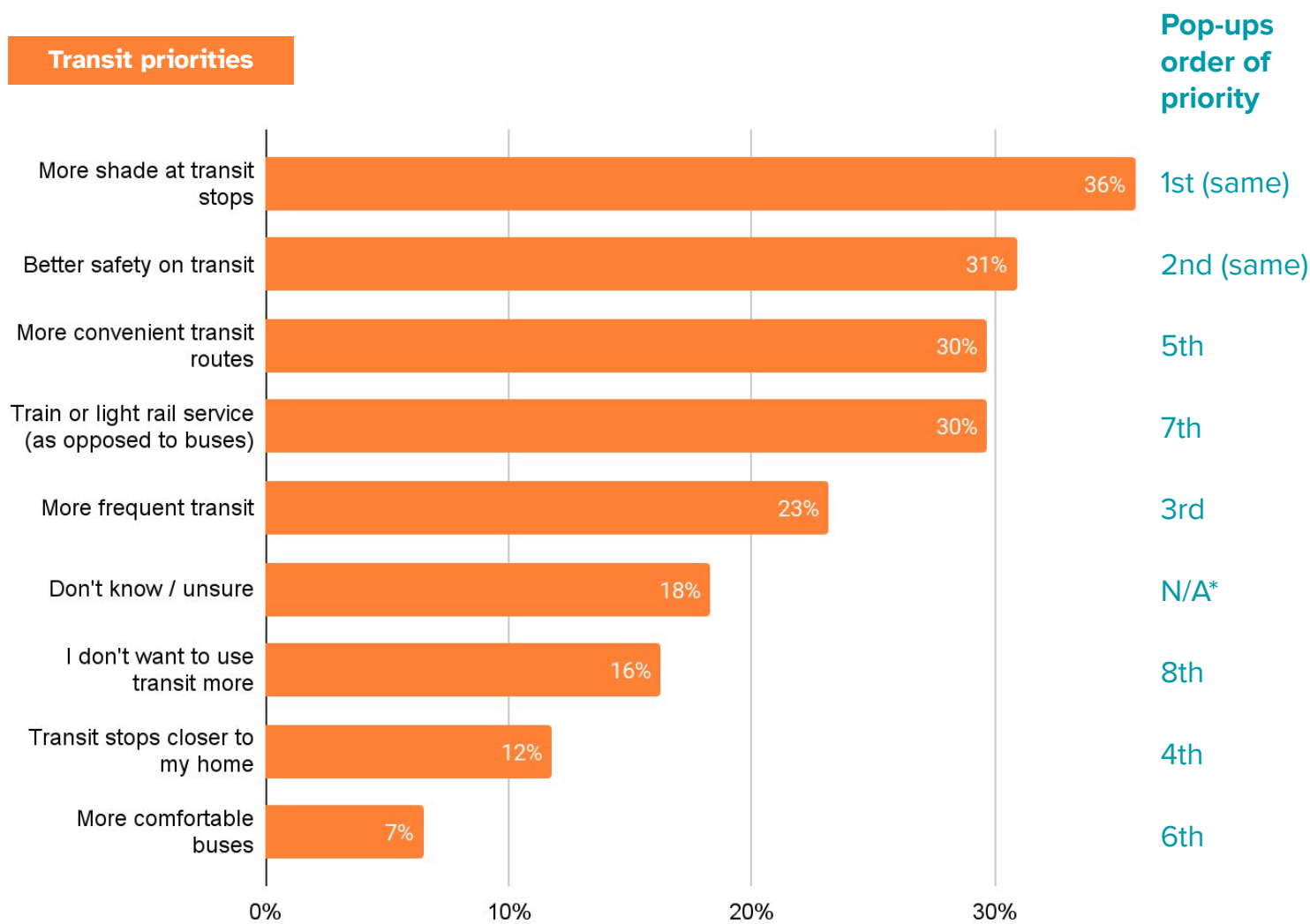


Figure 22. “What would make transit more appealing to you?”
*this option was not included in pop-up engagement boards.

4. What we heard: survey and pop-ups

4.8. Open answer priorities

The survey gave respondents the option to answer “other” for their top priorities, and asked them to specify. The following summarizes these open-ended responses.

General street design priorities

The most common concern people identified was speeding, mentioned by 11 people. Comments included:

- “People ignore the speed limit and drive their cars fast down the street! There needs to be acknowledgement that we are not in a freeway or Grand Prix! The young and old need to be safe!”
- “Whatever it takes to stop the speeding and constant running of stop signs.”
- “The noise is unbelievable.”

Respondents asked for street design changes to slow traffic and to discourage cut-through traffic, such as speed bumps. Some also asked for greater traffic safety enforcement.

The second-most common answer was “better lighting,” mentioned by four people. Other responses asked for “pedestrian-friendly corridors” and “wider sidewalks with shade.”

Speeding was the most common street design concern identified by respondents, followed by **better lighting**.

“People ignore the speed limit and drive their cars fast down the street!...The young and old need to be safe!”

– Survey respondent

“The noise is unbelievable.”

– Survey respondent

Walking priorities

Eight people mentioned that the prevalence of homelessness is an impediment to walking.

Four requested better lighting. One wrote, “I prefer to walk at night and it doesn't feel safe.”

Two requested more garbage clean up, and three asked for better maintenance of sidewalks and parks. Responses noted that uneven sidewalks are tripping hazards, and can pose barriers to people in wheelchairs.

Other topics included more greenery to reduce heat, more social places to gather, and fewer utility boxes obstructing sidewalks.

8 people mentioned that the **prevalence of homelessness is an impediment to walking**.

More garbage clean up and better maintenance of sidewalks and parks were requested.

“I prefer to walk at night and it doesn't feel safe.”

– Survey respondent



4. What we heard: survey and pop-ups

4.8. Open answer priorities

Bike priorities

Respondents emphasized that biking in Charleston feels unsafe:

“I don’t ride a bike in my neighborhood because It is unsafe to get to the areas I want to go visit.”

Respondents requested fully protected bike lanes, and not “bike signs in the middle of the street like there are on Oakey.” One noted that Alta Drive’s redesign feels safer for biking than other major streets. Respondents also requested better lighting, allowing bikes on transit, and better education to encourage cyclists to use lights.



“I don’t ride a bike in my neighborhood because It is unsafe to get to the areas I want to go visit.”

– Survey respondent

Respondents requested **fully protected bike lanes, better lighting, and allowing bikes on transit.**

Transit

Respondents asked for safer, more comfortable bus stops. Two mentioned the need to protect people waiting for the bus from high-speed traffic with on-street parking or bollards. Two requested cleaner bus stops, and two asked for greater protection from crime on buses and at bus stops.

“I always feel sorry for the people at the bus stops. They seem so vulnerable to both the elements and traffic.”

Another two mentioned the need for clearer, more accessible information about RTC routes and schedules. One asked for stops closer to home: “There is not even a bus for miles. At 80, how am I supposed to walk to a bus stop?”

One respondent mentioned a preference for rail over buses: “WE NEED RAIL, and more transit options besides buses.”

Another summarized their overall transit priorities:

“Easy stops, friendly drivers, clean buses, reliable schedule [and an] easy to decipher schedule and app.”



Top requests for transit

- Safer, more comfortable, cleaner bus stops.
- Protection from crime, traffic, and the elements.
- More accessible RTC information.

“I always feel sorry for the people at the bus stops. They seem so vulnerable to both the elements and traffic.”

– Survey respondent

“There is not even a bus for miles. At 80, how am I supposed to walk to a bus stop?”

– Survey respondent

4. What we heard: survey and pop-ups

4.9. Amenities

We asked what amenities people would like more of in their neighborhood. The most common answer was more trees (57%). This reflects the emphasis respondents place on shade in sections 4.5 to 4.7. The next four most common responses all reflected a desire for places to gather, including businesses for gathering with friends (42%), arts and cultural spaces (41%), parks and playgrounds (38%), and recreation centers (37%).

Pop-up engagements

Pop-up respondents also placed greatest priority on trees. “Arts and cultural spaces” was also the third-most selected response. However, pop-up respondents placed greater priority on having “outdoor gathering spaces like public squares.” Both groups placed little priority on general merchandise stores (like Target or Walmart) or daycares.

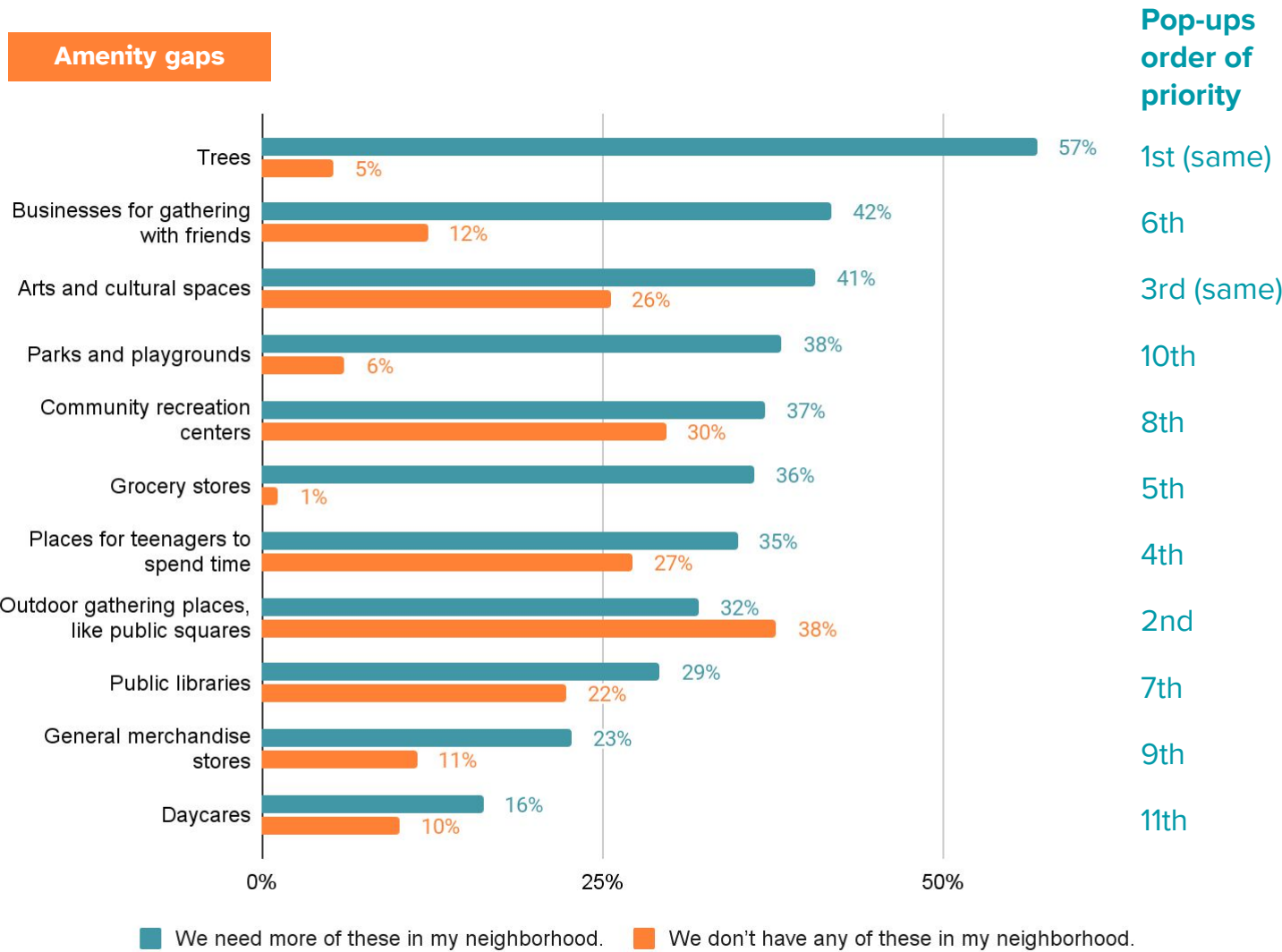


Figure 23. “Does your neighborhood have enough of the following, and do they need improvements?”

4.10. Housing and attachment

A large proportion of survey respondents have lived in Charleston long-term, with 72% reporting they have lived in the area for six or more years.

A large majority also indicated that they plan to stay in the community, with 94% of respondents agreeing or strongly agreeing with the statement, “I want to stay here for a long time.”

Intention to stay long term

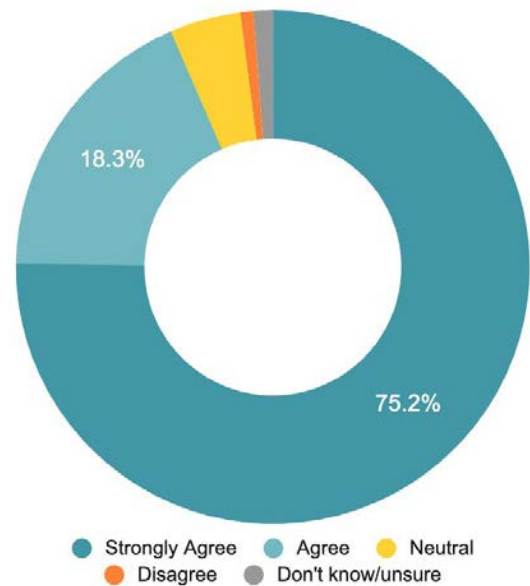


Figure 25. How much do you agree with the following statement: “I feel strongly attached to my neighborhood, meaning I want to stay here for a long time.”

How long residents have lived in Charleston

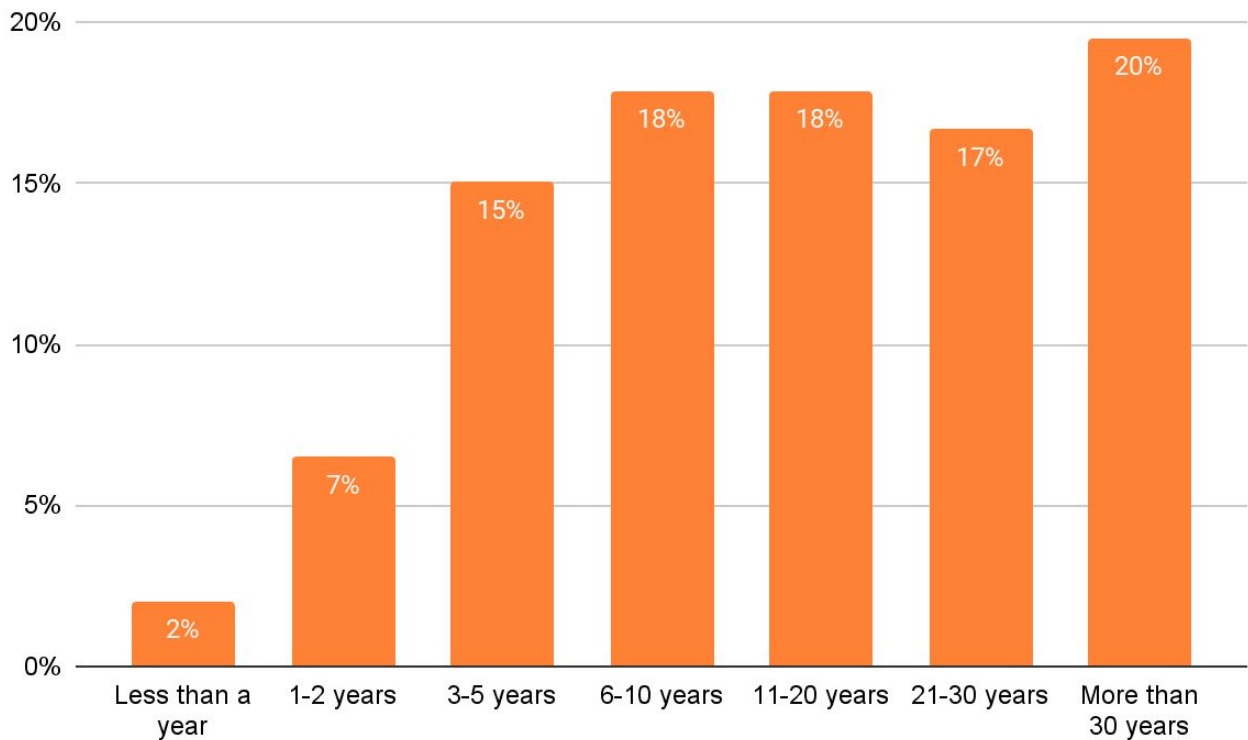


Figure 24. How long have you lived in your current home?

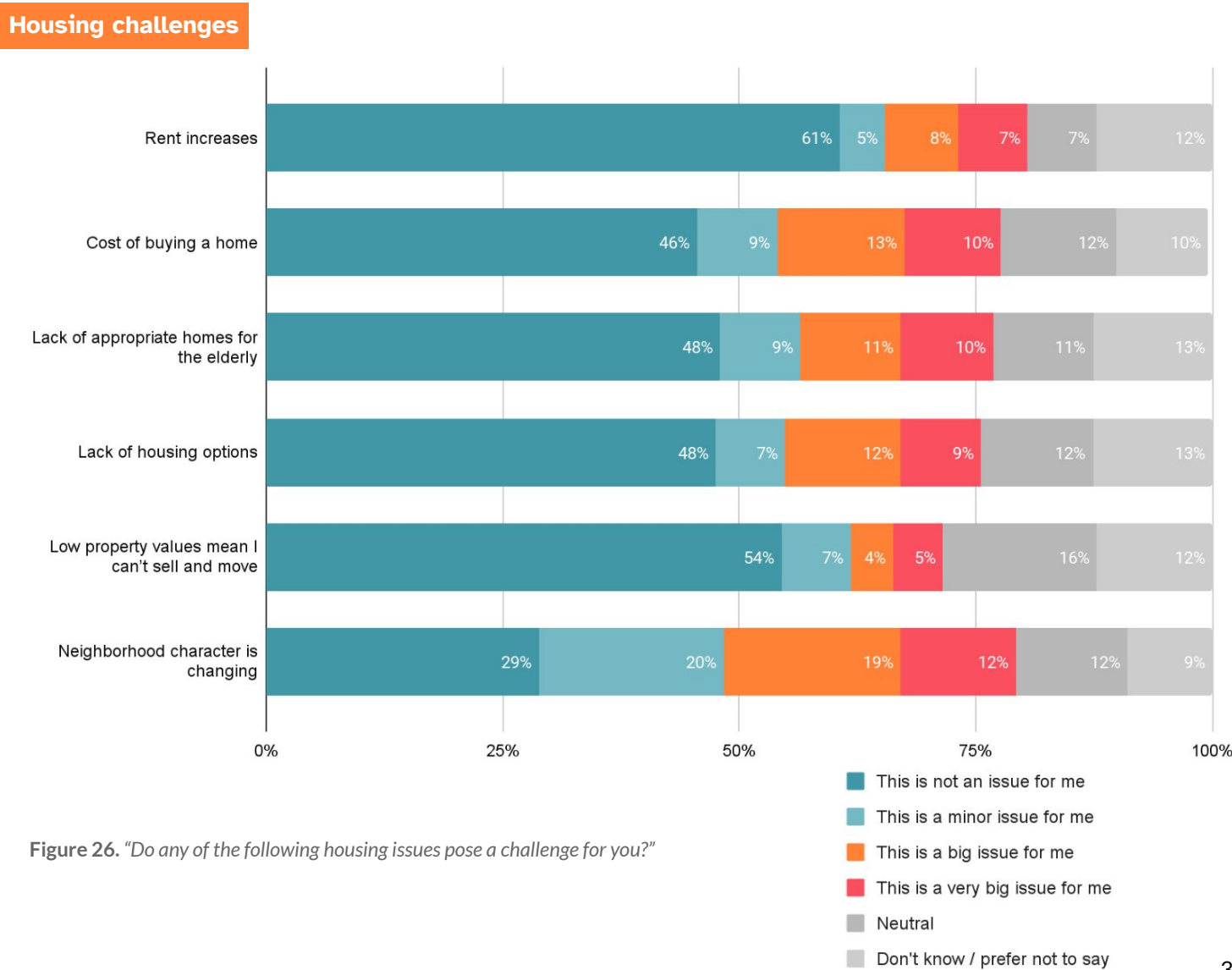
4.11. Housing challenges

The most common housing issue identified as a challenge was “Neighborhood character is changing,” chosen by 31% of respondents.

Among financial challenges, the most common response was the “cost of buying a home,” selected by 23%. Residents reported a similar level of concern for the “lack of housing options” (21%) and “lack of appropriate homes for the elderly” (21%). Another 15% reported challenges with rent increases.

Pop-up engagements

Financial challenges were the leading issues identified by pop-up participants. “Cost of buying a home” and “rent increases” were selected almost twice as often as any other option. This suggests that pop-up respondents may be facing greater challenges with affordability than survey respondents.



4. What we heard: survey and pop-ups

4.12. Wellbeing

We posed three questions to assess residents' wellbeing, which focused on their overall happiness (figure 27), social connections (figure 28), and physical health (figure 29). The results were generally positive:

- 78% of respondents rated themselves as being "happy" or "very happy."
- 71% reported knowing four or more neighbors.
- 84% reported having "good," "very good," or "excellent" physical health.

Following the survey, we conducted statistical analysis to identify factors that were correlated with these wellbeing outcomes. We found that:

- Self-reported happiness was moderately correlated with perceiving local streets to be safe (0.31**), and weakly correlated with rates of walking (0.12*).
- There was a small but significant correlation between respondents' number of social connections and the frequency with which they walked (0.20**) or biked (0.22**).
- There was also a small but significant correlation between social connection and with perceiving local streets to be safe (0.18**).
- There was only a weak correlation between whether someone reported being in good health and the amount they walk (0.12*) or bike (0.17*).

* indicates statistical significance at a confidence of 95%.
** indicates statistical significance at a confidence of 99%.

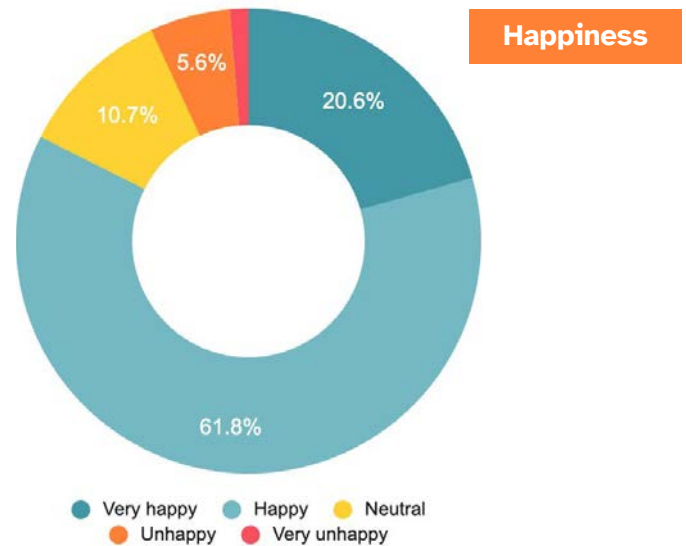


Figure 27. "How would you rate your overall happiness?"

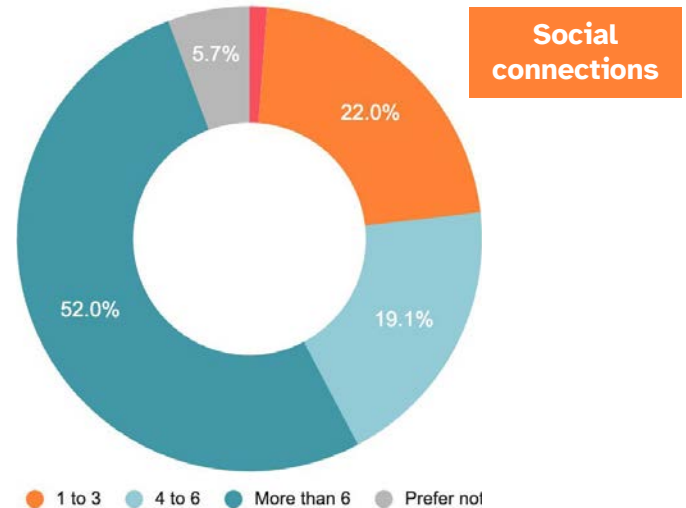


Figure 28. "How many of your neighbors do you know?"

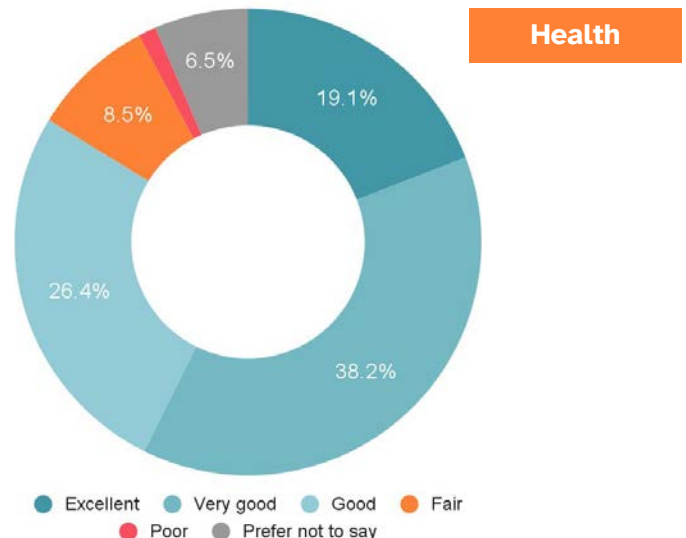


Figure 29. "In general, would you say your physical health is:"

4. What we heard: survey and pop-ups

4.13. Health care

Roughly three quarters (76%) of respondents reported having good, very good, or excellent access to health care. There is a correlation between residents who report having higher quality access to health care and better physical health (0.36**).

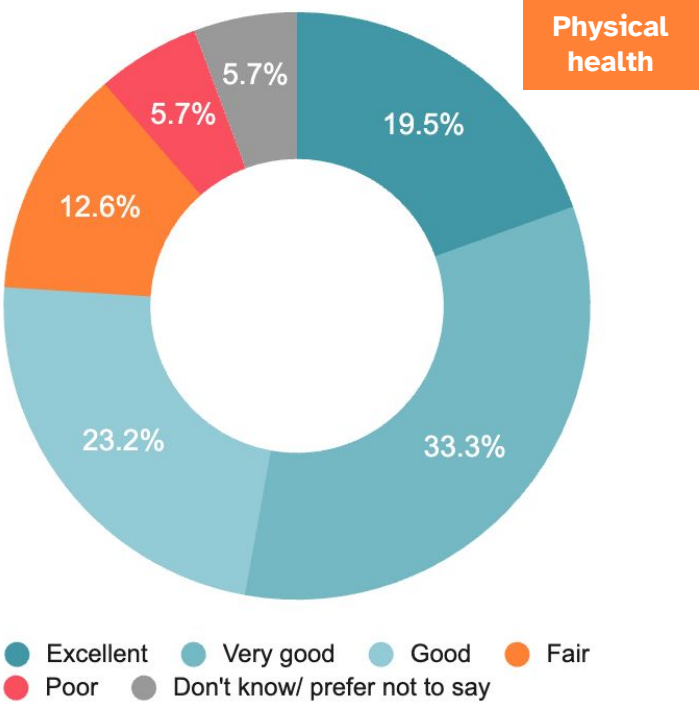


Figure 30. "Rate your access to healthcare services."



Figure 31. Charleston Boulevard.

* indicates statistical significance at a confidence of 95%.
** indicates statistical significance at a confidence of 99%.

5. What we heard: focus groups

5.1. Community focus groups

We organized two focus group sessions for community members. The following major themes were identified.

Traffic, streets, and safety

Many participants expressed that they would like to walk more, but feel it is too dangerous.

People expressed concerns that:

- Cars drive too quickly, often breaking speed limits.
- Local streets are often busy with cut-through traffic.
- Arterials are wide and difficult to cross on foot.
- Traffic creates noise and pollution. Charleston Boulevard in particular has poor air quality, especially for people with asthma.
- There is a lack of protected bike lanes and current bike lanes do not feel safe.
- Utilities and light poles are often positioned in the middle of sidewalks, which undermines walkability and accessibility.

“We don’t walk to the grocery store, even though if I threw a ball I could probably hit it. But with the traffic and getting across the street, it’s too difficult.”

— Focus group participant



Figure 32. The community focus group session.

5. What we heard: focus groups

Participants offered the following solutions for traffic safety issues:

- Redesign local streets to focus on slow speeds, safety, and local traffic, such as with narrower lanes, small roundabouts, or chicanes (such as those implemented on Alta Boulevard). Encourage drivers to use the arterials instead of cutting through neighborhood streets.
- Enforce speed limits better, both with general police enforcement or speed cameras.
- Create wider sidewalks, especially for strollers and people in wheelchairs. Prevent utilities from blocking pathways.
- Provide better lighting for pedestrians.
- Maintain sidewalks, to prevent cracks or garbage that may pose barriers to some users.
- Provide infrastructure for cyclists, including protected lanes and bike racks.

Residents requested a few improvements in specific places:

- Redesign Oakey Boulevard for slow speeds, safe walking, and a protected bike lane.
- Slow traffic on the Western end of Charleston Boulevard, after Rainbow Boulevard.
- Create a safer intersection at Rainbow Boulevard and Buffalo Drive.

Some residents also requested slowing speeds on the main arterials, while others were not sure this is needed. None recommended increasing speeds. One suggested the idea of re-timing signals on Charleston Boulevard and Sahara Avenue to improve traffic throughput.

Traffic, streets, and safety suggestions:

- **Slow, safe streets for local traffic**
- **Wider sidewalks**
- **Better lighting**
- **Safe bike paths**
- **Better sidewalk maintenance**

Specific suggested locations to improve in Charleston:

- **Oakey Boulevard**
- **Western end of Charleston**
- **Rainbow Boulevard and Buffalo Drive intersection**
- **Charleston Boulevard**
- **Sahara Avenue**
- **All main arterials**



5. What we heard: focus groups

Better connectivity for walking

Participants expressed appreciation for the range of businesses in Charleston, but also expressed frustration that they are often difficult to reach on foot. Blocks are too large, forcing people to walk far to reach nearby places. It is often necessary to cross hot, expansive parking lots to reach destinations. Further, people feel unsafe along many streets.

Potential solutions mentioned include:

- Adding new streets or paths to reduce the size of blocks.
- Replacing some parking lots with mixed-use developments, while improving other modes of transportation.

Participants requested more amenities in their neighborhoods, such as coffee shops, bars, or restaurants. This would offer more places to walk to locally, without needing to cross parking lots and large roads to reach Charleston. One requested businesses with outdoor patios and seating.

Participants expressed **frustration that businesses are often difficult to reach on foot.**

Reducing the size of the blocks, and replacing some parking lots with mixed-use developments were mentioned as ways to create better connectivity for walking.

We need more coffee shops, bars or restaurants and other amenities in our neighborhoods.

Businesses with outdoor patios and seating would be nice.



5. What we heard: focus groups

Design and beauty

Residents shared appreciation for the character and design of homes in their neighborhoods. However, they expressed concern that arterial roads do not match this quality of design. Several complained that once they leave their neighborhoods, they enter unsightly, poorly maintained commercial areas and have to cross through large parking lots. A few identified the Arts District as a model for the type of design to adopt on commercial streets in Charleston.

Participants expressed frustration with the impact of the water ordinance, because their neighborhoods are “going brown,” replacing grass with dirt. One said, “How do you have pride in your community if you aren’t proud of what it looks like?” There are also concerns about neighborhood decline, as weeds are sprouting on some properties.

Participants asked that lots be given different water allowances based on their size. They also requested assistance to help residents replace dirt with attractive solutions. Some neighborhoods need a “face lift,” one participant said. Another said that when people look at local streets, they should think, “this is simple and gorgeous.”

In some areas — especially along major arterials — the ground is mostly covered with concrete and pavement. Participants requested more trees and natural “softscapes” to create a more welcoming environment and to reduce heat.

Some residents noted once they leave their neighborhoods, **they enter unsightly, poorly maintained commercial areas and have to cross through large parking lots.**

Participants expressed **frustration with the impact of water ordinances.**

Participants requested **more trees and natural “softscapes”** to reduce heat and create a more welcoming environment.

“How do you have pride in your community if you aren’t proud of what it looks like?”



“Our neighborhoods are going brown, replacing grass with dirt.”



5. What we heard: focus groups

Transit

Participants expressed that while transit can be effective for reaching major destinations — such as the airport, sport facilities, and the Las Vegas strip — they felt it is not very useful for other daily trips. There is a lack of shade at bus stops, and some feel there are safety concerns on buses. Also, there is a stigma against using transit because currently it is mostly used by the poor.

Participants suggested a number of solutions:

- Employ local artists to create shade features for stops that are also art — which would also address the area's lack of public art.
- Invest in higher quality transit on Decatur and Charleston, such as with:
 - Bus lanes down the centre.
 - A tram.
 - A subway.
- Provide more enforcement to address safety concerns.

Participants expressed that **transit is not very useful for daily trips** outside of major Las Vegas destinations.

The **lack of shade at bus stops, safety on busses and stigma with using transit** were concerns mentioned by participants.



5. What we heard: focus groups

Development

Participants expressed support for higher density development that can:

- Meet the growing need for housing.
- Reduce homelessness.
- Provide homes for professionals, especially those in the Medical District.
- Provide homes for young people who want to live without a car, or fewer cars.
- Make better use of underutilized land.

However, participants had the following requests for high-density developments:

- Position large projects on major arterials and collectors, not in local neighborhoods.
- Encourage high-quality development so that it preserves or improves nearby home values.
- Maintain neighborhood character.
- Avoid positioning towers next to houses.
- Avoid creating towers surrounded by parking. Instead, create greenspace for families.

In particular, participants supported the idea of mixed-use developments near transit that could include cafes and restaurants. One recommended rooftop green space and amenities. Several suggested Meadows Mall as an ideal location for redevelopment.

Participants expressed **support for higher density development.**

Participants made requests for high-density developments including that **large projects stay outside of local neighbourhoods, to avoid positioning towers next to houses and to create green space around towers for families.**

Participants **support mixed use development near transit** that could include amenities.

We support high-density development that can reduce homelessness, and make better use of underutilized land.



Meadows Mall would be an ideal location for redevelopment.



5. What we heard: focus groups

Housing

Participants underlined that housing is a major concern for them. They shared concerns, including:

- There is a lack of starter homes for young homebuyers.
- Rent is becoming too expensive.
- New apartments are especially expensive.
- There are insufficient accessible homes or care homes for seniors.
- There are few housing options in between large single-family homes and small apartments.

Participants noted that home prices are especially daunting for young people, and many are living with their parents. They suggested that building a broader variety of housing types — such as duplexes — could help by offering homes of more moderate prices.

Some participants expressed concern that transit investments could further increase housing prices, leading to displacement. They do not want to see such a shift in the area's income, expressing concern that Charleston's affordable local businesses — such as Marian's and El Super — will be replaced with expensive chains.

Participants offered strong support for affordable housing, asking that Las Vegas take advantage of the area's many vacant lots to build it. However, they asked that affordable housing not be concentrated on one street, and that it be well maintained, to avoid undermining home values or causing "blight."

Participants asked for better care for homeless people, offering services from the beginning, middle, and end of their journey to finding a home. They requested more homelessness intervention services in Charleston, as these services are currently concentrated in downtown Las Vegas.

Housing concerns included

- **Lack of starter homes for young homebuyers**
- **Unaffordability of new apartments**
- **Lack of housing choices**

Some participants expressed that **they do not want to see Charleston's affordable businesses replaced with expensive chains.**

Participants requested **more homelessness intervention services in the Charleston area.**

"We support affordable housing. Las Vegas should take advantage of the area's vacant lots and build on them."



5. What we heard: focus groups

Activities and amenities

Participants expressed that there is a lack of family-friendly indoor places to visit with children in Charleston. Such facilities are especially important on hot days when it is not feasible to spend time outside 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.
- Pickleball courts.
- 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:

- Decatur + Rainbow.
- Charleston and Decatur Blvds.
- Near Charleston and Valley View Blvds.

Participants requested a **community center, multi-use recreation center, or multigenerational center with a range of amenities.**

Participants requested **programming for all ages.**



5. What we heard: focus groups

Public spaces

Participants expressed that there are not enough public spaces in Charleston. They requested specific improvements, including more trees and awnings in parks to provide shade, and more dog parks.

Many participants expressed concern that many families are reluctant to use some parks due to a large number of homeless people there. They feel that some parks, such as Essex Water Park, are effectively “taken over” by homeless people. Participants requested greater security and enforcement to ensure parks remain usable by families, as well as greater supports for people experiencing homelessness.

Some participants would like to see more school playgrounds or gyms opened up for residents to use. However, when schools opened them up in the past, they had issues with homeless people using them, even while children were playing there. Participants shared that security would need to be a top priority before such playgrounds are opened to the public. Potential solutions to manage how parks and playgrounds are used include:

- More participation from County police in enforcing rules.
- More power for school officers to prevent someone from using a playground.

Safety

Safety from crime was a major issue for participants. They expressed concerns about the number of vacant lots, and requested more enforcement to prevent encampments on vacant land. They feel strongly that children should feel safe from crime and be able to walk to school.

Participants would like to see:

- **More trees and awnings in parks**
- **More dog parks**
- **Greater security in parks and playgrounds**

Participants shared concerns about:

- **Managing homelessness and encampments in parks and vacant lots**
- **Safety from crime**

“We would like more school playgrounds or gyms opened up for residents to use.”

— Focus group participant



“Security should be a top priority before school playgrounds are opened to the public.”

— Focus group participant



5. What we heard: focus groups

5.2. Stakeholder focus group

We organized a focus group session for local stakeholders, including developers and representatives of local institutions, including hospitals and universities.

Development vision

We presented the Las Vegas 2050 Master Plan's vision for encouraging mixed-use, transit-oriented development along Charleston Boulevard and other arterials. Participants expressed strong support for this general vision, with one calling it "excellent."

Representatives of two Medical District institutions said that providing housing on the corridor would help them attract staff. They find it challenging to attract staff because many people do not want to live in the housing currently available in the area.

One developer expressed a need to achieve a minimum amount of housing density to support businesses and street life in an area throughout the day (rather than at lunch alone). Another suggested creating a "mini downtown" in a small area that would have a "critical mass" of housing and businesses. They endorsed the concept of piloting such a development concept on one block and then expanding outwards from there.

There was general **support from participants for the Las Vegas 2050 Master Plan and its vision.**

Suggestions for encouraging development included:

- **Increasing housing density to support local businesses and street life**
- **Creating a "mini downtown" with housing and businesses**



Figure 33. Stakeholder focus group session

5. What we heard: focus groups

Participants proposed that such a mini downtown should offer:

- Streets and activities for all ages.
- A diversity of things to do, beyond living and working.
- Indoor recreation opportunities.
- A diverse commercial mix that meets the needs of office workers and local residents.
- Shaded streets, similar to Downtown Summerlin.
- Green space, dog parks, and places for community gathering.
- Grocery stores.
- Trees and greenery.

Participants underlined a number of motivations for building such a mini downtown, including to:

- Diversify Charleston's economy.
- Avoid the collapse of home values in the area.
- Act as a precedent to encourage other, similar growth.
- Better integrate the Medical District into Charleston and leverage it to encourage further economic development.
- Reduce climate change emissions.
- Improve public health (by encouraging more walking).
- Help attract more grocery stores (which are lacking in some areas of Charleston).
- Draw families and younger generations, who are increasingly looking for a lifestyle that does not rely entirely on a car.
- Offer a healthier, more connected lifestyle.

Participants underlined that residents should have a say on the height of buildings.

“A mini-downtown should have elements such as activities for all, green space, shaded streets.”

“Residents should have a say on building heights.”



5. What we heard: focus groups

Transportation

Participants emphasized that the transit system will need to be very effective to justify developments that do not have large surface parking lots. The perception of transit will also need to change. One participant said, “In order to work, transit can’t be thought of as the last resource. It has to be a viable option. It needs a full re-marketing.”

Participants were generally supportive of higher-quality transit on Charleston Boulevard, such as a tram or bus lanes. One expressed concerns about replacing traffic lanes with transit lanes, noting that Charleston Boulevard is an important freeway for emergency vehicle access.

Participants also noted that it will be a challenge to finance major transit improvements. RTC faces fiscal challenges, one noted, and emphasized that a transit investment will require “visible community champions” and a “political commitment.”

Participants noted the need for **the transit system to be very effective** to justify developments not having large surface parking lots.

Trams or bus lanes on Charleston Boulevard was generally supported by participants.

Housing

Participants underlined the need for a “full spectrum” of housing at different price points, stating that it is sometimes difficult to fill job positions due to a lack of housing for workers. Development stakeholders offered a number of solutions:

- Simplify rules to allow developers to build more housing faster.
- Subsidize senior housing.
- Partner with developers on affordable housing projects.

Participants noted the **difficulty in filling job positions due to a lack of housing for workers.**

“Charleston is an important freeway and needs to provide access for emergency vehicles, when each second counts.”

“In order to work, transit can’t be thought of as the last resource. It has to be a viable option. It needs a full re-marketing.”

RTC faces a “fiscal cliff.”

5. What we heard: focus groups

Parks

Participants pointed to Bob Baskin Park as a good example of what Charleston needs more of. They requested parks and public spaces with multiple uses, drinking water, shade trees, pickleball courts, and gardens. They pointed to Hontridge Park as an example to avoid, as it is surrounded by two very busy roads.

Encouraging development

We discussed with developers what kinds of investments would be most effective for encouraging denser development with a mix of shops and services, and the three most important investments, in their opinion, would be:

- High-quality transit (especially a tram).
- Good schools.
- Safe, comfortable streets with plenty of shade.

Participants shared additional ideas for investments that could also help encourage mixed-use, transit-oriented development:

- Daycare.
- A gym.
- Community events spaces.
- A library.
- A museum.
- Public squares, with placemaking that will encourage people to spend time there.

Participants suggested adopting a “tax improvement district,” as was used in the Arts District to fund local investments in streets and amenities.

Participants also underlined it is important to address barriers to potential investments. Crime prevention solutions are needed to reduce perceptions that certain sections of Charleston are unsafe. It would also help to offer programs to help people redevelop or renew old, unsightly buildings.

For public spaces, elements including **multiple uses, drinking water, shade trees and gardens** were requested by participants.

Participants stated it is **important to address the barriers to potential investments**, noting that crime prevention solutions are needed.



5. What we heard: focus groups

Financial incentives

Developers emphasized that the biggest challenge they face is high interest prices. The most effective financial incentives are those that reduce yearly costs to improve yearly cash flow. They reported that the following three incentives would be particularly helpful in this regard:

- Tax abatements.
- Utility fee reductions.
- Federal gains tax abatement.

Developers also supported one-time incentives, though they might be relatively less effective, including:

- Permitting fee abatements.
- Acquisition of underused lots by the Redevelopment Authority, so that it can sell land to a developer at a reduced price (with a commitment to build a certain agreed-upon development).

Developers were less interested in tax increment financing, as they say it is complex, few lawyers know how to handle it, and it takes a long time to set up, which may not match their development timelines.

Land speculation

Developers reported that it is often difficult to acquire land for redevelopment because landowners are waiting for prices to rise so that they can sell land at an inflated price. Out-of-state landowners are often difficult to contact. Developers suggested that Las Vegas should tax unused land and vacant buildings to encourage people to put land on the market. Empty retail spaces can discourage development.

Developer participants shared challenges including:

- **High interest prices**
- **Land acquisition costs**



6. Key findings

Overall, residents expressed a strong sense of pride for their neighborhoods in Charleston. They expressed appreciation for its convenient, central location, the sense of community, its heritage, the mature trees, and its quietness.

Residents also, however, identified a set of major priorities for change. In general, residents want to see:

- Safer streets for walking and biking, including wider sidewalks and fully protected bike lanes.
- Slower cars and less cut-through traffic in neighborhoods.
- Higher quality transit.
- More indoor gathering spaces, such as a recreation centre.
- More trees and shade, especially at bus stops and parks.
- More parks and green space.

Transportation

While driving remains the predominant mode of transportation in Charleston, 62% of residents reported walking at least weekly, and 64% placed safe walking as a top priority. Few prioritized free-flowing traffic on their local streets. Instead, the majority would like neighborhood streets to prioritize people walking and biking, and to shift traffic to the arterials.

Development

Residents generally expressed support for the development model outlined in the Las Vegas 2050 Master Plan — namely, dense, mixed-use, transit-oriented development on the major corridors. Many mentioned that these arterials currently feel rundown and unattractive, and they would appreciate the opportunity to revitalize them. Others would appreciate having better access to shops and services. However, most residents do not want high-density development inside their neighborhoods, and they would like to protect the heritage of the area's older homes.

Developers similarly expressed interest in building denser, mixed-use development in the area. However, they noted this will be a challenge due to the predominance of parking lots, strip malls, and large roads in the area, which undermine the value of potential development. Developers noted that it may be necessary to use incentives to encourage the kind of growth the 2050 Master Plan envisions for the area. They suggested that the most effective incentives would focus on reducing yearly costs to offset the impacts of high interest rates.

Transportation

Residents and developers alike supported the concept of implementing high-quality transit on arterials, such as bus lanes or trams. Very few people expressed opposition to replacing traffic lanes with transit lanes.

Overall, residents expressed pride in their community, but want safer streets, better development on arterials, more green space and gathering places — like recreation centers — and better, more reliable transit.



Figure 34. Pop-up event in Charleston.

Appendix 1

Engagement boards (1/10)

Charleston 2050

Area Plan | Plan de Área



Shaping the next 25 years of growth
Dando forma a los próximos 25 años de crecimiento

This plan will set policy for the Charleston community, which includes over 75,000 residents in 13 neighborhoods.
Este plan establecerá la normativa para la comunidad de Charleston, que incluye más de 75.000 residentes en 13 barrios.



Why your input matters ¿Por qué es importante su opinión?

This plan will help shape City of Las Vegas regulations, priorities, and investments on key issues in Charleston.
Este plan ayudará a configurar la normativa, las prioridades y las inversiones de la ciudad de Las Vegas en cuestiones clave en Charleston.



Housing and development
Vivienda y desarrollo



Parks and open space
Parques y espacios al aire libre



Amenities, such as playgrounds or recreation centres
Instalaciones, como parques



Jobs and education facilities
Empleos e instituciones de enseñanza



Transportation, like buses, sidewalks, and bike lanes
Movilidad, transporte público, aceras y ciclovías



And more!
¡Y más!

Learn more | Para más información:
lasvegasnevada.gov/charleston



Appendix 1

Engagement boards (2/10)

Guiding principles *Principios guía*

The plan builds on the Las Vegas 2050 Master Plan. The plan will focus on five guiding principles to meet the needs of the local community.

El plan se basa en el Plan Maestro Las Vegas 2050. El plan se centrará en cinco principios orientados a satisfacer las necesidades de la comunidad local.

Healthy *Salubridad*

A healthy Las Vegas improves physical and mental health outcomes, improves safety, sustains families and encourages healthy choices for all residents.

Una ciudad de Las Vegas saludable mejora la salud física y mental, aumenta la seguridad, mantiene a las familias y fomenta opciones saludables para todos sus residentes.

Livable *Habitabilidad*

A livable Las Vegas emphasizes quality of life in a distinctive way that is unique to the City and meets emerging market trends and demands.

Una ciudad de Las Vegas habitable enfatiza la calidad de vida de una manera distintiva que es única para la Ciudad y cumple con las tendencias y demandas emergentes del mercado.

Equitable *Equidad*

An equitable Las Vegas provides opportunity for all, with access to education, health care, resources and jobs no matter where in the City one lives, all while acknowledging that each neighborhood has its own distinctive character and clean environment.

Una ciudad de Las Vegas equitativa ofrece oportunidades para todos, con acceso a la educación, la sanidad, los recursos y el empleo independientemente del lugar de la ciudad en el que se viva, al tiempo que reconoce que cada barrio tiene su propio carácter distintivo y un entorno limpio.

Innovative *Innovación*

An innovative Las Vegas meets new demands of residents while continuing to attract the boldest and brightest by pioneering smart city technologies that drive new markets and diversify the economy.

Una ciudad de Las Vegas innovadora satisface las nuevas demandas de los residentes al tiempo que sigue atrayendo a los más audaces y brillantes mediante tecnologías pioneras de ciudad inteligente que impulsa nuevos mercados y diversifica la economía.

Resilient *Resiliencia*

A resilient and sustainable Las Vegas deliberately prepares the City against acute shocks and chronic stresses like health crises, drought, extreme heat, or flash flooding.

Una ciudad de Las Vegas resiliente y sostenible prepara deliberadamente a la ciudad contra impactos y tensiones crónicas como las crisis sanitarias, la sequía, el calor extremo o las inundaciones repentinas.

Project timeline *Cronograma del proyecto*



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Appendix 1

Engagement boards (3/10)

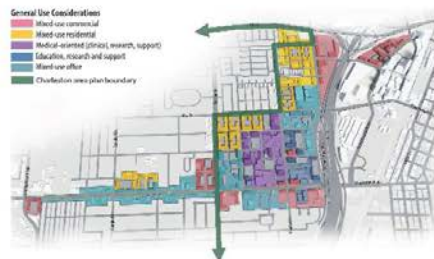
Other projects in Charleston *Otros proyectos en Charleston*

High-capacity transit for Charleston Boulevard *Transporte público de alta capacidad para Charleston Boulevard*



There is a major project underway to redevelop lands fronting Charleston into a compact, mixed-use area with offices, hospitals, university buildings, and more.

Hay un macroproyecto en marcha para reurbanizar los terrenos frente a Charleston y convertirlos en una zona compacta de uso mixto con oficinas, hospitales, edificios universitarios y mucho más.



The Medical District plan encourages some office development along Charleston Boulevard, overlapping with the area for this plan.

El plan del Distrito Médico fomenta el desarrollo de oficinas a lo largo de Charleston Blvd, solapándose con la zona de este plan.

The Medical District *El Distrito Médico de Las Vegas*



The Regional Transportation Commission has received funding to plan future upgrades to Charleston Boulevard, which may include bus lanes, bike lanes, and wider sidewalks.

La Comisión Regional de Transporte ha recibido financiación para planificar futuras mejoras en Charleston Boulevard, que podrían incluir carriles bus, ciclovías y aceras más anchas.



The Regional On-Board Mobility Plan proposes three high-capacity transit routes in the Charleston area: Sahara Ave, Decatur Blvd, and Charleston Blvd.

El Plan Regional de Movilidad a Bordo propone tres rutas de transporte público de alta capacidad en la zona de Charleston: Sahara Ave, Decatur Blvd y Charleston Blvd.



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Appendix 1

Engagement boards (4/10)

Places in your neighborhood

Lugares en su barrio

Does your neighborhood have enough of the following, and do they need improvements? *¿Tiene su barrio suficientes de los siguientes elementos, y necesitan mejoras?*

	We have many of these in my neighborhood. <i>Tenemos mucho esto en mi barrio.</i>	We need more of these in my neighborhood. <i>Necesitamos más en mi barrio.</i>	We have these, but they need improvement. <i>Los tenemos, pero hay que mejorarlos</i>
Grocery stores <i>Tiendas de comestibles</i>			
General merchandise stores (like Target or Walmart) <i>Hipermercados (como Target o Walmart)</i>			
Businesses for gathering with friends <i>Comercios para reunirse con amigos</i>			
Parks and playgrounds <i>Parques y parques infantiles</i>			
Outdoor gathering places, like public squares <i>Lugares de reunión al aire libre, como plazas públicas</i>			
Trees <i>Árboles</i>			
Arts and cultural spaces <i>Espacios de arte y cultura</i>			
Places for teenagers to spend time <i>Lugares para que los adolescentes pasen el tiempo</i>			
Community recreation centers <i>Centros recreativos comunitarios</i>			
Public libraries <i>Bibliotecas públicas</i>			
Daycares <i>Guarderías/centros de cuidado infantil</i>			
Other: <i>Otro:</i>			



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Appendix 1

Engagement boards (5/10)

Tell us about your neighborhood!

¡Háblenos de su barrio!

What do you like best about your neighborhood?
¿Qué es lo que más le gusta de su barrio?



What do you think could be better in your neighborhood?
¿Qué es lo que piensa que podría mejorar en su barrio?



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Appendix 1

Engagement boards (6/10)

Tell us about your neighborhood! ¡Háblenos de su barrio!

Where are your **favorite places** to spend time in Charleston?
Where do you **feel safe or unsafe** walking, rolling or biking?

¿Cuáles son sus **lugares favoritos** para pasar el tiempo? ¿Dónde se encuentra **seguro/a o inseguro/a** transitando (caminando o en silla de ruedas), o circulando (en bicicleta u otros dispositivos sobre ruedas)?

Use a green dot to show your favorite places.
Use una pegatina verde para señalar sus lugares favoritos.

Use a red dot to show where you feel unsafe.
Use una pegatina roja para señalar donde se siente más inseguro/a.

Use sticky notes to add any additional thoughts.
Añada notitas con sus comentarios.



Appendix 1

Engagement boards (7/10)

Walking and biking in Charleston

Caminar y montar en bicicleta en Charleston

What would make walking and biking/rolling feel safer and more appealing to you in your neighborhood?
 ¿Qué haría que caminar y montar en bicicleta (u otros dispositivos con ruedas) le pareciera más seguro y atractivo en su barrio?



Walking (including using a mobility device)
 Caminar (incluye en silla de ruedas o dispositivo de movilidad personal)

Biking (or another wheeled device)
 Montar en bicicleta (o usar otro dispositivo de ruedas como monopatines)

Safe sidewalks or bike lanes/paths <i>Infraestructuras seguras (por ejemplo, aceras o ciclovías seguras)</i>		
More trees and shade <i>Más árboles y sombra</i>		
Slower cars <i>Tráfico más lento</i>		
Fewer traffic lanes for cars <i>Menos carriles de tráfico</i>		
Shorter crossing distance at crosswalks/intersections <i>Menor distancia de cruce en los pasos de peatones o intersecciones</i>		
Safer intersections <i>Intersecciones más seguras</i>		
Less crime in the area <i>Menos delincuencia en la zona</i>		
More useful places to walk/bike to (e.g. shops, services, schools, and jobs) <i>Más lugares útiles a los que ir andando (por ejemplo, tiendas, servicios, escuelas y puestos de trabajo)</i>		
More enjoyable places to walk/bike to (e.g. parks, streets with patios and cafes, places with public art) <i>Lugares cercanos más agradables para ir andando (por ejemplo, parques, calles con patios y cafeterías, lugares con arte público)</i>		
More visually attractive or interesting streets <i>Calles visualmente más atractivas o interesantes</i>		
More water fountains <i>Más fuentes de agua</i>		
I don't want to walk/bike more <i>No quiero caminar/montar en bicicleta más</i>		

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Appendix 1

Engagement boards (8/10)

Public transit in Charleston

Transporte público en Charleston

What would make transit (bus or rail) more appealing to you?
¿Qué haría que el transporte público (autobús o tren) le resultase más atractivo?

More frequent transit Transporte público con más frecuencia	
Better safety on transit Más seguridad en el transporte público	
More convenient routes Rutas más convenientes	
More comfortable buses Autobuses más cómodas	
Train or tram service (as opposed to buses) Que hubiera servicio de tren o tranvía	
Transit stops located closer to my home Que las paradas de transporte público estuvieran más cerca de mi casa	
More shade at stops Más sombra en las paradas de autobús	
I don't want to use transit more No quiero usar transporte público más	
Other: Otro:	



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Appendix 1

Engagement boards (9/10)

Street design

Diseño de calles

What are your top priorities for streets in your neighborhood? Choose up to three. *¿Qué prioridades considera más importantes para las calles de su barrio? Elija tres como máximo.*

Feeling safe when you walk outside <i>Sentirme seguro/a al caminar</i>	
Safe streets for biking <i>Calles seguras para montar en bicicleta</i>	
Safe streets for children and the elderly <i>Seguridad para niños/as y personas de la tercera edad</i>	
Having places to enjoy spending time outside (e.g. parks, public squares) <i>Lugares donde disfrutar del tiempo al aire libre (por ejemplo, parques, plazas)</i>	
More street trees and shade <i>Más árboles en las calles y sombra</i>	
Allowing cars to drive fast <i>Permitir que los carros manejen rápido</i>	
Transporting lots of cars <i>Transportar muchos carros</i>	
Less traffic <i>Menos tráfico</i>	
Faster transit <i>Transporte público más rápido</i>	
Local shops and businesses <i>Comercios locales</i>	
Other: <i>Otro:</i>	



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Appendix 1

Engagement boards (10/10)

Housing in Charleston

Vivienda en Charleston

Do you experience any challenges with housing?
¿Experimenta alguno de los siguientes problemas con la vivienda?

Rate how big of a challenge this is for you on a scale of one to five.
Valore en una escala del uno al cinco el problema que supone para usted.

	Not an issue <i>Ningún problema</i>		Neutral <i>Neutral</i>		Big issue <i>Gran problema</i>
Rent increases <i>Aumento de la renta</i>	1	2	3	4	5
Cost of buying a home <i>Costo de comprar una vivienda</i>	1	2	3	4	5
Lack of appropriate homes for the elderly <i>Falta de residencias adecuadas para personas de la tercera edad</i>	1	2	3	4	5
Lack of housing options <i>Falta de opciones de alojamiento</i>	1	2	3	4	5
Low property values mean you can't sell and move <i>Los bajos valores de la propiedad significan que no puedes vender y cambiar de residencia</i>	1	2	3	4	5
Neighborhood character is changing <i>El carácter del barrio está cambiando</i>	1	2	3	4	5
Other: <i>Otro:</i>					



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