

DOWNTOWN ALLEY DESIGN GUIDEBOOK

COMPONENTS
FOR A SUCCESSFUL
ENVIRONMENT



DOWNTOWN ALLEY DESIGN GUIDEBOOK

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

INTRODUCTION

Activated alleys can play a central role in enhancing the character and livability of a dense urban core and facilitate the ability of cities to offer a diverse range of public spaces. Traditionally seen as utilitarian corridors meant for deliveries, trash and automobile traffic, Las Vegas' existing network of alleys has only recently been recognized for its potential to provide safe, comfortable, intimate and vibrant urban experiences that are hard to provide with other types of public spaces such as streets and parks. Additionally, alleys can be successfully activated through a relatively small investment of public resources.

Downtown Las Vegas is experiencing an increase in economic and population growth through a combination of public and private investment in commercial and residential development and infrastructure, and high profile public events. Expanded public spaces are needed to fulfill the needs of current residents and to meet the expectations of new residents and business owners. The challenge is to create a vibrant public space while also accommodating existing functions that are integral to the operations of downtown businesses and organizations such as access to existing parking areas, trash pick-up, service deliveries, and utilities maintenance and fire access. These activities take place during limited periods of time, leaving the majority of time open for secondary uses such as pedestrian and bicycle routes and special events.

The city of Las Vegas has adopted a thematic goal of focusing on improvements to the downtown area through, among other strategies, creating partnerships and investment strategies for major catalyst projects. Turning existing alleys, where

appropriate, into iconic, active, vibrant and pedestrian-oriented spaces supports this goal and cannot be accomplished without engaged and committed partners. Activated alleys will form a clean, functional, safe and walkable network of spaces that celebrate art and nature, foster commercial presence, allow for outdoor dining, stimulate the senses, honor existing historical features, provide family-friendly activities and spaces, respect current legitimate uses, and make people want to return again and again.

The purpose of the Downtown Alley Design Guidebook ["Guidebook"] is to provide recommendations for possible improvements that can be implemented organically through public/private partnerships. Additionally, the Guidebook provides existing conditions, challenges and opportunities, and identifies and ranks the alleys which offer the most potential for various levels of activation. The Guidebook is intended to be used by private business owners, Business Improvement Districts (BID)¹, neighborhood associations, residents and the city to generate discussion on future alley locations, specific improvements, programming goals, funding opportunities and partnerships to implement alley activation projects. A Partner Contribution list is included that identifies the potential responsibilities that can be assumed by the various partners. A Process Flowchart is also included to assist any of the potential partners with initiating alley improvements.

- The Design Components for Success are to be used for inspiration and not taken literally. It is important that alley improvements foster their own unique identity by showcasing local art and programming that is relevant, meaningful and representative of the city's historic and cultural identity.

1 In this document, the term BID is used to describe special areas that operate in the manner as outlined in NRS 271.063 "Commercial Area Vitalization Project."

HISTORY OF DOWNTOWN DEVELOPMENT

Most of what we know as downtown Las Vegas including the Historic Westside was platted in 1905 in anticipation of the completion of the railroad which ran from Salt Lake City to Los Angeles with Las Vegas as the planned mid-way point. An area west of the railroad alignment was platted first followed closely by development to the east of the alignment. Both areas contained 20-foot-wide alleys that either bisected blocks or were platted in a “T” shape as in the case on the west side of the alignment.

By the 1950s few residential areas were built with internal alleys. More typical was the buffer alley to separate residential properties from adjacent commercial uses. Alleys had become a thing of the past, relegated to the urban core and used strictly as conduits for services and infrastructure. Today, alleys are a core identifying feature of downtown Las Vegas, for better or for worse. Their inherent urban grittiness attracts the film and television industry looking for an appropriate stage for a crime scene. It is this urban nature that also makes Las Vegas’ alleys perfect for connecting our activated spaces.

BENEFITS TO THE COMMUNITY

When looking at Las Vegas’ downtown alleys as possible public space amenities, it must also be remembered that these spaces are needed to accommodate existing functions that are integral to the operations of downtown businesses and organizations. Alleys allow for functions such as trash pick-up and service deliveries to be handled without disrupting traffic on the streets, and provide a centralized location for utility installations to occur that are not within sidewalk or areas with heavy vehicular traffic. Other functions include secondary bicycle and pedestrian routes, fire lanes and access to loading docks and parking garages.

Other benefits include:

- Increased walkability: Alleys provide connectivity throughout downtown and to adjacent neighborhoods utilizing a network of open spaces. Alleys can be quieter, safer, and more interesting routes than streets.
- Places for green infrastructure: Alleys provide additional storm water control by reducing water run-off in streets. Permeable pavers, along with landscaping, can reduce the heat island effect and improve air quality.
- Intimate and personal city spaces: Alleys can offer respite from the street and offer the opportunity to create shady places with greenery and benches. Alleys are human scaled, and often the back building quality makes them interesting and charming in comparison to streets.
- Expanding commercial frontages: Taking advantage of ground floor spaces on buildings facing alleys encourages denser retail districts and additional opportunities for new small businesses and expanding existing businesses.
- Places for children and the elderly: These user groups need shade, places to rest, places to play safely, and places for people watching.
- Safe spaces for festivals and cultural activities: Alleys can provide safe interesting places for events without having to close off streets. Alleys provide intimate spaces to showcase local art.
- Crime Reduction: Well lit, activated alleys encourage use by law-abiding citizens and provide self-policing.
- Unique experiences: High quality alleys are important. They should feel safe with good lighting and paving that clearly delineates a pedestrian realm. They should offer attractions like public art, vegetation, business entrances and outside seating for people watching. They offer a unique experience that cannot be found elsewhere in the city.

DEFINITION OF ALLEY (PUBLIC ROW):

The official definition of an “Alley” comes from Title 13.16.20 of the City of Las Vegas Municipal Code as a “narrow public thoroughfare, providing access to the rears of the abutting properties.” The definition points to the purpose of an alley as the provision of a secondary access point, typically at the back of the property. Depending on the location of the property in relation to the alley, this secondary access may also be provided at the side of a property.

Typical alleys in the Downtown Centennial Plan Area are 20 feet wide with north-south oriented alleys running 400 feet in length and east-west alleys running 300 feet in length. The 20-foot wide by 400-foot long north-south oriented alley is the most common but there are many T-shaped alleys that have been formed over years of development. As originally platted, alleys provide a 20-foot wide public right-of-way; however, frequent use of alleys for utility equipment may reduce the effective width to as narrow as 15 feet between utility poles.

Goal:

Facilitate public/private partnerships to transform urban alleys into iconic, active, clean, functional, safe network of spaces for alternative modes of travel.

DESIGN COMPONENTS FOR SUCCESSFUL ALLEY ACTIVATIONS

DESIGN COMPONENTS FOR SUCCESSFUL ALLEY ACTIVATIONS

SUCCESSFUL ACTIVATION FACTORS

Successful alleyway activation projects all have certain aspects in common. There are hundreds of alley activation projects across the globe, but only a handful are noted for their iconic, sustainable and successful nature. These are key attributes which align with the strategic anchors identified by the Office of the City Manager. Upon studying these alleyways, the Department of Planning noted there were several key factors which contributed to their success. These key factors included locations in heavily traveled pedestrian areas where some level of business or activities were taking place. These alleyways incorporated names, active entrances, gateways, signage for bordering businesses, landscape elements, special pavement, lighting, seating, art, and shade elements.

These elements are indicative of alley activation projects which are intended to have a high or very high level of service. Other alleyway activation projects may not require such a high service level. These projects may be trying to accomplish other goals, such as a pedestrian/bicycle connection, safety improvements, repaving or other measures to ease maintenance. Depending on the amenities desired a holistic approach should be considered to the integration of design elements including but not limited to seating, landscaping, art, lighting and gateways.



Post Alley in Seattle, WA

ALLEY TIERS

TIER IV

An upper tier alley (Tier IV) with a high level of service will accomplish several service goals. This type of alleyway will only be open to traffic during necessary or limited service periods. It will be pedestrian oriented, with non-asphalt, decorative surface treatment differentiating it from automobile-oriented environments. Refuse areas will be screened through decorative fencing, landscape, or centralized at an on or off-site compactor. These alleyways incorporate place making through identifying signage, gateways and active entrances. The upper tier alleyways will provide pedestrian-oriented lighting and incorporate seating options for users. Landscape is provided within these environments, to soften harsh edges and help scale the alleyways. Pedestrian-scaled signage advertises adjacent businesses, without being overpowering or intrusive. Within these environments art may be incorporated or may act as a theming element of the alleyway. Alley edges which are not directly adjacent to buildings are screened, through landscape, shrubbery or decorative fencing. Some alleyways may incorporate shade elements where appropriate and provide bicycle amenities for users.



A Tier IV Alley will incorporate pedestrian paving, landscape and seating. Plotkin Alley, Pasadena, CA



Business signage, seating, and lighting help define a Tier IV alleyway. Post Alley, Seattle, WA



Tier IV Alley with lighting, art and active building entrances. West Myrtle Alley, Ft. Collins, CO



Special pavement, landscape and seating help define a Tier IV alleyway. EACA Alley, Hollywood, CA

ALLEY TIERS

TIER III

A mid-tier alley (Tier III) with a moderate level of service will accomplish both functionality and service. The alleyway may limit vehicular traffic during certain times, but will also acknowledge its pedestrian users. Refuse areas are screened through decorative fencing or landscape. Pavement may incorporate decorative or pedestrian elements, such as pathways, crosswalks or border designs, but asphalt may be also appropriate as an incorporated material. Gateways, active entrances or signage identifying the alleyway may be utilized. Lighting may be pedestrian oriented, service area oriented or both. Landscape is provided to buffer alley edges which are not directly adjacent to buildings, but is not necessarily an integral part of the overall alley design. Businesses near alley entrances or active areas may incorporate pedestrian-oriented signage or provide plazas, courtyards or patios which adjoin alleyways. Benches or seating may be provided at strategic locations. Alleyway edges which are not directly adjacent to buildings may be screened through landscape, shrubbery or decorative fencing. Shade elements may be incorporated where appropriate and bicycle amenities may be provided for users.



*A Tier III Alley may incorporate shade, landscape and seating.
West Myrtle Alley, Ft. Collins, CO*



*A Tier III alleyway with active entrances, lighting and business signage.
Painters Alley, Memphis, TN*



A Tier III alleyway may incorporate signage/gateways, landscape and pedestrian paving. EACA Alley, Los Angeles, CA

ALLEY TIERS

TIER II

A lower mid-tier alley (Tier II) will accomplish functionality. The alleyway is open to vehicular activity and is not located in heavily traveled pedestrian areas; however, the alleyway may provide a pedestrian or a bicycle connection, or serve as part of a larger connection or designated route. Pavement in these alleyways is typically asphalt. Entrances may incorporate decorative or special paving at the driveway pan, or may be highlighted with crosswalks. Signage may be placed indicating the alley is part of a greater pedestrian or bicycle connection or pathway. Lighting is service oriented, however if the alleyway is part of a greater pedestrian or bicycle pathway or connection, lighting should be evenly provided throughout the entire alleyway. Landscape may be provided along alley edges but is not an integral part of the overall alley design. Generally, if businesses are located adjacent to the alleyway they do not provide signage as there are not active entrances along these locations. Shade, seating or benches are typically not provided within these locations, nor are there bicycle amenities, as the primary function of these locations are to service adjacent properties.



*A Tier II alleyway may incorporate art.
EACA Alley, Los Angeles, CA*



Entrance signage at a Tier II alleyway, Printers Alley, Memphis, TN



*A Tier II alleyway with landscape at the periphery.
Plotkin Alley, Pasadena, CA*

ALLEY TIERS

TIER I

The beginning-tier alley (Tier I) is a functioning alley that fully services properties to which it is adjacent. These alleyways are located in areas that have a low or very low level of pedestrian activity. Basic amenities such as asphalt paving are provided. Safety lighting should be provided at alley entrances, however illumination is generally not provided throughout the entire length of the alley. Minimal landscape or art projects may be provided as an improvement project but are not the primary design features of the alleyway. Signage, shade, gateways, seating and bicycle amenities are not provided.



Tier I alleyways may include minimal improvements such as a bench and repavement. Third Bridger Alley, Las Vegas, NV



A Tier I alleyway may incorporate minimal art and lighting. Post Alley, Seattle, WA



Tier I alleyways accommodate functionality for businesses. Painters Alley, Memphis, TN

ALLEY COMPONENTS

Names

Names function as an integral part of place making. Providing names for active alleys helps users identify, recognize and easily find locations. Alley names should reflect their environments and be unique to each other and the City of Las Vegas. Alley names should not copy those found in other metropolitan areas or be similar in name to existing districts or streets.

- Alley signage should incorporate names.
- Gateways and other alley access points should have names present.
- Names should always be applied to Tier IV alleys
- Names should usually be applied to Tier III alleys
- Names should be rarely applied to Tier II and I alleys



Printer's Alley in Nashville, TN

GATEWAYS

Gateways help define and create a sense of place for alleyways. They mark entrance and exit points to the alley users. All alley gateways should incorporate or acknowledge the identifying name of the alley in which it serves.

- Gateways can be in the form of overhead signage identifying the name of the alleyway.
- Gateways can be literal in the form of gates or archways that pedestrians or vehicles pass through; consist of decorative bollards; or be a unique feature that announces a public entry point to an alleyway.
- Gateways should always be incorporated and provided for Tier IV alleys.
- Tier III alleys should utilize gateways when active businesses are located along alleyways.
- Gateways should only be utilized in Tier II alleys when the alley is part of a pedestrian or bicycle connection.
- Tier I alleyways should never incorporate gateways.



The EACA Alley Gateway in Hollywood, CA

ACTIVE ENTRANCES

Active entrances are secondary business entrances feeding into alleyways.

- Active rear and side entrances should be encouraged for all businesses that border Tier IV alleyways.
- Tier III alleyways may incorporate active entrances to businesses which are located at or near the entrance/gateway of the alleyway or for those businesses which provide a recess, plaza, patio or courtyard off of the alleyway.
- Businesses located along a Tier II alley should not incorporate active entrances, nor are they encouraged at these locations.
- Tier I alleyways are typically located in low traffic areas where commercial uses are not present. If a business happens to adjoin a Tier I alleyway, active entrances are discouraged. Residential uses may actively access Tier I alleyways.



Active Entrances at Plotkin Alley, Pasadena, CA

LIGHTING

All alleyways should incorporate some form of lighting at a minimum.

- Tier IV alleyways should incorporate pedestrian-oriented lighting that exemplifies the highest level of thought and creativity.
 - These are the alleyways where decorative or artistic liberty can be taken with type, design, color and style.
 - Lighting may consist of festoon-style, up-lights on buildings, decorative poles or fixtures, lighting affixed to buildings, lighting incorporated into art features, projected beams, or any similar non-standard fashion with hue, multi-color or monochromatic.
- Tier III alleyways should incorporate both pedestrian area lighting and service area-oriented lighting.
 - Alley entrances should be well lit, including dark areas.
 - Lighting in these alleyways can still be unique, creative, and decorative, but does not necessarily exemplify the highest level of design found in Tier IV alleyways.
- Tier II alley lighting is more task-oriented, providing illumination in areas where safety is a concern, such as at entrances or evenly along designated pedestrian or bicycle pathways.
- Tier I lighting provides basic illumination needs, such as at alley entrances and at areas where safety is a concern.



Creative lighting adds depth and dimension to Angel Place in Sydney, Australia

SIGNAGE

Signage helps identify the active entrances for businesses and helps promote activity within the alleyway.

- Unlike roadways, signage within alleyways should be human-scaled and pedestrian-oriented, and indicative of what a typical user would expect within an alleyway.
- The signs should complement the space that they are located in and not be over-powering in size.
- Signage in Tier IV and Tier III alleyways should consist of illuminated or non-illuminated projecting signs, awning signs or painted wall signs.
- Within Tier II alleyways, painted wall signage or awning signage may be appropriate when businesses are located near alley entrances or along active designated pedestrian or bicycle pathways.
- As Tier I alleyways are typically located within residential or other areas with little to no pedestrian traffic, business signage in these locations is not appropriate.



Business Signage in Post Alley, Seattle, WA

LANDSCAPE

Having a desert appropriate green landscape component within an alleyway helps soften edges and creates an inviting space. While alleyways may initially seem to provide limited space for greenery, creative use of edges, raised planters and vertical space can add visual appeal while providing a critical green component to scale down and add visual appeal within an environment.

- Tier IV alleyways should incorporate creative use of landscape treatments where space allows.
 - These treatments include, but are not limited to, planters, wall boxes, window boxes, hedges, vines, fencing that incorporates planters, encouragement of trees planted in adjacent parking lots or courtyard/patio areas, landscape at alley entrances and green walls on parking garages.
 - Landscape can also be used to screen trash enclosures, compactors or negative view sheds.
- Tier III alleyways should also allow for landscape treatments as screening alternatives, at alley entrances, hedges, vines, fencing that incorporates planters, encouragement of trees planted in adjacent parking lots or courtyard/patio areas, landscape at alley entrances and green walls on parking garages.
- Tier II alleyways should incorporate landscape as screening alternatives, hedges or vines where appropriate and encouragement of trees planted in adjacent parking lots or courtyard/patio areas.
 - If a parking structure or carport is located adjacent to these alleyways, a green wall or vines are encouraged at these locations.
- Landscaping at Tier I alleyway locations can take place in the form of hedges or vines, with landscape improvements being strongly supported on adjoining private property.



Landscape softens edges at EACA Alley, Hollywood, CA

PAVEMENT

Alley pavement is critical in creating a pedestrian environment in the alleyway, setting the tone for how users interact with the space. Consideration of these factors is crucial for success.

- A Tier IV or Tier III alley that is intended primarily for pedestrian use should incorporate materials that are inviting and indicative of pedestrian areas.
- Paved surfaces should breathe; they should be pervious, light in color and small in scale.
- Thought should be given to coverage of paved surfaces, and provisions should be provided for planters, green pockets and visual relief.
- Pavement should not cover 100% of the alleyway.
- Drainage systems should be concealed, through the use of in-ground, French, or similar-styled drains.
- Materials should be decorative such as pavers, bricks, stone, or scored, stained or colored concrete or any combination of similar materials.
- Entryways when intersecting with sidewalks may incorporate decorative hardscape.
- Tier III alleyways in less-traveled pedestrian areas may include a combination of asphalt with any of the previously listed materials.
- Tier II alleyways will be generally paved in asphalt; however, if a pedestrian or bicycle pathway is located within these alleyways, they may be delineated by special striping, a colored or non-colored concrete pathway or through some other means.
- Alley entrances may incorporate decorative pavement.
- Drainage may be provided for through the use of an exposed concrete valley gutter or some other similar mechanism.

- Tier I alleyways typically use asphalt as the primary paving material.
- Drainage may be provided for through the use of an exposed concrete valley gutter or some other similar mechanism.



Permeable paving creates a unique pedestrian environment at EACA Alley in Hollywood, CA

SEATING

Seating provides users of alleyways an opportunity to linger, eat, rest, or relax in a public environment.

- Seating can take the form of many different styles: It can be in the form of portable tables and chairs, both café and restaurant-style, benches, sculptural or some other similar well-designed interpretation.
- Seating should be designed around the intended purpose of the alleyway, not designed to deflect undesirable users.
- Tier IV and Tier III alleyways should incorporate flexible and functional seating.
 - As alleyways may still need to accommodate motorized vehicles, any seating within the travel lane areas should be kept portable.
 - Permanent seating may be placed along the periphery of alleyways or in areas where vehicle access will not occur.
 - If restaurants, coffee shops, bakeries or other similar uses are located along an alleyway, portable seating and tables should be provided.
 - Portable seating and chairs may be kept in a common storage area to maximize efficient use of alleyways.
 - Portable seating must maintain a minimum pedestrian path, the width of which will be determined upon application.
- Tier II alleyways that are part of a pedestrian or bicycle connection may also provide benches or seating near entrances or other visible locations, serving the needs of surrounding businesses; however, these locations are not intended to serve large volumes of users.
- Tier I alleyways generally are not intended to accommodate seating.



Flexible alley seating at Plotkin Alley in Pasadena, CA

ART

Art functions as a draw for users of alleyways, as well as beautification. When considering alleyway improvements, the following guides should be followed:

- Tier IV alleyways should exemplify the most creative use of artists and artwork.
- These alleyways provide the opportunity for artists to explore full creative liberty in the creation of art work.
- These alleyways will incorporate more than just murals; they will accommodate overall theming and place making through art, which can take place in the form of sculptures, wall-mounted art, creative shade coverings, lighting design, overhead sculptures, pavement design, fencing, painting, graffiti art, landscape or other methods.
- The only standard that should be applied to these locations is that all art shall be exceptional, designed to draw users into the alleyway.
- Tier III alleyways may incorporate similar artistic styles as a Tier IV alleyway, however the art in these locations will not necessarily be as dynamic or iconic as what is found in a Tier IV alleyway.
- Art here may include murals, sculptures, wall-mounted art, creative lighting design, pavement design, fencing, painting or graffiti art.
- Tier II alleyways may incorporate artistic elements in the form of murals, wall-mounted art, fencing, painting, pavement design or other methods.
- A Tier I alleyway may incorporate art in the form of murals, fencing, painting or similar styles, but art is not necessarily a major component to these locations.



Dynamic artwork creates a draw in Umbrella Alley, Agueda, Portugal

SHADE

Shade is an added benefit to alleyways that can offer overhead relief in areas where glare, sun angle, adjacent building reflectivity or other factors intensify the reflective Las Vegas sunlight.

- Shade structures are not an automatic requirement for a successful alleyway but can be site specific to provide an added amenity.
- Tier IV alleyways may incorporate shade structures in areas where protection is desired.
- Shade structures may take the form of live plant material, artistic elements, awnings, umbrellas at tables, solid or fabric coverings, or other materials that exemplify creative and functional design.
- Tier III alleyways may provide shade at alley entrances or at business entrances or seating areas.
 - If shade structures are provided in Tier III alleyways typically they will not be as large or highly designed as the structures found in Tier IV alleyways.
 - They may take the form of awnings, plant materials, or solid or fabric coverings.
- Tier II alleyways typically will not provide much shade; if businesses are located in these areas than shade may take the form of awnings or be provided through landscape.
- Tier I alleyways will typically only provide shade in the form of landscape.



Colorful glass provides shade for the Central Square Alley in Cambridge, MA

ALLEY TIER COMPONENTS MATRIX

	Tier IV	Tier III	Tier II	Tier I
Names	Always Named	Usually Named	Rarely Named	Rarely Named
Gateways	Always incorporated	Incorporated in conjunction with active alley businesses	Incorporated when part of an active pedestrian or bicycle connection	Not encouraged
Active Entrances	Encouraged at all businesses fronting alleyway	Encouraged when businesses are located at or near the entrance/ gateway of the alleyway or for those businesses which provide a recess, plaza, patio or courtyard off of the alleyway	Not encouraged	Not encouraged
Lighting	Should incorporate pedestrian-oriented lighting that exemplifies the highest level of thought and creativity	Should incorporate both pedestrian area lighting and service area-oriented lighting	Should provide task-oriented lighting or lighting in areas where safety is a concern	Should provide for basic illumination needs
Signage	Should consist of illuminated or non-illuminated projecting signs, awning signs or painted wall signs	When provided, should consist of illuminated or non-illuminated projecting signs, awning signs or painted wall signs	Painted wall signage or awning signage may be appropriate when businesses are located near alley entrances or along active designated pedestrian or bicycle pathways	Signage is not appropriate
Landscape	Should incorporate creative use of landscape treatments where space allows	Allow for landscape treatments as space allows	Incorporate landscape as screening alternatives	Limited or provided on adjacent property

	Tier IV	Tier III	Tier II	Tier I
Pavement	Should incorporate materials that are inviting and indicative of pedestrian areas	Should incorporate materials that are inviting and indicative of pedestrian areas; may combine with asphalt in less-pedestrian traveled areas	Generally paved in asphalt; may provide concrete or similar to delineate pedestrian or bicycle pathways	Asphalt is the primary paving material
Seating	Should incorporate flexible and functional seating	Should incorporate flexible and functional seating	Alleyways that are part of a pedestrian or bicycle connection may also provide benches or seating near entrances or other visible locations	Not intended to accommodate seating
Art	Should exemplify the most creative use of artists and artwork	May incorporate similar artistic styles as a Tier I alleyway, however the art in these locations will not necessarily be as dynamic or iconic as what is found in a Tier I alleyway	May incorporate artistic elements	May incorporate limited art
Shade	May incorporate shade structures in areas where protection is desired	May provide shade at alley entrances or at business entrances or seating areas	May provide limited shade at business entrances	Shade is only provided in the form of landscape

POSSIBLE PARTNER CONTRIBUTIONS

All contributions as included in this list are not applicable for every project. It is important that project initiators consult with the Department of Planning as soon as possible in order to determine roles and responsibilities.

- **Department of Planning:** Identify alleys, provide project management, host public meetings, provide conceptual design for recommended improvements and issue temporary commercial permits.
- **Department of Public Works:** Initiate public improvements, manage contracts, coordinate utilities, coordinate BIDs, provide in-house designs, prepare cost estimates for improvements and issue special event permits.
- **Operations and Maintenance:** Construct and maintain public improvements to alleys, coordinate easements and property agreements.
- **Building and Safety:** Coordinate encroachment agreements and issue permits.
- **Department of Economic and Urban Development:** Provide technical information and assistance for VIP and RDA funding opportunities.
- **Department of Cultural Affairs:** Coordinate with the Las Vegas Arts Commission to find and select local artists and provide technical information assistance regarding arts funding.
- **Property/Business Owners:** Coordinate with city departments to initiate improvements and programming, contribute funding via grants, develop or use existing BID for improvements and maintenance, and/or maintenance through encroachment agreements.
- **Neighborhood Associations:** Coordinate with city departments to initiate improvements and programming, contribute funding via grants, develop or use existing BID for improvements and maintenance, and assist property/business owners with researching funding opportunities.
- **Council Offices:** Assist city departments with public outreach and recommendations for improvements.

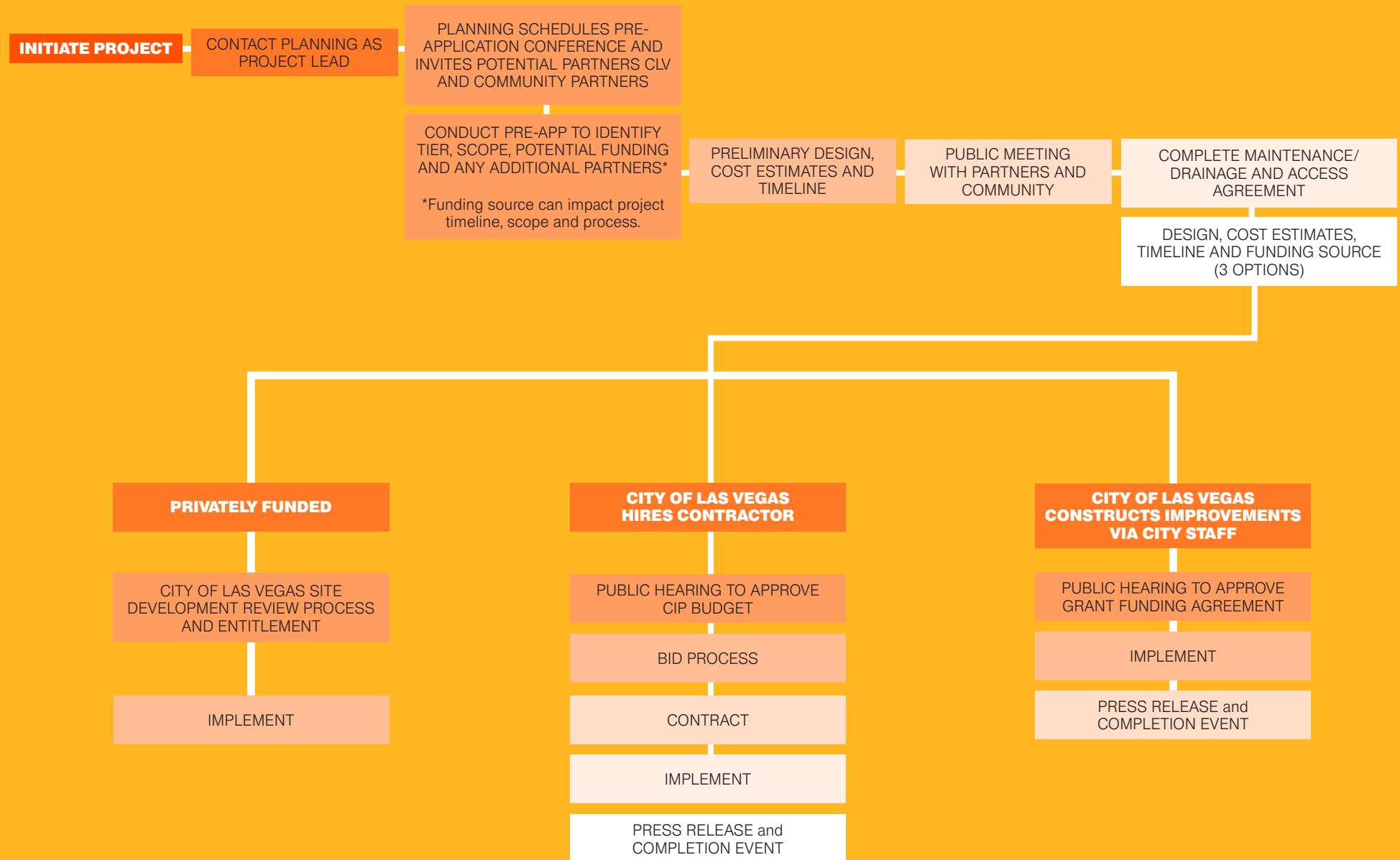
ALLEY ACTIVATION PLAN

Alleys selected for improvements will have a unique set of circumstances influencing specific design elements; however, access management, drainage mitigation, long term maintenance, and business participation are four critical components applicable to any location. Alley improvement projects may be required to submit an Access Management Plan, Drainage Mitigation Plan, Long Term Maintenance Plan, and/or a Business Participation Plan, if determined necessary. More detailed information about each is located in the Appendix.

1. **Access Management Plan:** Address impacts and mitigation for trash collection, business deliveries and utility maintenance for all adjacent parcels and applicable utility services provided via the alley.
2. **Drainage Mitigation Plan:** Consult with Public Works Flood Control section staff for ultimate development of a grading plan and storm water collection plan.
3. **Long Term Maintenance Plan:** Identify and categorize required maintenance tasks, maintenance schedules, and responsible parties.
4. **Business Participation Plan:** Identify individual business that will be active contributors to the alley activation via the addition of seating/ dining space, furniture, modified ingress/egress plans and similar.

ALLEY ACTIVATION FLOW CHART

Downtown Alley Design Guidebook: Components for a Successful Environment



ACTIVE ALLEY LOCATIONS

ACTIVE ALLEY LOCATIONS

SUGGESTED LOCATIONS FOR ALLEY ACTIVATIONS:

A successfully activated alley will provide a safe and walkable thoroughfare, have easily identifiable entryways, and provide an interesting and lively environment that draws people to visit. The following alleys listed below show a high likelihood for successful placemaking, pedestrian connectivity, and economic development opportunities. These alleys are adjacent to a mix of commercial uses, feature adjacent spaces that could be utilized as potential plazas or courtyards, and are in areas with a measurable amount of pedestrian traffic and have the potential to be developed into upper tier alleys (Tier IV).

The five following alleys have been identified with the most potential for ongoing or proposed improvements that lead towards a successfully activated alley:

1. The Fremont T Alley
2. The Alley of the Arts
3. The Fremont Alley Experience
4. The Alley of the Arts II
5. Arts Plaza Alley

MAP ON NEXT PAGE

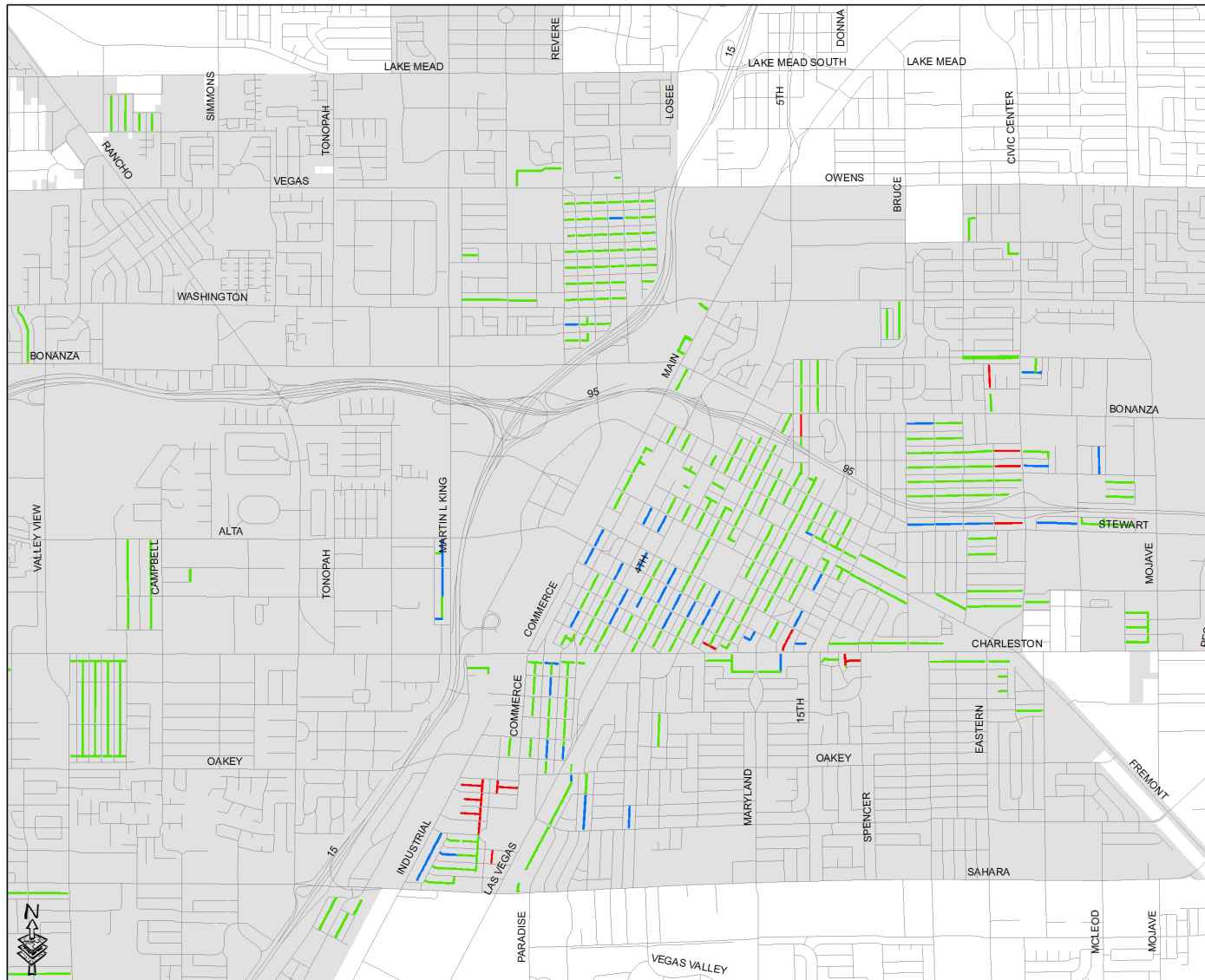
City of Las Vegas

Existing Alley Rights of Way

Alleyway Width (feet)

- 1 - 16
- 16 - 19
- 19 - 30

City Limits



GIS maps are normally produced only to meet the needs of the City. Due to continuous development activity this map is for reference only.
Geographic Information System
 Department of Planning
 702-229-6301

THE FREMONT T ALLEY

(Carson Avenue and Las Vegas Boulevard)

Level of Service: Tier IV

Advantages:

- T-shaped alley is bounded by Fremont Street, Carson Avenue, Las Vegas Boulevard, and 6th Street, all streets with high pedestrian activity.
- Alley entrances provide a visually interesting pathway connecting Las Vegas Boulevard to 6th Street and Carson Avenue, with each entryway providing good opportunities for gateway signage.
- Multiple opportunities for the expansion of restaurant and retail presence (outdoor dining areas and mobile retail rack displays).

Challenges:

- Multiple trash bins occupying the right-of-way and contributing to unsightliness and malodors.
- Drainage issues.
- Existing private vehicle access to remain for AT&T.
- Challenges with utility owners/providers.



0 15 30 60 Feet

GIS maps are normally produced
only to meet the needs of the public.
Data is furnished as is without warranty.
Planning & Geographic Information Systems
702-228-4001
Date: Thursday, March 12, 2015

THE ALLEY OF THE ARTS

(E. California Street and Main Street)

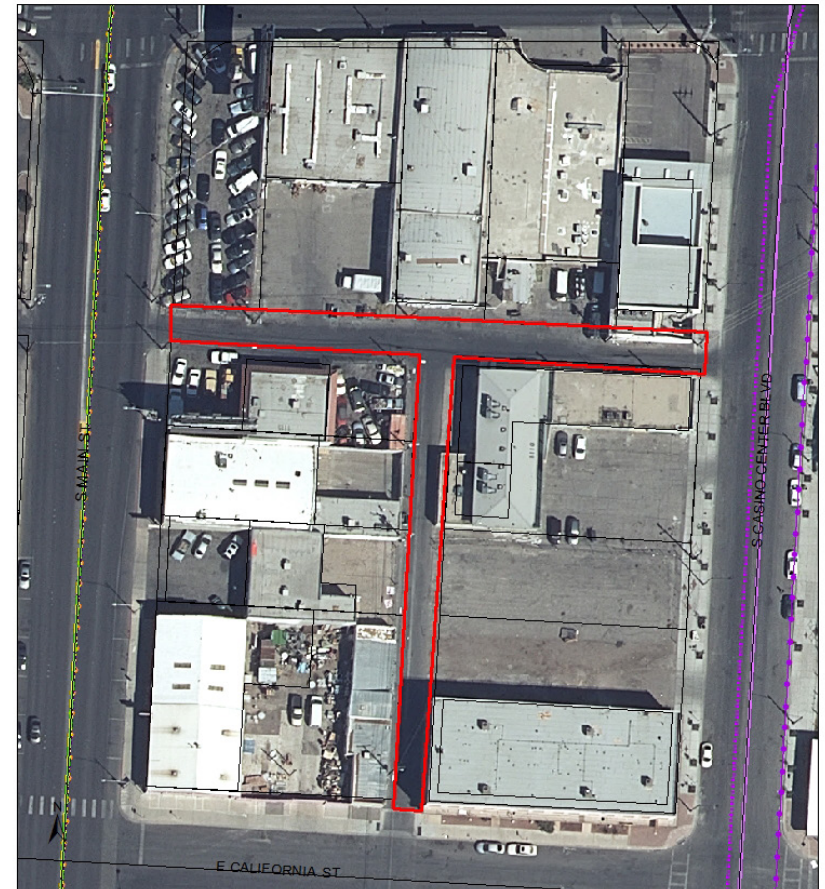
Level of Service: Tier IV

Advantages:


- T-shaped alley is bounded by Main Street and Casino Center Boulevard, all streets with moderate pedestrian activity.
- East-West alley can connect Main Street with Casino Center Boulevard and provide better pedestrian amenities than Charleston Boulevard can provide.
- Contributes to programmable space for outdoor events in the area (First Friday).

Challenges:

- Some current uses do not contribute to a welcoming pedestrian gateway.
- Underdeveloped (parking) lots near the southern end of the alley.



0 20 40 80 Feet


GIS maps are normally produced
only to meet the needs of the City.
Due to continuous development activity
this map is for reference only.
Geographic Information System
Planning & Development Dept.
10/2016/01
Date: Thursday, March 12, 2016

THE FREMONT ALLEY EXPERIENCE

(Fremont Street and Third Street)

Level of Service: Tier IV

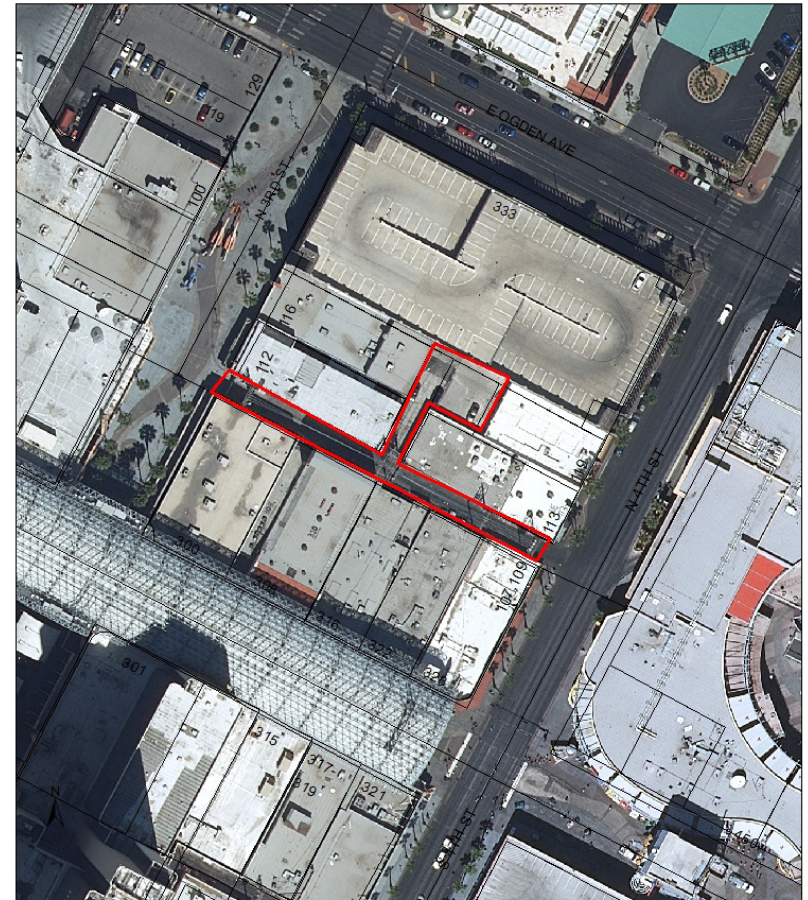
Advantages:

- High pedestrian traffic and commercial density.
- Creation of interesting places for discovery.
- Good economic development opportunities
- Good partnership potential.
- Potential interaction with Neonopolis.

Challenges:

Fremont Street Experience coordination

- Delivery access.
- Trash bins.



0 20 40 80 Feet

Subject Property

City of Las Vegas
Department of Public Works
Office of Transportation and Mobility
Date: 10/18/2018

THE ALLEY OF THE ARTS II

(E. California Street and Casino Center Boulevard)

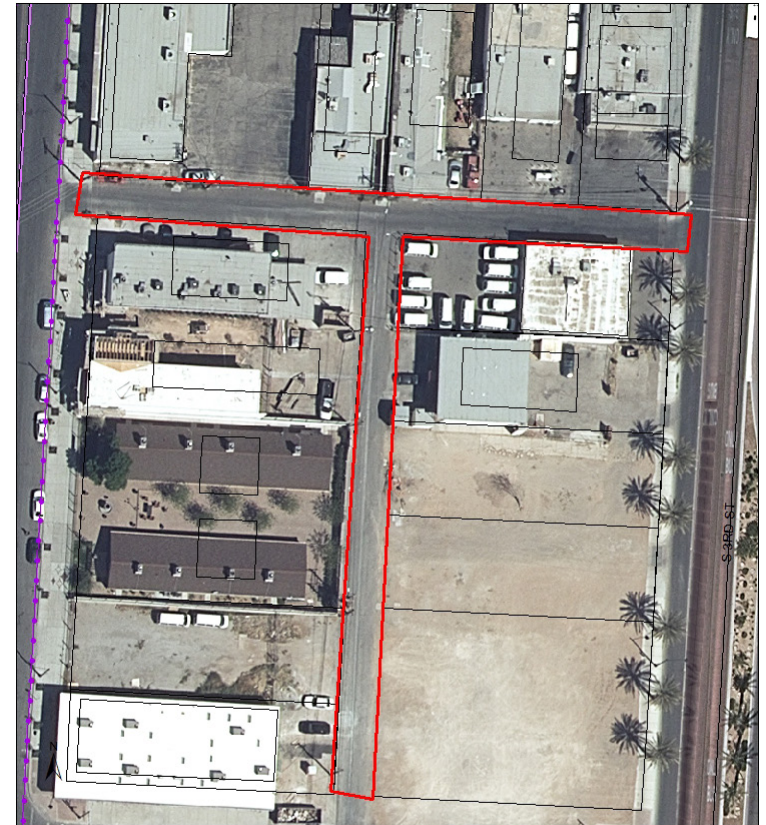
Level of Service: Tier IV or III

Advantages:

- East-West alley can provide better pedestrian amenities than Charleston Boulevard can provide.
- Area could contribute to programmable space for outdoor events in the area (First Friday).
- Has ample adjacent parking lots that could be redesigned into pedestrian plazas.
- The eastern entrance of the alley connects to the RTC's SDX Downtown Express route.

Challenges:

- Undeveloped lots located at the southern end of the alley may challenge the potential for placemaking.
- Presence of active parking lots that utilize alley.



0 15 30 60 Feet
|-----|-----|-----|



GIS maps are publicly produced
and do not constitute an official
statement of the City of Las Vegas.
Geographic Information System
Planning & Development Dept.
702-258-4601

Date: Thursday, March 12, 2015

ART PLAZA ALLEY

(Boulder Avenue and 1st Street)

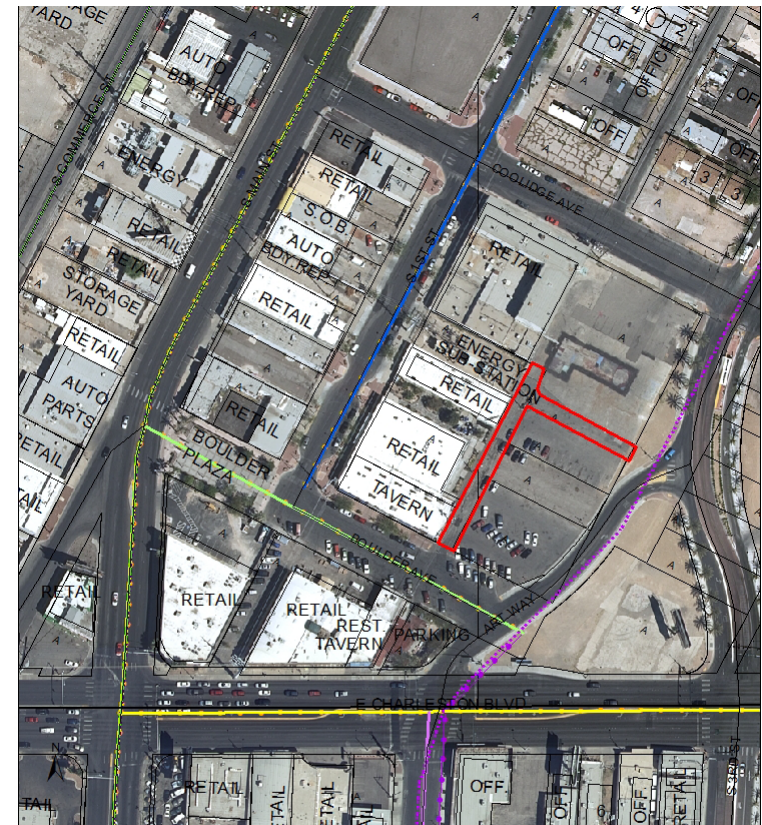
Level of Service: Tier III

Advantages:

- Contributes to programmable space for outdoor events in the area (First Friday).
- The eastern entrance of the alley connects to the RTC's SDX Downtown Express route.

Challenges:

- Lack of adjoining eastern building doesn't create an actual "alley."



0 40 80 160 Feet

GIS maps are normally produced using the best available data. Due to continuous development and changes in the data, the information shown on this map is not guaranteed to be accurate. Please contact the City of Boulder for more information.

Date: Thursday, March 12, 2015

AREAS NOT LISTED:

There are multiple alleys located within the Activated Alley Project Area that could improve the quality of life for the surrounding area with just a few simple improvements. These alleys represent our mid and lower tier (Tiers I and II) improvement areas and seek an increase in functionality. Interested parties looking to make minor improvements such as minor landscaping and lighting to increase security may approach the City for assistance with alley activation. Some residential alleys also offer opportunities for improvements.

POP UP ALLEYS

Pop up alleys operate as temporary installations within a public alley for a limited period or duration. The scope of a Pop Up Alley may range from occupying the entire length of the alleyway or it may cover just a portion of the right of way. These pop up alleys may be beneficial for a singular event, use or activity and may benefit multiple users and adjacent properties. It's important that any amenities provided in pop up alleys remain portable and be stored outside of the right-of-way when not in use. This can allow for flexibility with high-level creative design in the types of seating, artwork and other amenities. Coordination with local municipalities, service providers and adjacent private alley users should be performed by the applicant prior to events to ensure that there are no service interruptions. Applicants are required to ensure that the alley is free of waste and cleaned prior to the event. Refuse containers should be removed from the event area prior to temporary usage. Proper agreements and permits between the alley users and the City of Las Vegas shall be obtained.

PAVEMENT

Pop up alleys should incorporate some form of temporary surface to differentiate it from a standard alleyway. Temporary pavement may consist of synthetic turf, rubber mats, wooden planks, stages, platforms or other similar materials or surfaces, or may incorporate horizontal artwork or imagery in the form of non-permanent mediums such as washable paints.

LIGHTING

Temporary lighting should be provided for pop up alleyways that incorporate uses after dusk. The most common form of temporary lighting is string, or festoon lighting; however, creativity in lighting is highly encouraged for temporary alleyways. Colored bulbs, creative fixtures, lanterns, projections or lasers are encouraged to create a distinctive nighttime experience that is different and unique from the street realm.

FURNITURE

Portable furniture may be provided in the alleyways; however the type of furniture used would be dependent on the expected use of the pop-up alley. Temporary tables, chairs, bars, stools, benches or similar seating may be used, provided that it is easily removable from the alley after use.

ART

Art can be integral to place making and identity, and can help transform a space through color, pattern and design. Art has the ability to transport alleyways to a different realm, and is highly encouraged in pop up alley spaces. Permanent art installations, such as murals or the addition of color to blank building walls, and temporary installations such as displays suspended or attached to walls, portable sculptures, or temporary materials painted or drawn in the right-of-way, such as chalk drawings, may occur in these locations.

LANDSCAPE

Landscape can help soften harsh edges and make an unwelcoming space feel more comfortable. A green element can be incorporated in pop up alley spaces through the use of portable planters, pots, urns and other similar containment devices that are easily transported. In alleyways that are utilized for continual pop up installations, consideration should be given to adding a regular green element. Planters located outside of vehicular clearances may be added, to create green walls, screens or buffer unsightly views. These planters may contain low water use plants, shrubs, cacti or vines to help soften edges.

SCREENING

Pop up alleyways are typically expected to take up a portion of an alleyway, as opposed to the full extents. Screening should be provided to help delineate the portions of the alleys which are activated through pop up uses. Screening can be provided in several different forms; through the use of curtains, partitions, stages, plants or shrubbery, or other similar devices. Creativity and thought should be

given toward the design of the screening devices, with an emphasis on portability, and concern towards wind loading.

ACCESS

A minimum clear path through the alleyway shall be maintained. The minimum width will be determined upon application.

APPENDIX

APPENDIX

REQUIRED PUBLIC/PRIVATE AGREEMENTS FOR ALLEY ACTIVATION

1. Access Management Plan: This plan addresses impacts and mitigation for trash collection, business deliveries and utility maintenance for all adjacent parcels and applicable utility services provided via the alley. Most existing alleys in Las Vegas are used for trash collection and contain numerous rolling dumpsters. Foul odors, overflow of waste, leaking of unknown liquids and the presence of trash collecting trucks negatively impact usability. Waste disposal is a coordinated effort of adjoining properties and the trash collector. Consolidation and cleanup of waste will only occur through the private adjoining owners working together to accomplish this goal, as the city cannot force these private partnerships amongst property owners.

Most existing alleys in Las Vegas are also used as a delivery route. Providing off street and possibly shared delivery locations will be essential to reduce vehicular traffic within these alley corridors.

Lastly, Las Vegas historically constructed alley networks as corridors for above and underground utilities. The access management plan shall identify each utility, respective maintenance access needs and address providing necessary access.

2. Drainage Mitigation Plan: Consult with Public Works Flood Control section staff for ultimate development of a grading plan and storm water collection plan. Las Vegas alleys, because of their functional nature of delivery and utility access corridors, were not graded in a manner to keep dry road surfaces for the types of

uses being contemplated in this guidebook. Many negative impacts are a result of ponding and continuously flowing nuisance water such as odors, slipping, and a general unsanitary environment. Working with the city's Flood Control section, successful alley projects will assess existing conditions and design improvements to accomplish positive drainage and maintain dry surface conditions.

3. Long Term Maintenance Plan: Identify and categorize required maintenance tasks, maintenance schedules, and responsible parties. Whether public, private or a public/private partnership, funding mechanisms are necessary to preserve the respective improvements and maintain attractive project qualities that have facilitated activation. This plan must identify and categorize required maintenance tasks, maintenance schedules, and responsible parties for all project components to ensure long term viability for the project.

4. Business Participation Plan: Identify individual business who will be active contributors to the alley activation via the addition of seating/dining space, furniture, modified ingress/egress plans and similar. This plan shall also include identifying any necessary delineations for regulated uses such as alcohol sales, service or consumption. The Alley Activation Plan/Business Participation subsection will act as the administrative approval process and no further action (such as an amended Special Use Permit) shall be required. An encroachment agreement approval does not constitute an approval for business license activity. An amended business license application is required to allow any alcohol beverage activity within the areas approved under this encroachment agreement.

STATEMENT OF COMPATIBILITY

The city's Master Plan 2020 supports active alleys through the following Goals, Objectives and Policies:

REURBANIZATION

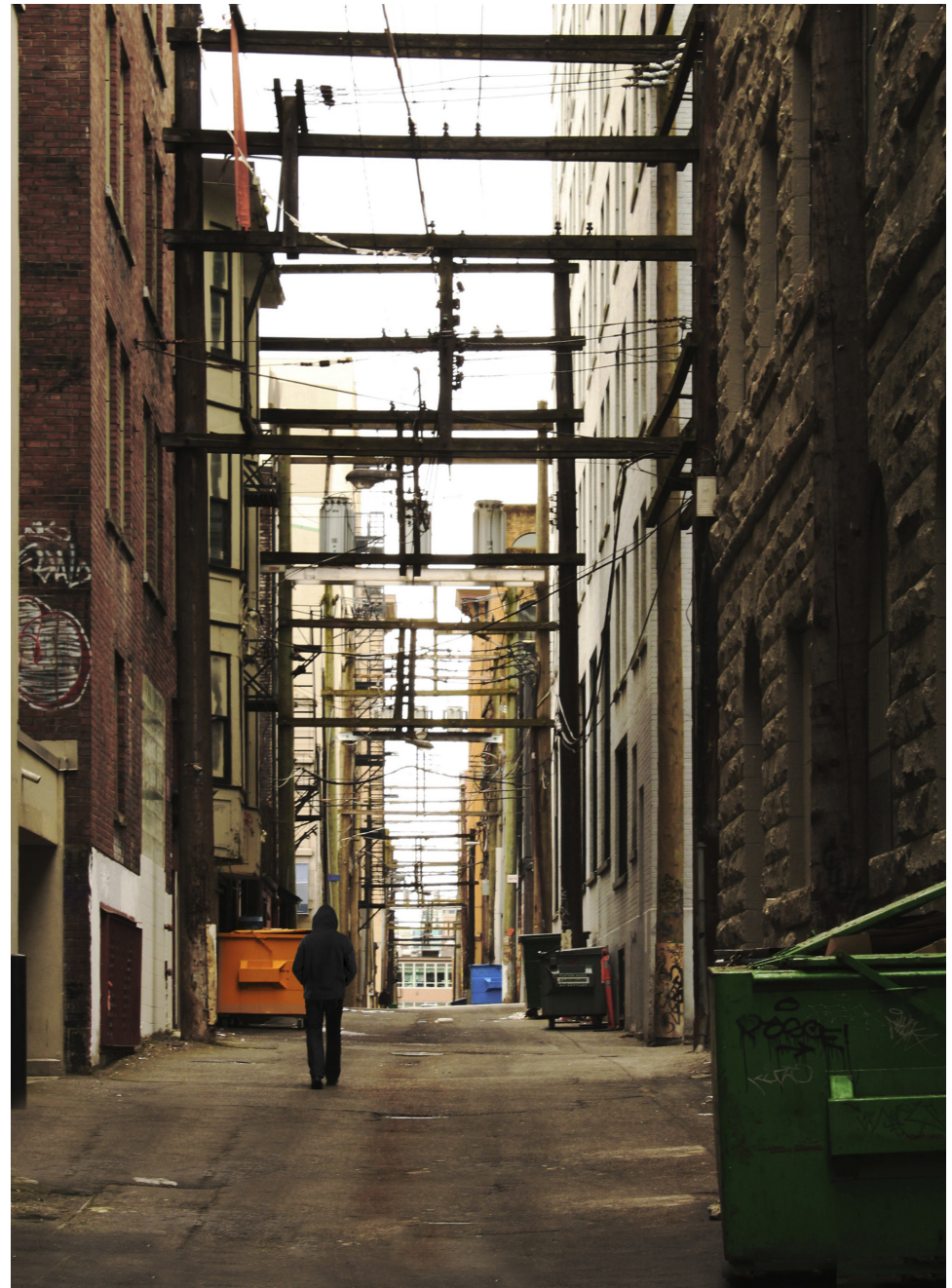
GOAL 1: The Downtown area will emerge as the preeminent hub of business, residential, government, tourism and gaming activities in the City of Las Vegas and as a major hub of such activities in the Las Vegas Valley.

OBJECTIVE 1.2: To improve the livability of the Downtown through the creation of a series of safe, attractive and interesting public open spaces and non-vehicular routes to connect these open spaces and other major Downtown activities.

POLICY 1.2.3: That all Downtown parks and open spaces be linked with non-vehicular corridors or routes. These routes may incorporate a theme, and should be readily identifiable through sidewalk treatments, signage, lighting, landscaping and other techniques. Enhanced streetscapes should be developed along selected corridors. The intent is to foster a safe, pleasant and convenient pedestrian environment. The City will promote the use of public/private partnerships to develop Downtown open space.

NEIGHBORHOOD REVITALIZATION

POLICY 2.1.4: That new commercial development be designed in a walkable and non-vehicular friendly manner, providing shelter from sun and wind, with outdoor seating areas and other amenities and parking areas located away from the street.



POLICY 2.1.6: That, where feasible, neighborhoods be distinguished from one another through urban design elements, lighting, or landscaping features, or other community focal points which are unique to each neighborhood.

POLICY 2.1.8: That the concept of walkable communities with porches and neighborhood amenities, be promoted in areas of residential reinvestment.

The Las Vegas Downtown Centennial Plan supports active alleys in Chapter III. Urban Design Goals and Objectives, section D. Image and Character, Item #2: Develop an alley beautification and management plan.

CULTURAL ENHANCEMENT

POLICY 5.1.4: That the City actively work with private and public interests to develop additional venues suitable for artistic expressions.

POLICY 5.1.5: That the City support the placement of, and establish and follow a policy to set aside funds for, art in public places.

OBJECTIVE 5.3: To support and encourage the creativity and innovation of our citizens.

POLICY 5.3.1: That the City support and assist in the development of new programs which provide incentives for the development and expansion of arts and cultural activities, particularly those which demonstrate an identifiable local context.

OBJECTIVE 5.4: To support and encourage civic pride and corporate responsibility through the use of public/private partnerships in the development of facilities and programs for public art and culture.

POLICY 5.4.1: That the City actively seek corporate involvement in the planning and development of venues for public art, the availability of land for arts and cultural activities, and the development of programming of displays and performances for these venues.

