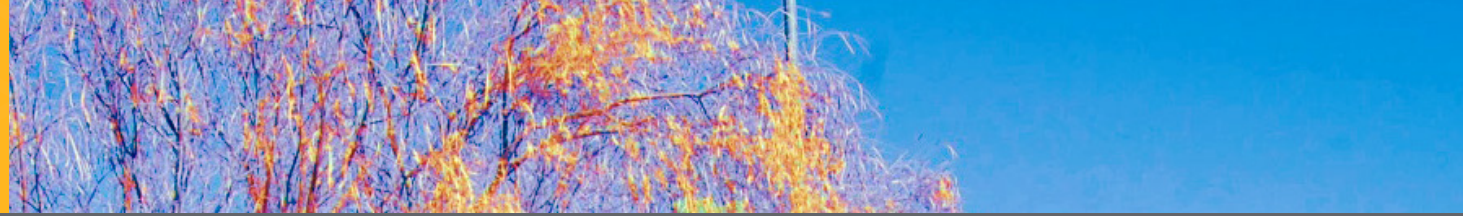


RAINBOW BOULEVARD NORTH CORRIDOR PLAN



CITY OF
*Las Vegas*TM

This page intentionally left blank

RAINBOW BOULEVARD NORTH CORRIDOR PLAN

TABLE OF CONTENTS

INTRODUCTION	2
INVENTORY AND ANALYSIS.....	10
RECOMMENDATIONS.....	18
DESIGN GUIDELINES and DEVELOPMENT PROTOTYPES	24
APPENDICES	31



INTRODUCTION

INTRODUCTION

OVERVIEW

The purpose of the Rainbow Boulevard North Corridor Plan (hereto referred to as the “Plan”) is to approach community planning and transportation planning as an intertwined process that focuses on Rainbow Boulevard as a community corridor. Rainbow Boulevard is defined here as a community corridor based on its primary users, the existing adjacent land uses, its current function, and the overall character of the area. Rainbow Boulevard serves as a multi-modal spine (buses, cars, bikes, and pedestrians) that traverses multiple neighborhoods and serves primarily local residents that live within a distinctly characterized area. Issues develop when a rural community loses its character because the primary roadway is classified as, but does not operate at, an urban level. The 1.6-mile section of Rainbow Boulevard located between Rancho Drive to the south and the CC-215 terminus to the north, and all adjacent properties along the right-of-way, are designated as the Rainbow Boulevard North Corridor. Since 2015 there have been land use changes along Rainbow Boulevard within Corridor Plan area, where residential land has changed to a more intensive commercial use.

PURPOSE AND VISION OF THE PLAN

The Plan will serve as a guide for residents, property owners and developers, city staff, the Planning Commission and City Council in making land use, design and development decisions that are supportive of the immediate Plan area. Roadways are not simply a conduit for moving vehicles, but in many instances can be a spine that establishes the character of the surrounding community. Rainbow Boulevard has the

ability to serve as the community spine as well as function as a community amenity that transcends its purpose of merely moving vehicular traffic.

The vision for the Rainbow Boulevard North Corridor is a walkable corridor that exudes the feeling of small town Americana similar to what can be found in many Western Main Streets (See Figure 1). The Plan seeks to preserve the essence of the small amounts of remaining rural character along the Rainbow Boulevard North Corridor by emphasizing uses that serve the corridor community and encouraging development patterns that align with the single family neighborhoods. It is important to note that this Plan does not exclude commercial or multi-family residential uses along the corridor; rather, it seeks to encourage those uses to contribute to the needs of the neighborhoods and aesthetically blend in with the community. It is anticipated that establishing a sense of place along the corridor is one of the strongest strategies for preserving the remaining elements of rural character by facilitating community involvement and strengthening the identity of the corridor.



Figure 1. Example of Main Street Americana with commercial to single-family transition

On September 6, 2000, the Las Vegas City Council unanimously adopted the Las Vegas 2020 Master Plan as the policy guide for all land use and zoning decisions. Additional plans, such as the Land Use and Rural Neighborhoods Preservation Element have made recommendations specific to Rainbow Corridor area. These

detailed plans do not replace the 2020 Master Plan, but are intended to serve as a guideline as to how development and preservation should occur in a specific area of the city.

SCOPE OF PLAN

Location and Boundaries

- The Plan area boundaries consist of all properties located adjacent to Rainbow Boulevard, between Rancho Drive and CC-215.
- The area of analysis consists of properties located $\frac{1}{4}$ mile (5 minute walk) east and west of Rainbow Boulevard centerline, between Rancho Drive and CC-215.
- The total Plan area covers 506 acres.

Feasible Limits to Transportation Improvements

- No expansion of the existing ROW is proposed.
- Possible road diet/lane width reductions may be pursued.
- Consistent corridor speed limit established, balancing out the difference between the 25 MPH posting north of Ann Road while 45 MPH speed limit posted on Rainbow Boulevard south of Ann Road.

Land Use Limits to Development Standards

- Current City of Las Vegas Title 19 Unified Development Code standards.

Any additional development requirements would require implementing a Special Overlay District, per Title City of Las Vegas 19.10.

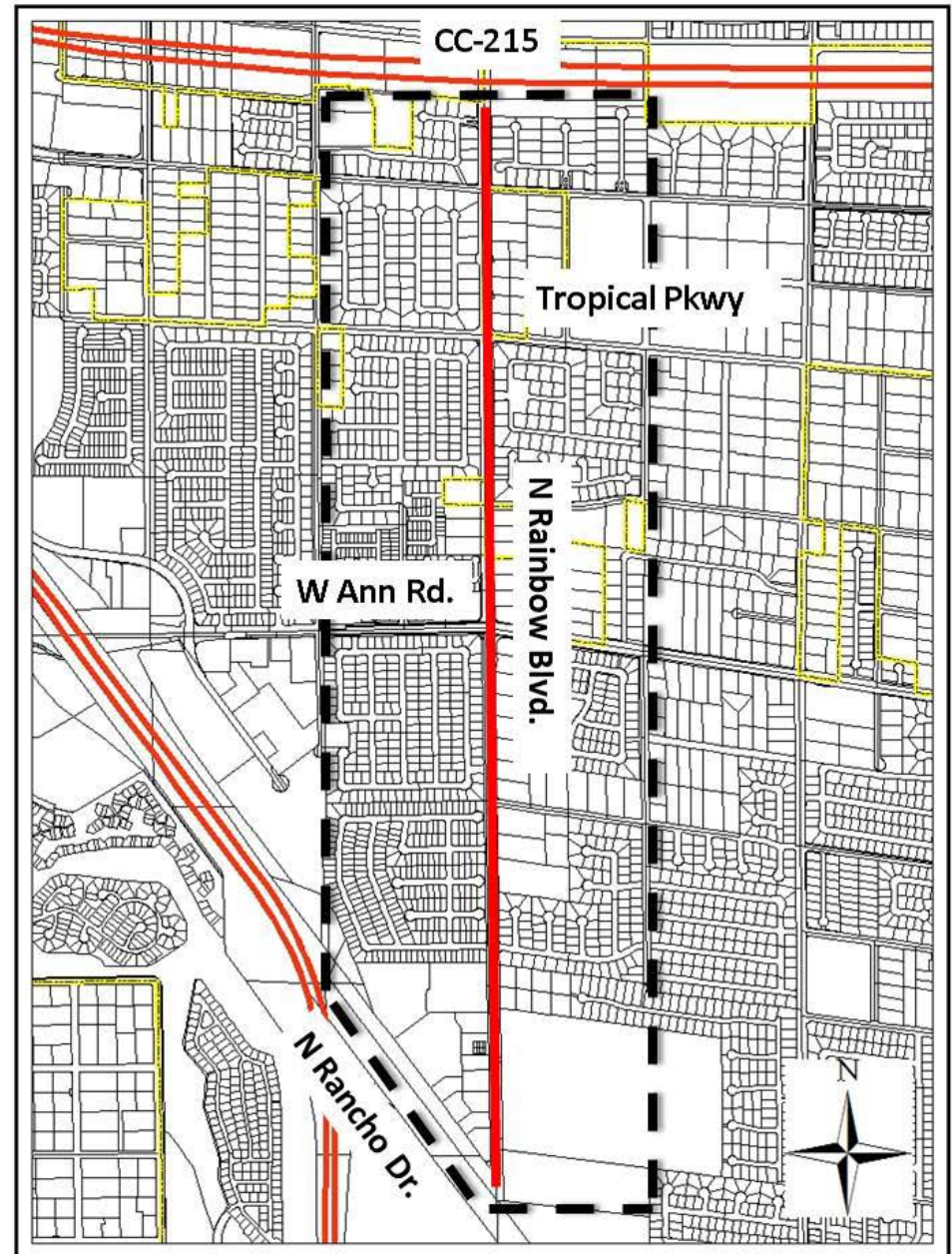


Figure 2. The Rainbow Corridor Plan area

CURRENT RAINBOW BOULEVARD NORTH CORRIDOR

The classification of Rainbow Boulevard in the Master Plan of Streets and Highways as a 100-Foot Primary Arterial has been the justification for commercial land use changes generally centered at the intersection of Ann Road and Rainbow Boulevard. Ann Road maintains an average daily traffic flow count of over 16,000 eastbound and nearly 10,000 westbound vehicles, while Rainbow Boulevard maintains approximately 2,500 southbound vehicles and 3,200 northbound vehicles (Department of Public Works, City of Las Vegas). All current development sites are located along two primary arterial streets, and each site is accessed by Rainbow Boulevard and Ann Road. Due to increased traffic flow, the residential land uses at the northeast corner of Rainbow Boulevard and Ann Road, the southeast corner of Rainbow Boulevard and Ann Road, and the southeast corner of Rainbow Boulevard and Rancho Drive have all been recently amended to Service and General Commercial land uses.

Traffic Trends on Rainbow Boulevard

Both Ann Road and Rainbow Boulevard are primary arterial streets that support a daily average of nearly 32,000 drivers. Over 64% of daily travel is along Ann Road (east and west bound) with peak traffic times at 7-8am and 5-6pm. The remaining 35% of daily travel is along Rainbow Boulevard (north and south bound) with peak traffic times at 7-8am and 5-6pm.

The regulated speed limit along Ann Road is 45 MPH; regulated speed limit along Rainbow Boulevard south of Ann Road to Rancho Drive is 45 MPH; and regulated speed along Rainbow Boulevard north of Ann Road to the CC-215 is 25 MPH.

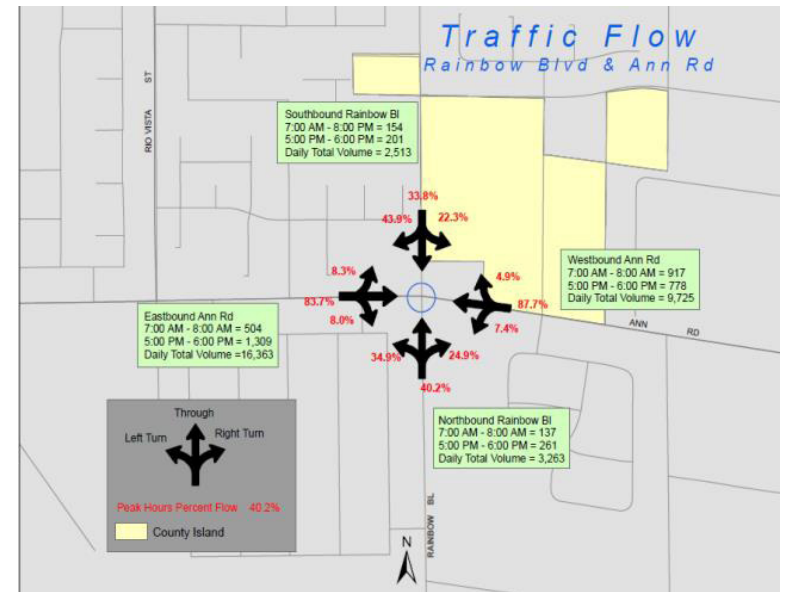


Figure 3. Traffic trends Ann Road and Rainbow Boulevard

City and County Limits

Abutting Rainbow Boulevard north of Ann Road are four parcels that are part of unincorporated Clark County. All properties abutting Rainbow Boulevard between West Tropical Parkway and West Azure Drive are also under Clark County's jurisdiction. The transitional areas bordering jurisdictions are visually disparate: sidewalks are not present along the front of property, impacting walkability, comfort, safety, as well as proper land use flow.

Commercial Space

At the northwest corner of Rainbow Boulevard and Ann Road is a 1.54-acre parcel that was annexed from Clark County to the City of Las Vegas September 2006; it was annexed into the City limits under the C-1 (Limited Commercial) zoning district as there was an existing pharmacy and retail store.

This property was the first commercial use located at the intersection of Ann Road and Rainbow Boulevard.

At the northeast corner of Rainbow Boulevard and Ann Road sits a 0.82-acre lot that was recently annexed to the City of Las Vegas from Clark County and amended to previous residential land use to commercial. The property now resides in the C-1 (Limited Commercial) zoning district with entitlements to develop a 3,680 square foot restaurant with 38 parking spaces and drive-through service.

At the southeast corner of Rainbow Boulevard and Ann Road are two parcels totaling 1.64 acres that were recently approved for a requested General Plan land use change from the Desert Rural (DR) land use category to the Service Commercial (SC) land use category. Accompanying this land use change was the related rezoning from the Residential Estates (R-E) zoning district to the Limited Commercial (C-1), and a Site Development Plan Review (SDR) which entitles the property owner to construct two commercial buildings consisting of a 1,905 square-foot self-service car wash and a 3,972 square-foot fuel pump canopy. A 1.05 acre parcel adjacent to the new commercial uses requested and was approved for rezoning from Residence Estates (R-E) to Limited Commercial (C-1), and a General Plan land use Amendment from Desert Rural (DR) to Service Commercial (SC).

At the southeast corner Rainbow Boulevard and Rancho Drive are five parcels totaling 15 acres which recently requested a General Plan Amendment from Medium Low- Attached Residential (MLA) to General Commercial (GC) for vehicle sales and auctions.

At the northwest corner of Rainbow Boulevard and Rancho Drive a convenience store, tavern, church, two medical office spaces and four office spaces are zoned General Commercial (C-2).

As it stands, commercial development along Rainbow Boulevard is designed towards the motor vehicle driver and less so the pedestrian. Buildings are set back from the street, with parking lot locations and access that do not optimize the sidewalk for those who are walking or bicycling –forms of transportation most likely utilized by neighbors.

If commercial development continues to expand along the Rainbow Corridor, the street may start operating as an overly-widened thoroughfare with an over-emphasis on vehicle-oriented design and businesses (strip malls, imposing signs, car washes and garages, and drive-through lanes). In terms of commercial use viability on Rainbow Boulevard, another issue to consider is that Rainbow Boulevard inevitably dead ends into the Clark County 215, which may affect negatively any commercial use attempts along the north area of the corridor.

Alternative Transportation Modes

Overall, Rainbow Boulevard lacks a Complete Streets design.

- Sidewalks are not fully code compliant.
- Few crosswalks are located along Rainbow Boulevard, and unsafe due to low visibility and traffic.
- There are no provisions for dedicated routes for bicyclists.
- Visually uninteresting corridor creates an environment which discourages pedestrian activity.

COMMUNITY SURVEY AND PUBLIC INPUT

The content of the Rainbow Boulevard North Corridor Plan is built upon neighborhood outreach efforts collected from the community within the Plan area. The Planning Department focused on an inclusive approach in order to reflect the ideas and vision that the current residents have for Rainbow Boulevard North. As a major part of this approach, Planning staff has collected input through a web-based survey. Feedback emerging from the survey highlights several important topics. 70% of the participating residents do not feel that the rural character of the neighborhood is being maintained; concurrently, 45% also stated that one of the most valuable aspects of Rainbow Boulevard North is its rural residential character. In terms of non-residential land use, the community also expressed its preference for office uses over retail establishments within the area. As for input regarding the ROW and its features, the survey revealed concerns regarding road safety, and a favorable opinion on potential improvement of sidewalks, landscaping, lighting, and the allocation of the ROW to bicycle-designated lanes. The survey results are represented in the Figures four (4) and five (5).

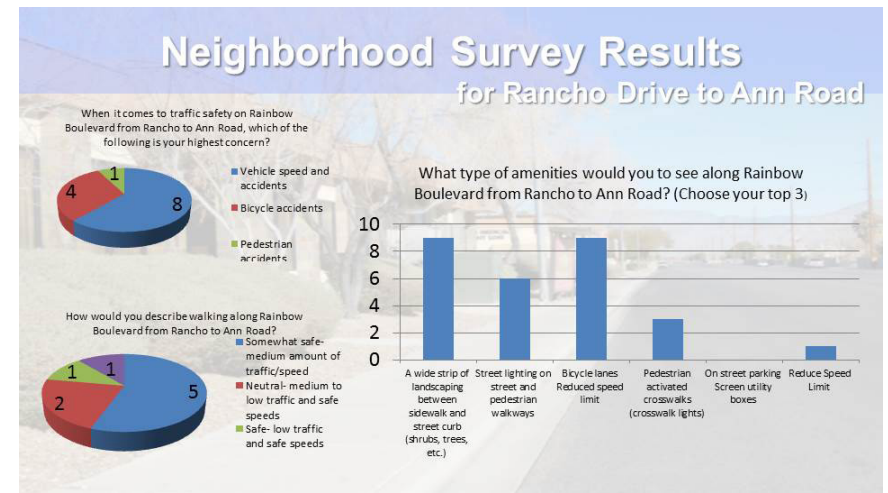


Figure 5. Neighborhood survey results

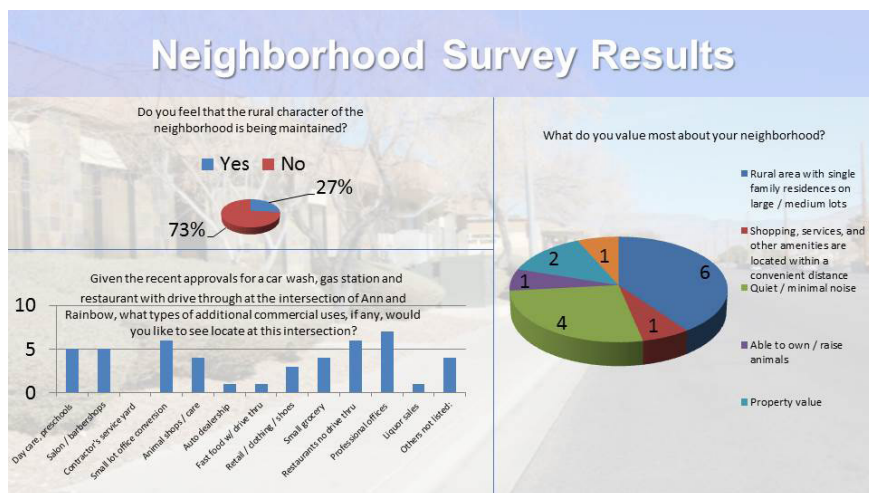


Figure 4. Neighborhood survey results

PLAN APPROACH AND METHODOLOGY

The first step in the assessment of the Corridor has been the review of current policies and plans that are valid for Rainbow Boulevard. Among these documents, the City noted the relevancy of: a) the Las Vegas 2020 Master Plan and particularly its Land Use and Rural Neighborhoods Preservation Element; b) the Clark County's Lone Mountain Land Use Plan; and c) the City of Las Vegas Title 19: Unified Development Code. This Plan seeks to link the existing policies and plans to the challenges and issues that have been identified within the Plan area; in this regard, community input has been essential to the outline of the perceived changes occurring along the Corridor and the local feelings towards current community assets and development patterns. Following is a collection of adopted policies and plans applicable to the Corridor:

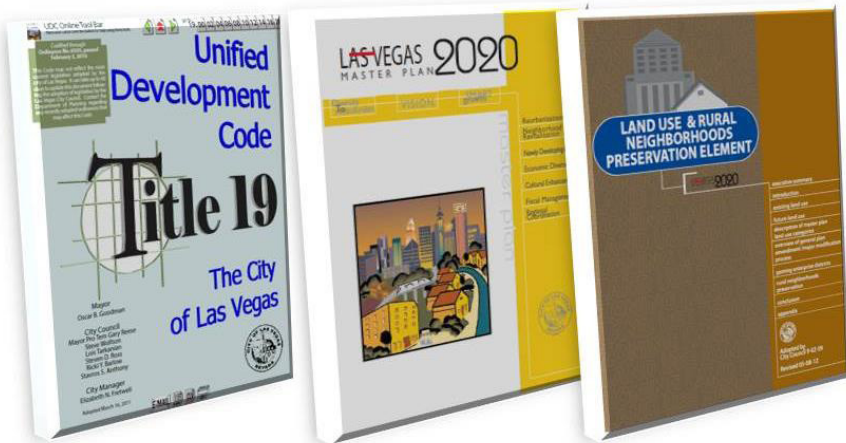


Figure 6. Applicable City of Las Vegas policy documents and regulations

Applicable Local And Regional Plans

- I. Las Vegas 2020 Master Plan
- II. Land Use and Rural Neighborhoods Preservation Element
- III. Clark County Title 30 Unified Development Code (Applicable to adjacent, non-City properties)
- IV. Clark County's Lone Mountain Land Use Plan
- V. City of Las Vegas Title 19 Unified Development Code
 - a. 19.04 Complete Streets
 - b. 19.04.030 Vehicle/ Pedestrian Separation Management
 - c. 19.10.180 RP-O Rural Preservation Overlay District



INVENTORY AND ANALYSIS

INVENTORY AND ANALYSIS

Developing a list of infrastructural and landscaping elements for enhancement requires a detailed inventory and analysis of the existing elements along the Corridor. In order to prioritize projects and work on a timeline for improvements, the Department of Planning will cooperate with the Department of Public Works when proposed changes within the Plan area are individually identified.

COMMUNITY PROFILE

Household Demographics along the ¼ mile of Rainbow Boulevard North centerline, between Rancho Drive and the CC-215:

Population: There are currently 3,966 residents in the Plan area of the Rainbow Corridor. Since 2005, the population for the overall Centennial Hills area has more than doubled.

Income: Median household income is \$71,302.

Travel: Over 40% of residents have more than 2 cars in the household. Nearly 90% commute to work alone. The Rainbow Corridor has a higher rate of persons who drive alone when commuting to work than the City as a whole (90% vs 77%). Conversely, corridor residents use public transportation and work at home at a far lower rate than the City average. This could be a result of the lack of public transportation options along the corridor north of Ann Road.

Between 2005 and 2014, traffic on Rainbow Boulevard north of Ann Road decreased by 17%. On Rainbow Boulevard south of Ann Road,

traffic increased by 13%. During the same time, traffic decreased on Ann Road in proximity to Rainbow Boulevard by 5%.

Race and Ethnicity:

White: 55.7%

Black: 13.8%

Hispanic: 19.1%

Asian: 6.4%

Pacific Islander: 1.5%

More than one race: 3.5%

Household: Size: 3.7 persons per household

Type:

Married: 51.8%

Non Family: 27.0%

Male/female head: 21.2%

Median Age: 35-54

Housing choice: There are roughly 1,071 dwelling units in the Rainbow Corridor area. Since 2005, the number of residents and dwelling units has increased by 32.3% and 27.6% respectively. The rate of home ownership is 70% in the corridor compared to 53% for the City, and approximately 86 percent of the corridor's residents have lived in the same dwelling unit for at least one year, compared to 75% for the city of Las Vegas overall.

- Single family: 88%
- Condominium: 11%
- Duplex: 0.2%

LAND USE PROFILE

The Rainbow Boulevard North Corridor Plan area covers a total of 506 acres. Rainbow Boulevard has a limited variety of General Land Use and Zoning along the Corridor. Single family detached housing, consisting of Medium-Low Density Residential (ML) and Desert Rural (DR), dominate the corridor. Limited Commercial (C-1) and Service Commercial (SC) parcels are emerging on the northeast and southeast corners of Rainbow Boulevard and Ann Road, and the southeast corner of Rainbow Boulevard and Rancho Drive. Established General Commercial (GC) has been located on the southwest corner of Rainbow Boulevard and Rancho Drive since 1965.

Commercial/Office: 1% of the total corridor Plan acreage.

Along the southwest corner strip mall there are four office buildings. These buildings are medical and health-oriented businesses.

Currently, eight other professional and business service establishments are located throughout the Plan area.

Additional office spaces are zoned and will be added within the Corridor Plan area at the northeast corner of Ann Road and Rio Vista Street.

Commercial Service/Retail: 2% of the total corridor Plan acreage.

A strip mall runs along the southwest corner of Rainbow Boulevard and Rancho Drive where multiple commercial establishments, including a convenience store and a gas station, operate. At the NW corner of Rainbow Boulevard and Ann Road there is currently only one commercial business operating; three more commercial developments have been entitled but are not yet constructed or operating.

Residential: 63% of the total corridor Plan acreage.

Single Family Residential (SFR) dominates the Corridor by covering 52% (1,242 dwelling units). Aside from the corners of major intersections (with the exception on southwest corner of Rainbow Boulevard and Ann Road), single family residential uses run along Rainbow Boulevard and are present throughout the Plan area. Multi-Family Residential (MFR) are predominately at the South end of the Plan area north and south of Rancho and Rainbow with complexes located mid corridor. These complexes make up the 2% (171 dwelling units) of the total corridor Plan area.

A private estate at the southeast end of the corridor accounts for 9% of the total corridor Plan acreage.

Civic – Schools, Parks, and Churches: 5% of the total corridor Plan acreage.

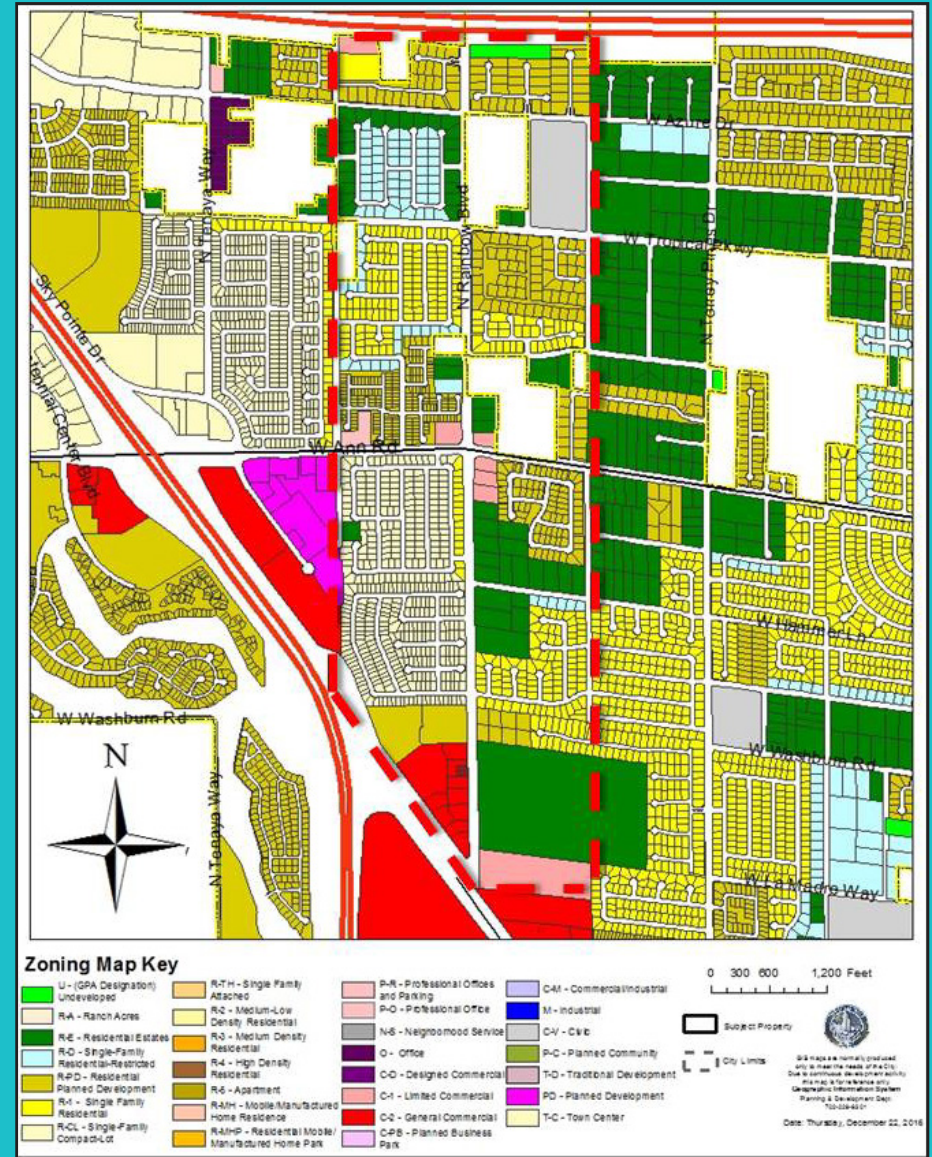
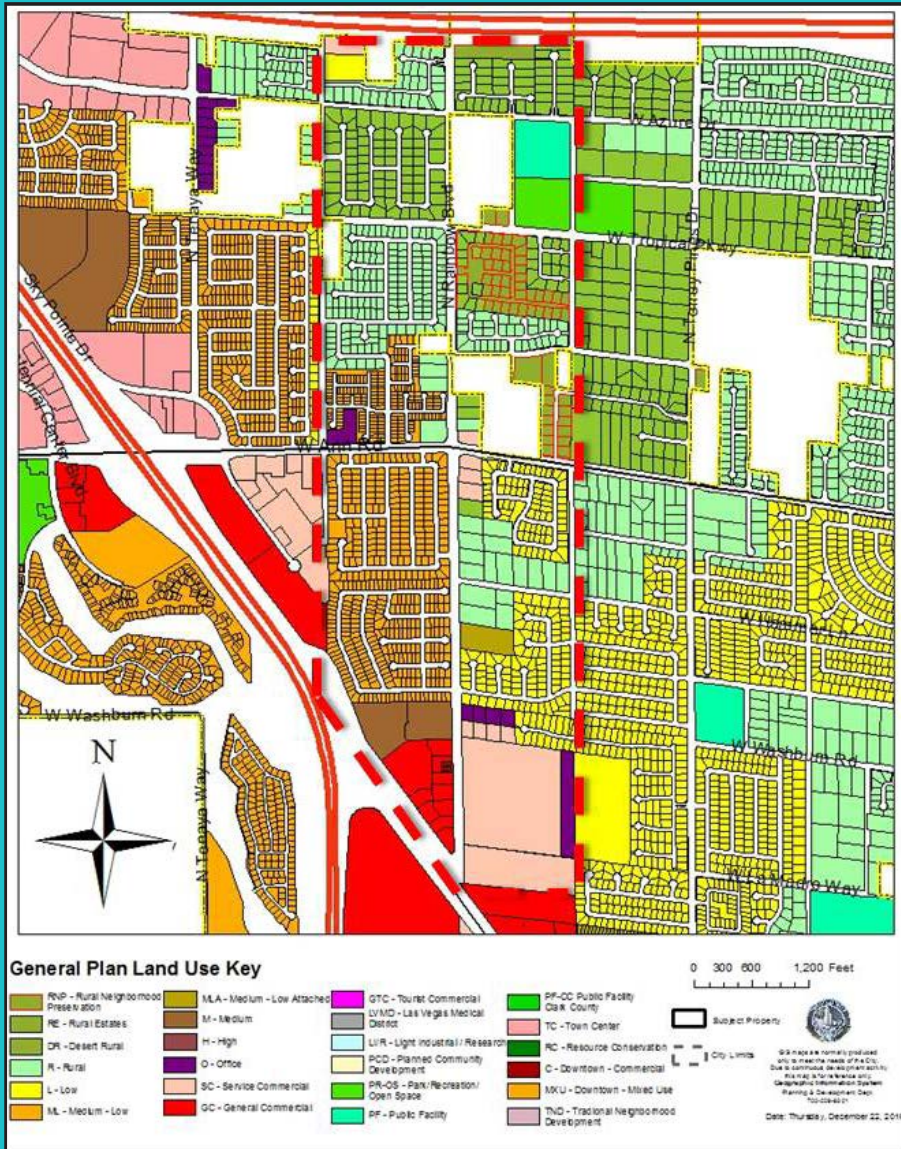
Two private day cares/ schools are located along Rainbow Boulevard. One is located on Rainbow Boulevard just north of Ann Road; one is located on Rainbow Boulevard just south of Hammer Lane. Clark County School District Joseph Neal Elementary School is located within the Plan area at Azure Drive and Serene Drive. Schools and private day cares account for 3% of the total corridor Plan area.

Estelle Neal Park at the corner of Tropical Parkway and Serene Drive is located just south of Joseph Neal Elementary School. This park and other open spaces account for 1% of the total corridor Plan area.

There are two churches located within the corridor. One is located on the southwest corner of Rainbow Boulevard and Rancho Drive. Another is located on the east side of Rainbow Boulevard in between Rancho Drive and Ann Road. Together, churches make up 1.30% of the total corridor Plan area.

RAINBOW BOULEVARD NORTH CORRIDOR GENERAL LAND USE

RAINBOW BOULEVARD NORTH CORRIDOR ZONING



CORRIDOR PHYSICAL PROFILE AND NEIGHBORHOODS CONTEXT

Character Areas

In order to better understand and address the specific challenges of the Rainbow North Corridor and identify proposals for future improvements, the Plan Area has been divided into three Character Areas that present unique traits, both in terms of the physical form of the built environment and density and intensity of land use. The three Character Areas are: a) Rancho – Rainbow, located along the southern stretch of Rainbow Boulevard; b) Ann – Rainbow, located in the central part of the Corridor; and c) Tropical – Rainbow, located at the northern edge of the Plan Area.

I. Rancho – Rainbow:

The Character Area identified as Rancho – Rainbow constitutes approximately 16% of the Plan Area, and is diverse in terms of land use. It is also a very transitional area that intersects one of the City's major corridors: Rancho Drive. Although the study area includes all land parcels within a ¼ mile of the Rainbow Boulevard centerline, the Plan Area refers to the parcels solely located East of Rancho Drive. This section is divided almost evenly between residential and commercial uses, with zoning designations varying from Residential Planned Development (R-PD2 and R-PD18) to Residential Estates, and from Limited Commercial (C-1) to General Commercial (C-2). More than 60% of the area (45.5 acres) hosts a large parcel zoned Residence Restates (R-E), with over eight acres of undeveloped land within it. The parcels zoned as Limited Commercial (C-1) are still undeveloped and abut the Residence Estates (R-E) zoned properties to the north and south sides of it. Along the southernmost edge of the Rancho – Rainbow Character Area is a 15-acre parcel planned for commercial use. The transitional aspects of this Character Area that serves as a gateway to the Corridor, and the fact that two large parcels

RAINBOW BOULEVARD NORTH CORRIDOR



of land are still undeveloped, makes Rancho – Rainbow potentially vulnerable to de-characterization of the neighborhood identity. In this case, however, because of the prominence of the Rancho Drive and Rainbow Boulevard intersection, right-of-way configuration and the presence of commercial designations seem to be appropriate to the mobility patterns. Nonetheless, the Rancho – Rainbow Area is the point of access to a community which has a low-intensity and often rural character; consequently, ROW interventions should highlight the gateway identity of the Character Area and support its transitional role for the 1.9 mile roadway moving towards the north.

II. Ann – Rainbow:

The Ann – Rainbow Character Area accounts for the majority of the land share of the corridor (44%, or approximately 227 Acres), is situated in the heart of it, and extends north up to West El Campo Grande Avenue. Ann-Rainbow is a critical component of the Plan, mainly due to the presence of the intersection of Ann Road and Rainbow Boulevard, located at the very center of the Corridor. The Ann Road and Rainbow Boulevard crossroads generate unique vehicular patterns when compared to the other two character areas, and the medium-high traffic flow (32,000 vehicles per day) has had a definite impact on the recent land use changes and land use proposals that occurred in the Plan area. Because of these reasons, and the presence of a large number of vacant parcels of land, this section is the primary area of focus for future development patterns. An additional problem specific to this site is the presence of a large portion of “County islands”, which may lead to a lack of cohesion for a unified vision for development within the Corridor.

Most of the land uses in this Character Area are dedicated to residential: the variety of zoning districts include: R-CL (Single Family Compact-Lot), R-1 (Single Family Residential), Residential Planned Development (R-PD) ranging in density from R-PD2 to R-PD8 and, in a smaller percentage, Single Family Residential – Restricted (R-D)

and R-E (Residence Estates). Three of the four corners at the Ann Road and Rainbow Boulevard intersection are now zoned C-1 (Limited Commercial); two additional lots adjacent to the southeastern corner lot of the intersection are also now zoned C-1 (Limited Commercial). These are five of the 17 parcels zoned for commercial use in the entire Plan Area, and because of their adjacency to low density detached residential neighborhoods, are also the ones that mostly affect the quality of life of the current residents. On the western edge of the Ann-Rainbow Character Area, at the northeast corner of Ann Road and Rio Vista Street, there are 1.78 acres to be developed as Professional/Office space.

III. Tropical – Rainbow:

The Tropical – Rainbow Character Area makes up for 40% of the Corridor, and is located at the northern portion of the Plan Area, extending from West El Campo Grande Avenue to the Rainbow Boulevard cul-de-sac adjacent to the CC-215 freeway. Because of the greater distance from high-traffic intersections, Tropical - Rainbow is the character area that mostly serves local residents; the neighborhood is almost exclusively residential, with approximately 17% of the total acreage dedicated to Civic and Public Space due to the presence of the Joseph Neal Elementary School and the Estelle Neal Park. The existing residential parcels are zoned Residential Planned Development (R-PD2), Residence Estates (R-E), and Single Family Residential-Restricted (R-D), giving it the lowest density among the Character Areas; one parcel at the northwestern edge of the Corridor is dedicated to C-1 (Limited Commercial), hosting a steakhouse and lounge, and adjacent is a religious facility located within a “County island”. About 20% of Tropical – Rainbow is located within a “County island”. Vacant land parcels are located along the northeastern edge, along the CC-215 freeway, and at the southeastern corner of the Azure Drive and Rainbow Boulevard intersection. The scarce visibility of the parcels due to the low amount of vehicular traffic does not encourage shifts in land use in the near term; therefore this Character

Area can be categorized as being at low-risk for de-characterization as a primarily residential neighborhood. Nonetheless, Tropical – Rainbow poses an evident issue in terms of ROW configuration along Rainbow Boulevard: the 1.25 mile stretch between Tropical Parkway and Azure Drive is not uniform to the rest of the corridor; the eastern portion of it, the area where deficiencies are most notable, pertains to Clark County's jurisdiction. The 800 foot section between Azure Drive and the cul-de-sac where Rainbow Boulevard terminates features an overly wide right-of-way that has the ROW elements of a major arterial while serving as access point to only a few parcels of land.

Current Development Prototypes

A. RANCHO-RAINBOW

I. Residential:

- a. Single Family, Detached
- b. Multi-Family Residential

II. Commercial/Office Development:

- a. Single story office complex
- b. General Retail
- c. Shopping Center, less than 25,000 square feet

B. ANN-RAINBOW

I. Residential:

- a. Single Family, Detached

II. Commercial/Office Development:

- a. Home-to-office conversion
- b. General Retail

C. TROPICAL-RAINBOW

I. Residential:

- a. Single Family, Detached

II. Civic/Open Space:

- a. Parks: Estelle Neal Park, 6075 Rebecca Road
- b. Schools: Joe Neal ES, 6651 Azure Drive

DEFICIENCIES AND DISCREPANCIES

Posted speed limit

US Limits Study (see: <http://safety.fhwa.dot.gov/uslimits/> for the 35 MPH recommendation):

- Create safer environment for pedestrians at crosswalks and sidewalks along the Rainbow Boulevard.
- The posted speed limit north of Ann Road is 25 MPH while south of Ann Road the posted speed limit is 45 MPH.

Missing Sidewalks

- The east side of Rainbow Boulevard, just north of Ann Road, is approximately 450 feet of missing sidewalk.
- All sections of Rainbow Boulevard adjacent to Unincorporated Clark County properties do not feature sidewalks. This amounts to approximately 1,700 feet of missing sidewalk.

Bicycles

- Rainbow could greatly improve bicycle accommodations with the addition of bike lanes and reduction in posted speed south of Ann Road.

Trails

- There is a Multi-Use Non-Equestrian trail alignment located along the east side of Rainbow Boulevard, from Rancho Drive to Ann Road.
- There is a pedestrian path located along the north side of Ann Road, running westwards from Rainbow Boulevard intersection.
- Neither of the trail alignment is designed with any sort of prominence, thus they do not visually identify as a trail.

Development Pattern

- Future transportation demands are not likely to incur additional roadway width, influencing the future design of the corridor towards more neighborhood-oriented pedestrian and bicycle access.
- Increasing demand for commercial land use changes within the existing Plan area should primarily support the immediate neighborhood and encourage walkable access.





RECOMMENDATIONS

RECOMMENDATIONS

TRANSPORTATION AND RIGHT-OF-WAY

Investigate the possibility of utilizing a specialized design of the 106-Foot Primary Arterial profile (see Figure 7):

- Adjust the existing 100 foot right-of-way to accommodate an eight-foot pedestrian realm consisting of a five-foot wide bike path with three-foot wide landscape/amenity buffer, where feasible.
- Dedicate remaining right-of-way to two lanes of north and southbound vehicular traffic with a center landscaped median and a bike lane, where feasible.

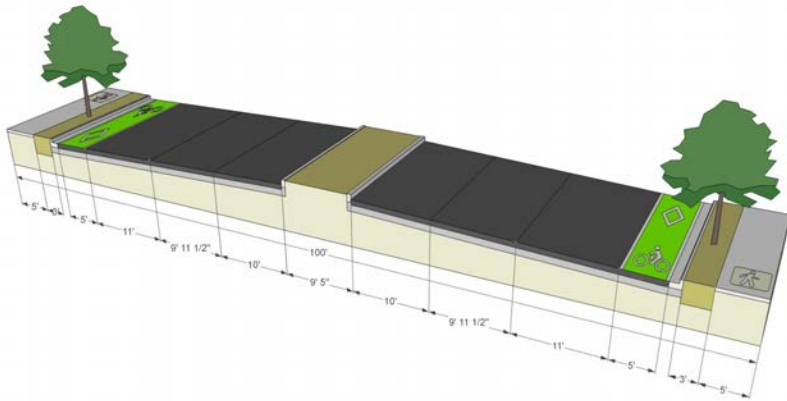


Figure 7: 106' Primary arterial specially adapted to existing 100' right-of-way

Maximize transportation choices

- Reprioritize transportation options by de-emphasizing vehicular demands for surface parking and reducing vehicular speeds.
- Place emphasis on a human-scaled streetscape design in order to reorganize the linear shopping center retail type to nodal commercial clusters.
- Investigate installing an Equestrian Trail along the west side of Rainbow Boulevard, from Tropical Parkway to Azure Drive.

Establish walking as a fundamental mean of travel for the corridor

- Minimum sidewalk width through the corridor shall be five feet, with an additional three feet wide landscape/amenity buffer.
- Driveways appear as mini intersections, but should be designed to give priority to the pedestrian.
- Vehicular parking accommodations are to be relocated away from the street fronts along Rainbow with clear access provided to the building's main entrance along Rainbow.
- Provide a five foot bike lane in each direction to keep bikes from utilizing sidewalks.
- Pursue the installation of crosswalks pedestrian-activated flashing lights.

Encourage and emphasize transit

- Propose possible parking reduction at RTC stops #2242 and #5547 for bus turnout dedications
- Provide full bus shelters at all RTC stops.

Lower vehicle speeds

- Investigate the possibility of installing low-cost traffic calming devices, such as "speed cushions" and/or speed humps.
- Investigate the possibility of installing roundabouts at intersections to prevent illegal driving behaviors such as street racing and running stop signs.

Three Areas Of Intervention Priority

The Inventory Analysis and the public comments identified three areas of intervention that should be prioritized for right-of-way improvements. Table 1 shall serve as a guide to future capital improvement projects to be coordinated with the Department of Public Works.

TABLE 1. AREAS OF INTERVENTION

#	Area	Issue	Type of Intervention	Implementation Timeline
1	Northern Edge of Rainbow Boulevard North	Safety concerns related to ROW configuration and dangerous driving behavior	Speed control measures installation	Short-term
2	Rainbow and Ann Intersection	Safety related to speed and visibility	Walkability, crosswalk, and visibility improvements	Mid-term
3	Southern gateway into the Corridor	Necessity of creating a transition from Rancho Drive, a highly trafficked area, to Rainbow Boulevard	ROW improvements targeting the transitional character of the gateway, speed limit review	Long-term
4	Entire Corridor	Safety and multi-mode improvements	Speed limit review, re-configuration of the ROW for walkability and bikeability, and establishment of safe route improvements for school crossings	Mid-term

Land Use and Development

Recommended Short Term

1. Continue to work with Clark County on future land use designations for current non-city parcels along Rainbow Boulevard, north of Ann Road, to ensure desert rural character is preserved in the area.
2. Inventory of rural aspects and indicators
 - a. Bring cracked and broken sidewalks to code.
 - b. Limit commercial development to only corners of major intersections within the corridor Plan area.
3. Pursue grant funding and alternative capital sources
 - a. Transportation funding FRI (Fuel Revenue Index) funds.
4. Enhance the design of the multi-use trail as a community identifier to establish place making, and enhancing near-rural character preservation.
5. Improve the safety of routes from and to area schools at key locations:
 - a. Rainbow Boulevard-Tropical Parkway intersection for Joseph Neal Elementary School
 - b. Along the Hammer Lane, Rancho Santa Fe and/or Torrey Pines Drive for Ernest May Elementary School



Figure 8. Areas of intervention

Long Term Recommendation Costs and Schedules

1. Prioritize projects to be added to the Capital Improvement Plan
 - Install streetscape and median improvements in line with the rural character of the area.
 - Identify civic and open space development opportunities.
 - The corridor plan area needs a park and there are lots that are more likely to request commercial land use changes than develop as R-E (Residence Estates) lots.
 - Provide bike lanes and related furnishings as a leisure amenity.
2. Streetscape types for Corridor Character Areas:
 - a. Have Rainbow Boulevard, classified as a Primary Arterial with a minimum right-of-way width of 100 feet and an existing or potential design capacity of three or less travel lanes of traffic in each direction, to utilize the walkable features listed in Title 19.04.180, such as a three foot landscape/amenity zone, a five-foot bike lane, and five foot sidewalk on each side, and divided by a landscaped median.
 - b. Intersections: Intersection designs shall comply with the applicable Uniform Construction Design Standards except in cases where a 60-foot planned minor collector intersects a roadway of an equal or lesser ROW width. At such intersections, pavement widths and curb return radii shall comply with City Standards.

IMPLEMENTATION AND MONITORING

With regards to the implementation of this Plan, the Planning Department will:

1. Coordinate with the Department of Public Works and explore the feasibility of integrating the recommended right-of-way improvements.
2. Coordinate with Clark County to address the current issues regarding ROW design that is currently under the County jurisdiction.

In order to monitor the future land use and development of what has been defined by this Plan as the Rainbow Boulevard North Corridor, the Planning Department will:

1. Evaluate and assess on a yearly basis any proposed land use changes that affect the Plan area.
2. Monitor the schedule of Capital Improvement Plans affecting the public ROW and evaluate the timing of implementing the recommended road improvements.

The background features a photograph of a modern building with a glass facade, partially obscured by a semi-transparent teal overlay. A white geometric pattern of interconnected lines is superimposed on the right side of the image. The text is centered in a bold, orange, sans-serif font.

DESIGN GUIDELINES AND DEVELOPMENT PROTOTYPES

DESIGN GUIDELINES AND DEVELOPMENT PROTOTYPES

The Design Guidelines and Development Prototypes contained in this chapter are to be considered for development of parcels of land within the Plan area that are adjacent to Rainbow Boulevard North.

The importance of adherence to the provided Site Development Guidelines is to ensure a predictable level of compatibility with the existing low-density neighborhoods. The Guidelines place emphasis on the street fronts, massing, and building orientation in order to support a pedestrian scale walkable neighborhood design. It is expected that strict adherence to the design guidelines provided in this Plan, and also applicable standards provided in Title 19 Unified Development Code, will allow for the realization of a Corridor built on the vision of Main Street Americana.

SITE DEVELOPMENT GUIDELINES

- In order to preserve the character of the neighborhood, the quality of life, and the residential nature of the area, all property along the Rainbow Boulevard North Corridor Plan Area to be developed for multi-family residential or non-residential use shall take into consideration Title 19.06(l) Residential Adjacency Standards.
- Any alteration to an approved Site Development Plan Review that affects the walkability of the development or has a negative impact on the neighboring properties in regards to noise, light, or traffic, will require a new Site Development Plan Review.
- All properties abutting Rainbow Boulevard should have a primary ground-floor entrance located along Rainbow Boulevard or one of the main access points (Figure 9, area A). In no case should the ground-floor entrance be located along the back side of the building.

Appropriate Primary Ground-Floor Entrance Location

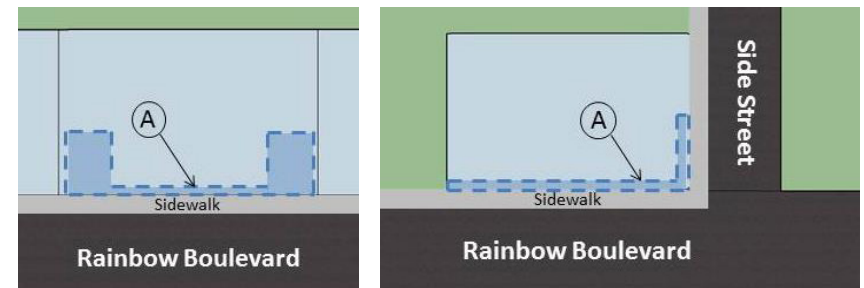


Figure 9. Area A represents the appropriate area along which a primary ground-floor entrance for center lot and corner lot properties should be located. This graphic is intended to be utilized as a general guidance.

- Loading docks, overhead doors, and other service entries should not be located along Rainbow Boulevard North, and should be screened from the public.
- Parking should not be located along Rainbow Boulevard North, and should be screened from the public (Figure 10, area B).

Appropriate On-Site Parking Location

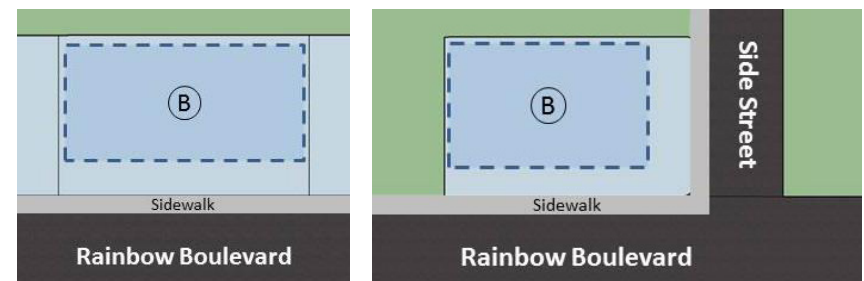


Figure 10. Area B represents the appropriate area within which on-site parking for center lot and corner lot properties should be located. The graphic is intended to be utilized as a general guidance.

Residential Development

- The preferred types of residential development for properties abutting the section of Rainbow Boulevard North located within the Plan area are Single-Family Attached Dwellings, delivered as either:
 - i. Duplexes that retain the bulk and scale of the surrounding neighborhood developments.
 - ii. or Townhouses that are oriented to Rainbow Boulevard
- New residential development should refer to the Preferred Prototypes for Future Development section of this Chapter.

Non-Residential Development

- Non-residential development should be limited to the portions of the Plan area defined as: a) Rancho-Rainbow; and b) Ann-Rainbow, exclusively if adjacent to the Ann and Rainbow intersection and south thereof. As reported in this Plan, the inventory analysis found that commercial development in located elsewhere along the corridor would negatively impact the quality of life of existing residents.
- Non-residential development located north of Ann Road within the Plan area is highly discouraged.
- The preferred types of non-residential development for properties abutting the section of Rainbow Boulevard North located within the Plan area are:
 - i. Professional offices
 - ii. Pedestrian-oriented commercial establishments catered to the needs of the neighborhood residents.
- A minimum of 20 percent of the façade abutting Rainbow Boulevard North should include non-reflective clear glass or non-reflective tinted glass with a visible light transmittance of minimum 60 percent.
- New non-residential development should refer to the Preferred Prototypes for Future Development section of this Chapter.

COMPLETE STREETS GUIDELINES

As per Title 19.04.180, all development along the Rainbow Boulevard North Corridor shall comply with the Complete Streets Standards.

PREFERRED PROTOTYPES FOR FUTURE DEVELOPMENT

A. Rancho-Rainbow

This Character Area best serves as a commercial gateway to the corridor. Uses that support or augment the existing commercial development, as described in the Site Development Guidelines section, are encouraged

Residential:

- Single Family, Detached
- Single Family, Attached (see Figure 11)
- Townhomes (see Figures 12 and 13)
- Multi-Family Residential in the form of Garden apartments and Cottage Housing

Commercial/Office Development:

- Single story office complex
- General Retail
- Shopping Center, less than 25,000 square feet (See Figures 15 and 16)

B. Ann-Rainbow

This Character Area is best represented as what is described as Main Street Americana.

Residential:

- Single Family, Attached (See Figures 11 and 12)
- Townhomes (See Figures 13 and 14)

Commercial/Office Development:

- Home-to-office conversion
- Service commercial developments focused on walkable designs that meet the neighborhood needs. These developments should be limited to the parcels adjacent to the Ann Road and Rainbow Boulevard intersection and south thereof. Examples of such types of development are restaurant and retail establishments that are easily accessible to the residents living within walking distance of the corridor. (See Figures 14 and 15) walking distance of the corridor. (See Figures 15, 16 and 17)

C. Tropical-Rainbow

This Character Area is generally represented by quiet low-density residential neighborhoods

Residential:

- Single Family, Detached

Commercial/Office Development

- Commercial development is not appropriate within Tropical-Rainbow and is not encouraged

PREFERRED MEDIUM DENSITY RESIDENTIAL DESIGN EXAMPLES**Duplex Design Examples**

Figure 11. Example of duplex fitting within single family, detached character



Figure 12. Duplex graphic example



Figure 13. Example of townhome following massing and scape of adjacent neighborhoods



Figure 14. Townhome graphic example

Preferred Commercial Design Examples



Figure 15. Example of a C-1 (Limited Commercial) zoned street corner with walkable design



Figure 16. Another example of a C-1 (Limited Commercial) zoned street corner with walkable design



Figure 17. Graphic example recommended building siting for C-1 (Limited Commercial) development along Rainbow Boulevard

Examples of Garden Apartment Design

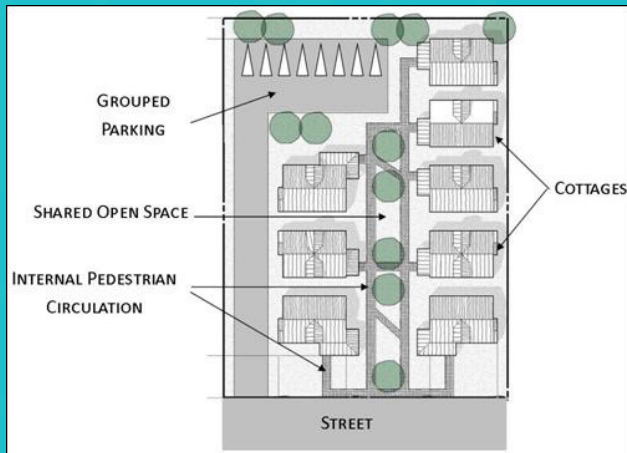


Figure 18. Graphic example of site design and elements of preferred multi-family types. The graphics are intended to be utilized as a general guidance.



APPENDICES

APPENDICES

1. Current city-wide projects relevant to the corridor

Capital Improvement Projects (CIP)

- Pedestrian Safety Upgrade Program
- Bicycle Safety Program
- Bus turnouts

2. Bus stop inventory

RTC route 106 has six bus stops located within the corridor and two located nearby

- Northbound: Three stops located to the east of Rainbows centerline
 - 5549- Rainbow, north of W. Hammer Lane
 - 5548- Rainbow, north of Standing Rock Place
 - 5547- Rainbow, along the Rainbow Boulevard and Rancho Drive curve
- Southbound: Three stops located to the west of Rainbow's centerline
 - 2242- Rainbow, between Welcome Lane and W. La Madre Way
 - 2233- Rainbow, between Standing Rock Place and W Hammer Lane
 - 2183- Rainbow, just south of Ann Road intersection

3. RTC Route 106 Bus Stop Times and Frequency

- Buses run north and south bound daily at roughly 30 minutes intervals. There are no peak passenger times along the Rainbow corridor.
- Average monthly weekday ridership: 3,151
- Average Passenger per Revenue Hour: 33.52

4. Crosswalks

- Danish offsets:** include a median island that linking the crosswalks for each half of the road. The offset forces pedestrians to face oncoming traffic before they cross
- Activated Crosswalks:** lights, beacons, etc. are illuminated when activated by a pedestrian to alert drivers to stop.

RAINBOW CORRIDOR RTC BUS ROUTE AND STOPS

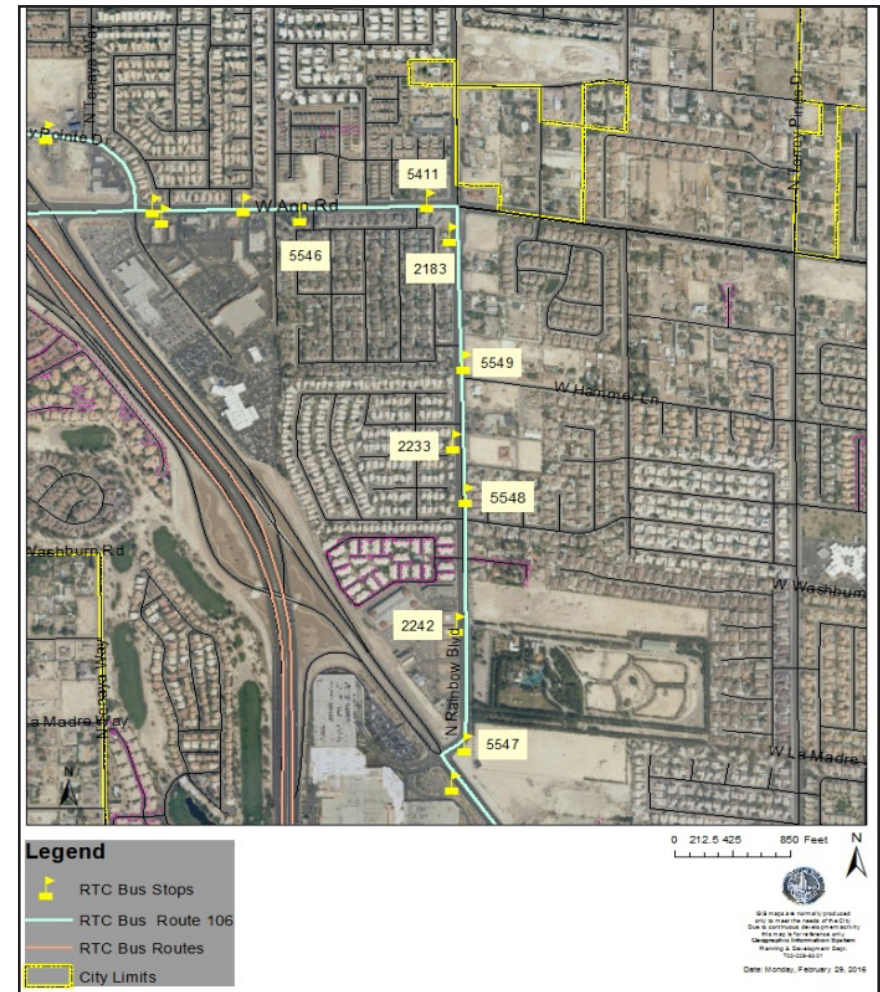


Figure 19: Rainbow corridor RTC bus route and stops

This page intentionally left blank



[/cityoflasvegas](#) | lasvegasnevada.gov

