

# Rancho harleston

## LAND USE STUDY AND STRATEGIC PLAN

CITY OF LAS VEGAS PLANNING & DEVELOPMENT DEPARTMENT  
COMPREHENSIVE PLANNING DIVISION

Adopted  
June 19, 2002

# RANCHO CHARLESTON LAND USE STUDY AND STRATEGIC PLAN

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# RANCHO CHARLESTON LAND USE STUDY AND STRATEGIC PLAN

## INTRODUCTION

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To many, the city of Las Vegas has become synonymous with growth. Within the past ten years the city's population has increased 85.3 percent from 258,295 in 1990 to 478,630 in 2000. With growth comes prosperity for the city, as new jobs and businesses continually establish themselves within the city to service the growing population. While in most cases, this growth has generally occurred on the outer fringes of the city, many of the neighborhoods closer to the central core are also witnessing certain pressures building as a result of this growth, particularly traffic and a burgeoning demand for office/retail space.



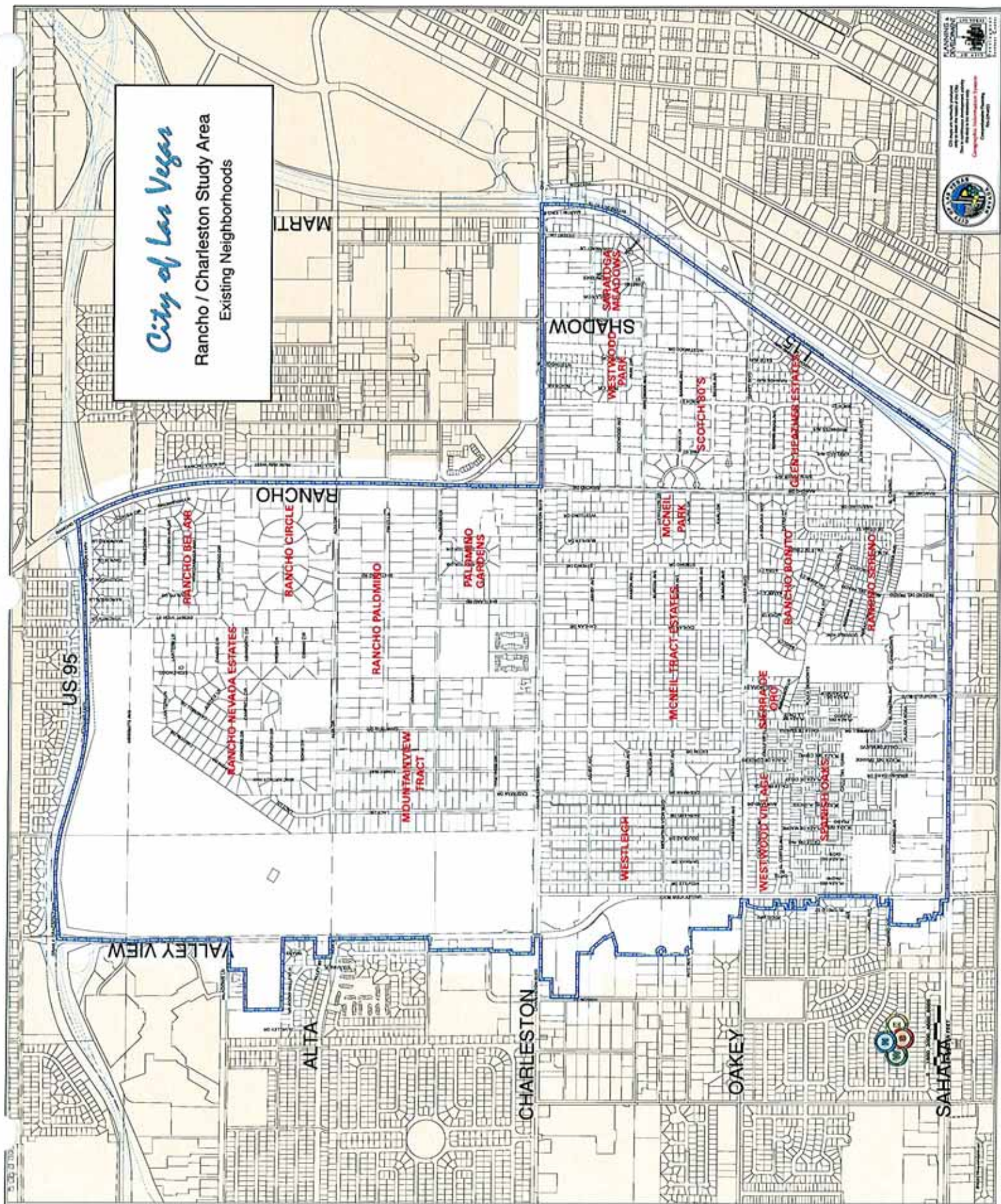
Frustrated by the growing number of general plan amendments and rezoning activities in which private development interests pursued higher intensity uses on properties in, or adjacent to single family homes, residents of a number of older, stable neighborhoods along the West Charleston Boulevard and Rancho Drive corridors (Study Area) expressed a desire for a land use study to determine the appropriate measures for the preservation of their neighborhoods. In response, the Mayor and City Council directed City staff to develop a Special Area Plan for the area generally bounded by U.S. 95 on the north, Sahara Avenue on the south, Interstate 15 on the east, and Valley View Boulevard on the west, excluding the Las Vegas Medical District Neighborhood Plan Area and the neighborhood directly north of the Medical District.

To further prevent any additional land use conflicts and allow for the development of the special area plan, the Mayor and City Council also instituted a six-month moratorium on development applications within the Study Area. This moratorium went into effect on June 20, 2001 and will expire on December 20, 2001.

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*City of Las Vegas*  
Rancho / Charleston Study Area  
Existing Neighborhoods



## GENERAL DESCRIPTION OF STUDY AREA

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Tables A and B provide a detailed summary of the population characteristics of the Study Area, as identified by the year 2000 Census. The tables also include broader levels of detail (Ward 1, City of Las Vegas, or Clark County), for comparison sake, where this information was available. The Median Family Income statistics detailed in Table C are derived from information provided by the United States Department of Housing and Urban Development.



In summation, these statistics reveal that the Study Area is generally comprised of an older, white population, whose family income is well above the median for the city and the county.

**TABLE A.  
RACE AND ETHNICITY OF RESIDENTS**

White	5,783	80.0	48,805	61.4	277,858	58.1
Black/ African-American	294	4.1	4,994	6.3	48,391	10.1
Hispanic	667	9.2	19,330	24.31	12,981	23.6
American Indian/ Alaska Native	28	0.4	351	0.4	2,405	0.5
Asian	325	4.5	3,572	4.5	22,413	4.7
Native Hawaiian/ Other Pacific Islander	3	0.0	121	0.2	650	0.1
Two or more Races	121	1.7	1,966	2.5	11,997	2.5
Total Population	7,229	100.0	79,478	100.0	478,630	100.0

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**TABLE B.**  
**AGE OF RESIDENTS**

Age	Study Area		City of Las Vegas	
	Number	Percent	Number	Percent
< 52	77	3.8	36,900	7.7
5 - 9	351	4.9	37,034	7.7
10 - 19	748	10.3	61,500	12.9
20 - 34	1,006	13.9	107,77	22.5
35 - 44	958	13.3	76,139	15.9
45 - 54	1,218	16.8	59,610	12.5
55 - 64	1,038	14.4	44,182	9.2
65 - 74	846	11.7	33,985	7.1
> 74	787	10.9	21,312	4.4
Totals	7,229	100.0	478,630	100.0

**TABLE C.**  
**MEDIAN FAMILY INCOME**

Median Family Income			
Year 2000	Study Area	City of Las Vegas	Nevada
	\$65,807	\$55,720	\$50,700

One of the more important statistics in terms of planning the appropriate land use for a particular neighborhood is the age of the population. The assumption is that as a population ages, or if it is very young, the mobility of the population may be limited, and therefore, the location and convenience of daily needs and services (particularly health and recreation) becomes critical. Taking this assumption into consideration, it is important to note that over 20 percent of the population of the Study Area is aged 65 and older, and approximately 9 percent of the population is under the age of 10. In contrast, within in the city of Las Vegas as a whole, the population within these age brackets is approximately 12.5 percent and 15.4 percent, respectively. These statistics indicate that in planning for the good of the entire neighborhood, the needs of those with limited mobility options (or potentially limited mobility) as a result of age (both the very young or the very old) or other causes, should not be forgotten and should be taken into serious consideration.

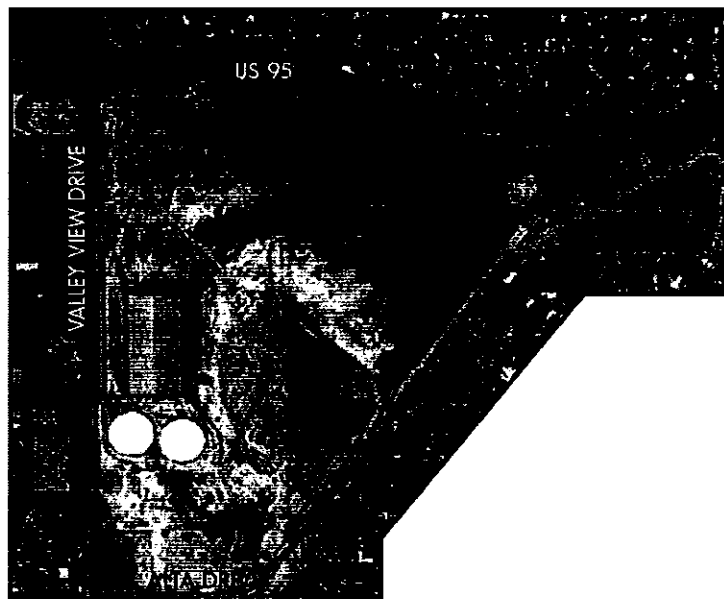
## EXISTING LAND USE STATISTICS

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Land use within the Study Area as detailed in Table D is dominated by a large residential component, of which single-family detached units are the preferred housing of choice (see Table D-1). Servicing of this population, as well as those who utilize the Study Area's major transportation corridors, would be commercial establishments and offices and their on-site ancillary uses, which comprise approximately 11 percent of the land area. This figure is comparable to the overall City statistic of 8.5 percent. One thing to note is that retail is not the dominant land use of this type. The impact of the Las Vegas Medical District on the Study Area is apparent, as noted by the fact that almost 61 percent of commercial/offices uses can be categorized as Professional and General Services as indicated in Table D-2. One other important notation would be the existence of the largely undeveloped Las Vegas Valley Water District property (a.k.a. Las Vegas Springs, Big Springs Preserve) within the Study Area as a Transportation/Communication/Utilities use. The impact of this property on the existing land use numbers is apparent, as this expansive property tends to lessen the significance of the other uses. The following tables provide a detailed analysis of land use within the Study Area. Additionally, included within these tables are land use statistics for the Study Area exclusive of the Water District property. This will provide a more realistic view of actual land use within the Study Area.

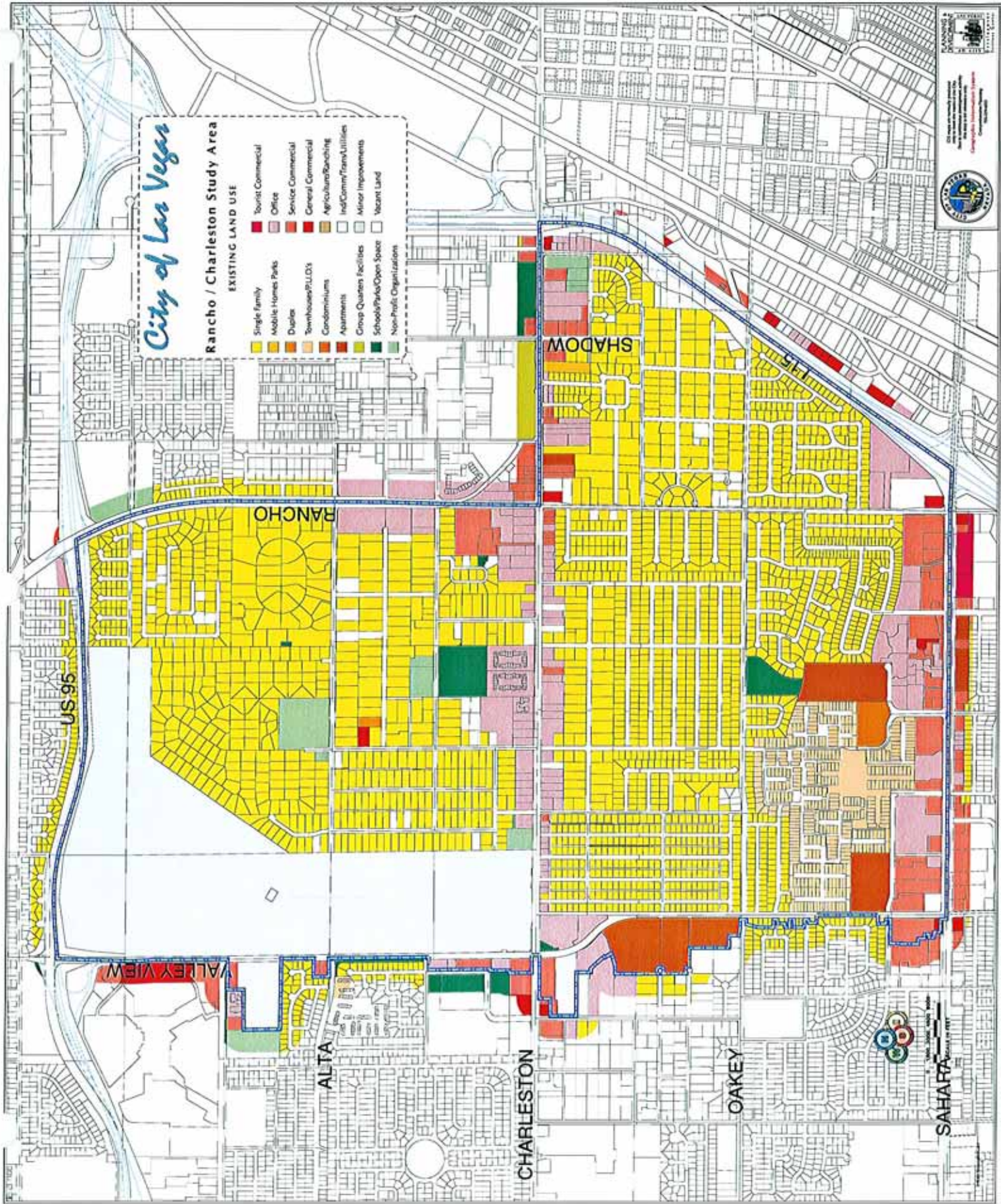
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PHOTO 1: Las Vegas Springs vicinity



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**TABLE D.  
EXISTING DEVELOPMENT**

EXISTING DEVELOPMENT						
Land Use Category	2000		2001		2002	
	Acres	% of Total	Acres	% of Total	Acres	% of Total
Residential*	943.60	52.4	943.60	59.8	24,107.6	32.4
Commercial/ Office**	193.35	10.7	193.35	12.3	6,340.3	8.5
Light Industry/ Research	4.78	0.3	4.78	0.3	615.0	0.8
Non-Profit/ Community Facilities	37.31	2.1	37.31	2.4	6,565.7	8.8
Transportation/ Comm./Utilities	280.37	15.6	56.67	3.6	742.2	1.0
Vacant Land	37.55	2.1	37.55	2.4	21,755.4	29.3
Right-Of-Way	302.93	16.8	302.93	19.2	14,211.9	19.1
Total	1,799.89	100.0	1,576.19	100.0	74,338.2	100.0

\* - For a specific breakdown, see Table D-1

\*\* - For a specific breakdown, see Table D-2

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**TABLE D-1.**  
**SPECIFIC RESIDENTIAL LAND USE**

Land Use/Development Within Each Category		
	Acres	Percent of Land Use
Single Family	815.53	86.4
Single Family Open Space	1.76	1.2
Duplex	0.88	0.1
Apartment	44.07	4.7
Townhouse	52.91	5.6
Townhouse Open Space <sup>1</sup>	1.34	1.2
Condominium	5.12	0.5
Mobile Home Park	1.99	0.2
Total	943.60	100.0



**TABLE D-2.**  
**SPECIFIC COMMERCIAL/OFFICE LAND USE**

Land Use/Development Within Each Category		
	Acres	Percent of Land Use
General Services/ Professional Business	116.38	60.2
Services Financial	15.86	8.2
General Retail (including convenience stores, restaurants, bars, taverns, etc.)	42.04	21.7
Vehicle Services (including gas sales, lube facilities, etc.)	3.22	1.7
Office Condos/Complexes	15.85	8.2
Total	193.35	100.0

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## EXISTING LONG RANGE PLANNING WITHIN STUDY AREA



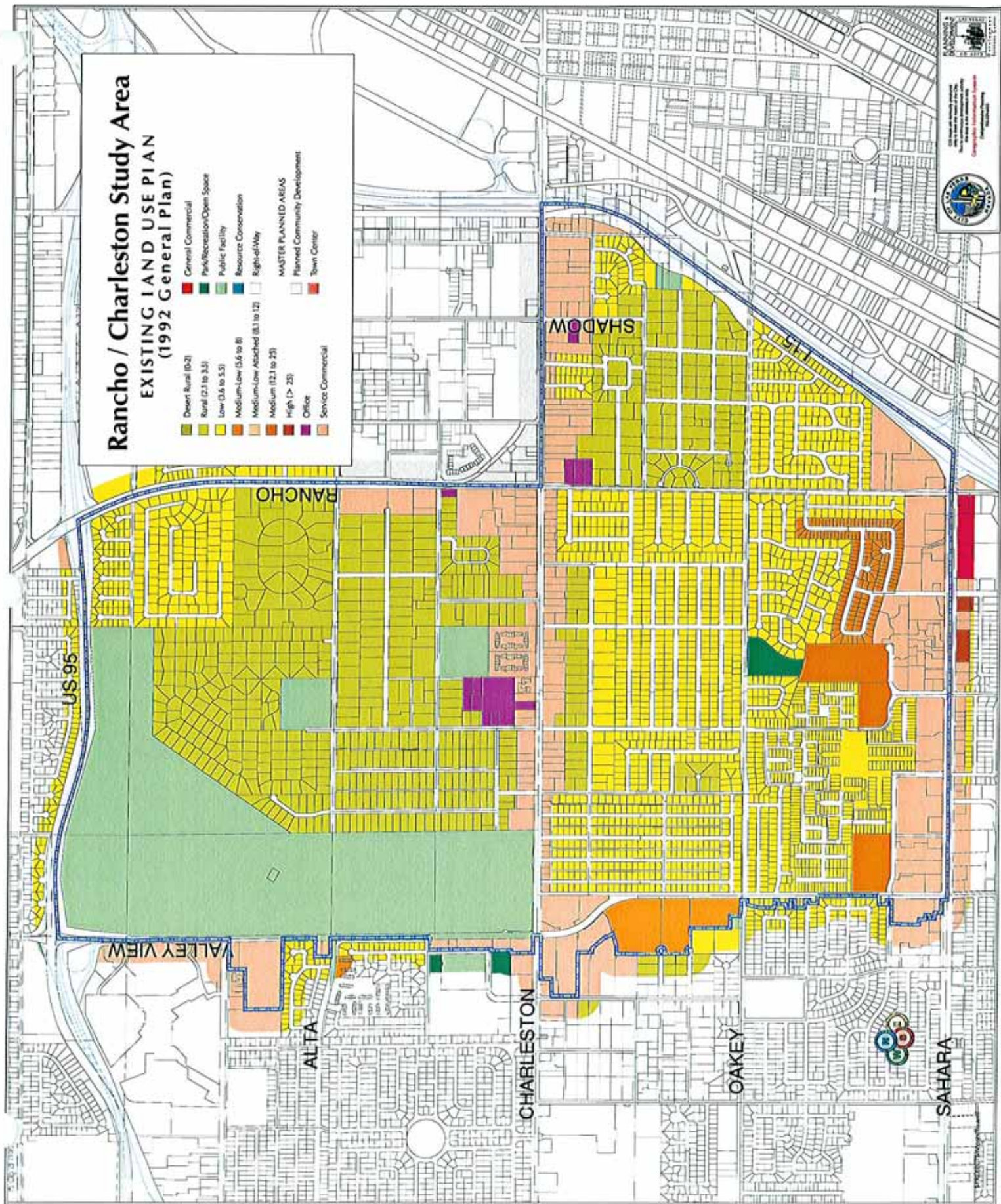
On April 1, 1992, the Las Vegas City Council adopted the General Plan, which established land use principles for the physical development of the city, and set out a course of action to achieve the goals of the plan through specific strategies and programs. One of the tools that were introduced at that time was a land use map, and a series of land use categories that regulated the intensity of land use for each parcel. Based on this Plan, land use within the Study Area is regulated by the Southeast Sector Plan map. Currently, the 1992 General Plan Southeast Sector Map indicates that fairly low density residential will continue to be the goal for a majority of the Study Area, with a strip of Service Commercial along the major transportation corridors, such as Charleston Boulevard and Sahara Avenue.

As a sub-plan to the General Plan, in March of 1997, the City Council adopted the Las Vegas Medical District Neighborhood Plan to regulate land use and development within that particular area of the city, outside of the Study Area in the area bounded by Alta Drive, Martin L. King Boulevard, Charleston Boulevard, and Rancho Drive. Although the Medical District is not officially part of the Study Area, the impact of that Neighborhood Plan and the uses it promotes, greatly impacts development within the Study Area. Considering the medical district is home to two (2) large regional hospitals, there seems to be an increasing number of proposed amendments to the General Plan in favor of office and other service type uses to support these facilities.

Table E provides an in-depth analysis of the current land use plan for the Study Area.

# Rancho / Charleston Study Area EXISTING LAND USE PLAN (1992 General Plan)

- |                                 |                            |                               |
|---------------------------------|----------------------------|-------------------------------|
| Desert Rural (D-2)              | General Commercial         | MASTERS PLANNED AREAS         |
| Rural (2.1 to 3.5)              | Park/Recreation/Open Space | Planned Community Development |
| Low (0.6 to 5.5)                | Public Facility            | Town Center                   |
| Medium-Low (5.6 to 8)           | Resource Conservation      |                               |
| Medium-Low Attached (8.1 to 12) | Right-of-Way               |                               |
| Medium (12.1 to 25)             |                            |                               |
| High (> 25)                     |                            |                               |
| Office                          |                            |                               |
| Service Commercial              |                            |                               |



SAHARA

OAKLEY

CHARLESTON

ALTA

VALLEY VIEW

RANCHO

SHADOW



**TABLE E.**  
**FUTURE LAND USE AS IDENTIFIED IN THE GENERAL PLAN**

Future Land Use as Identified in the General Plan		
Desert Rural Density Residential (DR)	0.0	0.0
Rural Density Residential (R)	436.65	24.3
Low Density Residential (L)	451.80	25.1
Medium Low Density Residential (ML)	42.59	2.4
Medium Low Attached Residential (MLA)	0.0	0.0
Medium Density Residential (M)	26.30	1.5
High Density Residential (H)	0.0	0.0
Service Commercial (SC)	228.76	12.7
General Commercial (GC)	0.0	0.0
Light Industrial/Research (LI/R)	0.0	0.0
Office (O)	13.49	0.7
Public Facility (PF)	291.38	16.2
Park/Recreation/Open Space (PR)	5.80	0.3
Right-of-Way (ROW)	303.11	16.8
<b>Total</b>	<b>1,799.89</b>	<b>100.0</b>

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Recently, the city has just began the process of rethinking its vision for the long-term physical development of the entire Las Vegas community. Since 1992, unprecedented growth has forced the city's administration to rethink the current General Plan, and consider a new set of policy guidelines that would dictate development patterns that are responsive and responsible to a diverse population of diverse lifestyles. The City Council brought forth a new vision for the future in September 2000 through the adoption of the Las Vegas 2020 Master Plan (2020 Master Plan). This new policy document established the groundwork for re-urbanizing the downtown, reworking the older, established neighborhoods, and retooling the newer parts of the city for planned, logical growth. The 2020 Master Plan established three distinct planning areas, each with their own distinct policies: Reurbanization, Neighborhood Revitalization, and Newly Developing Areas. The Study Area is located within the Neighborhood Revitalization area, and is guided by the following objectives as identified in the 2020 Master Plan.

- To focus residential reinvestment on transitional sites within the central city area at densities that support mass transit usage.
- To ensure that low-density residential land uses within mature neighborhoods can exist in close proximity to higher density residential, mixed-use, or non-residential land uses by mitigating adverse impacts where feasible.
- To prepare, adopt and implement special area plans and neighborhood plans where more detailed planning is needed. These special area plans shall conform to and implement the Master Plan and address land use and other issues specific to that area. Neighborhood plans shall be prepared in conformance with the neighborhood planning process.
- To ensure that the quality of existing residential neighborhoods within the City of Las Vegas is maintained and enhanced.
- To broaden and improve the range and types of professional and technical education and training to serve the citizens of Las Vegas and the Las Vegas Valley.
- To improve the amount and quality of infill development on vacant and underutilized lands within established areas of the city.

It is apparent that the City Council has embraced the notion that mature neighborhoods, such as those contained within the Study Area, should not be "pushed aside" or neglected in favor the newer neighborhoods on the fringes of the city. It is also apparent that a stronger relationship between transportation and land use will need to be forged to encourage quality redevelopment and infill potential within the mature neighborhoods.

## IDENTIFIED ISSUES AFFECTING LAND USE

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### 1. Traffic and transportation issues along major and secondary neighborhood thoroughfares.

Transportation accessibility and traffic volumes are important considerations for determining land use, and are probably the most significant issues facing the neighborhoods within the Study Area. To many, the location of the Study Area, along major transportation corridors that include Charleston Boulevard, Sahara Avenue, Rancho Drive and Valley View Boulevard, has been both a blessing and a curse. Retailers and professional services are attracted to high traffic volumes and choose to locate along these roadways to take advantage of these numbers. In many cases, these business establishments provide goods and services that are useful to the daily needs of surrounding neighborhoods, thus, the neighborhood residents have very convenient and accessible services. On the downside, these large corridors and their heavy traffic volumes, bring congestion, cut through traffic, noise, and incompatible land use demands to the neighborhoods they cross.



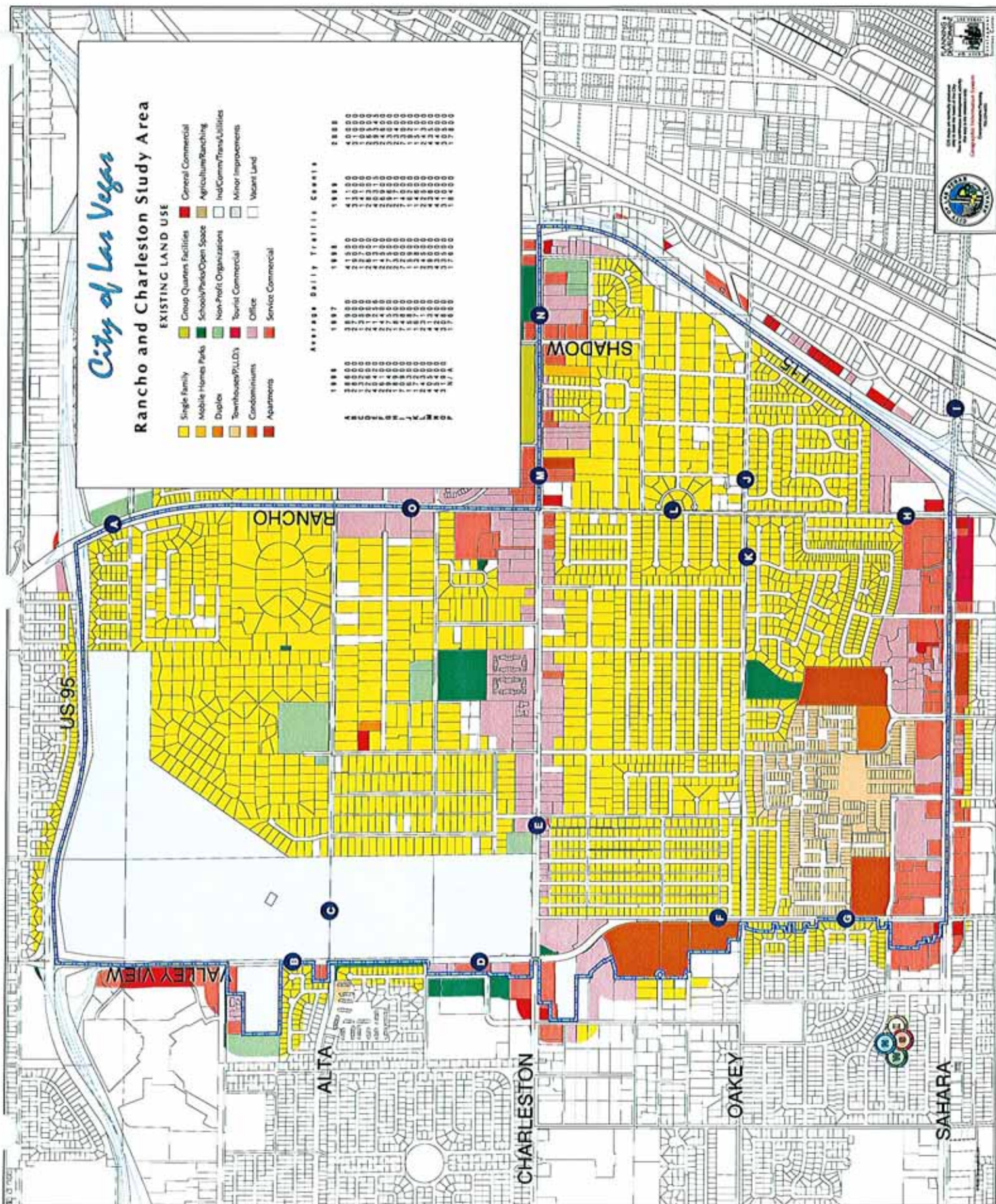
Residents have noted that streets such as Campbell Drive, Strong Drive, Lacy Drive, and Kenny Way are witnessing increasing amounts of traffic, most of which is "cut-through" in nature. The result is the need for traffic calming measures to be retrofitted into existing neighborhoods. The concern with traffic calming measures, particularly street closures, is the impact they have on residents, and other public facilities in the neighborhoods, such as churches and schools. While a street closure may solve a particular street's problems, this action forces motorists to seek alternative routes, which could result in increasing traffic and its impacts on adjacent neighborhoods or streets. It becomes a vicious cycle, where the problem is never truly solved. Aside from the local streets, increased traffic volumes are also proving to be particularly damaging along some of the secondary transportation corridors that bisect neighborhoods. Alta Drive, Oakey Boulevard and portions of Rancho Drive serve as alternate through routes by drivers during peak demand times. It is along these corridors that many of the land use conflicts exist, where a property may be considered as a component to a residential neighborhood, yet its location along a roadway carrying heavier traffic volumes may provide a strong argument in favor of more intense land uses that are contrary to low density residential uses.

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**EXISTING LAND USE**

Single Family	Group Quarters Facilities	General Commercial
Mobile Homes Parks	Schools/Police/Open Space	Agriculture/Ranching
Duplex	Non-Profit Organizations	Ind/Comm/Trans/Utilities
Townhouses/PUD's	Tourist Commercial	Minor Improvements
Condominiums	Office	Vacant Land
Apartments	Service Commercial	



The Nevada Department of Transportation (NDOT) annually publishes the Average Daily Traffic Counts for a set number of locations along select roadways throughout the state. Fifteen (15) locations have been counted within the Study Area. These locations are along Charleston Boulevard, Sahara Avenue, Valley View Boulevard, Rancho Drive, Alta Drive and Oakey Boulevard. A review of these traffic counts over the last five years indicate the following trends:

- Most of the identified count stations show stable numbers over the five-year period (1996 through 2000).
- Valley View Boulevard has seen its station counts increase the most among the primary roadways within the Study Area. Valley View now carries between 24,000 and 33,000 automobile trips per day, whereas in 1996 it carried between 22,000 and 29,000 trips per day.
- Sahara Avenue continues to be the leader in terms of daily automobile trips carrying well over 70,000 per day.
- Charleston Boulevard has remained stable carrying just about 42,000 trips per day.
- The secondary roads, particularly Oakey Boulevard and parts of Rancho Drive have experienced the greatest percentage of increases in traffic. The number of automobile trips along Oakey Boulevard, east of Rancho Drive, has increased approximately 17.8 percent, to 19,200 per day. The section of Rancho Drive, south of Oakey Boulevard now carries approximately 23,400 automobiles per day, an increase of 23.8 percent.

Two major road projects are being considered at this time to mitigate traffic impacts on local neighborhoods. One city-sponsored project along Alta Drive between Campbell Road and Rancho Drive would introduce traffic-calming measures in the form of a meandering, landscaped roadway, where residences have direct access to Alta Drive. The second project, which is outside of the Study Area boundaries, would widen Alta Drive between Rancho Drive and Martin Luther King Boulevard to accommodate anticipated traffic and improve access to the downtown area and other concentrations of employment. This particular project may significantly impact traffic patterns within the Study Area, potentially reducing the number of trips along Rancho Drive (south of Alta) and Charleston Boulevard (east of Rancho).

## 2. State mandated neighborhood preservation laws.

In 1999, the Nevada State Legislature made significant amendments to the Nevada Revised Statutes, which may have an impact on development within a large portion of the Study Area, specifically the very low-density residential neighborhoods that are prevalent. The intent of the legislation is clear: preserve and protect the rural lifestyle within the Las Vegas Valley that is continually threatened by urban encroachment. To accomplish this, the Legislature enacted several amendments to state law.

A definition of a "Rural Preservation Neighborhood" (RPN) was added to NRS 278.0177 and defines this type of neighborhood as follows:

- Consists of 10 or more residential dwelling units;
- Where the outer boundary of each lot that is used for residential purposes is not more than 330 feet from the outer boundary of any other lot that is used for residential purposes;
- Which has no more than two residential dwelling units per acre;
- Which allows residents to raise or keep animals non-commercially.

The Legislature also established a policy and procedure (contained within NRS 278.261) that specifies density and buffering requirements within and surrounding these "rural neighborhoods". The law is very clear in excluding any properties along major streets (greater than 99 feet in width, existing or proposed on the Master Plan of Streets and Highways) from being included as part of a RPN.

As a result of these legislative initiatives, which are in effect until May 31, 2004, three distinct "rural preservation neighborhoods" as defined, have resulted; one north of Charleston Boulevard and west of Rancho Drive; the second in the vicinity of the Scotch 80's/Westwood Park neighborhoods, and the third in the vicinity of Ashby Avenue. Currently, the city of Las Vegas does not have an adopted Rural Preservation Neighborhood zoning district. Instead, the city ensures compatibility with the state law through the adopted General Plan, by applying the appropriate land use designation to a parcel (or neighborhood) and thereby fulfilling the intent and spirit of the law. As a State defined RPN, those properties that are contained within the boundaries are limited to residential development that cannot exceed two (2) dwelling units per acre. Those properties that are considered part of a RPN buffer area, the residential density cannot exceed three (3) dwelling units per acre, unless "good cause" can be shown

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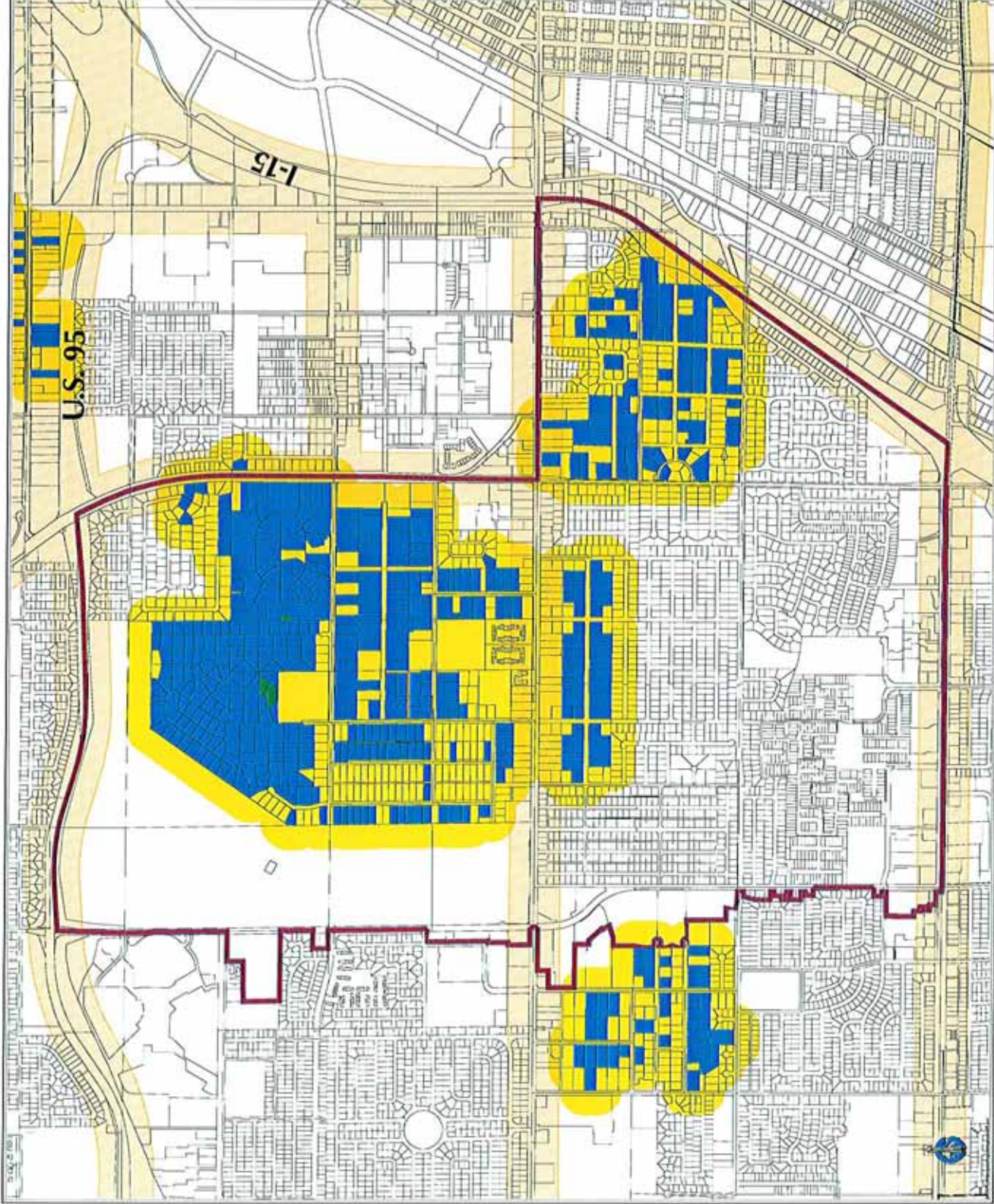
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# SB 391 Rural Preservation Neighborhoods CIV, NIV, and CC (with 330' Buffers)

Revised: June 6, 2001

- City of Las Vegas  
Parcels with  
330' Buffers
- North Las Vegas  
Parcels with  
330' Buffers
- Clark County  
Parcels with  
330' Buffers
- Streets with  
330' Buffers

Disclaimer: Buffer along roadways is for informational purposes only. No liability is assumed. This map shows a 330' foot buffer measured from the street centerline. A 330' foot buffer should be measured from the edge of the Right Of Way after all necessary dedications.



to warrant more intense development. Until the established time period for this law elapses, or unless a property is located along a major street, such as Charleston Boulevard, development/redevelopment opportunities within these three neighborhoods appear to be limited.

**3. Continued pressure for commercial service/office development due to proximity of the Study Area to the Las Vegas Medical District.**



One of the many goals of the Las Vegas Medical District Neighborhood Plan is to "Preserve the quality, character and style of existing residential neighborhoods adjacent to the Core Area." The Core Area of the Medical District is that area north of Charleston Boulevard, east of Rancho Drive, which contains a number of medical offices and uses, including University Medical Center (UMC) and Valley Hospital. Despite efforts such as residential scale development along Alta Drive and the requirement of landscape buffering and street trees, the pressure of commercial uses within the Medical District has been felt on some neighboring properties.

The proximity of the two hospitals, UMC and Valley, has attracted both medically-oriented uses and other commercial services not only within the District, but also along both sides of Charleston and Alta. A greater scale and intensity of development than is generally considered appropriate adjacent to single-family residential now exists along Charleston, which historically has been a major thoroughfare with non-residential uses. A significant amount of this development is directly related to the existence of the Medical District.

Three residential properties on Rancho Drive, south of Charleston Boulevard, have recently been converted to office land uses through the General Plan Amendment and rezoning process. The effect of this is to draw the impacts of non-residential uses even further into a residential neighborhood and the creation of pressure for further conversions of properties that are adjacent and across the street.

#### 4. The Redevelopment of Downtown Las Vegas

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Being on the immediate western fringe of the historic core of Las Vegas, the Study Area is influenced by most activity that occurs downtown. A successful and revitalized downtown, as envisioned by the current City Administration via the 2020 Master Plan, will have serious impacts on the Study Area, particularly when it comes to traffic. Two of the major east-west routes into downtown – Alta Drive/Bonneville Avenue and Charleston Boulevard, are critical streets that traverse the Study Area. Of particular concern is the development of the former Union Pacific rail yard, where Alta Drive will serve as a feeder road into that large, currently undeveloped (with the exception of the Clark County Government Center) tract of land. Recent development proposals on this tract include a large retail shopping complex and a regionally significant furniture mart. Also waiting in the wings is the 61 acres that is owned by the city, where development of very high intensity is anticipated. Another key component to downtown redevelopment will be the developed areas, where the reuse of land and structures are integral. This traffic scenario may also play out in the developed parts of downtown, such as the Arts District, where Charleston Boulevard, a major link to this district and the others in the Downtown South region, could become more congested in the Study Area as activity occurs.

A successful and desirable downtown that is completely revitalized would be a tremendous accomplishment for the City. However, this success at the core of the city may begin to impact the outer fringes of downtown (i.e. the surrounding neighborhoods) through increased development pressure. People will want to be close to the downtown and all it has to offer, yet want to retain a lower density lifestyle that is not available within the core. This is a particularly plausible scenario for the neighborhoods within the Study Area for two reasons. First, the Study Area currently contains a high proportion of higher-quality lower density single-family housing units. The concern is that as the demand for this type of housing at this location increases, this may step up demand and pressure to build at higher residential densities. Hopefully, the foresight of the City's administration, through the 2020 Master Plan, may help to relieve some of this future pressure on all lower density neighborhoods by concentrating higher density housing into other appropriate locations as

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PHOTO 2: View of downtown Las Vegas looking north.



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identified within the Master Plan. Secondly, the Study Area is currently inhabited by a population that has a higher family income than most (if not all) of the other neighborhoods that are on the fringe of downtown. Disposable income is a huge consideration for retailers, and the thought is that many would want to locate in an area where the population's disposable income is great.

#### **5. Nuisances to residences as a result of commercial development.**

The biggest conflict between residential and non-residential development is not always associated with the use of the property, but at times has more to do with the necessary on-site nuisances that are required of commercial development. These nuisances generally include lighting, noise, odors, building height and traffic generation. The key for creating a successful land use scenario is to buffer residential property from non-residential whenever possible. However, in circumstances where buffers are not possible or they prove to be ineffective, sensitivity during the plan review and approval process to fugitive lighting, noise and odors, and on-premise and off-premise signs, and the requirement for mitigation measures should be considered.

#### **6. Land use along portions of Rancho Drive**

The land use along one particular corridor within the Study Area has been identified as a major concern by the Steering Committee; the Rancho Drive corridor south of Charleston Boulevard to Oakey Boulevard. Currently, the west half of this corridor is developed with Low Density Residential uses, and has been designated as such. The east half of this corridor is developed with an even lower density residential character and has been designated by the Nevada Revised Statutes as a RPN or a buffer to a RPN. The westside of Rancho Drive is also part of a RPN buffer. The uneasiness on the part of the Steering Committee comes as a result of a number of vacant lots that exist along this corridor, where the individual owners may consider the pursuit of more intense, non-residential development in the future. The Mayor and members of the current City Council have stated their support for keeping this corridor residential as indicated on the current General Plan's Southeast Sector map, however, action on their part today will not prevent future action by another Mayor and Council. It is this thought that is most concerning. This Committee is also concerned that when the legislation contained within the NRS that created the RPN and its buffers, expires, the neighborhood could become vulnerable to undesirable urban encroachment once again.

PHOTO 3: UMC's location along Charleston Boulevard.



## LAND USE GOALS

This section details the overall goals that the Steering Committee, in conjunction with city staff, have crafted and are representative of the core values that were used to guide the development of specific land use strategies. The Steering Committee had expressed to staff that the effects of commercial intrusion and traffic flows in and around the Study Area should be the focal point in determining appropriate land use goals. Five (5) goals have been formulated to address these critical neighborhood values, and are as follows:

1. Protect the existing residential neighborhoods from any additional encroachment by commercial and/or office uses.
2. Buffer existing residential neighborhoods from more intense uses that currently exist.
3. Eliminate residential blight by establishing specific minimum maintenance standards and enforcement practices, particularly along streets that are witnessing high traffic counts, in order to discourage speculative investment for potential non-residential uses.
4. Minimize the impact of traffic on the residential neighborhoods within the Study Area.
5. Discourage and minimize the nuisance of obtrusive lighting, noise, odor, signs, etc. near residential neighborhoods.

## LAND USE STRATEGY

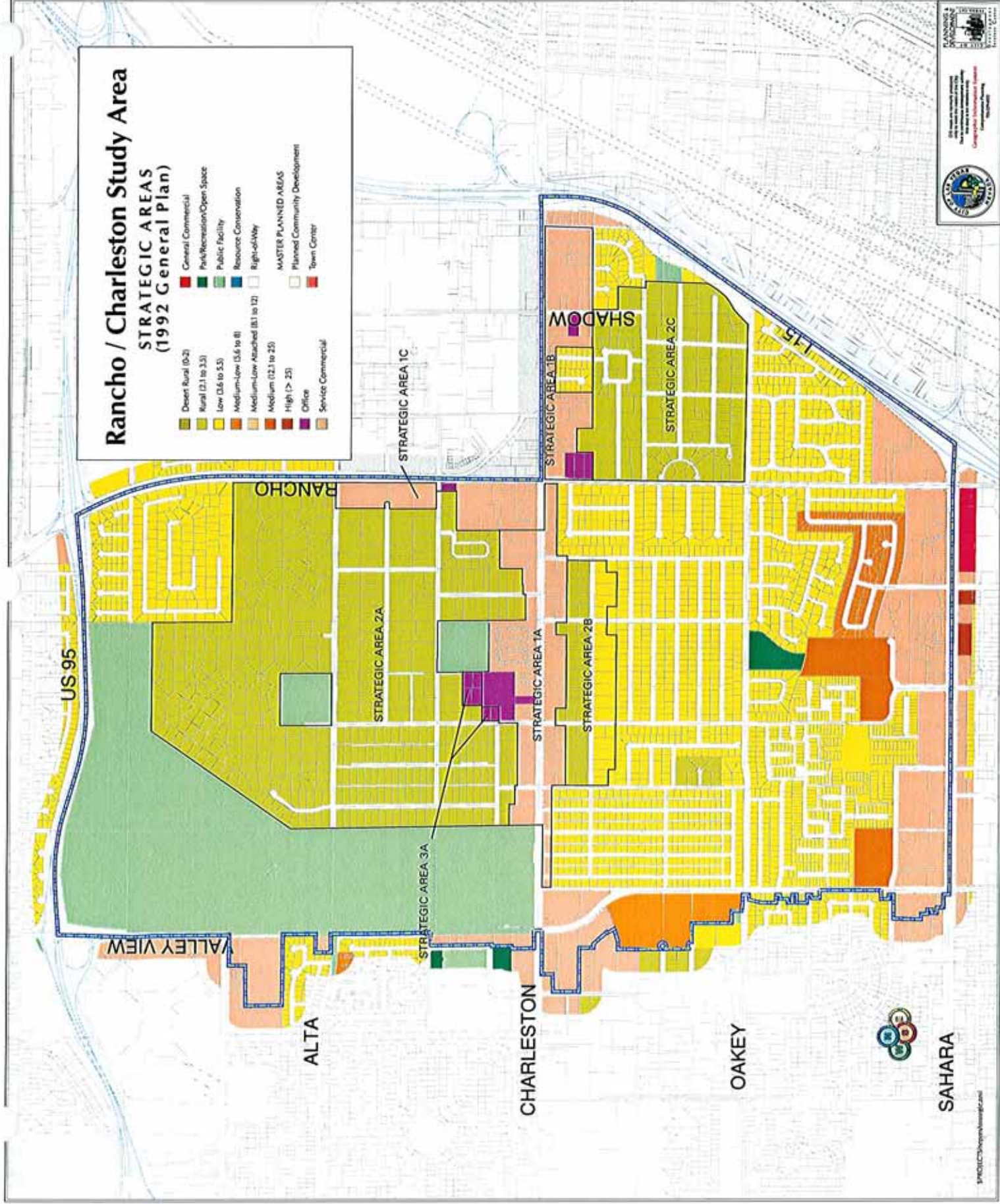
Taking the identified land use issues into consideration, the following land use strategies are recommended as an initial step in the achievement of the stated goals of this study.

**1. Discussion:** Land use conflicts between commercial and residential uses and associated on-site nuisances, such as noise and lighting, have consistently been identified as problems along the Charleston Boulevard corridor. This problematic scenario will continue as long as these often-incompatible land uses co-exist without a buffer between the two. To combat this dilemma, it is recommended that an Office (O) land use designation be introduced at critical locations throughout the Study Area.

- **Strategy Area 1A** - Re-designate certain properties along Charleston Boulevard (between Paratore Way and Rancho Drive) from Service Commercial (SC) to Office (O). The majority of the properties along this particular stretch of Charleston Boulevard have developed as office uses. This proposal would bring the General Plan into conformance with the land use pattern that has evolved in this vicinity, and provide a land use pattern in which the potential for conflicts and nuisances won't be as great.
- **Strategy Area 1B** - Re-designate all properties along Charleston Boulevard, east of Rancho Drive, to Office (O). This action would provide a consistent land use buffer between the very intense uses contained within the Las Vegas Medical District and the Desert Rural Density neighborhoods south of the subject properties. However, until any zoning action is sought for the individual properties, all non-office uses will continue to exist.
- **Strategy Area 1C** - Re-designate the properties on the west side of Rancho Drive between Alta Drive and Palomino Lane from Service Commercial (SC) to Office (O). The subject property currently has been developed as the Quail Park Office Park. This proposal would bring the General Plan into conformance with existing development patterns and would provide a more compatible land use pattern for the immediate vicinity, and provide a land use buffer to the very low density residential development patterns west of the subject site.

# Rancho / Charleston Study Area STRATEGIC AREAS (1992 General Plan)

- |                                 |                               |
|---------------------------------|-------------------------------|
| Desert Rural (0-2)              | General Commercial            |
| Rural (2.1 to 3.5)              | Park/Recreation/Open Space    |
| Low (3.6 to 5.5)                | Public Facility               |
| Medium-Low (5.6 to 8)           | Resource Conservation         |
| Medium-Low Attached (8.1 to 12) | Right-of-Way                  |
| Medium (12.1 to 25)             |                               |
| High (> 25)                     |                               |
| Office                          | MASTER PLANNED AREAS          |
| Service Commercial              | Planned Community Development |
|                                 | Town Center                   |



**2. Discussion:** The preservation of the Study Area's very low-density residential neighborhoods has emerged as not only a goal of the residents, but the city and State of Nevada as well. An amendment to State law in 1999 (Senate Bill 391) requires the city to identify and make reasonable attempts to preserve these types of neighborhoods. The hope is to protect them and their characteristic lifestyles from ongoing urban encroachment and general deterioration as a result of new development or redevelopment activity. Three (3) areas of the Study Area have been identified for this type of protection, and the intent, in each case, is to initiate a General Plan Amendment to Desert Rural Residential (DR). This action should give the residents better assurance that the intent is for these areas to remain as is. One thing to note is that the state law sets a maximum density in a RPN at two (2) units per acres, and requires a buffer area around RPN's at a maximum density in such at three (3) units per acre. The city's DR land use category allows a maximum of two (2) units per acre, thus any state mandated RPN could be appropriately designated DR on the General Plan. However, the required buffer area (with its maximum density of three (3) units per acre) does not coincide with the Rural Density Residential (R) which allows a maximum of 3.5 units per acre, which exceeds the State mandated allowable density.

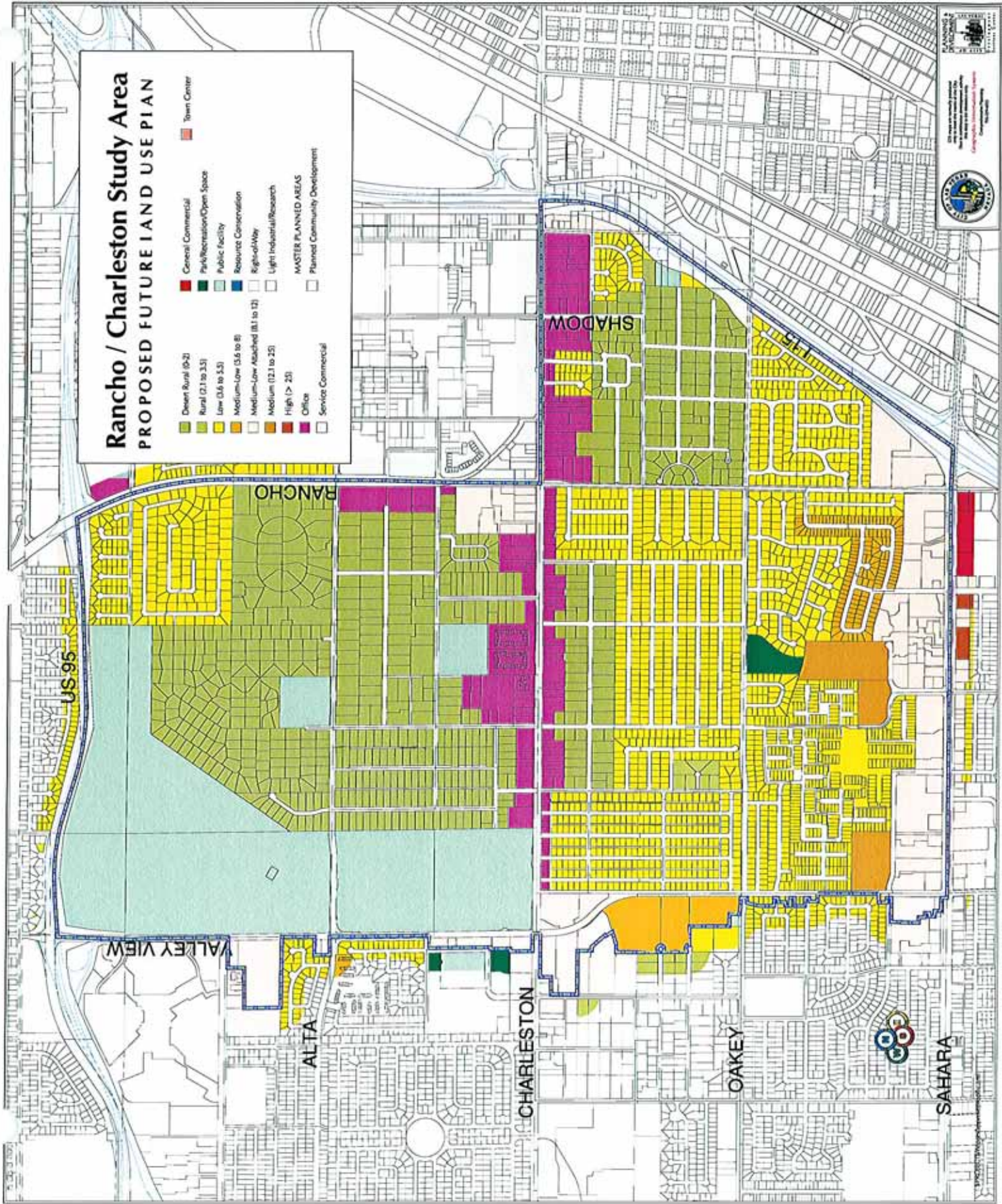
- **Strategy Area 2A** - Re-designate certain portions of the neighborhoods along Alta Drive (i.e. Rancho Circle, Rancho Nevada Estates, Mountain View Tract, Rancho Palomino, Palomino Gardens from Rural Density Residential (R) to Desert Rural Density Residential (DR).
- **Strategy Area 2B** - Re-designate certain properties within the McNeil Tract/Estates subdivisions (along Ashby Avenue, between Cashman Drive and Strong Drive; Campbell Drive (in the immediate vicinity of Ashby Avenue), and Cahlan Drive (in the immediate vicinity of Ashby Avenue)) from Rural Density Residential (R) to Desert Rural Density Residential (DR) and from Low Density Residential (L) to Desert Rural Density Residential (DR).
- **Strategy Area 2C** - Re-designate certain portions of the Scotch 80's and Westwood Park neighborhoods from Rural Density Residential (R) to Desert Rural Density Residential (DR).

3. **Discussion:** In February 1995, the City Council approved an office development on a site north of Charleston Boulevard and east of Campbell Road (Z-0166-94). As part of this approval, the applicant was required to perform two tasks that are relevant to the General Plan. First, seek a General Plan Amendment in pursuit of conformity between this development and the city's Master Plan; and second, create and maintain certain portions of the subject site for single-family residential purposes, two (2) lots to be created along Campbell Road, and four (4) lots within the subject site to remain as residential with access via a private cul-de-sac. The approval of the General Plan Amendment occurred in June 1995 at which time the entire property was redesignated as Office (O). The six (6) residential properties were inadvertently changed at this time as well.

- **Strategy Area 3A** - Re-designate two (2) properties along the eastside of Campbell Road and four (4) properties within a private cul-de-sac, also in this general vicinity, from Office (O) to Desert Rural Density Residential (DR). This action would bring the General Plan into conformance with intent of City Council action back in 1995.

# Rancho / Charleston Study Area PROPOSED FUTURE LAND USE PLAN

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"> <li>Green Rural (0-2)</li> <li>Rural (2.1 to 3.5)</li> <li>Low (3.6 to 5.5)</li> <li>Medium-Low (5.6 to 8)</li> <li>Medium-Low Attached (8.1 to 12)</li> <li>Medium (12.1 to 25)</li> <li>High (&gt; 25)</li> <li>Office</li> <li>Service Commercial</li> </ul> | <ul style="list-style-type: none"> <li>General Commercial</li> <li>Park/Recreation/Open Space</li> <li>Public Facility</li> <li>Resource Conservation</li> <li>Right-of-Way</li> <li>Light Industrial/Research</li> </ul> | <ul style="list-style-type: none"> <li>Town Center</li> </ul> |
|--|---|---|
- 
- |   |
|---|
| <ul style="list-style-type: none"> <li>MASTER PLANNED AREAS</li> <li>Planned Community Development</li> </ul> |
|---|



## ZONING STRATEGY



Each of the General Plan land use designations have related zoning districts that are utilized as implementation tools for achieving the adopted land use plan. In other words, the General Plan designation sets the vision for how a parcel of land should develop, while the zoning is one of the ways for reaching that vision. Therefore, any changes to the land use plan should be followed up with a property rezoning to a related and appropriate zoning district that will achieve the desired land use. This action would bring to complete fruition the recommendations contained within this Study, and would allow only development at the appropriate levels. On the downside, this rezoning action will also result in a number of non-conforming uses and structures, particularly along Charleston Boulevard, between Rancho Drive and Desert Lane. At this time, specific re-zonings have not been proposed due to time constraints and a need to work very closely with all affected property owners.

## CODE ENFORCEMENT STRATEGY

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The City Administration has been studying the issue of the level and quality of front yard maintenance, and how the appearance of residential areas along busy streets has been used to justify commercial conversions that may ultimately be detrimental to the adjacent neighborhood. The results of this review, which are being formulated in a position paper that is scheduled to be submitted to the City Manager's Office as an information report, suggest that while existing statutes and ordinances are suitable to address below-standard maintenance, the real need is for additional enforcement resources to track and ultimately correct this problem.

If residential areas are located along streets that have grown from handling local traffic to acting as secondary or even primary roads, maintenance of landscaping standards in these areas eliminates an obvious argument for non-suitability for residential use, and therefore for conversion to office or even commercial uses. This review suggests the potential designation of Enforcement Corridors in parts of the city that meet certain criteria, including street-fronting single family housing on designated primary or secondary roads, a history of enforcement complaints, evidence of apparent blight or transitioning to non-residential activities or the stated concerns of the adjacent neighborhood.

Several streets within the Rancho-Charleston Study Area have been identified as possible locations for Enforcement Corridors, including Rancho Drive between Charleston Boulevard and Oakey Boulevard, Oakey Boulevard from I-15 to Valley View Boulevard, and Valley View Boulevard between Oakey Boulevard and Sahara Avenue.

**ADOPTED JUNE 19, 2002**

RanchoChasLndUsePlan/Plans /Adopted 6/19/02