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ACKNOWLEDGEMENTS

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I. INTRODUCTION

A. PURPOSE OF STUDY

This study examines the land surrounding the proposed Nevada State College campus, connecting the campus with the southeast portion of the city of Henderson.

The purpose of this study is to create a successful College Area Plan for Henderson that will:

- Define the character of the college area
- Address land use compatibility
- Incorporate community input
- Integrate the Nevada State College into the fabric of the community

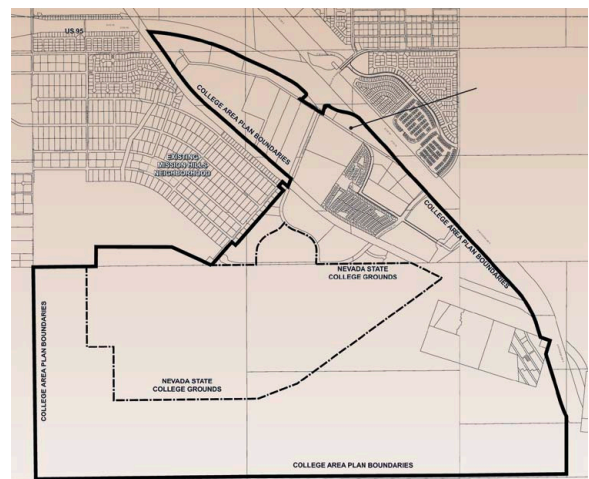
This study is meant to provide a College Area Plan for the identified area of land and to be a component of the City's overall Comprehensive Plan. The planning horizon of this College Area Plan is through 2020.

B. OVERVIEW OF STUDY AREA

Named the fastest growing large city in America by the U.S. Census (with a population increase of over 200% since 1990), the City of Henderson is recognized as the gateway community into the Las Vegas region. Situated in the southeastern portion of the Las Vegas Valley, Henderson forms a contiguous urban area with Las Vegas, North Las Vegas and unincorporated/urbanized Clark County: the fastest growing metropolitan area in the United States.

The College Area is experiencing immediate development pressures from residential and industrial developers, and the City of Henderson needs tools to ensure that growth in this area occurs in a manner that is well planned and does not compromise the City's commitment to a high level of services and quality of life.

The College Area as discussed in this study consists of an irregularly shaped piece of land, approximately 1,400 acres in size, and is roughly bounded on the north and east by I-515 and South Boulder Highway from Railroad Pass north to the Union Pacific rail crossing of I-515, the north also by the existing Mission Hills neighborhood, and to the west and south by BLM land.



Map showing the College Area planning boundary in relation to the Nevada State College land boundary.

Background

Nevada State College began offering classes in the fall of 2002, and total student enrollment during the 2004 fall semester was 1,121. A consulting team is in the process of developing a master plan for the Nevada State College campus. This process occurred somewhat concurrently with this College Area planning study in order to maximize coordination and result in the best plan for both the neighborhood and campus.

In January and February of 2003, the City of Henderson identified and interviewed a group of stakeholders. The stakeholders were asked five questions and the answers were summarized to formulate the College Area Plan Guiding Principles. These guiding principles were presented to the

Planning Commission and City Council in March, and a resolution was passed on April 8, 2003 to adopt the Guiding Principles to plan for future growth of the land area surrounding the Nevada State College.

Guiding Principles

- Development should occur in such a manner that preserves the rural lifestyle of the surrounding rural neighborhoods to the greatest extent possible.
- The area surrounding the Nevada State College should maintain a coordinated, cohesive look.
- Development in the area should maintain and reflect the rural, desert surroundings through architecture, coloring, and landscaping that blend into the mountain environment.
- Retail and service businesses, which serve the campus as well as the surrounding residential and business community, should be encouraged.
- Determine street alignment alternatives that will preserve the residential rural character to the greatest extent possible.
- Attract businesses and economic development that is aimed at supplementing College programs, while maintaining low intensity business uses.
- Attain walkability in the newly developed areas of the plan.
- Take advantage of opportunities for mass transit within the College Plan area, including light rail, bus systems, and bicycle routes.

These guiding principles are the guide for decision making and consensus building for the College Area Plan, and will be the guiding vision for the future.

C. PROCESS AND PARTICIPANTS

Project Team

Four resources were used to support the College Area Plan process.

EDAW Consulting Team

The consulting team was retained by the City of Henderson to lead the planning effort. EDAW's Denver office primed the neighborhood planning project and was supported by key team member Poggemeyer Design Group, the transportation planning and engineering consultant based in the Henderson area.

City Staff Resources

Staff representing the Community Development, Parks and Recreation, Real Property, Building and Fire Safety, Utility Services, Public Works, Economic Development, Neighborhood Services, and Transportation departments gave insight and helped facilitate the planning process.



The August CPSC meeting was held at the Nevada State College.

College Plan Steering Committee (CPSC)

Eighteen volunteer citizens agreed to serve and were appointed by the City Council as the Steering Committee. This group represents the diversity of the stakeholders' interests. The membership consists of local merchants and business owners, Henderson City staff, a Nevada State College representative, a Nevada State College architect, home developers, a Regional Transportation Commission representative, residents from both within and outside the study area, etc. The College

Plan Steering Committee's strength in bringing a broad range of opinions representing their respective interest group is a key to the successful development of this plan.

Public Meetings

A series of public meetings/open houses were held to communicate critical consensus statements made by the CPSC and to garner additional input to the planning process.

Project Schedule

In June 2003, the planning team met in Henderson, Nevada for the Kick-off Workshop and a CPSC meeting to complete analysis of the college area, and identify the strengths, opportunities and constraints of the area. The team then compiled a series of existing-conditions maps and analyses to use as a basis for further planning. This information was presented at the July 10th CPSC meeting and staff meeting. This workshop included 'what-if' scenarios. Steering Committee members were asked to consider 'big ideas' or 'blue-sky thinking' so as not to be constrained at this very visionary point of the planning process.



The first of two joint work sessions between the Nevada State College team and the College Area Plan team was held in August 2003.

Next, the consulting team formulated alternative land use scenarios. Preliminary scenarios were used as a baseline for discussion during the first of two joint work sessions between the College Area

Plan team and the Nevada State College planning and representative group.

The first joint workshop was held on August 5th and 6th at the existing Nevada State College building within the College Area Plan boundary. Representatives from the City, Nevada State College, the consulting teams, and the CPSC met during this workshop.



Informal discussions continued after the public meeting.

On September 9th and 10th, two Alternative Framework Plans, along with detailed urban design plans of the focus area, were presented to staff, the CPSC, and the public for review and comment. Specifically, the CPSC walked meeting attendees through each land use and urban design recommendation, and the preferred items from each of the Alternatives were identified. In addition, completely new ideas were proposed and discussed for possible inclusion in the final design.

All of the comments from staff meetings, CPSC meetings, and the public meeting were combined to complete a Draft Preferred Plan. This plan was presented during meetings held on September 30 and October 1, 2003. The Preferred Plan and detailed urban design plan were again discussed thoroughly by the city staff, the CPSC, and the public. A public open house was held during this workshop that included a presentation of both the College Area Draft Preferred Plan and of the current planning, programming, and projected schedule of the Nevada State College planning and

construction process. This joint public open house was held to help clarify any differences in the two planning boundaries and to better coordinate the separate but parallel planning processes.

On October 22nd, the second joint work session between the College Area planning team and the Nevada State College planning team was held. This one-day workshop allowed for an update of both planning-team efforts and included discussions of the larger, overall vision and also very specific development types and patterns within this unique 'opportunity area' of the City of Henderson.



Members of the CPSC had the opportunity to provide input to the draft alternative plans.

After receiving comments, identifying necessary adjustments, and incorporating some new ideas from the September 30th, October 1st, and October 22nd work sessions, the College Area planning team refined the Preferred Alternative. The Final Preferred Alternative and urban design sketch, along with specific uses appropriate for each land use category was presented and discussed at the final CPSC meeting and public meeting.

A draft College Area Plan report was completed and presented by City Staff to the public on December 15, 2003. The Draft College Area Plan was also reviewed by the Planning Directors of the Regional Planning Commission at their December 29th meeting. The Draft was then reviewed by Planning Commission on January 15, 2004.

As a result of several pending land use applications in the area, staff continued work on the Plan and on August 18, 2004, a Joint Workshop of City Council and Planning Commission was held for the purpose of reaching a consensus on the proposed land uses. Comments from the Joint Workshop were incorporated into the final document, ultimately presented to City Council for adoption on September 7, 2004.



A public open house consisted of formal presentations of both the Nevada State College Master Plan and the College Area Plan.

II. EXISTING CONDITIONS

A. EXISTING LAND USE

College Area

The College Area includes a mix of land uses, as indicated on Map II.1 found on page 8. Much of the land in the study area is vacant Bureau of Land Management (BLM) lands. The eastern section of the College Area is the most developed and consists of light industrial/high tech uses (IBC and CAM Industries) as well as former RV park lands that are being redeveloped into a medium-density single-family detached residential development.

The only existing commercial use within the College Area is a gas station/food mart on Nevada State Drive at the US Interstate 515 interchange. The Union Pacific Railroad is aligned approximately paralleling I-515 and the study area boundary. This line currently does not carry freight traffic through the study area. A 1,500 foot utility easement with high-voltage transmission lines crosses southern portion of the study area. Additional high-voltage transmission lines are to be constructed in this easement within the next five years. The easement currently crosses BLM land and generally abuts the south edge of the Nevada State College campus boundary.

The proposed Nevada State College campus will comprise 520 acres of land centrally located within the 1,400-acre neighborhood planning area for a total of 1,920 acres of land.

Surrounding the College Area

The study area is bounded on the west and north by I - 515. Land uses directly outside the study area to the east of I-515 include a medium-density triplex development and low-density single-family detached residential neighborhoods. The northwest corner outside the College Area consists of the Mission Hills Neighborhood, a Rural Neighborhood Preservation district. The Mission Hills Neighborhood consists of a mix of homes built anywhere from the 1960s through today. A flood control retention lagoon lies just north of the

College Area boundary, between the Paradise Hills and Mission Hills neighborhoods. This retention pond at the northwest corner of the study area connects a raised dike that runs from the south foothills to the lagoon area through the study area. Thousands of acres of BLM land border the western and southern boundaries of the College Area, and multi-use trails (ATVs, walking, mountain biking, equestrian) extend into the public lands from the Mission Hills neighborhood.



An existing triplex development east of the College Area Plan boundary on the east side of Boulder Highway.

B. EXISTING ZONING

College Area

The College Area is zoned approximately 10% industrial park, 5% highway commercial, 5% community commercial, 5% tourist commercial, 5% high density residential, 15% low density residential, 5% development holding, with Bureau of Land Management acreage (including the campus lands) comprising the majority (50%) of the College Area. Existing zoning is indicated on Map II.2, located on page 9.

Surrounding the College Area

To the west of the College Area is the Mission Hills Neighborhood, zoned Low Density Residential (RS-1A). (See following zoning descriptions.) This neighborhood is also a Rural Neighborhood Preservation (RNP-1) Overlay District.

The lands directly outside the College Area to the north and east are mostly zoned Office Commercial

and Development Holding (outside of the Mission neighborhood). Outside the College Area to the south are thousands of acres of public (BLM) lands, zoned rural open space.

Zoning Characteristics

The following are characteristics of zoning districts within and surrounding the College Area.

Industrial Park District

The purpose of this zoning district (IP) is to provide and protect sites for research and development facilities and limited industrial activities (no raw materials processing or bulk handling), in a landscaped setting. Offices and support commercial services are permitted in mixed-use projects, and accessory office uses are allowed.

Highway Commercial District

Highway commercial districts (CH) provide sites for auto-oriented commercial uses including hotels, motels, service stations, car washes, automobile sales and services, drive-in restaurants, offices, limited warehousing, and commercial services.

Community Commercial District

This district (CC) provides sites for community and regional retail shopping centers including retail stores and businesses selling home furnishings, apparel, durable goods and specialty items; restaurants; commercial recreation; service stations; and business, personal, and financial services. The CC District is most appropriate adjacent to the intersection of two arterials as depicted on the Henderson Master Streets and Highways Plan or the intersection of a major arterial and a beltway interchange.

Tourist Commercial District

Tourist commercial districts (CT) provide sites for visitor-oriented uses, including casinos, hotels, motels, resort complexes, commercial recreation facilities, restaurants, travel trailer and RV facilities, and limited residential development in a mixed-use project.

High Density Residential

The purpose and intent of the High-Density Multifamily Residential District (RH-24) is to provide opportunities for high-density residential uses, including duplexes, townhouses, apartments or cluster housing with landscaped open space for residents' use, at a density of up to 24 dwelling units per gross acre.

Medium Density Residential

The purpose of the RM, medium-density residential district is to provide opportunities for medium-density residential uses, including single-family housing, duplexes, townhouses, apartments or cluster housing with landscaped open space for residents' use, at a density between eight and sixteen dwelling units per gross acre.

Low Density Residential

The purpose of the Low-Density Residential Single-Family District (RS-1A) is to provide opportunities for single-family residential land use in neighborhoods at a density up to one dwelling unit per gross acre, subject to appropriate standards. Existing attached units (duplexes) are allowed to remain as legal uses.

Development Holding

The purpose of the Development Holding District (DH) is to provide a suitable classification for limited service areas as designated on the *Comprehensive Plan*, avoid premature or inappropriate development that cannot be provided with utility service, and permit only low-density development until such time that utility services and community services can be provided. When a property owner can demonstrate that utility services can be extended to a development site in accordance with a financing plan acceptable to the City, the City may rezone such land to another base district in accordance with the provisions of this Development Code. The DH District is also an appropriate holding zone for purposes of annexation.

Special Districts

Rural Neighborhood Preservation Areas

In 1999 the Nevada State Legislature adopted SB 391, which allowed for the creation and protection of rural preservation neighborhoods. The Rural Neighborhood Preservation (RNP) designation protects designated rural areas from non-residential and more intense commercial development in their vicinity. In response to this State legislation and the concerns of local residents related to protecting the character of rural neighborhoods, the City of Henderson designated Rural Preservation Areas and established standards for their protection. The Comprehensive Plan Amendment provides for two land use districts: RNP-1 (0-1 units per gross acre) and RNP-2 (1-2 units per gross acre). The purpose of these land use categories is to preserve the rural character of the designated rural neighborhoods by identifying and maintaining the density unique to each of the rural neighborhoods.

Hillside Ordinance Overlay District

This zoning district (H) provides for the reasonable use of hillside areas and related lands while protecting the public health, safety and general welfare through reduction of the impact of hillside development (e.g., water runoff, soil erosion, cost-efficient public services, innovative site development).

C. OPEN SPACE

College Area

Currently, the College Area consists mostly of undeveloped federal and City-owned land. This area has always been perceived to be "open space." There are numerous trails and two-track dirt roads through the study area.

Neighborhood/Community Parks

The 8-acre Mission Hills Neighborhood Park is located one mile to the north and west of the College Area, and includes an elementary school and related grounds. This park was created for use by the Mission Hills Neighborhood. It is the goal of

the City of Henderson's Parks and Recreation Department to have a neighborhood park within one-half mile of all city residents. An existing 50' buffer between the Mission Hills Neighborhood and the College Area will be maintained. A proposed equestrian park is located near the retention pond at the northwest corner of the study area. Equestrian trails would connect the Mission Hills neighborhood to the equestrian park and extend south to the foothills.

Trails

Developed and unsanctioned trails leading from existing development crisscross the College Area. Trails currently lead from the Mission Hills Neighborhood into the BLM land to the south of the College Area, and a minor foot trail runs along the west side of the UPRR within the study area. The River Mountain Loop Trail runs north/south to the east of the College Area, and opportunities exist to connect the College Area with this regional trail. There is a great opportunity to connect the College Area with existing trails and parks and create a sense of connectivity with the undeveloped surrounding environment.

D. TOPOGRAPHY, VEGETATION AND SOILS

The College Area is mostly flat, rising slightly toward the southern foothills of the North McCullough Mountains. Generally, slightly less than half of the land area is contained within slopes of 8% or greater and the remaining lands are in slopes of less than 8%.

Native vegetation in the College Area is consistent with Mohave Desert species – sparsely scattered cacti and Creosote. Much of the area has shallow bedrock, with mixed-alluvial sand and gravel soils. Refer to Topography Plans on pages 10 and 11.

Map II.1: Future Land Use Plan

INSERT EXISTING LAND USE MAP HERE

11 X 17"

Map II.2: Zoning Plan

INSERT EXISTING ZONING MAP HERE

11 X 17"

Map II.3: Topography Slope Plan

INSERT TOPOGRAPHY MAP HERE

11 X 17"

Map II.4: Topography Aspect Plan

INSERT TOPOGRAPHY MAP HERE

11 X 17"

E. RELATED PLANS AND PROJECTS

Comprehensive Plan Update

The City of Henderson is in the process of updating its existing Comprehensive Plan. The Comprehensive Plan guides the growth and development of the entire city, recognizing the physical, economic, social, political, aesthetic, and other characteristics of the community. The intent of the statutes is to allow communities to comprehensively address their long term growth issues related to land use, housing, transportation, jobs, utility services and facilities, and parks and open space.

When complete, this College Area Plan will be incorporated into the updated Comprehensive Plan.

Master Bicycle and Pedestrian Facilities Plan

The City's trails, pathways, and walking corridors provide a valuable role for the community. There are four components to the Master Bicycle and Pedestrian Facilities Plan trail system: 1) local trails around neighborhood and community parks; 2) urban off-street trail; 3) bike lanes and paths that are part of the surface street system; and, 4) natural resource trails used primarily for hiking. Henderson is developing a well-balanced comprehensive trail system that is linking fragmented components together providing connectivity between neighborhoods, multi-use trails and the regional River Mountain Loop Trail.

The College Area Plan will consider the Master Bicycle and Pedestrian Plan, and will complement and enhance the existing and proposed trail system.

Master Streets and Highways Plan

The Master Streets and Highways Plan was prepared by the City of Henderson and Approved by the City Council on September 7, 1993, with the latest revision being adopted on April 22, 2003. The Rural Neighborhood Preservation area requires that street improvements are subject to the current RTC Air Quality Model, streetlights are only required at intersections, sidewalks may be asphalt

and must comply with the current ADA requirements and individual turn lanes are required at intersections.

Two existing major streets within the College Area are Dawson Avenue which was planned as an 80-foot secondary arterial street and Paradise Hills Drive, which was planned a 100-foot primary arterial street.

The College Area Plan will consider the Master Streets and Highways Plan, and will complement and enhance the proposed system.

Multi Species Habitat Conservation Plan (MSHCP)

The goal of the 5-million-acre MSHCP is to conserve healthy functioning ecosystems and the species supported by them. It is one of the most far-reaching Habitat Conservation Plans in the nation, covering 78 species, 11 ecosystems, and 145,000 acres that are subject to development over the next 30 years. The plan incorporates a science-based adaptive management process that provides a flexible, interactive approach to long-term management of biological resources. The plan will provide an analysis of all land use trends to ensure that take and habitat disturbance are balanced with solid conservation.

The College Area Plan will consider the Multi-Species Habitat Plan throughout the design process.

Southern Nevada Regional Policy Plan

Clark County, the cities of Boulder City, Henderson, Las Vegas, and North Las Vegas, and the Clark County School District entered into an inter-local agreement to establish the Southern Nevada Regional Planning Coalition (SNRPC). The state legislature charged the SNRPC with crafting a regional plan that promotes the efficient use of land within existing urban areas, allows for the conversion of rural lands to other uses in a well-planned fashion, and promotes sustainable growth.

The legislation favors growth in areas with existing public facilities, the preservation of natural

resources, and balanced management of growth in the region. In short, the law requires the region to come together to better manage its future. The legislation also requires a conformity process through which regional planning efforts are to be coordinated with local planning efforts, and directs that projects of regional significance be addressed at a regional level.

The Regional Policy Plan includes regional planning guidelines that will be followed by Las Vegas, North Las Vegas, Henderson, Boulder City, Clark County, the Clark County School District, regional and state agencies, and public utilities. These guidelines address: Conservation, Open Space, and Natural Resource Protection, Population Forecasts, Land Use, Transportation, Public Facilities, Air Quality, Infill Development. SNRPC will be involved in the College Area Plan planning process

Regional Transportation Commission Projects

Several regional transportation studies are under way that could affect the College Area:

- **Interstate 515** – This project is in the very preliminary stages of development. An EIS was recently started that will study the I-515 corridor between the existing grade separation at Foothills Drive and the I-15/I-515 interchange in downtown Las Vegas. The study will evaluate the need and necessity of potential new interchanges and other features of the existing interstate to enhance system utilization.
- **Las Vegas Valley Transit System Development Plan** – The purpose of Plan is to identify a strategic plan for mass transit that will guide investment priorities and recognize various needs within the Las Vegas Valley community.

Two separate plans potentially affecting the College Area are currently underway. First is the *Boulder Highway Bus Rapid Transit (BRT) Study* which is exploring serving the community between the Downtown Transportation Center in downtown Las Vegas to a terminus at Boulder Highway and Horizon Drive in Henderson. BRT is not a single type of transit system; it encompasses a variety of

approaches, including buses using exclusive bus ways or high occupancy vehicle (HOV) lanes with other vehicle, and improved bus service on city arterial streets.

The second is the *CATRAIL Feasibility Study*. This study is looking at transit options in the larger Las Vegas valley, but specifically is studying the Henderson Branch of the UPRR, which runs between downtown Henderson and the South Strip Transfer Terminal. The Branch Line corridor appears to be well suited for rail service. The feasibility study is reviewing three potential types of technology for use in this corridor. They include:

- **Diesel Multiple Unit (DMU)** passenger cars on the existing UPRR track and a new track,
- **Bus Rapid Transit (BRT)** that would steer itself and have the options of traveling in currently street right-of-ways, and
- **Light Rail Transit (LRT).**

Future transit that would occur within the UPRR ROW would most likely be designed and used as an end station once the technology arrives at the College Area Plan site, as this would be the end of the line for first phase planning, construction and operation. RTC has identified the need for a bus transfer facility to be somewhere within the College Area boundary. Approximately 10 acres of land was recommended by RTC for this transfer station. A representative from RTC is a steering committee member.

- **Boulder City Corridor Study** – An Environmental Impact Statement (EIS) process has begun for the proposed highway project in the corridor between a western boundary on US 93 in Henderson, approximately one mile north of the Railroad Pass Hotel Casino, and an eastern boundary on US 93 approximately 5 miles east of downtown Boulder City. The EIS will evaluate the traffic and environmental impacts of the construction of a new facility for safety and access related issues for both the traveling public and the Boulder City community. The eastern boundary is coincident

with the planned western end point of the US 93 Hoover Dam Bypass project. The study process will result in the development of alternatives for roadway improvements. This study will evaluate several alternatives including a potential full interchange at the intersection of Boulder Highway and Foothills Drive, currently a grade separation.

- **Boulder Highway Corridor Study** – This study is a continuation of the Las Vegas Valley Transit System Development Plan and encompasses the design analysis for a corridor which runs from Railroad Pass to downtown Las Vegas. The corridor is one-half mile on either side of the current Boulder Highway alignment and will evaluate any future specific requirements for bus and light rail possibilities.

F. CHARACTER OF THE BUILT ENVIRONMENT

College Area

There is very little existing built environment within the College Area, but what is there is rather haphazard development. The high density, defunct, walled RV Park is in strong contrast with the surrounding open desert. This land is to be redeveloped into high density single-family detached entry level residential product.

A large bakery with related truck parking and loading area is located within the site, and has been landscaped with a buffer zone around the property. One two-story high building constructed within the last ten years houses a high tech business and is located on the southeast portion of the site. A gas station/food mart within a very new structure exists at the southwest corner of I-515 and Nevada State Drive. One two-story building currently houses the Nevada State College on Dawson Drive.

Generally, there is no established architectural ‘sense of place’ that exists on the site given its development immaturity. This plan and the Nevada State College Master Plan should create a cohesive image of the site as a college area, a unique

neighborhood within the City of Henderson and as a gateway to entire Las Vegas valley.

College Area Surrounds

Entrance to College Area via I-515 from the South

When approaching the College Area on I-515 from Lake Mead, Boulder City, and southern Nevada, one summits Railroad Pass and the initial view of the greater Las Vegas Valley encompasses the College Area to the west. Thousands of acres of open, public land precede this arrival point. The east side of the highway after sumitting Railroad Pass is also open public land, but medium and high density development occurs abruptly just north of the federal lands. This exemplifies the importance of creating a College Area Plan that represents the underlying vision expressed within the Guiding Principles.

Entrance to College Area via I-515/Boulder Highway from the North

There is currently one entrance into the College Area from I-515 – exiting at Nevada State Drive. Paradise Hills Drive connects the existing and vacant lands to the east of I-515 to the site via a grade separated crossing of I-515. College Drive exits I-515 and has the potential to connect to the site along its western edge.

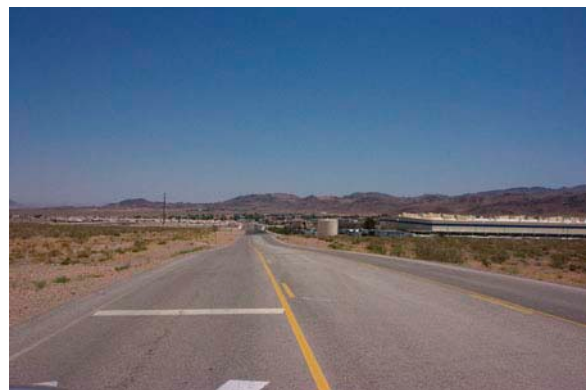


Photo of College Area entrance looking east towards Boulder Highway.

G. TRANSPORTATION INFRASTRUCTURE

Roadways

Within the College Plan area there are a limited number of existing roadways. The major arterial street is Paradise Hills Drive which extends from the grade separation at Foothills Drive and I-515, southwesterly across the UPRR corridor to its ending at the intersection with Dawson Avenue. Dawson Avenue is a secondary arterial which proceeds north across the UPRR to the Wagon Wheel Drive interchange at I-515. Minor streets such as Conestoga Way and Car County Boulevard service the existing industrial and residential developments within the area.

Railroad

The Union Pacific Railroad (UPRR) Henderson Branch runs parallel to I-515 through the College Area. This line currently terminates at the crossing of the Boulder Highway at Rail Road Pass. At this time no trains pass through the College Plan area. However, there is an approved industrial development along Conestoga Way and Dawson Avenue which will require several trains per day. This UPRR alignment has to-date been conceptually studied for use as a commuter rail line that would connect McCarran Airport to the site. The Regional Transportation Commission is also considering a BRT (Bus Rapid Transit) line along Boulder Highway that would also connect to the site.

H. UTILITY INFRASTRUCTURE

Existing Utility Infrastructure map is included on page 18.

Water System

The College Area is within the City of Henderson 2500 Zone water system. Currently there is a ten inch (10") water main within Dawson Avenue, which runs from the I-515 corridor southerly to Paradise

Hills Drive. At that point it connects to another twelve inch (12") water main. These water services were installed by the City for the proposed 103-acre Industrial Park which is currently within the College Area Plan.

Sanitary Sewer System

The College Area is within the service area of the City of Henderson; however, the service is very limited at this time. Within Dawson Avenue there is currently a single ten inch (10") sanitary sewer which serves the existing College Building. This line does not extend southerly to Paradise Hills Drive. The next nearest sewer main is located adjacent to the UPRR right of way within Paradise Hills Drive. Based on discussions with the City, capacity of this system may be very limited. These services were installed by the City for the proposed 103-acre Industrial Park which is currently within the College Area Plan.

Storm Sewer System

No public underground storm sewer system currently exists with the College Area. There are several surface drainage facilities within the area which must be perpetuated. These consist of the diversion dike which bisects the area and an existing channel within the UPRR right of way.

Electrical Power System

Nevada Power Company (NPCO) currently supplies electrical power for the College Area. There is a substation located at the end of Conestoga Way which acts as a hub for the local system. There currently are underground transmission and distribution electrical lines within Dawson Avenue and Paradise Hills Drive. These systems were installed by NPCO for the 103 acre Industrial Park proposed by the City of Henderson. At this time NPCO could not estimate the capacity of the system to serve the College Area.

Telephone System

Sprint Central Telephone Company currently supplies the telephone system for the College Area. The system is underground with the right of way for Dawson Avenue and Paradise Hills Drive. Sprint currently estimates that the system may have the capacity to handle the proposed College, based on very preliminary estimates. These systems were installed by Sprint for the 103-acre Industrial Park proposed by the City of Henderson.

I. STRENGTHS, OPPORTUNITIES AND CONSTRAINTS

During the Kick-off meeting, the Steering Committee was asked to provide what they felt were the strengths, opportunities and constraints of the College Area site. Below is a summary, and an Opportunities and Constraints Map is located on page 19.

1. What are the **Strengths** (primary values) of the College Area that are most appreciated by the community?

- Visibility
- Accessibility from freeway
- Vacant land could be good balance between campus, rural, commercial, industrial
- Rail line can be used by industry and RTC, and be integrated with City of Henderson bike and pedestrian plans
- Strengths will come from the type of development
- Great location between rural/open space and urban – “on the edge”
- Access to open space
- Gateway to Henderson
- Location – accessibility to entire valley and Lake Mead
- May set a pattern for development on east side of highway
- “Looking In – Looking Out”

- Boulder Highway – a Federal Highway – can handle traffic for the college (sporting events/stadium)
 - Rural/mountains surroundings –College itself allows for open space
 - Proposed flood control facilities will benefit the City
 - Size of the area
 - Topography
 - Educational opportunities
 - Campus will bring positive commercial on Boulder Highway
 - Newness – it is a “Blank Slate”
 - Integration of surrounding area
 - Beautiful
 - River Mountain Trail connection – equestrian
 - East/west portion of planned trails
 - Opportunities for connection to existing trails
 - Connect residents to Lake areas and mountains
 - Strong regional economy
 - Strong demand for real estate
2. What are the **Opportunities** for the College Area in terms of development and character?
- Market driven today – develop for future
 - Campus – green environment, environmentally responsive development
 - Proximity to transit corridor
 - To create a town center that people want to go
 - Space to include buffer, or ability to be at a higher density “EDGE”
 - Opportunities to plan
 - Historic railroad from Boulder
 - Tax revenue
 - Another “heart” of Henderson: Saint Rose Parkway, hospital, Sunset, Green Valley Ranch...
 - Diversification of development due to college
 - Economic development and economic impact in the long run

- Cultural activities/event centers
 - Opportunity to keep high density away from rural area
 - Opportunity for kids, close to home
 - Attract business because of college graduates
 - Increased identity for Henderson
 - Cohesion of community
 - Historical corridor opportunities
 - Employment opportunities
 - Diversity of use – mixed use – well planned mixed use
3. What would be the **Constraints/concerns** that would inhibit support of and/or maintaining the College Area character?
- Figuring out traffic flows that work with existing and satisfy future development
 - Accessibility – one entrance – Dawson/Foothills
 - Development of area will be dependant on level of University development
 - Flood control facilities will not protect most of campus area
 - Access
 - Landowners need to sell/develop
 - Effect on police, fire, schools, etc.
 - Infrastructure
 - Air quality
 - Lack of transit ridership until build out
 - Cost
 - College doesn't own enough land to accommodate growth
 - Market forces may conflict with Principle #4
 - College Plan should have happened before this plan
 - Ingress – egress
 - Protection for rural areas – no flow through
 - Preserve neighborhood and neighborhood access
 - Balance between public/private development
 - Guiding principles are a constraint
 - Lack of looking at case studies
- Geography
 - BLM/BORI freeway/strange boundaries/Boulder County
 - Existing adjacent land uses

Map II.5: Existing Utilities

INSERT UTILITY MAP HERE

11 x 17

Map II.6: Opportunities and Constraints

INSERT OPPS AND CONSTS MAP HERE

11 x 17

J. ANALYSIS RECOMMENDATIONS

The existing Guiding Principles and Opportunities and Constraints identified to-date, triaged with the critical goal of providing a unique, currently non-existent neighborhood within Henderson, is the basis for all recommendations. A unique, mixed-use, “family-friendly”, college campus and neighborhood/transit center offering a blend of economic and cultural opportunities must be created on this site; all in the context of providing a regional gateway into Henderson and the Las Vegas region. The following baseline recommendations for a neighborhood plan are identified here to act as the foundation for formulating alternatives for the site.

Baseline Recommendations

- Provide for an appropriate mix of housing stock to support future campus student and faculty housing needs.
- Plan for and designate appropriate lands to be utilized as a future mixed-use transit center within the neighborhood. This includes a minimum ½-mile radius land area around the proposed station location. These lands must allow for vertical mixed-use development, minimum densities, and good urban design that connect the station area to the Nevada State College Campus.
- Preserve the existing natural topography located within the planning area wherever feasible.
- Emphasize the importance of the long term southern gateway into the region and city along I-515 through the land use, beautification impacts, environmental impacts, and specific urban design allowed along this corridor.
- Emphasize the importance of “gateways” into the College Area:
 - Consider either the existing Nevada State College Avenue entrance or a future interchange to the south along the approximate alignment of the existing Paradise Hills Drive as the primary gateway into the campus and neighborhood;
- A possible new interchange at the Paradise Hills underpass or south of the underpass, may become necessary to accommodate increased traffic;
- Establish appropriate highway gateway land uses, setbacks and corridor aesthetic guidelines to assure appropriate development.
- Provide adequate ingress/egress to the College Area taking into account full build-out of the campus, special activities’ needs (e.g., high traffic during stadium events)
- Incorporate additional open space within the College Area, both through private and public investment.
- A mix of retail businesses catering to both the basic needs of local residents (i.e., grocer, banking, hair salons, restaurants, etc.) and a specialized market for student needs (i.e., copy shops, laundry facilities, coffee shops, bookstore, etc.) need to be accommodated on the site.
- Explore the potential for expanding the High-Tech and R&D opportunities along the I-515 corridor that provide a synergistic effect between the college and the commercial uses in the area.
- Provide for additional public facilities/services as needed in the neighborhood.
- Provide for adequate supporting businesses to the future College cultural, recreational, and entertainment activities/facilities.
- Only provide parking as needed for residential, commercial and light industrial development. Do not provide additional parking for campus related uses off of campus lands.
- Look for shared parking opportunities in development and land use designations.
- The open space provided by the new campus should be made easily accessible by the neighboring community.
- The City can be an active participant in the College Area development by marketing City-owned property, establishing specific design guidelines, serving as a tenant in development

projects and/or offering economic incentives to enhance the financial feasibility of appropriate projects in the College Area.

- Create higher density in sections of the College Area and introduce a wide range of new housing opportunities through the mixed-use development of sites. The ability to support a wide range of housing opportunities will create an active town center and stimulate the demand for additional retail goods and services.
- Establish the College Area as a regional destination by building on the activities that a State College will create.
- Create “transition zones” at the fringes of the College Area allowing for smoother land use transitions between the campus and the adjacent residential neighborhoods.
- Construct sidewalks and bike paths linking the College Area with residential neighborhoods and existing pedestrian/equestrian trails and neighborhood parks.
- Improve signage and gateways at all scales. Erect regional and municipal entry signs along Interstate 515.
- The City’s role will be vital in fostering appropriate development efforts in the College Area. City government must serve as a leader in the planning and implementation process.

III. ALTERNATIVE FRAMEWORK PLANS

Land use recommendations for alternatives in the College Area Plan are based on the assumption that a future transit station will be located within the planning area, and that a future state college campus is to be located within the College Area. This proposed station, combined with providing neighborhood services to existing and future residential development in the area as well as services typically associated with a college campus, formulate the basis for both alternatives.

The value and unique possibilities in development of lands surrounding the campus as well as development of the Nevada State College (NSC) Campus in context to a future transit station is a tremendous opportunity that cannot be missed in the College Area Plan.

A. JOINT PLANNING SESSION

Several sketches were produced during the joint planning session held in early August 2003 between the College Area Plan team and the Nevada State College team. These 'big-ideas' are included here to show the progress of the planning effort.

The joint session included a question and answer session with key City of Henderson Staff. Public Works, Traffic, Community Development, Fire Services, Utilities, and Property Management were represented at this meeting. Next, the Nevada State College planning team shared some of their early programming results.

When the College opened its doors in fall 2002, there were 177 students. Fall of 2003 brought approximately 660 students. The overall 'build-out,' or 2025 population of the campus, may include 25,000 students and approximately 5,000 faculty and staff, for a total campus population of around 30,000 persons. Of that, approximately 20% of the students are expected to take courses remotely.

Also, enrollment growth planning assumptions have identified that approximately 20% of the students will be full time, resulting in a very large 80% population of part-time students.

At this time the Campus planning team is assuming very low numbers of students would actually live on campus grounds. The first new building for the campus, to be constructed on the lands transferred to Nevada State College, is scheduled to begin construction early 2004, and open for the fall 2006 semester. Generally, the ideal schedule would be to open one new building every two years as the college grows.

The joint planning session then included two teams working on an overall plan for the area that illustrated how campus planning could work with the community planning and visa versa. A more detailed plan illustrating how a potential rail transit station could be incorporated into the plan and integrate with Nevada State College was also produced. These workshop sketches are illustrated on the following three pages. These initial sketches were used as a basis for developing the two Alternative Framework Plans discussed beginning on page 26.

Map III.1: Charrette Plan #1

INSERT CHARRETTE PLAN #1 MAP HERE

11 X 17"

Map III.2: Charrette Plan #2

INSERT CHARRETTE PLAN #2 HERE

11 X 17"

Map III.3: Charrette Detail Plan

INSERT CHARRETTE PLAN DETAIL MAP HERE

11 X 17"

B. ALTERNATIVE OPTION A

Land Use

In Alternative A, the transit station is located on a new alignment as it comes through the site, and provides the heart from which all remaining land use decisions are made. An Overall Land Use Plan and an urban design sketch of how the plan might be realized are included on pages 30 and 31.

Vertical mixed-use development is recommended within a ¼-mile radius of the station. The ¼-mile to ½-mile radius from the station could become a combination of vertical mixed-use development or high-density residential development depending on the market demand at time of development. The ½-mile to ¾-mile radius from the station would include high density residential development. By realigning the transit line further to the south and west, additional developable land area is provided for appropriate mixed-use development around the station, as there is currently development east of the existing ROW that would preclude appropriate densities around a transit station.

Examples of mixed-use development/retail include coffee shops, restaurants/taverns (with outdoor seating opportunities), dry cleaning, satellite bank facility, and campus related shops such as bookstores, beauty salons/barber shops, etc.

The main transit station plaza area would become a space for gathering, and as one exits the platforms, one side of the station creates an entry and physical connection to the future NSC campus, while the other side connects to a small dedicated park-n-ride lot and some of the primary ground-floor retail components.

Mixed-use development would occur south of the existing Nevada State Drive on land between the existing bakery and the UPRR ROW. North of Nevada State Drive, on currently undeveloped lands, mixed-use development would also be located.

Adjacent land north of the existing Paradise Hills Drive is currently proposed for single family detached and triplex type development. South of

Paradise Hills Drive is recommended to a mix of high density product types.

Highway-oriented retail space would be encouraged adjacent to the existing gas station between Conestoga Way and Boulder Highway, both north and south of Nevada State Drive. The potential for some of this land to be reserved for a future Bus Rapid Transit station should also be considered.

Ideally a campus union and many core classroom buildings would be located within a ¾-mile radius of the transit station on campus lands to maximize transit ridership and reduce impacts of vehicular traffic to and from the site. Additionally, a cultural venue that could be utilized by both the campus and as a community-wide venue could possibly be located within walking distance from the station.

Land in the College Area south and west of the Campus boundary is BLM land and will remain undeveloped. Further, the existing 1,500 foot utility easement bordering the south edge of the NSC land area through BLM land also precludes development in this area.

Land north of the campus boundary and within the college planning area would include a combination of higher density residential development, potentially some office development, and open space.

Transportation

The Main entrance into the campus from Boulder Highway in Alternative A would occur via a new interchange that would be created approximately where the existing Conestoga Way dead-ends into Boulder Highway. This new interchange road would be named Nevada State Drive. The existing Nevada State Drive would become a secondary entry into the campus and be renamed Wagon Wheel Drive.

A grade separated crossing with Boulder Highway would still occur at Paradise Hills Drive.

The existing portion of College Drive that is south of I-515/US 95 is recommended to be renamed to better distinguish the two campuses and provide

most direct access to each via specific naming of exits from US 95/Boulder Highway.

The future transit line would be located within the existing UPRR ROW and a new ROW. The specific technology for this system is currently being studied in a feasibility study being undertaken by the RTC. In addition, RTC is also conducting a study that is considering Bus Rapid Transit (BRT) along Boulder Highway. There would be the need for a transfer station/park-n-ride facility adjacent to Boulder Highway of approximately 10 acres. The rail transit station would also require a small park-n-ride facility associated with the station area.

Open Space

The college area 'town center' would be connected to the campus area and existing surrounding neighborhoods via a combination of plazas, formal open space, and naturalized open space infused with sidewalks and trails.

Naturalized open space would flow from the BLM land to the south of the campus into the campus area providing drainage to the retention pond as well as a natural connection to the mountains. This is the general precedent established by Nevada State College in planning of its campus that is being considered and integrated into the overall College Area Plan.

Open space towards the north end of the site might accommodate a needed neighborhood park for this area. Open space utilizing primarily native landscape elements would be designed throughout the site to provide spaces for relaxation, meeting, play, and art.

The City's Master Bicycle Plan indicates a multi-purpose trail along the UPRR ROW that would connect with the River Mountain Loop Trail. In addition, a bike route/path would connect from east to west through the BLM lands in the site, and a bike route would be located generally paralleling the existing dike on its northern side. A bike lane is also proposed along Nevada State Drive. Some of the exact alignments of these routes may be modified once a preferred plan becomes more definitive. Generally, bike lanes, bike routes and

multi-purpose trails will be accommodated in the final plan. More specifically, a naturalized trail system connecting the railroad trail, transit station and the campus area with the surrounding communities and the River Mountain Park would be designed for safety, ease of access and convenience. Bike lanes would be provided on streets throughout the campus area. Equestrian connections would occur between the existing Mission Hills and Paradise Hills neighborhoods to BLM lands and to a potential future equestrian park immediately south of the existing retention pond.

C. ALTERNATIVE OPTION B

Land Use

A Land Use Plan and Urban Design Sketch of Alternative B are found on pages 32 and 33. The transit station in Alternative B is located within the existing UPRR ROW as it traverses the site. Here vertical mixed-use development is again recommended within a ¼-mile radius of the station. The ¼-mile to ½-mile radius from the station could be a combination of vertical mixed-use development, depending on the market demand at time of development. The ½-mile to ¾-mile radius from the station would include high density (minimum 30 du/acre) residential uses. The specific station location is towards the southern portion of the site to provide for more '360 degree' transit-oriented development opportunities and for adjacency to Nevada State College lands.

Examples of mixed-use development/retail include coffee shops, restaurants/taverns (with outdoor seating opportunities), dry cleaning, satellite bank facility, and campus related shops such as bookstores, beauty salons/barber shops, etc.

The main transit station plaza area would become a space for gathering, and as one exits the platforms, one side of the station creates an entry and physical connection to the future campus, while the other side connects to mixed-use development and further to varied density residential development.

High density residential would occur south of the existing Nevada State Drive on land between the existing bakery and the UPRR ROW. North of Nevada State Drive, on currently undeveloped lands, future light industrial and office uses would provide a transition from the heavy industry to be located further north between Conestoga Way and the UPRR ROW.

Adjacent land north of the existing Paradise Hills Drive is currently proposed for single family detached and triplex type development. South of Paradise Hills Drive is recommended to a mix of high density development and vertical mixed-use development within a ¼-mile radius of the station.

Highway-oriented retail space would be encouraged adjacent to the existing gas station between Conestoga Way and Boulder Highway, both north and south of Nevada State Drive. The potential for some of this land to be reserved for a future Bus Rapid Transit station should also be considered.

Land in the College Area south and west of the Campus boundary is BLM land and will remain undeveloped. Further, the existing 1,500 foot utility easement bordering the south edge of the NSC land area through BLM land also precludes development in this area.

Land north of the campus boundary and within the college planning area would include a combination of higher density residential development, potentially some office development, and open space.

Transportation

The main entrance into the campus from Boulder Highway in Alternative B would occur via a new interchange at the existing Paradise Hills Drive alignment. This new interchange would be named Nevada State Drive and the existing Nevada State Drive would become a secondary entry into the campus from Boulder Highway renamed Wagon Wheel Drive. A grade separated crossing with Boulder Highway would also be desired, and from a traffic stand point would be located at the approximate alignment of Conestoga Way as it currently intersects with Boulder Highway.

The existing portion of College Drive that is south of I-515/US 95 is recommended to be renamed to better distinguish the two campuses and provide most direct access to each via specific naming of exits from US 95/Boulder Highway.

The future transit line would be located within the existing UPRR ROW. The specific technology for this system is currently being studied in a feasibility study being undertaken by the RTC. In addition, RTC is also conducting a study that is considering Bus Rapid Transit (BRT) along Boulder Highway. There would be the need for a transfer station/park-n-ride facility adjacent to Boulder Highway of approximately 10 acres. The rail transit station would also require a small park-n-ride facility associated with the station area.

Open Space

The college area 'town center' would be connected to the NSC campus area and existing surrounding neighborhoods via a combination of plazas, formal open space, and naturalized open space infused with sidewalks and trails.

Naturalized open space would flow from the BLM land to the south of the campus into the campus area providing drainage to the retention pond as well as a natural connection to the mountains. This is the general precedent established by Nevada State College in planning of its campus that is being considered and integrated into the overall College Area Plan.

Open space towards the north end of the site might accommodate a needed neighborhood park for this area. Open space utilizing primarily native landscape elements would be designed throughout the site to provide spaces for relaxation, meeting, play, and art.

The City's Master Bicycle Plan indicates a multi-purpose trail along the UPRR ROW that would connect with the River Mountain Loop Trail. In addition, a bike route/path would connect from east to west through the BLM lands in the site, and a bike route would be located generally paralleling the existing dike on the northern side. A bike lane is also proposed along Nevada State Drive. Some of

the exact alignments of these routes may be modified once a preferred plan becomes more definitive. Generally, bike lanes, bike routes and multi-purpose trails will be accommodated in the final plan. More specifically, a naturalized trail system and equestrian systems connecting the railroad-trail, transit station and the campus area with the surrounding communities and the River Mountain Park would be designed for safety, ease of access and convenience. Bike lanes would be provided on streets throughout the campus area.

D. MAJOR SIMILARITIES BETWEEN ALTERNATIVES

Major similarities between the 2 alternatives include:

- Philosophical approach to renaming streets
- Need for another interchange with Boulder Highway
- Need for a grade-separated crossing with Boulder Highway
- Planning for rail transit as a core to land use organization

E. MAJOR DIFFERENCES BETWEEN ALTERNATIVES

Major differences between the 2 alternatives include:

- Location of new interchange with Boulder Highway
- Location of the grade-separated crossing of Boulder Highway
- Configuration of rail transit through the site
- Specific location of the vertical-mixed use development as it surrounds the proposed transit station
- Proposed uses northeast of the UPRR tracks vary in each alternative

Map III.4: Alternative A Overall

INSERT ALTERNATIVE A OVERALL MAP HERE

11 X 17"

Map III.5: Alternative A Detail

INSERT ALTERNATIVE A DETAIL MAP HERE 11 X 17"

Map III.6: Alternative B Overall

INSERT ALTERNATIVE B OVERALL MAP HERE

11 X 17"

Map III.7: Alternative B Detail

INSERT ALTERNATIVE B DETAIL MAP HERE

11 X 17"

IV. PREFERRED FRAMEWORK PLAN

Based on the best ideas within the Alternatives, comments from staff, CPSC, and the public the Preferred Framework Plan was developed. The draft plan was reviewed by City Staff and others and the comments were incorporated to become the final College Area Plan. An Overall Land Use Plan and a detail of how the plan might be realized are included on pages 38 and 39.

A. PREFERRED PLAN

Land Use

The transit station is located within the existing UPRR ROW. The final location is approximately 400' northwest of the intersection of the UPRR with Paradise Hills Drive in order to accommodate future end line/tail track conditions that will have to be accommodated on this site.

Transit-Oriented Development

Vertical mixed-use development is recommended within a ¼-mile radius of the station. The ¼-mile to ½-mile radius from the station could become a combination of vertical mixed-use development or high-density residential development depending on the market demand at time of development. The ½-mile to ¾-mile radius from the station would ideally include high density residential development.

The main transit station plaza area, as identified in the urban design sketch on page 40, would become a gathering space, providing for those exiting/entering the transit station, access to a nearby RTC Park-n-Ride facility, and a direct visual connection to the Nevada State College campus. Development would face this grand plaza - creating a unique 'commercial quad' for the college area.

Appropriate uses discussed for this district include:

- Pub/tavern
- Coffee shop
- Café
- Bookstore
- Music store
- Laundromat

- Drycleaner
- Business supply store (e.g., Kinko's)
- Flower shop
- Clothing boutiques
- Small food store (e.g., Trader Joe's, Wild Oats)
- Bank
- Post office (storefront)
- Fast food (storefront)
- Food court
- Office space – professional services
- Beauty salon/Barber shop
- Cinema (urban model)
- Bakery
- Pharmacy
- Fitness center
- F.I.R.E. (Finance, Insurance, Real Estate)
- Daycare
- For-sale and for-rent residential at a minimum of 40 du/acre

Gateway Mixed Use

The gateway mixed use districts have been identified along the two arterials that will eventually lead into the campus and would be the new 'front doors' to the campus. These areas have been identified as approximately 300' wide adjacent to the proposed interchange at Dawson Drive, and approximately 240' wide adjacent to Nevada State Drive, both north and south of the right of way. In addition, a portion of that area wraps north onto Conestoga Way to provide gateway appearance on the corner of Nevada State Drive and Conestoga Way.

The intent of this district is to provide a mixed use environment along the "gateways" into the campus area. This district allows for commercial and high-density residential when combined with first floor retail. Even though many of the retail uses identified overlap with those identified in the Highway-Oriented Retail land use category, they are a bit more restrictive, and more importantly, they will be subject to additional design restrictions.

Until such time as these mixed-use design standards are complete, development in the area will incur restrictions as Conditions for Approval for each individual project. These design restrictions shall include the following:

- Build-to lines not subject to standard front setbacks to encourage clearly defined street frontages with all building fronts facing the street
- Pedestrian and rear building access
- Rear parking not visible from Nevada State Drive or Dawson Drive
- Cohesive standards for building design and color
- Sign restrictions to maintain consistent appearance
- Enhanced landscaping requirements to encourage pedestrian access and overall cohesiveness
- Inclusion of multi-story elements and varied articulation methods in order to add architectural interest and avoid long flat walls

Uses in the Gateway Mixed Use District may include:

- High-Density Residential in combination with first floor retail
- Personal services such as dry-cleaner, beauty salon, and barber shop
- Professional offices such as real estate, financial services, and insurance
- Retail sales such as clothing boutique, flower shop, bakery, and music store
- Eating and drinking establishments such as restaurant, café, and coffee shop

Ideally a campus union and many core classroom buildings would be located within a ¼-mile radius of the transit station on campus lands to maximize transit ridership and reduce impacts of vehicular traffic to and from the site. Additionally, a cultural venue that could be utilized by both the campus and as a community-wide venue could possibly be located within walking distance from the station.

Highway-Oriented Retail

Highway-oriented retail space would be encouraged adjacent to the existing gas station between

Conestoga Way and Boulder Highway south of Nevada State Drive. This use will allow for adequate highway-oriented retail activity adjacent to the prominent entry into the campus for the foreseeable future (until a new interchange is constructed), as well as an appropriate transition between land uses.

Appropriate uses discussed for this district include:

- Chain sit-down restaurants (e.g., Applebee's, Marie Callender)
- Hotel/small inn
- Auto supply shops
- Potential Fire Station location
- Fast Food Restaurants – with drive through

Office and R&D

An Office and R&D district has been identified between the Nevada State College grounds and the existing Mission Hills Neighborhood south of the Public/Semi-public designated area. Uses appropriate here might include:

- Medical/ Dental offices
- F.I.R.E
- Incubator office space
- Professional Services

High Density Residential

Two areas have been identified for high-density residential development. The definition of high-density is defined as 3-4 story construction with a minimum density of 30 dwelling units per acre. These areas include land south of Nevada State Drive and east of the UPRR ROW, and land west of Conestoga Way and north of Nevada State Drive.

BLM Land

BLM land in the College Area south and west of the Nevada State College Campus boundary is assumed to remain undeveloped.

Land Use Classifications from Henderson Comprehensive Plan found in this Plan

Commercial

One area has been identified for a general commercial use and is located between the existing bakery site and the proposed residential land use. This commercial use would serve as a buffer between the industrial land use and the high-density residential. This area would be approximately 175' deep, running the entire length of the site.

Public/Semi-public

An area designated as public/semi-public would be located south of the Mission Hills Neighborhood north of the Office and R&D district. This area would include a possible hospice location.

Medium Density Residential

One are (in addition to two existing areas) has been identified for medium density residential. The definition of medium density is defined in the Comprehensive Plan as ranging from 8 to 16 dwelling units per acre. This area includes the area east of the UPRR ROW, and north of the proposed gateway mixed use.

Signs

The intent of the Plan is to encourage aesthetic cohesiveness throughout the College Area Plan, including the desire to promote cohesive signage. Signs should maintain a consistent appearance throughout the plan area. Pylon signs are prohibited and ground mounted monument signs are encouraged.

Transportation

The main entry for the near term of 10-15 years would occur at the existing Nevada State Drive. In the future, a new full interchange is recommended to accommodate both College Area and Nevada State College development. This new interchange would be created approximately where the existing Conestoga Way dead-ends into Boulder Highway. When this new interchange is constructed, it is recommended that the new road be named Nevada State Drive. The existing Nevada State Drive would

become a secondary entry into the campus and be renamed Wagon Wheel Drive to continue one street name on both sides of the interchange, minimizing wayfinding confusion.

A grade separated crossing with Boulder Highway would still occur at Paradise Hills Drive. It is recommended that the short section of Paradise Hills Drive between I-515 and the college area be renamed Foothills Drive to continue one street name on both sides of the interchange. In addition, a portion of Paradise Hills Drive is being taken off the Master Streets and Highways Plan by a city initiated amendment.

The existing portion of College Drive that is south of I-515/US 95 is recommended to be renamed to better distinguish the two campuses and provide most direct access to each via specific naming of exits from I-515/US 95/Boulder Highway.

There is potentially a need for a transfer station/park-n-ride facility adjacent to Boulder Highway of approximately 10 acres. The rail transit station would also require a small park-n-ride facility associated with the station area. However, these are initial programming components identified for two separate corridor studies. Depending on the preferred alternative mode and alignment from both the Boulder Highway BRT Study and the CALTRAIN Feasibility Study, one joint facility may be determined to be most efficient for transfer between modes. This one facility should then be located adjacent to the UPRR transit station, carefully planned to accommodate bus, vehicular, bicycle and pedestrian movement in and around the station.

Open Space

The college area 'town center' would be connected to the campus area and existing surrounding neighborhoods via a combination of plazas, formal open space, and naturalized open space infused with sidewalks and trails.

Naturalized open space would flow from the BLM land south of the campus into the campus area providing drainage to the retention pond as well as a natural connection to the mountains. This is the

general precedent established by Nevada State College in planning of the campus that is being considered and integrated into the overall College Area Plan.

An existing 50' buffer between the Mission Hills Neighborhood and the R&D district will be maintained and would establish the first component of open space within the Framework Plan. Next, the existing 200' UPRR would be utilized for future transit as well as a regional trail system and linear park within the College Area. The existing drainageway along the north side of Nevada State Drive would become an enhanced easement accommodating both the regional drainage needs as well as a new multi-use trail.

Open space utilizing primarily native landscape elements would be designed throughout the site to provide spaces for relaxation, meeting, play, and art. The only area that might be designed with a more traditional, 'green' space is the transit plaza connecting the transit station with the Nevada State College campus. This space would be a combination of hardscape plaza space for heavy pedestrian activity, as well as softscape areas for relaxation and contributing to the 'presence' of the college.

The City's Master Bicycle Plan indicates a multi-purpose trail along the UPRR ROW that would connect with the River Mountain Loop Trail. In addition, a bike route/path would connect from east to west through the BLM lands in the site, and a bike route would be located generally paralleling the existing dike on its northern side. A bike lane and multi-use trail, as mentioned before, are also proposed along the north side of Nevada State Drive. Both multi-use and equestrian trails will connect the east and west sides of US 95 generally where the BLM land meets US 95. The equestrian trail will connect the McCullough Hills and Mission/Paradise Hills areas with the River Mountain Loop trails. Striped bike lanes and a 10' multi-use trail are identified in a future Paradise Hills Drive cross-section where feasible.

More specifically, a naturalized trail system connecting the railroad trail, transit station and the campus area with the surrounding communities and

the River Mountain Park would be designed for safety, ease of access and convenience. Bike lanes would be provided on streets throughout the campus area. Equestrian connections would occur between the existing Mission Hills and Paradise Hills neighborhoods to BLM lands and to a potential future equestrian park immediately south of the existing detention pond which is located west of the College Area.

Private high-density development will also be required to provide open space within the boundaries of the development.

For the most part, open space for residential development that occurs west of the UPRR ROW will be accommodated via the main transit plaza and via fields and other active and passive space constructed on Nevada State College grounds. The Nevada State College Master Plan process is trying to accommodate these field and related activities within close proximity to the TOD district to provide for that synergy. Finally, a portion of the open space for that area developed in the TOD zone will also be accommodated via the linear parkway created within the UPRR ROW.

Utilities/Services

Water/Sewer/Storm/Electrical

The existing 1,500 foot utility easement bordering the south edge of the NSC land area through BLM land will remain as is.

Existing utilities will have to be expanded to serve much of the area west of the UPRR. Extensions of existing transmission lines will occur to accommodate development between Boulder Highway/I-515 and the UPRR tracks.

Fire

Fire services for any development that would occur within the Nevada State College Plan area can currently be accommodated within an existing Fire and Rescue service area. When Nevada State College develops, there will be a need for a new fire station of approximately 3 acres in size. This station will need convenient access to/from Boulder Highway/I-515, and will need to be in a convenient

location to serve Nevada State College needs. Some discussion of locating a potential station on the NSC grounds near the TOD zone occurred during the planning process.

Schools

The City of Henderson has a list of 'hot spots,' or, those areas within the City that are currently in need of additional schools to support the residential growth of the community at large. The College Area is currently not included as a 'hot spot' area. As specific zoning and densities area determined for the land use plan, specific population numbers can be better estimated, and then transferred to the Clark County School District for planning purposes.

B. STREET SECTIONS

Four typical street sections have been sketched and are illustrated on page 40. These sections illustrate a future vision for urban design and streetscape treatment.

Nevada State Drive (Future Wagon Wheel Drive)

The existing section of Nevada State Drive includes a 60' ROW and an 80' Drainage Easement. Given growth of the College and the College Area, an expanded street section will be warranted here. The proposed section is designed to create an entry statement in the +/- 10 year time frame that this will serve as the primary entrance into the campus. The section includes detached sidewalks and tree lawns to clearly distinguish between the vehicular and pedestrian realms. Two lanes of traffic and a bike lane are accommodated in each direction, with a center turn lane. The existing regional drainageway becomes an aesthetic multi-use entry feature to the College. An existing naturalized channel will accommodate the regional drainage needs, but a new multi-use trail will be integrated into the easement, along with additional landscaping.

Paradise Hills Drive

The existing section of Paradise Hills Drive includes a 100' ROW and three lanes of traffic in each direction with a center turn lane. The proposed section includes an expansion of the ROW to 115' in order to accommodate additional pedestrian and

streetscape amenities for this existing/primary future grade separated (with Boulder Highway) entrance into the College Area. This future ROW includes the addition of a center landscaped median and a tree lawn and substantial sidewalk on the south side of the street to accommodate pedestrian traffic from the High-Density residential area to the TOD zone and Nevada State College.

Typical TOD Street

New local streets will have to be constructed within the TOD zone to adequately serve the mixed-use development, pedestrian-oriented focus of the area, and access to the transit station. A typical street section represents adequate vehicular traffic, accommodations for bicycles and on-street parking, and a generous sidewalk to accommodate outdoor cafes, heavier pedestrian traffic, and an amenity zone along the curb.

In some cases the striped on-street bike lane might not be needed, nor a 20' wide sidewalk. However, in no case should a sidewalk be less than 18' in this zone.

Transit Plaza

The final section specifically discussed as a component to the urban design strategy for the College Area Plan includes the grand Transit Plaza that will connect the transit platforms across vertically mixed-use development to Nevada State College. This will provide a grandiose gathering place for social interaction, studying, and moving through.

Map IV.1: Preferred Plan Overall

INSERT PREFERRED OVERALL MAP HERE

11 X 17"

Map IV.2: Preferred Detail Plan

INSERT PREFERRED DETAIL MAP HERE

1 X 17"

Map IV.3: Proposed Street Sections

INSERT SECTIONS MAP HERE

11 X 17"

V. IMPLEMENTATION STRATEGY

A. OVERVIEW

A plan is only a vision in a document until the local leaders, citizens, and the development community makes it a reality. The implementation strategy summarized in this chapter is designed to provide a prioritized list of actions to be taken to make the *College Area Plan* a reality.

The City of Henderson has an unprecedented advantageous position in completion and implementation of the College Area Plan. This is one of the few Greenfield areas remaining in the community, and it has the luxury of being *planned* for transit and college campus supporting uses rather than *retrofitting* transit and appropriate transit-oriented development into the area. Henderson's rapid growth pressures must be calmed for this area in order to accommodate the uses, densities and character of place strived for in the College Area.

While much has been accomplished to-date by securing a site for Nevada State College, much remains to be done. Planning for and around a college campus must address appropriate commercial uses, student and faculty housing opportunities, and efficient and safe transport systems including vehicles, transit, and bicycles. Paramount is to create pedestrian-focused development that connects to the NSC campus.

B. VICTORIES AND CHALLENGES

Many examples of victories and challenges for this type of plan can be identified. The most frequent victories include:

- Strict adherence to carefully crafted zoning ordinances and design guidelines that allow the plan and vision to be appropriately realized;
- Providing vertical mixed-use development that improves quality of life factors; and
- Providing appropriate densities surrounding transit to reduce vehicle trips.

The most frequently mentioned challenges were:

- The educational curve for residents, developers, builders, and community leaders to understand transit-oriented development
- Having the vision stifled by development pressures; and
- Maintaining momentum of the vision through a 10-20 year planning horizon.

The unique opportunity in the City of Henderson and the Las Vegas Valley with completion of this Area Plan and the planning and construction of a new state college campus cannot be underestimated. This could become a national case study for planning around college campuses.

C. ACTION PLAN RECOMMENDATIONS

This section of the report outlines potential Action Plan strategies for implementing the *College Area Plan*. Both conservative and proactive options are feasible, differing in the level of the City's involvement in the development process. Ultimately, success will require public-private partnership.

Under a Conservative approach, the City would take a moderate role in the development process, while the private sector would take a leadership position.

Under a Pro-Active approach, which is recommended for this particular Area Plan, the City would play a vital role in fostering critical development efforts, particularly in the TOD zone. The City government would serve as a leader in both the planning and implementation

process. Significant private sector investment will still be required.

The balance of this section outlines economic development and real estate strategies for the College Area. These strategies are designed to provide the City with greater control of the development process.

1. Economic Development Strategies

The City's potential responsibilities in promoting economic development efforts in the College Area could include the following:

- Promoting business recruitment;
 - Creating additional economic incentives/funding opportunities for development that supports the vision.
- a. Marketing and Promoting Business in the area**
Promoting the College Area as a unified place with a unique identity is an important factor in building a strong and vibrant neighborhood.
- The marketing campaign could include newsletters, focused articles in the local paper or news stories on the local TV channels. Information on zoning, design guidelines, available parcels and updates on the status of new buildings, etc., at Nevada State College as well as new projects in the plan area should be highlighted.
- b. Creating Additional Economic Incentives/Funding Opportunities**
- Local Economic Incentives**
Forms of low-cost local economic incentives available to the City include zoning variances; building permit and utility fee reductions and deferrals; public grants; low-interest direct loans; assuming or sharing costs of infrastructure improvements; and using or leveraging other fund sources such as community development block grants, tax credit programs, and/or a low-interest revolving loan program.
- Local Funding of Capital Improvements**
Funding mechanisms for financing future capital improvements include general obligation bonds;

public/private sector partnerships; tax increment financing (TIF); and Community improvement districts (CID).

2. Real Estate Strategies

The City's primary real estate related responsibilities would be to revise zoning language, adopt planning guidelines and standards that support the vision and spearhead development of city-owned properties.

a. Facilitator of Development Efforts

The City's involvement will be critical in successfully executing and managing a development strategy for the College Area. Specific areas of responsibility could include business recruitment, marketing and promotions, coordinating public improvements, and attracting real estate development and investment. These responsibilities could be administered by a dedicated City staff member from Economic Development and Property Management services; in close coordination with Planning.

Further, these groups should work closely with other property owners to develop according to the vision of the College Area Plan and to closely consider future conditions within shorter term planning and development.

b. Adopt Zoning Guidelines and Development Standards

The City of Henderson needs to review the existing zoning ordinance to see if current zoning districts can be applied to the vision and land use categories identified in the *College Area Plan*. Zoning language must be modified, if necessary, to support the plan. Specifically, a new TOD zone district needs to be established to accommodate the type of mixed-use development vied for. Implementation may also need to consider creation of one or more overlay districts as a way to guide appropriate development. Design guidelines and/or standards are

another tool to help realize the vision for the College Area. A Design Review Committee should be created specifically for evaluating proposed developments within the College Plan area.

c. **Packaging Development Sites**

The City of Henderson currently has ownership of a substantial amount of land in the TOD and Office/R&D land use districts identified in the Preferred Plan. This is a great advantage when trying to realize a plan.

The city should closely review the urban design sketch and identify specific parcels for issuing either a request for qualifications (RFQ) and/or request for proposals (RFP). To facilitate economically viable development and attract developer participation the public sector can use land write-downs which involves conveying property at below the acquisition price or fair market value. These RFQ/RFP's could be structured in several different ways. The city could act as development partner - creating a public/private partnership, or simply request proposals for total private development of identified sites.

In either case, it is critical to have the specific zoning and design guidelines in place before any RFP/RFQ's are released.

The Office/R&D uses would probably be developed sooner (3-5 years) than the TOD uses (5-10 or more years depending on timing of the transit facilities); and this should be considered in timing development within the city-owned lands.

3. **Parking & Transportation Strategies**

Parking and transportation strategies for the College Area will be different than those typically applied to development. Parking must be convenient yet not dominate the landscape; transportation options need to be accommodated; and streets must be pedestrian-friendly.

- Specific design parameters for on and off-street parking need to be addressed. Any surface parking should be behind buildings. On-street

parking should be mandatory on all streets except for the existing Nevada State Drive and Paradise Hills Drive between the UPRR ROW and I-515/Boulder Highway.

- Work closely with RTC on the location and design of transit stations, park-n-ride and transfer facilities.
- Provide street design standards that are pedestrian-friendly and not overscaled.
- Provide adequate bicycle facilities – from on-street lanes to off street multi-use trails, to storage facilities. Not every street needs to have striped bike lanes, but rather those commuting and connecting streets between transit, key destinations and outreaching areas.
- Provide adequate pedestrian amenities. All new streets in residential areas should have detached sidewalks with a tree lawn. All mixed-use streets should have adequate width sidewalks for an amenity zone, clear zone and outdoor café zone. Key streets within the mixed-use district where focused ground floor retail should have a minimum of 20' sidewalks. Other sidewalks in this district that will not have outdoor cafes or similar activities could be a minimum of 14.' Detached sidewalks should be provided in Office/R&D zones and in Gateway-oriented retail and Highway-oriented retail.
- Work with NSC and local employers to coordinate pedestrian amenities, bicycle routes, and the potential for a transit shuttle to connect surrounding residential areas and employment centers to the transit center and campus.

4. **Selling the College Atmosphere**

The 'college town USA' idea – live, work, play, and educate all in one place – is a vision that needs to resonate through all planning, design and economic considerations for the College Area.

- Cultural and entertainment venues/strategies need to be

accommodated within either the private development lands and/or within those NSC lands adjacent to the transit district. These venues/strategies range from the placement of art in public spaces to providing a performance space that could be used by either the college or the community at-large.

- The marketing of the mixed-use environment supporting both college and neighborhood needs and activities is critical. The 'culture' of a college campus includes those uses needed by students as discussed in Chapter IV. The synergy of bookstores, laundry mats, coffee shops, pubs, and other related uses will create the culture for the College Area.

5. Housing

Both for-sale and for-rent housing to accommodate students, faculty and staff of the college, as well as family units should all be considered within the College Area Plan.

Townhomes, condominiums, apartments are all appropriate product types for the College Area. The High Density Residential district might include apartment buildings as well as condominiums. Flats or lofts that are either rental or for-sale might be realized on the second, third or fourth story of TOD district buildings. Townhomes might be accommodated for faculty and/or staff of the college, as well as those who want a low maintenance product in walking distance of transit and a mixed-use center.

Again property management, the EDC, and planning will have to work closely with private developers to assure the appropriate product types to support future build-out of the campus is considered in the shorter term.

D. PRIORITIZED ACTION LIST

The following actions are separated into several different categories: Economic Vitality/Development, Streets/Pedestrians, Parking, and Services. The actions are indicated by land use category identified in the Preferred Plan discussed in Chapter IV, if necessary. For example, some actions might be specific for a particular category, where as others affect the entire planning area. A timeline, in months to start, is included, as well as whose primary responsibility it should be to spearhead this action.

Those entities included in the Action Chart as 'primary responsibility' include:

- City of Henderson Planning (PD)
- City of Henderson Economic Development (ED)
- City of Henderson Property Management (PM)
- City of Henderson Parks Department (PaD)
- Private Developers (Developers)
- Nevada State College (NSC)
- Neighborhood Services (NS)

Even though a particular entity has been identified as a leader of an action, this does not mean that they are the sole implementer. This is meant to be a consolidated effort by all public, quasi-public and even private entities that have a stake in the *Henderson College Area Plan*.

Economic Vitality

Action	Land Use Category	Month/Year to Start	Primary Responsibility
General Actions			
<ul style="list-style-type: none"> ▪ The City's involvement may include business recruitment, marketing and promotions, development review, coordinating public improvements, and attracting appropriate real estate development and investment. These responsibilities could be administered by/shared by the City of Henderson Economic Development Dept. and Property Management Dept. 	All	Ongoing	ED and PM
<ul style="list-style-type: none"> ▪ Plan a tour of other communities' with TOD development, particularly if the TOD is associated with a higher education campus to fully realize the real estate and urban design potential. 	All	12 months	PD, ED, and PM and potentially developers and representatives of NSC
<ul style="list-style-type: none"> ▪ Package suitable city-owned sites for future development consistent with the Neighborhood Plan strategy. 	Office/R&D and TOD zones (city owned property)	Office/R&D: 24 months TOD: 4 years	PM
<ul style="list-style-type: none"> ▪ Write RFQ/RFP for packaged city-owned sites. Make sure the RFQ/RFP has adequate information on zoning, design guideline, density and mix of uses required for the particular site. 	Office/R&D and TOD zones (city owned property)	Office/R&D: 24 months TOD: 4 years	ED and PM
<ul style="list-style-type: none"> ▪ Maintain an accurate inventory of all property and businesses on the site. 	All	Ongoing	ED and PM
<ul style="list-style-type: none"> ▪ Continue the community outreach program to address neighborhood concerns and continue generating support for the Area Plan. 	All	Ongoing	NS
Economic Incentives			
<ul style="list-style-type: none"> ▪ Evaluate the feasibility of various financing options to finance future public infrastructure improvements. 	All	Immediate/ Ongoing	ED
<ul style="list-style-type: none"> ▪ Review and update established economic incentive policies in context with goals for downtown. Potential areas include: Community Development Block Grants Revolving Loan Pools Tax Abatements 	All	Immediate/ Ongoing	ED
<ul style="list-style-type: none"> ▪ Identifying funding sources and implement a site improvement or similar program to assist private property owners in improving the appearance of their sites, specifically border and overall landscaping and treatment of parking areas. 	All	12 months	NS

Action	Land Use Category	Month/Year to Start	Primary Responsibility
Marketing & Promotion			
<ul style="list-style-type: none"> ▪ Undertake marketing campaigns targeted at <ul style="list-style-type: none"> ▪ City of Henderson residents and business owners ▪ Las Vegas valley residents and business owners 	All	Ongoing	ED
<ul style="list-style-type: none"> ▪ Investigate a cooperative marketing/outreach campaign with RTC and the City of Henderson when preferred transit alternatives are identified. 	All	Immediate	
<ul style="list-style-type: none"> ▪ Consider establishment of an “Art in Public Places” program. 	All	18 months	PD
<ul style="list-style-type: none"> ▪ Explore the establishment of a Small Business Development Center or similar program as part of the local community college system. 	All	Immediate	EDC, C of C, Educational Leaders
<ul style="list-style-type: none"> ▪ Commence strategic discussions regarding retail concepts that will build sufficient critical mass to truly leverage a market niche for the College Area TOD core. 	TOD	3 years	PD, ED
<ul style="list-style-type: none"> ▪ Identify potential construction of an indoor performance venue to accommodate a wide variety of programming. 	TOD/Adjacent NSC lands	3 years	EDC/NSC
<ul style="list-style-type: none"> ▪ Instill an art in public places program when a critical mass of development within the TOD zone occurs. 	TOD	8 years +	EDC

Land Use/Zoning/Design Guidelines

Action	Land Use Category	Month/Year to Start	Primary Responsibility
General			
Adopt the College Area Plan as a component to the city's Comprehensive Plan.	All	Immediate	PD
<ul style="list-style-type: none"> ▪ Review, modify, and adopt changed zoning ordinance language as necessary to support the land use categories and appropriate uses identified in the planning process. <ul style="list-style-type: none"> Review existing site design language that assures appropriate setback of parking lots, removes front yard parking, and provides for adequate landscape standards. Review and modify signage codes to assure modest signage, precludes billboards, and provides detailed signage guidelines appropriate for each zone district. 	All	9 months	PD
<ul style="list-style-type: none"> ▪ Create a new zone district for the TOD land use that assures appropriate mix, density, appropriately scaled and designed, a mix of uses is allowed, and parking is accommodated appropriately. Specifically: <ul style="list-style-type: none"> Allow for a high percent of lot coverage Mandate a maximum front yard setback (0' preferred for any commercial or mixed-use development) Mandate a zero side setback with common wall for all commercially zoned land. Allow for a smaller rear yard setback Change front yard setback to a maximum setback of zero feet Identify specific uses appropriate for this neighborhood/college commercial center. Allow second, third, and fourth floor residential units – for-sale, for-rent, traditional or loft approach. Specifically list those uses that are in concert with a TOD/neighborhood commercial zone adjacent to a college campus Provide zoning language for outdoor cafes and for serving of liquor outdoors in outdoor cafes. 	TOD	9 months	PD

Action	Land Use Category	Month/Year to Start	Primary Responsibility
<ul style="list-style-type: none"> ▪ Establish and promote a 'Smart Building' policy that requires all new construction to be smart buildings. (Smart buildings are buildings with appropriate high -speed fiber optic lines, adequate power and phone lines, etc.) 	All	12 months	EDC
<ul style="list-style-type: none"> ▪ Establish and promote a 'Green Building' policy that requires all new construction to meet any state established green building standards and/or, at a minimum, the National LEED Green Building Rating System. 	All	12 months	PD
<ul style="list-style-type: none"> ▪ Complete design standards, at a minimum, for the TOD zone. These guidelines must address architectural quality and context to the vision for the TOD district. Consider additional design standards and/or guidelines for other land use categories in the College Area. 	All/specifically TOD	12 months (either slightly coinciding with or immediately after the Zoning District changes/new categories area established.	PD

Streets/Pedestrian Vitality

Action	Land Use Category	Month/Year to Start	Primary Responsibility
<ul style="list-style-type: none"> ▪ Identify a specific 'kit-of-parts' for streets within the TOD zone. This kit-of-parts should include: <ul style="list-style-type: none"> How sidewalk pavement from building face to back of curb is handled What amenities will be included based on the street typology. i.e., benches, trash receptacles, kiosks 	TOD	At the time the street network is identified and constructed for this area. Close coordination with private developers will be necessary	PD , Developers
<ul style="list-style-type: none"> ▪ Do not permit billboards anywhere within the College Area Plan boundary. Change necessary zoning ordinances to reflect this. 	All	Immediate	PD
<ul style="list-style-type: none"> ▪ Commence comprehensive wayfinding/signage package for the area – particularly for the TOD zone and NSC. This may include: <ul style="list-style-type: none"> ▪ Entry points ▪ Street signs ▪ Campus wayfinding ▪ Kiosks for retail areas –showing tenant directories, activities, etc. ▪ Signage for Office/R&D areas, etc. 	All	24 months - ongoing	PD
<ul style="list-style-type: none"> ▪ Provide appropriate city ordinances/guidelines to enable building owners and tenants in the TOD zone to hang banners, awnings, signage, utilize sandwich boards, and add facade lighting and other building embellishments that enliven the environment. All of these elements must be carefully worded though to assure a consistent and not overwhelming/chaotic outdoor environment. 	TOD	36 months or prior to any development occurring in the TOD district, whichever occurs first	City
<ul style="list-style-type: none"> ▪ Provide adequate bicycle facilities at the future transit station and within the TOD zone. 	TOD	8 years + variable	PD
<ul style="list-style-type: none"> ▪ No asphalt paving should be used in pedestrian areas. 	All	Ongoing	PD
<ul style="list-style-type: none"> ▪ Establish a landscape maintenance district for ongoing funding and upkeep of landscape medians and tree lawns as necessary to support the streetscape vision for streets within the plan area. 	All	When needed	PaD
<ul style="list-style-type: none"> ▪ Coordinate with the current city and regional bicycle trail system planning underway in order to assure connectivity of the regional system to local routes and the plan area. 	Downtown	Ongoing	City

Parking

Action	Land Use Category	Month/Year to Start	Primary Responsibility
<ul style="list-style-type: none"> Develop a parking management strategy in conjunction with Nevada State College. 	Downtown Core	Approx. 8 years – or when TOD area is constructed.	PD
<ul style="list-style-type: none"> Assure parking occurs behind buildings and is adequately screened from public right-of-ways. 	All	Ongoing	PD
<ul style="list-style-type: none"> Maximize on-street parking opportunities in the TOD zone and in residential areas. 	TOD/High Density Residential	Ongoing	PD
<ul style="list-style-type: none"> Explore shared-parking opportunities between retail, residential, cultural and NSC uses to minimize the amount of surface parking needed. 	All	Ongoing	PD

Services

Action	Land Use Category	Month/Year to Start	Primary Responsibility
<ul style="list-style-type: none"> Establish a design review process for the plan area. Project review should begin at the schematic design stage so that urban design, transportation, land use, signage, landscaping, streets, and pedestrian objectives can be met early on in the process. 	All	Immediately after zoning changes and design guidelines are complete.	City
<ul style="list-style-type: none"> Begin lobbying now on the opportunities for this area of the community in terms of transit opportunities. 	All	Immediate/ongoing	PD, ED, PM
<ul style="list-style-type: none"> Explore establishment of a TOD Streets Management Entity that immediately addresses the maintenance of sidewalks, striping, traffic control devices, street and pedestrian lights, and signage. This is typically, but not exclusively, associated with a formal established CID. 	TOD	When developed	PD