



MARYLAND PARKWAY CORRIDOR



TRANSIT-ORIENTED DEVELOPMENT PLAN

Charleston Boulevard Focus Area

Final Plan - July 2021

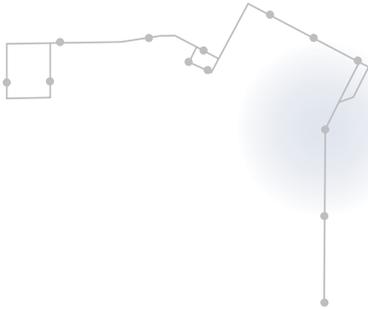


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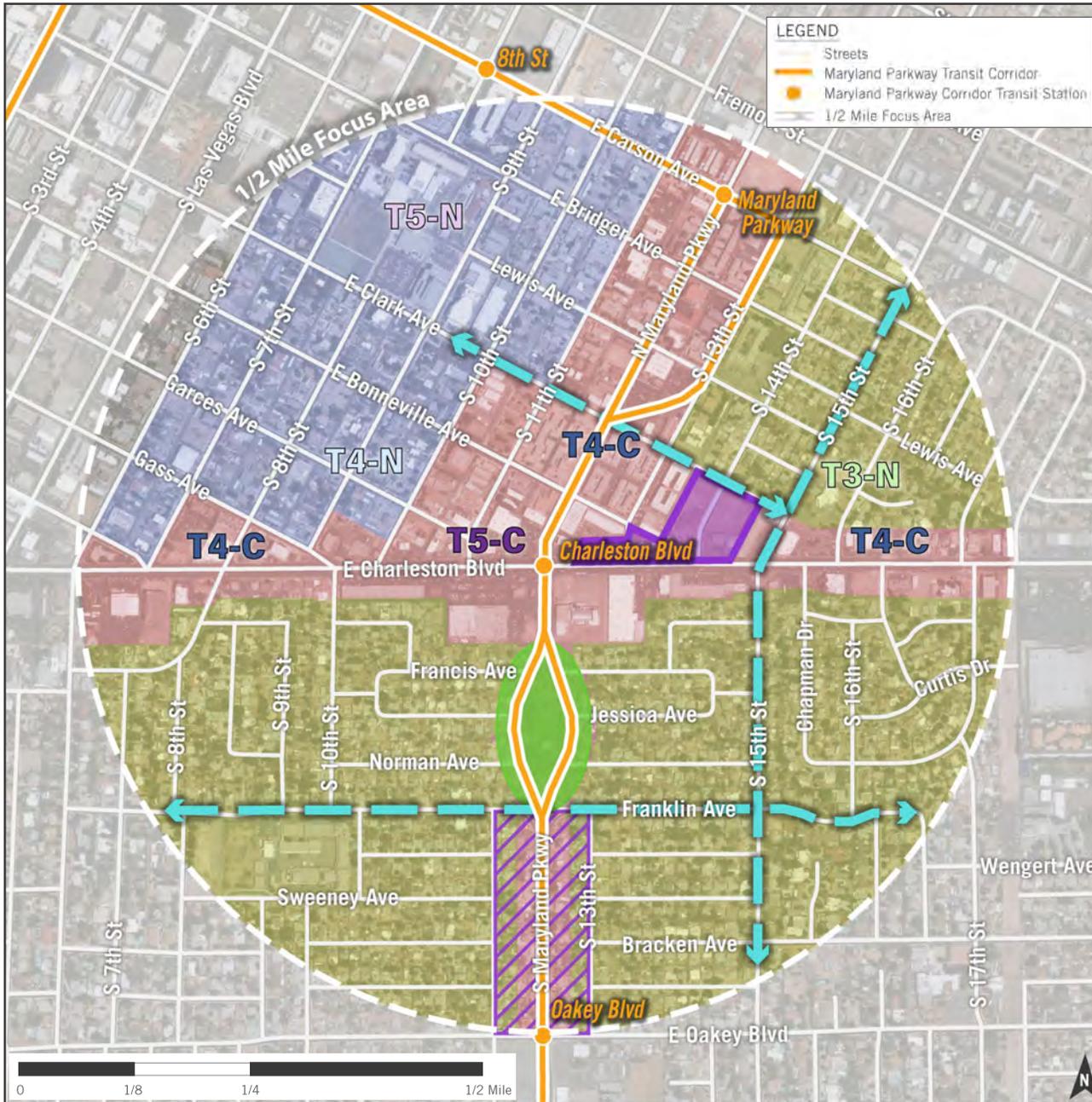


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CHARLESTON BOULEVARD TOD PLAN FRAMEWORK



PLAN FRAMEWORK MAP

The Plan Framework Map presented here provides an “at a glance” view of the key recommendations from the remainder of the Charleston Boulevard Focus Area TOD Plan. The map locates key recommendations, the legend below references more detail

Plan Framework Elements

TOD Readiness Spectrum

Catalyze An area that may be supportive of TOD but needs catalytic development to spur the market.

Land Use

- Predominant TOD Types - Downtown
- Local, Town Center, Urban
- Neighborhood (see pages 20-21 for more detail)
- Priority Infill Development Opportunities near Orleans Square (see page 49 for more detail)
- Adaptive reuse and focus on local shops and restaurants (see pages 26-27; 50 for more detail)

Building Form and Design

T4-C Recommended Transect Zones (see pages 22-25 for more detail)

Mobility

Enhanced E-W Active Transportation Corridors (see pages 50; 52-53 for more detail)

Parks, Public Space, Amenities

Huntridge Circle Park Improvements (see pages 26-29; 48 for more detail)

available later in the Plan, and this page provides a high-level review of key priorities.

Land Use

The most prominent TOD types in the focus area are Town Center, Downtown Local and Urban Neighborhood. The Town Center TOD type is envisioned along Maryland Parkway and Charleston Boulevard and is envisioned to include mostly retail/commercial uses with some housing and public gathering spaces. The Downtown Local TOD type is envisioned north and west of the planned station on the edge of Downtown Las Vegas and should include a mix of residential and job opportunities. The northeast, southeast and southwest quadrants of the focus area are envisioned as a medium density Urban Neighborhood TOD type.

Building Form and Design

Community input revealed a host of strong preferences for the building form and design in the focus area. The community prefers a range of medium density mixed use and residential development types with lower density mixed use and residential development (attached single family, duplexes and triplexes) in the southern portions of the focus area. Input also demonstrated strong support for a node of dense mixed-use infill development near the station and nodes of pedestrian-friendly shops and restaurants south of Huntridge Circle Park fronting Maryland Parkway.

Mobility

The mobility recommendations for the focus area emphasize safer and more comfortable connections to the BRT Corridor and Charleston Boulevard from surrounding neighborhoods and commercial nodes. In addition to critical crossing safety improvements throughout the focus area, a more complete network of bicycle facilities is recommended on Clark Avenue (tying into existing bicycle facilities), 15th Street, and Franklin Avenue. The intersections of Clark Avenue and Franklin Avenue with Maryland Parkway both have atypical geometries and should be a focus of efforts to signal to motorists that pedestrians and bicyclists are moving across and along the Maryland Parkway Corridor.

Parks, Public Spaces, and Amenities

Community input revealed a strong preference for adding street trees, shade and other pedestrian amenities along Maryland Parkway and along Charleston Boulevard. In addition, community members indicated a desire to create a safer and more accessible Huntridge Circle Park. The addition of new amenities should be coupled with programming that helps to sustain welcoming, community-oriented use of the park. The results of community input demonstrated a strong desire for parks space throughout the focus area, and particularly north of Charleston Boulevard and along Maryland Parkway.



Park activation and revitalization

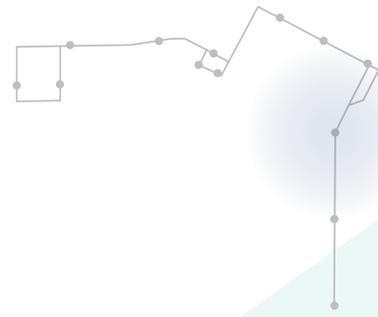


Medium-density residential



Huntridge Theater and entertainment character





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FOCUS AREA CONTEXT

The introductory chapter of the Transit-Oriented Development (TOD) Plan sets the stage for the recommendations and priority projects that follow, providing key takeaways and background information developed throughout the Plan process. In addition to a focus area profile, containing demographic and ridership information, the pages within this chapter highlight market opportunities, land use and network connectivity – all key factors to be responsive to in order to catalyze successful TOD.

The market opportunity information included in the chapter is a distillation of the more comprehensive Market Readiness Analysis that was performed both corridor-wide, as well as customized for each priority focus area. “At a glance” demand analysis and development site feasibility are provided as foundational to the development of the focus area priorities that follow in Chapter 3.

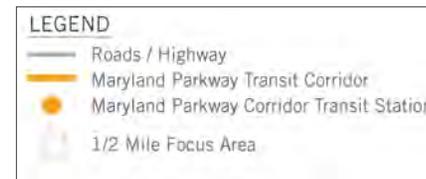
A summary of a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, conducted in collaboration with the Stakeholder Working Group, is provided, and helps to reinforce many of the key takeaways in the existing land use, built form, and connectivity analysis. The connectivity analysis focuses primarily on first and final mile connections to transit, through a variety of modes, to quickly highlight a critical component of the transit-supportive environment that should be achieved through TOD.

INTRODUCTION



FOCUS AREA PROFILE

Proposed Station Location	The intersection of Charleston Boulevard and Maryland Parkway
Neighborhood	Huntridge
Existing Land Uses	Primarily single family residential in the south and commercial in the north and along Charleston Boulevard
Unique Assets	Historic landmarks, future high-capacity transit along Charleston, and an historic entertainment character
Major Destinations/Landmarks	Las Vegas Academy of the Arts, The Center Community Center, Huntridge Theater (vacant), Huntridge Circle Park, John S. Park Elementary School

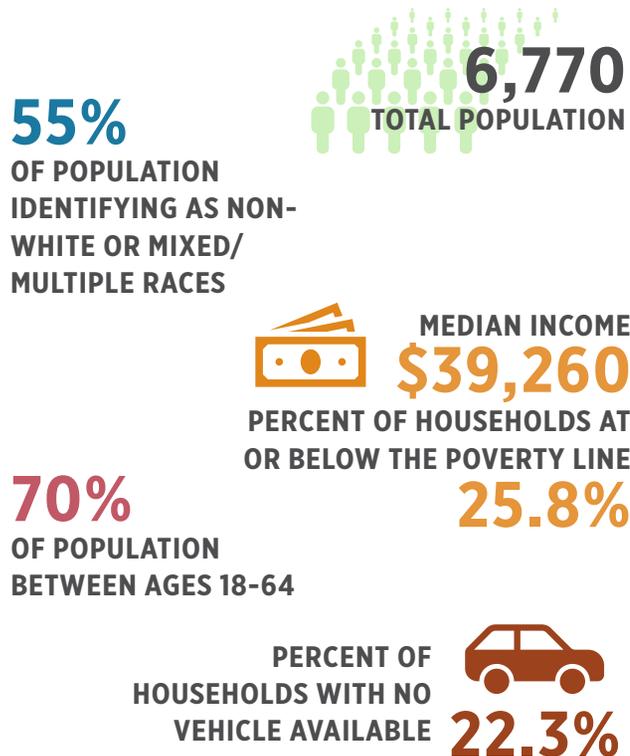


Current Ridership

Four transit routes currently serve this focus area. There are currently over 1,700 average daily boardings. Charleston Boulevard is a future Phase 1 High Capacity Transit corridor, with BRT or LRT service planned within the next ten years.

Demographics

The following statistics help us understand who lives in this focus area (Source: 2018 American Community Survey 5-Year Estimate).



TOD Types

Nine TOD Types were identified as part of RTC's *OnBoard Mobility Plan*. The applicable TOD Types identified within the Charleston Boulevard Focus Area include Downtown Regional, Downtown Local, Town Center, and Urban Neighborhood. More information about these TOD Types is available on pages 20-21.

TOD Readiness Spectrum: *Catalyze*

The Charleston Boulevard Focus Area falls into the Catalyze category on the TOD Readiness Spectrum. This category is defined as areas that may be supportive of TOD but need catalytic development to spur the market. It scored mid-range in TOD Supportiveness and Market Readiness based on analysis done in the Existing Conditions and Needs Assessment and the Market Readiness Analysis. The chart below shows the entire TOD Readiness Spectrum, with all focus areas plotted and categorized.

For more information on the TOD Readiness Spectrum, see the *Priority Focus Areas Selection Memo*.

Vision 2045 Recommendations

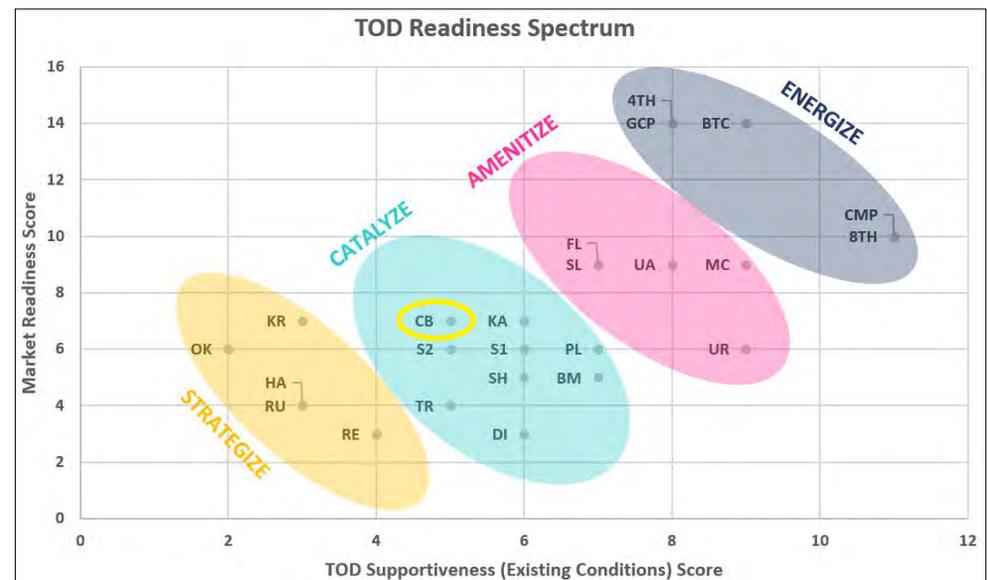
DEVELOPMENT DISTRICT
Civic & Business District
Founders District

MIXED USE TRANSIT HUB

Most of the focus area is identified as a Primary Employment Hub, with additional designations to the northwest as a Primary Lifestyle Hub and to the south as a Cultural Hub.

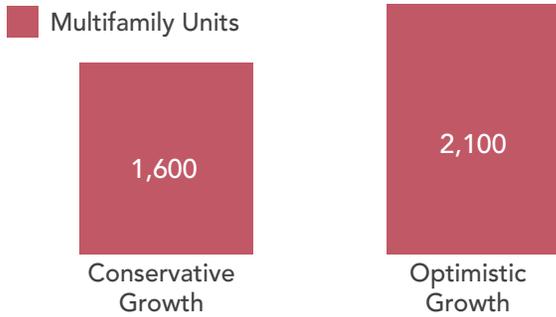
CENTER OF EXCELLENCE

The focus area overlaps multiple Centers of Excellence, including #1 Gaming and Hospitality on the northeast, #2 Creative and Tech on the south, #3 Medical and Healthcare on the west, and #4 Cultural and Learning on the north.

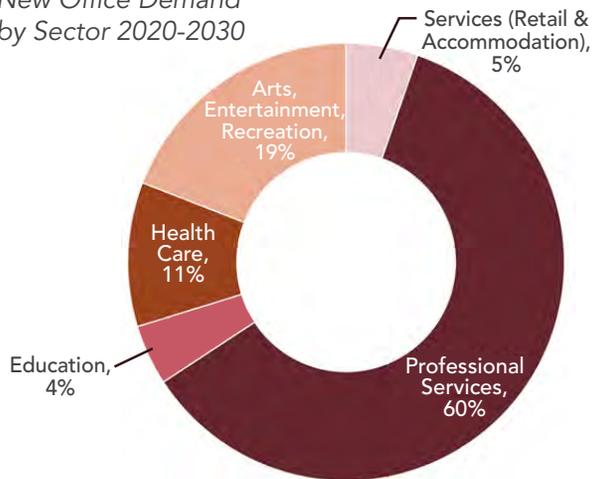


MARKET OPPORTUNITIES

New Housing Demand 2020-2030



New Office Demand by Sector 2020-2030



Market Area Capture of New Retail Sq. Ft. 2020-2030



Source: Economic & Planning Systems

DEMAND ANALYSIS

As a component of the Maryland Parkway Corridor TOD Plan planning effort, a detailed Market Readiness Analysis was produced for each priority focus area. Included in that report is an analysis of the demand in the focus area across three sectors — housing, office and retail — to better inform how future development can both leverage the transit investment and successfully respond to market demands and pressures. Findings for the Charleston Boulevard Focus Area are summarized in the accompanying charts, but key findings for each sector include the following:

Housing

Based on the projected county-wide growth of 52,700 multifamily housing units by 2030 and applying these capture rates, the Charleston Boulevard Market Area could capture between 1,600 and 2,100 new multifamily housing units over this period. This translates to average annual production of between 160 and 210 new multifamily units per year.

Office

Accounting for the share of employees within each employment sector that utilize office space (e.g., 100% of employment in Finance and Insurance, compared to 50% of employment in Health Care), over the next 10 years the Market Area is expected to see demand for an additional 228,000 square feet of office space. This demand is primarily generated by Professional Services (such

as Finance & Insurance and Professional & Technical Services), accounting for 60% of office space demand. This indicates that major development opportunities are likely to be associated with traditional office/commercial buildings.

Retail

Within the Market Area, the opportunities for capture of new spending are approximately equal across Convenience Goods, Other Shopper's Goods, and Eating & Drinking, with support for between 30,000 (conservative growth) and 40,000 (optimistic growth) square feet of new space in each retail category. These retail sectors with the strongest potential are also the most likely to locate in a TOD and a downtown area. There will be limited ability to capture sales (and attract stores) within large-format General Merchandise stores and Building Material and Garden stores, as TOD and downtown locations are more likely to attract local and destination-oriented retailers.

DEVELOPMENT SITES AND FEASIBILITY

The Charleston Boulevard Focus Area is mostly developed with a minimal number of parcels that are vacant or likely to redevelop in the near future.

As an additional layer of analysis, parcels that did not meet the size threshold but have the potential to be assembled for a development site were included as potential development sites. There are not many identifiable sites near the intersection of Charleston Boulevard and Maryland Parkway. There are some potential development sites along Charleston Boulevard and Fremont Street that could be opportunities for infill small scale mixed-use development and/or more modern retail formats. The demand estimates indicate growing desire for development in the area however finding development sites may be a greater barrier to attracting TOD.

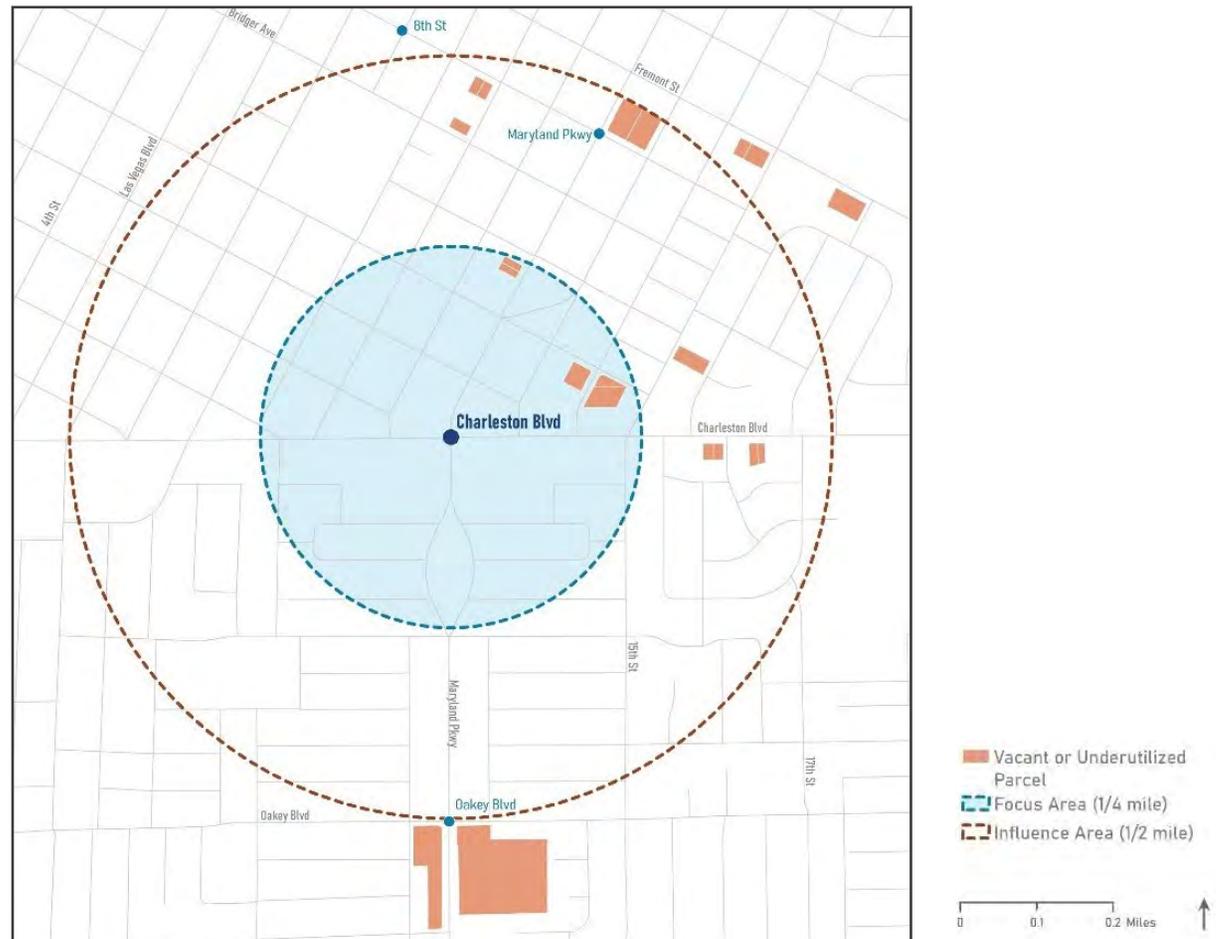
Development feasibility was assessed based upon land sale prices and rental rates, yielding the following findings:

- The demand for housing and retail space is growing in the Charleston Market Area as evidence of the proposed development activity, rental rates, and land prices.
- The lack of recent development near the focus area makes proving market support difficult but can likely be overcome.
- New retail, multifamily, and mixed-use projects are likely feasible if

desirable sites can be obtained and costs related to infill and redevelopment can be overcome.

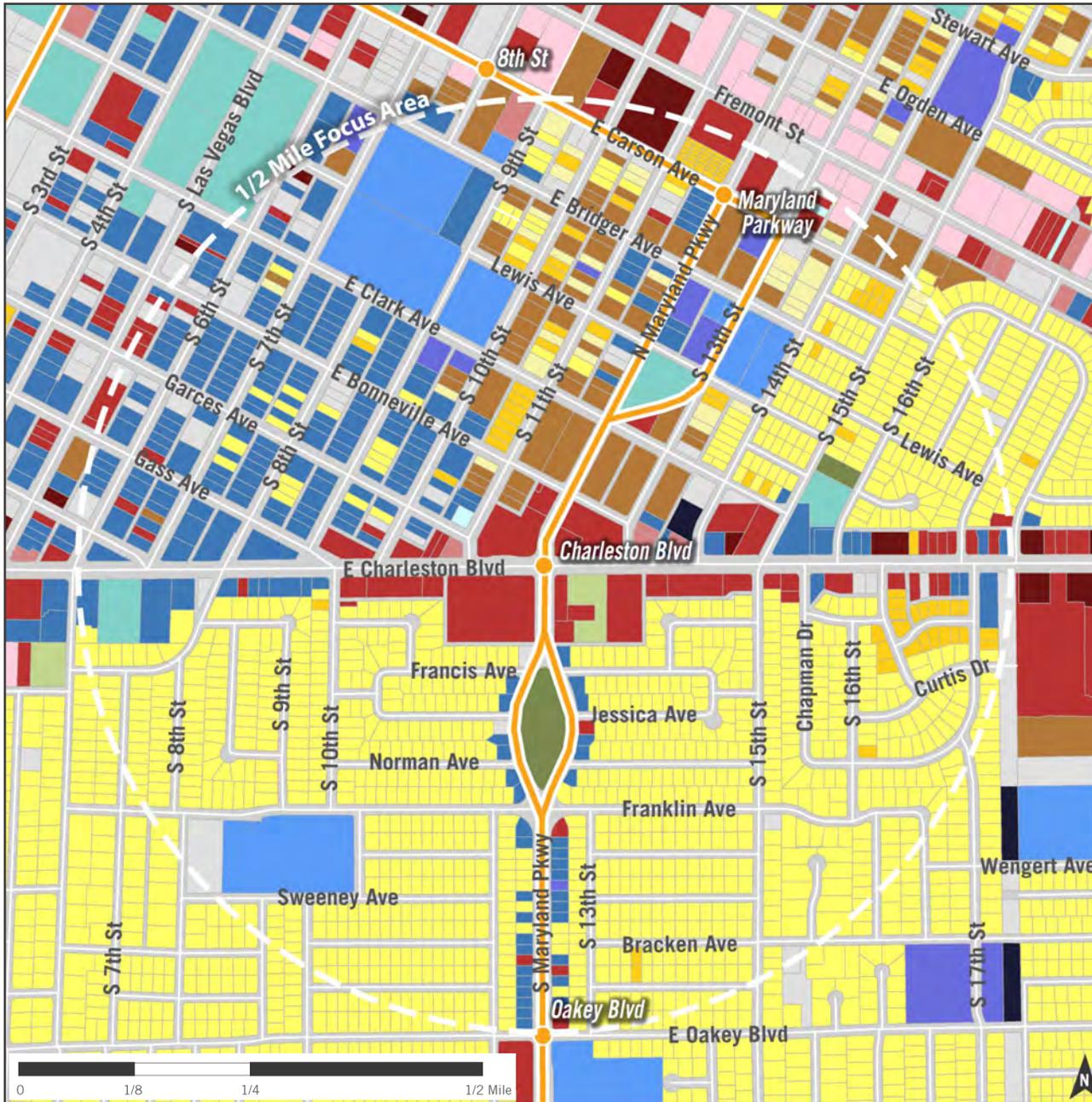
- The biggest challenge to attracting TOD to the focus area will be creating development sites that are large enough to support more dense, multistory development.

- Continued infill on smaller lots and reinvestment in existing buildings, which is happening currently, will help continue to build support for new development and help to increase activity near the future transit investment.



Opportunity Parcels, Source: Economic & Planning Systems

EXISTING LAND USE AND BUILT FORM



EXISTING LAND USE

The primary land uses in the Charleston Boulevard Focus Area are commercial, residential, and office uses. The majority of commercial uses are along Charleston Boulevard, office uses are located along Maryland Parkway and in the northwest quadrant nearest to Downtown, and the residential uses are primarily south and east of the station, with the higher density residential uses located closest to Maryland Parkway and to the west near Downtown.



The commercial uses in this area are characterized by single-story pad, big box, and strip-style developments with surface parking lots along Charleston Boulevard. These uses are most prevalent near the intersection of Charleston Boulevard and Maryland Parkway. Their density decreases moving east along Charleston Boulevard. There is significant opportunity for commercial parcels in the focus area to redevelop and densify in the future.

There are a variety of residential densities in the focus area. Predominantly, there is a large area of single family homes south of Charleston Boulevard in the Huntridge neighborhood, as well as the northeast portion of the focus area. There are also a variety of multi-family uses along the northern portion of Maryland Parkway and extending west, with the highest densities nearest to Downtown.

The majority of the office uses in the focus area are small-scale financial, law, and realty offices along Maryland Parkway and Charleston Boulevard and in the northwest quadrant. Most are in converted residential areas. A few larger office uses are located closest to Downtown in the focus area.

The other major uses in the area are civic and entertainment uses such as schools, community centers, and theaters, including the Historic Huntridge Theater and the Las Vegas Performing Arts Center. These are mostly located near the intersection of Charleston Boulevard and Maryland Parkway and in the northwest quadrant of the area.

EXISTING BUILT FORM

The built form of the commercial uses in the Charleston Boulevard Focus Area, adjacent to the major thoroughfares, is primarily single-story, automobile-oriented uses and surface parking. There are several strip malls, box stores, and pad site developments. Most are older developments, set back from the street.

The single-family housing in the area is single-story southwestern ranch style or mid-century homes. The Huntridge neighborhood in particular is considered a historic area with World War Two-era homes. Most of the homes are on fairly well-maintained and landscaped lots. The quality and level of maintenance is significantly lower for the homes in the northeast quadrant.

The multi-family buildings within the focus area are primarily two-story stucco apartment clusters, duplexes, and quadplexes. Few of these have shared open space or other amenities. However, several newer, well-amenitized 3-5 story townhome and apartment buildings are located along E Carson Avenue.

The large majority of office buildings in the focus area are relatively small, primarily in 1-2 story converted single-family homes. A few larger buildings are located in the northwest quadrant, generally becoming larger, up to four stories, nearest to Downtown.

Most of the civic and entertainment buildings in the focus area are institutional buildings, typically in recognizable, campus-style clusters. This includes the large performing arts complex in the northwest corner of the area. The exception is the Huntridge Theater which is a iconic historic building that should influence design decisions and branding within the focus area.



Home in Huntridge Neighborhood



Commercial use in focus area



Auto-oriented commercial

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS



Historic Huntridge Theater



Huntridge Circle Park

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis conducted with the Stakeholder Working Group resulted in a lot of insightful comments, key themes of which are highlighted on this page.

STRENGTHS

Many of the strengths of the Charleston Boulevard Focus Area relate to its unique character, as a historic neighborhood and hub for art and culture, and its proximity to Downtown, which lends both additional character as well as development momentum and density potential.

Proximity to
Downtown and
Arts District

Historic
neighborhoods
and businesses

Momentum
from recent
development

WEAKNESSES

While many of the strengths within the focus area are related to its proximity to Downtown, many of the weaknesses are as well, including increased crime, homelessness (particularly in Huntridge Circle Park), and traffic which are all exacerbated by the busy Downtown-adjacent location.

Safety/Crime/
Homelessness

Problems with
Huntridge Park

Heavy traffic
& fast vehicle
speeds

OPPORTUNITIES

Opportunities in the focus area include capitalizing on the area's strengths, particularly around the unique and historic character, and specifically the Huntridge Theater site and other small local businesses and community-oriented sites. Improving the connectivity in this busy location is also a significant opportunity for the area.

Huntridge Theater preservation/redevelopment

Growth of small businesses

Bike & pedestrian connectivity

THREATS

With the unique character that comes with a historic neighborhood also comes the risks and difficulties associated with older buildings and infrastructure, as well as a tenant base that may not be able to continue to afford their homes or businesses after improvements are made. Intentional steps should be taken to mitigate gentrification in this focus area.

Displacement of residents & businesses

Aging buildings



LGBTQ Center, "The Center"



Local business in focus area



Huntridge neighborhood

EXISTING WALKABILITY



WALKSHED ANALYSIS

A perfect walkshed on a grid street pattern would be a complete diamond, centered on the origin point. In this focus area, the grid rotates diagonally north of Charleston Boulevard, meaning the top half of the diamond should be rotated as well. The walkshed in the northern half of this focus area is mostly complete due to the grid street pattern. South of Charleston Boulevard, the walkshed is primarily limited by neighborhood streets that don't connect directly to the arterials, and a lack of pedestrian-only facilities to make these direct connections. Pedestrian connectivity could be increased within the focus area by providing direct pedestrian-only connections between the neighborhood and the shopping areas south of Charleston, and by adding dedicated pedestrian facilities within the large surface parking lots on the south side of Charleston Boulevard.

- Major Destinations
- 1 Las Vegas Academy of the Arts
 - 2 The LGBTQ Center of Southern Nevada
 - 3 Huntridge Theater
 - 4 Huntridge Circle Park
 - 5 John S. Park Elementary School

LEGEND

- Streets
- Maryland Parkway Transit Corridor
- Maryland Parkway Corridor Transit Station
- 1/2 Mile Focus Area

Walksheds

- 1/2 Mile Walkshed
- 1/4 Mile Walkshed

This focus area has five regional destinations which are highlighted on the map with black numbers. Two of these major destinations, the Las Vegas Academy of the Arts and the John S. Park Elementary School, fall outside the 1/2 mile walkshed, despite being within a half mile “as the crow flies” from the proposed BRT station. It should be noted that both of these destinations would be more conveniently accessed from other nearby proposed BRT Stations on the Maryland Parkway Corridor route.

PEDESTRIAN NETWORK AND INFRASTRUCTURE

Charleston Boulevard serves as the southern boundary of Downtown Las Vegas, and conditions for people walking differ between the northern (downtown) portion of the focus area and the southern portion. The smaller block sizes, continuous sidewalks, and relatively dense street grid north of Charleston Boulevard offer multiple route options for people walking. On average, Block lengths are nearly twice as long south of Charleston Boulevard, than to the north. With a more curvilinear network, pedestrians are forced to travel more indirect routes due to the lack of connectivity. Huntridge Circle Park sits in the middle of Maryland Parkway. While it serves as a key neighborhood amenity, people walking must cross three

wide travel lanes to access the park. Pedestrian-activated signals on each side of the park make it possible to do this safely. Overall, more than half of all intersections within a half-mile of the focus area have marked crosswalks or ADA ramps present.

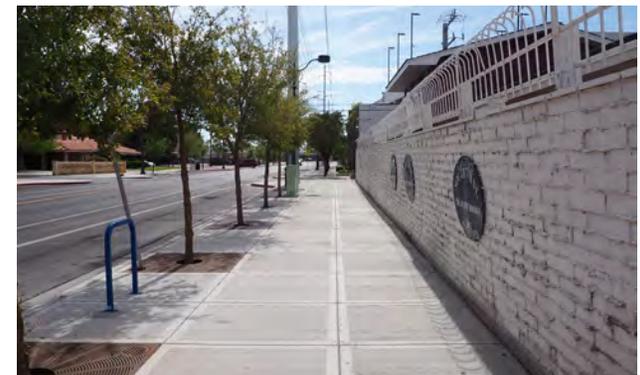
Some challenges for people walking are consistent throughout the focus area. Major streets are very wide and motorist-focused with six lanes of mixed flow traffic. Sidewalks are narrow and provide no separation from traffic, and opportunities to cross Maryland Parkway and Charleston Boulevard are far apart. The intersection of Maryland Parkway and Charleston Boulevard, the site of the future BRT station, is dominated by large commercial parcels that are mostly devoted to surface parking, which makes the pedestrian realm less active and inviting, with little shade. People walking must negotiate cars entering and existing frequent driveways.



Sidewalk in focus area



Lack of sidewalk in focus area

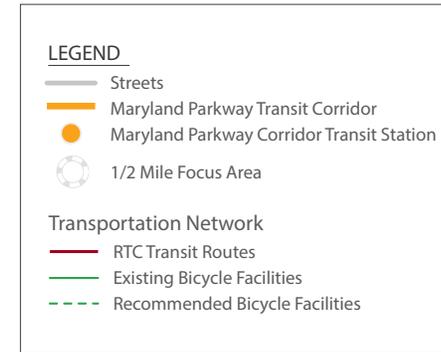
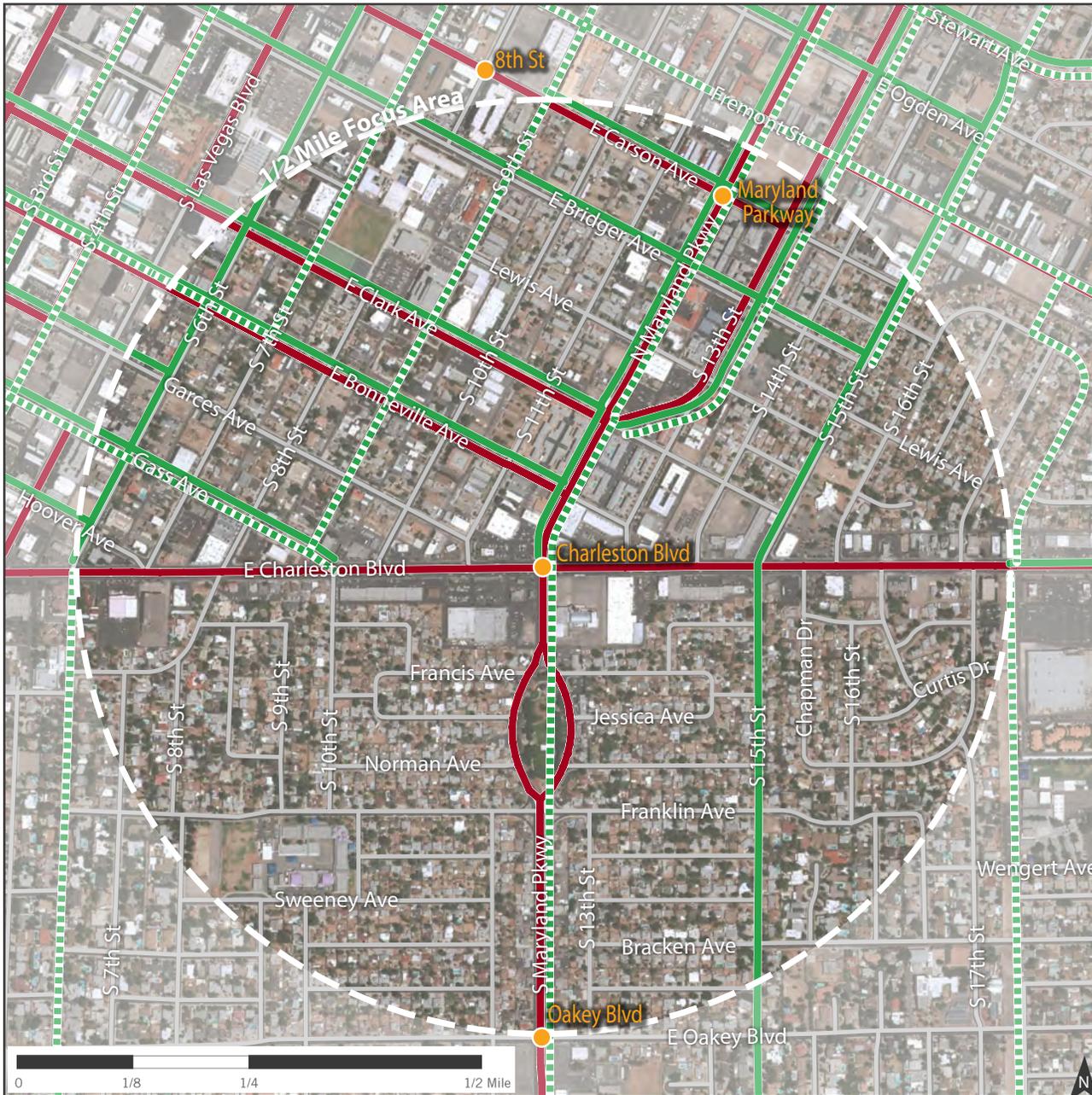


Street trees along Gass Avenue

OTHER EXISTING FIRST + FINAL MILE CONNECTIONS

BICYCLING

There are currently 13 miles of dedicated bicycle facilities within a half-mile of the Charleston Boulevard focus area. The focus area is served by several east-west bicycle lanes north of Charleston Boulevard on Carson Avenue, Bridger Avenue, Gass Avenue, Bonneville Avenue, and Clark Avenue. Bike lanes run north-south on 6th Street and 15th Street. More than 17 miles of nearby dedicated bicycle facilities are planned, which will increase the bike lane density in the area. These planned improvements include a north-south bike lane on 9th Street, upgrading Maryland Parkway from a shared bike bus lane to a separated bike lane, and upgrading the bicycle route on 13th Street to a buffered bike lane.



TRANSIT

The Charleston Boulevard focus area is currently served by the 109 – Maryland Parkway, which provides connections to McCarran International Airport and the Las Vegas Strip, and the 206 – Charleston Boulevard, one of the highest ridership routes in the region. The 208 – Washington, and the BHX – Boulder Highway Express stop within ½ mile of the proposed station as well. Existing bus stops at the Maryland Parkway and Charleston Boulevard intersection are adequately set back from the sidewalk and street and have a relatively high level of amenities befitting the high ridership, with two shelters, benches, and trash cans at each stop. Charleston Boulevard is a future Phase 1 High Capacity Transit corridor, with BRT or LRT service planned within the next ten years.

DRIVING AND PARKING

Charleston Boulevard and Maryland Parkway are wide and auto-oriented. There are a number of on-street and publicly operated off-street parking options in the focus area. Some of the on-street parking in Downtown is metered.



Clark Avenue bike facility



Gass Avenue bike facility



Existing transit stop in focus area



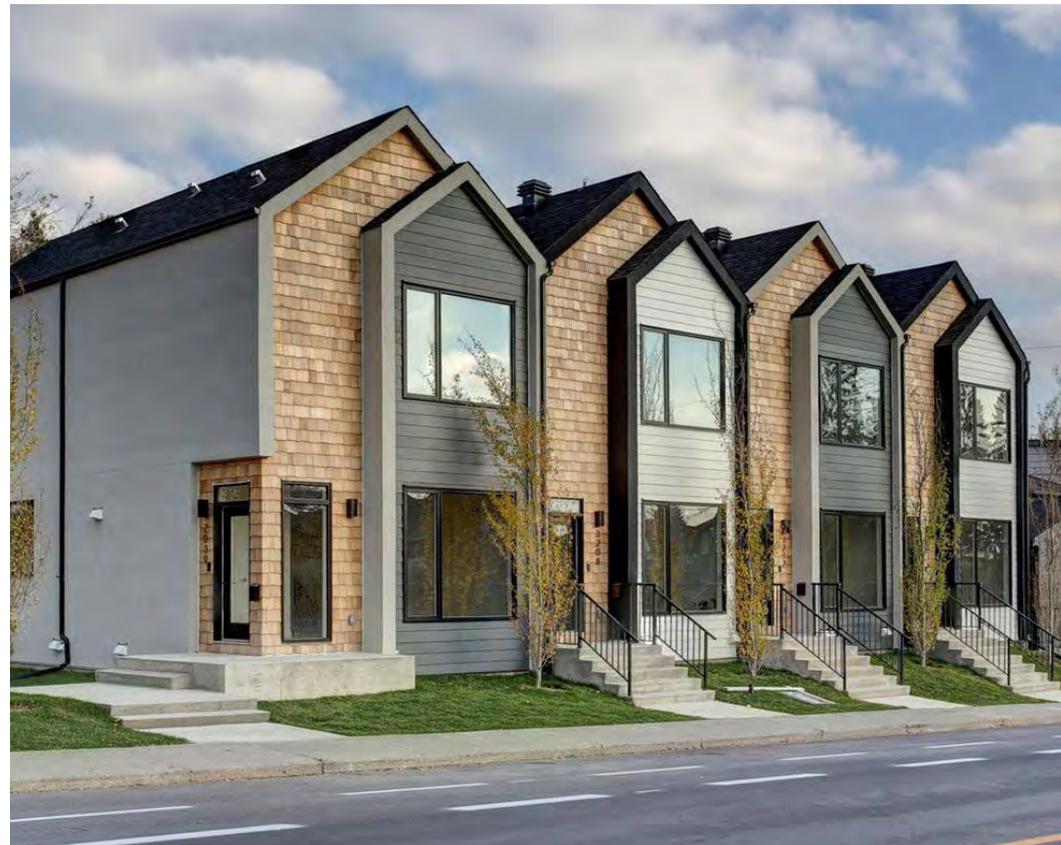
Bus in focus area

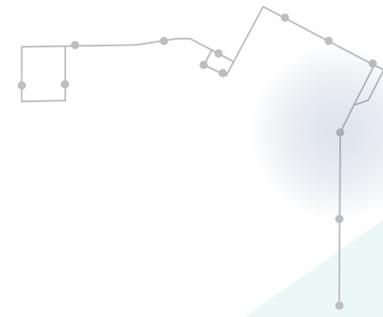


Parking lot in focus area



On-street parking in focus area





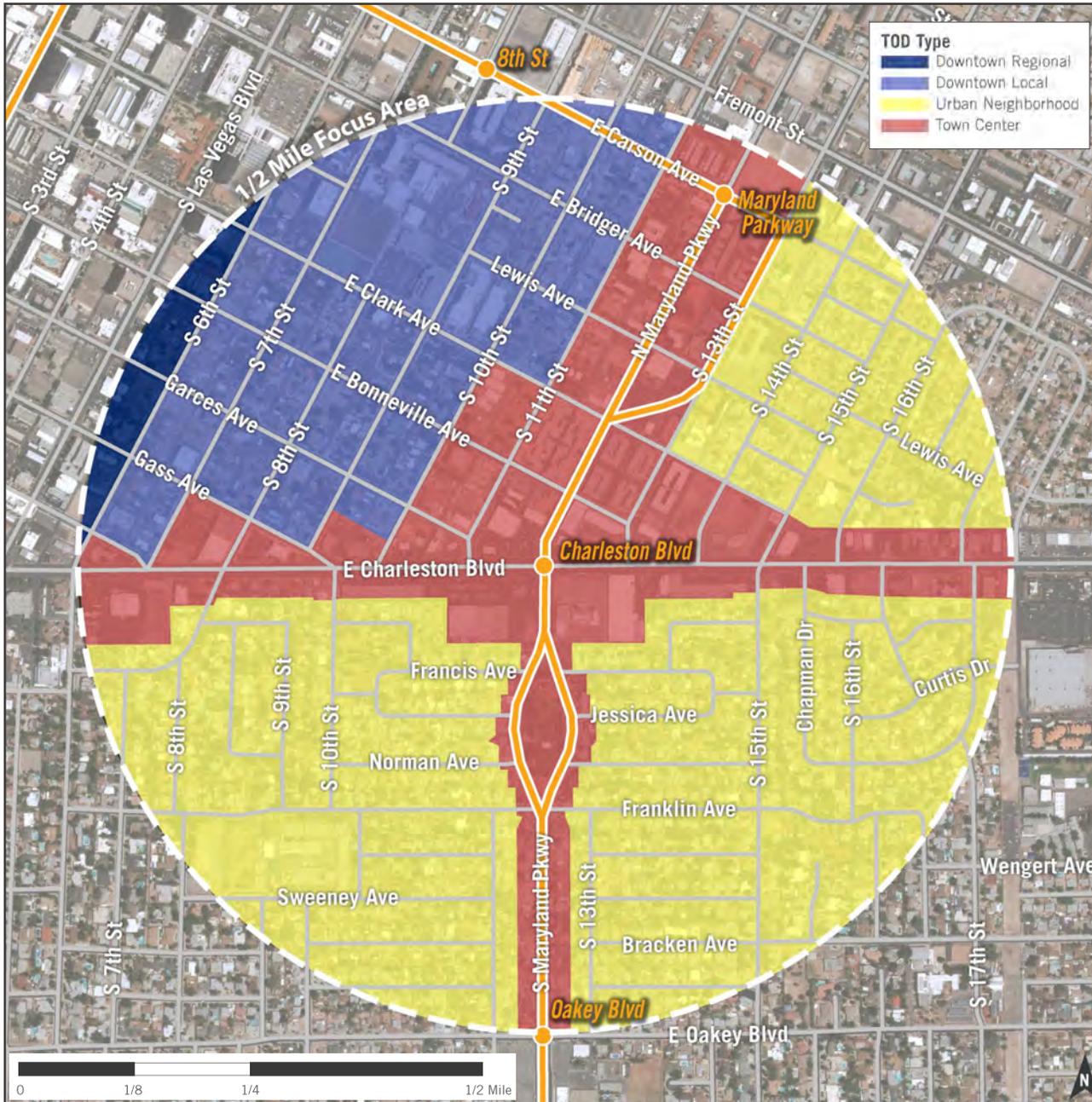
2 FOCUS AREA RECOMMENDATIONS

Successful Transit-Oriented Development is not achieved by a single catalytic redevelopment or streetscape improvement, but rather, by a series of interventions over time that encourage the focus area environment to prioritize transit supportive characteristics. Such characteristics include a diversity and mix of uses, building frontages that activate the pedestrian realm at a human scale, easy access to essential community amenities and services, quality and convenient connections to other mobility options, and a priority on safety within the public realm for users of all ages and abilities.

The Charleston Boulevard Focus Area is categorized as a Catalyze focus area on the TOD Readiness Spectrum. So, although the primary emphasis is encouraging new catalytic development and redevelopment, the recommendations that follow aim to supplement that infrastructure and development investment by pairing it with intentional, community vetted amenities and public spaces that help achieve the transit supportive characteristics described above. Included in this chapter are a mix of broader policy and regulatory recommendations, and location-specific amenity, connectivity, parking, and land use recommendations, all informed by community and stakeholder input gained through this Plan process.

While the recommendations in this chapter should not necessarily be regarded as a first phase in successful implementation of TOD, by providing the policy guidance in this document, the hope is that the City can work to get the corresponding regulations, amenities and connections in place that will compel corresponding development to respond accordingly.

TOD TYPES



WHAT ARE TOD TYPES?

Transit-Oriented Development (TOD) is a type of development located close to high quality, high capacity transit, that creates a compact, walkable, mixed-use and dense environment. TOD areas contribute to liveable communities and serve as activity centers that provide a range of benefits to the region, local community, and individual households.

During RTC's *OnBoard Mobility Plan*, nine TOD types were established that are context-specific to Southern Nevada. The density, building form, block layout, types of use, time of activation and approach to equity differs in each of the nine TOD types. The Charleston Boulevard Focus Area contains four of the nine TOD Types (listed below) including: Downtown Regional, Downtown Local, Town Center, and Urban Neighborhood. Descriptions of these four are on the next page. All nine TOD Types from the *OnBoard Mobility Plan* are described in the appendix of this report.

TOD Types in this focus area:

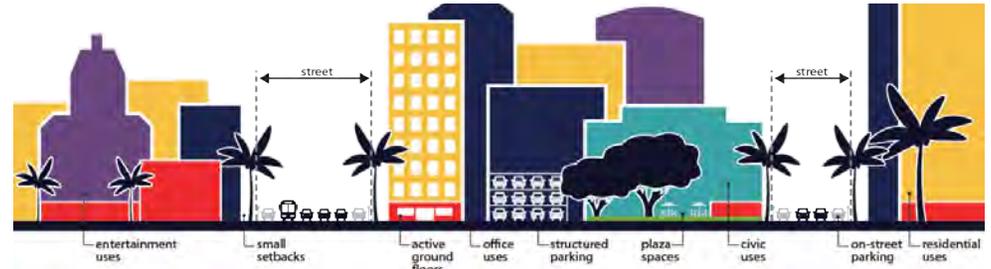
- LAS VEGAS STRIP **DOWNTOWN REGIONAL**
- DOWNTOWN LOCAL** EDUCATIONAL CAMPUS
- ENTERTAINMENT DISTRICT **TOWN CENTER**
- MEDICAL DISTRICT **URBAN NEIGHBORHOOD**
- EMPLOYMENT DISTRICT

Please note, TOD Types shown on this page are from RTC's *OnBoard Mobility Plan*. These are different from the TOD/TOC Place Types in the City of Las Vegas 2050 Master Plan. See the 2050 Master Plan for more information.

TOD TYPE: DOWNTOWN REGIONAL

Large downtown areas that serve multiple neighborhoods. Mix of uses, with abundant housing and job opportunities. Grid street pattern creates accessibility by various transportation options.

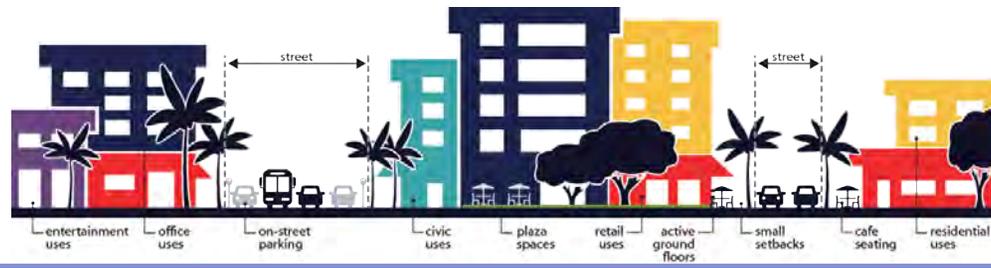
Appropriate Transect Zones in this TOD Type: All T6, all T5



TOD TYPE: DOWNTOWN LOCAL

Significant activity center for smaller communities or occurring on the edges of regional downtowns. Mix of uses including residential and job opportunities. Medium height buildings create a less urban atmosphere.

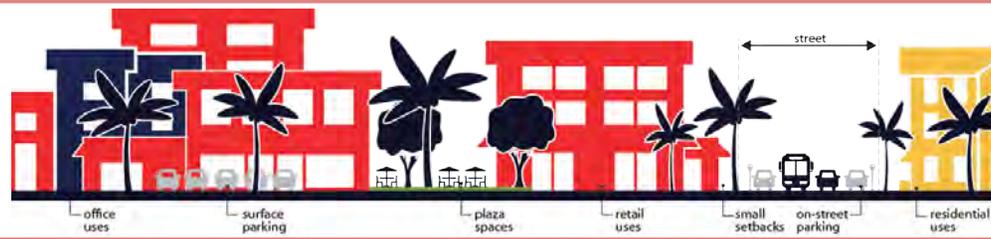
Appropriate Transect Zones in this TOD Type: T5-N, all T4



TOD TYPE: TOWN CENTER

Mostly retail/commercial uses with some housing and public gathering spaces. Local destination for residents and visitors. Increased activity when special events take place.

Appropriate Transect Zones in this TOD Type: All T5, all T4



TOD TYPE: URBAN NEIGHBORHOOD

Medium density development that primarily serves local residents. Mostly housing with some retail and services.

Appropriate Transect Zones in this TOD Type: T5-N, all T4, T3-N

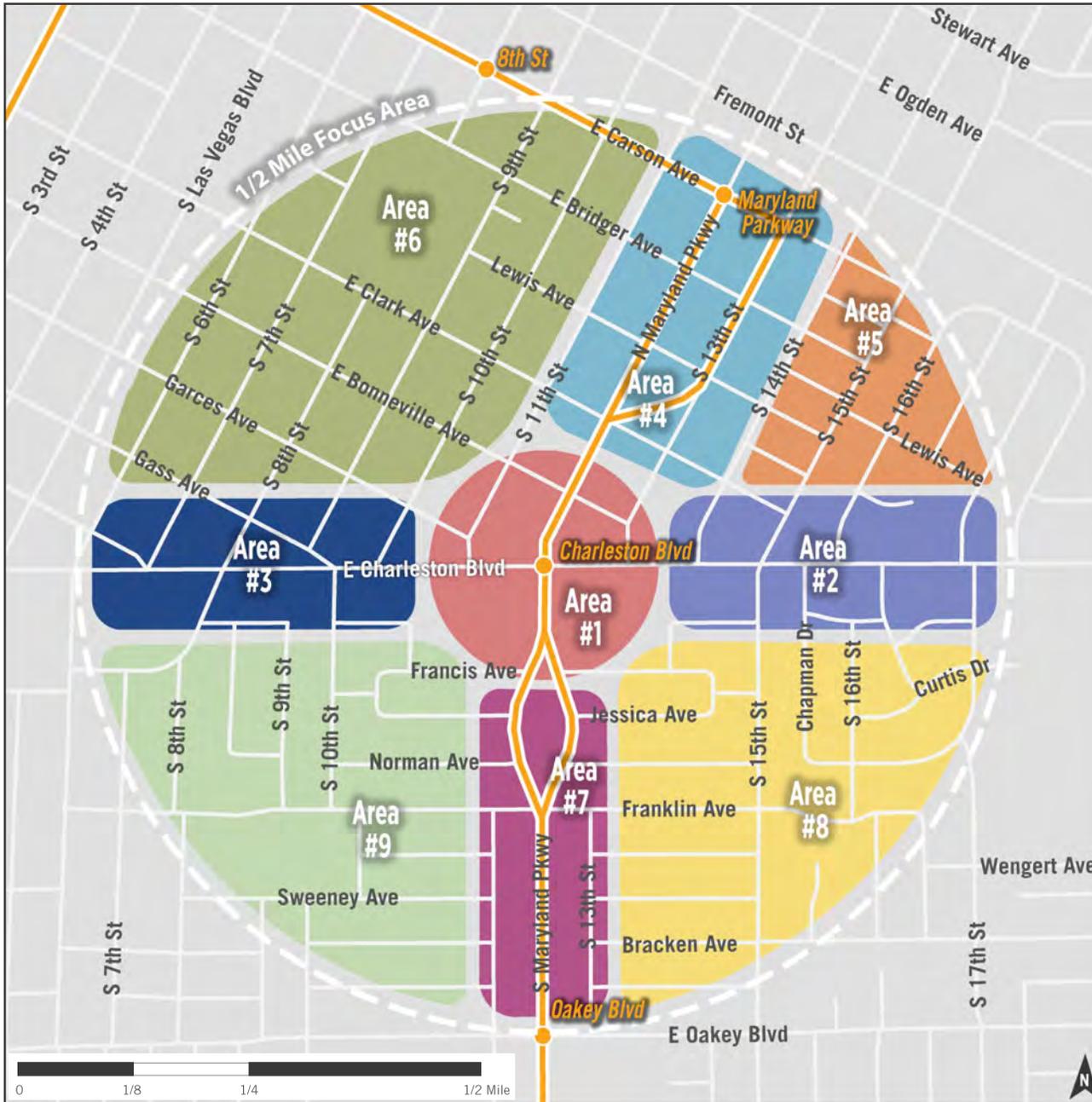


MIX OF USES

The future mix of uses within this focus area should largely match what exists today but have more variation within parcels along and north of Charleston Boulevard and along Maryland Parkway. Commercial and residential uses should remain the primary uses, but should be further supplemented with employment and entertainment uses as well as parks and open spaces.



DEVELOPMENT TYPE PREFERENCES



WHAT SHOULD THIS AREA LOOK LIKE IN THE FUTURE?

While the TOD Types mapped on page 20 provide more detailed guidance on the mix of uses that each focus area should aspire to achieve to best support the transit investment along Maryland Parkway, the types of development that can occur within those TOD Types are still intentionally broad. To help better calibrate development type recommendations to the Medical Center Focus Area, community members were asked to provide feedback on a set of visual preference images for nine geographic areas within the focus area. Candidate images were selected that embody TOD supportive development characteristics such as limited building setbacks and engagement with the street, active ground floor frontages, an integrated mix of uses, and placemaking elements that would encourage transit users to linger and activate adjacent public spaces. Variation occurred, however, in elements such as building height, building type, form and configuration of the public realm. (Variable characteristics tested, along with the community's preference, indicated on the next page.)

As future land use and development code decisions are made within the City of Las Vegas, these inputs can be helpful in informing regulatory mechanisms that compel development that is not only transit-supportive, but also would be well received by the community.



Areas #1, #2, #3, #7

Community Survey Preference: 1-2 Story Mixed Use Infill Development

3D Model options were calibrated to provide input on building height and appropriate upper story setbacks.



Areas #2 & #4

Community Survey Preference: 3-4 Story Mixed Use Infill Development

3D Model options were calibrated to provide input on building height and appropriate upper story setbacks.



Area #5

Community Survey Preference: Residential Mixed-Use Apartments

3D Model options were calibrated to provide input on types of residential uses, appropriate density, and how best to transition to adjacent neighborhoods.



Area #6

Community Survey Preference: 3-Story Mixed Use (adjacent existing context shows houses converted into businesses)

3D Model options were calibrated to provide input on building height and upper story setbacks.

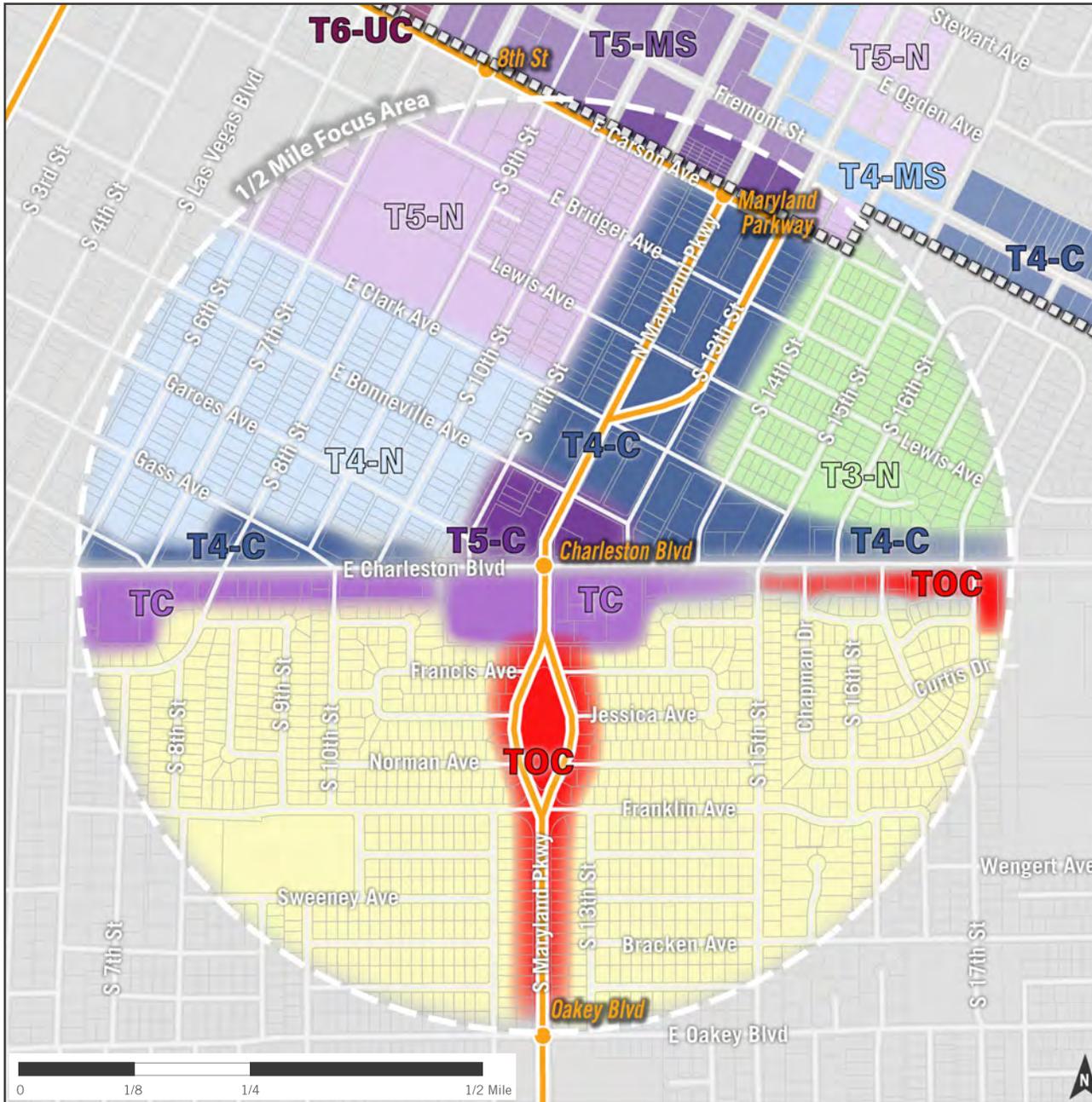


Areas #8 & #9

Community Survey Preference: Duplexes and Triplexes

3D Model options were calibrated to provide input on types of residential uses, appropriate density, and how best to transition to adjacent neighborhoods.

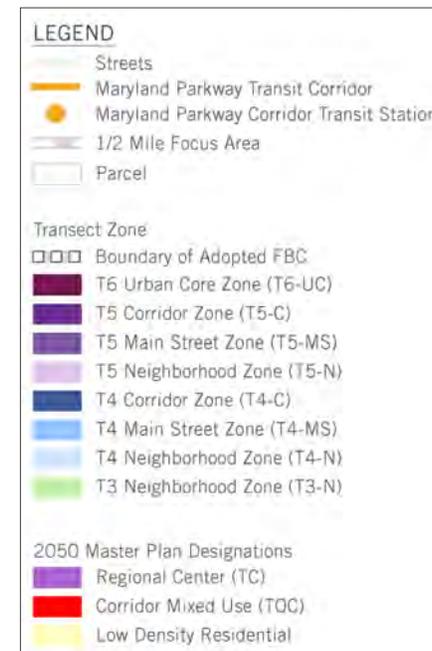
FORM-BASED CODE



APPLICATION OF FORM-BASED CODE

Applying form-based code (FBC) and community-based design standards in this focus area will help to build a well-designed TOD that reinforces its current identity and implements the community's long-term vision. FBC should be used in this focus area to create a high-quality, walkable, urban, mixed-use place with a vibrant pedestrian realm while preserving historic assets and existing unique character.

The recommendations for FBC are intended to serve as guidelines that support transit-oriented development in this location as well as help to implement other goals and Plans in the community.



The map on the previous page shows applied FBC transect zone recommendations for general areas within the Charleston Boulevard Focus Area. In areas outside the Downtown boundary, the recently adopted 2050 Master Plan designations have been carried forward.

Based on the feedback received during this process, it is recommended that FBC be applied to all the Maryland Parkway Corridor focus areas. Alternatively, similarly calibrated zoning could also achieve the desired outcomes. When the City pursues amending the zoning code in this area, it is recommended that these transect zone recommendations would receive further analysis and refinement, before being applied to a parcel-based map. FBC has already been applied within the Fremont East District, as is visible within the northeast corner of this map, separated by a white dashed line.

SPECIFIC DISTRICTS

The Downtown Master Plan identifies 12 planning districts within the Downtown Las Vegas Overlay District and identifies standards that are unique to districts. The Charleston Boulevard Focus Area includes parts of three of those districts. Most predominantly is the Founders District, covering most of the northern half of the focus area and extending approximately one parcel south of Charleston. The focus area also reaches into the Civic and Business District on the northwest and the Fremont

East District on the northeast.

TRANSECT ZONES

The following section gives context for the recommended transect zones within the Charleston Boulevard Focus Area, and unique considerations within each.

T5 Corridor Zone (T5-C)

Applying T5-C near the intersection of Charleston Boulevard and Maryland Parkway, two major arterials, can help enhance the sense of place at a key gateway between Downtown Las Vegas, the Founders District, and the Huntridge Neighborhood in the other direction.

T5 Neighborhood Zone (T5-N)

Additional multi-family, high-density residential could greatly increase the sense of community within Downtown and bring more people into the area at all times of day. Application of T5-N in the northwest corner of the focus area connects this area to the rest of Downtown.

T4 Corridor Zone (T4-C)

T4-C is appropriate along Charleston Boulevard, an auto-oriented corridor, and along the northern portion of Maryland Parkway approaching Downtown. This transect zoned can serve as a transition down in density to the surrounding neighborhoods.

T4 Neighborhood Zone (T4-N)

T4-N may be appropriate in the northwest quadrant south of Clark Avenue, as the current character of this area is less dense than areas to the north and west within Downtown, but may be suitable for higher density than south of Charleston and east of Maryland Parkway. In this area it will be key to consider the single-family homes that are converted into businesses, and how the FBC may allow for this unique and characteristic condition.

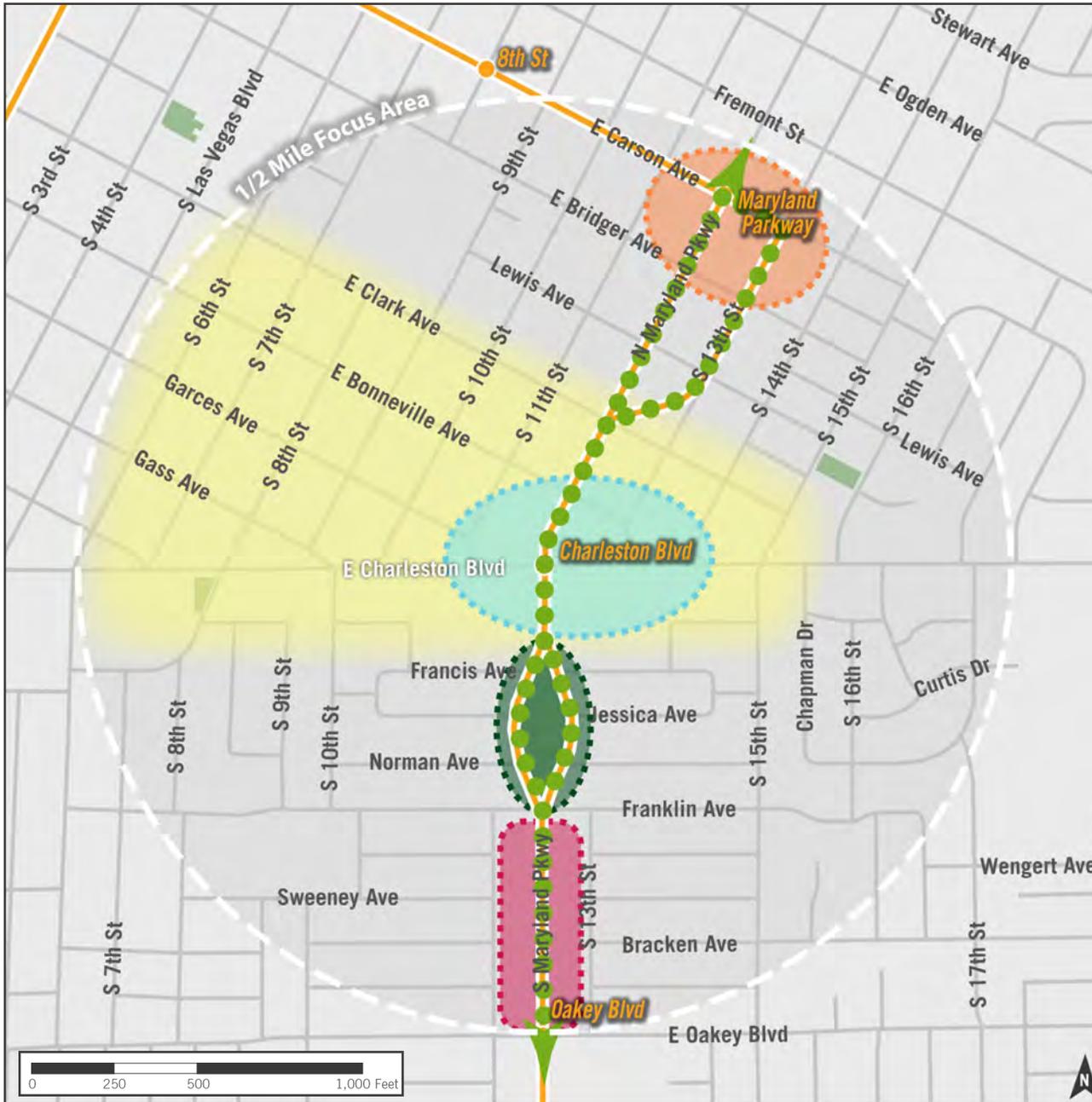
T3 Neighborhood Zone (T3-N)

The application of T3-N within the existing neighborhood northeast of the Charleston Boulevard station can help preserve its character, with the possibility of increased density and a mix of uses along the edges and at key intersections.



Medium density residential facing street

COMMUNITY AMENITIES, SERVICES, AND PUBLIC REALM IMPROVEMENTS



As part of the Maryland Parkway Corridor community surveys, participants were asked to identify where they would like to see additional community amenities and infrastructure. The map to the left represents the community input, aggregated into some key recommendations. Additional feedback regarding community amenities and infrastructure is outlined in the text on the following pages. The full survey results can be found in the *Charleston Boulevard Survey Results Memo*. These preferences, in combination with TOD best practices and an analysis of access to existing community amenities and infrastructure, informed the recommendations below and on the following pages.

Key Recommendations

1. Dense mixed-use node with ample amenities near station
2. More affordable housing and diversity of housing options between station and Downtown
3. Grocery store and healthy food options near Maryland Parkway and Carson Avenue
4. Reopening of and safety/infrastructure improvements to Huntridge Circle Park
5. Increased tree canopy and shade along Maryland Parkway throughout focus area
6. Nodes of increased shops and restaurants, and pedestrian realm and connectivity improvements, south of Huntridge Circle Park

Shops and Restaurants

Intent: Ground-floor retail and dining options support and benefit from increased density and foot traffic and create a local destination.

Public input indicates a clear desire for additional retail uses around the intersection of Maryland Parkway and Charleston Boulevard and south along Maryland Parkway. While the intersection is already occupied by retail uses, both the survey results and best practices indicate the retail in this area may not be best serving the community's needs and should include more variety and density, including non automobile-oriented uses.

Office Spaces

Intent: Flexible office spaces are included as part of new vertically mixed-use development and provide diverse employment options.

The community survey results indicate some desire for additional office space south and west of Maryland Parkway. New office developments in this area should consider more density than what exists here currently.

Grocery Stores/Healthy Food Options

Intent: Food access is prioritized in focus areas that are currently lacking healthy food options, improving access for the whole transit corridor.

The mapping exercise showed a strong desire for access to more food options, which the area is currently completely lacking. Given the density of residential uses in the area and the proximity to Downtown a full-sized grocery store is highly recommended, particularly north or west of the station.

Daily Services

Intent: A variety of neighborhood supporting daily goods and services allow nearby residents and transit riders to meet their needs without additional vehicle trips.

Findings from the survey highlighted the area immediately around the intersection, where there is dining, retail, and auto-oriented uses. Given the strong community desire and the current uses, additional services (such as a pharmacy, salon, day care, a gym, etc.) should be considered in this area.

Educational Facilities

Intent: Quality education facilities are easily and safely accessible from high frequency transit stations.

The community did not express much need for additional educational facilities in the focus area, likely due to the multiple elementary, art, and other learning institutions in the immediate vicinity. The biggest priority for educational access in the area should be ensuring safe walking paths for students to and from the schools.

Health Care/Social Services Facilities

Intent: Transit users and focus area residents have proximate access to health care and social service facilities, enhancing access for the whole transit corridor.

The survey showed some community desire for health care or social services, particularly in the northern portion of the focus area. Given the proximity to Downtown, low-income housing, and homeless populations, increased access to these uses is recommended.

Housing Options/Affordable Housing

Intent: Focus areas have a variety of housing types and styles at multiple price points that benefit from new and improved amenities and support additional uses and density.

Community feedback indicates a strong desire for more affordable housing options throughout the neighborhoods in the focus area. With the proximity to two major transit lines and Downtown, this area is a prime opportunity for affordable housing.

Recommendations from the Workforce Housing Plan

Based on the guidance provided for the City in the Workforce Housing Plan and the specific needs of the focus area, the priority housing types for the Charleston Boulevard Focus Area are quadplexes, townhomes, and mid-rise mixed use. Effective tools for the area include incentives, process and zoning accommodations, enacting rent control, joint public/private development, and property deed restrictions.



Quadplexes

Typical Lot:  2+ acres

Density:  20-35 du/acre

Height:  3-5 stories



Townhomes

Typical Lot:  2-4,000 SF

Density:  12-20 du/acre

Height:  2-4 stories



Mid-Rise Mixed Use

Typical Lot:  2+ acres

Density:  20-35 du/acre

Height:  3-5 stories



Pedestrian-scale lighting in park



Plaza with trees and landscaping



Community park with walking path

Community Parks and Open Spaces

Intent: Residents and transit riders can safely access parks and open spaces in the focus area via multiple modes.

Apart from Huntridge Circle Park, which has not yet reopened, there is very limited access to publicly accessible community parks and open spaces in the Charleston Boulevard Focus Area. The majority of public space within the focus area is associated with the educational campuses and not completely open to the public. Public green space would provide a considerable benefit to the many residents and visitors to this focus area, particularly given its density and proximity to major destinations.

This major need was reflected in the community survey results, which showed a strong desire for parks space throughout the focus area, and particularly north of Charleston Boulevard and along Maryland Parkway. The results also indicated a desire for the re-opening of the Huntridge Circle Park in the middle of the focus area, which is currently being updated to improve safety and security. However, more parks should be added to the focus area, in addition to the reopening of the existing park, to accommodate the many people living and working here.

Large parking lots and vacant parcels within the focus area provide an opportunity to incorporate new public spaces. By reducing or restructuring some parking areas and adding pop-ups on empty lots several smaller green spaces could be added to this area.

Shade Trees

Intent: Major pedestrian and bicycle routes throughout the focus area have shade trees to allow comfortable travel, mitigate urban heat island effect, and encourage non-automobile trips.

The tree canopy in the focus area, particularly in the commercial areas and along the transit lines, is quite minimal. More trees can be found in the neighborhoods and converted single family areas but many of the most traveled portions of the focus area lack any shade trees. Survey responses show a strong community desire for trees along Maryland Parkway and especially near the intersection with Charleston Boulevard.

More trees in this area would positively impact the health and comfort of the many users of the Charleston Boulevard Focus Area. Trees would encourage non-automobile trips and improve air quality and urban heat island effect in the area. New trees can be collocated with new green spaces, included in publicly accessible private open spaces, parking lots, vacant parcels, and along pedestrian routes and roadways.

Safety and Security Infrastructure

Intent: Adequate safety and security infrastructure is provided for pedestrians and cyclists to remove barriers to traveling to and from the station.

While there is street lighting throughout the focus area it is neither consistent nor pedestrian-oriented. The regularity of

the lighting along the side streets and particularly in the neighborhoods, which have almost no street lighting, creates an unsafe pedestrian experience. While the lighting along Charleston Boulevard and Maryland Parkway is more consistent it is only oriented to the street and does not provide a safe environment for pedestrians. While safety and security infrastructure was not a top requested improvement in the community survey, it is a key factor in improving pedestrian comfort and safety, which is very important in an area that sees as much traffic as the Charleston Boulevard Focus Area. For more information on safety and security see CPTED and Safety on page 44 of this Plan.

Public Art Opportunities

Intent: Opportunities for public art are included in focus areas, and particularly near transit stations, to cultivate a unique sense of place and community pride.

The Charleston Boulevard Focus Area has a strong historical arts/entertainment character, making it an excellent area for public art. Art and artistic elements will help this area establish and strengthen its unique identity and benefit the many residents, employees, and visitors to the area. New public art should tie into the major theater and historical destinations like the Performing Arts Center and the Huntridge Theater. While it was not shown to be a top community priority, several community members requested new art around Huntridge Circle Park, in addition, the major intersections particularly in the northwest quadrant are ideal art locations.

Section 2: Focus Area Recommendations

Signage and Wayfinding

Intent: Clear signage and wayfinding allow all users, regardless of mode, to easily locate the transit station and nearby destinations.

While signage and wayfinding was not included in the online survey it is a key part of creating a successful, easy-to-navigate focus area, especially given the many destinations, Downtown proximity, and density of the Charleston Boulevard Focus Area. New signage and wayfinding should be both functional for pedestrian navigation and also unique to the area's character to help establish a sense of place. Signage, particularly near transit stops should direct people to nearby destinations including the Huntridge Theater, Huntridge Circle Park, the Performing Arts Center, the LGBTQ Center, the many schools in the area, and further destinations within Downtown.

Street Furniture

Intent: Street furniture is provided along major pedestrian routes within the focus area to create a comfortable pedestrian realm, moments of respite, and encourage non-automobile trips.

There are few pedestrian amenities present within this focus area. Pedestrian amenities should be priority improvements, particularly near transit stops and major intersections. Furnishings in this area should include benches, trash/recycling receptacles, bike parking, planters, and pedestrian-scaled lighting. The proximity to Downtown and major transit lines increases the number of people walking in this area and it should be amenitized to match this level of use.



Pedestrian/transit wayfinding



Public art with entertainment theme



Bike parking

THOROUGHFARE TYPES AND MODAL PRIORITIES

THOROUGHFARE TYPES

Adopted Complete Streets policies and guidelines provide the baseline for enhancing thoroughfares in the focus area. The City of Las Vegas adopted Complete Streets standards and roadway cross sections tied to functional classification under Unified Development Code 19.04 “Complete Streets.” RTC adopted a Complete Streets policy and a report, including design guidelines, in 2012. The 2013 RTC Complete Streets Design Guidelines for Livable Communities expands upon the guidelines in the report and establishes a typology for complete streets that facilitate mobility for all modes of transportation, with a particular focus on people walking. Land use context and specific modal functions such as transit routes and bikeways are also important drivers of street design. The Draft 2050 Master Plan for Las Vegas provides a framework for a “Layered Complete Streets” approach to street design that includes designated bike streets, transit streets, and complete streets that accommodate all modes. The Master Plan identifies NACTO’s Urban Bikeway Design Guide as the design resource to determine the appropriate bike treatment for all bike streets.

Boulevard

Corridor-wide recommendations:

Boulevards are designed for higher motor vehicle volumes and moderate speeds. They traverse and connect districts and cities and serve as primary transit routes. High-speed boulevards function as regional connectors and are often truck routes.

Charleston Boulevard and Maryland Parkway south of Clark Avenue are Boulevards within a Town Center TOD type. These streets function as retail and commercial spines. Both Boulevards prioritize transit and should be enhanced to support people walking to access transit. Maryland Parkway is a low-speed boulevard and should be designed as a Main Street, with a higher level of priority for people walking and streetscaping, including shade trees and pedestrian scale lighting. As a planned protected bikeway as well, Maryland Parkway balances the needs of all modes.

Avenue

Corridor-wide recommendations:

Avenues have moderate to high motor vehicle capacity and low to moderate speed. They act as connectors between, or the main streets of, urban centers.

The Charleston Boulevard Focus Area includes a portion of Downtown. The majority of thoroughfares in Downtown are Avenues that balance the needs of many modes. As part of the retail and commercial heart of Las Vegas, they serve as Main Streets, which should have a wide sidewalks, pedestrian lighting, and streetscaping. Many of them are also transit routes and bikeways, including Carson Ave, Clark Ave, Bonneville Ave, and 13th Street. Design for these Avenues should consider the tradeoffs between modes. For example, many streets do not have room for both curb extensions at intersections and protected bike lanes; buses must stop frequently, which can lead to blocking the bike lane. An assessment of traffic volumes and parking utilization should be carried out

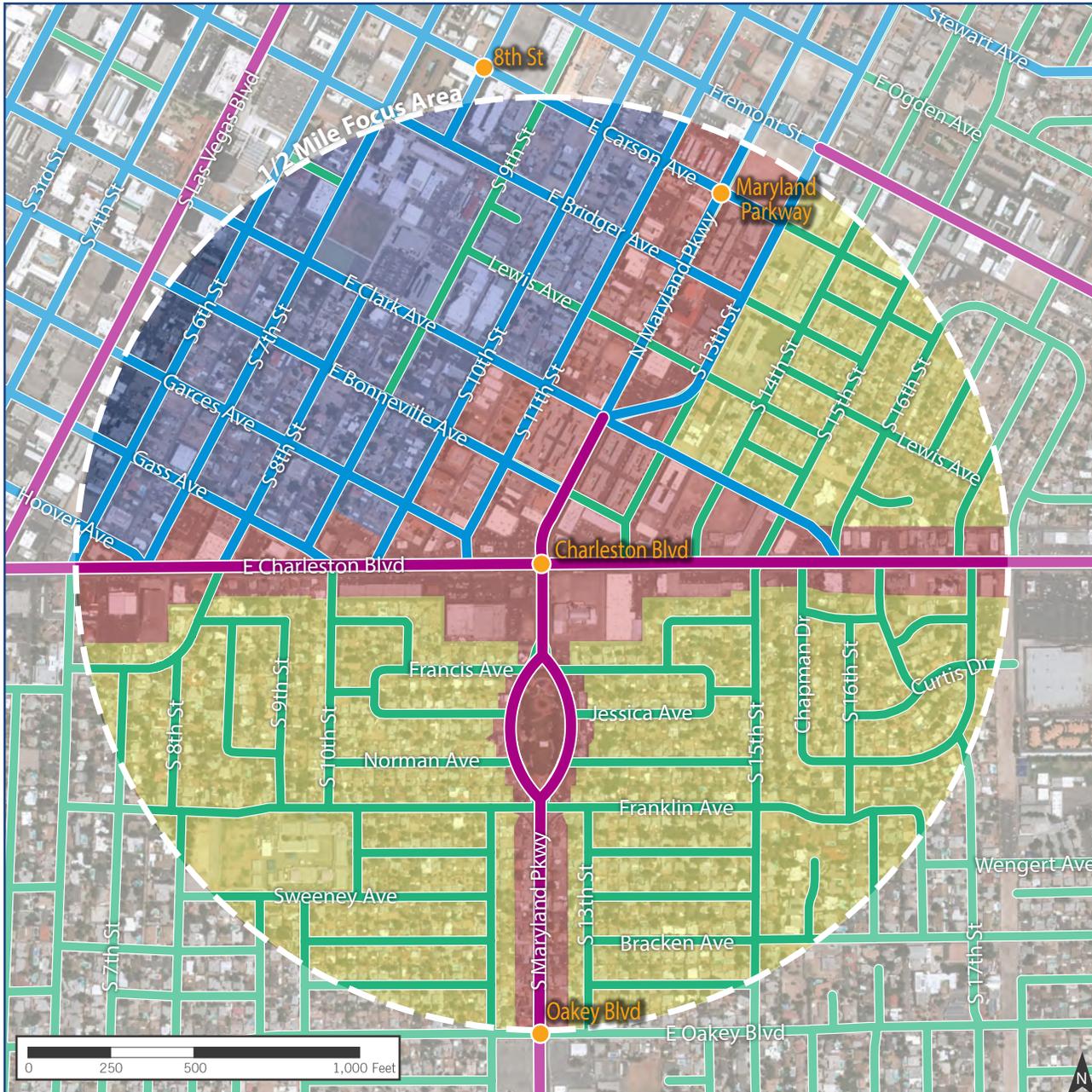
on Avenues with a high level of multimodal priority to explore re-purposing parking and traffic lanes for transit, bikes, or the pedestrian realm.

Street

Corridor-wide recommendations:

Streets are local and neighborhood facilities that serve all uses. They should have wide sidewalks, on-street parking, and landscaping. They can be either residential or commercial. They are not typically transit routes, and are suitable for bikeway treatments in which bikes share the lane with motor vehicles, such as Bike Routes and Bike Boulevards.

The southern portion of the Charleston Boulevard Focus Area and the area east of 13th Street are dominated by Streets in an Urban Neighborhood TOD type. These streets should be designed to anticipate a high volume of pedestrian traffic coming from existing and future multi-family housing, as well as people biking through the neighborhood.



LEGEND

- Streets
- Maryland Parkway Transit Corridor
- Maryland Parkway Corridor Transit Station
- 1/2 Mile Focus Area

Thoroughfare Types

- Boulevard
- Avenue
- Street

TOD Type

- Downtown Regional
- Downtown Local
- Urban Neighborhood
- Town Center

Section 2: Focus Area Recommendations

TRANSIT ATTRIBUTES SUPPORTING MULTI-MODAL CONNECTIVITY



Real-time information helps transit passengers make informed decisions



Maps of the focus area aid navigation



Off-board fare payment speeds boarding

CONNECTIONS

All Maryland parkway transit stations should facilitate direct, easy-to-navigate transit connections. Wayfinding signs and informational kiosks, including real-time arrival information, help people transfer from BRT to local bus service. Stops on Charleston Boulevard at Maryland Parkway are good candidates for upgraded connection information.

- Real-time information on transit arrivals and the availability of shared-mobility services helps people understand their options, make informed decisions, and optimize their travel experience. Basic information on transit arrivals, delays, and travel alternatives should be prominently displayed. Interactive kiosks and smart-phone apps provide the opportunity for customized real-time information and mapping
- Clear directional signage allows people to navigate between transit lines and other mobility services within the area surrounding the station, as well as to nearby destinations
- Paper or interactive transit route maps should be prominently displayed at stops. Area maps featuring nearby destinations and bike and pedestrian routes can be displayed on informational totems or kiosks

TRANSIT SPEED AND RELIABILITY ELEMENTS

As future high-capacity transit corridors, both Maryland Parkway and Charleston Boulevard will include transit speed and reliability elements.

Bus Lanes

Exclusive or semi-exclusive lanes for transit are one of the most effective ways to reduce delays due to traffic. Business Access and Transit (BAT) lanes are planned on Maryland Parkway. BAT lanes allow only buses and cars that are turning right.

Charleston Boulevard is likely to be designed with a high level of transit priority as well, ranging from BRT lanes to exclusive guideways for light rail, depending on which mode is chosen during FTA project development.

In-Lane Stops

Stops in the focus area are already located on the far-side of the intersection, which allows the bus to clear the traffic light before it stops to drop off passengers.

Signal Prioritization

Coordinated signal prioritization should be explored for the intersection of Charleston Boulevard and Maryland Parkway. Signal prioritization is a component of intelligent transportation systems (ITS). One form of signal prioritization is to optimize and synchronize the signal timing along a corridor for the average operating speed of a bus. Transit signal priority (TSP) involves technology on the bus and in the traffic signal that trigger the light to turn green, or stay green for longer, when the bus approaches.

TRANSIT SERVICE DESIGN

Maryland Parkway BRT schedules should be coordinated to the greatest extent possible with other bus routes to minimize connection times for the predominant transfer flows.



Bus lanes are effective at reducing transit delay



In-lane stops on the Sahara Express



A signal in Seattle gives priority to buses and bikes

FIRST AND FINAL MILE ACTIVE TRANSPORTATION



A high-visibility crosswalk



Wide sidewalks, benches, and pedestrian lighting
(Photo credit: SDOT)



Pedestrian signal at a mid-block crossing

PEDESTRIAN ACCESS

Corridor-wide recommendations:

Pedestrian safety is a priority throughout the corridor, and all focus areas must make commitments to safe access. This includes the following key components:

- Incorporation of high-visibility crosswalk design elements in all crosswalks
- Requirements that construction and excavation permits be granted upon ensuring continued pedestrian traffic
- Prioritizing new crosswalks in locations with a relatively high rate of pedestrian-vehicle conflicts and crashes

Connections must be guaranteed in the most direct and convenient way possible. Riders will be encouraged – not dismayed – by the experience getting to and from the station. The following measures can help ensure direct access:

- Allowance of proposed crosswalks placed along direct pedestrian routes to transit stops, schools, parks, senior centers, community centers, hospitals, as an exception to any crosswalk warrant/minimum demand requirements
- Where parking facilities exist, a clearly demarcated walkway connecting all access and egress points to one another

Any new curb cuts coming off Charleston Boulevard should be limited and not the primary car entrance to parcels. The sidewalks along Charleston will also have to be consistent and level to allow all users to safely transfer to existing RTC buses along Charleston.

With relatively high ridership expected at this transfer point between the Maryland Parkway Corridor and the popular Charleston Boulevard corridor, the design of stations facilities -- and rights-of-way to access the facility -- must maintain capacity in the event of sidewalk crowding. As transfers are timed and coordinated, there may be a significant movement of multiple people walking in a single direction to access a connecting bus. These pedestrian flows should not overcrowd the sidewalk to the detriment of anybody wishing to walk in the opposite direction. Thus, sidewalks directly accessing bus stops at this intersection must be extended in width beyond 10 feet. Due to the fact that surface parking lots current front all four corners of this intersection there is still available room to significantly expand the protected pedestrian realm.

As noted above, the opportunities to cross Charleston Boulevard outside of Maryland Parkway are limited. Where they do exist; such as at 11th Street, more pedestrian-scale lighting over the crosswalk and within the median is necessary to increase visibility of people walking. The unsignalized crossing of Charleston at 13th Street should include additional pedestrian-scale lighting but also a

pedestrian-activated signal or beacon (RRFB) that alerts drivers to people crossing on foot or on bicycle.

The design of Huntridge Circle Park in the center of Maryland Parkway creates a split in the roadway design with two separate roadways surrounding the park with one-way vehicle traffic on each side. The adjacent sidewalks along Maryland Parkway during this stretch should be designed to not only enable safe and direct access to the park, but also accommodate the paths of travel for people wishing to continue straight through along Maryland. To that end, sidewalks on the far western and eastern sides of the Maryland Parkway couplet south of Charleston all the way to Franklin Avenue must have continuously wide paths of travel, marked direct crosswalks at every crossing of side streets Francis, Jessica, and Norman Avenues, and include sufficient pedestrian-scale lighting, especially at each street corner. In this area, the construction of continuous sidewalks along local streets and reduced curb radii (to reduce distance required for people to cross the street) should be strongly considered.



Pedestrian-scale lighting, seating, and wide walkways at a high-ridership transit stop



Reduced curb radii can be achieved with low-cost materials like paint and bollards



ADA compliant curb ramp



An accessible RTC bus stop



An ADA accessible path through a UNLV parking lot

ADA ACCESS

Corridor-wide recommendations:

The transportation experience set by the Americans with Disabilities (ADA), includes minimum dimension standards for barrier-free access, like an 8-foot-by-5-foot level pad at the head of the bus stop. Upgrading all sidewalks in the focus area to be continuously paved, level, and connected to curb ramps can ensure independence for people who may otherwise need to wait for an operationally expensive paratransit vehicle.

Universal design beyond compliance starts by listening to -- and centering the experience of -- the disability community in every single design choice. Every focus area must emulate this practice. Some of the following examples of universal design are intended to provide an environment of safety and inclusion beyond compliance:

- Defining “pedestrian access” as “reasonable access for disabled persons in wheelchairs and similar devices” – to be consistent with Las Vegas standards for pedestrian malls
- Maintaining at least an 8-foot-wide platform at all bus stops, not just at the front
- Touchless signalization that does not require the pushing of pedestrian and bicycle crossing

indicators (aka “beg buttons”) to receive a walking signal. Either a walking and biking signal shall occur at least once every single traffic signal cycle, or it must be activated using a motion sensor. Extend touchless access to water fountains, doors, and lighting, and keep at least one sensor and switch within reach of people of all possible heights

- Step-free access for all principal walkways along the most direct path of travel. And where there are ramps, multiple handrails with varying heights and embedded directions in braille must be included
- No unnecessary distractions in materials. For example, any changes to pavement texture should only be to indicate a change in the pedestrian realm or to direct people to and from station entrances

With relatively high ridership expected at this transfer point between the Maryland Parkway Corridor and the popular Charleston Boulevard corridor, the design of stations facilities -- and rights-of-way to access the facility -- must embrace tenets of universal design and ensure that the path of travel can be sufficiently wide and straight to require no unnecessary maneuvering around obstructions.

The southern side of Charleston Boulevard is flanked by a series of high-tension power lines running the length of the corridor west of 10th Street. The massive posts for these lines are typically placed in the center or the edge of the sidewalk along Charleston Boulevard. These posts, on top of other utilities such as traffic signals, street lamps illuminating the roadway, create additional barriers to clear access along the sidewalk. On Charleston Boulevard between Maryland Parkway and 15th Street alone (which includes a bus stop for eastbound buses along Charleston), there are over 10 such obstructions to the right-of-way caused by the placement of these utilities.

It is strongly advised that the sidewalk width is extended into the outside lane along Charleston, or easements are created to extend a path of travel that is sufficiently wide, level, straight, and unobstructed in the setback areas on private property. At corners, bulbouts used to expand the clearance between curb ramps and sidewalks (similar to what is deployed along

the Gass Avenue corridor and other areas north of Charleston) would help increase the accessibility of this area.

Surrounding Huntridge Circle Park on the south side of Charleston are predominantly residential streets with incomplete sidewalks and local street intersections with generous curb radii. For example, in just a 600-foot walk from the station site, going south on Maryland Parkway and then west on Francis Avenue, the sidewalk immediately ends upon entering a residential area. If a person using a wheelchair were to take this route, they would need to rely on an existing curb ramp with minimal space to turn into the roadway of Francis Avenue. Extending a new continuous sidewalk into the roadways along all local streets -- connected by curb ramps at intersections providing ample room for a person to turn their wheelchair -- is the most direct way to ensure that people using wheelchairs and living in this residential area can get to and from the station.



Sidewalk obstructions on Charleston



Curb bulbs on Gass Ave



Sidewalk ending in residential area



Bike facilities should be considered to allow for travel by other micromobility users



Bike lanes should continue through intersections



Bike signal phases are used on one-way streets with two-way bike traffic

BIKE ACCESS AND SEPARATION

Corridor-wide recommendations:

Bicyclists are not all the same and what is required to make them feel safe and comfortable will vary. For example, some bicyclists travel much slower than vehicles, while others travel at higher speeds. On average, bicyclist speeds range from 12 to 20 mph. Some experienced bicyclists (a very small percentage of the total potential bicycling population) are comfortable sharing a lane with cars. For the rest of the population, the type of bicycle facilities that feel safe and comfortable vary based on a combination of motorist speed, traffic volume, roadway width, presence and location of on-street parking, and other design elements. Using traffic volume thresholds to recommend a specific type of bicycle facility is a good starting point; guidance can be found in the NACTO Urban Bikeway Design Guide. Bicycle facilities physically separated from motor vehicle traffic are effective in attracting people of all ages and abilities, who may not feel comfortable bicycling with vehicle traffic.

Over time, expanding the definition of protected infrastructure for bikes to include scooters, and small motorized carts may become vital for continued safety in route to transit. These measures also protect pedestrians, because in locations where there is not a protected bicycle lane, people may choose to ride on the sidewalk instead, thus increasing the discomfort of people simply walking on the sidewalk.

As Maryland Parkway transitions north of Charleston Boulevard into a more enclosed set of streets composing greater Downtown Las Vegas, the density of future protected bicycle lanes and buffered bicycle lanes increases. People bicycling should be directed via wayfinding signage to these facilities. North of Charleston Boulevard, there are planned separated/buffered bicycle lanes running along both Maryland Parkway and 13th Street, which are a couplet of two streets with one-way vehicular traffic. To increase the convenience of bicycling along these facilities, the protected facilities on both streets should be designed to allow for two-way bicycle traffic.

Signage directing people bicycling to destinations and existing facilities should be set up at the beginning and end of each facility. Although there are new painted bicycle lanes going northeast along Gass Avenue originating from Charleston Boulevard, there are no through painted facilities directing people bicycling across the intersection of Gass, Charleston, and South 10th Street.

SHARED-MOBILITY SERVICES

Corridor-wide recommendations:

Shared mobility can require the use of curbside space in static and temporary ways. In visible and accessible locations with sufficient sidewalk space, nascent shared mobility users safely identify and unlock their vehicle. Placing vehicles along a local street next to an intersecting arterial or collector road can help drivers feel comfortable pulling into traffic. At a dockless location, users should have sufficient space to park their vehicle without interfering with sidewalk or curbside traffic.

In locations with a high volume of pick-up and drop-off activity, as well as bus stops with high frequency, a definitive placement of where one goes to be picked up/dropped off by a transportation network company (TNC) vehicle is vital.



RTC Bike Share

Standing zones for connecting shuttle vehicles and buses along Charleston Boulevard, one of the busiest corridors for Las Vegas residents, is a priority to consider, especially in areas already with a curbside lane not used for travel (e.g., on-street parking).

An existing RTC bikeshare station about two blocks to the north of the future BRT station could be relocated or supplemented with an additional station closer to the intersection of Charleston Boulevard and Maryland Parkway to make transit riders more aware of this first-final mile option.



A designated TNC pick-up/drop-off zone



Co-location of mobility services

TDM AND CURB SPACE



TDM programs can be targeted to employees, residents, and visitors



TDM programs provide incentives to take transit



When travel behavior shifts, less parking is needed

TRANSPORTATION DEMAND MANAGEMENT (TDM)

Corridor-wide recommendations:

When parcels in the TOD Station Areas go through the development or redevelopment process, a concern may be how proposed buildings and spaces – and the people who live, work, or visit them – can exist without contributing to traffic congestion, compromised air quality, and unreliable neighborhood parking availability. To ameliorate this concern, building owners and managers along the Maryland Parkway Corridor must be prompted to enact transportation demand management (TDM) programs targeted to tenants and visitors alike. TDM programs and policies create incentives for people to choose environmentally sustainable modes of transportation.

- For employers, it may help increase employer satisfaction to directly subsidize the cost of commuter transit passes
- For residents, a bicycle storage room conveniently placed on the ground floor can encourage more people to use their bike regularly
- For visitors, people who ride transit may receive a discount on their purchases

Building owners and tenants can benefit from this behavior shift as well; not only will the expense of constructing and

maintaining on-site parking be reduced through less demand, but developments that incentivize biking and walking and highlight the proximity and accessibility of nearby transit services are well positioned to attract tenants desiring a unique livable experience in the Las Vegas Valley.

Club Ride is an RTC program to reduce commute trips by vehicle through incentives and reporting. Participants in the free program report their daily commute choice (including the choice to work from home) and enter a monthly raffle for gift cards and free RTC bus passes. All participants also receive discounts from merchants and services throughout the Las Vegas Valley region.

The Charleston Boulevard Focus Area contains sites that are destinations for employees and volunteers, including Savers, 99 Cents Stores, and the LGBTQ Center of Southern Nevada. As a starting point for transportation demand management, the human resources and management divisions of these entities should distribute a packet to every new employee and volunteer, which lists out all the possible public transportation options to access the location. There should also be additional amenities included on-site to support people walking and biking to the site, including secure bicycle rooms indoors and accessible showers.

MODAL DESIGNATIONS FOR CURB SPACE USE

Corridor-wide recommendations:

The curbside lane is a valuable segment of infrastructure; it is used for bus stops, curbside parking, loading, and travel. As emerging uses, such as parklets, transportation network company (TNC) loading, bicycle parking corrals, scooter zones, and curb extensions have gained in popularity across cities, developing a plan to accommodate them requires an innovative approach which optimizes the curbside to meet an evolving “highest and best use” from an access and mobility perspective. A well-planned a flexible multi-use curb zone responds to different demands over time (such as bus-only travel lanes at rush hour and essential service pickup/delivery during midday).

Curbside regulation would ideally be phased in, starting with clarifying existing regulation (such as pavement markings), communicating the economic and mobility benefits of a more dynamic curbside and working with the community to define priorities.

As noted, priorities would shift depending on the time period, but also the street type. A predominantly commercial block defined by commercial loading in the morning may evolve to accommodate short-term visitor parking in the midday, and then a valet stand or passenger loading in the evening. Because of the nascent nature of dynamic curbside usage, it is advised to refer to NACTO and ITE sources on curb management.



Curbs serve many uses including stormwater management and parking



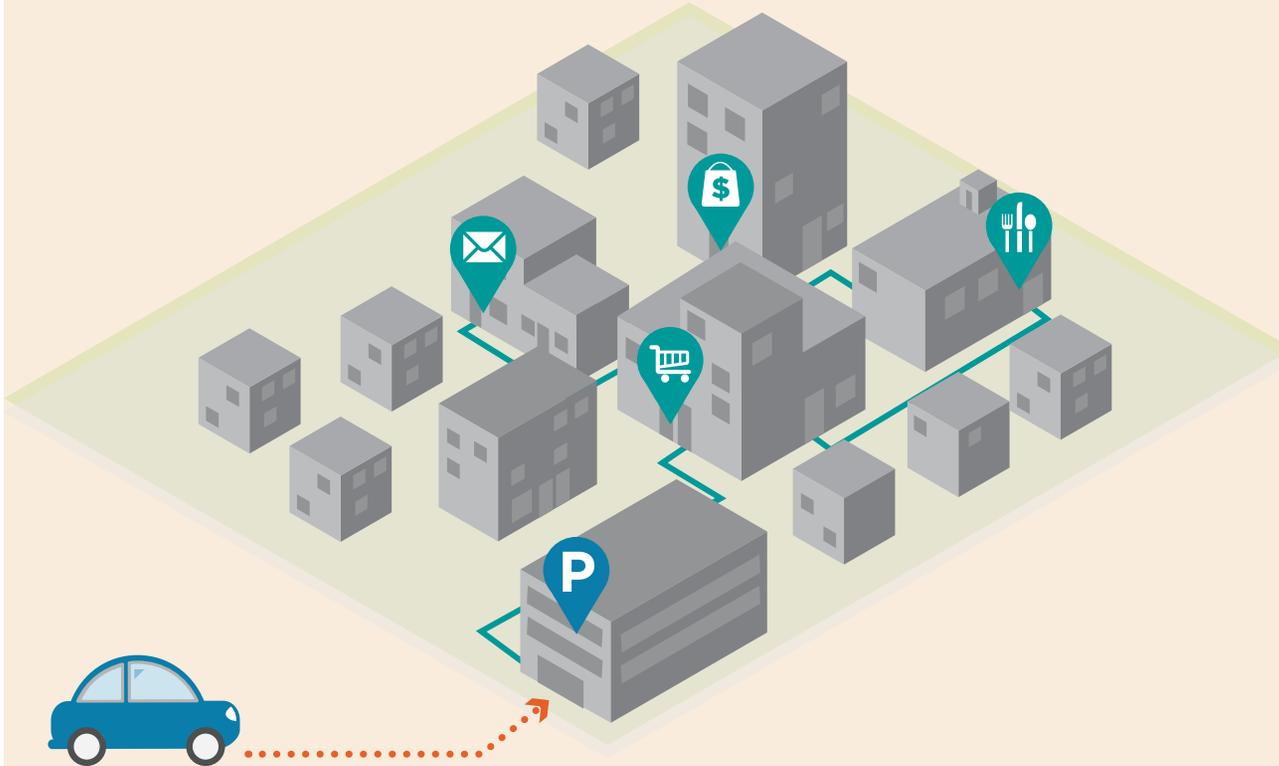
Curb extensions and bike parking are emerging uses



Landscaping and bike parking in the public realm

PARKING MANAGEMENT

Corridor-wide recommendations:



An illustration of the “park once” experience, in which patrons can park once and frequent shops, dining, and entertainment all within a single trip

PARKING STRATEGY

Over the long-term along the Maryland Corridor, it is important to anticipate that parking needs may evolve over time, especially if high-quality transit service is added, land values increase, and consumer preferences continue shifting towards walking, biking, and riding transit

to all essential goods and services within a short distance of home. Thus, any parking strategies for the area should recognize all factors of a multimodal transportation network and abide by a series of principles.

Principles of Parking

The key principle of parking is to maximize supply efficacy while ensuring a space is available. All parking policy, regulation, and management practices should be designed to fill at least 85% of all on-street parking spaces at any given time and 90% of off-street parking spaces. To reach that goal, a variety of tools should be made available at the disposal of the public and private sectors alike, including:

- Pricing existing curbside parking to meet occupancy goals
- Pricing off-street parking at a relatively lower rate per hour to incentivize more long-term usage in garages and more turnover on curbside parking
- Encouraging shared parking agreements at off-street parking facilities to expand the supply of publicly available parking at minimal expense

Another principle of parking is to support a “park-once” experience where patrons can park once and frequent shops, dining, and entertainment all within a single trip. This requires using parking as a means to support multimodal transportation options. Strategies to meet this principle include:

- Priority placement of parking spaces closest to destination front doors for ADA vehicles, electric/hybrid vehicles, carpool vehicles, and car share vehicles
- Consolidating curb cuts and parking entrances

- Requiring all new parking to be structured (to maximize the utilization of land, improve pedestrian conditions, and reduce the heat island effect of surface pavement)
- Requiring ground-floor frontage with retail uses at all parking structures

Regarding parking requirements, the establishment of minimums – particular in areas intended to facilitate more urban and multimodal transportation needs – create the unintended consequence of oversupplied parking, reduced developable spaces, and increased development capital costs. Parking requirements should be simplified to allow developers greater flexibility and maximize buildout potential of mixed-use transit-oriented developments. Key aspects of this principle include:

- The elimination of minimum parking requirements
- The institution of maximum parking requirements
- The consolidation of land uses in defining any parking requirements (e.g., combining all office, retail, and institutional uses under “non-residential”)
- If parking minimum requirements still exist, there must be:
 - allowance of incorporating curbside parking spaces, shared and designated off-site parking spaces

within a quarter mile to meet parking requirements

- elimination/reduction of requirements for all senior housing, affordable housing, and student housing
- reduction of requirements for developments enacting a TDM plan
- Encourage the “unbundling” of residential-serving parking spaces from residential units by requiring landlords to lease parking spaces separately so that those who do not own vehicles are not paying for an unused services and can opt out of this expense, thus increasing housing affordability. The same concept can be applied for employment areas with constrained resources in the form of a parking “cash-out.”

A final principle of parking is that it should be customer-friendly. Too often, overregulation and mismanagement of parking supplies in high-demand areas results in customer frustration and discouragement from the visitor. To meet these needs, the public and private sectors should consider:

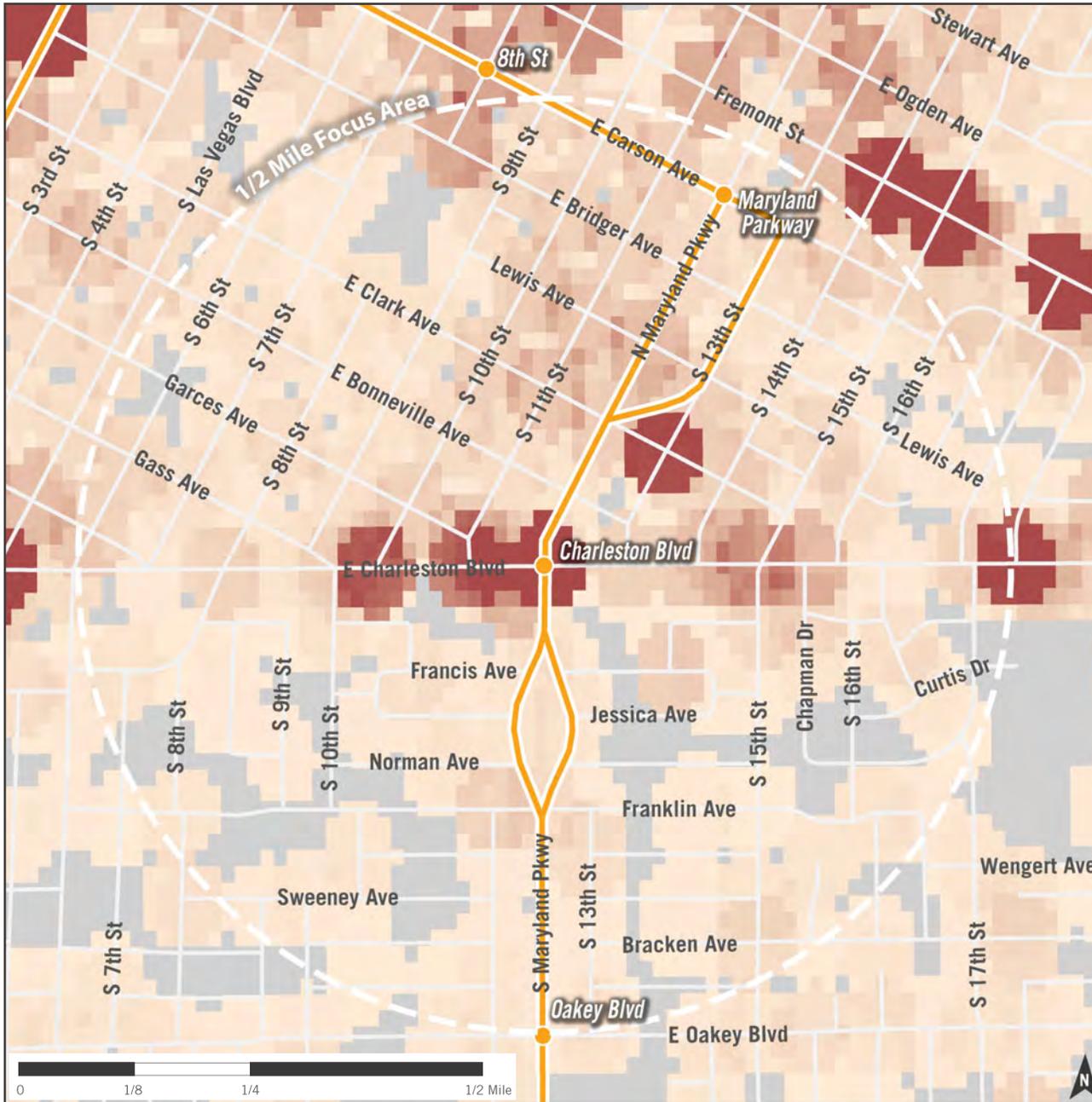
- Consolidating time limits to fewer options, such as 2 or 4 hours only
- Consider allowing all priced parking to have unlimited time limits, allowing the user to pay to park for as long as they wish
- Allowance of shared parking for uses across multiple locations

The area immediately surrounding this proposed station (particularly along Charleston Boulevard) is full of existing surface lots serving standalone land uses. Before any new parking is constructed, deals between neighboring landowners should be explored to open up existing parking supplies for multiple needs. To improve the likelihood for seamless shared parking, barriers between immediately adjacent surface lots should be considered for removal (which would also help increase the walkability between locations).

Commuters driving to this station should be directed to a specific location for parking. Sites with parking supplies located within a very short walk of the station could take advantage of the new premium on transit proximity and monetize their supply for commuters going off-site.

The current utilization of curbside parking lanes (regulated as 2-hour parking) along Charleston (and south of Charleston) should be measured. If on-street parking is consistently and chronically underutilized, it may help justify repurposing the curbside lane to meet other needs in the area, such as wider sidewalks along streets and bulbouts at corners to help make the Charleston corridor ADA-accessible.

CPTED AND SAFETY



CRIME HOT SPOTS

There is a relatively small amount of crime in the Charleston Boulevard Focus Area compared to the rest of the Corridor. 1,235 Calls for Service were recorded in this focus area between June 2018 and December 2020. The top types of crime recorded included “Other Disturbances” (58%) and various types of Assault/Battery (11%). Crime is assessed based on Calls for Service reported by the Las Vegas Metropolitan Police Department (LVMPD), aggregated to the nearest block face.

Within this focus area, crime is particularly prevalent along Charleston Boulevard between 10th Street and Maryland Parkway, near 13th Street and Clark Avenue, and near the intersection of Charleston Boulevard and 17th Street. There is also a significant amount of crime northeast of the focus area along Fremont Street between 14th Street and 17th Street.

It should be noted that while identified by the community as an area of high crime, Huntridge Circle Park has been closed since Fall 2018, or most of the time frame this data includes.



Corridor-wide recommendations: CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

CPTED is a set of strategies to mitigate crime and promote safety through design. The four main principles are natural surveillance (making sure areas are visible and well lit), natural access control (guiding people and vehicles clearly through a space), territorial reinforcement (creating a sense of ownership over spaces by delineating public from private), and maintenance (preventing deterioration to create a more positive community image, i.e. the Broken Windows Theory). These principles can be applied to the Charleston Boulevard focus area to allow residents, employees, visitors, and transit users to feel secure and create a more vibrant pedestrian realm.

HOMELESSNESS

While specific design interventions, such as lighting, clear sight lines, and station amenities and improvements, can help people feel safer using transit, they do not mitigate an underlying issue: the reliance of those experiencing homelessness on transit. Helping homeless people requires targeted policies and programs such as: collocating social services at transit hubs and along transit corridors (see Hub of Hope); using trained "rangers" or formerly incarcerated attendants with specific soft skills for norms enforcement rather than ticketing or arrest (see Urban Alchemy); integrating social workers into enforcement efforts; and training transit enforcement officers in crisis intervention.

STRATEGIES

The Charleston Boulevard Focus Area would benefit from application of all of the CPTED principles, particularly along Charleston Boulevard, Clark Avenue, and Bridger Avenue where crime hot spots are indicated. Pedestrian lighting oriented to the sidewalks would improve the natural surveillance, particularly in the neighborhoods where there is little to no lighting. More clear paths and entries to businesses for pedestrians as well as more intentional curbs, striping, and crosswalks along the streetscape would improve access control. Clear, decorative, and well-maintained buffers between the street and private businesses and particularly around transit stops would improve territorial reinforcement and the area's image. Ensuring that the built environment is not degrading, particularly along the major thoroughfares, and removing graffiti and trash would also deter crime.

DESIGN ELEMENTS

Design elements that should be added throughout the focus area, and particularly along Maryland Parkway and Charleston Boulevard, near Downtown, and at improved transit stops, include more consistent and pedestrian-oriented lighting fixtures, landscaped buffers and planting, crosswalks, and clear pedestrian paths to and through private parcels. Elements such as improved landscaping and public art, which could tie into the historic character, would also contribute to the safety of the area by improving the image, and therefore people's pride and ownership, in the area.



Lack of natural surveillance



Lack of territorial reinforcement



Lack of maintenance





3

FOCUS AREA PRIORITIES

The Charleston Boulevard Focus Area has many unique assets and opportunities that can be leveraged to enhance the pedestrian realm, add density and an increased mix of uses, expand upon the character of the area, improve mobility, and make the focus area more transit-supportive. The priority projects for the Charleston Boulevard Focus Area are focused around improving and reopening Huntridge Circle Park; infill and redevelopment near Orleans Square and along Charleston Boulevard; connecting nodes and neighborhoods; and leveraging/continuing the historic entertainment character of the area.

This chapter provides an overview of and recommendations for the highest priority projects for this focus area, as determined by community feedback, anticipated impact, and feasibility. Projects range from mobility improvements to infill and redevelopment. Recommendations are supported by precedent imagery, diagrams and case studies to help provide a guide for the City in implementing these priority improvements.

Infill and redevelopment projects prioritize increasing density and the mix of uses including a focus on the pedestrian realm. Transportation projects should prioritize bikeability and walkability, including crossing treatments, to increase comfort for residents, employees, visitors, and in particular, transit riders. All improvements aim to realize the opportunities near the transit stations and create a walkable, safe, and vibrant TOD.

PRIORITY PROJECT - HUNTRIDGE CIRCLE PARK IMPROVEMENTS

REVITALIZING A COMMUNITY DESTINATION

The Huntridge Circle Park closed in the Fall of 2018 for maintenance and improvements. Prior to its closure, the park was considered more of a hazard than an amenity to the surrounding neighborhood due to history of crime, trash, drug use, and camps of people experiencing homelessness living in the park. The park itself has nice amenities in an area without much public open space, including an amphitheater with a shaded stage, a playground, jogging/walking paths, and a restroom. Recent improvements include art, fencing, landscaping, and signage.

The resounding sentiment in the neighborhood is that people would like the park to be a place they can safely gather and recreate with their families and neighbors. Nearby residents feel that this won't be the case unless management and security are provided, which could be done by the City, or if cost-prohibitive, potentially through a shared-use agreement with a private, or non-profit partner. The problematic history of Huntridge Circle Park points to a larger issues of addressing homelessness, the role of the City in managing public parks and open spaces, and the user conflicts that arise from a non-homogeneous community.

More than Just "Cleanup"

There is a growing number of people experiencing homelessness in the United States. Due to parks and public spaces typically being comfortable for people experiencing homelessness, the conflict is not unique to Las Vegas. The issue of homelessness is largely outside the purview of this Plan, but if the park is to reopen, the following strategies are recommended:

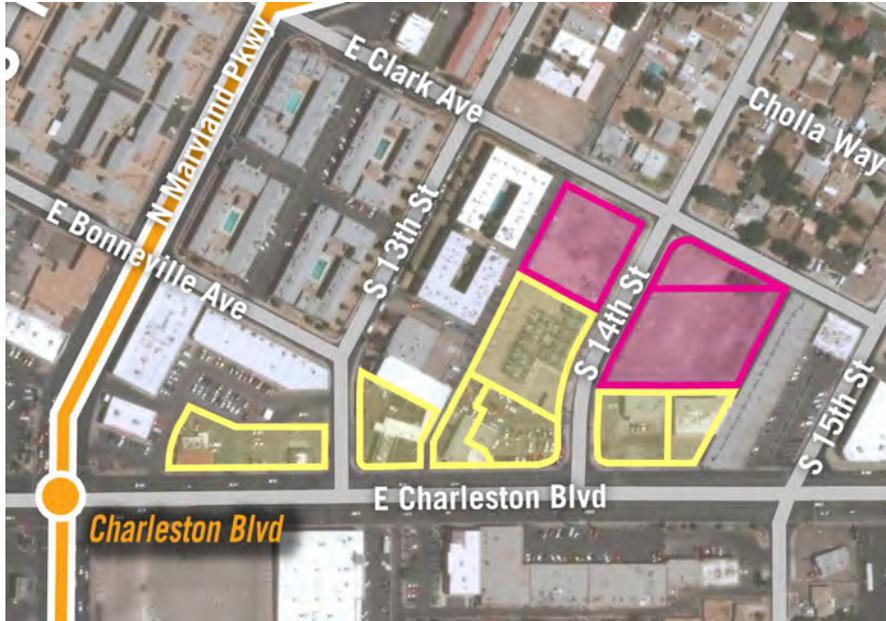
- Long-term solutions rather than short-term actions
- Regular security, maintenance, and management
- Utilization of the four principles of CPTED (Access Control, Natural Surveillance, Territorial Reinforcement, and Maintenance)
- "Soft enforcement" approach and use of non-police personnel for enforcement when possible (e.g. social workers, park rangers, etc.)
- Directing those in need towards existing community resources rather than locating resource events (e.g. meal distribution) within the park



CASE STUDY: WOODRUFF PARK, ATLANTA

Woodruff Park in Atlanta is an example of a park with similar challenges as Huntridge Circle Park. The Atlanta Downtown Improvement District (ADID), alongside its community partners, states that it is "committed to working toward long-term, sustainable solutions for park users who are underserved and/or experiencing homelessness." Strategies utilized by ADID for this effort include a mobile social impact safety team of trained social workers, a community resource guide for people experiencing homelessness or other related issues, and a social impact program that conducts outreach in the park and other homeless communities to provide holistic support. More information on this case study can be found at www.atlantadowntown.com/woodruff-park/support/social-impact.

PRIORITY PROJECT - DEVELOPMENT NEAR ORLEANS SQUARE



Opportunity
Parcels near
Orleans Square
(see Market
Analysis for more
information)



Other partially
underutilized
parcels



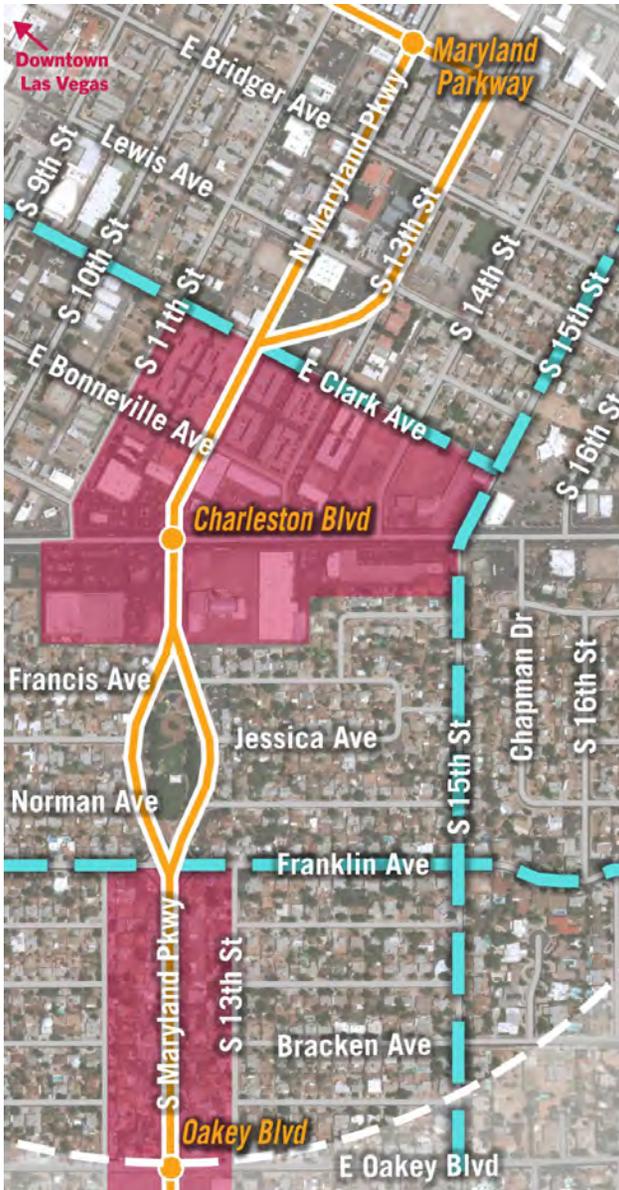
MIXED USE INFILL DEVELOPMENT

Multiple parcels east of Orleans Square are currently vacant or partially underutilized. This area is in close proximity to the station and existing commercial and residential uses. The area surrounding and containing the historic Huntridge Theater is just across Charleston and is planned for near term infill and redevelopment, hopefully serving as a catalyst for other new and reinvestment in the focus area.

Outreach during this process indicated a public preference for 3-4 story mixed use infill development including shops, restaurants, residential, daily services, and healthy food options. Building off the upcoming nearby development and leveraging the investment of the high capacity transit corridor, this area provides a big opportunity to capture the community's vision for increased density within a vibrant mixed use hub around the proposed BRT station near Charleston Boulevard and Maryland Parkway.

New development in this area should be sensitive to the existing surrounding neighborhood, stepping down in height when approaching low-density residential neighborhoods. The area currently contains some cultural businesses and Spanish language services, which should be provided opportunities and resources to remain and/or relocate on site within new development of a more transit-supportive format. Affordable housing provisions should be mixed in with new residential that is developed in this area. Lastly, any new commercial development should include an active street edge that enhances the pedestrian realm and helps the sense of place in this area.

PRIORITY PROJECT - CONNECTING NODES AND NEIGHBORHOODS



— Prioritized pedestrian and bicycle routes
 Nodes within and near the focus area

PRIORITIZED PEDESTRIAN AND BICYCLE ROUTES

The street grid is mostly complete in this area, as seen represented by the station walkshed shown on page 14 of this report. Rather than creating additional connections and routes, the focus of this priority project is enhancing the pedestrian and bicycle experience, providing safer and more comfortable connections to the BRT Corridor and Charleston Boulevard from surrounding neighborhoods and commercial nodes.

Although bicycle facilities currently exist on Clark Avenue and along the one-way section west of Maryland Parkway, a more complete, intentional and bi-directional network connecting to new facilities on 15th Street and Franklin Avenue would provide stronger connectivity from the more residential neighborhoods into Downtown, and to local businesses that are diversified and strengthened by the transit investment. Similarly, 15th Street, a bike route through the area, currently has speed bumps to slow traffic through the neighborhoods and prioritize pedestrian safety, however, more expansive sidewalks, added street trees, and the inclusion of enhanced bicycle facilities could accomplish similar goals while providing more connectivity options. Finally, Franklin Avenue, as recommended on pages 52-53 to follow, should be explored as a bicycle connection that parallels Charleston Boulevard, more directly serving the neighborhoods and local businesses

along Maryland Parkway that exist south of Huntridge Circle Park.

Along Maryland Parkway, in particular, there is a distinct lack of street trees. Finding opportunities for developing a robust tree canopy, especially along concentrations of local business uses, would further communicate the prioritization of pedestrians, bicyclists and transit users in the public realm.

Continued House to Business Conversions Along Maryland Parkway

A number of former single-family homes have been converted to small businesses, south of Huntridge Circle Park along Maryland Parkway. As expressed in the community survey, residents would like to see this adaptive reuse continue along this portion of the corridor as it helps to retain the unique local character of the neighborhood while still allowing for additional desired uses, such as shops and restaurants, to find opportunities here in the future. The City should be strategic in its use of regulatory mechanisms and potential financial incentives to facilitate this type of walkable, transit supportive growth.



Example of home converted to restaurant

PRIORITY PROJECT - ENTERTAINMENT CHARACTER

HISTORIC HUNTRIDGE THEATER

The Huntridge Theater opened in 1944 and is on the National Register of Historic Places. Over the years it was open, its use ranged from a movie theater to hosting on-stage theatrical and dance performances to a concert venue. It was the first non-segregated theater in Las Vegas and contributed to the character of the neighborhood, the arts, entertainment, and music scene in Las Vegas, and was a valuable asset to the community.

NEAR-TERM AND RECENT REDEVELOPMENT

As previously mentioned, mixed-use redevelopment is planned for the area around the historic Huntridge Theater. Final plans are not yet available but preliminary plans include refurbishment and reopening of the theater, as well as inclusion of some new uses within the parcel. The same developer has also recently invested in other properties near the proposed station location, including installing a new sign for the Huntridge Center, as seen to the right.

CELEBRATE ENTERTAINMENT HISTORY AND CHARACTER

A strong, genuine sense of place and branding is possible in this area based on both the rich history and the recent development and investments. Embracing the historic arts/entertainment character of the Huntridge area is in line with the larger brand of Downtown and Las Vegas as a whole. In addition to providing placemaking in this TOD, an entertainment character can help tie this area to the greater Downtown and Arts District.

Elements in the public realm to further embrace this identity include banners on sign posts, public art, branded site furnishings, and community events. Station branding unique to this area is also recommended.



New signage at the Huntridge Center



Neon sign at Circle K Gas Station



Capriotti's Sandwich Shop



Historic photo of the Huntridge Theater and adjacent businesses.

PRIORITY STREETSCAPES, INTERSECTIONS AND CROSSINGS

MAJOR STREETS

Charleston Boulevard and Maryland Parkway are busy arterial streets with high traffic volumes and a historically high volume of pedestrian- and bicyclist-involved collisions. Both corridors are high priorities for multimodal improvements to accompany transit corridor design. A Complete Streets approach to improvements should be taken, including design that adds separation between pedestrians, bicyclists, people accessing transit, and motorists. Improvements for people walking are the priority—wider sidewalks, more shade, and a driveway strategy. The City of Las Vegas has already made some of these investments on Charleston Boulevard and other major streets in Downtown.

One of the major challenges for people walking on Charleston Boulevard is the number of closely-spaced commercial driveways. Drivers making right turns in and out of driveways may not see people walking on the sidewalk. Driveway consolidation can be an effective strategy for reducing the number of potential conflict points by creating a single egress that serves the parking lots of multiple businesses or reducing the number of entrances to lots that have multiple driveways.

BIKEWAYS

Several miles of planned bicycle facilities exist and are planned to support bicycle travel in the area. The planned protected bike lane on Maryland Parkway is the highest priority. When planned facilities are constructed, an evenly spaced grid of bike lanes, paths, and boulevards will extend from the focus area to the north, making bicycling a more appealing first-final mile option. 15th Street is the only existing bike route to provide a continuous north-south connection through the focus area. It should be a priority for wayfinding and other bike boulevard enhancements to create a more appealing all ages and abilities alternative for those who feel less comfortable biking near heavy motor vehicle traffic. To the south of the proposed station, an additional bike connection parallel to Charleston Boulevard would be a valuable link in the network. Franklin Avenue and Oakey Boulevard should be evaluated as this link.



Existing bike lane

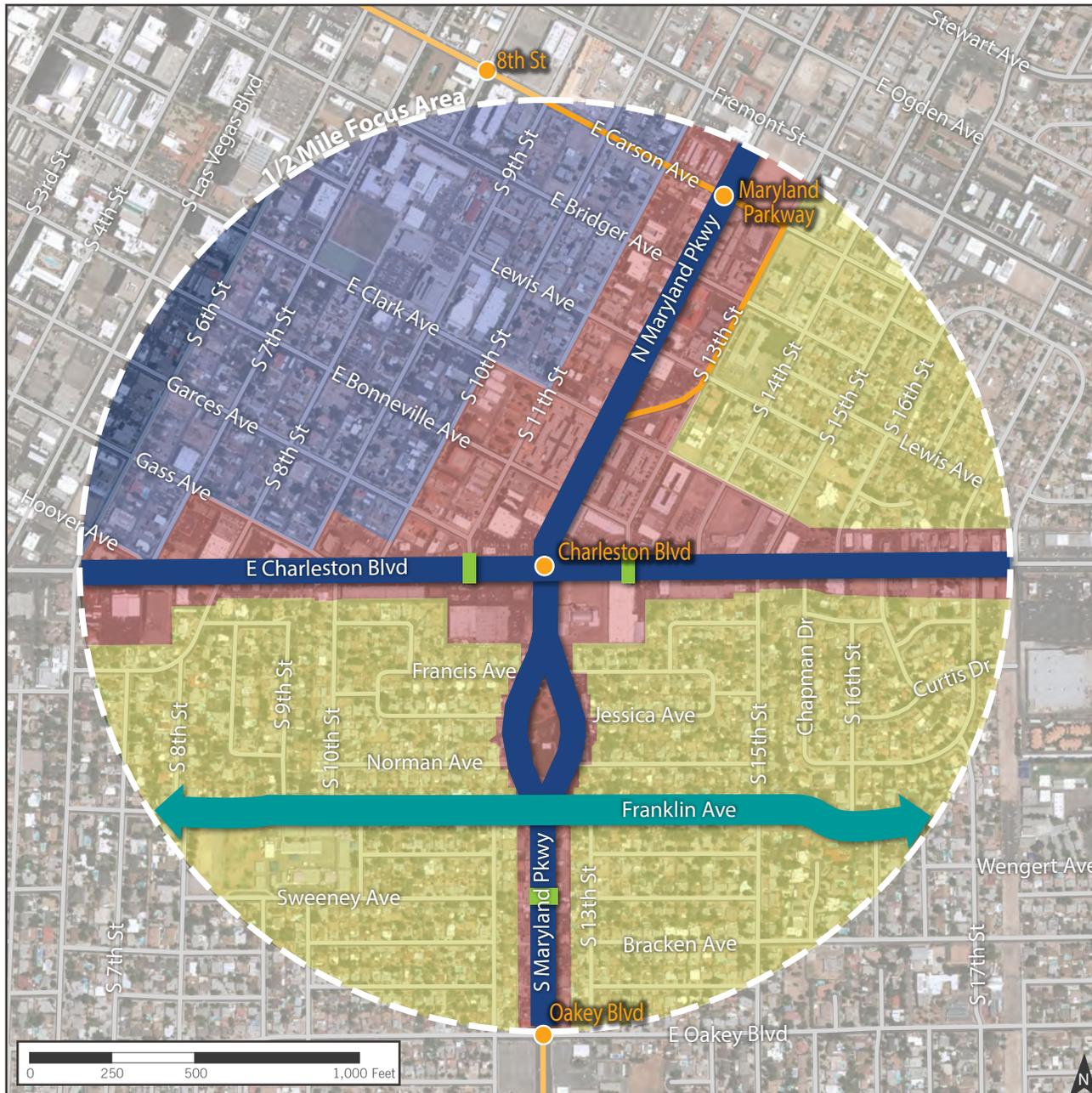
CROSSINGS

Additional pedestrian crossing opportunities along Maryland Parkway south of Huntridge Circle Park should be considered, particularly at mid-block locations. The distance between the intersection of Franklin Avenue and the intersection of Oakley Boulevard is roughly ¼ mile and there are no marked crossing opportunities between them. Similar to the crossing at Maryland Parkway and Franklin Avenue, mid-block crossings should include high visibility crosswalks and pedestrian signals.

Marked crosswalks on Charleston at 11th and 13th Streets are well-located, but should be upgraded with a beacon or signal, given the width and traffic volumes of the road.



Intersection of Charleston and Maryland Parkway



LEGEND

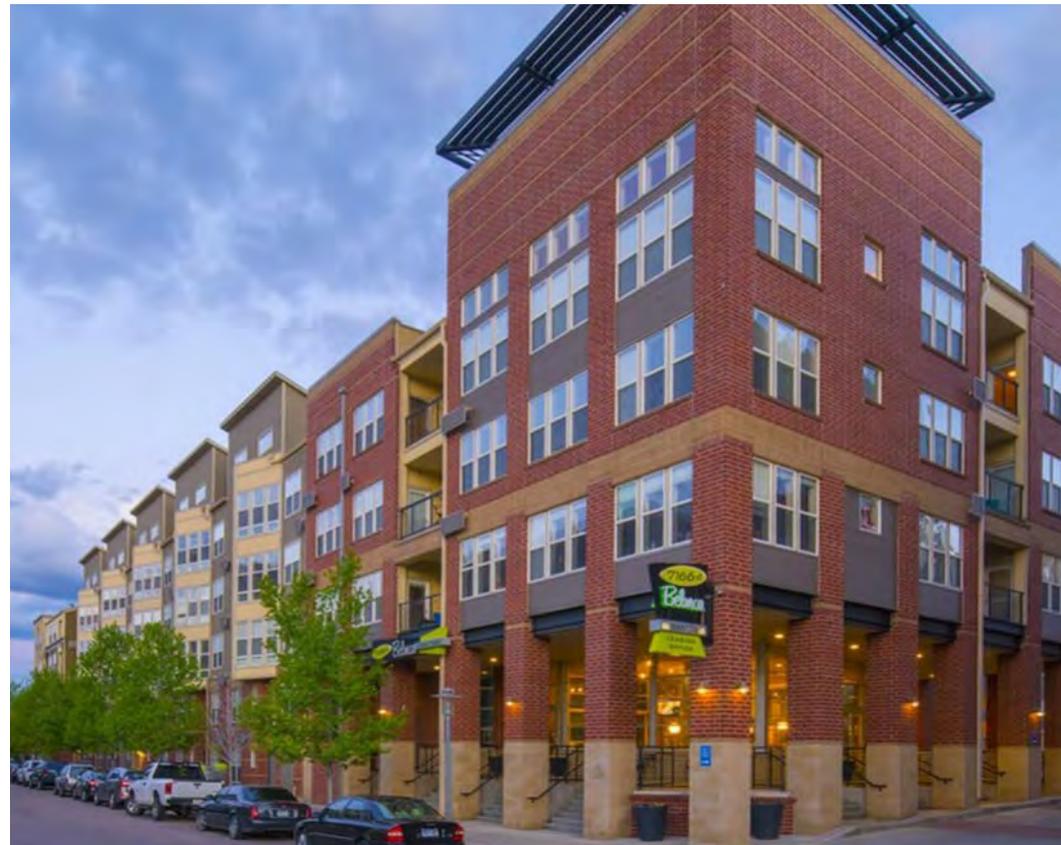
- Streets
- Maryland Parkway Transit Corridor
- Maryland Parkway Corridor Transit Station
- 1/2 Mile Focus Area

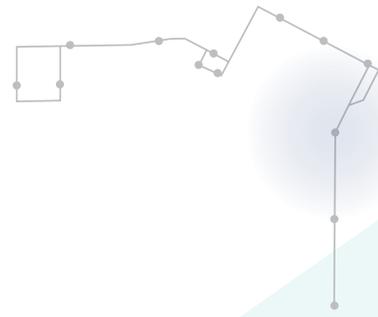
Focus Area Priorities

- Bikeways
- Major Streets
- Crossings

TOD Type

- Downtown Regional
- Downtown Local
- Urban Neighborhood
- Town Center





4 IMPLEMENTATION STRATEGY

The implementation strategy that follows summarizes several key action items from Chapters 2 & 3 of this document, in order to provide the City with actionable steps to begin to implement Transit-Oriented Development within the Charleston Boulevard Focus Area. These recommendations represent catalytic investments and improvements that should be undertaken to generate new development activity that is transit-supportive, walkable, and vibrant. The vision that has been expressed by the community for the Maryland Parkway Corridor can be realized through the successful completion of these priority action items, as well as through implementation of other recommendations included in this Plan.

While these priority action items have been listed in an order that was informed by Stakeholder Working Group feedback, they are intended to be flexible enough to be achieved non-sequentially, and at a time when the political and economic climate can support them. Each item also identifies a set of Next Steps/Quick Wins, in an effort to provide lower cost, momentum-generating efforts that can build toward achieving the broader goals, should they prove to be challenging due to unforeseen circumstances.

IMPLEMENTATION PRIORITIES SUMMARY

Priority Action Item	Category	Phasing	Lead Champion(s)
ENTERTAINMENT CHARACTER/ADAPTIVE REUSE OF HISTORIC HUNTRIDGE THEATER	Capital Project, Public/Private Partnership	Ongoing	Developers, City of Las Vegas (Planning, Economic Development, Community Services, Cultural Affairs)
CROSSINGS AT 11TH AND 13TH STREETS	Capital Project	Near-term (1-2 years)	City of Las Vegas, RTC
CONNECTING NODES & NEIGHBORHOODS	Capital Project, Policy/Regulation	Mid-term (3-5 years)	City of Las Vegas (Public Works, Planning)
HUNTRIDGE CIRCLE PARK IMPROVEMENTS	Capital Project, Public/Private Partnership	Long-term (6+ years)	City of Las Vegas (Community Services, Planning, Economic Development, Parks and Recreation)
DEVELOPMENT NEAR ORLEANS SQUARE	Policy/Regulation, Public/Private Partnership	Long-term (6+ years)	City of Las Vegas (Economic Development, Planning, Public Works)

OVERARCHING PRIORITIES

The Priority Action Items in this chapter each contain information intended to help guide implementation - Phasing, Lead and Supporting Champions, and Next Steps/Quick Wins. However, in addition to those details that help inform each priority action recommendation, the following set of overarching priorities should be considered as a basis for all Transit-Oriented Development along the Maryland Parkway Corridor:

- Focus on projects that have identified funding and are moving forward—time is of the essence to incorporate TOD principles into project planning;
- Identify Key Stakeholders and their roles to deliberately include TOD in future planning, design and construction;
- Maximize inter-agency cooperation and funding between the City of Las Vegas (CLV), Clark County, the Regional Transportation Commission (RTC) and focus area landowners to meet mutual goals; and
- Provide preferences for projects that enhance the accessibility, safety, and comfort of people who are using active transportation and transit.

PRIORITY ACTION ITEMS

ENTERTAINMENT CHARACTER/ ADAPTIVE REUSE OF HISTORIC HUNTRIDGE THEATER

*Stakeholder Working Group Priority #1
Phasing: Ongoing*

The historic Huntridge Theater property is part of an active effort with a highly motivated developer to accomplish a challenging redevelopment in conjunction with CLV. As part of the developer interviews for the TOD study, the project team interviewed representatives from this development company. Development representatives said that medium density, podium style, mixed use TOD (similar to Fremont 9) is a very important component planned for the overall Huntridge redevelopment. Additionally, the recommended elements to establish the “Entertainment Character” for this focus area (banners on signposts, public art, community events, branded site furnishings, etc.), are relatively inexpensive and could be provided as part of a public private development between CLV and the developer.

Next Steps/Quick Wins:

Large cities typically contain a budget category of things such as banners, signposts, special events, etc. Things such as branded site furnishings are typically provided by private developers. CLV could pursue an amendment to their agreement

with the developer to outline responsibilities for which party will take on various portions of the “Entertainment Character” program of projects.

Implementation Champions

Lead Champion(s): Local developer, CLV (Planning, Economic Development, Community Services, Cultural Affairs)

Supporting Champion(s): CLV, Las Vegas Arts District, CLV Councilmembers, Las Vegas Historical Society, Downtown Las Vegas Alliance, SHPO, Historic Preservation Commission



The historic Huntridge Theatre



Interactive art installations



Branding and wayfinding alternatives



Connectivity through alleys



Marked crosswalk



Active park space

CROSSINGS AT 11TH AND 13TH STREETS

Stakeholder Working Group Priority #2

Phasing: Near-term (1-2 years)

The width, speed, and traffic volumes on Charleston Boulevard present a barrier to people walking and biking in the station area. Enhancement of the existing marked crossings at 11th Street and 13th Street will go a long way to improving safety and comfort for people accessing the future Bus Rapid Transit station.

Next Steps/Quick Wins:

- Refer to the Federal Highway Administration Field Guide for Selecting Countermeasures at Uncontrolled Pedestrian Crossings to determine appropriate crossing treatments based on the size, speed, and traffic volumes on Charleston Avenue
- Identify funding sources for pedestrian-activated signals or beacons (anticipated to be the most appropriate treatment)

Implementation Champions

Lead Champion(s): CLV, RTC

CONNECTING NODES & NEIGHBORHOODS

Stakeholder Working Group Priority #3

Phasing: Mid-term 3-5 years)

In the blocks just south of the busy motor vehicle traffic and mixed uses along Charleston, there are exclusively residential neighborhoods. Through a combination of pilot designs and new zoning, the distinct land uses in this area can be integrated with consideration for the safety of people walking and biking.

Next Steps/Quick Wins:

- CLV could do a pilot project to do a temporary test of the feasibility of converting Franklin, Oakey and/or Ogden to a bike boulevard with the use of temporary delineations and barriers to establish the bike lane, roadway width.
- CLV should implement Title 19.09 Form-Based Code with its development standards and incentives, and implement new Title 19.07 zoning standards for the new land use placetypes created under the 2050 Master Plan.

Implementation Champions

Lead Champion(s): CLV (Public Works, Planning)

Supporting Champion(s): CLV Councilmembers, local developers, CLV (Economic Development), Southern Nevada Bicycle Coalition

HUNTRIDGE CIRCLE PARK IMPROVEMENTS

Stakeholder Working Group Priority #4
Phasing: Long-term (6+ years)

Renovate Huntridge Circle Park and incorporate recommendations from upcoming Imagine LV Parks plan as part of CLV 2050 Master Plan

Next Steps/Quick Wins:

- Meeting with stakeholders to discuss security issues of the park, come up with consensus on park use, programming, steps and schedule, homeless outreach and strategy.
- Homeless Outreach to connect homeless with services and possible relocation

CLV could explore the creation of a non-profit organization (NPO) (similar to other NPO's that operate parks in major cities such as Brooklyn Bridge Park and Bryant Park in NYC) to operate/maintain/secure this park

and to provide improvements. As part of the Huntridge Entertainment District, a not for profit could monetize the space to generate funds to secure and maintain the space.

Implementation Champions

Lead Champion(s): CLV (Community Services, Planning, Economic Development, Parks and Recreation)

Supporting Champion(s): Huntridge Neighborhood Association, CLV Councilmembers, local developers

DEVELOPMENT NEAR ORLEANS SQUARE

Stakeholder Working Group Priority #5
Phasing: Long-term (6+ years)

New development opportunities in this area exist on vacant and underutilized lots in close proximity to the station. New development in this area should be sensitive to the existing surrounding neighborhood, stepping down in height when approaching low-density residential neighborhoods.

Next Steps/Quick Wins:

CLV could lead a stakeholder driven urban design/design charrette, that would outline preferred urban form, connectivity and desired common vision, incorporating Title 19.09 Form-Based Code transect zones.

Implementation Champions

Lead Champion(s): CLV (Economic Development, Planning, Public Works)

Supporting Champion(s): CLV Councilmembers, local developers, Latin Chamber of Commerce, Urban Chamber of Commerce, Metro Chamber of Commerce, ULI Nevada Chapter, NAIOP Southern Nevada Chapter



Huntridge Circle park

