

# Deer Springs District Livable Center

Executive Summary  
January 15, 2020

Livable Centers is a planning strategy to help improve the quality of life in a specific area within the City of North Las Vegas. The intended outcome of this strategy is to create neighborhoods that are vibrant, walkable communities that offer increased transportation options, encourages healthy lifestyles and provides improved access to jobs and services.



DEER SPRINGS DISTRICT  
City of North Las Vegas





# Project Overview

## Location of Study Area

The Deer Springs District is approximately 2.5 miles in length. District boundaries are Commerce Street, Walnut Road, Centennial Parkway, and the Bruce Woodbury Beltway. The study area includes a broad mix of land uses, several future transit stations, major trail and open space opportunities, and the Job Creation Zone.



## Project Goals

### Create Value



The Deer Springs District will create value for the City of North Las Vegas through coordinated public investments in infrastructure, parks, and economic development that will attract private investment in housing, jobs, and retail development to enhance the City and serve its residents.

### Build Resilience



The Deer Springs District will be resilient to economic and environmental challenges and will safeguard the long-term fiscal, environmental, and social health of the City.

### Make Connections



The Deer Springs District will be connected by streets, trails, sidewalks, and transit, both within the Deer Springs District and to destinations throughout the City and the Las Vegas Valley.

### Prioritize Health



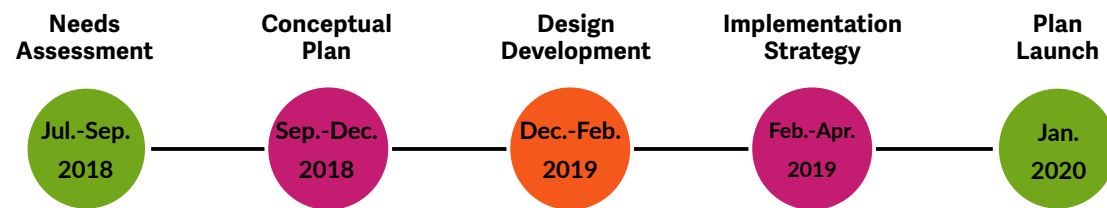
The Deer Springs District will build upon the unique assets of the VA Hospital and the North Las Vegas Job Creation Zone to utilize health as a key driver of economic development and livability for the community. The built environment will prioritize community health through infrastructure and programming investments.

### Develop with Distinction



The Deer Springs District will be a unique, distinct destination within the City of North Las Vegas and the Las Vegas Valley that provides authentic opportunities to live, work, learn, shop, play, or grow a family.

## Process Timeline



## Summary of Engagement

The Deer Springs District community engagement process included convening a stakeholder advisory group, hosting public workshops, and participation at strategic community events. Key objectives included defining Livable Centers; communicating project scope and timeline; sharing preliminary findings; incorporating public input; and sharing study recommendations.



**Concept 1. Ensure that the Deer Springs District Livable Center develops as a connected, walkable, and transit supportive area that contains numerous housing choices, vibrant commercial areas, and world class open space.**

## Land Use



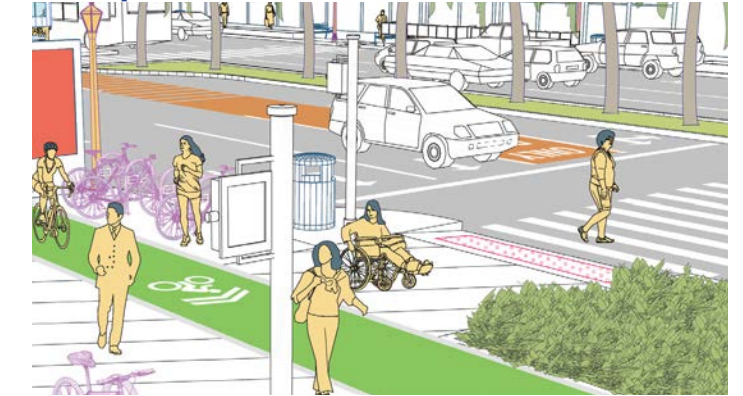
Core areas within the Deer Springs District should develop as town centers. Town centers land use mix includes residential, retail, commercial, and multi-family housing with ground floor retail or office use. These areas have wide sidewalks, convenient connections and other amenities. Comparatively, the suburban neighborhood medium density land use mix includes residential, neighborhood retail, and local offices. These areas also have wide sidewalks, convenient connections, and other amenities.

## Recreation



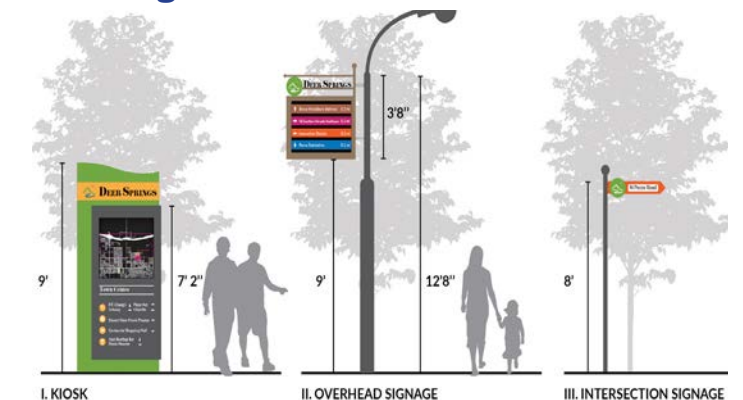
The design and development of Skyview Park will contribute to the success of the Deer Springs District. The public has identified this park as a major asset for the community, especially for nearby residents and families. The location of the Skyview Park will become an attractive feature to Job Creation Zone (JCZ) developers, and eventually JCZ employees.

## Transportation



The Deer Springs District study provides examples of comfortable and inviting pedestrian facilities as well as bicycle facilities that focus on creating a comfortable cycling environment and decrease potential conflicts between bicyclists, pedestrians and automobile traffic. A Transit Toolkit providing recommendations and strategies for the adoption of Bus Rapid Transit in the near future and Light Rail Transit in the long term is also included in the study.

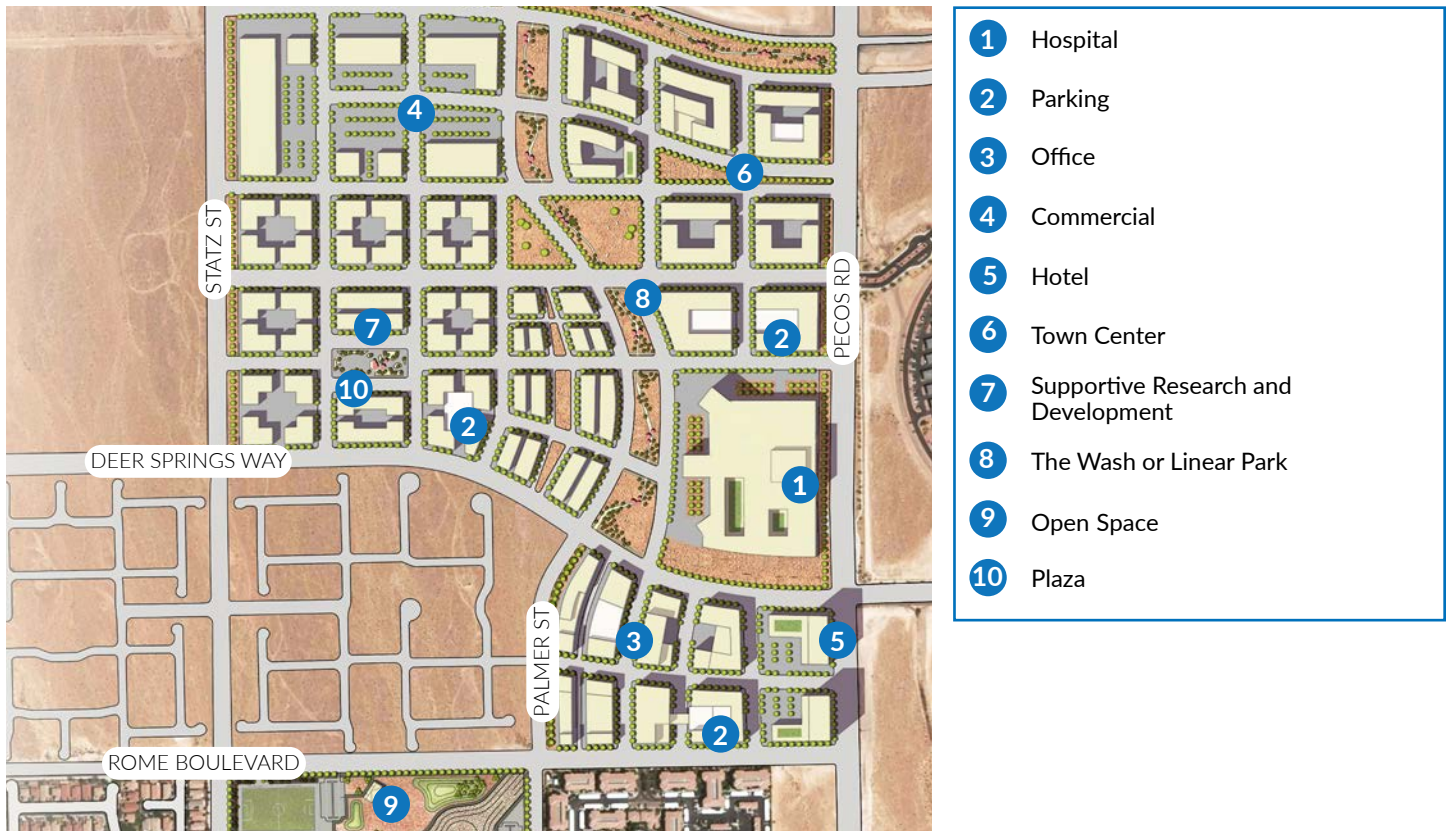
## Branding



Community branding standards, such as creating a recognizable district for visitors, creating a sense of identity and ownership for business owners and residents, enhancing the pedestrian realm, and establishing the Deer Springs District as a unique destination, can guide public investment in the public realm within the Deer Springs District.



**Concept 2. Develop the Job Creation Zone as a major job center, that repositions commercial development, and catalyzes adjacent, high-quality residential development for North Las Vegas.**



The Deer Springs District is home to a Congressionally designated Job Creation Zone (JCZ). The Livable Centers study proposes a conceptual master plan for a Medical & Research Campus, with multi-faceted health-care services, additional professional office uses in conjunction with the development of supporting commercial services, retail, open green space, and trails. As the JCZ is approximately 150 acres and development will likely be phased, different primary uses may be implemented within the different phases. Opportunities exist for the City to contribute to the shaping of the Job Creation Zone through urban design, infrastructure, open space and recreation, and sustainability.

