

The Chapter 3: Guiding Principles, Goals, and Policies

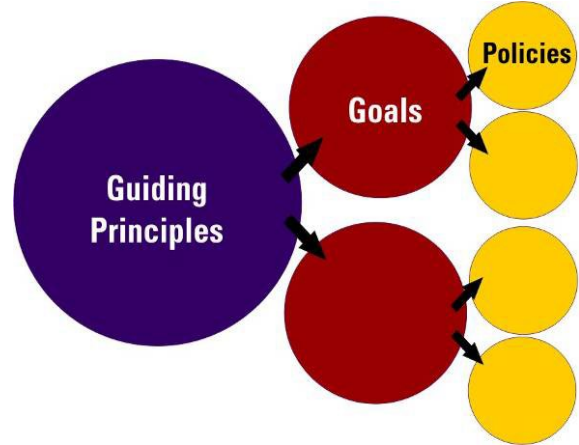
**This chapter contains the Guiding Principles, Goals, and Policies that together shape the agenda for what the plan seeks to accomplish and how its implementation should be pursued.**

## Guiding Principles

Guiding Principles are overarching statements that provide insight into the “big picture” objectives of the city. These statements are the key components of the city’s strategy to achieve its vision and form the basis of the goals and policies.

North Las Vegas’ Comprehensive Plan contains 10 Guiding Principles:

1. Quality Housing Development and Cohesive Neighborhood Communities;
2. Thriving, Attractive Commercial and Business Centers;
3. An Integrated Multi-Modal Transportation System;
4. A Balanced Land Use Mix;
5. Pivotal Centers for Development and Redevelopment;
6. A Diverse Economic Base;
7. Community Services, Amenities and Environment;
8. A Safe and Livable Community;
9. Community Spirit, Relationships and Pride; and
10. Fiscal Policies and Management.



## Goals

Comprehensive Plan goals provide concise statements of what the community aims to accomplish over the life of the plan—for the next 20 years—assuming the city will update the plan from time to time. The goals provide the basic organization and direction for the plan’s policies.

## Policies

Policies provide the definite course of action or direction decided upon by the city to be employed to attain the goals. They provide ongoing guidance for elected and appointed community leaders, staff and administrators as they make decisions about development, programs, and investments in the city.

## Guiding Principle 1

### Quality Housing Development and Cohesive Neighborhood Communities

*The city will become “Your Community of Choice” by promoting cohesive*

*neighborhoods that contain a mix of uses to provide convenience retail and services to residents, a diverse mix of housing options to serve the varying needs and preferences of residents, and opportunities for indoor and outdoor recreation and enjoyment such as parks, recreation centers, golf courses, bike paths and walking trails. Each neighborhood will emphasize a livable scale and offer a high level of connectivity between and among different uses and areas through quality design and site planning. The city will work to maintain and enhance the character of existing neighborhoods through its land use regulations and development review decisions. Development and redevelopment will seek to achieve a greater land use mix and maintain overall compatibility with the existing area. New development will offer, or be conveniently located and connected to, commercial and recreational amenities.*

*All Nevada cities and counties are required to have a housing element included in their Comprehensive Plan which establishes housing goals, policies and programs in response to community housing conditions and needs. NRS 278.160(f) requires that the Housing Plan include:*

*(1) An inventory of housing conditions, needs and plans and procedures for improving housing standards and for providing adequate housing (see Appendix B);*

- (2) An inventory of affordable housing in the community (see Appendix B);*
- (3) An analysis of the demographic characteristics of the community (see Appendix B);*
- (4) A determination of the present and prospective need for affordable housing in the community;*
- (5) An analysis of any impediments to the development of affordable housing and policies to mitigate those impediments (see Appendix B);*
- (6) An analysis of the characteristics of the land that is the most appropriate for the construction of affordable housing;*
- (7) An analysis of the needs and appropriate methods for the construction of affordable housing or the conversion or rehabilitation of existing housing to affordable housing; and*
- (8) A plan for maintaining and developing affordable housing to meet the housing needs of the community.*

*Some of the required elements of the Housing Plan are included in the HUD Consolidated Plan (HCP). The HCP is developed through a Consortium comprised of Clark County and the cities of North Las Vegas, Mesquite and Boulder City [included in Appendix B of this document].*

*The city has prepared this portion of the Comprehensive Master Plan to address current and near-term future housing needs in North Las Vegas. It contains information and strategic directions (policies and specific actions) that the City is committed to undertaking in order to*

*encourage housing that is equitable, accessible, attainable and sustainable. The intent is to guarantee the enduring value of housing and the long-term livability of all neighborhoods.*

*The Housing Element is also intended to identify actions to implement the City of North Las Vegas Visioning 2025 Strategic Plan.*

*North Las Vegas will achieve its vision by attaining the following goals:*

### **GOAL 1.1 VILLAGES AND NEIGHBORHOODS**

The city will design and develop as a collection of distinct and attractive “Villages and Neighborhoods,” multi-use areas each possessing a unique sense of place and shared identity.



*This neighborhood center offers a welcoming pedestrian area for neighborhood residents.*

#### **Policy 1.1-1 Quality Neighborhood Design**

Work with developers to design and build attractive, livable, and distinct residential neighborhoods that provide a range of housing types, centers of mixed-use or commercial activity, parks and open space,

overall pedestrian connectivity, and a distinct sense of place.

#### **Policy 1.1-2 Residential Development Guidelines**

Create development guidelines and policies to facilitate new development compatible in style and character and offers a broader mix of land uses in existing residential areas.

#### **Policy 1.1-3 Neighborhood Planning**

Conduct neighborhood plans, as needed, for designated existing neighborhood areas within the city. These plans will specifically address the needs and conditions within these specific areas, including transportation, services, recreation and amenities, and formulate strategies to address these needs.

#### **Policy 1.1-4: Increase Neighborhood Connections**

Individual subdivisions tend to be surrounded by walls that separate neighborhoods visually and physically from adjacent development. The presence of uninterrupted wall segments within and around neighborhoods limits pedestrian movement – both within and between neighborhoods and between neighborhoods and areas of commercial, civic, and employment activity. Viable pedestrian routes through and between existing neighborhoods should be identified including the location of points along wall planes where a break in the wall may be added to allow for the pedestrian route. Priority should be given to access points that create connections between a neighborhood and one or more of the following: commercial center, schools and parks, regional trail, open space, and civic facilities (e.g., library or recreation center). The creation of wall breaks, if desired by the neighborhood, may be conducted by the responsible Homeowners Association(s) and

may include the involvement of the city where possible, whether through direct funding assistance or through terms of a proposed development negotiated to lend resources to wall alteration efforts.

***Policy 1.1-5: Distinct Design of Neighborhood Common Areas.***

*Neighborhood common areas should include, but are not limited to, distinct lights, signage, right-of-way landscaping and materials to distinguish each neighborhood from others.*

***Policy 1.1-6: Resource Conservation***

*Promote development and construction standards that provide resource conservation by encouraging housing types and designs that use cost-effective energy conservation measures and fewer resources (water, electricity, etc.) and, therefore, cost less to operate over time, supporting long-term housing sustainability.*

***Policy 1.1-7: Encourage Site Planning Conducive to Physical Activity.***

*Encourage design and site planning of residential developments that have features and amenities that support physical activities.*



*High-quality design of multi-family buildings offers housing choice while still blending well with surrounding single-family residences.*

**GOAL 1.2 HOUSING VARIETY**

The city will provide a range of housing options to meet the diverse needs of current and future residents.

***Policy 1.2-1 Range of Housing Options***

*Within the City there should be a variety of well-designed and maintained housing options in different settings to meet varying community needs, including "move-up," cooperative, and executive housing. Residents will have a choice of housing types ranging from large-lot rural homes, single-family neighborhoods, apartments, lots in mixed-use districts, and housing close to jobs and transit to meet varying lifestyles.*

***Policy 1.2-2 Attainable Housing Partnerships***

Pursue public/private/non-profit partnerships to facilitate the supply of attainable housing within the city.

***Policy 1.2-3 Housing for Life's Stages***

Encourage the inclusion of senior and entry level housing in new residential developments as well as larger homes for families and executives.

***Policy 1.2-4 Attainable Housing Through Density***

Promote mixed-use development to facilitate attainable housing construction within higher density mixed-use areas.

**GOAL 1.3 REDEVELOPMENT AND INFILL**

*The City should encourage residential infill and redevelopment to expand, preserve, and further enhance the variety of housing options available.*

**Policy 1.3-1 Preserve or Upgrade Existing Neighborhoods**

Quality residential and neighborhood-oriented infill development will promote preservation and/or upgrades in existing neighborhoods, particularly in the mature areas of the city.

**Policy 1.3-2 Promote Downtown Redevelopment**

Develop a vibrant, active center for the community which will also provide services for the existing residents in the downtown and also draw residents from outside the downtown core. The City should continue business incentive programs to encourage retention and investments by businesses in the downtown area.

**Policy 1.3-3 Mixed-Use Infill Projects**

Opportunities for mixed-use infill projects in the downtown area and existing neighborhoods should be identified. Residential uses should be encouraged as part of mixed-use projects. The city will encourage new infill development, considering and being sensitive to the character of existing stable neighborhoods. Considerations shall include building scale, placement, size, height transitions, landscape, streetscape, access, and other design measures which are included in the Zoning Ordinance (Title 17).

**Policy 1.3-4 Utilization of Existing Programs**

The city will utilize existing programs (home owner association (HOA) maintenance requirements, code enforcement, etc.) to encourage upkeep and preservation of mature neighborhoods within the city.

**GOAL 1.4 EFFICIENT USE OF LAND**

*Use land efficiently to encourage a diversity of housing types which will support the needs of*

*all residents and implement "smart growth," sustainable development principles.*

**Policy 1.4-1 Protect Existing Rural Neighborhoods**

The integrity and character of the city's existing rural neighborhoods should be protected by establishing density transition guidelines for new development near established rural neighborhoods. These design guidelines may include: placing transitions between neighborhoods, such as open space, trails, landscaping buffers, and existing natural features.



*Affordable, as defined by HUD, is housing costs (all expenses related to housing) that does not exceed 30% of a household's monthly income.*

**Policy 1.4-2 Balance Single and Multi-Family Housing Stock**

The city should monitor its housing stock in order to provide a range of single-family and multi-family types of housing that are safe and well-serviced for all age groups and special-needs groups. This includes a balance of single-family attached and detached, duplex, townhomes, and other varieties of high-density housing such as apartments and condominiums.

**Policy 1.4-3 High-Density Housing Location and Amenities**

High-density housing, including mid to high-rise apartments, condominiums, and townhomes, should be located near transit, activity and commercial centers. High-density residential developments should also include features such as a central courtyard, recreational facilities, or other outdoor community gathering spaces, to enhance attractiveness and livability.

Mixed use developments with a high-density housing component should also be located by arterial and collector streets for optimal accessibility and walkability.

**Policy 1.4-4 Mixed-Use Housing**

Promote and provide incentives for well-designed mixed use residential / non-residential developments in areas that allow mixed uses, where residential use is appropriate to the setting, and development impacts can be mitigated. Allow residential use as part of mixed use projects, particularly in the downtown area.



Accessory dwelling units appear under many aliases – granny flats, garage apartments, carriage houses, ancillary units – and they provide an extra tier of housing options,

affordable units that can attract people from diverse age and income groups.

**Policy 1.4-5 Compatible Development**

Residential uses shall not be located adjacent to any military land, land subject to sound level decibels greater than 70, or any other uses not conducive to residential development.

**Policy 1.4-6 Impact and Planning Fees**

Reduce application and/or building fees or defer fees for lower income housing projects to the extent possible and when possible, encourage other agencies to do so also.

**GOAL 1.5 DEVELOP AFFORDABLE HOUSING OPPORTUNITIES**

The city will establish and protect affordable housing, enabling citizens with low to moderate incomes to find adequate housing, which includes amenities and proximity to transit.

**Policy 1.5-1 Fair Share**

Promote a “fair share” of well-designed affordable and varied housing in all neighborhoods throughout the city by establishing inclusionary housing regulations.

**Policy 1.5-2 Protection of Existing Affordable Housing**

Ensure that affordable housing provided through government subsidy programs, incentives and deed restrictions will remain affordable, and intervene when necessary to help preserve such housing.

**Policy 1.5-3 Density Bonuses and Other Incentives for Affordable and Special Needs Housing Developments**

Support and expand the use of density bonuses and other incentives to help achieve

housing goals while ensuring that potential impacts are considered and mitigated.

### **Policy 1.5-4 Encourage Workforce Housing**

Workforce housing is essential to the strength of any community and the city should ensure that this is available in various locations throughout the community. In order to encourage the private sector to provide a mixture of housing types with varied price ranges and amenities, incentive programs such as density bonuses, streamlined development permit processes, inclusionary programs, allowance for granny flats, and administrative approvals. The city should also implement programs that protect the quality and availability of any workforce housing supply once established.

#### **Workforce Housing may be Defined by Four Principle Factors :**

1. Affordability – No more than 30% of household income should be allocated to housing principal, interest, taxes and insurance (PITI).
2. Housing Supply – There is an adequate supply of both rental and homeownership housing geared to low and moderate income families.
3. Critical Workforce – Housing intended to appeal to gainfully employed, essential workers in the community, i.e., police officers, firemen, teachers, nurses, office workers, etc.
4. Proximity – Workforce housing is located in or near employment centers (as opposed to distant suburbs) or be located close to transit with easy access to such centers.

*See the U.S. Department of Health and Urban Development (HUD), the Fannie*

### **GOAL 1.6 ENHANCEMENT AND STABILIZATION OF ESTABLISHED AND OLDER NEIGHBORHOODS**

Housing in the more mature areas of the city will be retained and enhanced.

#### **Policy 1.6-1 Expansion of Redevelopment Projects**

The city should undertake programs targeted towards enhancement and stabilization of established neighborhoods, such as upkeep and preservation of older housing stock, design standards and guidelines for redevelopment projects to encourage housing diversity, rehabilitation, and assistance for improvements to physical infrastructure.

#### **Policy 1.6-2 Code Enforcement**

Code Enforcement provides a direct, contributory role in enhancing public safety, reducing neighborhood decline and stabilizing communities in the more mature areas of the City.



*Existing neighborhood in the mature area of the city.*

## Guiding Principle 2

### Thriving, Attractive Commercial and Business Centers

*The city will become “Your Community of Choice” by promoting the development of thriving commercial centers offering a variety of goods and services to residents and contributing to the high quality of life within the city. These centers will contain numerous offices, restaurants and shops and will be conveniently accessible from residential areas by a variety of transportation options. Business centers will provide high paying jobs to residents and allow employees to work close to where they live, reducing commute times.*

*North Las Vegas will achieve this vision by attaining the following goals:*

#### GOAL 2.1 REGIONAL COMMERCIAL CENTERS

The city will locate regional commercial centers (i.e., a destination commercial area with quality design and unique stores that creates a regional draw) as well as several smaller community-serving centers (i.e., a commercial area located in close proximity to neighborhoods or employment areas providing needed goods and services) within its limits.

##### Policy 2.1-1 Regional Commercial Center

Pursue the development of a major regional destination commercial center or

centers in appropriate areas designated as Mixed-Use Commercial on the Land Use Plan map (Figure 4-1). This includes locations within the Downtown to be delineated through the Downtown Master Plan process and areas in the vicinity of the northern beltway and the city’s planned transit corridors or other high-volume transportation corridors, to create a distinctive shopping attraction for residents and visitors. (See Figure A-7: Major Transportation Corridors in Appendix A.) Regional centers should be larger in scale than a community or neighborhood commercial center and should offer stores not typically duplicated within a community, such as high-end or specialty retailers. While these may have all of the offerings of a typical mall format, the center should focus on quality design and site planning to allow for multi-modal access with particular emphasis on connections to the North 5<sup>th</sup> transit corridor. Site design should incorporate various pedestrian amenities and relate well to the adjacent UNLV and VA Hospital activity centers of the Northern Development Area. (See Figure 6-1: Planning Framework.)



*Mixed-Use commercial centers provide concentrated areas of goods, services, and social interaction.*



### **Policy 2.1-2 Mixed-Use Commercial Centers**

Develop mixed-use commercial centers throughout the city to meet service, employment, and retail needs of the community. Each commercial center should relate well to surrounding development through its design and provide for multi-modal transportation access.



*Regardless of their size, commercial centers should be designed for pedestrians.*

## **GOAL 2.2 COMMUNITY COMMERCIAL & NEIGHBORHOOD CENTERS**

Commercial development within the city will be located within centers.

### **Policy 2.2-1 Integrated Neighborhood Centers**

Coordinate with neighborhoods to integrate commercial centers into the communities that include the goods and services residents need and desire.

### **Policy 2.2-2 Commercial Centers**

Encourage the development of community-serving commercial centers in new and existing portions of the city that connect well to the adjacent developed areas in use, scale, design, and street and pedestrian connections. Centers should incorporate a mix of uses and employ pedestrian-friendly

design and amenities to promote active pedestrian environments. Attractive, safe, and convenient transit stops should be provided as part of the overall design.

### **Policy 2.2-3 Shift Commercial Areas Toward Centers**

Create land use policies to encourage and support the development of commercial centers. Discourage strip-style development along major roads, and instead focus development in centers.

### **Policy 2.2-4 Commercial Design Standards**

Enhance commercial design standards to ensure attractive pedestrian-oriented developments that are well-integrated with the character and style of surrounding development.

## **Guiding Principle 3**

### **An Integrated Multi-Modal Transportation System**

*The city will become "Your Community of Choice" by working to develop a fully integrated multi-modal transportation system to facilitate efficient and convenient movement of residents and goods through and around the community. This system will incorporate mass transit corridors with extensive connections into adjacent neighborhoods, a well-organized system of arterials and local roadways, public transit options, and pedestrian and bike ways. The city will*

*support and encourage non-motorized means of transportation such as bicycle and pedestrian movement as a safe, viable, and enjoyable means of transportation through connective design and planning. Development decisions will be made in a manner that will enhance and support transportation infrastructure and maximize its use.*

*North Las Vegas will achieve this vision by attaining the following goals:*

### **GOAL 3.1 MULTI-MODAL TRANSPORTATION**

Create an integrated multi-modal transportation system providing residents a variety of options for their daily travel, including mass transit, car, bicycle, and walking. All modes of travel will be well-integrated with each other and with the development they serve so residents and visitors can easily travel between different destinations and areas of the city.



*The MAX bus that serves North Las Vegas is a highly used example of Bus Rapid Transit. (photo courtesy of RTC website at <http://www.rtcsonthernnevada.com/max/>)*

#### **Policy 3.1-1 Connected System of Trails and Sidewalks**

Integrate a connected system of trails, sidewalks, and bike lanes on major roadways to offer safe and convenient pedestrian and bicycle movement within and among developed areas of the city. (See Figure A-8: Pedestrian and Bike Trails in Appendix A.)

#### **Policy 3.1-2 Pedestrian and Bicycle Amenities**

Incorporate amenities such as benches, shelters, bike racks, wayfinding signage, shade structures, and crosswalks to facilitate the use of pedestrian, bicycle, and mass transit options.

#### **Policy 3.1-3 Pedestrian-Oriented Design**

Employ the principles of pedestrian-oriented design in residential and commercial areas. (See Figure 5-3: Designing Pedestrian-Friendly Places, p. 53.)

#### **Policy 3.1-4 Connected Roadway Network**

Complete the roadway system to provide a safe and fully connected and functional road network. Incorporate the full range of appropriate Complete Street elements when planning and designing the roadway network.

#### **Policy 3.1-5 I-15 Traffic Mitigation Measures**

Coordinate with the Nevada Department of Transportation to create High Occupancy Vehicle (HOV) lanes for the I-15 corridor widening project to encourage car pooling and help mitigate traffic congestion problems on Interstate15.

#### **Policy 3.1-6 Transit System Enhancement**

Work with the RTC to achieve an enhanced level of transit service city-wide.

### **Policy 3.1-7 Transportation Master Plan**

Create a Transportation Master Plan to plan and implement a comprehensive and integrated multi-modal system of convenient transportation throughout the city and with regional connections. This plan could examine the possibility of an additional beltway north of the I-215 beltway.

### **Policy 3.1-8 Complete Streets**

Complete Streets is a design approach used to safely and comfortably develop a street network for all types of users. Incorporate a range of appropriate Complete Street elements when planning and designing all components of the roadway network.

## **GOAL 3.2 TRANSIT CORRIDORS**

The city will employ the principles of Transit-Oriented Design in the development of its mass transit corridors.

### **Policy 3.2-1 Advance Planning for Transit**

Identify, in collaboration with the Regional Transportation Commission (RTC), future mass transit corridors throughout the city to create a cohesive system to meet the transportation needs of the current and future population. These corridors should be well connected and served by supportive transit such as feeder bus lines, as well as streets and pedestrian connections.



*Higher densities are encouraged near transit stations to encourage use of transit.*

### **Policy 3.2-2 Mixed-Use Transit Stops**

Actively plan and pursue areas of higher density pedestrian-oriented mixed-use along mass transit corridors at transit stations.

### **Policy 3.2-3 Transit-Oriented Design of Station Areas**

Employ the principles of Transit-Oriented Design around transit stations to create a system of convenient multi-modal access to mass transit, mixed-use development, and parking to facilitate the use and success of mass transit. (See Chapter 5: Principles of Design, Transit-Oriented Development p. 55.)

### **Policy 3.2-4 North 5<sup>th</sup> Street Transit Supportive Concept Plan**

Implement the North 5<sup>th</sup> Street Transit Supportive Concept Plan through the future land use plan and integrate this with the overall transportation network.

## **GOAL 3.3 WELL-PLANNED ROADWAY NETWORK**

The city will provide roadways that are well-planned and synchronized with development.

### **Policy 3.3-1 Traffic Modeling**

Provide the necessary resources and develop the capacity to conduct traffic modeling

analysis to inform development decision making, ensuring that its modeling capacity is compatible with that of RTC to support regional coordination on transportation planning.

**Policy 3.3-2 Pursue Alternate Funding Sources**

Create and pursue funding sources to finance roadway completion and maintenance including grant and Federal funding options.

**Policy 3.3-3 Complete Streets Design**

Develop a system to identify streets as candidates for Complete Streets designs. Ensure that existing standards and procedures include Complete Streets implementation wherever feasible.

**Policy 3.3-4 Eliminate Sawtooth Roads**

Identify funding mechanisms and work with developers to better plan and complete roadway improvements at the time of development to avoid the problem of “sawtooth” roads and to offer a safe and uninterrupted citywide roadway network.



*Sawtooth roads with unfinished segments, a common site in the city today, create traffic and safety issues.*

**Guiding Principle 4**

**A Balanced Land Use Mix**

*The city will become “Your Community of Choice” by promoting a high quality of life through a well-planned and designed community. The city will ensure a balanced land use mix as it develops, providing high-quality residential areas with convenient access to a variety of retail goods, services, entertainment and dining options, employment, and recreation opportunities. The high-quality design of commercial and residential areas will encourage a strong sense of place, promote attractive and convenient areas of activity and recreation, retain scenic open areas, and emphasize the use of the city’s multi-modal transportation system.*

*North Las Vegas will achieve this vision by attaining the following goals:*

**GOAL 4.1 BALANCED LAND USE MIX**

*The city will achieve a balanced land use mix to ensure that the jobs, goods, and services needed by its residents are available within the city.*

**Policy 4.1-1 Land Use Mix**

Pursue a balanced land use mix to offer commercial, industrial, and recreational opportunities to contribute to the quality of life of the community in the long term.

**Policy 4.1-2 Industrial Land Supply**

Preserve a supply of industrial land to:

- Meet future employment needs;
- Enhance community livability by avoiding residential/industrial conflicts; and

- Enhance community safety.

### **Policy 4.1-3 Implement the Comprehensive Land Use Plan**

Implement the intended form and function of the Land Use Plan of this Comprehensive Plan through consistent development decisions.



*Mixed use areas increase areas of employment and commercial activity while still offering a residential component.*

### **GOAL 4.2 INNOVATIVE DESIGN**

The city will become a signature community known for its high-quality, environmentally responsible, and innovative design and development practices.

#### **Policy 4.2-1 Employ Principles of Smart Growth**

Employ the 10 principles of smart growth in the design of new development and redevelopment projects. (See box, right.)

#### **Policy 4.2-1 Promote Innovative Design**

Promote the inclusion of innovative design and practices such as green building design, water conserving landscape design, shading devices to reduce solar heat gain, and other environmentally efficient and friendly practices in all new development and redevelopment.



*Xeric or desert landscaping in public parks and private lawns are a water efficient alternative to traditional grass.*

### **GOAL 4.3 MIXED-USE DEVELOPMENT**

The community will promote quality mixed-use areas throughout the city.

#### **Policy 4.3-1 Mixed-Use Development Guidelines**

Develop guidelines to ensure quality mixed-use development and encourage the development of mixed-use centers throughout the city.



*Wide sidewalks, open storefronts, and other amenities such as lighting and landscaping, promote attractive pedestrian environments in mixed-use developments.*

#### **Policy 4.3-2 Mixed-Use Ordinance**

Implement and follow the mixed-use ordinance and integrate its use with the overall city plan.

## Guiding Principle 5

### Pivotal Centers of Development and Redevelopment Activity

*North Las Vegas will become “Your Community of Choice” by directing development within Pivotal Centers of activity – the mixed use Activity Centers and Employment Districts as illustrated on Figure 6-1: Planning Framework. These centers will serve as key locations of social, economic and cultural activity within the city, for residents and visitors alike. Quality design and development, a balanced mix of uses including a variety of dining, entertainment, shopping, and business activities will create areas of bustling pedestrian activity, both during the day and at night.*

*North Las Vegas will achieve this vision by attaining the following goals:*

#### **GOAL 5.1 A THRIVING DOWNTOWN**

The city will redevelop the Downtown to serve as a thriving, defining city center.

#### **Policy 5.1-1 Downtown Master Plan**

Conduct and implement a Downtown Master Plan to guide future growth and investment in that area.

#### **Policy 5.1-2 Downtown Beautification**

Coordinate joint efforts between public, private, and non-profit entities to achieve a variety of redevelopment goals including

streetscape beautification, public gathering places, commercial façade programs, residential revitalization, and land acquisition and redevelopment.

#### **Policy 5.1-3 Downtown Design Guidelines**

Create design guidelines specific to the Downtown to ensure that new development maintains an attractive and unified character and establishes a distinct sense of place.



*Redevelopment of the Downtown could provide an active and attractive higher density, mixed-use environment.*

#### **Policy 5.1-4 A Mixed-Use Downtown**

Encourage higher-density mixed-use development within the Downtown.

#### **Policy 5.1-5 Infill Development and Redevelopment in Downtown**

Apply infill policies to facilitate development and redevelopment within the Downtown where vacant parcels tend to be smaller in size.

#### **Policy 5.1-6 Downtown Business Support and Retention**

Encourage and support existing businesses and business development within the Downtown.

#### **Policy 5.1-7 Gateways and Signs**

Develop gateways to denote entry into the Downtown and provide a system of well-coordinated signage to assist residents and visitors in finding their way to its various destinations.



*Gateway improvements within the Downtown could vastly improve entry points to the city.*

## **GOAL 5.2 TARGETED DEVELOPMENT AND REDEVELOPMENT**

Development and redevelopment efforts will be targeted to key activity centers of the city.

### **Policy 5.2-1 Downtown Focus**

Prioritize the development and enhancement of the Downtown as the distinctive center of social, civic, commercial, and entertainment activity for the city.

### **Policy 5.2-2 Cheyenne Technology Corridor**

Further develop and enhance the Cheyenne Technology Corridor as a key employment area for the city.

### **Policy 5.2-3 Employment Corridors**

Enhance the employment areas along Losee Road, Lamb Boulevard, and Craig Road as key activity centers. Encourage business attraction and retention, plan for appropriate

transportation and services to meet the needs of businesses, and consider other means of integrating supporting uses in these areas into cohesive activity centers.



*The Northern Development Area, currently undeveloped lands held by the Bureau of Land Management (BLM), is a prime opportunity area for the city.*

## **GOAL 5.3 NORTHERN DEVELOPMENT AREA**

The city will plan for the Northern Development Area to become a thriving mixed-use center.

### **Policy 5.3-1 Coordinated Planning**

Incorporate and support the North 5<sup>th</sup> Street transit corridor in land use planning for the Northern Development Area, drawing upon the principles and practices of transit-oriented design.

### **Policy 5.3-2 Research Business Cluster**

Promote the development of a research and technology business cluster relating to the University of Nevada Las Vegas Campus and Veteran's Administration hospital.

### **Policy 5.3-3 Supportive Mixed-Use Environment**

Encourage the location of shopping, restaurants, business, and entertainment

zones to support and promote a bustling university and business environment.



*Vacant parcels within developed areas of the city offer opportunities for infill development.*

### **GOAL 5.4 INFILL POLICIES AND DESIGN GUIDELINES**

The city will develop design guidelines and infill policies to guide development and redevelopment in established areas of the city.

#### **Policy 5.4-1 Infill Policies**

Establish infill policies to address barriers to mixed-use development and redevelopment activity within existing, established areas of the city, such as small lot sizes and property assemblage issues.

#### **Policy 5.4-2 Promote Contiguous Development**

Discourage non-contiguous development through development standards.

#### **Policy 5.4-3 Design Guidelines**

Create design guidelines to promote high-quality, attractive infill development and redevelopment. This development should be pedestrian-oriented, serve the needs of the surrounding area, and should be in

harmony with the overall character, massing and design of existing development.

#### **Policy 5.4-4 Redevelopment Areas**

Assess the need for additional redevelopment areas within the city.

### **GOAL 5.5 QUALITY MASTER PLANNED COMMUNITIES**

The city will work with developers to design and implement high-quality Master Planned Community developments.

#### **Policy 5.5-1 Uphold the Principles of Design for New Master Planned Communities**

Work with developers to promote high-quality design in new Master Planned Communities to achieve long-term land use goals and policies of the city. (See Chapter 5: Principles of Design, Master Planned Communities, p. 46.)

#### **Policy 5.5-2 Development Evaluation Criteria**

Establish a set of evaluation criteria to promote high-quality development and achieve land use and quality of life goals for the city.



*New Master Planned Communities will provide a range of housing, connective parks and open space, and pedestrian-oriented mixed-use town centers.*



## Guiding Principle 6

### A Diverse Economic Base

*North Las Vegas will become “Your Community of Choice” by offering numerous opportunities for entertainment, shopping, and employment. The city will build upon its industrial base and strong entrepreneurial spirit to further diversify and enhance its economic base.*

*North Las Vegas will achieve this vision by attaining the following goals:*



*The Cheyenne Technology Corridor will continue to develop as a key area of employment in the city.*

### GOAL 6.1 ECONOMIC DIVERSITY

The economy of North Las Vegas will offer a diverse mix of businesses that both serve the needs of residents and supply quality employment opportunities.

#### Policy 6.1-1 Small Business Development

Create programs and resources to promote small business development.

#### Policy 6.1-2 Business Attraction

Create a marketing strategy to attract regional, national, and international businesses to locate within the city.

#### Policy 6.1-3 Research Business Cluster

Work strategically with the University of Nevada, the Veterans Administration and other area hospitals and businesses to develop a research business cluster.

### GOAL 6.2 LIFELONG LEARNING

The higher education facilities of the city will promote continued education and training of residents and employees.

#### Policy 6.2-1 Ongoing Education Programs

Strengthen the relationship between the city and its higher education facilities to promote educational opportunities, such as additional professional training, for local residents and employees to promote a highly skilled workforce.

## Guiding Principle 7

### Community Services, Amenities, and Environment

*North Las Vegas will become “Your Community of Choice” by creating sustainable amenities that promote a sense of community, support environmental resources and provide efficient and reliable services. This will be accomplished through a series of initiatives focused on education, recreation and the environment. Residents will choose this amenity-driven city as a place to live, work, and play.*

*North Las Vegas will achieve this vision by attaining the following goals:*



*Schools are a key component of the quality of life in a city and should be well-planned.*

### **GOAL 7.1 QUALITY SCHOOLS**

Work with the Clark County School District to provide high quality education and facilities for all students in North Las Vegas.

(Current and planned school facilities are illustrated in Figure A-2: Schools and Higher Education Institutions in Appendix A.)

#### **Policy 7.1-1 School Planning**

Coordinate with Clark County School District and developers on the planning and maintenance of school facilities within the city to keep pace with growth.

#### **Policy 7.1-2 Shared Access to Playgrounds**

Continue to collaborate with Clark County School District to facilitate public access to school playground and athletic areas.

#### **Policy 7.1-3 Neighborhood-School Connections**

Coordinate land use and transportation planning to achieve a high level of access

between residential areas and school facilities.



*The city will continue to expand its system of parks and trails (linear parks).*

### **GOAL 7.2 PARKS AND RECREATION**

The city will achieve a system of parkland and recreation facilities that meets the needs of residents of all ages.

(Current park and recreation amenities are illustrated in Figure A-1: Parks and Recreation in Appendix A.)

#### **Policy 7.2-1 Continuous Park Planning**

Implement and periodically update the Park and Recreational Facilities Master Plan to continuously track, plan, and prioritize the development and maintenance of the parks and recreation system.

#### **Policy 7.2-2 Exceptional Parkland System**

Pursue the development of a parks and recreation system meeting or exceeding national averages for level of service.

#### **Policy 7.2-3 Community Recreation Needs**

Assess recreation options and ensure that facility planning addresses specific needs within the community including senior and youth facilities.



*Increasing the supply and use of public facilities promotes community interaction.*

#### **Policy 7.2-4 Parks and Recreation in Neighborhood Design**

Work with developers to create public parks, recreation facilities, cultural facilities, and connective greenways within developments in both new and mature areas of the city.

#### **Policy 7.2-5 Craig Ranch Regional Park**

Develop Craig Ranch into a regional park and orient surrounding development to the park to support its use.

#### **Policy 7.2-6 Joint Usage Agreements**

Develop joint usage agreements between schools, community groups, and local government to facilitate access and use of school parks and facilities.

#### **Policy 7.2-7 Commercial Recreation**

Encourage the development of commercial recreational opportunities and services that enhance the economic development of the city and provide recreational opportunities for residents.

### **GOAL 7.3 CELEBRATE COMMUNITY**

The community will plan, coordinate, and implement cultural and recreational events that celebrate and enhance the North Las Vegas community.

#### **Policy 7.3-1 Public Facilities**

Optimize the use of public facilities such as indoor recreation facilities, schools, community centers, libraries, senior centers, public parks and pools, and other facilities that provide opportunities for residents of all ages to socialize, recreate, access, and benefit from available facilities, programs, and services.

#### **Policy 7.3-2 Celebrate Community**

Encourage the development of community festivals and celebrations to strengthen the identity of the North Las Vegas community.

### **GOAL 7.4 CONSERVATION**

The city will collaborate with other organizations to conserve key areas of open space and establish trail corridors on a city and regional level.

#### **Policy 7.4-1 Natural and Cultural Resources**

Collaborate with Federal, non-profit, and private entities to conserve key natural resource and culturally significant areas within the city.



*Conservation of key resource and archeological areas will remain a priority within the city.*

**Policy 7.4-2 Regional Trails Network**

Pursue the development of a trails network through the city in coordination with surrounding jurisdictional entities to assist in the development of a regional trails network.

**Policy 7.4-3 Develop Regional Standards**

Coordinate with other jurisdictions in the Las Vegas Valley on developing regional standards and plans for regional parks, trails, and open space.

**Policy 7.4-4 Private Open Space and Trails**

Work with developers to incorporate areas of connective open space and trail corridors in development proposals. The open space and trails should link into and or extend the city-wide or regional networks.

**GOAL 7.5 WATER SUPPLY / WASTEWATER TREATMENT**

The city will preserve sufficient water supply and *provide sufficient* capacity for wastewater treatment to serve the future needs of the community.

**Policy 7.5-1 Southern Nevada Water Authority**

Continue to participate in the Southern Nevada Water Authority to supply water to the city.

**Policy 7.5-2 Water Facility Security**

Enhance the security program for water facilities to provide back-up measures in the event of an emergency, natural or otherwise.

**Policy 7.5-3 Wastewater Treatment Facility**

Pursue the development of a wastewater treatment facility with sufficient capacity to serve the needs of the community into the future.



*Safeguarding the water supply is a key concern for all communities within the Las Vegas Valley.*

**Policy 7.5-4 Backflow Protection System**

Enhance the Backflow Protection *program* to keep pollutants out of the water supply.

**Policy 7.5-5 Water Rights**

Effectively manage the City's groundwater rights and continuously seek ways to finance the purchase, or otherwise obtain, **additional** water rights to provide water supply to the City.

**Policy 7.5-6 Water Conservation**

Promote water conservation measures throughout the city through education and incentives.

**GOAL 7.6 AIR QUALITY**

The city will work to improve air quality both locally and regionally.

**Policy 7.6-1 Air Quality Advocacy**

Promote good air quality measures through public education and partnering with the Department of Environment and Sustainability to assist in this effort.

**Policy 7.6-2 Standards Compliance**

Ensure developments and redevelopments comply with local, state, and national air quality standards.

**Policy 7.6-3 Energy Efficiency**

Encourage energy efficiency and conservation through construction techniques and materials that reduce air pollution from utilities.

**Policy 7.6-4 Reduce Vehicle Travel**

Promote the use of alternative modes of transportation including mass transit, walking, bicycling, trail-ways, and car-pooling.

**Policy 7.6-5 Reduce Vehicle Trips**

Encourage greater land use mix and a high level of connectivity to reduce the length, number, and duration of vehicle trips. Enhance routes with wayfinding elements to promote active transportation as a viable alternative to vehicle trips.

**Policy 7.6-6 Air Quality Ordinances**

Encourage the adoption of ordinances that improve air quality to levels that protect public health and improve visual clarity.

**GOAL 7.7 FLOOD CONTROL**

The city will provide trails and recreational facilities as part of flood-control facilities.

**Policy 7.7-1 Flood Right-of-Way**

Acquire adequate rights-of-way to allow multi-purpose use of flood control facilities.

**Policy 7.7-2 Retrofit Existing Facilities**

Strive to create programs to retrofit existing flood channels and detentions basins with trails and other recreational amenities.

**GOAL 7.8 POWER**

The city will continue to jointly plan, coordinate, and cooperate with the Nevada Office of Energy, Bureau of Land Management, adjacent jurisdictions and private utility companies, such as the NV Energy, to ensure safe, reliable electrical services.

(See Figure A-9: Transmission Line and Substation Plan in Appendix A.)

**Policy 7.8-1 Substation Planning**

Coordinate with NV Energy in the location and design of future power substations to ensure they are designed and buffered to match or improve the aesthetics of surrounding development.

**Policy 7.8-2 Transmission Line Corridors**

Continue to work to underground utility lines whenever possible. Minimize the number of overhead transmission line corridors through coordination and upgrades to existing corridors. Ensure new overhead transmission lines are located in accordance with all applicable criteria. Any requests to amend, create, or delete corridors identified on the

Transmission Line and Substation Plan shall be processed as a Comprehensive Master Plan amendment.

**Policy 7.8-3 Multi-Use Utility Corridors**

If existing corridors can not meet utility demand, encourage the development of new multi-use utility corridors that ensure safe siting of transmission lines to minimize impacts on existing development.

**Policy 7.8-4 Corridor Coordination**

Encourage the development of transmission capability and interconnectivity for distributed energy, cogeneration and alternative energy sources, including regional interconnectivity and transmission capability.

**Policy 7.8-5 Recreational Uses**

Implement the use of utility corridors for potential active and passive recreational uses.

**GOAL 7.9 URBAN AGRICULTURE**

The City will collaborate with other organizations to identify opportunities to promote urban farming and community gardening.

**Policy 7.9-1 Community Gardening**

Encourage the development of community gardens throughout the City by amending city codes and policies to promote urban farming, farmers markets and farm stands.

**Policy 7.9-2 Garden / Farming Opportunities**

Establish a process to inventory vacant city lands for suitability for urban farming and gardening. Consider including parks, community centers and other City facilities in the inventory.

**Policy 7.9-3 Sustainable Gardens / Farms**

Encourage the use of alternative farming techniques to promote water conservation. Promote the planting of crops suitable for Southern Nevada’s arid climate and extreme heat.

**Policy 7.9-4 Farming Education Programs**

Support educational opportunities for urban farming.

**Guiding Principle 8  
A Safe and Livable Community**

*North Las Vegas will become “Your Community of Choice” by offering its residents a safe community with a strong sense of unity. Pedestrian-oriented design in line with the 10 Smart Growth principles (see page 16) serves to encourage increased interaction between residents. Residents work to enhance a safe, attractive environment within their neighborhoods. Well-planned safety services offer residents a highly responsive emergency response system when needed.*

*North Las Vegas will achieve this vision by attaining the following goals:*



*Improvements along subdivision walls, such as landscaping, foster a more attractive environment.*

### **GOAL 8.1 A SAFE COMMUNITY**

The City will support safety through design and community building efforts, *and code enforcement.*

#### **Policy 8.1-1 Lighting**

Implement street and walkway lighting to promote a safe and attractive pedestrian environment.

#### **Policy 8.1-2 Safety Technologies**

Promote the incorporation of public safety technologies into new and existing developments, including placement of buildings and other features to maximize visibility and define public versus private space, as well as other considerations such as lighting and security.

### **GOAL 8.2 EMERGENCY RESPONSE**

The city will have well-staffed and supported systems of emergency response.

#### **Policy 8.2-1 Safety Services Staffing**

Continually assess staffing needs as the city grows and ensure safety services have optimal staffing and facilities.



*The Police and Fire Departments will need to continue to expand to keep pace with growth.*

### **Policy 8.2-2 Safety Services Equipment**

Continually budget for and improve the equipment and capacity of the public safety services.

### **GOAL 8.3 CODE ENFORCEMENT**

*The city will promote community preservation and long-term neighborhood stabilization efforts through the use of Code Enforcement personnel.*

#### **Policy 8.3-1 Community Preservation**

*Through Code Enforcement, public nuisances, safety issues and unsightly conditions can be greatly reduced to ensure preservation of City neighborhoods and a reduction of blighted conditions.*

#### **Policy 8.3-2 Long-Term Neighborhood Stabilization**

*The city will budget for and improve the role of Code Enforcement to enhance public safety, and ensure stabilization, particularly in the more mature areas of the City.*

### **GOAL 8.4 ACTIVE NEIGHBORHOODS**

The city will promote and support citizen-driven efforts that enhance the safety and appearance of its neighborhoods.

**Policy 8.4-1 Community Watch**

Support and expand community watch and other programs to strengthen and support neighborhoods.

**Policy 8.4-2 Support the Community**

Work with Homeowner’s Associations and other neighborhood and community groups to support citizen involvement and community-building activities.

**Policy 8.4-3 Interactive Pedestrian Environment**

Develop wayfinding to create, promote and encourage active pedestrian environments thereby increasing natural surveillance throughout the community.

**Guiding Principle 9  
Community Spirit, Relationships,  
and Pride**

North Las Vegas will become “Your Community of Choice” where residents possess a high level of community pride. They enjoy the sense of community, numerous amenities, and attractive centers and neighborhoods, and are actively engaged in activities to safeguard and enhance their community.

North Las Vegas will achieve this vision by attaining the following goals:

**GOAL 9.1 GATEWAYS AND CORRIDORS**

The city will create attractive gateways and corridors with a clear sense of place.

**Policy 9.2-1 Gateway Beautification**

Create and seek funding to finance a program for the beautification of major community gateways, such as the interchanges of Interstate 15 and the I-215 Beltway.

**Policy 9.2-2 Distinctive Corridors**

Develop corridors with a distinct sense of place through the use of signage, banners, trees, and design guidelines that help denote entry and define a sense of place.

(See Figure 5-4: Designing Gateways and Districts, p. 56.)

**Policy 9.2-3 Public Infrastructure**

Create great civic spaces by locating and designing major public buildings and infrastructure in a manner that enhances and integrates into their surroundings. Create a City Campus with a strong civic identity, with gathering places and pedestrian connections.



*City facilities' design should create attractive and distinctive, connected places.*

**GOAL 9.2 CIVIC INVOLVEMENT**

The city will offer its residents numerous opportunities for meaningful civic involvement.



**Policy 9.2-1 E-Government**

Expand the use and access to online government services throughout the city.

**Policy 9.2-2 Community Recognition**

Create citizen awards to recognize businesses and individuals who work to strengthen their community through positive action.



*Many community services are provided through collaborative partnerships.*

**GOAL 9.3 COMMUNITY SERVICES**

The city will coordinate with other organizations to provide expanded services and foster a positive community image.

**Policy 9.3-1 City Beautiful**

Develop a City Beautification Program offering City Beautification grants to empower community members to take action within their neighborhoods.



*Neighborhood amenities, such as parks and recreation facilities, foster a shared sense of community*

**Guiding Principle 10****Fiscal Policies and Management**

North Las Vegas will become “Your Community of Choice” in which citizens’ have a high level of confidence and pride in their efficient and responsive local government. The city consistently plans, prioritizes, finances, and implements projects to ensure the long term quality of life for the community. Collaborations and grant opportunities are maximized to enhance the levels of service in an efficient manner.

North Las Vegas will achieve this vision by attaining the following goals:

**GOAL 10.1 CAPITAL FACILITIES PLANNING**

The city will coordinate its capital facilities planning with growth and development decisions.

**Policy 10.1-1 Interdepartmental Coordination**

Increase communication and cooperation between departments of city government to better coordinate the evaluation, planning, and prioritization of projects where overlaps exist.

**Policy 10.1-2 Paying for Services**

Encourage new development to pay for the services it requires. Create an evaluation tool to assess and evaluate public costs associated with new development and implement cost-sharing mechanisms and programs by working with the development community.



*The fast pace of development necessitates a well-organized, efficient approach to planning and implementing additional infrastructure and services.*

**Policy 10.1-3 Well-Paced Growth**

Ensure that development does not exceed the capacity of the city to provide and maintain infrastructure and services.

**GOAL 10.2 FISCAL EFFICIENCY**

The city will employ a variety of funding and service provision strategies to offer a high level of service in an efficient manner.

**Policy 10.2-1 Fiscal Management Policy**

Establish and adopt a long-term fiscal management policy to implement the Comprehensive Plan.

**Policy 10.2-2 Infrastructure Investment Plan**

Create a plan to guide investment into the construction and maintenance of the city's infrastructure.

**Policy 10.2-3 Pursue Multiple Funding Sources**

Identify and utilize grant, federal, and state funding sources as well as municipal bonds and other fixed income sources.