



LAS VEGAS
CITY COUNCIL

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BOB BEERS

ELIZABETH N. FRETWELL
CITY MANAGER

December 14, 2016

City of Las Vegas
Department of Planning
333 North Rancho Drive, 3rd Floor
Las Vegas, Nevada 89106

**RE: DIR-67582 - DIRECTOR'S BUSINESS
PLANNING COMMISSION MEETING OF DECEMBER 13, 2016**

Dear Applicant:

Your presentation of the Rainbow Boulevard North Corridor Plan, Wards 4 (Anthony) and 6 (Ross), was considered by the Planning Commission on December 13, 2016.

The Planning Commission **APPROVED** the presentation. Any updates and/or plan adoption will go before a future City Council meeting.

The Notice of Final Action was filed with the Las Vegas City Clerk on **December 14, 2016.**

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Gebeke", with a long horizontal line extending to the right.

Steve Gebeke, AICP
Planning Supervisor
Case Planning Division

SG:nl

CITY OF LAS VEGAS
495 S. MAIN STREET
LAS VEGAS, NEVADA 89101

VOICE 702.229.6011
TTY 702.386.9108
www.lasvegasnevada.gov



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ELIZABETH N. FRETWELL
CITY MANAGER

December 1, 2016

City of Las Vegas
Department of Planning
333 North Rancho Drive, 3rd Floor
Las Vegas, Nevada 89106

**RE: DIR-67582 - DIRECTOR'S BUSINESS
PLANNING COMMISSION MEETING OF DECEMBER 13, 2016**

Dear Applicant:

Please be advised the City of Las Vegas Planning Commission at its regular meeting on **December 13, 2016** as referred to above, will consider your request. This meeting will be held at 6:00 P. M. at the Council Chambers of City Hall, 495 South Main Street, Las Vegas, Nevada.

A copy of staff's recommendations, any conditions related to your application and the **final agenda** will be available on-line on **Wednesday, December 7, 2016** at www.lasvegasnevada.gov. If you do not have access to the Internet and would prefer receiving hard copies of the documentation, please call the Case Planning Division at (702) 229-6301 or come into the Development Services Center at 333 North Rancho Drive, 3rd Floor, Las Vegas, Nevada 89106 to request your copies.

The Planning Commission requires that you or your representative be present at this meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Gebeke", with a long horizontal line extending to the right.

Steve Gebeke, AICP
Planning Supervisor
Case Planning Division

SG:nl

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ELIZABETH N. FRETWELL
CITY MANAGER

December 8, 2016

Mr. Micahel Howe
City of Las Vegas
Department of Planning
Long Range Division
333 North Rancho Drive, 3rd Floor
Las Vegas, Nevada 89106

RE: DIR-67582
CITY COUNCIL MEETING OF DECEMBER 7, 2016

Dear Mr. Howe:

The City Council at a regular meeting held on December 7, 2016 **ACCEPTED** a presentation regarding the Rainbow Boulevard North Corridor Plan and provide direction to staff on matters related thereto Wards 4 and 6 (Anthony and Ross).

The Notice of Final Action was filed with the Las Vegas City Clerk on December 8, 2016.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas A. Perrigo".

Thomas A. Perrigo
Director
Department of Planning

TAP:clb

CITY OF LAS VEGAS
495 S. MAIN STREET
LAS VEGAS, NEVADA 89101

VOICE 702.229.6011
TTY 702.386.9108
www.lasvegasnevada.gov



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ELIZABETH N. FRETWELL
CITY MANAGER

CITY OF LAS VEGAS
DEPARTMENT OF PLANNING
DEVELOPMENT SERVICES CENTER
333 NORTH RANCHO DRIVE
3RD FLOOR
LAS VEGAS, NEVADA 89106

VOICE 702.229.6301
FAX 702.474.0352
TTY 7-1-1
www.lasvegasnevada.gov



/city of las vegas

November 17, 2016

Mr. Micahel Howe
City of Las Vegas
Department of Planning
Long Range Division
333 North Rancho Drive, 3rd Floor
Las Vegas, Nevada 89106

**RE: DIR-67582
CITY COUNCIL MEETING OF DECEMBER 7, 2016**

Dear Mr. Howe:

Please be advised the City Council at its regular meeting on **December 7, 2016** as referred to above, will consider your request. This meeting will be held at 1:00 P. M. at the Council Chambers of City Hall, 495 South Main Street, Las Vegas, Nevada.

A copy of staff's recommendations, any conditions related to your application and the **final agenda** will available on-line on **Thursday, December 1, 2016** at www.lasvegasnevada.gov. If you do not have access to the Internet and would prefer receiving hard copies of the documentation, please call the Case Planning Division at (702) 229-6301 or come into the Development Services Center at 333 North Rancho Drive, 3rd Floor, Las Vegas, Nevada 89106 to request your copies.

The City Council requires that you or your representative be present at this meeting.

Sincerely,

Thomas A. Perrigo
Director
Department of Planning

TAP:clb

*City of Las Vegas***AGENDA MEMO - PLANNING**

CITY COUNCIL MEETING DATE: DECEMBER 7, 2016

DEPARTMENT: PLANNING

ITEM DESCRIPTION: APPLICANT/OWNER: CITY OF LAS VEGAS

**** STAFF RECOMMENDATION ****

CASE NUMBER	RECOMMENDATION	REQUIRED FOR APPROVAL
DIR-67582	Staff recommends APPROVAL	

**** NOTIFICATION ******NOTICES MAILED**

NEWSPAPER ONLY

APPROVALS

0

PROTESTS

0

**** STAFF REPORT ****

PROJECT DESCRIPTION

This is a presentation of the Rainbow Boulevard North Corridor Plan final draft. The Rainbow Boulevard North Corridor Plan (from here on out, referred to as the 'Plan') focuses on the neighborhoods within a quarter-mile radius from the North Rainbow Boulevard centerline, bound by CC-215 to the north and by West Lone Mountain Road to the south, for a linear section of 1.6 miles. The analysis and the recommendations contained in the Plan have been formulated according to the Las Vegas 2020 Master Plan and its Land Use and Rural Neighborhoods Preservation Element; feedback collected through neighborhood meetings and an online survey has also been incorporated into the document. The Plan serves as a guiding document designed to offer insights on the preferred land use and development scenario as well as the re-evaluation of the public right-of-way components to enhance existing community amenities in the long-term.

ISSUES

The Rainbow Corridor has a specific rural residential character that in the most recent year has been affected by changes in land use as well as by mobility patterns derived by the classification of Rainbow Boulevard as a Primary Arterial. The Rainbow Boulevard North Corridor Plan's purpose is to approach community planning and transportation planning as an intertwined process that focuses on Rainbow Boulevard as a community corridor, and to recommend future actions that will preserve those elements of the Corridor that have been recognized as critical by the existing community.

ANALYSIS

The Plan defines North Rainbow Boulevard as a community corridor based on its primary users, the existing adjacent land uses, its current function, and the overall character of the area. The 1.6 miles section of North Rainbow Boulevard serves as a multi-modal spine for buses, cars, bikes, and pedestrians that weaves together multiple neighborhoods and serves primarily local residents that live within a distinctly characterized area. Due to the fact that since 2015 there have been an increasing number of land use changes within the Plan area, Staff deemed appropriate to further assess the most recent trends in land use and development as well as their current and projected impact on the existing neighborhoods; in this process, the information gathered from current residents has been critical to the formulation of Staff recommendations.

Staff Report Page Two
December 7, 2016 – City Council Meeting

The Rainbow Boulevard North Corridor Plan is divided into thirteen sections, outlined as follows:

- Overview and Purpose
- Community Survey and Public Input
- Plan Approach & Methodology
- Scope of Plan
- Inventory and Analysis
- Community Profile
- Land Use Profile
- Corridor Physical Profile & Architectural Identity
- Deficiencies and Discrepancies
- Recommendations
- Summary of Recommendations
- Implementation and Monitoring
- Appendices

The first step in the assessment of the Corridor has been the review of current policies and plans that are valid for Rainbow Boulevard, such as the *2020 CLV Master Plan*, *The Land Use and Rural Neighborhoods Preservation Element*, and the *CLV Title 19: Unified Development Code*. Also included is a review of The Clark County Master Plan for lands that reside outside of city limits but are located along the corridor. The included analysis involves a thorough examination of the community and its characteristics, as well as the study of the past and current land use in the area.

The Study of the Rainbow Boulevard North Corridor highlighted a number of issues related to two broad categories: a) land use; and b) mobility patterns. The key findings with regards to these were:

- Land Use: Recent land use changes have impacted the primarily residential land use character of the area.
- Mobility: The classification of Rainbow Boulevard as a Primary Arterial affects the functionality of the area as a residential neighborhood and is not supported by actual traffic levels.

Recommendations in the Plan are divided into Short-term and Long-term recommendations:

- Short-term: **1)** Work with Clark County on Future Land Use of current non-city parcels along Rainbow Boulevard to ensure desert rural is preserved in the area. **2)** Implement Office land use designations where commercial activity is expected. **3)** Inventory of rural aspects and indicators. **4)** Pursue grant funding and alternative capital sources to improve amenities, neighborhood traffic comfort levels and walkability along the corridor.

Staff Report Page Three
December 7, 2016 – City Council Meeting

- Long-term: **1)** Select projects added to Capital Improvement Plan. **2)** Develop and implement Streetscape types for Corridor Character Areas.

In terms of implementation and monitoring, the Planning Department will: coordinate with the Department of Public Works and explore the feasibility and possibility of integrating the recommended ROW improvements; coordinate with Clark County to address the current issues regarding ROW design that is currently under the County jurisdiction; evaluate and assess on a yearly basis any proposed land use changes that affect the Plan area.

BACKGROUND INFORMATION

<i>Neighborhood Meeting</i>	
4/7/16	Conceptual Plan Introduction
7/14/16	Meeting with Timber Creek Neighborhood Association
12/1/16	Neighborhood Meeting: Final Draft Presentation

Rainbow Boulevard North Corridor Plan

DRAFT COPY

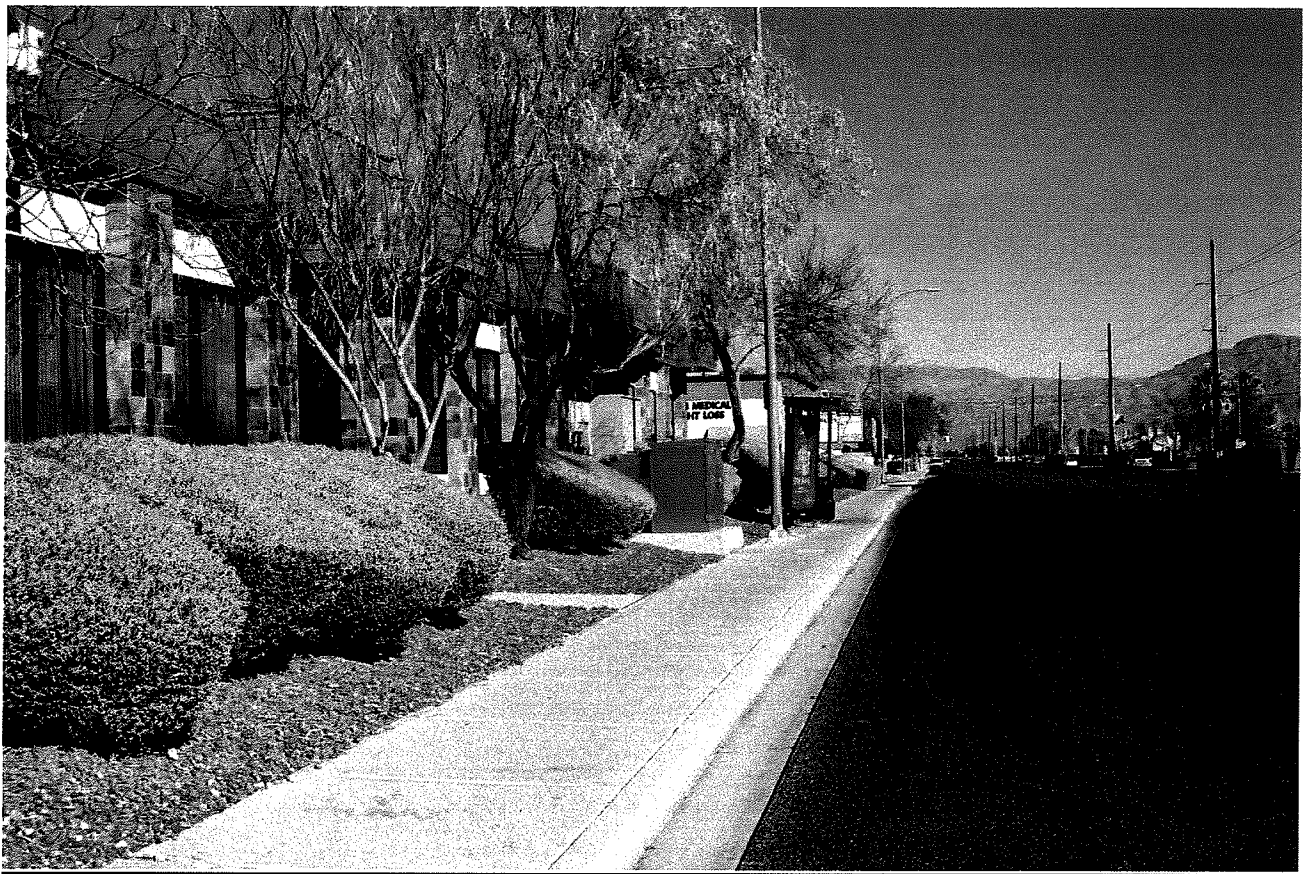


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Overview and Purpose

The Rainbow Boulevard North Corridor Plan (hereto referred to as the “Plan”) purpose is to approach community planning and transportation planning as an intertwined process that focuses on Rainbow Boulevard as a community corridor. We define here Rainbow Boulevard as a community corridor based on its primary users, the existing adjacent land uses, its current function, and the overall character of the area. Rainbow Boulevard serves as a multi-modal spine (buses, cars, bikes, and pedestrians) that weaves together multiple neighborhoods and serves primarily local residents that live within a distinctly characterized area. Problems emanate when a rural community is losing its rural character because the primary roadway is classified - but not operating- at an urban level. The 1.6-mile section of Rainbow Boulevard located between Rancho Drive to the south and the CC-215 terminus to the north, and all adjacent properties along the right-of-way, are designated as the Rainbow Boulevard Corridor. Since 2015 there have been recent land use changes along Rainbow Boulevard, from Rancho Drive up to the I-215 (corridor Plan area), where rural residential land has changed to a more intensive commercial use.

Purpose of the Plan

The Plan will serve as a guide for residents, property owners and developers, staff, the Planning Commission and City Council in making land use, design and development decisions that are supportive of the immediate Plan area. Roadways are not simply a conduit for moving vehicles, but in many instances can be a spine that establishes the character of the surrounding community. Rainbow Boulevard has the ability to serve as the community spine and as community amenity that transcends its purpose of merely moving vehicular traffic. Design guidelines, if adopted as part of this Corridor Plan, can serve as an inspiration and quality guide that supports and enhances the rural character throughout all current and future development along the Rainbow Boulevard North Corridor, while balancing the needs for future development. Establishing a sense of place along the corridor as a strategy for preserving what is left of the rural character will give people something to defend. A vision for the Corridor is necessary because what was once a unique place is slowly becoming a place of nowhere in particular.

On September 6, 2000 the Las Vegas City Council unanimously adopted The 2020 Master Plan as the policy guide for all land use and zoning decisions. Additional plans, such as the Land Use and Rural Neighborhoods Preservation Element have made recommendations specific to Rainbow Corridor area. These detailed plans do not replace the 2020 Master Plan, but are intended to serve as a guideline as to how development and preservation should occur in a specific area of the city.

Current Rainbow Boulevard North Corridor:

The classification of Rainbow Boulevard in the Master Plan of Streets and Highways as a Primary Arterial has been the justification for commercial land use changes generally centered at the intersection of Ann Road and Rainbow Boulevard. Ann Road maintains an average daily traffic flow count of over 16,000 eastbound and nearly 10,000 westbound vehicles, while Rainbow Boulevard maintains approximately 2,500 southbound vehicles and 3,200 northbound vehicles. All development sites are located along two primary arterial streets, and each site is accessed by Rainbow Boulevard and Ann Road. However, due to increased traffic flow on Ann Road, the residential land uses along the northeast corner of Rainbow Boulevard and Ann Road, the southeast corner of Rainbow Boulevard and Ann Road, and the southeast corner of Rainbow Boulevard and Rancho Drive have all been recently amended to Service and General Commercial (C-2) land uses.

Traffic Trends on Rainbow Boulevard

Both Ann Road and Rainbow Boulevard are primary arterial streets that support a daily average of nearly 32,000 drivers. Over 64% of daily travel is along Ann Road (east and west bound) with peak traffic times at 7-8am and 5-6pm. The remaining 35% of daily travel is along Rainbow Boulevard (north and south bound) with peak traffic times at 7-8am and 5-6pm.

The regulated speed limit along Ann Road is 45 MPH; regulated speed limit along Rainbow Boulevard south of Ann Road to Rancho Drive is 45 MPH; and regulated speed along Rainbow Boulevard north of Ann Road to the I-215 is 25 MPH.

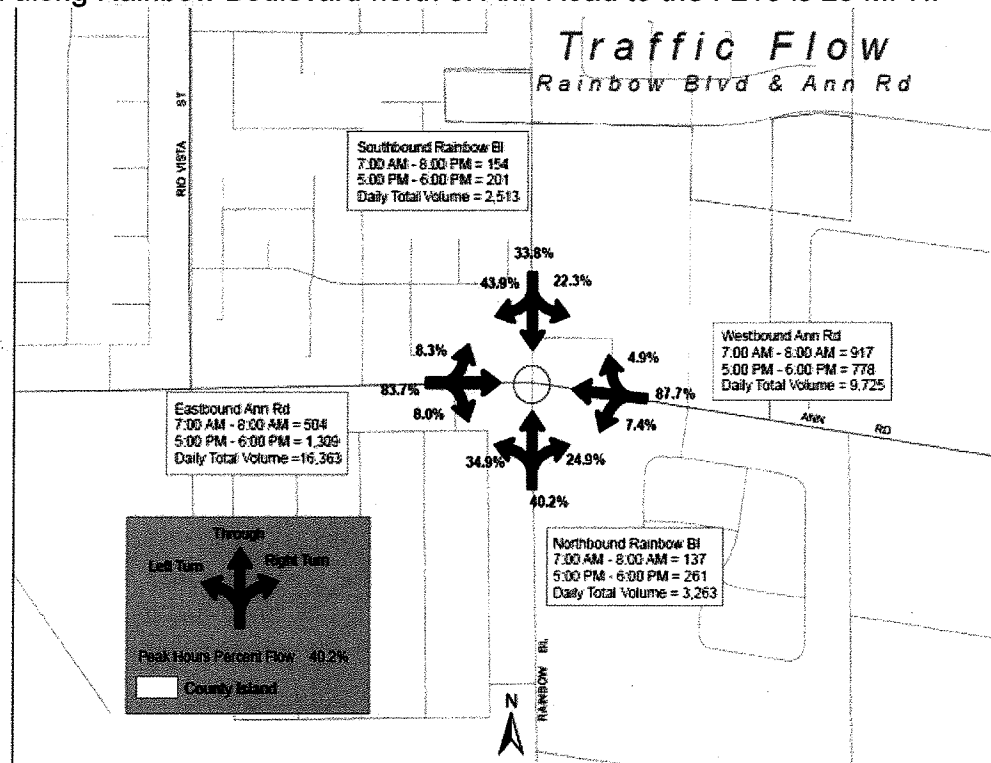


Figure 1- Traffic trends Ann and Rainbow

City and County limits

Abutting Rainbow Boulevard north of Ann Road are four parcels that are part of unincorporated Clark County. These parcels are zoned as Rural Neighborhood (RN) or Rural Neighborhood Preservation (RNP). The areas where county islands are present are visually disparate; sidewalks are not present along the front of property, impacting land use flow.

Commercial Space

At the northwest corner of Rainbow Boulevard and Ann Road a 1.54-acre Limited Commercial (C-1) zoned parcel was annexed from Clark County to the City of Las Vegas September 2006 with an existing retail store; it is currently zoned Limited Commercial (C-1) with existing pharmacy and retail store.

At the northeast corner of Rainbow Boulevard and Ann Road sits a 0.82-acre Residence Estates (R-E) zoned lot that was recently annexed to the City of Las Vegas from Clark County. A requested rezoning and land use change from residential to commercial, to accommodate a 3,680 square feet Restaurant with 38 parking spaces and drive-through service on the lot, was also recently approved.

At the southeast corner of Rainbow Boulevard and Ann Road two parcels totaling 1.64 acres requested and were approved for rezoning from Residence Estates (R-E) to Limited Commercial (C-1), and land use change from Desert Rural (DR) to Service Commercial (SC) to allow for neighborhood commercial development. Project site set to construct two commercial buildings totaling 6,100 square feet: a 1,905 square-foot self-service car wash, and a 3,972 square-foot fuel pump canopy. Six months later than these changes in land use, a third parcel of 1.05 acres adjacent to the new commercial uses requested and was approved for rezoning from Residence Estates (R-E) to Limited Commercial (C-1), and land use change from Desert Rural (DR) to Service Commercial (SC).

At the southeast corner Rainbow Boulevard and Rancho Drive five parcels totaling 15 acres requested a General Plan Amendment for planned Medium Low-Attached Residential (MLA) to General Commercial (GC) for vehicle sales and auctions.

At the northwest corner of Rainbow Boulevard and Rancho Drive a convenient store, tavern, church, two medical office spaces and four office spaces are zoned General Commercial (C-2).

As it stands, commercial development along Rainbow Boulevard functions poorly. Buildings are set back from the street with parking hindrances that do not fully optimize space and restrict access. This retail design is auto-oriented and not focused on pedestrians.

If commercial development continues to expand along the Rainbow Corridor, the street may start operating as an overly-widened thoroughfare with an over-emphasis on vehicle-oriented design and businesses (strip malls, imposing signs, car washes & garages, and drive-through lanes). In terms of commercial use viability on Rainbow Boulevard, another issue to consider is that Rainbow Boulevard inevitably dead ends into the Clark County 215, which may affect negatively any commercial use attempts along the north area of the corridor.

Alternative Transportation Modes

Overall, Rainbow Boulevard lacks a Complete Streets design.

- Sidewalks are not fully compliant sidewalks.
- Crosswalks are few along Rainbow Boulevard, and unsafe due to low visibility and traffic.
- There are no provisions for dedicated routes for bicyclists.
- Pedestrian activity and connectivity of Rainbow Boulevard is low, making the corridor visually uninteresting and less appealing.

Community Survey and Public Input

The content of the Rainbow Boulevard North Corridor Plan is built from the response collected from the Plan area community. The Planning Department focused on an inclusive approach in order to reflect the ideas and vision that the current residents have for Rainbow Boulevard North. As a major part of this approach, staff has collected input through a web-based survey. The feedback that emerged from the survey highlighted several important topics: results that over 70% of the participating residents do not feel that the rural character of the neighborhood is being maintained; at the same time, the community stated how one of the most “valuable” aspects of Rainbow Boulevard North is its rural residential character. In terms of non-residential land use, the community also expressed its preference for having office spaces instead of commercial establishments move within the area. As for input regarding the right-of-way and its features, the survey revealed a concern regarding road safety, and a favorable opinion on a possible improvement of sidewalks, landscaping, lighting, and a possible allocation of the right-of-way to bicycle-designated lanes. The survey results are represented in the Figures two (2) and three (3).

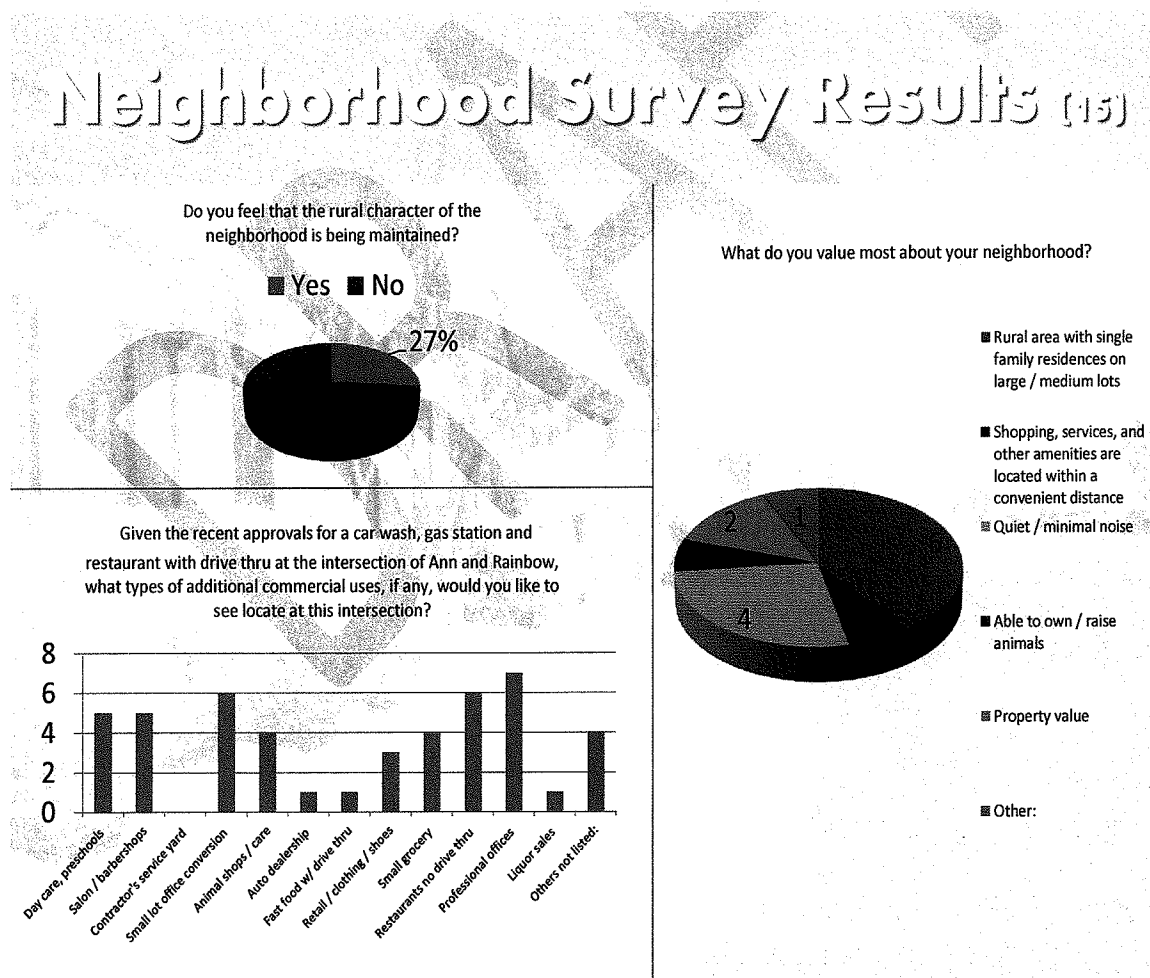


Figure 2: Neighborhood Survey Results

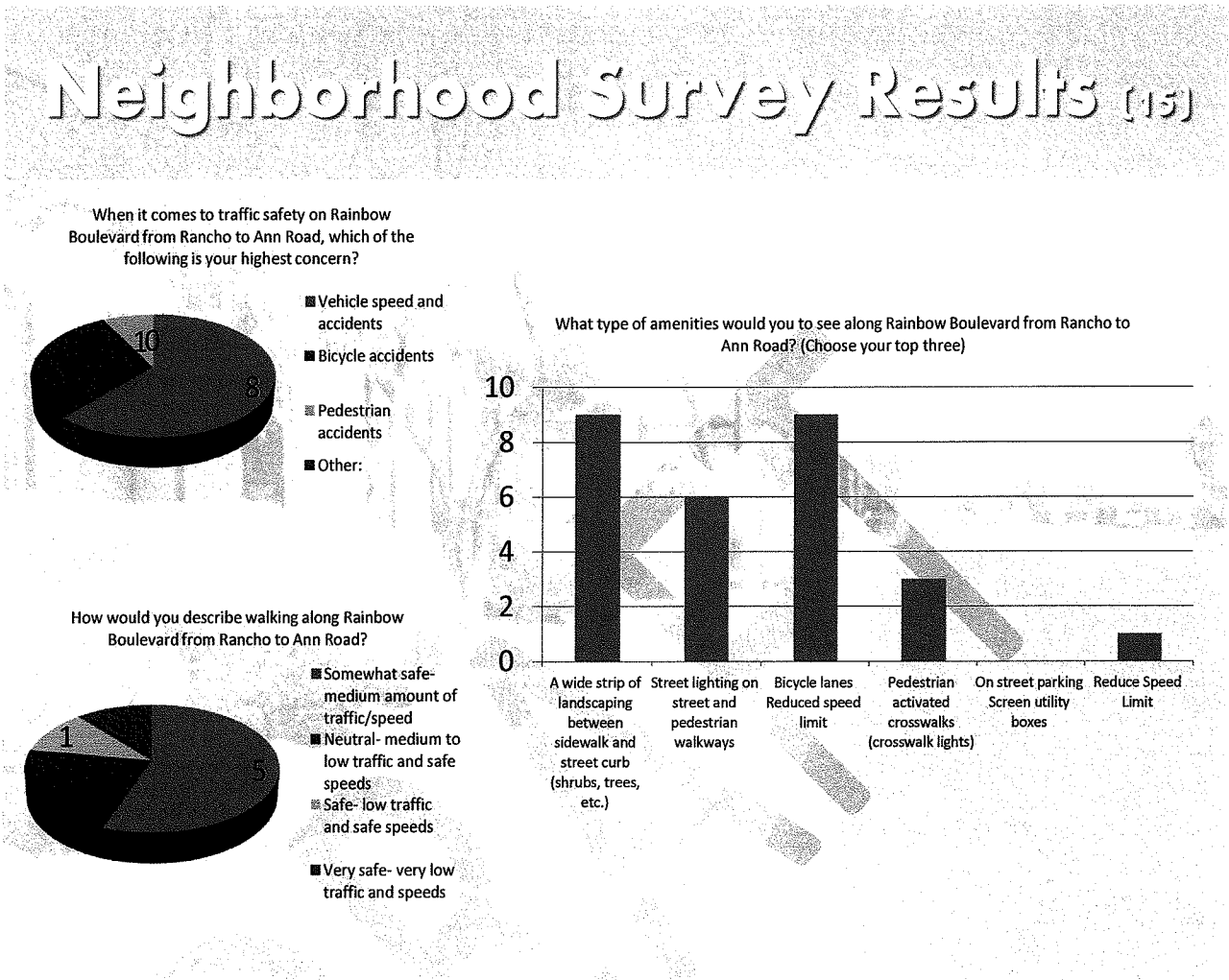


Figure 3: Neighborhood Survey Results

Plan Approach & Methodology

The first step in the assessment of the Corridor has been the review of current policies and plans that are valid for Rainbow Boulevard. Among these documents, the City noted the relevancy of: a) the *2020 CLV Master Plan* and particularly its *Land Use and Rural Neighborhoods Preservation Element*; b) the Clark County Master Plan; and c) the *CLV Title 19: Unified Development Code*. The Corridor Plan sought to link the existing policies and plans to the challenges and issues that have been identified within the Plan area; in this regard, community input has been essential to the outline of the perceived changes occurring along the Corridor and the local feelings towards current community assets and development patterns. Following is a collection of adopted policies and plans applicable to the Corridor:

Local and regional plans

I. *2020 CLV Master Plan –*

The Rainbow Corridor is located in the Northwest Sector and was identified as a newly developing area in year 2000

- a. POLICY 3.2.5: That the Northwest Sector Plan be amended to reflect the outcome of a more detailed review of rural preservation issues and to offer a set of recommendations regarding the City's mandated role to protect rural preservation neighborhoods.

II. *Land Use and Rural Neighborhoods Preservation Element*

- a. The Rural Preservation Overlay District is intended to preserve the rural nature of designated neighborhoods located in the Southeast, Southwest and Centennial Hills Sectors by attaching special importance to their rural character and low density. Some characteristics of a rural preservation neighborhood include single-family homes on large lots, non-commercial raising of domestic animals, and a density limit of two units per acre. The existing character of rural neighborhoods and communities is protected by establishing boundaries to limit encroachment of higher density development into protected areas.
- b. OBJECTIVE 3.2: To ensure that rural preservation areas with distinctive rural residential character are preserved and buffered from surrounding higher density development, in accordance with the Nevada Revised Statutes.
- c. POLICY 3.2.1: That "Rural Preservation Neighborhoods," as defined by the State of Nevada, be afforded the required transitional buffer where such portions of the required buffer area fall within the City of Las Vegas and are lands that are currently vacant.
- d. POLICY 3.2.2: That land within such rural preservation neighborhoods located within portions of Clark County located north of Cheyenne Avenue and west of Decatur Boulevard be annexed to the City of Las Vegas in order to provide them with urban municipal services. Any additional tax costs that would be borne by these property owners as a result of such annexation would be phase into effect over several years

- e. POLICY 3.2.5: That the Northwest Sector Plan be amended to reflect the outcome of a more detailed review of rural preservation issues and to offer a set of recommendations regarding the City's mandated role to protect rural preservation neighborhoods.
- f. In addition, state law directs the governing body to adopt zoning regulations that are designed to ensure the protection of existing neighborhoods and communities, including the protection of rural preservation neighborhoods. In 1999 the Nevada State Legislature adopted SB 391, which allowed for the creation and protection of rural preservation neighborhoods. Because this state legislation expired on May 31, 2004, the city of Las Vegas adopted a Rural Preservation Overlay District to continue to protect the character of rural neighborhoods within the city

III. *Clark County Master Plan Title 30 (Applicable to adjacent, non-City properties)*

- a. 30.48.170 *Purpose*. The Residential Neighborhood Preservation Overlay District, hereafter referred to as RNP, is established to ensure that the character of rural and other residential development is preserved
- b. 30.48.190 *Standards*: Property within an RNP shall be maintained as a low density residential development, not to exceed an overall density of two dwelling units per acre, except for the RNP-III, which shall not exceed a density of 4 dwelling units per acre. Local supporting public facility uses shall have appropriate buffering and setbacks.
- c. Adequate buffer areas, screening, and an orderly and efficient transition of land uses, as determined by the Board, shall be provided between the RNP and a development with a higher density or intensity of use

IV. *UDC*

- a. 19.04 *Complete Streets*
 - i. 19.04.010 *Street connectivity standards* set forth are minimum requirements and shall apply to all new development projects whether utilizing public streets, private streets or private drives.
 - ii. 19.04.030 *Vehicle/ Pedestrian Separation Management*
 - 1. Sidewalks shall be required on both sides of all public and private streets in accordance with City Standards
 - 2. Sidewalks shall be provided adjacent to private drives to separate pedestrian and vehicular movements, which include, but are not limited to commercial center drives, commercial driveways, park entrances and multi-family residential developments
 - 3. Pedestrian roadway crossings not located at intersections, also known as mid-block crossings, must receive the approval of the City Traffic Engineer prior to being marked or used for such purposes.

- iii. 19.04.040 Connectivity- a measurement of the diversity of vehicular or pedestrian options a transportation network provides within and around its transportation network. It is measured using a Connectivity Ratio. The higher the ratio, the more options there are for travelers in a given neighborhood and the lower the ratio, less options are available
 - iv. 19.04.060 Amenity Zone- may consist of an Amenity Area, Sidewalk, Off-site Buffer Strip, and On-site Planting Area. The Amenity Zone is intended to enhance pedestrian access and safety, while providing adequate space for landscaping and utility and public safety features.
 - b. 19.10.180 RP-O Rural Preservation Overlay District consists of those areas that are deemed consistent with the definition and intent of a rural preservation neighborhood. It is the intent of the Rural Preservation Overlay District to:
 - i. Ensure that the rural character of each rural preservation neighborhood is preserved
 - ii. Unless a rural preservation neighborhood is located within three hundred thirty feet of an existing or proposed street or highway that is more than ninety-nine feet wide, maintain the rural character of the area developed as a low density residential development
 - iii. Establish a basis for the modification of standards for the development of infrastructure to maintain the rural character of the rural preservation neighborhood.
 - iv. For any rezoning request for vacant property that is located within three hundred thirty feet of a parcel within the Overlay District, the City Council, for good cause shown, may approve a greater density or intensity of use than that which exists within the Overlay District

Scope of Plan

Location and Boundaries

The Plan area boundaries consist of all properties located adjacent to Rainbow Boulevard, between Rancho Drive and I-215.

Area of analysis consists of properties located ¼ mile (5 minute walk) east and west of Rainbow Boulevard centerline.

The total Plan area covers 498 acres.

Feasible Limits to Transportation Improvements

No ROW expansion

Possible road diet/lane width recommendation

Consistent/adjusted speed limit (north of Ann 25mph, south of Ann 45 mph)

Land Use Limits (development standards)

Current development standards

Requirements for a 19.10 overlay district

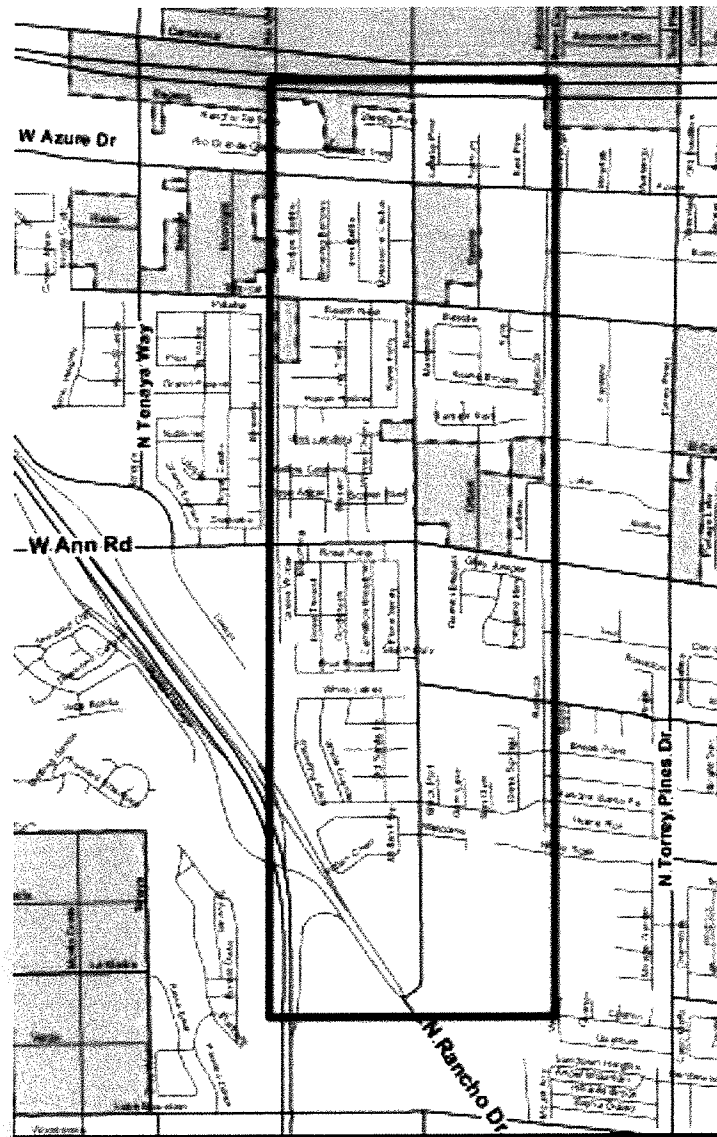


Figure 4- The Rainbow Corridor area

Inventory and Analysis

To provide a list of infrastructural and landscaping elements to work on, a detailed inventory and analysis of the current situation along the Corridor is required. The Department of Planning will work with Public Works when proposed changes within are identified within the Plan in order to prioritize projects and work on a timeline for improvements.

Community Profile

Household Demographics along ¼ mile of Rainbow Boulevard North centerline, between Rancho and I-215:

Population: There are currently 3,966 residents in the Plan area of the Rainbow Corridor. Since 2005, the population for the overall Centennial Hills area has more than doubled.

Income: Median household income is \$71,302

Travel: Over 40% of residents have more than 2 cars in the household. Nearly 90% commute to work alone. The Rainbow Corridor has a higher rate of persons who drive alone when commuting to work than the City as a whole (90% vs 77%). Conversely, corridor residents use public transportation and work at home at a far lower rate than the City average. This could be a result of public transportation being absent along the corridor north of Ann Road.

Between 2005 and 2014, traffic on Rainbow Boulevard north of Ann Road decreased by 17%. On Rainbow Boulevard south of Ann road, traffic increased by 13%. During the same time, traffic decreased on Ann Road in proximity to Rainbow Boulevard by 5%.

Race and Ethnicity:

- a. White: 55.7%
- b. Black: 13.8%
- c. Hispanic: 19.1%
- d. Asian: 6.4%
- e. Pacific Islander: 1.5%
- f. More than one race: 3.5%

Household:

- c. Size: 2.8
- d. Type:
 - i. Married: 51.8%
 - ii. Non Family: 27.0%

- iii. Male/female head: 21.2
- e. Median Age: 35-54
- f. Education: 9.16% High School Graduate or Greater

Housing choice:

There are roughly 1,071 dwelling units in the Rainbow Corridor area. Since 2005, the number of residents and dwelling units has increased by 32.3% and 27.6% respectively. The rate of home ownership is 70% in the corridor compared to 53% for the City, and approximately 86 percent of the corridor's residents have lived in the same dwelling unit for at least one year, compared to 75% for the city of Las Vegas overall.

- a. Single family: 88%
- b. Condominium: 11%
- c. Duplex: 0.2%

Land Use Profile

The Rainbow Corridor Plan area covers a total of 498.48 acres. Rainbow Boulevard has a limited variety of General Land Use and Zoning along the Corridor. Single family Residential Estates (R-E) consisting of Medium-Low Density Residential (ML), Desert Rural (DR), dominate the corridor. Limited Commercial (C-1) and Service Commercial (SC) parcels are emerging on the northeast and southeast corners of Rainbow Boulevard and Ann Road, and the southeast corner of Rainbow Boulevard and Rancho Drive. However, established General Commercial (GC) has been located on the south west corner of Rainbow Boulevard and Rancho Drive since 1965.

Commercial/Office: 0.80% of the total corridor Plan acreage

Along the southwest corner strip mall there are four office spaces. These spaces are medical and health oriented businesses

Currently, eight other professional and business service establishments are located throughout the Plan area.

Additional office spaces are zoned and will be added within the Corridor Plan area at the Corner of Ann and Rio Vista ST

Commercial Service/Retail: 2.21% of the total corridor Plan acreage

A strip mall runs along the southwest corner of Rainbow Boulevard and Rancho Drive where multiple food and entertainment establishments, as well as one convenient store/ gas station are operating

At the corner of Rainbow Boulevard and Ann Road there is currently only one commercial business operating; three more are approved but not yet constructed or in operating.

Residential: 63.13% of the total corridor Plan acreage

Single Family Residential (SFR) dominates the Corridor by covering 52% (1,242 dwelling units). Aside from the corners of major intersections (with the exception on southwest corner of Rainbow Boulevard and Ann Road), single family residential uses run along Rainbow Boulevard and are present throughout the Plan area.

Multi-Family Residential (MFR) are predominately at the South end of the Plan area north and south of Rancho and Rainbow with complexes located mid corridor. These complexes make up the 2.22% (171 dwelling units) of the total corridor Plan area.

Siegfried and Roy's Estate accounts for 9% of the total corridor Plan acreage

Civic –Schools, Parks, and churches: 5% of the total corridor Plan acreage

Two private day cares/ schools are located along Rainbow Boulevard. One is located on Rainbow Boulevard just north of Ann Road; one is located on Rainbow Boulevard just south of Hammer LN. Clark County School District Joseph Neal Elementary School is located within the Plan area at Azure Drive and Serene Drive. Schools and private day cares account for 3% of the total corridor Plan area.

Estelle Neal Park at the corner of Tropical Parkway and Serene Drive is located just south of Joseph Neal Elementary School. This park and other open spaces account for 1% of the total corridor Plan area.

There are two churches located within the corridor. One is located on the southwest corner of Rainbow Boulevard and Rancho Drive. Another is located on the east side of Rainbow Boulevard in between Rancho Drive and Ann Road. Together, churches make up 1.30% of the total corridor Plan area.

Corridor Physical Profile & Architectural Identity

1. Character Areas

In order to better understand and address the specific challenges of the Rainbow North Corridor and identify proposals for future improvements, the Plan Area has been divided into three Character Areas that present certain differences among them and similarities within themselves, both in terms of physical form of the built environment and density and intensity of land use. The three Character Areas are: a) Rancho – Rainbow, located along the southern stretch of Rainbow Boulevard; b) Ann – Rainbow, located in the central part of the Corridor; and c) Tropical – Rainbow, located at the northern edge of the Plan Area.

Rainbow North Corridor

Character Areas

- △ Tropical - Rainbow
- ◇ Ann - Rainbow
- Rancho - Rainbow



Figure 5- Rainbow North Corridor Character Areas

I. Rancho – Rainbow:

The Character Area identified as Rancho – Rainbow constitutes approximately 18% of the Plan area and is the most diverse in terms of land use. It is also a very transitional area that intersects one of the City's major corridors: Rancho Drive. This section is divided almost evenly between residential and commercial uses, with zoning designations varying from Single Family Residential (R-1), to Residential Planned Development (R-PD2 and R-PD18), and from Service

Commercial (SC) to General Commercial (C-2). More than 60% of the area (45.5 acres) hosts a large parcel zoned Residence Estates (R-E) and only partially developed at the present time. The parcels zoned as Limited Commercial (C-1) are still undeveloped and abut the Residence Estates (R-E) property to the north and south side of it. The southernmost edge of the Rancho – Rainbow Character Area is a 15-acre parcel soon to be developed for commercial use. The inherent transitional aspects of this Character Area and the fact that two large parcels of land are still undeveloped makes Rancho – Rainbow potentially vulnerable to de-characterization of the neighborhood identity. In this case, however, because of the Rancho Drive and Rainbow

Boulevard intersection, ROW configuration seems to be more appropriate to the mobility pattern than in the rest of the Corridor. Nonetheless, the Rancho – Rainbow Area is, and should work as, a gateway to the community, which has a low-intensity rural character; consequently, ROW interventions should highlight the gateway identity of the Character Area and support the transitional role of the 1.9 miles along Rainbow Boulevard.

II. Ann – Rainbow:

The Ann – Rainbow Character Area accounts for the majority of the land share and land utilization (59%, or approximately 306 Acres). It is also situated in the heart of the Corridor, and is a critical component of the Plan, mainly because of the intersection of Ann Road and Rainbow Boulevard located at the very center of it. The Ann Road and Rainbow Boulevard crossroads generate unique vehicular patterns when compared to the other two character areas, and the medium-high traffic flow (32,000 vehicles per day) has had a definite impact on the recent land use changes and land use proposals that occurred in the neighborhood. Because of this, and the presence of a large number of vacant parcels of land, this section is the primary area of concern for future development patterns. An additional problem specific to this site is the presence of a large portion of “County islands”, which leads to uncertainty in terms of a unified vision for the Corridor.

Most of the land use is dedicated to residential: the variety of Zoning Districts includes: Single Family Compact-Lot (R-CL), Single Family Residential (R-1), Residential Planned Development (R-PD) ranging in density from R-PD2 to R-PD8 and, in a smaller percentage, Single Family Residential – Restricted (R-D) and Residence Estates (R-E). Three of the four corners at the Ann Road and Rainbow Boulevard intersection are now zoned C-1 (Limited Commercial); two additional lots adjacent to the southeastern corner lot of the intersection is also now zoned Limited Commercial (C-1). These are four of the six parcels zoned for Commercial use in the entire Plan Area. On the western edge, at the corner between Ann Road and Rio Vista Street, there are 1.78 acres to be developed as Service Commercial/Office space.

III. Tropical – Rainbow:

The Tropical – Rainbow Character Area makes up for about 23% of the Corridor, and is located at the very north edge of it, with Rainbow Boulevard ending in a cul-de-sac before the 215 freeway. Because of the greater distance from high-traffic intersections, Tropical - Rainbow is the Corridor section that most serves local residents; the neighborhood is almost exclusively residential, with approximately 17% of the total acreage dedicated to Civic and Public Space due to the presence of the Joseph Neal Elementary School and the Estelle Neal Park. The existing residential parcels are zoned Residential Planned Development (R-PD2), Residence Estates (R-E), and Single Family Residential-Restricted (R-D), giving it the lowest density among the Character Areas; one parcel at the northwestern edge of the Corridor is dedicated to Service Commercial (SC), hosting a steakhouse and lounge, and one parcel adjacent to that hosts a Baptist Church located within a “County island”. About 23% of Tropical – Rainbow is

located within a “County island”. Vacant land parcels are located along the northeastern edge, facing the CC-215 freeway, and at the southeastern corner of the Azure Drive & Rainbow Boulevard intersection. The scarce visibility due to the low amount of vehicular traffic does not encourage shifts in land use in the near term; therefore this Character area can be categorized as being at low-risk for de-characterization as a primarily residential neighborhood.

Nonetheless, Tropical – Rainbow poses an evident issue in terms of Right-of-way configuration along Rainbow Boulevard: the 1.2 miles stretch between Tropical Parkway and Azure Drive is blatantly not uniform to the rest of the corridor, nor does conform to minimum safety standards; the eastern portion of it, the one where deficiencies are most notable, pertains to Clark County’s jurisdiction. The 800 feet stretch between Azure Drive and the cul-de-sac where Rainbow Boulevard terminates is instead characterized by an overly-wide ROW that, even while serving as access point to only a few parcels of land, still has the traffic features of a major arterial.

2. Development Prototypes

- I. Residential
 - a. Single Family, Detached
 - b. Multi-Family Residential
- II. Commercial/Office Development
 - a. Home-to-office conversion
 - b. Single story office complex
 - c. Shopping center, less than 25,000 square feet
- III. Civic/Open Space
 - a. Parks: Estelle Neal Park, 6075 Rebecca Road
 - b. Schools: Joe Neal ES, 6651 Azure Drive

Deficiencies and Discrepancies

Posted speed limit

US Limits Study (see: <http://safety.fhwa.dot.gov/uslimits/> for the 35 mph recommendation). Create safer environment for pedestrians –crossing and walking along the Boulevard. The posted speed limit north of Ann Road is 25 mph; it then increases to 45 mph at southern end, near Rancho Drive.

Sidewalk

Missing

- a. East side of Rainbow Boulevard between Tropical Parkway and Azure Drive.
- b. East side of Rainbow just past Ann Road for 1,415 feet.

Bicycles

Rainbow could greatly improve bicycling with the addition of bike lanes and reduction in posted speed south of Ann Road.

Trails

There is a Multi-Use Non-equestrian trail alignment running from Rancho to Ann. There is no trail north of Ann Road with pedestrian path running west of Ann Road and Rainbow Boulevard intersection. The trail is not designed with any sort of prominence, thus does not identify as a trail.

Development Pattern

Future transportation demands are not likely incur additional roadway, influencing the future design of the corridor towards more neighborhood-oriented pedestrian and biking access. Increasing demand for commercial land use changes is incongruent with the existing Plan area. An increase of commercial land use intensity is not fully supported with the limited access.

Recommendations

Research opportunity of utilizing the 80' Major Collector Street profile (see Figure 4)

- Adjust the existing right of way to accommodate an eight foot pedestrian realm, a five-foot wide bike path with three-foot wide buffer.
- Dedicate remaining right of way to two lanes of north and southbound vehicular traffic with a center running landscaped median.

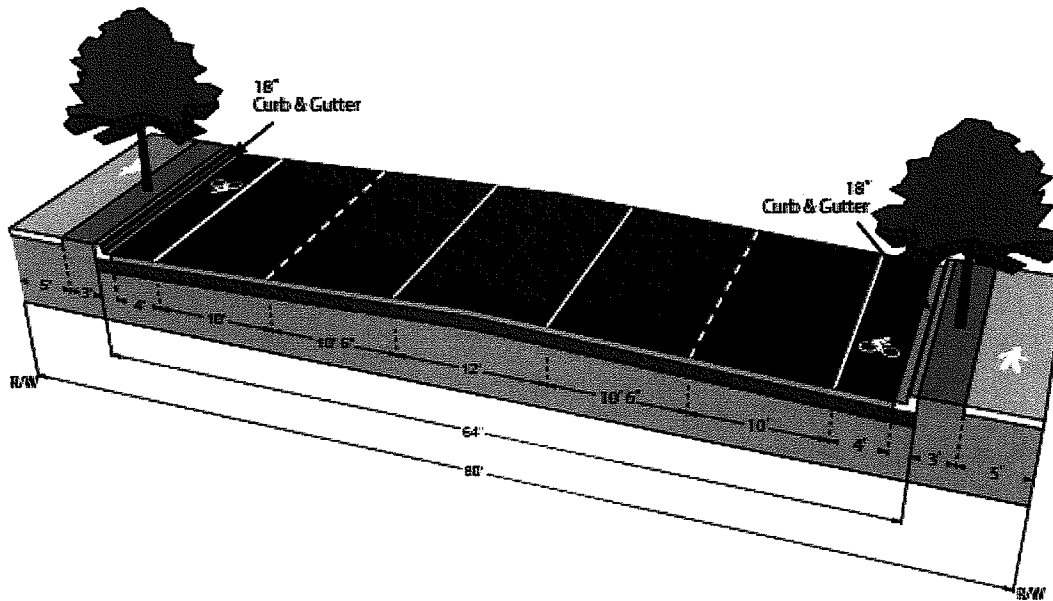


Figure 6: 80' Major Collector Street

Maximize transportation choices

- Reprioritize transportation options by de-emphasizing vehicular demands for surface parking and reducing vehicular speeds.
- Place emphasis on human-scaled urban design in order to reorganize the linear shopping center retail type to nodal commercial clusters.
- Establish a side street network that creates pedestrian interest and an intersection commercial clustering that encourages vibrant economic activity.

Establish walking as the fundamental unit of travel for the corridor

- Minimum sidewalk clearance through the corridor is to be five feet, with the designed clearance of eight feet.
- Driveways are not to appear as mini intersections, but driveways with sidewalk crossings designed to give priority to the sidewalk.

- Vehicular parking accommodations are to be relocated away from the street fronts along Rainbow with clear access provided to the building's main entrance along Rainbow.
- Four feet bike lane

Encourage and emphasize transit

- Propose possible parking reduction at RTC stops #2242 and #5547 for bus turnout dedications
- Increase quantity and quality of bus shelters

Summary of Recommendations

Recommended short term

1. Work with Clark County on Future Land Use of current non-city parcels along Rainbow Boulevard to ensure desert rural is preserved in the area.
2. Implement Office land use designations where commercial activity is expected
 - a. Low intensity office development in line with P-O (Professional Office) conversions or single-story, small scale office development.
 - b. Establish design guidelines that protect the residential character of the corridor (height, scale, and massing that supports rural residential)
 - c. Residential character of community maintained, with low parking and traffic demands
 - d. Enhance the design of the Multi-use trail as a community identifier to establish place making, and enhancing near-rural character preservation
3. Inventory of rural aspects and indicators
 - a. Bring cracked and broken sidewalks to code
 - b. Limit commercial development to only corners of major intersections within the corridor Plan area
4. Pursue grant funding and alternative capital sources
 - a. Transportation funding (Fuel Revenue Index/ FRI funds).

Long term recommendation costs and schedules

1. Select projects added to Capital Improvement Plan
 - a. Rural streetscape and medians
 - b. Civic/Open Space Development
 - c. Plan Area needs a park and there are lots that may likely not develop as R-E (more likely to request commercial land use)
 - d. Suggested route to school
 - e. Establish bike routes to Estelle Neal elementary school.
 - f. Bike routes and furnishings as leisure amenity
2. Streetscape types for Corridor Character Areas:
 - a. Rainbow Boulevard (consistent): A street which has a minimum right-of-way width of 100 feet and an existing or potential design capacity of three or more travel lanes of traffic in each direction with eight feet for an amenity zone, a four feet bike lane, sidewalk on each side, and divided by a landscaped median
 - b. Major Intersection (may vary with bike lane): Intersection designs shall comply with the applicable Uniform Construction Design Standards except in cases where a 60-foot planned minor collector intersects a roadway of an equal or lesser right-of-way width. At such intersections, pavement widths and curb return radii shall comply with City Standards
 - c. Local side streets: A street with a minimum right-of way width of forty-seven feet which is designed to carry residential traffic between minor collectors

and is designed to accommodate on-street parking where adjacent residential development is required to be sprinkled

Implementation and Monitoring

With regards to the implementation of this Plan, the Planning Department will:

1. Coordinate with the Department of Public Works and explore the feasibility and possibility of integrating the recommended right-of-way improvements
2. Coordinate with Clark County to address the current issues regarding right-of-way design that is currently under the County jurisdiction

In order to monitor the future land use and development of what has been defined by this Plan as the Rainbow North Corridor, the Planning Department will:

1. Evaluate and assess on a yearly basis any proposed land use changes that affect the Plan area
2. Monitor the schedule of Capital Improvement Plans affecting the public right-of-way and evaluate the possibility of implementing the recommended road improvements

Appendices

Current city-wide projects relevant to corridor

Capital Improvement Projects (CIP)

- a. Pedestrian Safety Upgrade Program
- b. Bicycle Safety Program
- c. Bus turnouts

Bus stop inventory

RTC route 106 has six bus stops located within the corridor and two located nearby

- a. N. Bound: Three stops located to the east of Rainbows centerline
 - I. 5549- Rainbow, north of W Hammer Lane
 - II. 5548- Rainbow, north of Standing Rock Place
 - III. 5547- Rainbow, along the Rainbow Boulevard and Rancho Drive curve
- b. S. Bound: Three stops located to the west of Rainbow's centerline
 - I. 2242- Rainbow, between Welcome Lane and W La Madre Way
 - II. 2233-Rainbow, between Standing Rock Place and W Hammer Lane
 - III. 2183- Rainbow, just south of Ann Road intersection

RTC Route 106 Bus Stop Times and Frequency

- a. Buses run North and South bound daily at roughly 30 minutes intervals. There are no peak passenger times along the Rainbow corridor.
- b. Average monthly weekday ridership: 3,151
- c. Average Passenger per Revenue Hour: 33.52

Crosswalks

- a. Danish offsets: include a median island that linking the crosswalks for each half of the road. The offset forces pedestrians to face oncoming traffic before they cross
- b. Activated Crosswalks: lights, beacons, etc. are illuminated when activated by a pedestrian to alert drivers to stop.

Rainbow Corridor RTC Bus Route and Stops

