

LAS VEGAS

DOWNTOWN MASTER PLAN

A STATUS UPDATE IN PREPARATION FOR THE MAY 18TH
CITY COUNCIL CONSIDERATION OF THE PLAN FOR
ADOPTION

DEPARTMENT OF PLANNING
ROBERT SUMMERFIELD, AICP

DIVERSE TEAM

CONSULTANT TEAM

- CALLISONRTKL ASSOCIATES, INC.
- FAISS FOLEY WARREN
- FEHR & PEERS TRANSPORTATION CONSULTANTS
- THE INTEGRAL GROUP, LLC
- KIMLEY-HORN AND ASSOCIATES, INC.
- KUBAT CONSULTING, LLC
- LISA WISE CONSULTING, INC.
- PROGRESSIVE URBAN MANAGEMENT ASSOCIATES
- TISCHLER BISE, INC.

EXECUTIVE STEERING COMMITTEE

CAROLYN GOODMAN - BETSY FRETWELL -
BARNETT LIBERMAN - MARK FINE - ERIC STRAIN -
TODD KESSLER - ADAM FOULAD - CEDRIC CREAR -
JENNA MORTON - TOM KOVACH - ALEXANDRA
(ALEX) EPSTEIN - TERRY JICINSKY - DEREK STEVENS
- HUGH ANDERSON - ROBERT MARICICH - MARC
ABELMAN - DON SNYDER - RICHARD MCKEOWN -
BILL NOONAN - TRINITY SCHLOTTMAN - BETH
CAMPBELL

90% DRAFT RECEIVED AND UNDER REVIEW





PROCESS - HOW WE GOT HERE

PUBLIC ENGAGEMENT

Stakeholder interviews, public outreach workshops, and online polls determine the best course of action for the team's work.



10 CITY COUNCIL MEMBER & EXECUTIVE STEERING COMMITTEE MEETINGS



2,400 COMMUNITY OUTREACH PARTICIPANTS



100+ STAKEHOLDER INTERVIEWS



900 SHARES VIA SOCIAL MEDIA (EMAIL, FACEBOOK, LINKEDIN, & TWITTER)



20,000 WEBSITE VISITS

PUBLIC ENGAGEMENT



DOWNTOWN IN THE REGION

Downtown Las Vegas is located in the center of the Las Vegas Valley, encompassing the original settlement and now functioning as the region's urban core. Just north of The Las Vegas Strip and centered around Fremont Street, this is also the City's earliest gaming district.



OUR VISION



DOWNTOWN
LAS VEGAS

THE
LEGEND
REINVENTED

Downtown Las Vegas is where it all began and continues to evolve.

A creative collaboration between residents, businesses, and visitors, it welcomes **diversity**, **entrepreneurship**, and **fosters pride**, always looking toward the future.

DOWNTOWN DISTRICTS

LEGEND

Downtown Core

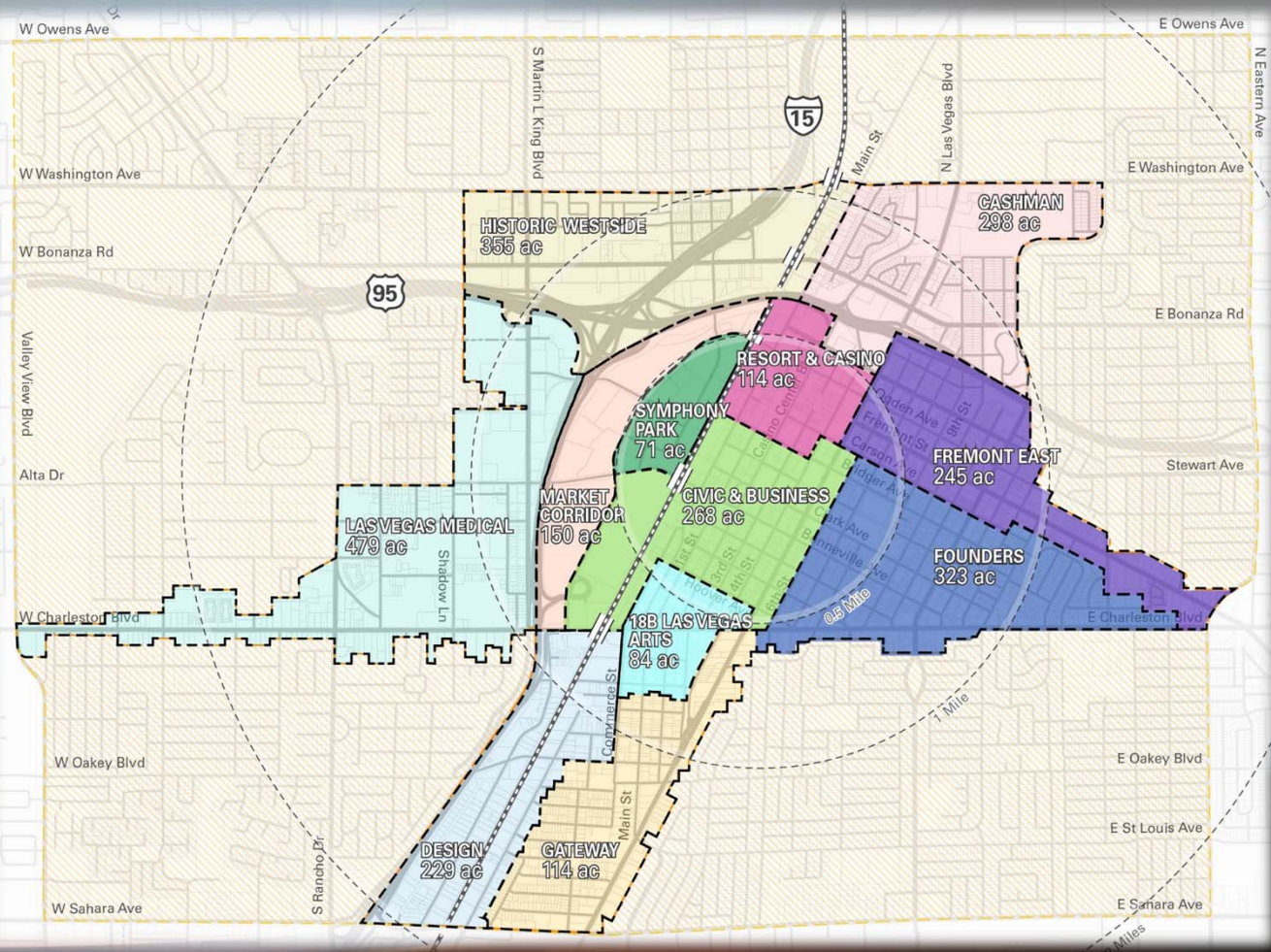
- Resort & Casino District
- Civic & Business District
- 18B Las Vegas Arts District
- Founders District
- Fremont East District
- Symphony Park District

Downtown Peripheral

- Market Corridor District
- Las Vegas Medical District
- Gateway District
- Design District
- Cashman District
- Historic Westside District

Sphere of Influence

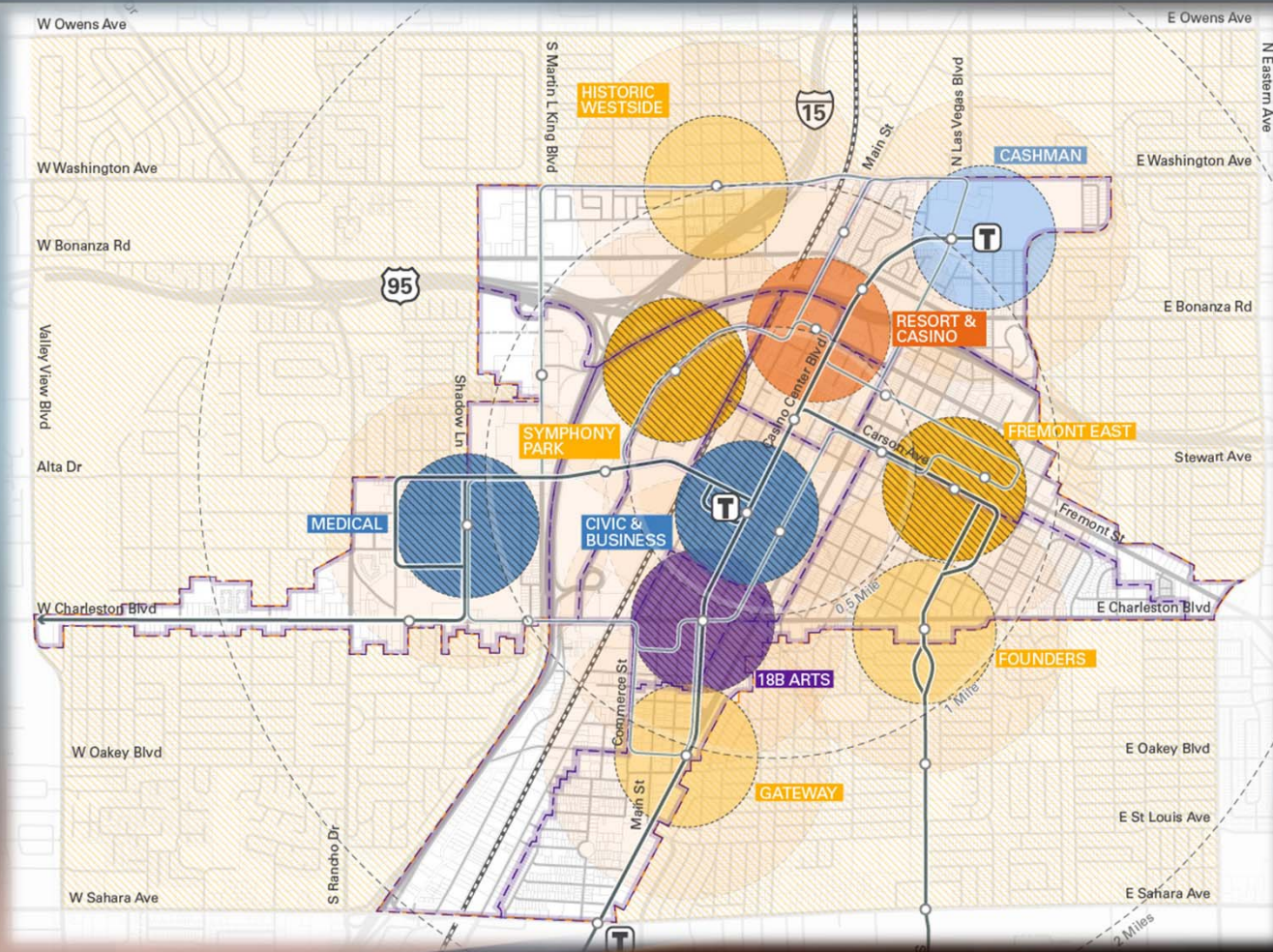
Plan Boundary



TRANSIT HUB CONCEPT

LEGEND

- | | |
|------------------------------------|-----------------------------------|
| Lifestyle Hubs | Transit Corridors |
| Primary Lifestyle Hub | Transit Connector (LRT/BRT) |
| Secondary Lifestyle Hub | Downtown Circulator (Trolley Bus) |
| Employment Hubs | Transit Facilities |
| Primary Employment Hub | Transit Center |
| Secondary Employment Hub | Major Transit Stop |
| Cultural & Tourism Hubs | 5- and 10- Minute Walking Radii |
| Cultural Hub | District Boundaries |
| Tourism Hub | Plan Boundary |



PLAN OFFERS



URBAN SCALE OF DEVELOPMENT

2800 acres, 640 of which is available for development. A true city - scale opportunity.



TARGETED NICHE INDUSTRIES

Downtown offers High Speed Infrastructure, space for Build-to-Suit HQ campuses, creative offices as well as flexible incubator space. Significant investments are being made in new technical training facilities oriented around key skill sets, such as medical, hi tech manufacturing, customer fulfillment, hospitality, food production, and sustainability.



IMPROVED CONNECTIVITY

New subway and light rail lines are proposed that connect Downtown to the Strip, Airport, and University, an elevated tram linking Symphony Park to the Casino Core, a Parking Management District, Car and Bike Share networks, and a Downtown Circulator are all part of improved mobility planned for Downtown Las Vegas.



CLUSTERS OF MIXED USE

Mid-rise residential in various formats, with integrated parking and community oriented retail and amenities are proposed, connecting to transit improvements throughout the district. Lofts, live/work spaces, townhouses, and similar formats are encouraged.

PLAN OFFERS



LOCAL RETAIL & ENTERTAINMENT

Convenience shopping, entertainment, boutiques and restaurants clustered around transit hubs will support a growing local population. Locavore concepts, combining local chef run restaurants with nearby produce markets are being explored.



CONVENTION SPACE & TOURISM

Fremont Street and the expanding gaming and leisure industry will continue to grow in the district, with potential for at least several major new hotels as well as improved access from major freeways and the Strip. An urban format convention center and convention hotel should also be explored to support the World Market Center.



ARTS & CULTURE

A major art museum and a school of fine art should be explored as a part of Downtown Las Vegas' ongoing cultural growth. Expanded event programming around The Smith Center and 18B Arts District should be coordinated with other annual events as part of a City-run yearly calendar.



DOWNTOWN MANAGEMENT ORGANIZATION

A Business Improvement Districts will offer services that promote investment and long term partnerships within defined areas within the District.

SAMPLE OF DISTRICTS

SYMPHONY PARK DISTRICT

A cultural and living district better connected to downtown.



FREMONT EAST DISTRICT

Improved affordability, safety and amenity.



CIVIC & BUSINESS DISTRICT

A downtown core and more.



18B LAS VEGAS ARTS DISTRICT

A diverse community and regional showcase for the arts.



FOUNDERS DISTRICT

A historic neighborhood augmented with transit-oriented mixed-use.



SAMPLE OF DISTRICTS

FOUNDERS
DISTRICT: A
HISTORIC
NEIGHBORHOOD
AUGMENTED
WITH TRANSIT-
ORIENTED MIXED
USE.



INVESTMENT SUMMARY

STREAMLINED GOVERNANCE	CATALYTIC PROJECTS	CREATIVE FINANCIAL INCENTIVES	INFRASTRUCTURE INVESTMENT	PUBLIC-PRIVATE PARTNERSHIPS	BUSINESS IMPROVEMENT DISTRICT
					
Adopt form-based coding	Purchase of key parcels	Focus incentives on transit hubs	Expand transit network, including light rail system & downtown circulator	Attract target institutions & niche industries	Advance downtown-wide priorities / support efforts of individual districts
Offer zoning incentives (density bonus, etc.)	Utilize land banking / leverage properties under public ownership	Offer suite of local incentives (property tax incentives, micro-loans, off-site improvements, etc.)	Build green streets	Realize catalytic projects	Undertake measures to improve safety & security
Employ fast-track permitting / administrative review procedures (60-day average)	Use for priority redevelopment site and catalytic projects	Establish economic development capital fund	Introduce comprehensive wayfinding system	Promote workforce education & training	Help fund downtown circulator
Downtown planning department (3-4 new employees)				Support incubator and accelerator programs	Oversee management of downtown parking
					Coordinate branding and marketing, and events programming

NEXT STEPS

- **May 10** – Planning Commission action to recommend the Plan
- **May 18** – Final Draft of Downtown Master Plan Presented to City Council
- **Summer 2016** – Transition Plan for Initial Implementation of Downtown Master Plan
- **Fall/Winter 2016** – Final Implementation Plan Presented to Planning Commission and City Council