

BILL NO. 2001-53

ORDINANCE NO. STRICKEN 7-18-2001

AN ORDINANCE TO ADOPT THE POPULATION ELEMENT OF THE LAS VEGAS 2020 MASTER PLAN, AND TO PROVIDE FOR OTHER RELATED MATTERS.

Proposed by: Robert Genzer,
Director of Planning and Development

Summary: Adopts the Population Element of
the Las Vegas 2020 Master Plan.

**THE CITY COUNCIL OF THE CITY OF LAS VEGAS DOES HEREBY ORDAIN
AS FOLLOWS:**

**SECTION 1: The document that is attached to this Ordinance is hereby adopted as
a part of the Las Vegas 2020 Master Plan and is incorporated therein by this reference. The attached
document shall function as the Population Element of the Las Vegas 2020 Master Plan and shall
replace and supersede any corresponding element of the City's General Plan adopted in 1992 by
Ordinance No. 3636 and amended thereafter.**

**SECTION 2: If any section, subsection, subdivision, paragraph, sentence, clause or
phrase in this ordinance or any part thereof, is for any reason held to be unconstitutional, or invalid
or ineffective by any court of competent jurisdiction, such decision shall not affect the validity or
effectiveness of the remaining portions of this ordinance or any part thereof. The City Council of the
City of Las Vegas hereby declares that it would have passed each section, subsection, subdivision,
paragraph, sentence, clause or phrase thereof irrespective of the fact that any one or more sections,
subsections, subdivisions, paragraphs, sentences, clauses or phrases be declared unconstitutional,
invalid or ineffective.**

SECTION 3: All ordinances or parts of ordinances or sections, subsections, phrases,

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1 sentences, clauses or paragraphs contained in the Municipal Code of the City of Las Vegas, Nevada,
2 1983 Edition, in conflict herewith are hereby repealed.

3 PASSED, ADOPTED and APPROVED this _____ day of _____, 2001.

4 APPROVED:

5
6 By _____
7 OSCAR B. GOODMAN, Mayor

8 ATTEST:

9
10 BARBARA JO RONEMUS, City Clerk

11 APPROVED AS TO FORM:

12 Val Steed 5-23-01
13 Date

1 The above and foregoing ordinance was first proposed and read by title to the City Council on the
2 ____ day of ____, 2001, and referred to the following committee composed of
3 ____ and ____ for recommendation;
4 thereafter the said committee reported favorably on said ordinance on the ____ day of
5 ____, 2001, which was a ____ meeting of said Council; that at said
6 ____ meeting, the proposed ordinance was read by title to the City Council
7 as first introduced and adopted by the following vote:

8 VOTING "AYE": _____

9 VOTING "NAY": _____

10 ABSENT: _____

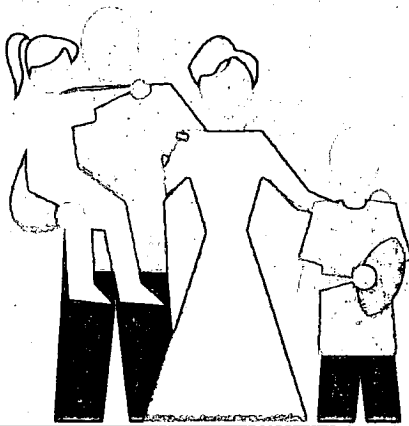
11 APPROVED:

12
13 By _____
OSCAR B. GOODMAN, Mayor

14 ATTEST:

15
16 BARBARA JO RONEMUS, City Clerk

Final Draft
for Adoption



POPULATION ELEMENT

LAS VEGAS 2020
MASTER PLAN

executive summary

introduction

regional shifts in population

overview of population,
housing, and development

projections for future change

master plan
geographic strategy areas

Approved by
Planning Commission 4-26-01

CITY OF LAS VEGAS POPULATION

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EXECUTIVE SUMMARY

The Nevada Revised Statutes (NRS) govern the preparation and adoption of master plans by local planning commissions and governing boards. For cities within a county whose population is 100,000 or more, NRS 278.150 mandates the inclusion of a "population plan" as an adopted element of a city's master plan. The Population Plan must include: "An estimate of the total population which the natural resources of the city, county or region will support on a continuing basis without unreasonable impairment." (NRS 278.160)

To comply with State statute, the city of Las Vegas has prepared this Population Plan (hereafter referred to as the Population Element) as a part of its Master Plan 2020. This document is intended to accomplish the following goals:

- Examine regional (Las Vegas Valley) population growth and shifts in the location of regional growth;
- Provide general background information on the linkages among population, housing and employment;
- Evaluate the projected timing and location of future growth in population, given institutional constraints, to project the total population the city can support on a continuing basis and better understand how the eventual build-out of vacant land effects present-day policy formation; and
- Describe the changing characteristics of the population in the Las Vegas Master Plan 2020 Strategy Areas (Reurbanization, Neighborhood Revitalization, Newly Developing Areas), and how these changes relate to the goals, objectives and policies in the Master Plan.

This Population Element is a collection of the demographic information that was provided to those who participated in the development of the goals, objectives and policies contained in the Las Vegas 2020 Master Plan. The information is intended to highlight population trends that are directly related to, and have implications for, land use planning. Following is a brief summation of the key trends that are found in this document:

- It is believed that due to allocation and conservation measures that have been implemented and those that have been proposed, the projected build-out population can be supported on a continuing basis without unreasonable impairment to the natural resources of the City.
- Although the city represents slightly more than one-third of the county population and is more than double the size of any other incorporated city in the county, a shift in population growth is occurring whereby the city is capturing a smaller share of regional growth – down from 37.4% in 1996 to 22.4% in 2000. This trend is expected to continue as the last remaining large tracts of land are developed over the next ten years, resulting in moderate growth





from 2010 through 2025 when development will have consumed most of the remaining vacant land in the city.

- The city added 225,000 people to its population during the 1990's, giving it the second highest numeric change in the nation. This growth, more than 80% of which came from new residents moving to Las Vegas, helped Las Vegas climb the ranks of large cities in the U.S. to 37th, up from 63rd in 1990. The senior population was the fastest growing segment, followed by the under 18 category. In 2000, 57.4% of the people lived in single-family homes, up from 51% in 1990.

- Local forecasters project population growth rates to remain fairly constant through 2005 at 4 percent, declining to the 1.5 – 2 percent range through 2030. The city is projected to capture, on average, 25% of the regional growth, bringing its 2020 population to 695,281. With 22,814 vacant acres planned for residential development remaining in the city and in county areas that could potentially be annexed, the city build-out population could exceed 790,000.

- The Las Vegas Master Plan 2020 capstone document divides the city into three distinctive types of communities, which are set apart by development trends and demographic characteristics: Reurbanization communities, Neighborhood Revitalization communities and Newly Developing communities. These communities will require policies that respond to their unique issues given the changing demographics and shifts in development patterns occurring regionally and within the city of Las Vegas.

- The Reurbanization Area experienced a slight decline in population during the 1990s as residential units transitioned to office or commercial uses, the population is predominantly male (66%), over 95% of the housing units are multi-family, levels of educational attainment lag the rest of the city, the Area has a household income less than 50% of city median household income, unemployment is nearly three-times what it is in the remainder of the city, and poverty is a reality for 27% of the population.

- The Neighborhood Revitalization Area has experienced steady population growth at just under 2 percent annually, the area is growing older (11.6% over 65 in 1990 compared to 5.2% in 1970), the Hispanic population increased from 2.4% of the population to 13.9%, 46.2% of households were married couple in 1990 compared with 65.9% in 1970, and the share of single-family homes has declined from 70% in 1970 to 44% in 1990.

- The Newly Developing Area is marked by rapid growth – doubling every 53 months for the last 30 years, the Area has the highest level of educational attainment of anywhere in the city, median household income is 50% higher than the city, and 80% of all units are single-family.

INTRODUCTION

The July 1, 2000 current population estimate for the city of Las Vegas was 483,448. This estimate shows a continued trend that the city is capturing a smaller portion of Valley-wide growth. This could mark the beginning of the final phases of "horizontal" growth on open, undeveloped lands. Over the next two decades the city can expect moderate, although healthy, growth when compared to the rapid growth of the 1990's. Under current trends, the city can expect to capture a smaller portion of the Valley's growth as it matures and approaches build-out over the next 20 years. Major expansions in North Las Vegas, Henderson and unincorporated Clark County to the south and the southwest are expected in the future. A shift in planning and development processes is called for in order to meet these challenges, a shift that accepts and encourages vertical, higher density development in the urban core and along appropriate major arterial intersections in built areas and in the newly developing Town Center.

The city, through its long-range planning process, needs to assure an exceptional quality of life as it matures, by focusing on setting priorities for the delivery of city services and facilities, along with securing revenues to support these services. As the city matures, the importance of the relationships among land use, population and employment growth, transportation, air quality, public services and fiscal health become more evident. As long as the regional economy remains strong, the city will continue to grow. How the city plans its land use, balancing the supply and demand for commercial and residential development, dictates the location and timing of population and employment growth. This growth establishes neighborhood characteristics; sets traffic patterns; creates demand for sewer, water, parks, police, fire and other public services; and determines the revenue generation.

The Las Vegas Master Plan 2020 capstone document, adopted by City Council in September 2000, recognizes that build-out is nearing and sets in motion policies that are designed to sustain the city's robust growth, while focusing on development that promotes a high quality of life. Research has shown that the citizens enjoy the excitement and opportunity that come with a healthy, vibrant and growing city. To assure that the city continues to capture a reasonable share of Valley-wide growth, the Las Vegas 2020 Master Plan calls for building urbane walkable mixed-use districts, and encouraging transit-oriented development with higher density residential, commercial and mixed-use development in Downtown, at appropriate major arterial street intersections in mature neighborhoods, and in the Northwest Town Center.



REGIONAL SHIFTS IN POPULATION

The Nevada State Demographer's year 2000 population estimate for the city represents 4% growth over 1999. This lags behind the overall Clark County increase of 6.1%. In fact, the city experienced the lowest percent change over 1999 of all entities in the county. Henderson had the highest year-over-year percent increase at 12.2%, followed by Mesquite and North Las Vegas. Table 1 shows the population estimates over the last six years.

Table 1
Population in Clark County

	1995	1996	1997	1998	1999	2000	% Chg. '99 - '00
Mesquite	5,120	7,460	9,270	12,070	14,070	15,605	10.9%
Boulder City	14,090	14,460	14,493	14,730	14,860	15,519	4.4%
N. Las Vegas	77,820	83,830	93,010	106,660	117,250	124,936	6.6%
Henderson	115,490	130,830	147,870	159,380	177,020	198,691	12.2%
Las Vegas	368,360	398,110	425,270	441,230	465,050	483,448	4.0%
Unincorporated CC	455,410	481,250	502,287	521,130	555,290	587,524	5.8%
Clark County	1,036,290	1,115,940	1,192,200	1,255,200	1,343,540	1,425,723	6.1%

Source: Nevada State Demographer, Population of Nevada's Counties and Incorporated Cities, 2000

The State's population estimates are important because a portion of the intergovernmental transfers (revenues distributed to local entities by the State of Nevada) is based on an entity's share of total population growth in one year.

The city's slowing growth rate, relative to the region, can be seen more clearly by looking at Table 2, which shows the numerical change that occurred. The city had its second lowest numeric change in population in 2000 when compared to the previous five years. For the first time in its history, Henderson added more people to its city in one year (1999 to 2000) than did the city of Las Vegas.

Table 2
Numeric Change in Population

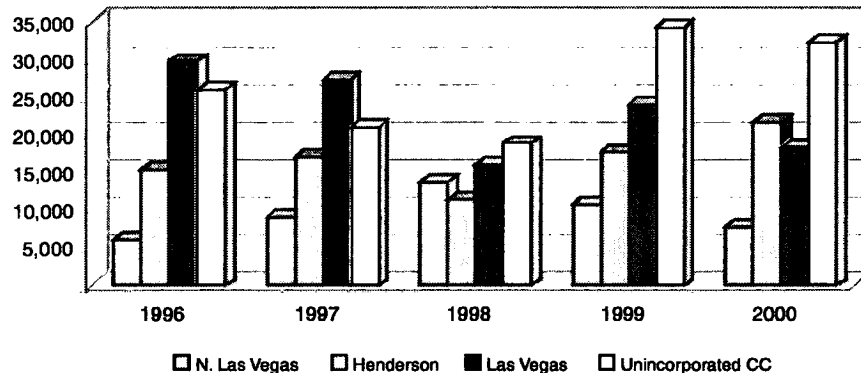
	1996	1997	1998	1999	2000	Five Year Average
Mesquite	2,340	1,810	2,800	2,000	1,535	1,697
Boulder City	370	33	237	130	659	286
N. Las Vegas	6,010	9,180	13,650	10,590	7,686	9,423
Henderson	15,340	17,040	11,510	17,640	21,671	16,640
Las Vegas	29,750	27,160	15,960	23,820	18,398	23,018
Unincorporated CC	25,840	21,037	18,843	34,160	32,234	26,423
Clark County	79,650	76,260	63,000	88,340	82,183	77,887

Source: Nevada State Demographer, Population of Nevada's Counties and Incorporated Cities, 2000



Another important trend can be seen in the numeric change in unincorporated areas within Clark County. In the past, the unincorporated portions of the county increased in population at roughly the same rate as the city. However, beginning in 1998, the unincorporated areas began adding more people than the city, significantly more so in the last two years. As shown in Figure 1, the unincorporated county area added nearly twice as many people in 1999 and 2000 as did the city.

Figure 1
Numeric Change in Population



Source: Nevada State Demographer, *Population of Nevada's Counties and Incorporated Cities, 2000*

The city has seen a decline in its share of the Las Vegas Valley growth each year, from a high of 37% in 1996 to 22% in 2000 (see Table 3). This trend highlights the changing nature of growth in the Valley, as development begins moving to the south and southwest in Henderson and unincorporated county areas. Of all growth that occurred in Clark County in 1999 and 2000, 39% was in unincorporated areas.

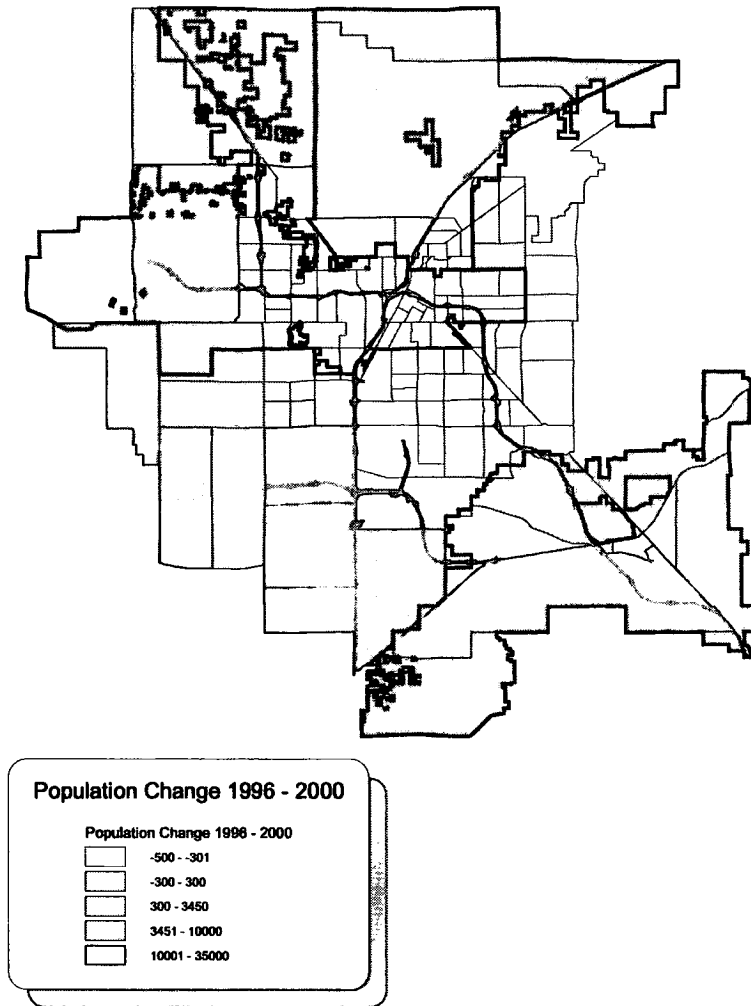
Table 3
City's Share of Growth (Capture Rate)

	1996	1997	1998	1999	2000
Boulder City	0.5%	0.0%	0.4%	0.1%	0.8%
Mesquite	2.9%	2.4%	4.4%	2.3%	1.9%
N. Las Vegas	7.5%	12.0%	21.7%	12.0%	9.4%
Las Vegas	37.4%	35.6%	25.3%	27.0%	22.4%
Henderson	19.3%	22.3%	18.3%	20.0%	26.4%
Unincorporated CC	32.4%	27.6%	29.9%	38.7%	39.2%

Source: Nevada State Demographer, *Population of Nevada's Counties and Incorporated Cities, 2000*

Figure 2 shows how population has changed in the Valley over the last five years. Nearly all of the new growth is occurring at the edge of the Valley, while the core area has had modest to negative growth.

Figure 2
Population Change in the Las Vegas Valley,
by Census Tract



Source: City of Las Vegas, Planning & Development Department

The final trend worth examining is the city's share of county population. Table 4 shows that, although the city has not captured its historical share of population growth the last few years, its share of overall population has not declined significantly.



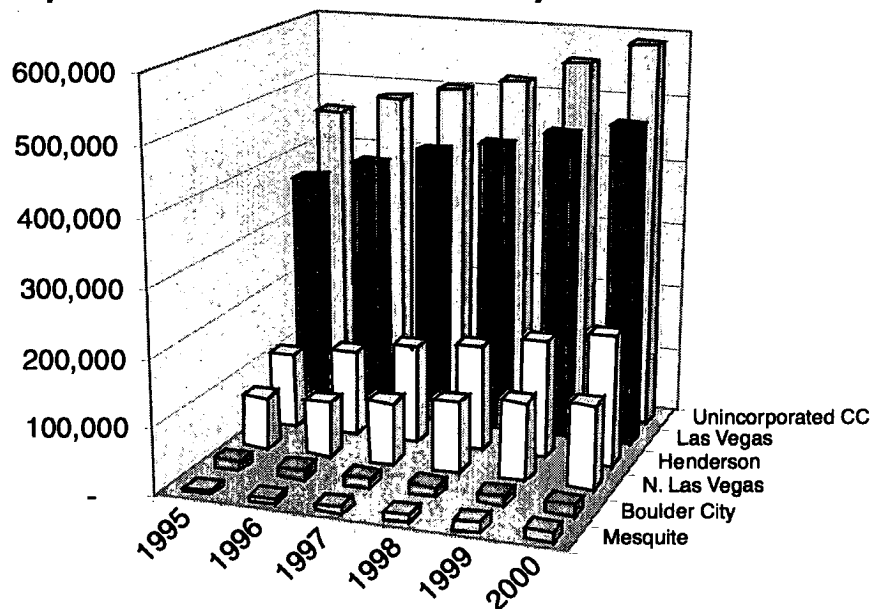
Table 4
Share of Population

	1995	1996	1997	1998	1999	2000
Boulder City	1.4%	1.3%	1.2%	1.2%	1.1%	1.1%
Mesquite	0.5%	0.7%	0.8%	1.0%	1.0%	1.1%
N. Las Vegas	7.5%	7.5%	7.8%	8.5%	8.7%	8.8%
Henderson	11.1%	11.7%	12.4%	12.7%	13.2%	13.9%
Las Vegas	35.5%	35.7%	35.7%	35.2%	34.6%	33.9%
Unincorporated CC	43.9%	43.1%	42.1%	41.5%	41.3%	41.2%

Source: Nevada State Demographer, Population of Nevada's Counties and Incorporated Cities, 2000

As can be seen in Figure 3, Las Vegas is the largest incorporated city in Clark County, more than double the size of the next largest city. Even if Las Vegas experiences slower growth than the remaining entities in the region, it will be a long time, if ever, before Las Vegas will no longer be the largest incorporated city in Clark County.

Figure 3
Population Growth in Clark County



Source: Nevada State Demographer, Population of Nevada's Counties and Incorporated Cities, 2000.

This analysis highlights the considerable shifts that occur from year to year in population numbers, and share of population among the entities. Regional shifts in population impact the quality of life in a city. Growth brings opportunities to develop cultural and recreational amenities, creates economic opportunities, and brings



in public revenues to develop public facilities. Along with these opportunities are the attendant concerns of congestion, air pollution, public safety, and strain on public services and facilities. The movement of people out of Downtown and mature areas to new developments lining the outskirts of the Valley can mark the beginning of decline in older, central neighborhoods, depending on whether the city recognizes these trends in time and on how it responds to them.

The next 20 years of growth in the city of Las Vegas will establish the physical and demographic nature of the city well beyond 2020, which will ultimately define the city's quality of life, its character, and its identity throughout the 21st century. The way in which the city meets the challenge of growth shifting to other entities in the region will be judged based on how it responds to three basic questions:

- Will the remaining vacant areas be developed so as to create high quality, mixed-use, sustainable neighborhoods?
- Will mature neighborhoods experience a certain amount of gentrification as the city implements appropriate policies to help them stabilize, or will they decline as households migrate to newer communities further from Downtown and gaming corridor employment centers?
- Will redevelopment and stabilization of central city neighborhoods be successful?

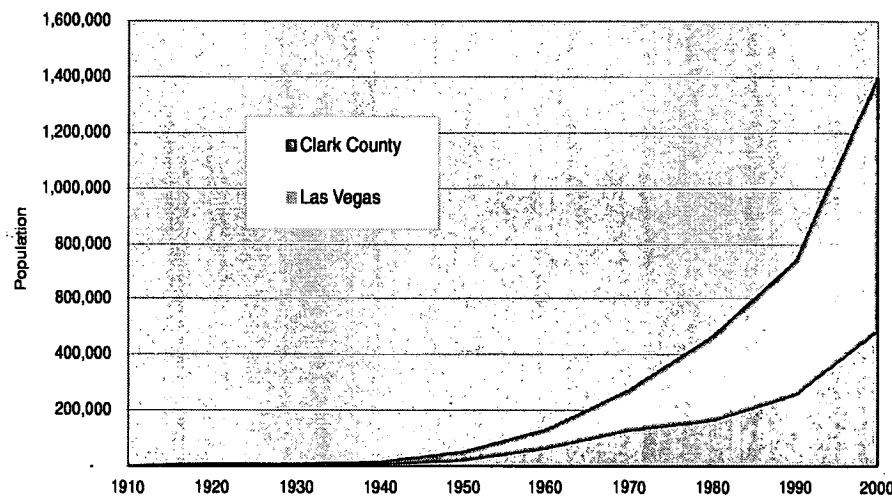
A later section of this document will look at why the city is expected to be near build-out in twenty years based on how it is growing and projected to grow in area and population. This is followed by a section that examines the demographic trends in the three strategy areas mentioned in the Introduction to this document. This examination of demographic trends was included as background material for Technical and Steering Committee members who helped formulate the policies in the Las Vegas 2020 Master Plan, and is included here to establish the relationship between demographic trends and those policies. As an introduction to the examination of these trends, the next section of this element provides generalized background information that describes who the city's citizens are, where they live and where they work.

VIEW F POPULATION, HOUSING & DEVELOPMENT

DEMOGRAPHIC TRENDS

The 2000 city population estimate of 483,448 represents 34 percent of the total Clark County population (Figure 4). The city's population increased by more than 93,000 in the 1980s, and added another 225,000 since 1990 for an increase of 87% during the decade. According to the U.S. Census Bureau, the city's numeric population change is second highest in the nation among all cities, second only to Phoenix, and its percentage increase was 6th highest among all cities with over 100,000 people. In fact, Las Vegas climbed the ranks of large cities in the U.S. growing from 63rd largest in 1990 to 37th by 1999.

Figure 4
Population Growth in Las Vegas and Clark County

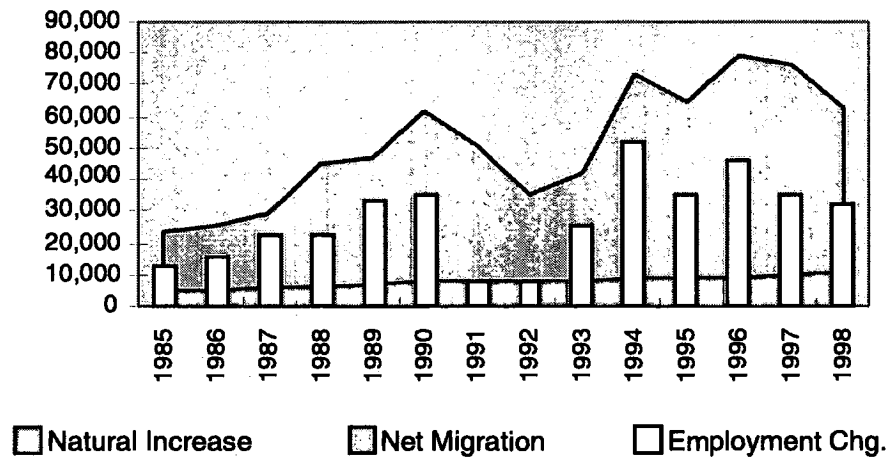


Source: Nevada State Demographer, *Population of Nevada's Counties and Incorporated Cities, 2000*

Historically, more than 80 percent of the county's total population growth has come from net migration (in-migration minus out-migration), as the economy produces jobs that attract workers from other labor markets. The number of people moving to Las Vegas from other regions (its migration rate) is estimated to be consistent with that of Clark County, shown in Figure 5. Figure 5 also shows employment changes. It is interesting to note how closely migration is related to changes in employment. According to a Quality of Life survey conducted by the Planning and Development Department in 1999, Quality of Life, Climate and Job Opportunities ranked as the primary reasons for moving to Las Vegas.



Figure 5
Components of Population Change

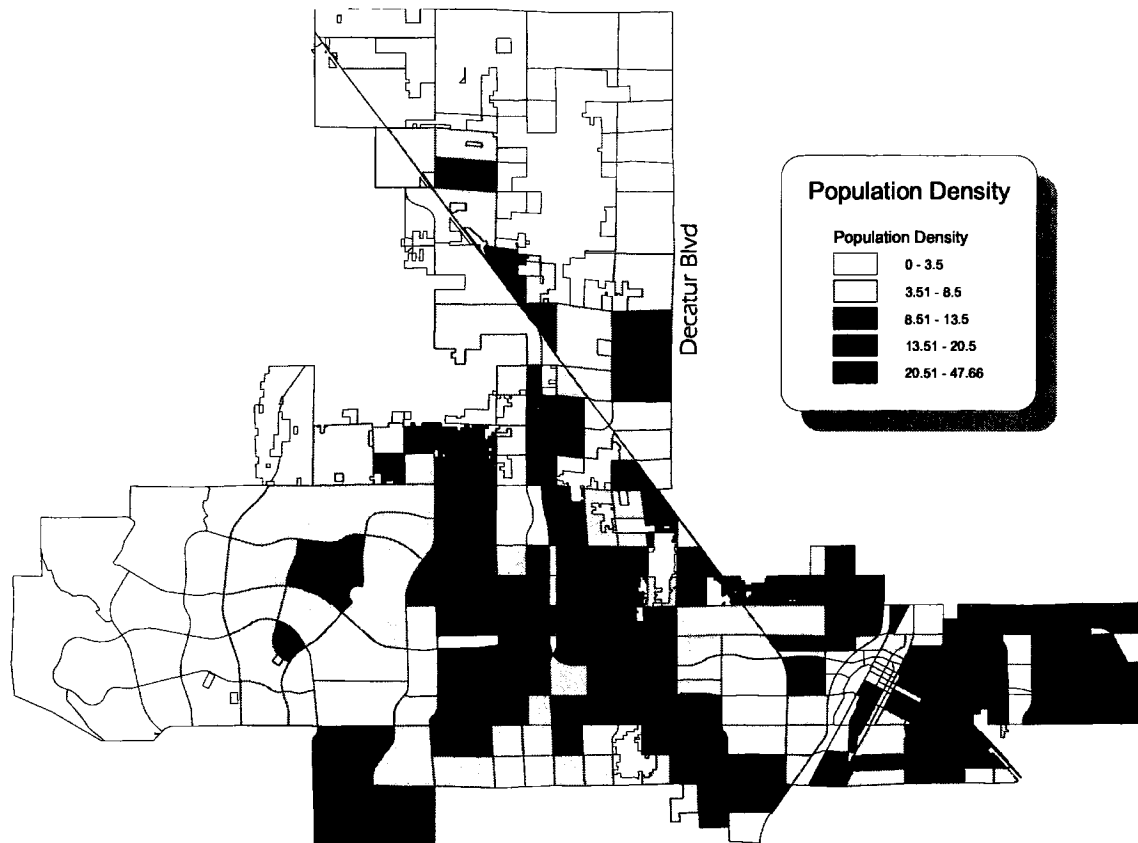


Source: Nevada State Demographer, Nevada Bureau of Health Planning Statistics

The population is distributed across the city at varying densities (Figure 6). The most densely populated areas are in central Downtown and along the US 95 corridor to the west and northwest. It is important to note that twice as many people live west of Decatur Boulevard as live east of Decatur Boulevard, where over 96 percent of population growth over the next 20 years is projected to occur in the west and northwest portions of the city. The city is expected to add between 215,000 and 300,000 people in the next 20 years, for a 2020 projection of between 700,000 and 785,000 people. This projection depends on regional growth rates and how much success the city has implementing the policies in the Las Vegas 2020 Master Plan.



Figure 6
City of Las Vegas Population Density
by Traffic Analysis Zone



Source: City of Las Vegas, Planning & Development Department

Age distribution has been shifting in favor of school age children (ages 5 – 17) and seniors (65+) during the 1990s, although all age categories gained population. As of 2000, seniors comprised just over 10 percent of the population, while school age children made up nearly 20 percent. Between 1990 and 2000, the under 18 and over 64 age groups more than doubled, increasing by 103 percent and 105 percent, respectively, while the 18-64 age group increased by 78 percent.

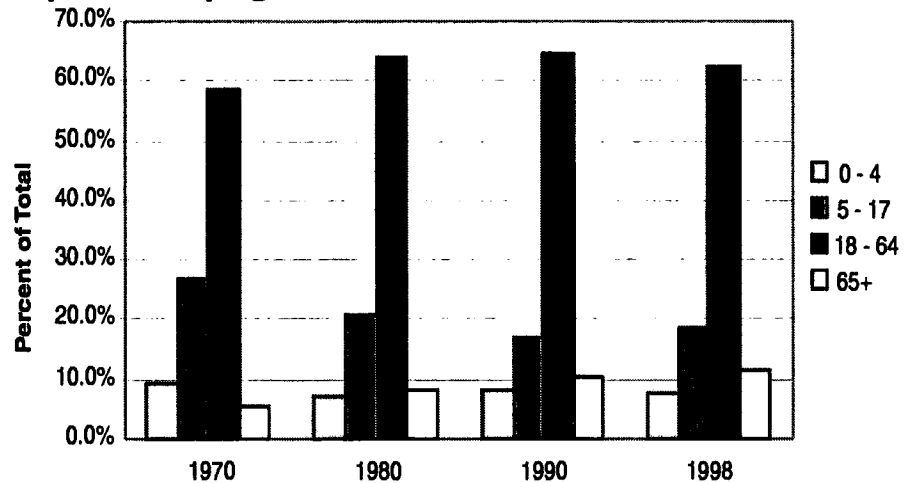
Table 5
Population by Age

Age	1970	1980	1990	2000*
0 - 4	11,674	11,962	21,319	38,161
5 - 17	33,441	34,029	43,142	92,699
18 - 64	73,498	104,933	167,302	298,329
65+	7,174	13,750	26,532	54,259
TOTAL	125,787	164,674	258,295	483,448

Source: U.S. Census Bureau, 2000 estimated using Clark County percentages

There were 49,500 more school age children in 1998 than in 1990, and 27,700 more seniors. There were 131,000 more people between the ages of 18 and 64, and 16,800 more toddlers (under 5).

Figure 7
Population by Age



Source: 2000 data are based on U.S. Census Bureau estimates for Clark County, applied to Las Vegas population.

HOUSING TRENDS

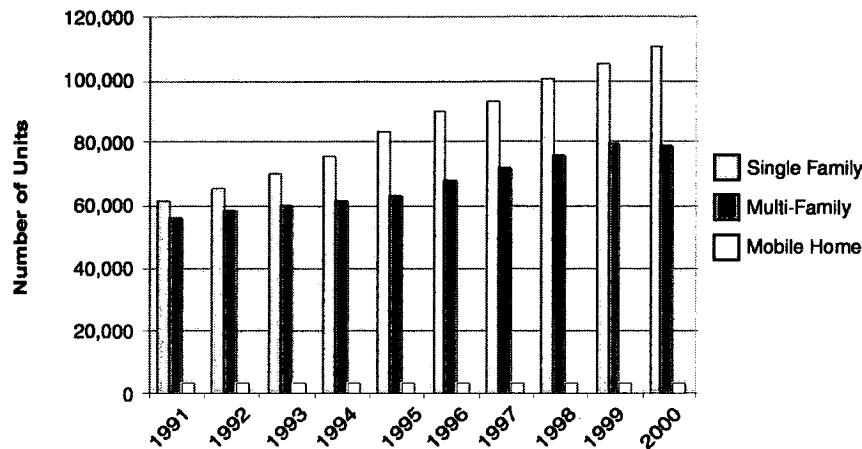
More single-family dwelling units are being built in the city than multi-family units. A continued shift in housing unit types to single-family has implications for future traffic patterns. For example, single-family detached housing units typically have more persons per household, more vehicles, and can generate more trips per unit than multi-family dwelling units. Understanding the relationship between land use and transportation; achieving improved jobs/housing balance through urban design and land use planning; creating multiple transportation options related to home, work, shopping and recreation; are priorities of the Las Vegas 2020 Master Plan. These priorities are in response to citizens, who indicated that traffic congestion and air pollution are the top quality of life concerns confronting the Valley.

As of July 1, 2000, the Planning and Development Department counted 192,679 housing units in the City. There were 72,834 more housing units in the city than the Planning Departments 1991 count, for an overall increase of 60.1 percent. In the year 2000, 57.4 percent of the units were single-family, reflecting a trend that has seen a larger share of single-family units being constructed in the city. In 1991, for example, the mix of single-family to multi-family units was 51 percent to 46 percent (the remaining 3 percent are mobile homes). This trend is expected to continue, as the majority of units will be constructed in the northwest and south-



west, west of Decatur Boulevard, where the single-family to multi-family mix is approximately 80/20 and 60/40, respectively.

Figure 8
Change in Housing Units



Source: City of Las Vegas, Planning and Development Department

ECONOMIC TRENDS

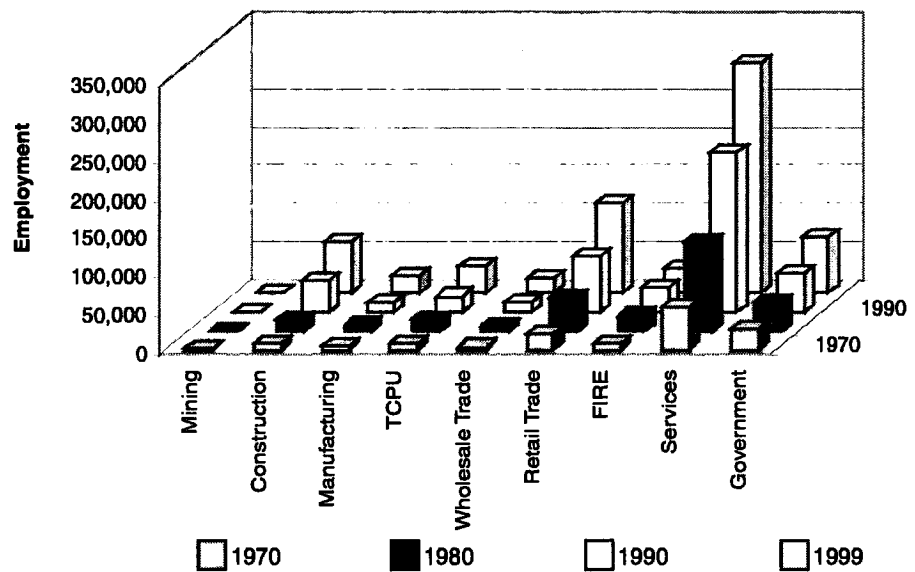
Gaming and tourism have been the principal industries in Las Vegas for more than 60 years, and are the principal drivers of employment growth across all major industrial sectors. Las Vegas, as a whole, is an economy that relies heavily on service industries, which account for 45 percent of total Las Vegas metropolitan statistical area (MSA) employment. Of that, 57 percent are in hotel/gaming and recreation (HGR) services. In fact, more than 26 percent of all jobs are in HGR.

There were 33.8 million visitors to Clark County in 1999, an increase of 12.8 million since 1990. The additional 12.8 million visitors have been accommodated by the development of 46,564 hotel rooms in the County during the 1990s, for a 1999 total of 120,294 hotel rooms. The development of hotel properties, in turn, has been the driving force behind residential and commercial development in the city of Las Vegas and throughout the Valley. According to the Las Vegas Convention and Visitors Authority, 60% of visitors to the Valley visited Downtown and 12% stayed in Downtown hotels.

Las Vegas has attempted to diversify its economy to become less reliant on HGR. Employment in the manufacturing sector, though relatively small, has more than doubled since 1990, compared with zero to negative growth nationally. The construction industry, which may be an example of growth feeding on growth, has shown employment gains of 85 percent since 1990 and now makes up 10 percent of all jobs.



Figure 9
Employment by Industrial Sector

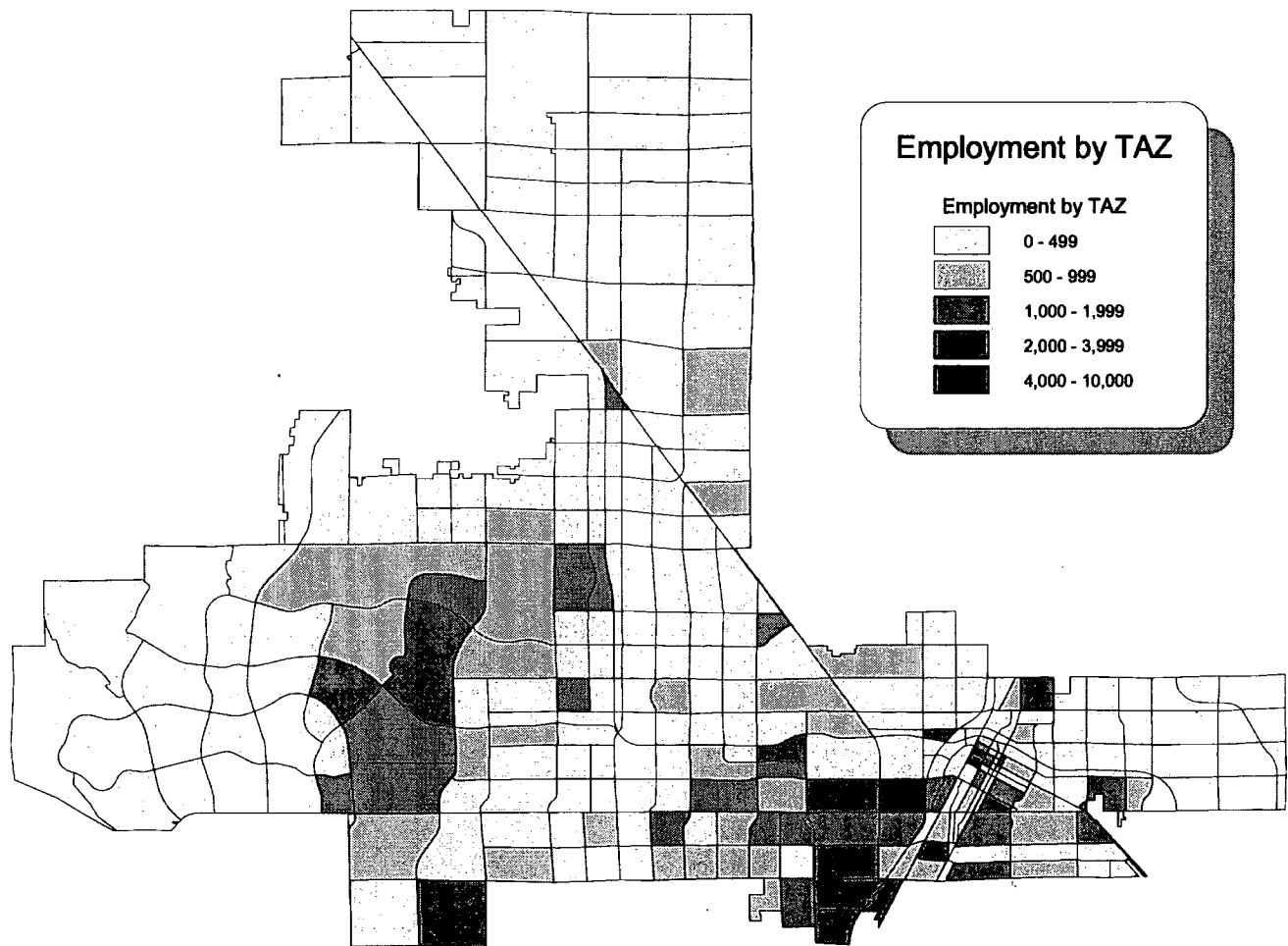


Source: Nevada Department of Employment, Training and Rehabilitation

The gaming industry has provided a steady employment base for Las Vegas. For the most part, unemployment in the MSA has remained below the national rate. This is due primarily to the rapid expansion in casinos/hotels and mega-resorts. Local experts calculate that for each new hotel room, one job is created within the hotel, and one and one-half jobs are created outside the hotel, for a net gain of 2.5 jobs per hotel room. This multiplier effect creates demand for businesses that support the hotels, as well as businesses to support the growing population.

Between 1980 and 1990, the workplace experienced change. Overall, the participation in the labor force changed little, going from 70.2 percent of the population over the age of 16, to 70.6 percent. But during the decade, the share of women in the labor force increased by seven percent, while male participation decreased by four percent. Overall, minority participation increased during the 1980s. The increase was driven primarily by the increased participation of Black and Hispanic women. It is expected that the 2000 census will reveal that these trends continued through the 1990s.

Figure 10
City of Las Vegas Employment by Traffic Analysis Zone (TAZ)



Source: City of Las Vegas, Planning & Development Department

It is estimated that 28 percent of the jobs in the Valley are in the city of Las Vegas. The majority of the employment is in the Downtown area and in Summerlin, in the western portion of the city. The dispersion of employment throughout the city can help improve the jobs/housing balance, increase commuter traffic that goes against the major flow of traffic coming into the business core, and ultimately improve traffic congestion throughout the city. Town Center in Centennial Hills is projected to capture a large share of future employment growth, as are Summerlin and the Downtown office core.

PROJECTIONS FOR FUTURE CHANGE

REGIONAL FORECAST

The most widely used population forecasts in Clark County are developed by the Center for Business and Economic Research (CBER) at the University of Nevada, Las Vegas. The CBER population forecasts are prepared annually, and are jointly funded by: the Southern Nevada Water Authority (SNWA), the Regional Transportation Commission (RTC), and Clark County Comprehensive Planning. The Southern Nevada Regional Planning Coalition (SNRPC) recently adopted the Southern Nevada Regional Policy Plan, establishing a policy to continue this process as part of its work program. The City has participated in the process of preparing these forecasts, and will continue participating in the future as a member of the Southern Nevada Regional Planning Coalition. The latest forecasts, reported in Table 6, were released in December 2000.

Table 6
Historical and Projected Clark County Population

Year	Population	Average Annual Numeric Change	Average Annual Growth Rate
1990	741,459		
1995	1,040,688	59,846	7.0
2000	1,428,690	77,600	6.5
2005	1,738,111	61,884	4.0
2010	1,945,409	41,460	2.3
2015	2,120,940	35,106	1.7
2020	2,276,021	31,016	1.4
2025	2,431,324	31,061	1.3
2030	2,603,885	34,512	1.4

Source: Clark County, Nevada Population Forecast: 2001-2035, CBER/UNLV.
1990 - 2000 are historical years, 2005 - 2030 are forecast years

According to these forecasts, population growth in Clark County is predicted to slow considerably; many would argue these forecasts predict a return to more realistic, sustainable rates of growth than the growth that occurred in the roaring '90s. However, others would argue that the forecasted growth is unreasonably low, especially when compared to other sunbelt communities. Phoenix is expected to grow by 1.7 million people over the next twenty years, and southern California communities (Los Angeles and San Diego metro areas combined) are projected to add another 6.5 million people by 2020.



The southwestern states will continue to absorb newcomers as people migrate from rustbelt communities and international migrants spill over the border from Mexico. Many of the migrants to sunbelt states will land in the Valley. Some will be retirees, others will come for jobs, and some will look to improve their quality of life. Even if the rate of job creation slows, retirees and others seeking to improve their quality of life will keep coming, creating opportunities for businesses to provide goods and services to the growing population as well as servicing new industries locating in the region. The continued movement of people to the Valley, combined with a natural growth rate (births minus deaths) that will equal half of the average annual forecasted population change, makes certain that the future population of Clark County will, at a minimum, equal the conservative forecasts reported in Table 6.

CITY OF LAS VEGAS FORECAST

A number of factors enter into the equation when determining the rate and location of growth at the sub-regional level, including: price of land, local zoning regulations, consumer preferences, soil quality, proximity to amenities, quality and capacity of infrastructure, and others. The Regional Transportation Commission developed the Small Area Allocation Model (SAAM) that attempts to allocate the CBER regional population forecast to traffic analysis zones (TAZs) by taking many of these factors into consideration. TAZs are designed for transportation planning on a neighborhood scale. These TAZs can then be aggregated to produce a forecast of city population.

The Planning and Development Department used SAAM to generate a projection of the city's population in 2020 using the baseline trend and three different strategies (see Appendix B of the Las Vegas 2020 Master Plan for a detailed description of the methodology and assumptions that went into these projections). The results are presented in Table 7.

Table 7
Master Plan 2020 Population Projections

Year	Baseline Strategy	Reurbanization Revitalization	Neighborhood Developing Strategy	Newly Strategy Area Strategy	Composite
1990	258,295	258,295	258,295	258,295	258,295
2000	483,448	483,448	483,448	483,448	483,448
2020	767,683	777,540	776,322	792,513	802,066

Source: City of Las Vegas, Planning & Development Department

Another way of projecting the city's future population is to apply historic capture rates (the city's share of growth, as reported earlier in this document) to the regional forecast. The city's capture rate has changed dramatically over the last five years, from a high of 37.4% in 1996 to a low of 22.4% in 2000. However, it has re-



mained relatively constant the last three years, averaging roughly 25%. If the city captures 25% of forecasted county growth, the 2020 population projection is 695,281, as reported in Table 8. It may be just as reasonable to assume that the city will capture a smaller share of growth than 25%, as it approaches build-out and large tracts of land for residential development become increasingly scarce. If the city captures, on average, one percent less of county growth each year, the population is projected to be 601,734 in 2020.

Table 8. City of Las Vegas Population Projections Using Share Method

Year	Projected Population Assuming 25% Capture Rate	Projected Population Assuming Declining Capture Rate
2005	560,803	545,332
2010	612,628	576,427
2015	656,511	593,980
2020	695,281	601,734

Source: City of Las Vegas, Planning & Development Department

These projections are based on the regional forecasts, which are widely recognized to be conservative. The city's projected 2020 population would be in the range reported in Table 7, if county growth rates approach anywhere near the rates witnessed during the '90s (the city population will nearly be 790,000 by 2020 if the county achieves a 3% average annual growth rate and the city captures 25% of the growth). Indeed, it is difficult to imagine the city averaging 1% annual growth, or less, over the next 20 years. However, it is quite possible that the city could continue growing at its current rate for the next five to 10 years as it rapidly develops the last remaining large tracts of land and then enters a period of substantially slower growth that would yield a 2020 population in the range presented in Table 8.

As the city enters into its final stages of development over the next decade, the city can expect the rate of growth to return from its peak of over 8% in 1996 to a healthy 3% - 5% over the next five years. Sunbelt localities, along with comparatively moderate job growth, provide a strong lure to potential migrants. These factors should combine to sustain the city's growth in the near-term, even as it captures a smaller portion of Valley-wide growth.



VACANT LAND, INSTITUTIONAL CONSTRAINTS AND BUILD-OUT

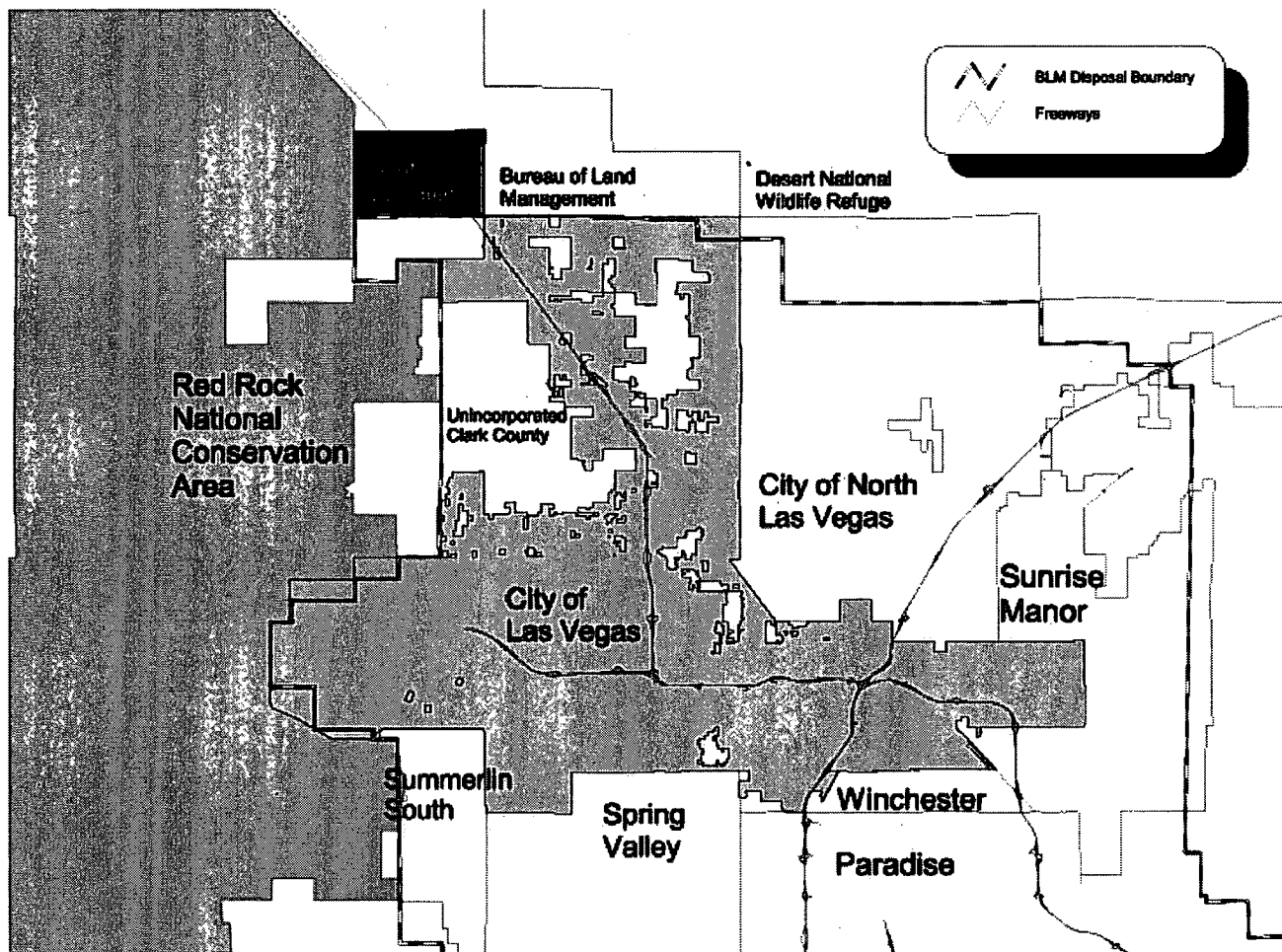
Whereas the CBER forecast of county-wide population helps predict the timing of growth, or the rate at which the vacant land will be absorbed, the amount and location of vacant land provides information as to the location and limit of growth in the city. There are currently just over 32,791 vacant acres within the City's planning area. The planning area includes county islands (unincorporated county lands completely surrounded by incorporated city limits) and lands to the north and west of the city not yet annexed. Thirty-five percent, or 11,383 acres, are outside the City's corporate limits.

The amount of vacant land includes all vacant, developable parcels within the Bureau of Land Management (BLM) Disposal Area that either fall within the city's corporate limits or are in unincorporated county areas that can potentially be annexed. Over the last 10 years, the city has annexed 17,657 acres, expanding its boundary to its current size of 112 square miles. The city is expected to annex much of the contiguous vacant land within the BLM disposal boundary. Any remaining vacant land in unincorporated areas will most likely be developed with custom homes and must be considered when planning for the city, as these county residents place demands on city services and facilities.

The BLM disposal boundary presents a constraint to further expansion currently, although as vacant lands within the boundary are developed, pressure to release more land may prompt congress to change the boundary. Furthermore, there are other disposal areas nearby the Valley, and limited private land holdings that will supply some of the future demand for development. Although opportunities to expand the city's boundaries are limited, there may be opportunities to annex lands to the north. Figure 11 shows the institutional constraints to expansion facing the city: to the west the city is restricted by the Red Rock National Conservation Area; to the north by the BLM disposal boundary and the Las Vegas Paiute Indian Community; to the east by the city of North Las Vegas and the unincorporated town of Sunrise Manor; and to the south by the unincorporated towns of Winchester, Spring Valley and Summerlin South.



Figure 11
Institutional Constraints to Physical Expansion



Source: City of Las Vegas, Planning & Development Department

Given these hurdles to future expansion of the city limits, a long-range projection of the population at build-out can be made. Of the 32,791 vacant acres, 22,814 are planned for residential uses. Table 9 reports vacant acres by planned residential land use, and total additional dwelling units and population that can be expected.

Table 9
Projected Population on Vacant Land Planned for Residential Development

	Rural	Low	Medium Low	Medium	High	Summerlin*	Total
Gross Acres	8,993	5,777	2,421	507	116	5,000	22,814
Dwelling Units	31,475	28,885	19,370	12,677	4,043	18,000	111,211
Population	89,119	81,787	54,844	24,891	7,939	50,000	308,580

*Summerlin projected acres reported are city of Las Vegas estimates based on the Summerlin Phase I and West Land Use Plan; population estimates were provided by Summerlin.



Adding the total additional population that can be expected on remaining vacant land to the current year 2000 population of 483,448 yields a build-out population estimate of 792,028.

Even under the most conservative of assumptions, the city is rapidly approaching the day when it will, for all intents and purposes, be built out. One cannot expect every piece of vacant land in the city to develop. There will always be some vacant land in the city, much the same as vacant, infill parcels have existed in parts of the city that have been built-out for 50 years or more. As development consumes the remaining vacant land in the city, one would assume that the city could continue growing through higher density development on infill parcels and in redevelopment areas. This may prove more challenging than expected. Left to market forces, opportunities for infill development and redevelopment projects in mature neighborhoods and Downtown will only become a reality when the costs associated with living in new subdivisions further from employment centers exceed the benefits, relative to the costs and benefits associated with living in older areas. Once the remaining large parcels suitable for developing residential subdivisions are consumed, growth may continue in other directions, outside the city limits.

If the city is to continue capturing a share of regional growth that will secure a high quality of life built on economic prosperity, opportunity to develop and expand cultural facilities, and provide the best public services and facilities, it must implement the policies contained in the Las Vegas 2020 Master Plan. These policies will:

- Create opportunity for stabilizing and increasing the population in the Downtown area and surrounding neighborhoods;
- Stabilize mature neighborhoods and create higher density, mixed-use residential development at appropriate major arterial intersections in those areas that are beginning to see an increase in commercial vacancies; and
- Secure the future of newly developing areas by building quality in the neighborhoods and public facilities that residents can take pride in and will want to protect and improve over the years.



POTENTIAL FOR NATURAL RESOURCE CONSTRAINTS

The natural resource issues that could potentially affect the continued development of Las Vegas are regional in nature and impact every government entity in the County. The continued supply of potable water, air that is in compliance with Federal standards, and the disposal of solid waste are addressed at the regional level while the city of Las Vegas treats its own wastewater.

It is believed that due to allocation and conservation measures that have been implemented and those that have been proposed, the projected build-out population can be supported on a continuing basis without unreasonable impairment to the natural resources of the City.

- *Wastewater Treatment* - The city of Las Vegas Water Pollution Control Facility Plan was implemented in 1996. The plan addresses the treatment of wastewater beyond the year 2020, and will support a population of approximately 843,000.

- *Water Supply* - The Southern Nevada Water Authority's 1999 Water Resource Plan shows that water demands can be met with continued conservation and current resources to the 2020 - 2030 time frame. To reach 2050, the Authority has a number of resource options that it is already beginning to pursue.

- *Solid Waste* - The APEX Regional landfill started accepting waste in October 1993 with the closure of the Sunrise landfill. the 1,202-acre landfill was designed with a refuse capacity of approximately 784 million cubic yards and a service life of 85 years.

- *Air Quality* - Air quality planning is done by the Clark County Comprehensive Planning Department. The Valley is currently noncompliant or in non-attainment status for carbon monoxide (CO) and particulate matter (PM). A State Implementation Plan for CO that demonstrates the Valley will be in attainment and remain so for the next 20 years with predicted levels of growth has been submitted. A similar plan for PM has been submitted as well. The County has enacted all control measures listed in the CO and PM State Implementation Plans to insure that air pollution emissions continue to decrease even as the population increases.



MASTER PLAN GEOGRAPHIC STRATEGY AREAS

STRATEGY AREA SUMMARY

The goals, objectives and policies contained in the Master Plan center on several themes. These themes, developed from a consensus among the Master Plan's Steering Committee, Technical Committee and planning staff, represent the aspirations of Las Vegas, and will require long-term planning commitments to realize.

These themes are Reurbanization, Neighborhood Revitalization, Newly Developing Areas, Economic Diversity, Cultural Enhancement, Fiscal Management and Regional Cooperation. This section of the Population Element examines key demographic trends occurring in areas within the city that are consistent with three of the geographically-based themes: Reurbanization, Neighborhood Revitalization and Newly Developing Areas.

Table 10 shows that the population in the Downtown Reurbanization area has fluctuated over the last thirty years. The Neighborhood Revitalization area was the focus of population growth in the 1970s. The Newly Developing Areas in Centennial Hills began gaining momentum in the 1990s, and are expected to be the focus of new growth over the next twenty years, along with Summerlin west of the Beltway. The remaining areas (primarily Summerlin, Desert Shores, The Lakes and Peccole Ranch) received the majority of growth in the late 1980s and throughout the 1990s. The growth in these areas was focused in master planned communities, which are rapidly approaching build-out (with the exception of the western portion of Summerlin, which is anticipated to add another 50,000 people between now and build-out in 2014).

Table 10. Population by Strategy Area

Area	1970	1980	1990	2000	2010	2020
Downtown Reurbanization	7,737	8,536	10,184	8,559	9,700	10,700
Neighborhood Revitalization	15,078	136,980	169,539	199,590	203,000	207,500
Newly Developing Areas	935	4,451	22,502	97,451	177,300	231,800
Remaining Area	2,0371	4,695	61,278	184,974	225,000	245,000
City of Las Vegas Total	125,787	164,662	258,295	482,874	615,000	695,000

Source: 1970 – 1990: U.S. Census; 2000, 2010 and 2020: Las Vegas Planning and Development Department.

*Includes county islands and land outside that can potentially be annexed.



The current trends call for the majority of growth to occur in Centennial Hills and west of the Beltway in Summerlin. The population projections reported in Table 10 are based on the estimated vacant land planned for residential development (as reported in the 1992 city of Las Vegas General Plan Land Use Map, as amended). The growth scenario is based on the assumption that the city continues capturing 25 percent of the CBER/UNLV regional growth projections, and do not take into account the policies contained in the 2020 Master Plan.

REURBANIZATION

Simply put, Reurbanization means creating a vibrant, urban environment at the core of the city where people choose to live, work and play. Establishing a mix of housing along with shops, parks, and educational and cultural amenities is the key to the city's redevelopment efforts. Urban housing will provide a steady client base for services and shops, entertainment and restaurants, allowing Downtown to become a cultural and economic center for the entire community.

KEY DEMOGRAPHIC TRENDS

Population increased steadily throughout the 70's and 80's, but declined during the 90's. The decrease was due to demolitions in the Meadows Village area near the Stratosphere Tower and to the conversion of residential units to office space, which occurred primarily in the Las Vegas High School area. The population increases of the 70's and 80's were due primarily to the influx of males to the area. During the 20-year span about 87 percent of the areas new residents were male. The high male presence may be due to: 1) the numerous multi-family rental units (approximately 95 percent of the housing units are multi-family and more than 98 percent of the housing units in the area are rentals), and 2) the preponderance of facilities for the homeless are in the area (approximately 40 percent of the city's group quarter facilities are within the Reurbanization areas boundaries, another 40 percent of the city's group quarters are within one mile of the areas boundaries).

Another significant change to the areas population include an influx of Hispanics. The Hispanic population within the Reurbanization area increased at an average annual rate of 14.4 percent between 1970 and 1990. Household composition has changed significantly also. Between 1970 and 1990, non-family households increased by 24 percent. The Reurbanization area has not kept up with the remainder of the city in median household income. The area has historically had a lower median household income, 50 percent of the city median in 1970, but fell even lower to 40 percent by 1990. As might be expected, the rate of poverty among residents increased dramatically, by 50 percent, between 1970 and 1990.



KEY PLANNING ISSUES

- Insufficient household income to support retail development;
- Neighborhood instability;
- Pockets of crime stigmatize entire area;
- Education and recreation facilities and opportunities not fully realized; and
- Potential to provide higher-end housing for professional workforce in the area.

The Reurbanization Area is also seen as a landing area for migrants to Las Vegas, as well as a place for young households to get started. As people climb the socioeconomic ladder, they are likely to seek newly developing areas or mature areas that, at this time, offer a safer, more stable environment. The challenge for the city is to take advantage of the creativity and optimism that many of these migrant and young households have, by creating new opportunities in the area for working, living, shopping, recreation and education. These improvements will help create stability in the Reurbanization Area neighborhoods that will encourage other households looking for an alternative to the suburban lifestyle to move into the area, raising the income level and further supporting retail development, education and cultural amenities, and bringing revenues to support a higher level of public service delivery.

RELATED MASTER PLAN 2020 OBJECTIVES

Objective 1.1: To develop a significant housing component within the Downtown area, which will act as a catalyst for the establishment of a range of retail and service commercial uses to serve Downtown residents.

Objective 1.3: To recognize the role of gaming, tourism and entertainment as a principal focus of Downtown Las Vegas, while at the same time to expand the role of other commercial, government and cultural activities in the Downtown core.

Objective 1.5: To bring cultural, entertainment and sports facilities that will draw patrons from across the Las Vegas Valley to the Downtown area, to provide another dimension to the attraction of Downtown Las Vegas.

Objective 1.7: To ensure that educational and training opportunities appropriate to the population and workforce in the Downtown are developed. Such educational opportunities are intended to apply to grades K-12, as well as colleges, universities, and trade and vocational schools.



Table 11
Reurbanization Demographics

		1970		1980		1990	
		#	%	#	%	#	%
Population		7,737		8,536		10,184	
Gender							
	Male	4,562	59.0%	5,328	62.4%	6,698	65.8%
	Female	3,175	41.0%	3,208	37.6%	3,486	34.2%
Age							
	Less than 18	822	10.6%	965	11.3%	1,454	14.3%
	18 - 64	5,763	74.5%	6,404	75.0%	7,630	74.9%
	65 Years and over	1,152	14.9%	1,167	13.7%	1,100	10.8%
Race							
	White	7,120	92.0%	5,706	66.8%	5,201	51.1%
	Black	177	2.3%	868	10.2%	1,372	13.5%
	American Indian	76	1.0%	79	0.9%	51	0.5%
	Asian	164	2.1%	385	4.5%	557	5.5%
	Hispanic	200	2.6%	1,413	16.6%	2,947	28.9%
	Other	-	0.0%	85	1.0%	56	0.5%
Education							
	25+ Yrs of age	5,888		6,186		7,747	
	High School Graduate	3,004	51.0%	3,454	55.8%	4,362	56.3%
	Bachelors Degree or Greater	376	6.4%	465	7.5%	430	5.6%
Median Household Income		\$5,186		\$8,896		\$13,634	
Poverty Level Income							
	Persons for whom poverty is determined	7,566		8,400		8,643	
	Person below poverty level	1,423	18.8%	1,810	21.5%	2,331	27.0%
Unemployment							
	Labor Force	4,821		5,232		4,988	
	Unemployed	402	8.3%	519	9.9%	751	15.1%
Household Type							
	Family Households:						
	Married Couple	1,638	36.1%	1,071	20.9%	947	19.9%
	Male Head of Household	94	2.1%	125	2.4%	175	3.7%
	Female Head of Household	190	4.2%	263	5.1%	234	4.9%
	Non-Family Households	2,620	57.7%	3,677	71.6%	3,408	71.5%
	Total Households	4,542		5,136		4,764	
Housing Units							
	Own	200	4.4%	124	2.4%	57	1.2%
	Rent	4,342	95.6%	5,012	97.6%	4,707	98.8%

Source: City of Las Vegas, Planning & Development Department,
U.S. Census Bureau

NEIGHBORHOOD REVITALIZATION

Neighborhood Revitalization embodies a strategy of halting and reversing the decline of some older areas, which have been affected by a range of social ills or impacted by a shift in the land use base. These may be neighborhoods which require improvements in infrastructure, or which have seen increases in property



crime, vandalism and graffiti. These neighborhoods may be experiencing greater amounts of through traffic and noise than in the past; the rapid growth of the city can be most directly felt in its mature neighborhoods.

The Master Plan seeks to stabilize and improve these areas that form the heart of the community, protect them from the intrusion of non-residential land uses, and where a transition to incompatible non-residential activities is underway, to integrate these uses in a sensitive and attractive manner. A key component of neighborhood revitalization is the recycling of declining commercial centers or vacant land into mixed-use urban hubs, creating a walkable and interesting urban environment.

KEY DEMOGRAPHIC TRENDS

Population growth in the Neighborhood Revitalization Area has been steady during the past 30 years. The average annual population growth rate has been just under 2 percent. The growth rate has varied little during the three decades. The population in this area, however, did age significantly between 1970 and 1990. The percentage of residents over the age of 65 more than doubled during this time. In fact, there were more residents under the age of 18 in the area in 1970 than in 1990. The black population remained stable during the 20 year span at about 14 percent, while the Hispanic population increased from just over 2 percent to nearly 14 percent over this same period.

The composition of the households has changed. In 1970, nearly 2 out of 3 households were married couples. By 1990, fewer than half of the households in the area were married couples. The shift may be due to the change in the housing stock. In 1970, 70 percent of the housing units were single-family, with slightly more than 60 percent of all types owner-occupied. By 1990, 44 percent of the housing units were single-family, and fewer than half (45%) of all housing types were occupied by the owner.

KEY PLANNING ISSUES

- Many residents appear to be aging in place, creating stable neighborhoods and increasing demand for senior services and facilities;
- Most stable of all Strategy Areas (40% of households were in same house five years prior to 1990 census, compared to 21% in the Reurbanization Area and 29% in the Newly Developing areas);
- Median household income has grown at a slightly slower rate than the city;
- The rate of Poverty has increased slightly; and
- The percent of renter housing units increased from 38.7% in 1970 to 55% in 1990.



The stability of the neighborhood, along with the apparent choice of residents to age in place, is good news. The household income, unemployment, poverty and number of units transitioning to rentals may be early indicators that some neighborhoods within this area are in the early stages of decline, although these statistics may also reflect older households that generate fewer workers and have lower incomes.

These neighborhoods are entering into the most critical stage in the neighborhood life cycle; they will either transition into areas in decline or stabilize and experience gentrification. The growing senior population presents the perfect opportunity to build on the stability in the area by assuring a safe environment with the public services and facilities that meet the needs of the senior population. This foundation will help attract young households seeking established neighborhood amenities, mature landscaping, and fully built neighborhoods. Attracting younger, higher income households will attract new commercial development and redevelopment on underutilized sites, further bolstering the gentrification process. Vacant and underutilized properties in this area present an opportunity to develop and redevelop residential and commercial mixed-use projects that offer living alternatives for young families, upwardly mobile singles and active seniors.

RELATED MASTER PLAN 2020 OBJECTIVES

Objective 2.2: To ensure that low-density residential land uses within mature neighborhoods can exist in close proximity to higher density residential, mixed-use, or non-residential land uses by mitigating adverse impacts where feasible.

Objective 2.4: To ensure that the quality of existing residential neighborhoods within the city of Las Vegas is maintained and enhanced.

Objective 2.5: To broaden and improve the range and types of professional and technical education and training to serve the citizens of Las Vegas and the Las Vegas Valley.

Objective 2.6: To improve the amount and quality of infill development on vacant and underutilized lands within established areas of the city.



Table 12
Neighborhood Revitalization Demographics

	1970		1980		1990	
	#	%	#	%	#	%
Population	115,078		136,992		169,539	
Gender						
Male	56,969	49.5%	67,705	49.4%	85,122	50.2%
Female	58,109	50.5%	69,287	50.6%	84,417	49.8%
Age						
Less than 18	43,081	37.4%	38,201	27.9%	42,803	25.2%
18 - 64	66,029	57.4%	86,847	63.4%	107,057	63.1%
65 Years and over	5,968	5.2%	11,944	8.7%	19,679	11.6%
Race						
White	96,330	83.7%	103,380	75.5%	113,832	67.1%
Black	13,803	12.0%	19,312	14.1%	23,829	14.1%
American Indian	476	0.4%	872	0.6%	1,520	0.9%
Asian	1,041	0.9%	2,624	1.9%	6,480	3.8%
Hispanic	2,785	2.4%	10,372	7.6%	23,626	13.9%
Other	-	0.0%	437	0.3%	251	0.1%
Education						
25+ Yrs of age	61,017		80,402		109,635	
High School Graduate	40,524	66.4%	57,811	71.9%	79,879	72.9%
Bachelors Degree or Greater	6,594	10.8%	9,339	11.6%	12,493	11.4%
Median Household Income	\$9,927		\$18,367		\$28,184	
Poverty Level Income						
Persons for whom poverty status is determined	114,398		136,078		167,429	
Persons below poverty level	10,142	8.9%	14,539	10.7%	23,186	13.8%
Unemployment						
Labor Force	48,484		70,783		90,365	
Unemployed	2,591	5.3%	4,730	6.7%	6,465	7.2%
Household Type						
Family Households:						
Married Couple	25,254	65.9%	27,333	53.4%	30,251	46.2%
Male Head of Household	772	2.0%	1,839	3.6%	3,648	5.6%
Female Head of Household	3,235	8.4%	6,421	12.5%	8,855	13.5%
Non-Family Households	9,039	23.6%	15,634	30.5%	22,722	34.7%
Total Households	38,300		51,227		65,476	
Housing Units						
Own	23,473	61.3%	27,940	54.5%	29,464	45.0%
Rent	14,827	38.7%	23,287	45.5%	36,012	55.0%

Source: City of Las Vegas, Planning & Development Department,
U.S. Census Bureau

NEWLY DEVELOPING AREAS

Strategies will be needed to provide direction for newly developing areas of the city, not just in terms of the control of land use issues such as density or use, but which will lend some direction towards the design and appearance of these areas and facilitate the creation of community.

The importance of creating neighborhoods that are walkable and sustainable and which foster a sense of community must be key elements of our newly developing areas. Just as important is the need to plan for an adequate infrastructure that goes beyond basics; neighborhood parks and trails to link them, picturesque streets lined with trees and a range of housing types and options are all elements which increase the humanity and comfort of new neighborhoods as places to live and work.

KEY DEMOGRAPHIC TRENDS

The population of the area of the city north of Cheyenne Avenue has increased at an average annual rate of 16.8 percent during the past 30 years. This translates to a population that has, on average, doubled every 53 months. The areas population has aged, with the share of residents under the age of 18 decreasing by about 40 percent between 1970 and 1990. The greatest increase in population is in the 18 to 64 year age group.

The Newly Developing Area neighborhoods have the greatest concentration of residents with higher levels of education than the other strategy areas: 12.8 percent more residents have a high school diploma and 30.6 percent more have a college degree. The higher rate of education is likely the reason median household income is 50 percent higher here than in the city as a whole.

While the Areas population growth has been explosive, the traits of the residents have remained largely unchanged. The population remained about 90 percent white between 1970 and 1990. Household composition during that time consisted of approximately 70 percent married couples. Non-family households actually decreased slightly during the 20 year span. Additionally, home ownership rates increased from 63 percent to 78 percent between 1970 and 1990. Currently, 80 percent of the dwelling units in this area are single-family.

KEY PLANNING ISSUES

- Rapid growth placing pressure on infrastructure and public facility development;
- Preponderance of single family homes contributing to rapid absorption of remaining vacant land; and
- Higher levels of education and income.

The City has concentrated resources in the Newly Developing Areas to assure the adequate provision of public services and facilities. These areas must be planned to create neighborhoods of enduring value that will be well maintained and desirable for many years to come. The city cannot allow "cookie-cutter" subdivisions, with relaxed sign and landscape standards, to be developed that are unrelated to parks, trails, schools, employment centers and



commercial centers. Subdivisions built in this manner today will become neighborhoods in decline tomorrow; a scenario the city can ill-afford as it approaches build-out. To avoid this, the Area must be recognized for its exceptional quality of life: recreation and education opportunities, access to employment, transportation choices, and high standard of public safety; and must achieve a higher level of aesthetic quality through strict sign codes, urban design guidelines, and parks, trails and open space that preserve the viewsheds to the west and east.

RELATED MASTER PLAN 2020 OBJECTIVES

Objective 3.1: To ensure that new residential subdivisions, with the exception of areas currently designated as rural preservation neighborhoods by Nevada Statute, are developed into walkable communities, where reliance on auto trips for convenience shopping and access to education and recreation is minimized, and where development densities support transit.

Objective 3.3: To ensure that there is a diverse choice of affordable housing types and costs that meets the present and future needs of the city's population, provides more opportunities for home ownership, and affords residents a greater opportunity to reside in the housing of their choice.

Objective 3.4: To ensure adequate portions of the lands released for urban development by the Bureau of Land Management (BLM) are developed for recreational and educational public facilities, transit facilities and fire stations, which will benefit the city.

Objective 3.5: To enhance the visual quality of new development within the city.

Objective 3.6: To ensure that adequate amounts of park space and trail systems are designated and developed to meet or exceed national standards and standards established in the Master Plan Parks Element.

Objective 3.7: To ensure that educational opportunities for the growing population and workforce in the newly developing areas of the city are developed.



Table 13
Newly Developing Areas Demographics

	1970		1980		1990	
	#	%	#	%	#	%
Population	935		4,451		22,502	
Gender						
Male	452	48.3%	2,188	49.2%	10,973	48.8%
Female	483	51.7%	2,263	50.8%	11,529	51.2%
Age						
Less than 18	367	39.3%	1,415	31.8%	6,222	27.7%
18 - 64	533	57.0%	2,863	64.3%	14,712	65.4%
65 Years and over	35	3.7%	174	3.9%	1,568	7.0%
Race						
White	896	95.8%	3,987	89.6%	19,900	88.4%
Black	5	0.5%	152	3.4%	842	3.7%
American Indian	2	0.2%	21	0.5%	170	0.8%
Asian	7	0.7%	59	1.3%	383	1.7%
Hispanic	25	2.7%	225	5.1%	1,197	5.3%
Other	-	0.0%	7	0.2%	-	0.0%
Education						
25+ Yrs of age	485		2,483		14,918	
High School Graduate	358	73.8%	2,072	83.5%	12,847	86.1%
Bachelors Degree or Greater	48	9.9%	280	11.3%	2,618	17.5%
Median Household Income	\$11,148		\$23,144		\$47,074	
Poverty Level Income						
Persons for whom poverty status is determined.	889		4,355		22,164	
Persons below poverty level	50	5.6%	214	4.9%	920	4.2%
Unemployment						
Labor Force	360		2,378		12,682	
Unemployed	26	7.2%	109	4.6%	419	3.3%
Household Type						
Family Households:						
Married Couple	210	71.2%	1,004	66.2%	5,485	67.9%
Male Head of Household	3	1.0%	43	2.8%	332	4.1%
Female Head of Household	14	4.7%	132	8.7%	511	6.3%
Non-Family households	68	23.1%	338	22.3%	1,746	21.6%
Total Households	295		1,517		8,074	
Housing Units						
Own	187	63.3%	1,138	75.0%	6,257	77.5%
Rent	108	36.7%	379	25.0%	1,817	22.5%

Source: City of Las Vegas, Planning & Development Department,
U.S. Census Bureau



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Donna Stark, being 1st duly sworn, deposes and says:

That she is the Legal Clerk for the Las Vegas Review-Journal and the Las Vegas Sun, daily newspapers regularly issued, published and circulated in the City of Las Vegas, County of Clark, State of Nevada, and that the advertisement, a true copy attached for,

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was continuously published in said Las Vegas Review Journal and/or Las Vegas Sun in 1
edition(s) of said newspaper issued from 06/22/01 to 06/22/2001, on
the following days: JUNE 22, 2001

Signed: _____

Donna Stark

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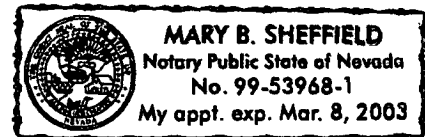
25

day of _____ 2001

June

Mary B. Sheffield

Notary Public



BILL NO. 2001-53

AN ORDINANCE TO ADOPT
THE POPULATION ELE-
MENT OF THE LAS VEGAS
2020 MASTER PLAN, AND
TO PROVIDE FOR OTHER
RELATED MATTERS.

Proposed by: Robert Genz-
er, Director of Planning
and Development
Summary: Adopts the
Population Element of the
Las Vegas 2020 Master
Plan.

At a City Council meeting
June 20, 2001.
BILL NO. 2001-53 WAS
READ BY TITLE AND RE-
FERRED TO RECOMMEND-
ING COMMITTEE:
Councilmembers Weekly
and Mack

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