



# VISION 2045 DTLV MASTERPLAN

JUNE 15, 2016

SYMPHONY PARK

HISTORIC WESTSIDE

CASHMAN

FREMONT EAST

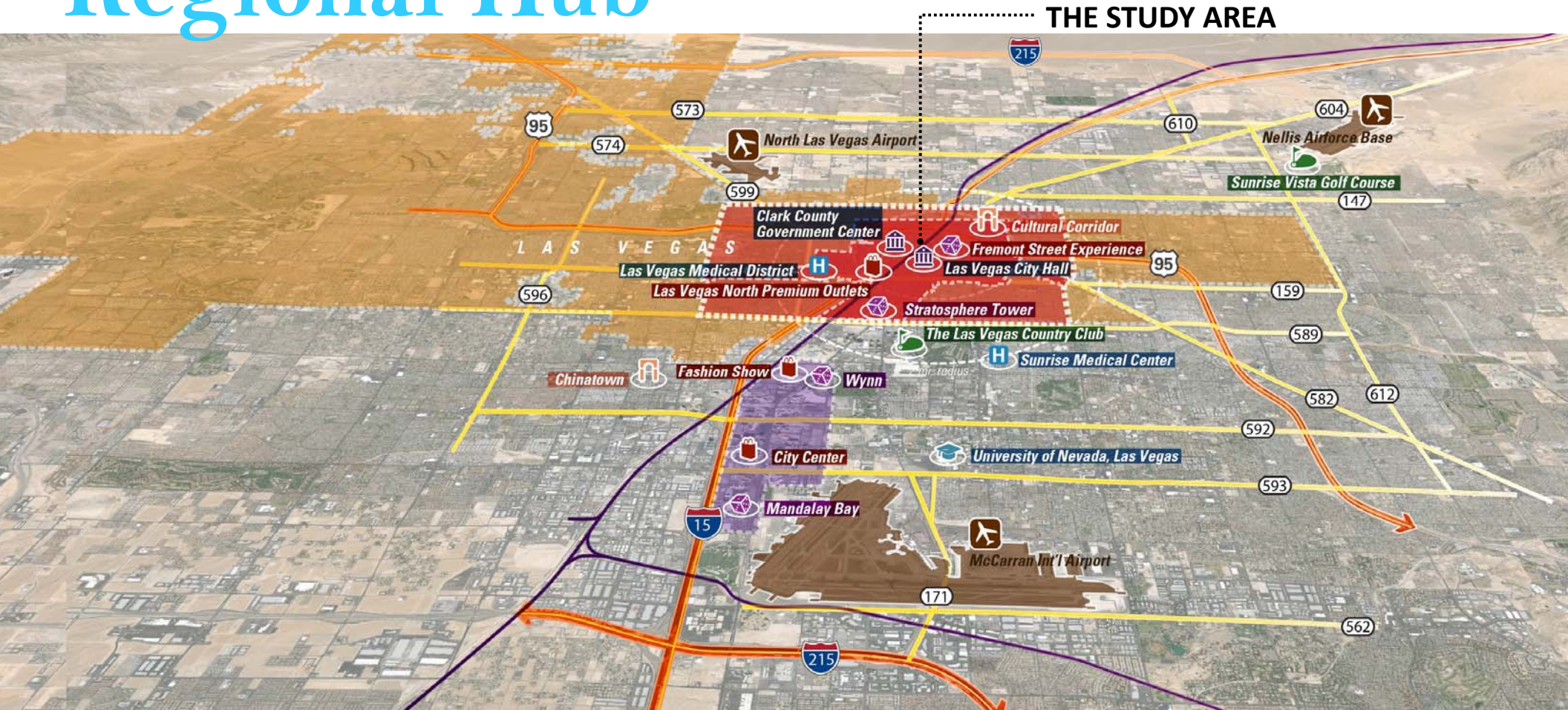
DOWNTOWN

CIVIC & BUSINESS

188 LAS VEGAS ARTS

MEDICAL

# Regional Hub



# Intensive Outreach Process



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# Who Participated

“BY THE NUMBERS”



**10**

CITY COUNCIL MEMBER & EXECUTIVE STEERING COMMITTEE MEETINGS



**2,400**

COMMUNITY OUTREACH PARTICIPANTS



**100+**

STAKEHOLDER INTERVIEWS



**20,000**

WEBSITE VISITS

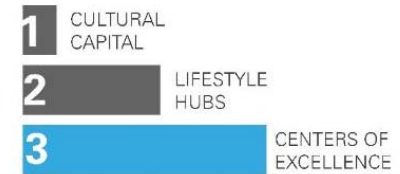


**900**

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

**63%**

PREFERRED OPTION 3



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# What We Heard

## KEY THEMES IMPORTANT TO THE COMMUNITY



Promote GAMING  
/TOURISM in  
Downtown First



PEOPLE are  
PASSIONATE about  
Downtown



Provide HOUSING  
/ COMMUNITY  
AMENITIES



Focus on  
EDUCATION



A BRANDING  
and MARKETING  
CAMPAIGN



Options around  
MOBILITY



Standards for  
RENEWABLE ENERGY



Create more PARKS  
and GREEN STREETS



Mix of RETAIL and  
ENTERTAINMENT



Coordinate SERVICES  
for the HOMELESS





# Make the Future.



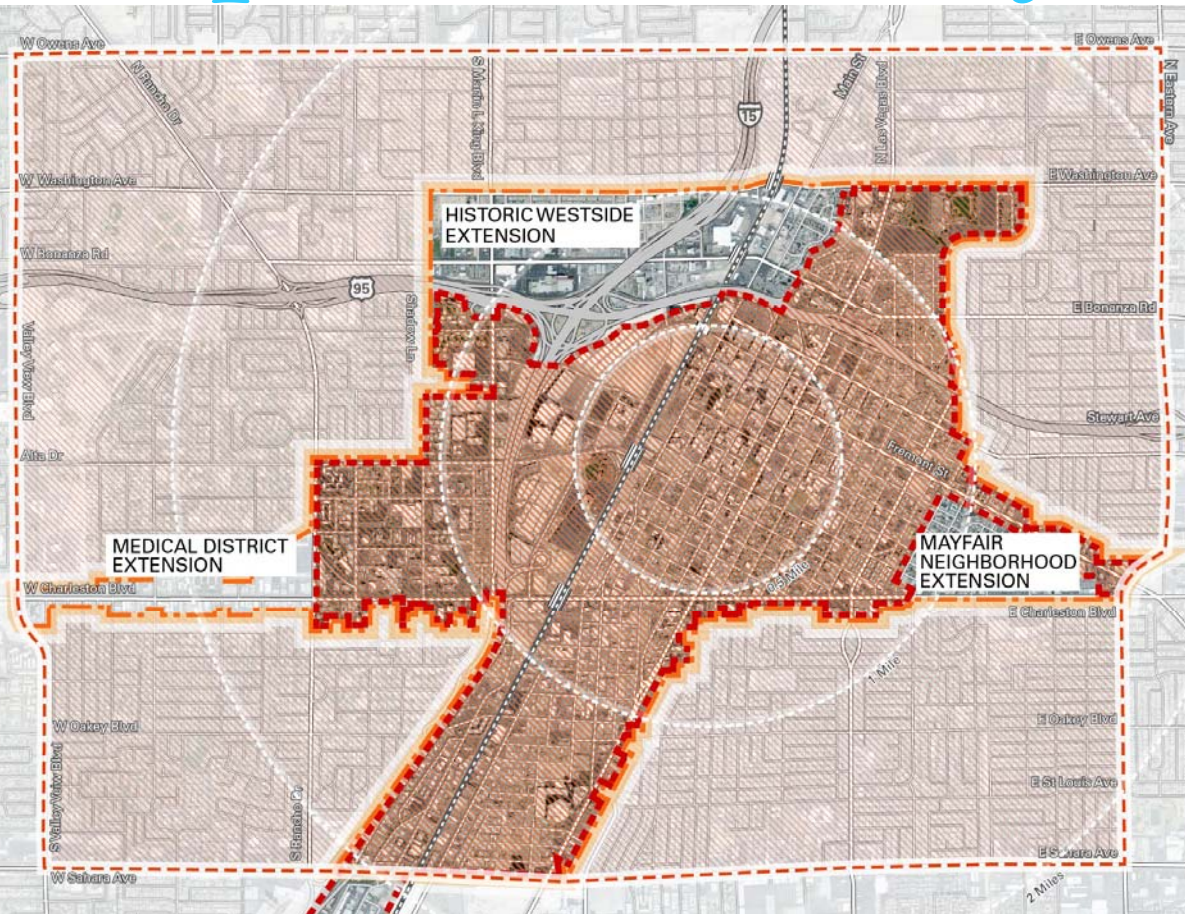
Walls 360, Inc.



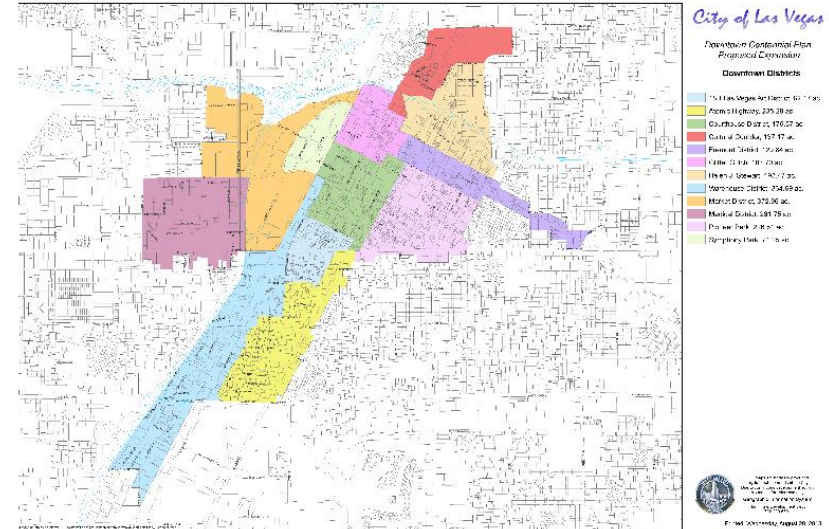
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# Expand the Study Area.






## CENTENNIAL PLAN EXPANSION



### LEGEND

#### Planning Area

-  Centennial Plan Expanded Boundary
-  Proposed Planning Area Boundary
-  Vision 2045 Study Area



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# Create a Vision.

DOWNTOWN LAS VEGAS

THE  
**LEGEND**  
REINVENTED

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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 forward the future.

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# Plan Goals

## LAND USE & COMMUNITY DEVELOPMENT

### MIXED USE HUBS

URBAN LIFESTYLE | MIXED USE | TRANSIT HUB | HIGHER DENSITY | INFILL & REDEVELOPMENT



### ACCESSIBLE SERVICES

LOCAL RETAIL | BOUTIQUES | DAILY SERVICES | GROCERIES | CAFES | RESTAURANTS | CIVIC FACILITIES



### VITAL PLACES

DISTINCT DISTRICTS | DESIGN GUIDANCE | MULTI-USE GATHERING SPACES | WAYFINDING | PUBLIC ART



### SEAMLESS CONNECTIONS

INNOVATION DISTRICT | TRANSIT ORIENTED DEVELOPMENT | PEDESTRIAN & BIKE CONNECTIONS | MULTIPLE ACCESS | PUBLIC REALM IMPROVEMENTS



### COMMUNITY RESILIENCE

NETZERO ENERGY USAGE | PHOTOVOLTAIC PANELS | DISTRICT AMBIENT LOOP | PLUG-LOAD MANAGEMENT | THERMAL STORAGE



### GREEN NETWORK

CENTRAL PARK | EVENT PLAZAS | POCKET PARKS | COMMUNITY GARDENS | PLAY COURTS | TRAIL CONNECTIONS | THERMAL COMFORT



## MOBILITY & INFRASTRUCTURE

### DIVERSIFIED ECONOMY

GAMING & HOSPITALITY | CREATIVE & TECH | MEDICAL & HEALTH CARE | CULTURAL TOURISM | ROBOTICS | CENTERS OF EXCELLENCE | JOBS | EDUCATIONAL OPPORTUNITIES



### ABUNDANT ENTERTAINMENT & CULTURE

MODERN ART MUSEUM | ART GALLERIES | CELEBRATIONS & FESTIVALS | LIVE CONCERTS | SPORTS EVENT | FARMERS MARKET



### SMART MANAGEMENT

RENAISSANCE ZONE | DOWNTOWN BID | ECONOMIC DEVELOPMENT CAPITAL FUND | STREAMLINED APPROVAL PROCESS | COMMUNITY BENEFIT PROGRAM



## ECONOMIC DEVELOPMENT



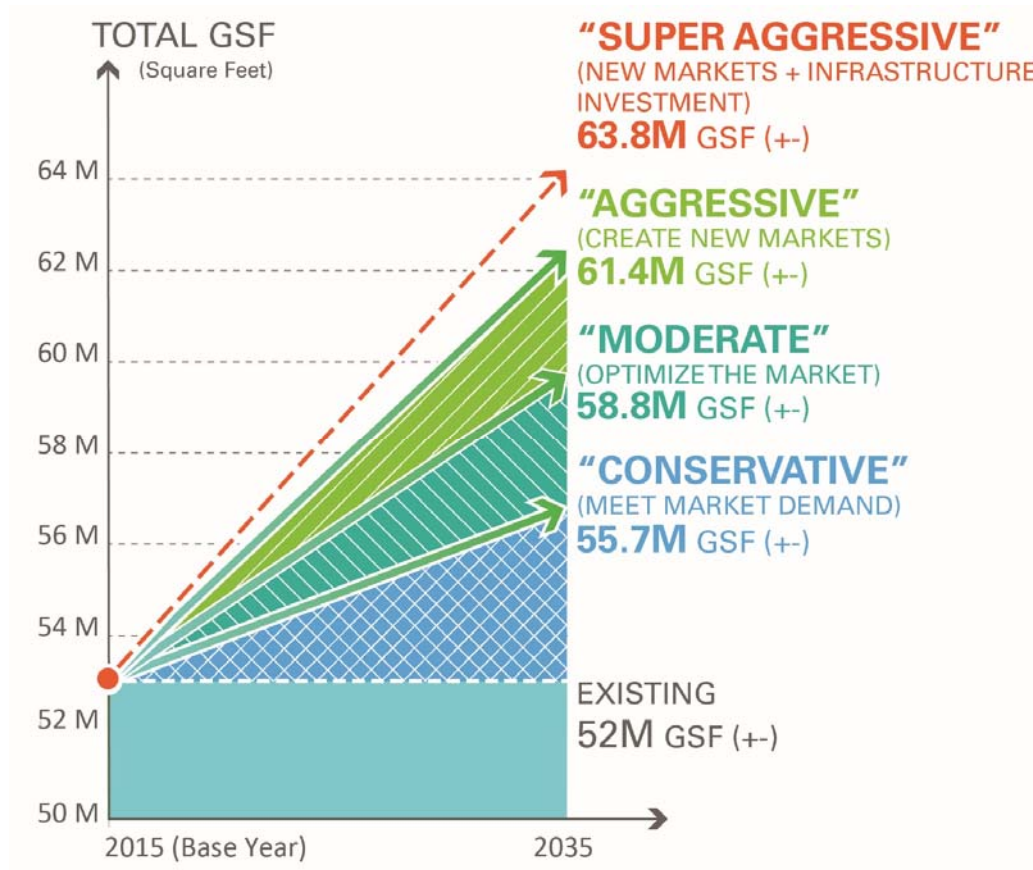
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# 'Super Aggressive' Strategy

<b>TOTAL 11.8 M SF</b>	
	RESIDENTIAL <b>6.9M SF</b> (6,500 Units*)
	RETAIL & RELATED <b>700K SF</b>
	HOTEL & GAMING <b>515K SF</b>
	OFFICE <b>2.1M SF</b>
	INSTITUTIONAL <b>1.2M SF</b>
	INDUSTRIAL / FLEX <b>339K SF</b>

\*ASSUME THE AVERAGE SIZE OF ONE HOUSING UNIT RANGES FROM 800 SQ. FT. TO 1,200 SQ. FT. BASED ON THE SPECIFIC HOUSING TYPES



# The Masterplan



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# Big Ideas Structure the Plan



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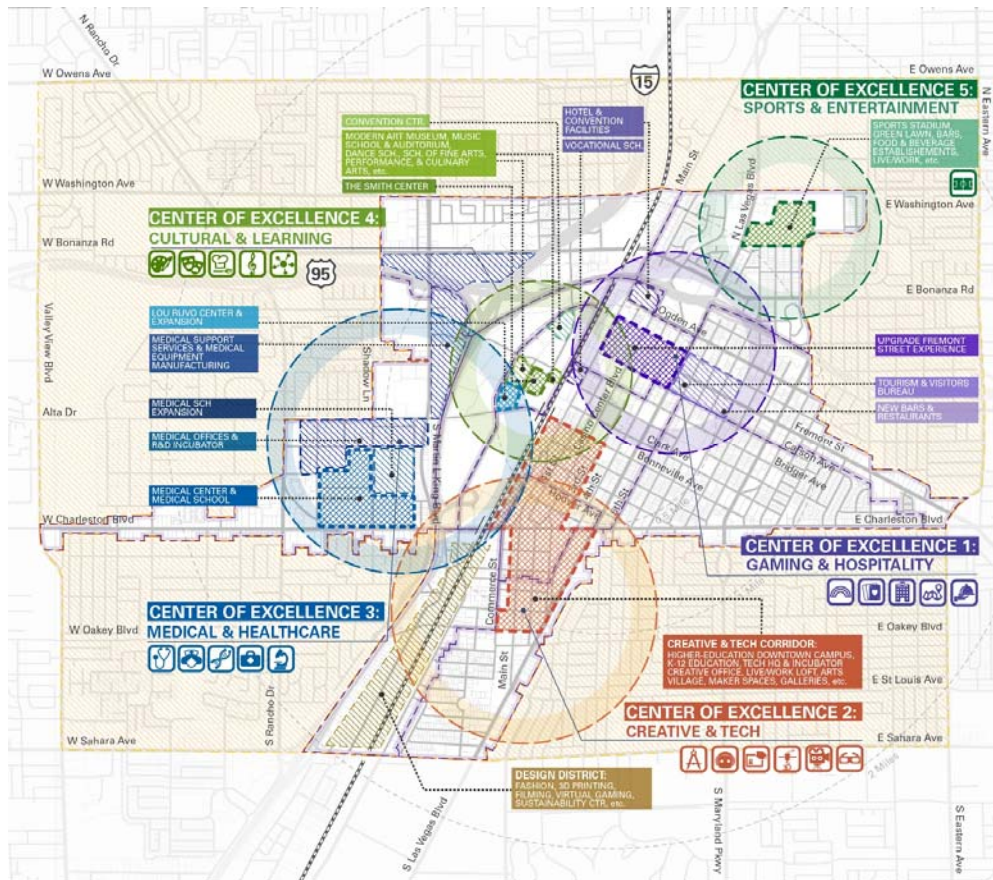
# Big Idea#1: Diversify the Economy



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# Centers of Excellence



**LEGEND**

**GAMING & HOSPITALITY**  
 Fremont St. Exp.  
 Redevelopment Site for Gaming & Hospitality  
 Redevelopment Site for Non-gaming Entertainment  
 Resort & Casino  
 Business Hotel  
 Fremont St. Exp. (The "Canopy")  
 Tourism and Visitors Bureau  
 Bars & Restaurants

**Creative & Tech**  
 Creative & Tech Corridor  
 Design District  
 K-12 Education  
 School of Creativity & Technology  
 Robotics R&D  
 3D Printing Industry  
 Filmmaking Industry  
 Virtual Gaming Industry

**Medical & Healthcare**  
 Medical Center & Medical School  
 Medical School Expansion  
 Lou Ruvo Center & Expansion  
 Medical Offices & R&D Incubator  
 Medical Support Services & Equipment Manufacturing  
 Medical School  
 Medical Center  
 Medical Office  
 Medical R&D Incubator  
 Medical Supply & Equipment

**Cultural & Learning**  
 The Smith Center  
 Redevelopment Site for Cultural Facilities & Institutions  
 Redevelopment Site for Convention Center  
 Modern Art Museum  
 School of Performance  
 Music School & Auditorium  
 School of Culinary Arts  
 Convention Center

**Sports & Entertainment**  
 Cashman Hub  
 Sports Stadium

**District Boundaries**

**Plan Boundary**

0 1/8 1/4 1/2 1 mile



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# Centers of Excellence



EMPLOYMENT +  
EDUCATION/TRAINING +  
SERVICES +  
HOUSING

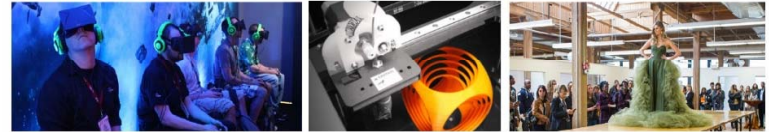
## GAMING & HOSPITALITY



## MEDICAL & HEALTHCARE



## CREATIVE & TECH



## CULTURAL & LEARNING



## SPORTS & ENTERTAINMENT



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Big Idea #2:  
**Create Mixed Use Hubs**



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# Downtown Districts

## FEATURED DISTRICTS

### SYMPHONY PARK DISTRICT

A cultural and living district better connected to downtown.



### FREMONT EAST DISTRICT

Improved affordability, safety and amenity.



### CASHMAN DISTRICT

A community of entrepreneurs anchored by sports and culture.



### CIVIC & BUSINESS DISTRICT

A vibrant downtown core with more things to do and see.



### 188 LAS VEGAS ARTS DISTRICT

A diverse community and regional showcase for the arts.



### FOUNDERS DISTRICT

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



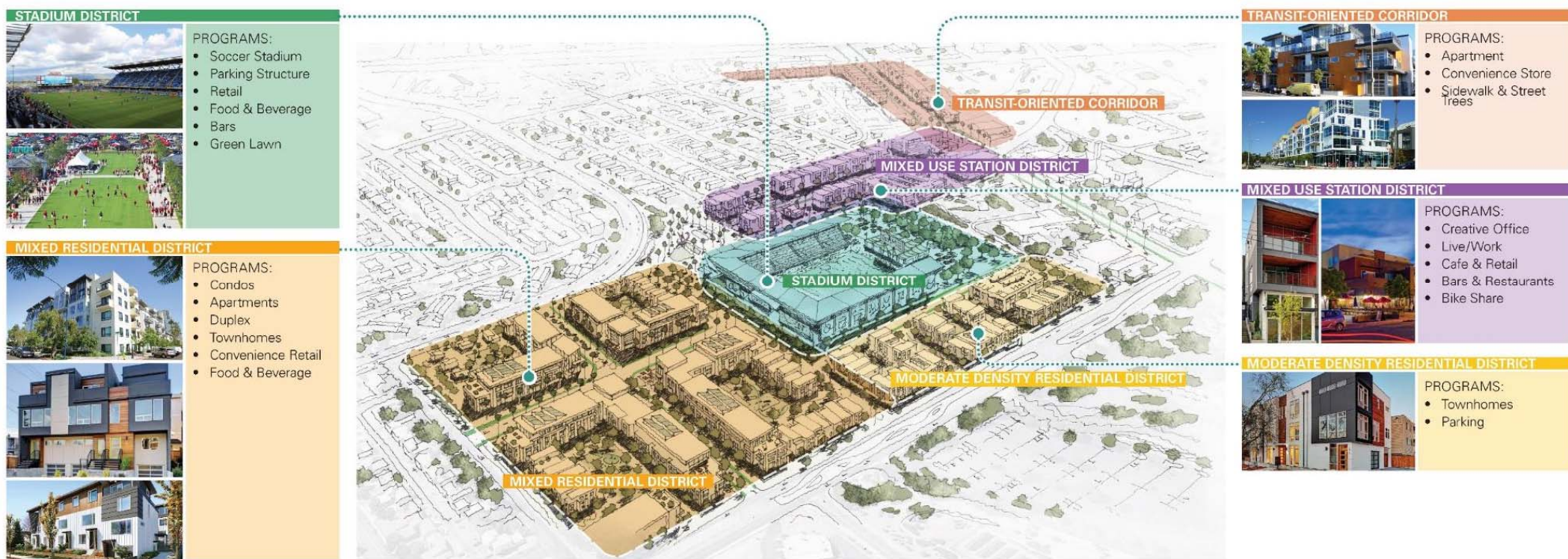
# Cashman District



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# Cashman District





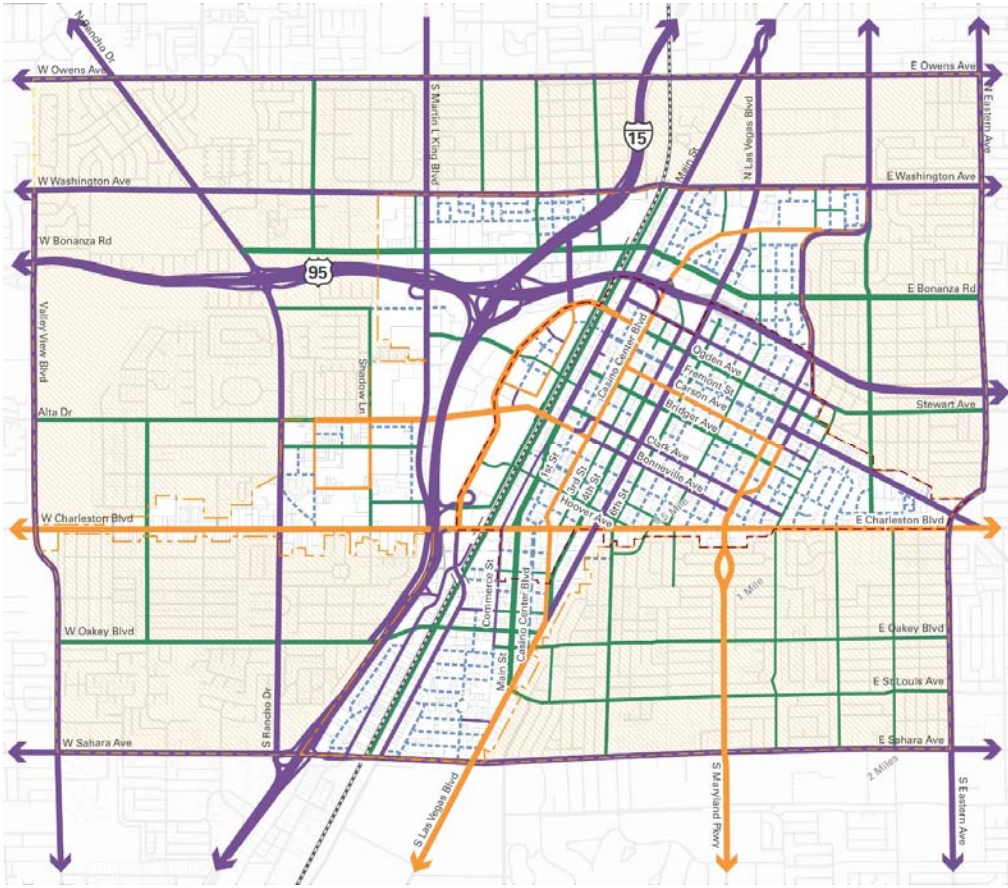
# Big Idea #3: Create Streets for People



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# Layered Street Network



**LEGEND**

**Modal Classifications**

- Auto Emphasis Street
- Transit Emphasis Street
- Bicycle Emphasis Street
- Pedestrian Emphasis Street

**Plan Boundaries**

- - - Downtown Core Boundary
- - - Downtown Periphery Boundary
- ▨ Sphere of Influence Boundary

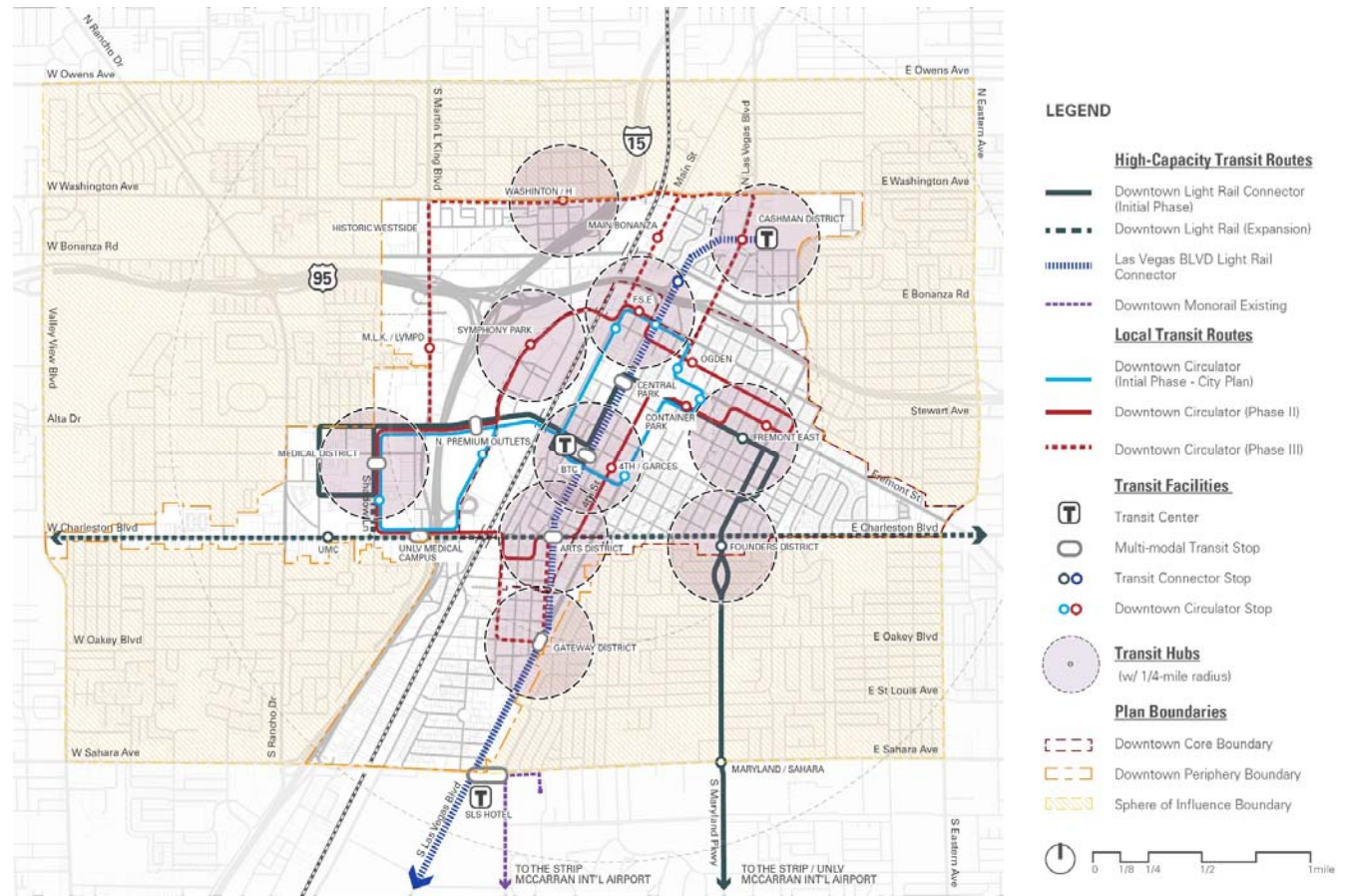
0 1/8 1/4 1/2 1 mile



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# Expand Transit



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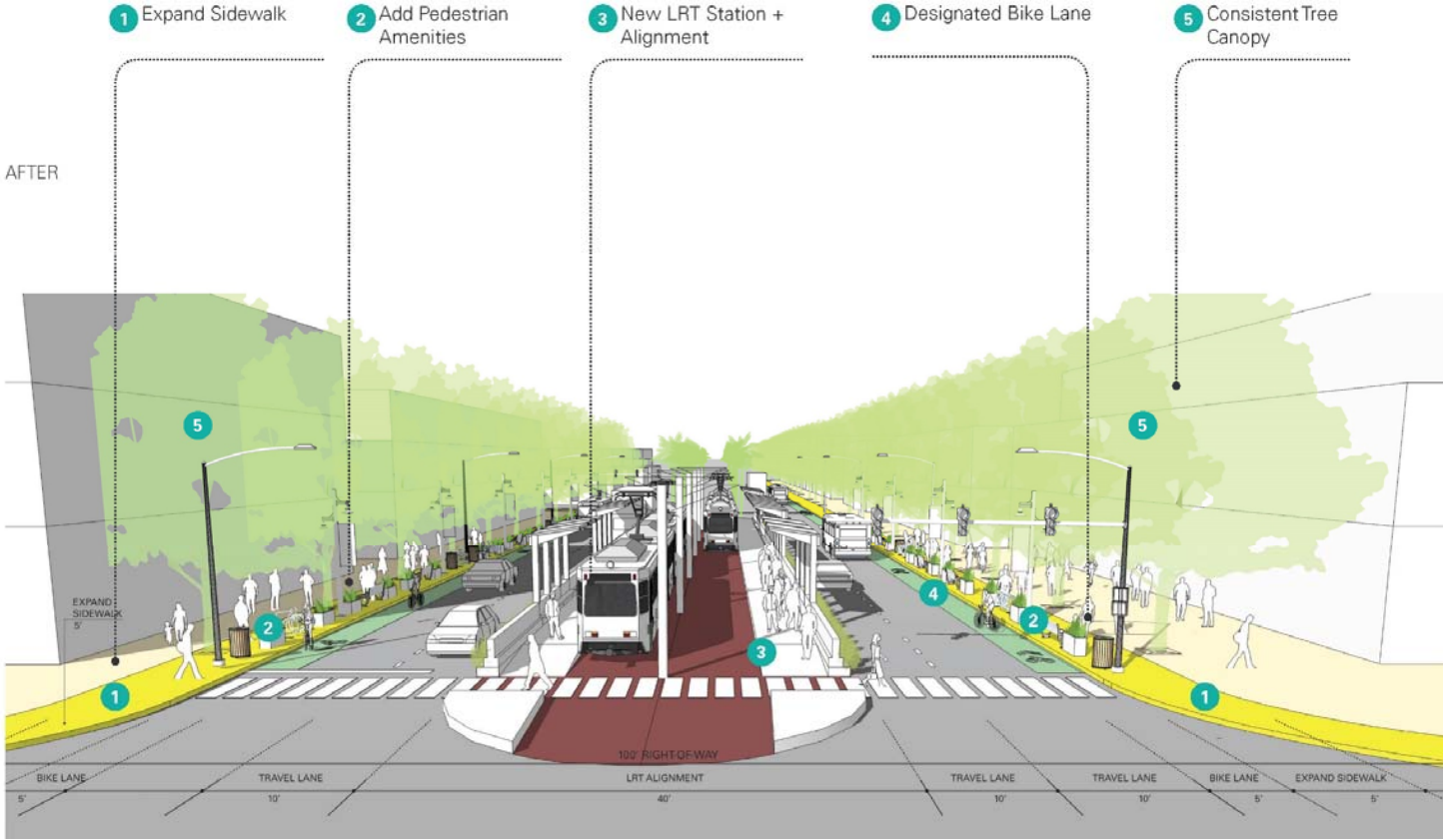


# Transit Emphasis Street

## CHARLESTON BLVD



SECTION CUT





# Pedestrian Emphasis Street

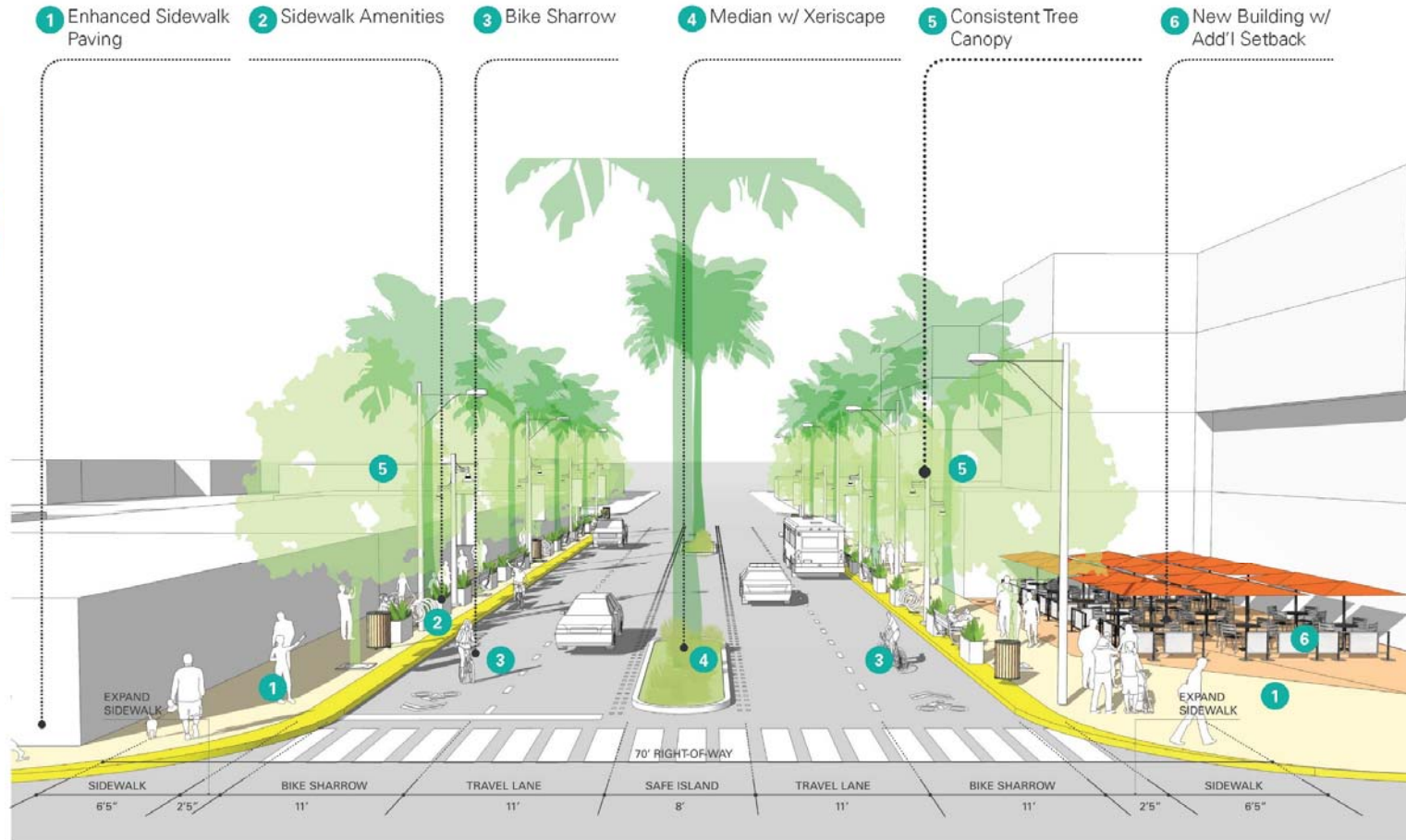
## FREMONT ST



EXISTING CONDITION



SECTION CUT



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# Spheres of Influence

GATEWAYS +  
CORRIDORS +  
NEIGHBORHOODS



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# Investible Streets



From this..



To this!



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# Potential Interventions



ICONIC  
GATEWAY  
TREATMENT



SECONDARY  
GATEWAY



TREE CANOPY



INFORMATION  
HUBS



TRANSIT  
STOPS



WAYFINDING



COMM. DISTRICT  
GATEWAY  
SIGNAGE



BIKE SHARE



PUBLIC ARTS



POP UP USES



CATALYTIC SITE



# Specific Recommendations

## FREMONT ST



### PALETTE OF INTERVENTIONS

- |  |  |  |  |  |  |
|--|--|--|--|--|--|
|  |  |  |  |  |  |
|  |  |  |  |  |  |





# Big Idea #4: A Greener Downtown



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# Expanded Open Spaces

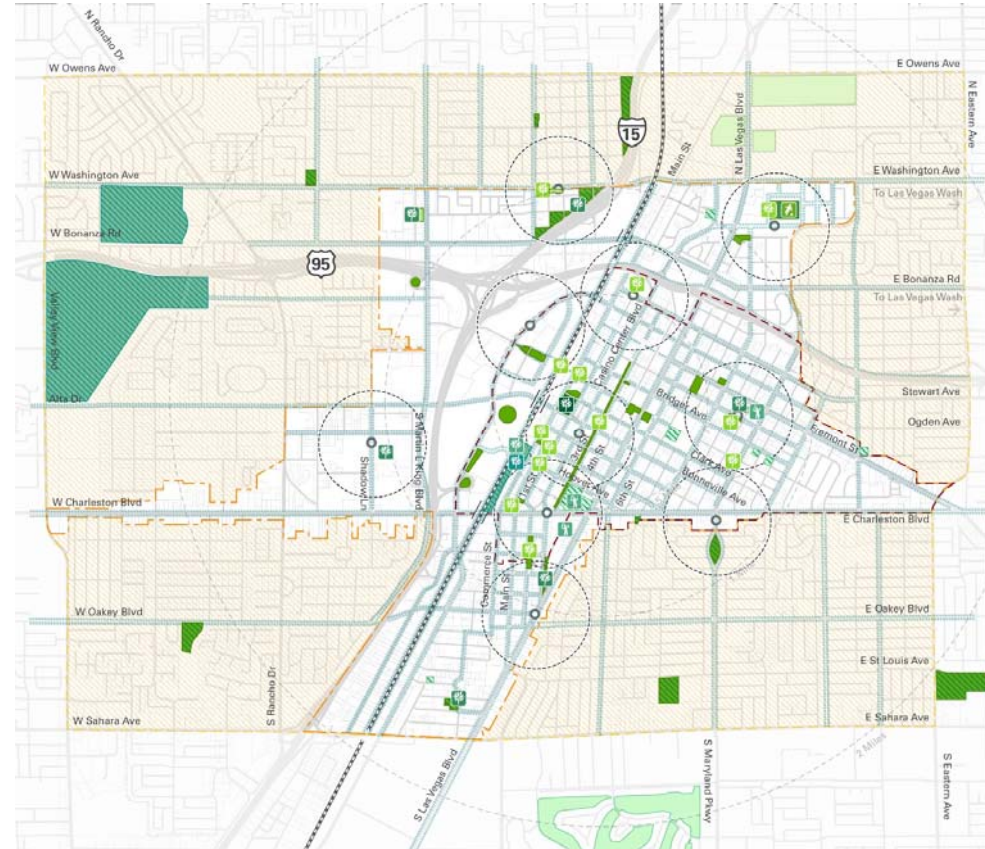
## BENEFITS:

 **24 AC, 200% INCREASE OF NEW PARKS & PLAZAS**

 **30 LINEAL MILES, 300% INCREASE OF NEW URBAN TRAILS**

 **OVERALL INCREASE OF OPEN SPACE WITHIN DOWNTOWN TO 6% OF LAND AREA**

 = 1 acre of parkland per 10,000 residents



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# Diversity of Open Spaces



CENTRAL PARK



COMMUNITY / REGIONAL PARK



NEIGHBORHOOD PARKS & LINEAR PARK



POCKET PARKS / MINI PLAZAS



GREEN STREETS



OFF-STREET TRAIL (ALONG UPRR TRACK)











# Big Idea #5: Expedite Implementation



# 6 Key Strategies w Tools

\*ALREADY UNDERWAY

STREAMLINED GOVERNANCE	CATALYTIC PROJECTS	CREATIVE FINANCIAL INCENTIVES	INFRASTRUCTURE INVESTMENT	PUBLIC-PRIVATE PARTNERSHIPS	*BUSINESS IMPROVEMENT DISTRICT
					
ADOPT FORM-BASED CODING	NEW MUSEUM	FOCUS INCENTIVES ON TRANSIT HUBS	LIGHT RAIL SYSTEM & DOWNTOWN CIRCULATOR	UNIVERSITIES + VOTECH	BOTH ADVANCE DOWNTOWN-WIDE PRIORITIES WHILE SUPPORT EFFORTS OF INDIVIDUAL DISTRICTS
OFFER ZONING INCENTIVES (DENSITY BONUS, ETC.)	DOWNTOWN SCHOOL OF THE ARTS / RESEARCH; PARK	OFFER SUITE OF LOCAL INCENTIVES (PROPERTY TAX INCENTIVES, MICRO-LOANS, OFF-SITE IMPROVEMENTS, ETC.)	GREEN STREETS + MAJOR PARKS	MAJOR LEAGUE SPORTS	UNDERTAKE MEASURES TO IMPROVE SAFETY & SECURITY
EMPLOY FAST-TRACK PERMITTING / ADMINISTRATIVE REVIEW PROCEDURES (60-DAY AVERAGE)	SOCCER STADIUM	ESTABLISH ECONOMIC DEVELOPMENT CAPITAL FUND	*COMPREHENSIVE WAYFINDING SYSTEM	NON PROFITS	HELP FUND DOWNTOWN CIRCULATOR
DOWNTOWN PLANNING DEPARTMENT (3-4 NEW EMPLOYEES)	CONVENTION CENTER + BUSINESS HOTEL	*GRANT APPLICATION (INNOVATION DISTRICT)	BIKE SHARE	MIXED USE DEVELOPERS	OVERSEE MANAGEMENT OF DOWNTOWN PARKING
	GROCERY STORE + AMENITY RETAIL		NEIGHBORHOOD PARKS	EVENT PROGRAMMERS	*COORDINATE BRANDING & MARKETING, AND EVENTS PROGRAMMING





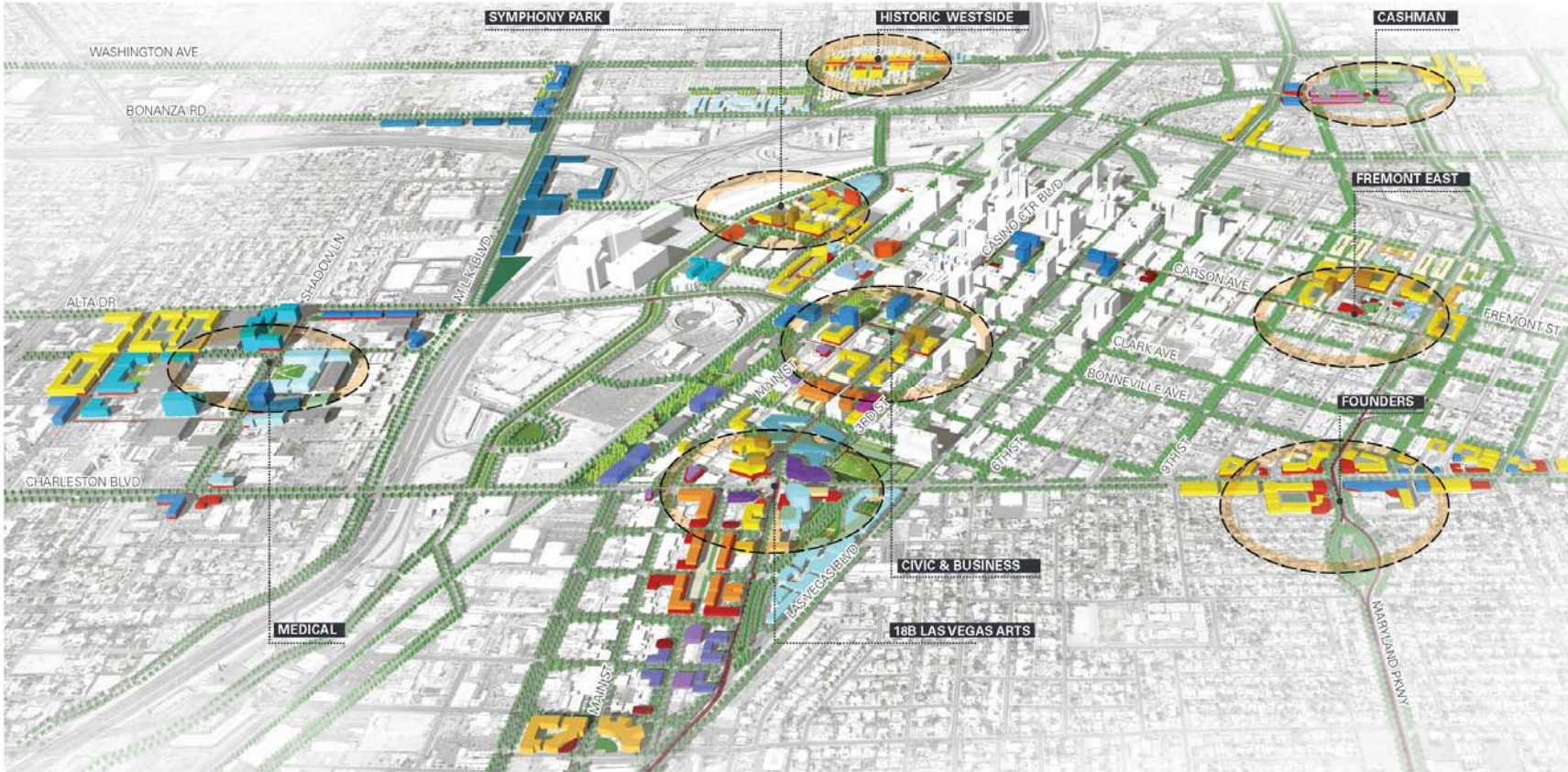
# Community Benefits



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# An Integrated Plan



**LEGEND**

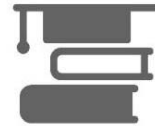
<b>RESIDENTIAL</b>	
[Icon]	SINGLE FAMILY HOME
[Icon]	DUPLEX / TOWN HOME
[Icon]	AFFORDABLE / WORKFORCE APARTMENT
[Icon]	LIVE/WORK LOFT
[Icon]	HIGH RISE CONDOS W/ PARKING PODIUM
[Icon]	STUDENT HOUSING
[Icon]	SENIOR HOUSING
[Icon]	TEMPORARY HOUSING
<b>COMMERCIAL</b>	
[Icon]	CAFF / RESTAURANTS / BARS
[Icon]	SERVICE RETAIL
[Icon]	LOCAL ENTERTAINMENT
[Icon]	BUSINESS HOTEL
<b>OFFICE / EMPLOYMENT</b>	
[Icon]	PROFESSIONAL OFFICE
[Icon]	CLASS-A OFFICE
[Icon]	TECH R&D INCUBATOR
[Icon]	MEDICAL OFFICE / LAB
[Icon]	MEDICAL SUPPLY MANUFACTURING
[Icon]	MUSEUM
[Icon]	GALLERY
[Icon]	CREATIVE OFFICE / MAKER SPACE
<b>CIVIC / INSTITUTIONAL</b>	
[Icon]	CONVENTION CENTER
[Icon]	REPERTORY THEATER
[Icon]	COMMUNITY / SENIOR CENTER
[Icon]	VOCATIONAL SCHOOL
[Icon]	UNIVERSITY RELATED
[Icon]	K-12 EDUCATION
[Icon]	STADIUM



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# Social and Economic



**960,000 SF** OF  
EDUCATIONAL FACILITIES  
FOR LEARNING & OCCUPATIONAL TRAINING



**16,000**  
PERMANENT JOBS GENERATED

SOURCE: THE INSTITUTE OF TRANSPORTATION ENGINEERS (ITE) & THE URBAN LAND INSTITUTE (ULI)



**2,500 UNITS** OF  
AFFORDABLE HOUSING  
CLOSE TO TRANSIT

ASSUME 40% OF HOUSING UNITS ALL WITHIN 5-MIN WALK OF TRANSIT



**739,000 SF** OF  
NEW RETAIL & SERVICES



# Environmental

## COMMUTE MODE SPLIT FOR DOWNTOWN RESIDENTS

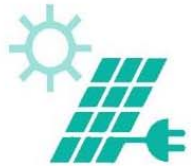
EXISTING

2045 TARGET



SOURCE: FEHR & PEERS

## COMMUNITY RESILIENCY



**50%** OF  
DOWNTOWN ENERGY  
PROVIDED BY  
**GREEN POWER**

SOURCE: THE INTEGRAL GROUP



**75%**  
WASTE  
DIVERTED FROM  
LAND FILLS

SOURCE: THE INTEGRAL GROUP

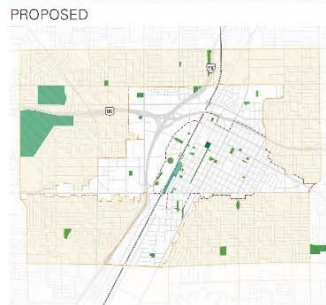
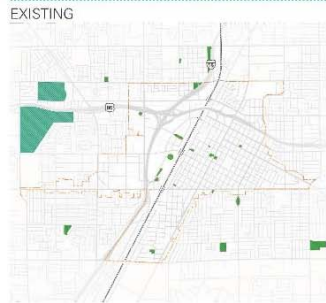


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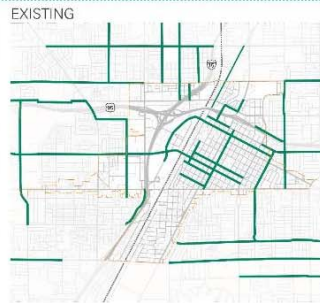
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# Environmental



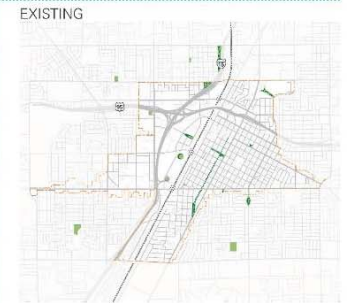
**↑ 200%**



**↑ 685%**



**↑ 300%**



**↑ 1600%**



# Why?

- Long Overdue- Proactive not Reactive
- Result of Extensive Public Outreach
- Attracts investment and generates jobs
- Improves Affordability and Services
- Emphasizes Education and Training
- Responsive to the Development Community
- Big Ideas drive Great Downtowns



# Resolution (R-25-2016)

- To adopt the Vision 2045 Las Vegas Downtown Master Plan as a vision document to guide future development of Downtown Las Vegas



# Resolution (R-25-2016)

- To direct the Department of Planning to:
  - review the General Plan, the Unified Development Code, the Downtown Centennial Plan, and other plans, codes, and regulations, and
  - propose revisions that implement the goals of the plan where appropriate



# Next Steps

- **Summer 2016** – Transition Plan for Initial Implementation of Downtown Master Plan
  - Medical District Standards and Mapping Update
  - Historic Westside District boundary expanded to fully encapsulate Hundred Plan boundary
- **Fall/Winter 2016** – Final Implementation Plan Presented to Planning Commission and City Council

