



# Downtown **REALIZE** North Las Vegas

## **Downtown North Las Vegas Redevelopment Feasibility Study**

WEDNESDAY, AUGUST 2ND, 2023



# Introduction

## What is a Redevelopment Feasibility Study?

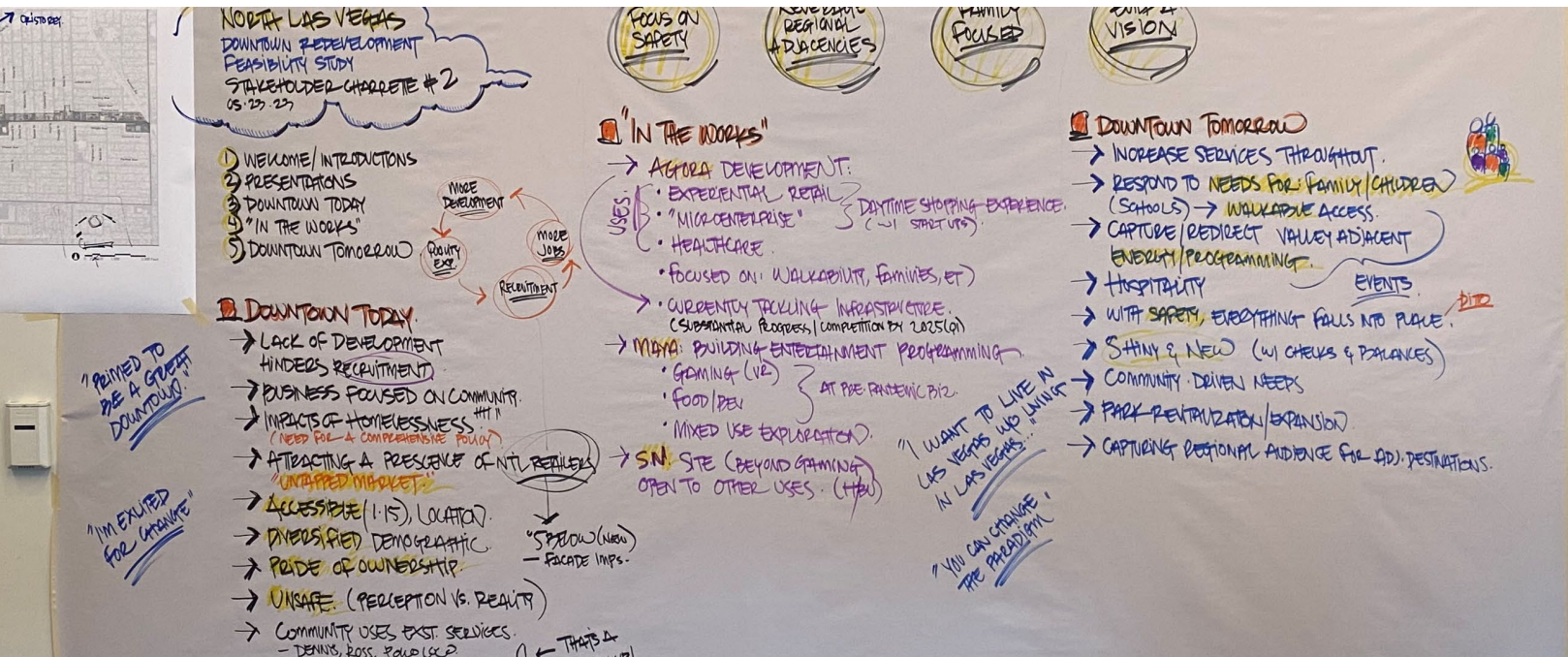
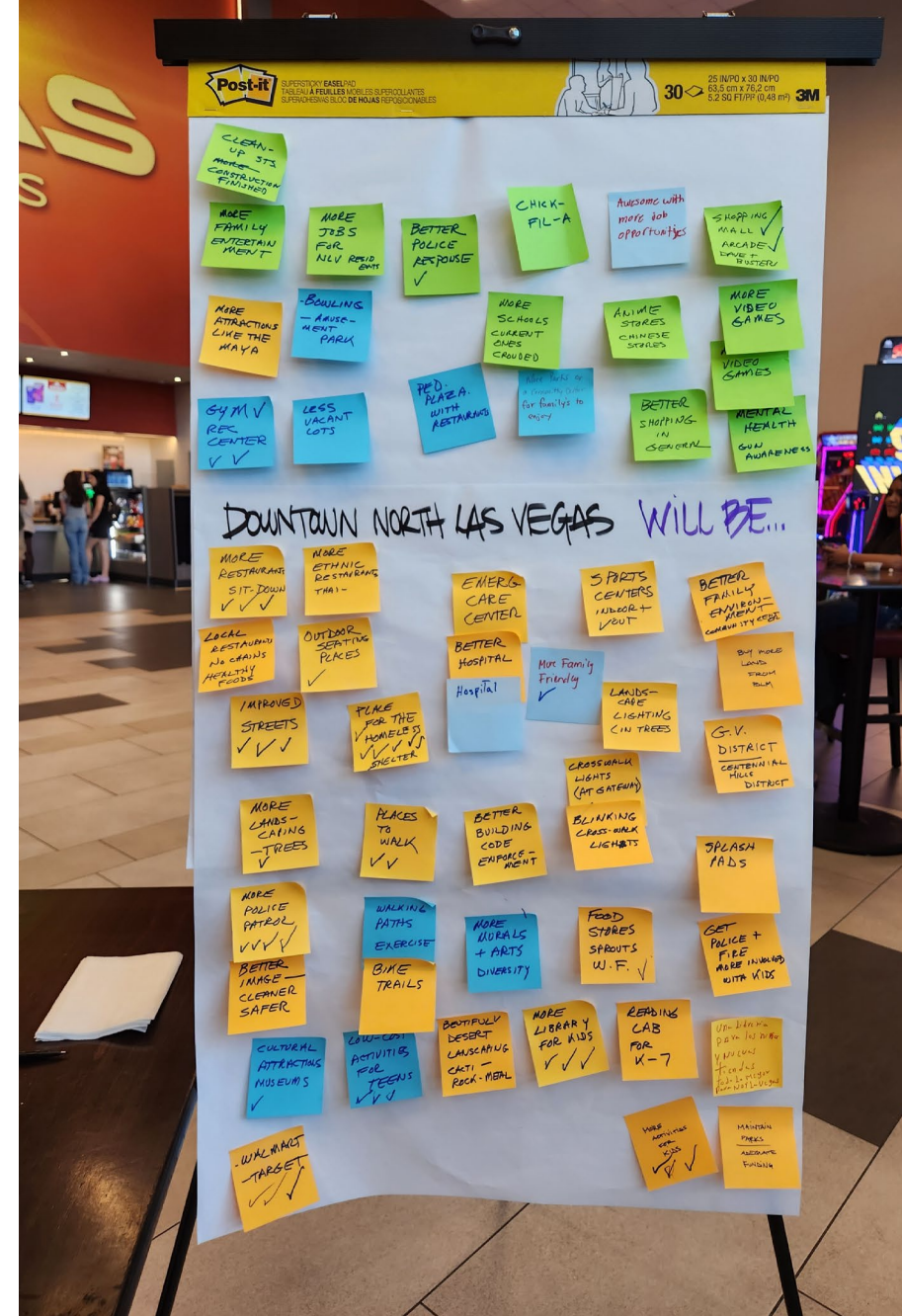
This Redevelopment Feasibility Study reflects a **planning process consisting of detailed analysis and specific outreach to identify key public and private actions grounded in economic and market reality**. Unlike a Downtown Master Plan or Vision Plan, this study is a briefer and more targeted effort that leverages prior planning work and focuses on implementation of feasible programs and projects.

## What about other plans?

This study reflects the next step in plan guidance rather than a departure from prior planning efforts. The two primary guiding documents are:

- 1) **The 2009 Downtown Master Plan & Investment Strategy**
- 2) **The 2015 Southern Nevada Strong: Downtown North Las Vegas Implementation Strategies Report.**



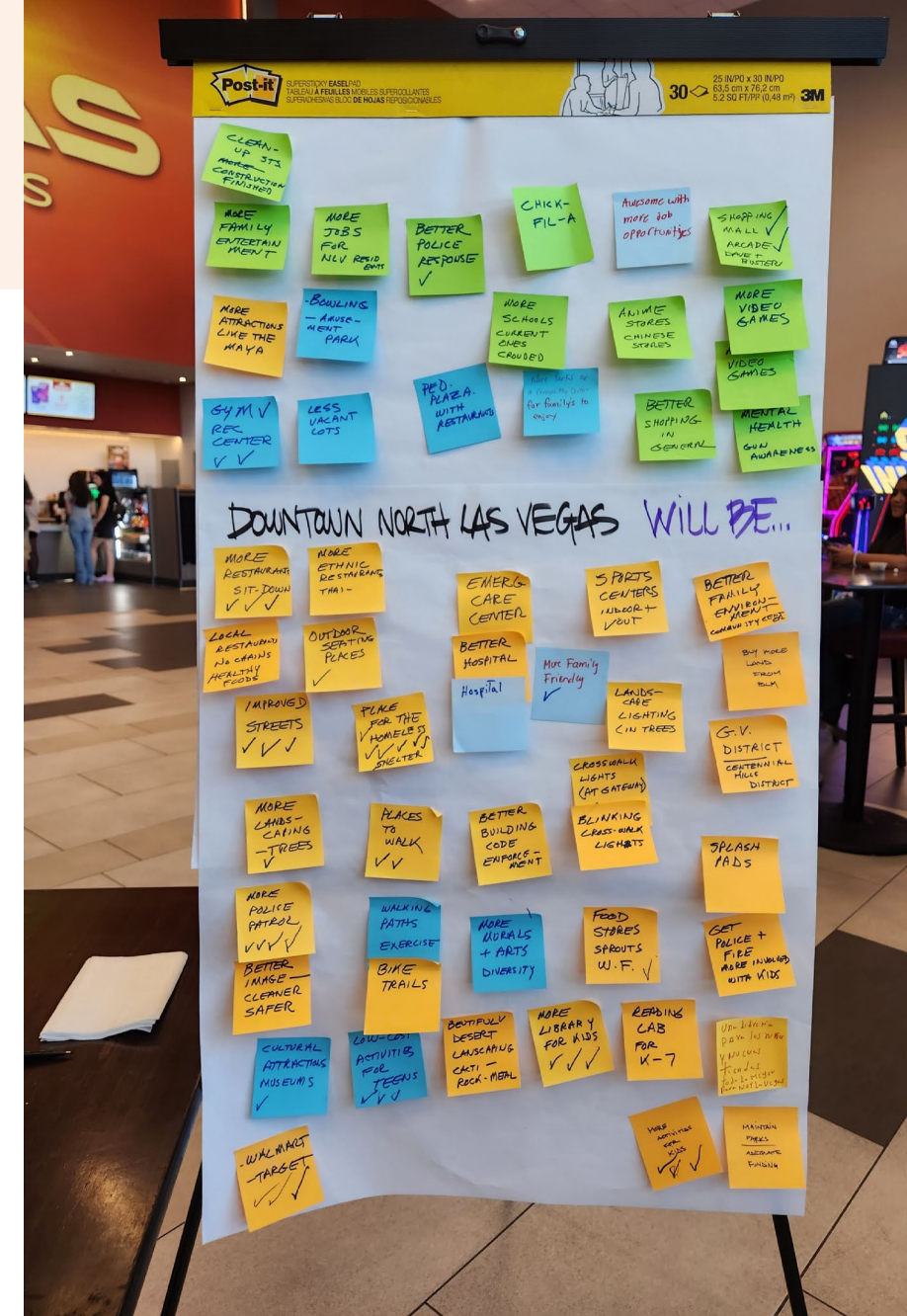




## Charrettes and Outreach

## Key Themes

- Safety & Comfort;
- Gateway Destination;
- Connected & Walkable;
- Family Focused;
- Daily Needs;
- Parks & Open Space;
- Health & Wellness;
- Activities & Events;
- Image & Identity;
- Housing Diversity.



# Economy

## Commercial Development & Business Retention

- **Develop a grant program for new and emerging businesses** (modeled on a similar program in Englewood, CO– Business Initiation Grant Program)
- Work with the local business community to identify individual entrepreneurs and emerging businesses that would be candidates for **leasing micro enterprise space** in Agora’s Downtown Project.

## Housing

- Opportunities may exist to **partner with developers to build affordable housing** in the RDA.



# Environment

- **Work with Silver Nugget to consolidate operations and utilize existing vacant/parking space** surrounding the casino grounds to create new physical connections and developable parcels.
- **Pursue development partnerships and/or joint-use agreements with new recreation/entertainment use** and the existing Maya Cinemas.
- **Support mixed-use development along or adjacent to Las Vegas Boulevard North.**



# Environment

- **Centralize parking** at the corner of North McDaniel Street and Hunkins Drive.
- **Expand North Vista Hospital campus** and/or medical-related uses west towards North Bruce Street and North Las Vegas Boulevard North.
- **Explore potential location for a Community Resource Center** in the Downtown area.
- Explore **hospitality opportunities** along North Las Vegas Boulevard North.
- **Create a community park** and open space between Civic Center Drive and Constitution Way.





# Environment

## Community Spaces

- **Explore possibility of a Mercado or food incubator space** that augments both the proposed program at Agora's Downtown project and Broadacres Marketplace.
- **Increase the visual appeal of the area surrounding the northside Silver Nugget historic signage**, in partnership with the Silver Nugget.
- **Design and install gateway and public art elements** in the Downtown RDA to promote city identification and unity throughout Downtown.





# Environment

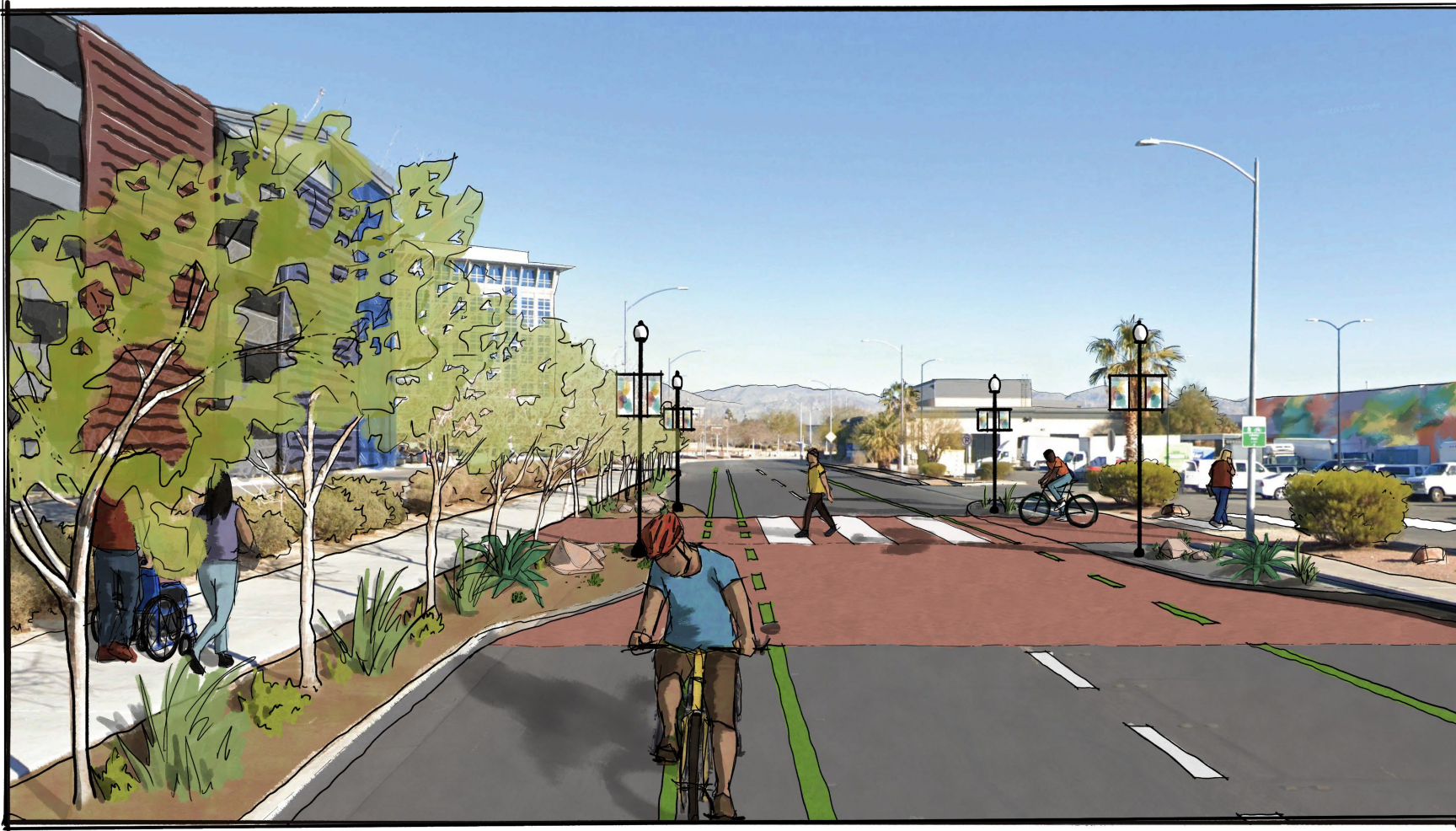


- **Increase the visual appeal of the area surrounding the northside Silver Nugget historic signage**, in partnership with the Silver Nugget.





# Environment



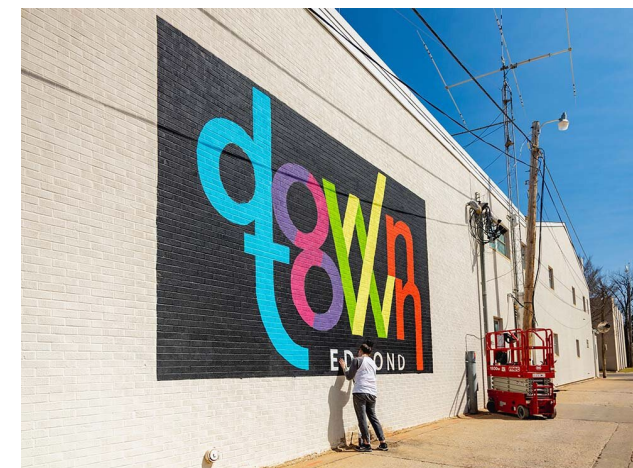
- **Formalize clear East-West connection through La Bonita Supermarket shopping center coming from Hunkins Drive.**
- Signalize intersection and implement safe street crossings at North Bruce Street and Las Vegas Boulevard North and Las Vegas Boulevard North and Maya Cinemas entrance.



# Experience

## Branding & Marketing

- **Build from the branding and marketing of the Agora Downtown project site** and establish subsequent districts based on primary use in other locations downtown.
- **Display branding through public right-of-way improvements** like street furnishings, paving, and wayfinding and signage.
- Integrate **branding in all digital and print promotion of downtown** adjacent programming.





# Experience

## Initiatives for a Safe & Clean Downtown

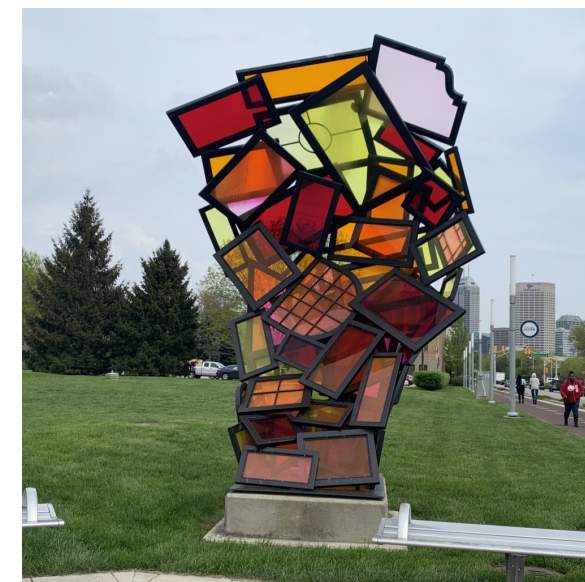
- **Create a Clean and Safe Downtown program** pending the formation of a Business Improvement District.
- Explore the establishment of a **Downtown Ambassador program** to help promote safety, and support tourism.
- Increase community buy-in and social connections through **regularly programmed events**.
- Address physical safety through appropriate **Crime Prevention Through Environment Design (CPTED)** design elements.



# Experience

## Expansion of Arts, Culture, & Tourism

- **Emphasize clear gateway elements at existing major entrances** to the city building from prior implementation from the 2009 Master Plan.
- **Identify opportunities for public art in community spaces,** or in partnership with private development.
- **Create an events and programming committee** to facilitate community-driven culturally appropriate events that caters to the food, music/dancing, and holidays.





# Experience



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