



OUR COMMUNITY



OUR FUTURE



MAY 2017



COMPREHENSIVE PLAN
Priority Areas



HENDERSONSTRONG







CHAPTER 5

On the Ground: Priority Areas

Priority Areas for Reinvestment

The City of Henderson has demonstrated an ongoing community commitment to reinvesting in its core areas. The Henderson Strong outreach and stakeholder engagement process furthered these efforts and confirmed the top priority areas in the city for reinvestment and the development of complete communities. They are: Downtown Henderson, Lake Mead Parkway and Boulder Highway.

Through careful planning and design, these areas and corridors will evolve into active hubs with clusters of commercial activity and walkable, complete streets. Together, they will link residents, workers and visitors to Downtown, other Henderson neighborhoods and regional destinations, while showcasing best practices in planning, development and street design.

The graphics and descriptions on the following pages illustrate what these places may look like in the future as a result of thoughtful planning, robust community engagement and targeted investment. Building on prior efforts including the Boulder Highway Investment Strategy and Southern Nevada Strong, the City developed guidance that will allow these places to become safe, active and welcoming for all people and provide a vibrant environment for pedestrians, bicyclists and transit users. The graphics and narrative reflect policies and actions outlined in the Comprehensive Plan and Master Transportation Plan update to realize the vision “on the ground.”

PRIORITY AREA BENEFITS

Each of the three priority areas will have its own character and distinct uses, with each meeting the shared goal of developing complete, compact communities within the City of Henderson. Unique features of each priority area are described and illustrated on the following pages. The priority areas for reinvestment will offer the following benefits:

- **New gateways to Henderson and strengthened identity;**
- **Safe, active and well-maintained streets and public spaces;**
- **Improved open spaces, parks and pathways;**
- **Enhanced safety and connectivity for bicyclists and pedestrians;**
- **Greater access to transit;**
- **Increased residential and employment density that can support commercial activities;**
- **New businesses and a greater variety of retail, grocery and dining options; and**
- **More opportunities for community members to connect and build strong neighborhoods.**

Lake Mead Parkway Corridor

Based upon input from the Henderson Strong stakeholders and 914 comments from respondents to the Phase 2 survey, the Lake Mead Parkway corridor should be a priority for investment and community development, especially along the segments closest to Boulder Highway and Downtown Henderson. The Lake Mead Parkway Corridor should serve as an attractive and inviting gateway into Downtown Henderson. Great bicycle and pedestrian facilities already in and near the corridor should be made safer and better connected to neighborhoods and other destinations. Active transportation improvements and opportunities for providing healthier food options will be even more critical as residential and employment density is realized along the corridor.

ECONOMIC DEVELOPMENT

- A** Leverage existing and planned health care facilities to create a health-oriented cluster of services and destinations;
- B** Encourage a mix of development scales while ensuring that larger commercial properties are preserved for future business and development opportunities; and
- C** Encourage an increased quantity, quality and variety of dining and shopping options.

HOUSING AND HEALTHY COMMUNITIES

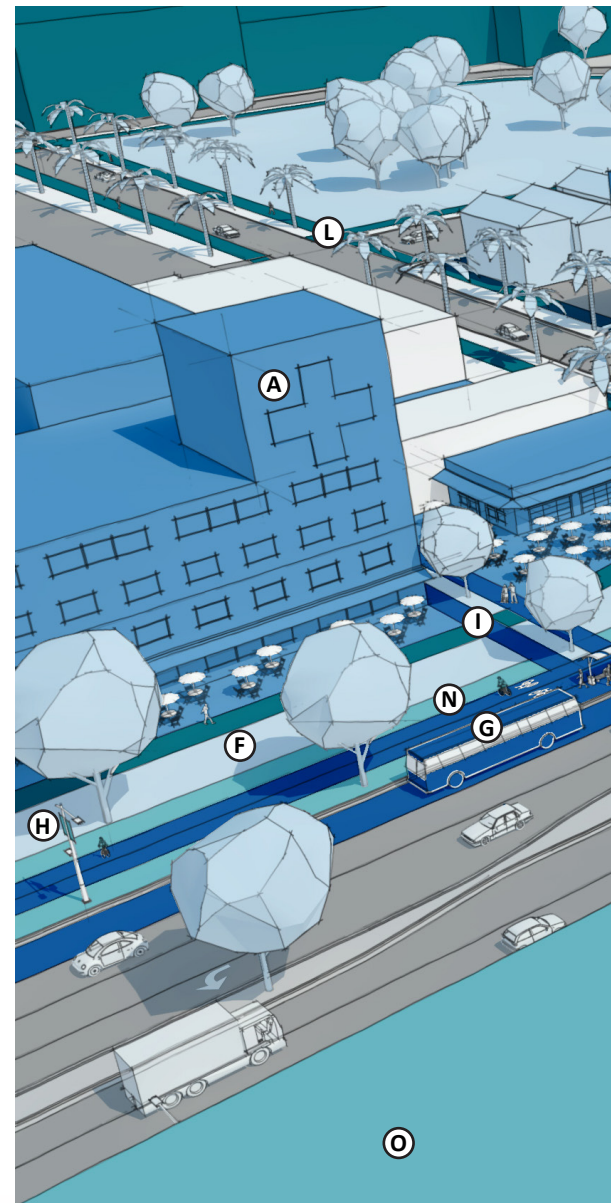
- D** Increase the quantity and types of housing provided along and near the corridor;
- E** Address the existing food deserts (an area where it is difficult to purchase affordable or good-quality food) along the corridor by increasing the number of residents nearby to establish a critical mass

required by traditional grocers and providing a variety of other healthy food options (farmers markets, community gardens, etc.); and

- F** Increase parks and green space in the corridor while connecting existing trails and nearby recreation facilities.

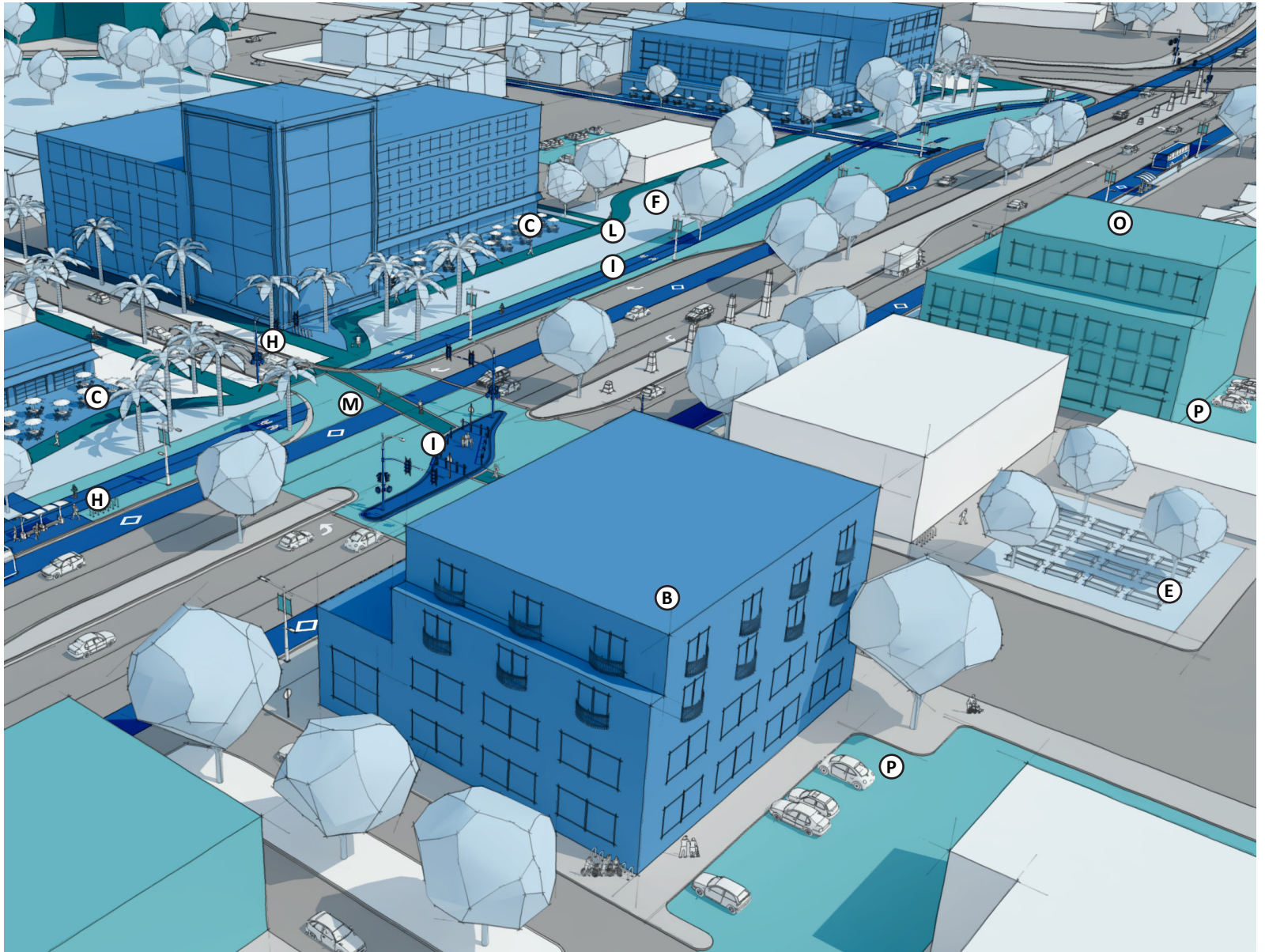
TRANSPORTATION

- G** Provide High Capacity Transit service along the corridor with enhanced transit stops and dedicated right-of-way for high-speed and reliable service;
- H** Improve lighting and signage along existing and future pedestrian and bicycle facilities; and
- I** Enhance the Lake Mead Parkway Corridor itself for all modes of travel, including better signalization and signage, better traffic flow and safety, new and improved pedestrian crossings and better sidewalks (especially near schools).



SCHOOLS AND EDUCATION

- J** Ensure adequate capacity exists as density increases to avoid the negative impacts of overcrowding;
- K** Provide better schools in and near the corridor to help attract homebuyers with families, thereby supporting housing development and resales in the area; and
- L** Provide Safe Routes to Schools in and through the corridor.



URBAN AND ENVIRONMENTAL DESIGN

- M** Foster a stronger sense of place and community pride with enhanced intersection treatments;
- N** Ensure that landscaping and other urban design improvements support safety and comfort along the corridor;
- O** Remediate brownfield sites along the corridor and explore opportunities for development organized around new side streets; and
- P** Encourage new development to locate closer to the corridor and facilitate parking on the side or rear of structures moving forward.



Boulder Highway Corridor

Based upon input from the Henderson Strong stakeholders and 1,060 comments from respondents to the Phase 2 survey, the Boulder Highway Corridor through Henderson should be a priority for investment and community development. The community supports a major transformation along the corridor, but realizes that revitalization may be most appropriate and feasible at key nodes. With that said, there is strong support for narrowing the right-of-way and updating land uses along this thoroughfare. Focused and more global efforts to improve the corridor should emphasize safety for all users, but especially pedestrians, bicyclists and transit riders. High capacity, high performance transit should provide connections between homes, good jobs, healthy food options, dining, entertainment and recreation.

ECONOMIC DEVELOPMENT:

- A** Enhance code enforcement efforts in the area and assist in the revitalization, retrofit and updating of older auto-oriented shopping centers;
- B** Update the Boulder Highway Corridor mixed use zoning designation to emphasize density and activation of key nodes rather than encouraging high density throughout entire corridor (e.g., near intersections of Boulder Highway with Lake Mead Parkway and Broadbent/Gibson);
- C** Target medical office development near Henderson Hospital; and
- D** Encourage greater amount and variety of retail, grocery, dining and entertainment options in the area.

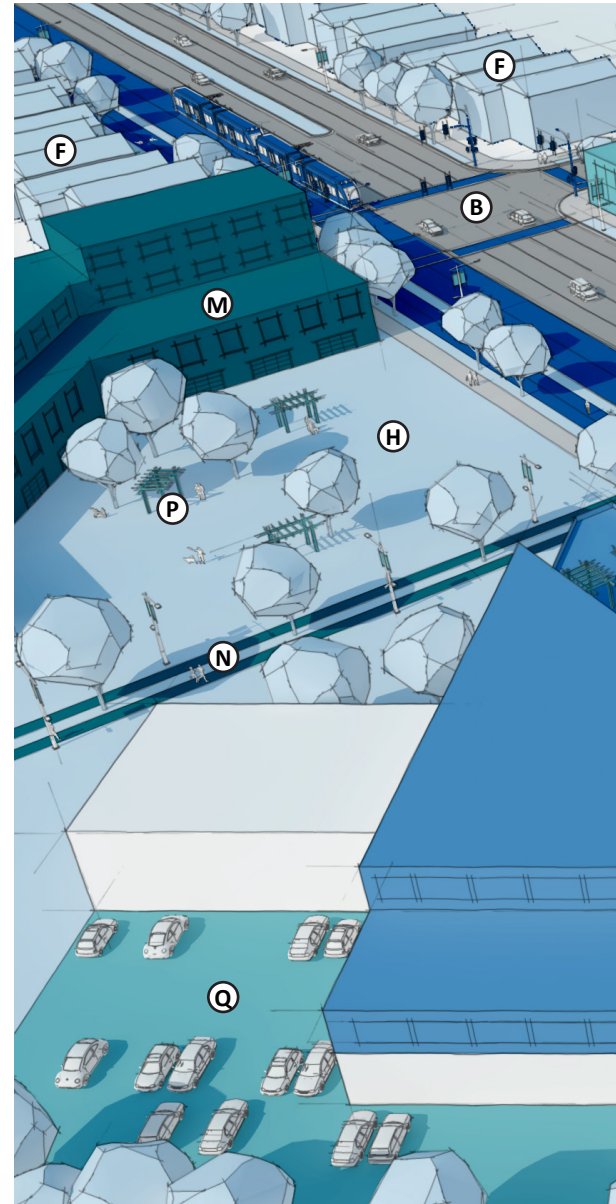
HOUSING AND HEALTHY COMMUNITIES:

- E** Encourage mixed income, senior and affordable housing and increase the overall quantity and types of housing provided along and near the corridor;

- F** Provide high quality multifamily and attached single family (i.e. townhomes) housing near parks, schools and grocery stores;
- G** Address crime and negative perceptions along the corridor, especially related to existing daily and weekly rental properties; and
- H** Increase parks, green space and community gardens in the corridor while improving amenities and maintenance in existing facilities.

TRANSPORTATION:

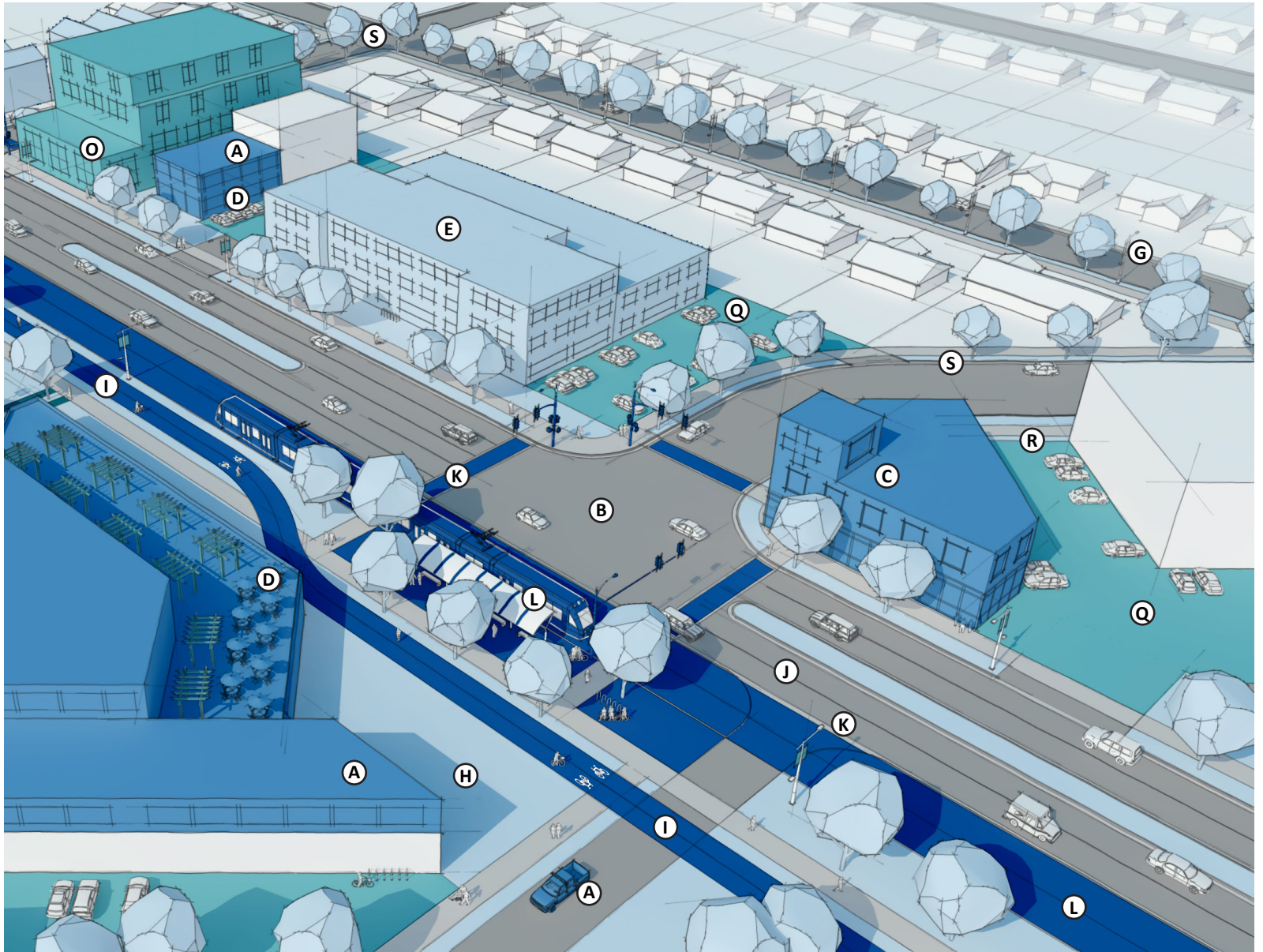
- I** Reduce the width of Boulder Highway while providing safer and more comfortable pedestrian and bicycle facilities;
- J** Continue conversations with Nevada Department of Transportation (NDOT) regarding road narrowing and/or relinquishment of right-of-way and associated maintenance funds to the City of Henderson;
- K** Target complete street improvements, enhanced pedestrian crossings, lighting and signage in nodes identified for high intensity, mixed use development; and



- L** Provide light rail transit (LRT) in dedicated right-of-way along Boulder Highway with well-designed and identifiable transit stops, shelters and other amenities.

SCHOOLS AND EDUCATION:

- M** Designate areas for charter schools and provide higher quality schools in and near the corridor to help attract homebuyers with families, thereby supporting housing development and resales in the area; and
- N** Calm traffic, improve circulation and provide Safe Routes to Schools, especially near existing schools and areas designated for charter schools.



URBAN AND ENVIRONMENTAL DESIGN:

- O** Increase density and encourage mixed use development in key nodes;
- P** Enhance landscaping, provide shade structures and trees, and incorporate pedestrian amenities into future roadway improvements;
- Q** Encourage new development to locate closer to the corridor and facilitate parking on the side or rear of structures moving forward;

- R** Connect retail and other commercial uses to surrounding neighborhoods; and
- S** Embrace and enhance cross streets, especially at key focal nodes along the corridor.



Downtown Henderson

Based upon input from the Henderson Strong stakeholders and 1,052 comments from respondents to the Phase 2 survey, Downtown Henderson continues to be a high priority for investment and community development. As the home to City government and administrative functions, as well as the Henderson Convention Center, Downtown already has many amenities, including the streetscape improvements along Water Street. There is a strong desire to further leverage investments in Downtown by attracting more people to the area with a greater number and diversity of events, services, restaurants and entertainment. With such strong competition throughout the valley, it will be important to define a niche for Downtown Henderson that isn't being filled elsewhere.

ECONOMIC DEVELOPMENT

- A** Provide greater variety of unique shopping, lodging, restaurant and entertainment options, from national restaurants and retailers to independent local businesses;
- B** Ensure that parking remains convenient and easy to locate;
- C** Explore the creation of an arts and/or design district with more arts, design and cultural opportunities;
- D** Test the viability of additional anchor uses, such as a public market and hotel; and
- E** Provide more community events and amenities.

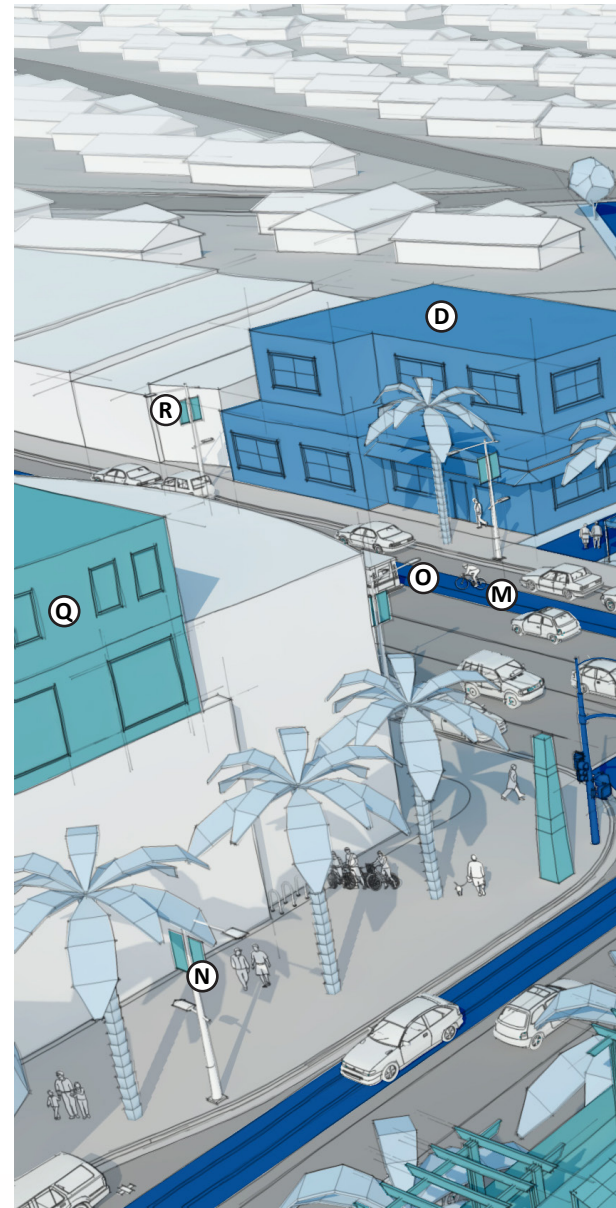
HOUSING AND HEALTHY COMMUNITIES

- F** Encourage more and higher quality housing in and near Downtown, with a focus on multi-family and attached single family housing types;

- G** Address real and perceived safety issues, including vacant properties, homelessness, poor lighting, and pedestrian safety;
- H** Attract a healthy food market or food cooperative to Downtown to ensure access to healthy foods for existing and future residents; and
- I** Increase and improve parks and green space throughout Downtown.

TRANSPORTATION

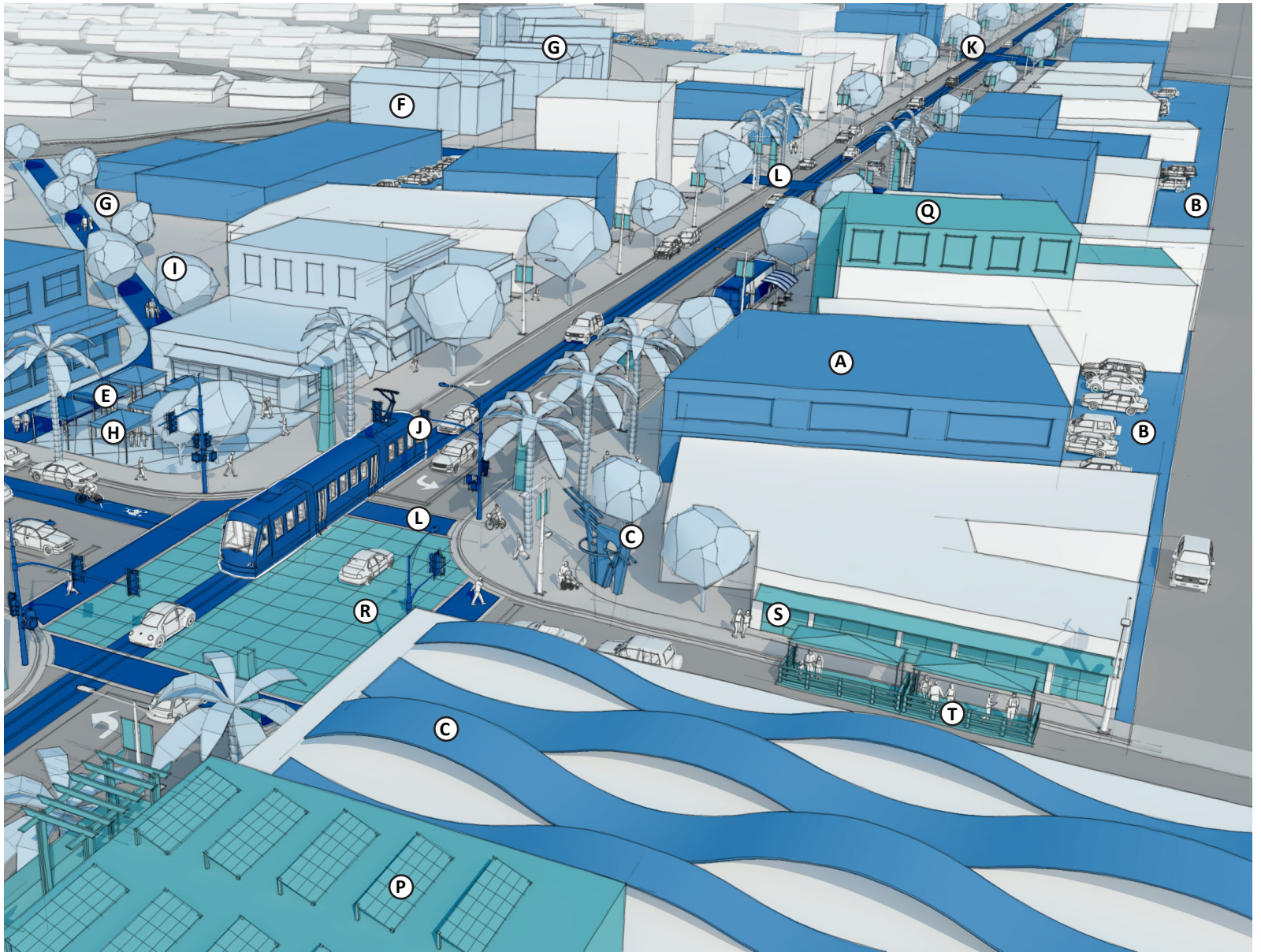
- J** Provide modern streetcar to connect different areas of downtown to each other and to surrounding neighborhoods and destinations;
- K** Improve access and wayfinding to and from the freeway;
- L** Enhance pedestrian crossings and pedestrian amenities throughout Downtown;
- M** Integrate bicycle facilities into future roadway improvements and connect to existing surrounding pedestrian and trail networks along Boulder Highway and Union Pacific Railroad; and



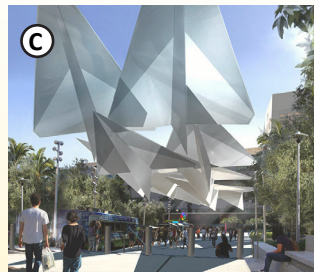
- N** Improve lighting, signalization and signage.
- O** Enhance and strengthen complete street connections to Downtown from Boulder Highway along Basic Road and at Van Wagenen St. along Pacific Ave.

URBAN AND ENVIRONMENTAL DESIGN

- P** Ensure that new development in Downtown conserves energy and considers use of solar power and other active and passive sustainable techniques to support the environment;



- Q** Assist in the revitalization, retrofit and updating of older buildings and properties;
- R** Increase visibility of Downtown from adjacent arterials through gateway treatments, enhanced intersections and signage;
- S** Facilitate a public art program in conjunction with the formation of an art and/or design district; and
- T** Take advantage of existing City facilities and infrastructure for public art opportunities and parklet installations.



THE WEST HENDERSON NEW GROWTH AREA WILL OFFER THESE BENEFITS

- A diverse set of choices of **housing, employment, and retail services** to maintain the city as a vital community.
- **Land use and transportation plans** that are aligned with local and regional economic development plans.
- **Resource-efficient land use** and development practices.
- **High-quality design and development standards** provide well designed and long-lasting projects throughout the community.
- **Integration of the built environment with the surrounding desert** and nearby Sloan Canyon National Conservation Area to provide natural landscapes, wildlife corridors and habitat, and give the community a unique image and closer identity with the desert.
- **A balanced mix of land uses**, flexible enough to respond to current and future market conditions.
- **High level of services and amenities.**
- **Development that allows the City to better achieve long-term economic sustainability.**



Priority New Growth Areas

The West Henderson Area is one of the city's only new growth areas which presents a variety of opportunities and challenges. As a new growth area, it still needs major infrastructure investment for development to be feasible, but at the same time, large undeveloped swaths of land allow flexibility and can accommodate larger site users that can't find necessary acreage in other areas in the region, creating a prime opportunity for economic development and employment growth.

Throughout the Henderson Strong planning process, residents and the business community alike raised the importance of West Henderson in achieving a more balanced jobs-to-housing ratio. This ratio measures the distribution of employment opportunities and workforce population within a geographic area. Having local employment opportunities helps reduce commuting distances, allowing residents to save time and transportation costs so that they can spend more time doing the things they enjoy and save money. Having job opportunities close to housing was identified as a priority from public outreach results and follows national trends among millennials and retirees who all seek to reduce commute times, have a healthier lifestyle that incorporates walking and bicycling in everyday life, and save time. West Henderson is a unique priority area with distinct character and uses, but similar to the City's priority areas for reinvestment, this area is also envisioned as a complete, compact community.

The graphics and descriptions on the following page illustrate what the West Henderson area could look like in the future as a result of thoughtful planning, community input and targeted investment. Building on prior efforts including the West Henderson Land Use Plan, the graphics and narrative reflect policies and actions to realize the vision "on the ground."

WEST HENDERSON LAND USE PLAN AND VISION

West Henderson has been a future growth opportunity and citywide priority for more than a decade, and as such has benefitted from its own area plan – the West Henderson Land Use Plan and Vision. The West Henderson Land Use Plan provides a framework to achieve a balanced community by addressing economic development, housing, public spaces and civic uses and transportation. To reflect the importance of West Henderson and integrate the previous planning and community engagement conducted there into the City's Comprehensive Plan, this priority area is guided by the West Henderson Land Use Plan and Vision. Through Henderson Strong stakeholder group work and public outreach, West Henderson's importance was consistently confirmed and elevated citywide.

In the West Henderson Land Use Plan, the community envisioned West Henderson as the premier destination for economic development and livable neighborhoods through integrated mobility solutions, vast recreation amenities, and diverse housing opportunities. Henderson Strong stakeholders continued to emphasize the need to preserve land for employment uses. Not only does West Henderson provide the City its greatest opportunity in terms of the availability of land to achieve a healthy jobs-to-housing balance; the proximity of the Priority Area to



major transportation infrastructure, the Henderson Executive Airport, and existing industrial uses places it among the premier industrial locations in Southern Nevada. As the key gateway to the Sloan Canyon National Conservation Area, the Vision for the West Henderson Plan includes preserving natural washes and significant open space areas.

In the first few years of implementation of the West Henderson Plan, the City received more interest in higher density housing. In order to achieve the desired job-to-housing ratio in the future, it will be important for subsequent development to emphasize employment uses. Additionally, the City also seeks fiscal and economic sustainability. As West Henderson is a new growth area with major infrastructure needs and flood control constraints, careful infrastructure planning and analysis paired with thoughtful federal land designations for integrated public spaces must be done to ensure the community is amenitized and well-connected physically and economically into the city and region.



WEST HENDERSON GUIDING PRINCIPLES

- **Support future land use decisions to facilitate diverse economic opportunities,** generating a strong economic hub and increasing the city's overall jobs-to-housing balance.
- **Supply a range of high-quality housing stock** to serve all residents and incorporate alternative housing types.
- **Facilitate a livable community by accommodating both regional and local travel** through a well-connected, multimodal network.
- **Provide a safe, interconnected system of progressive parks, trails, and open spaces for recreation and education** within a desert environment. Natural features will be protected and inform the character of West Henderson.

West Henderson

The visualizations in this document bring life to the West Henderson Land Use Plan guiding principles and depict an employment node representative of the following features.

ECONOMIC DEVELOPMENT

- A** Foster job creation by leveraging proximity to both the Henderson Executive and McCarran International Airports, as well as planned interchange improvements at Starr and Sloan Roads;
- B** Promote the creation of an innovation cluster that integrates a combination of Class A and creative office development with light industrial, manufacturing and maker spaces;
- C** Maintain a balance of land uses through established policies so that demand does not disproportionately exceed supply, and values are maintained even during typical market downturns;
- D** Develop a brand and identity for a prominent employment center in West Henderson;
- E** Promote resource-efficient land use and development practices; and
- F** Create job opportunities for residents that live in and near West Henderson.

TRANSPORTATION

- G** Provide Bus Rapid Transit (BRT) service along the St. Rose Parkway corridor with enhanced transit stops and dedicated right-of-way for high-speed and reliable service;
- H** Transform Executive Airport Drive into a complete street,
- I** Target complete street improvements, enhanced pedestrian crossings, lighting and signage in nodes identified for high intensity, mixed use development;

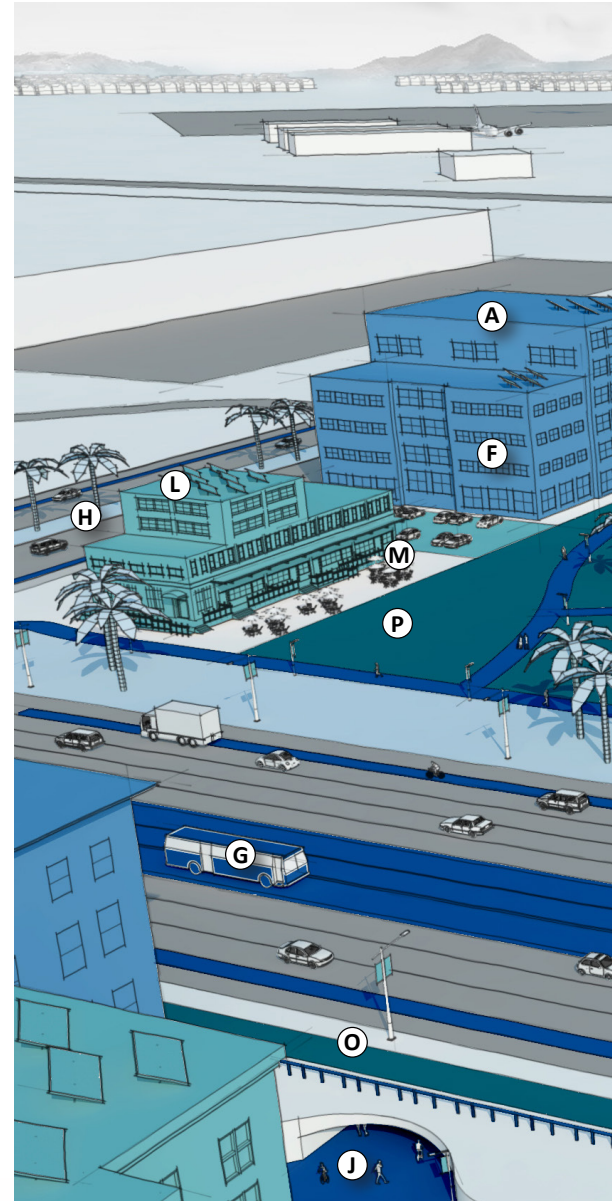
- J** Provide a layered and fine grained multi-modal transportation network with connections to neighboring communities and intersection density of at least 100 intersections per square mile; and
- K** Incorporate bicycle and pedestrian facilities for transportation and recreation, including up to 23 miles of additional recreational trails.

URBAN AND ENVIRONMENTAL DESIGN

- L** Ensure that new development conserves energy and considers use of solar power and other active and passive sustainable techniques to support the environment;
- M** Ensure that landscaping and other urban design improvements support safety and comfort throughout West Henderson; and
- N** Increase density and encourage mixed use development in key nodes.

PARKS, RECREATION, TRAILS AND OPEN SPACE

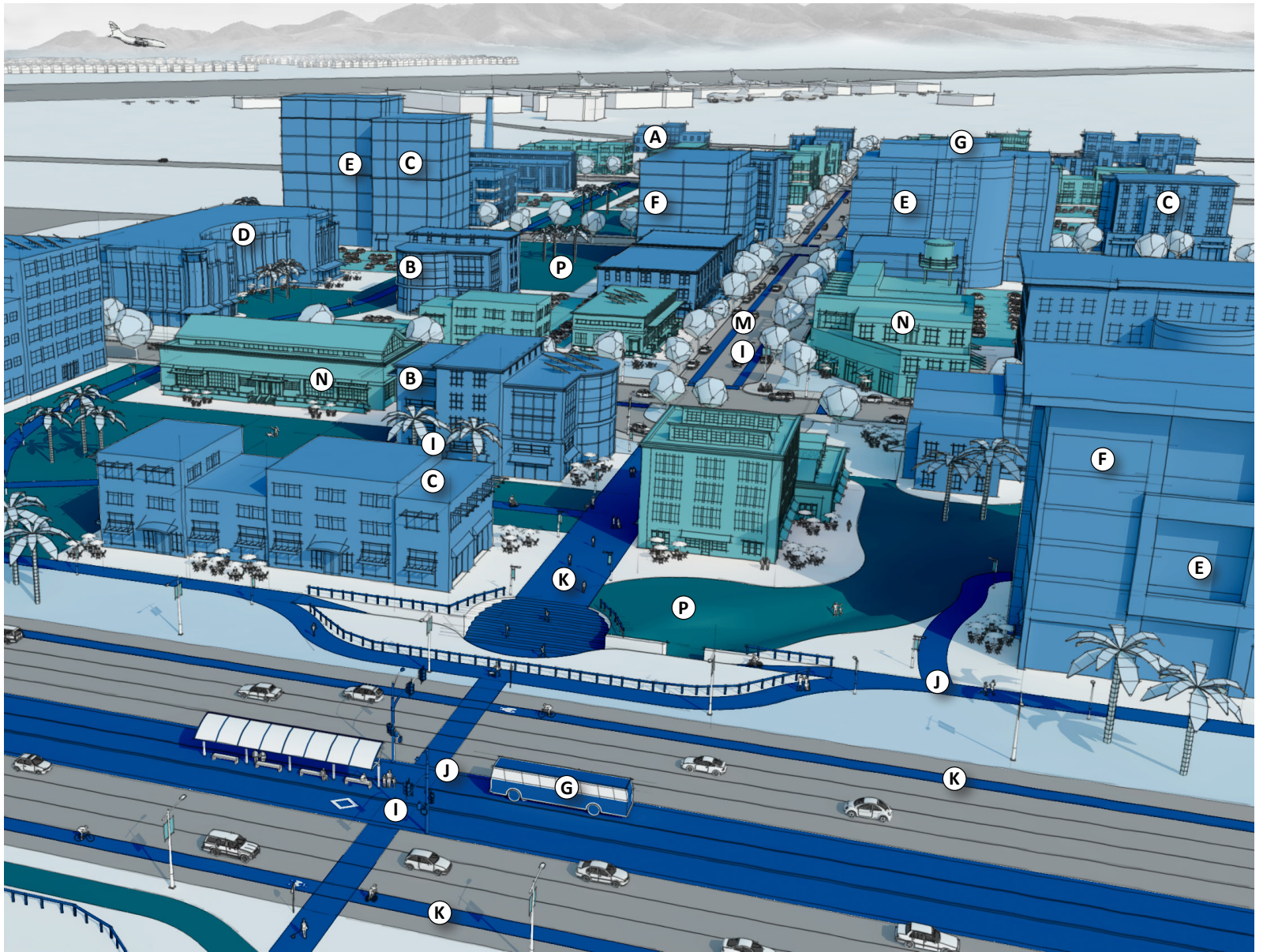
- O** Connect neighborhoods to employment centers with trails that tie in with regionally planned trails, including the St. Rose Parkway and Vegas Valley Rim Trail; and
- P** Follow the City of Henderson Parks and Recreation Plan park standards to ensure parks and green space.



- Q** Protect the desert edge adjacent to Sloan Canyon and leverage opportunities for visitation to a future visitor center.

HOUSING AND HEALTHY COMMUNITIES

- R** Connect residential enclaves through vehicular and non-vehicular means to promote greater efficiencies in service delivery;
- S** Ensure that West Henderson offers a range of housing product types in order to afford existing residents the opportunity to age in place, and future residents choices that meet a range of lifestyle choices;



- T** Promote live-work opportunities to enhance the environment for small businesses and business start-ups;
- U** Provide quality education in West Henderson to help attract and support housing in the area; and
- V** Provide high quality multifamily and attached single family (i.e. townhomes) housing near parks, schools and grocery stores.

