

# Enterprise

***NOTE: The suggested changes are staff recommended changes. Numbering will be cleaned up once the policies are adopted.***

## **L**AND USE GOALS AND POLICES

The following goals and policies have been developed as part of the land use component of the Enterprise Land Use Plan. These guidelines have evolved from existing County goals and policies, planning open houses, workshops with the Planning and Technical Advisory Groups (PAG & TAG), and public meetings with community stakeholders, the Town Advisory Board (TAB), Planning Commission (PC), and Board of County Commissioners (BCC). While the land use plan lists policies, Title 30 (Clark County Unified Development Code), is the implementation tool for the plan and outlines specific requirements (i.e. setbacks, etc.).

### **General**

All development proposals should comply with the following general goals and policies of the Enterprise Land Use Plan.

#### **Goal 1**

**Implement a comprehensive land use plan by promoting development that is compatible with adjacent land uses, the natural environment, and that is well integrated with appropriate circulation systems, services, and facilities. Utilize land use planning to encourage affordable housing, work force housing, mass transit, compact development forms and pedestrianism to foster a more vital, interactive and secure community, to conserve infrastructure as well as to be more environmentally sensitive.**

#### **Policy 1.1**

Encourage urban growth patterns using ideas such as: increased densities and intensities, neo-traditional development, and transit oriented development. These planning principles should promote employment opportunities, reduce automobile dependence, support alternative modes of transportation, and contribute to the reduction of air pollution.

#### **Policy 1.2**

Promote efficient use of public services and facilities while minimizing costs of service extension and maintenance paid by the service provider and County.

#### **Policy 1.3**

Where infrastructure is available, maximize the use of infill and redevelopment in existing urbanized areas which are accessible to transit. Infill development should be consistent with existing adjacent development.

**Policy 1.4**

All approved non-conforming zoning requests should be conditioned to provide any required or desired buffering from adjacent conforming properties. New conforming developments should not be responsible for providing any additional buffering (including but not limited to, height restrictions, setbacks or additional landscaping) to accommodate adjacent non-conforming zone change approvals. All additional buffering requirements should be provided by the developer of the non-conforming use.

**Policy 1.5**

Projects of regional significance should be required to mitigate all impacts generated by the proposal to public streets and public infrastructure.

**Policy 1.6**

New developments are encouraged to meet the standards established by the U. S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Rating System.

**Policy 1.7**

Encourage the review of Clark County codes to provide for Green Building initiatives.

**Policy 1.8**

Encourage the use of compact building design for developments within one-quarter of a mile (walking distance) of public transit (existing and proposed) as supported by the U. S. Environmental Protection Agency, Urban Land Institute and the Sierra Club.

**Policy 1.9**

Screen walls, driveways, trails and other surfaces should use alternative materials made from renewable and recyclable sources that do not trap and radiate heat.

**Policy 1.10**

All developments should be designed to accommodate recycling.

**Policy 1.11**

Land uses that are complementary and that are of similar scale and intensity should have good connectivity and should not be segregated.

**Policy 1.12**

Encourage comprehensive pedestrian, equestrian and bicycle circulation systems that include provisions to install paths in new and existing rights-of-way and/or easements.

**Policy 1.13**

Where applicable, all projects should provide cross access for schools, residential areas, recreation areas and commercial areas. Circulation systems should also integrate with existing and proposed regional and community equestrian and multiple use trail systems, parks and open space.

**Policy 1.14**

Encourage water conservation by incorporating water conserving concepts and proven water conservation equipment, techniques and materials in new developments and in retrofitting older areas. Examples include, but are not restricted to, use of gray water for golf courses, large turf areas for parks, and xeriscape landscaping design techniques.

**Policy 1.15**

Landscaping should comply with the drought ordinance outlined in the Unified Development Code (Title 30).

**Policy 1.16**

Developers should take into consideration the cumulative impact their developments will have on area services including fire, police, water, sewer, roads, schools and adjacent municipalities. Developers should work closely with the appropriate agencies to ensure that adequate facilities are in place and/or to provide for the facilities if they are not readily available.

**Policy 1.17**

In order to reduce the urban heat island and reduce the amount of impervious surfaces, narrow residential streets are encouraged. However, streets should be wide enough to accommodate on-street parking and traffic flow.

**Policy 1.18**

Encourage the use of infill parcels within the urban/suburban core.

**Goal 2**

**Provide for a diversity of residential, public facility, commercial, office professional, business and design/research park, and industrial land uses.**

**Policy 2.1**

Preserve and enhance existing residential areas.

**Policy 2.2**

Encourage residential developments to provide a diversity of housing types.

**Policy 2.3**

Increase the supply and variety of housing choices, including multi-family, for residents of all income levels.

**Policy 2.4**

Ensure that new development or uses, adjacent to existing land uses are appropriately buffered with transitional space and/or uses. All space necessary to achieving such transitions should be absorbed on the property supporting the new development.

**Policy 2.5**

Encourage site designs that are compatible with adjacent land uses and off-site circulation patterns, especially when the adjacent land use is at a lower density or intensity.

**Policy 2.6**

All exterior light sources should be shielded to direct light rays onto the subject parcel in accordance with the Clark County Unified Development Code. Lighting design should be sensitive to off-site residential uses.

**Policy 2.7**

All office, commercial and industrial projects should comply with the CMA Overlay Design Standards.

**Policy 2.8**

All new perimeter walls and fences should be decorative and designed to visually minimize the stark appearance of a monotonous block wall face by incorporating variations in surface planes, landscape pockets, heights, materials, or textures. Some of the following elements should be incorporated which will discourage graffiti: inclined grades, landscaping, terracing and/or graffiti resistant treatments.

**Policy 2.9**

All signage should incorporate architectural elements of the main structure it serves.

**Policy 2.10**

Large outdoor sales and storage areas are discouraged along the Las Vegas Boulevard and Blue Diamond Road corridors. If developed, outdoor storage areas should be screened from adjacent parcels and from public streets.

**Policy 2.11**

Encourage loading areas with roll-up, overhead doors, service areas, and areas intended for large semi-truck parking to be screened from public streets, residential and other adjacent uses.

**Policy 2.12**

Retail commercial uses should be developed at nodes or centers and not configured in a strip commercial fashion.

**Policy 2.13**

All development should provide sidewalks on both sides of any street with ADA compliant curbs incorporated except in areas covered by “Minimum Road Design Standards for Non-Urban Roadways”. Encourage the development of sidewalks that exceed the five (5) foot minimum requirement especially in commercial and mixed use areas. Sidewalks should be designed to be unobstructed to allow for safe and unimpeded pedestrian traffic.

**Policy 2.14**

Discourage locating off-street parking adjacent to public roads. Off-street parking adjacent to public roads should require screening by one or a combination of the following: buildings, walls,

landscaping, and/or berms. These screens should be continuous and at a recommended height of three (3) feet to visually obscure car bumpers and grills.

**Policy 2.15**

To reduce the traffic hazards associated with numerous entrance and exit drives and enhance the streetscape, projects are encouraged to provide cross access by using shared parking areas and driveways.

**Policy 2.16**

Encourage the placement of bus turnouts, bus shelters and other fixtures and amenities in accordance with RTC standards.

**Policy 2.17**

Encourage additional dedication of rights-of-way at the intersections of collector and/or arterial streets. Additional dedication is to be utilized for possible future left/right turn lanes.

**Policy 2.18**

Encourage right turn deceleration lanes into all projects of regional significance (PRS) as defined in the Title 30 and which are located on arterial roads.

**Policy 2.19**

Discourage the premature vacation of local streets.

## **Large Lot Residential Lifestyle**

In order to preserve and maintain cohesive Rural Neighborhood Preservation (RNP) areas, development proposals within or adjacent to RNP areas should demonstrate compliance with the following large lot residential lifestyle policies. In Clark County, RNP areas include traditional rural uses and estate type single family homes on larger lots that are no greater than 2 dwelling units per gross acre. The Rural Neighborhood Preservation Overlay District (RNP-I) has been established to impose additional development standards within the Rural Neighborhood Preservation Areas as designated by the Board of County Commissioners. The intent is to maintain a rural character and limit impact of non-residential development within the RNP-I overlay.

### **Goal 3**

**Provide opportunities to enhance and protect low-density rural and large lot living as a lifestyle choice.**

#### **Policy 3.1**

Preserve existing ~~RNPs~~ large lot residential by encouraging vacant lots within ~~each RNP~~ these areas to develop at ~~a density of no more than two dwellings units per acre~~ similar densities as existing homes.

#### **Policy 3.2**

In order to help ~~preserve a rural lifestyle and promote~~ support a cohesive community, gated subdivisions are discouraged ~~within RNP~~ in large lot areas.

#### **Policy 3.3**

~~Encourage new residential developments adjacent to existing RNP areas to transition at appropriate densities (Residential Low or with lot sizes of 10,000 square feet or greater) and be of similar height. Significantly smaller lot sizes should be located beyond any appropriate transition areas.~~ When higher density residential developments are proposed adjacent to large lot areas, adjacent lots of half the size, or larger, as the large lots should be encouraged as a transition area. Significantly smaller lot sizes should be located beyond any appropriate transition areas.

#### **Policy 3.4**

When any type of commercial development or residential development ~~above two dwelling units per acre~~ greater than existing densities is proposed adjacent to ~~RNP~~ these areas, the project should be designed to reduce impacts from: noise caused by incompatible uses, lighting, and signs that detract from and are not consistent with the existing rural atmosphere.

#### **Policy 3.5**

Encourage specific buffering in accordance with the Unified Development Code (Title 30), between existing ~~RNP~~ large lot areas and higher density residential or commercial designations. Buffering should take place on the parcel with the higher density residential or commercial designations.

### **Policy 3.6**

Encourage retention of natural drainage systems and desert washes within the RNP areas to prevent flood hazards and to preserve the desert rural atmosphere.

### **Policy 3.7**

When property is subdivided for residential purposes, the end parcels located at major intersections should be a part of the residential subdivision and be required to receive their access from within the subdivision. Corner parcels having a residential land use designation and which are located at major intersections, should not have access to collector or arterial streets. These parcels are designated for residential use and commercial uses are inappropriate.

### **Policy 3.8**

Encourage the coordinated integration of ~~RNP~~ large lot areas to existing and proposed equestrian and multiple use trail systems, open space, and parks. Functional connectivity and accessibility should be a paramount design component ~~within the every site plan design of each development.~~

### **Policy 3.9**

Commercial development adjacent to ~~RNP's~~ large lot areas should provide access points on arterial and/or collectors and not on local neighborhood streets.

### **Policy 3.10**

Encourage new ~~large lot~~ homes within these areas to access county roads classified as local residential, where possible. New single family residences should avoid direct access or fronting onto collector or arterial streets. If access to a collector or arterial street is unavoidable, the driveway design should prevent vehicles from backing into traffic.

### **Policy 3.11**

Encourage street layouts that service local neighborhoods and promote neighborhood integrity. Encourage a road design to include local neighborhood streets that service only local traffic and promote neighborhood integrity. Non-residential uses within RNP areas should mitigate the effects of increased vehicular traffic.

### **Policy 3.12**

*Encourage the preservation of the rural character of the RNP areas by implementing the provision contained within the Minimum Road Design Standards for Non-Urban Roadways handbook, as adopted by Clark County in January 2001 and is available from Clark County Development Services Department. The adopted standards address issues such as design, right-of-way width, drainage, lighting, pedestrian/equestrian trails and road surfaces for local streets within RNP areas. Encourage the preservation of the large lot character of these areas by implementing non-urban street standards while maintaining standard right-of-ways to ensure necessary facilities are provided for.*

### **Policy 3.13**

Non-residential uses in the RNP-1 overlay should be compatible in style, bulk, height and scale.

## **Single Family Attached & Detached**

Recent trends in development patterns have shown significant increases in densities for single family development. All single family residential development proposals should demonstrate compliance with the following goals and policies.

### **Goal 4**

**Provide opportunities for additional single family development and encourage appropriate site planning and architectural design.**

#### **Policy 4.1**

In the event that a residential development is approved adjacent to an industrial or hazardous use, a separate disclosure statement should be provided to each home buyer.

#### **Policy 4.2**

When property is subdivided for residential purposes, the end parcels located at major intersections should be a part of the residential subdivision and be required to receive their access from within the subdivision. Corner parcels having a residential land use designation which are located at major intersections, should not have vehicular access to collector or arterial streets. These parcels are designated for residential use and commercial uses are inappropriate.

#### **Policy 4.3**

Encourage specific buffering in accordance with Title 30, between existing single family areas and higher density residential and commercial designations. Buffering should take place on the parcel with the higher density residential or commercial designations.

#### **Policy 4.4**

Any non-conforming low density single family projects developed within areas planned for commercial or higher density residential uses should be responsible for providing any required or desired buffers from adjoining higher density/intensity projects.

#### **Policy 4.5**

When any type of commercial development or higher density residential development is proposed adjacent to single family residential areas, it should prevent nuisances caused by incompatible uses, noise, lighting, and signs that detract from and are not consistent with the existing residential development.

#### **Policy 4.6**

Encourage pedestrian oriented front-yard setbacks such that the garage is not the dominant feature. Residential garages should be positioned to reduce their visual impact on the streets without sacrificing parking. This will allow the visually interesting features of the house to dominate the streetscape. At a minimum, encourage the garage to be located behind the front façade of the residential building. In single-family areas, garages may be sited in several ways:

- a.) in the rear accessed by a side drive or alley,
- b.) or to the side recessed behind the front façade.

**Policy 4.7**

Encourage exterior building walls to be articulated facades to provide visual interest to pedestrians. Building entries and windows should face the street. Front porches, bay windows and balconies are highly encouraged.

**Policy 4.8**

Encourage a variety of building design and architectural alternatives to be used in new single family developments. Varied elevations, roof forms and colors, building and garage setbacks and three-dimensional details between surface planes are several approaches that can be incorporated to enrich the residential environment.

**Policy 4.9**

Attached single family housing including town-homes may be arranged in clusters or enclaves around courtyards, providing residential courts and other opportunities for increased usable open space and recreation facilities without compromising densities. (Appropriate buffers, setbacks, parking, landscaping and other regulated on-site and off-site development issues should be included in single family developments.)

**Policy 4.10**

Strongly encourage useable recreational open space/areas within single family developments to be located away from arterial and collector streets. Open space should be centrally located and when possible be surrounded by local streets with homes that front the open space.

**Policy 4.11**

In order to provide safety and comfort to pedestrians, detached or meandering sidewalks should be used, especially along collector and arterial streets.

**Policy 4.12**

Single family residential lots should not have vehicular access/curb cuts onto arterial and collector streets.

**Policy 4.13**

Encourage the development of attached single family homes to be used as a buffer between more intense uses and single family developments.

## **Multiple Family Developments**

All multiple family development proposals in any land use category should demonstrate compliance with the following goals and policies.

### **Goal 5**

**Provide opportunity for traditional multi-family developments as well as incrementally incorporate new design principles and multi-unit concepts.**

#### **Policy 5.1**

Encourage Mansion Homes, Lofts, Row Housing and other innovative multi-family designs as alternatives to apartments.

**Mansion Homes** combine several residences within one large structure. They require special architectural concerns addressed through the following standards: While pitched roof forms are desirable to express the specific architectural style, flat roof areas at the center of the structure are allowed to reduce the overall building height and provide location for mechanical equipment. In addition to roof form, building articulation and entry expression are considered when designing a Mansion Home.

**Lofts** typically organize double-height living spaces, one over another. Upper and lower units are accessed in pairs from both the front and rear from shared entries located between the units.

**Row House** designs display the urban qualities conveyed through the implementation of parapet-style architecture, flat main roofs and secondary roof accents. The principal design component in the Row House grouping is repetition of architectural elements like entries, bays, cornices, and parapets. At the same time, visual interest and streetscape diversity are promoted by varying the offsetting of building walls, choice of materials, parapet height and color. Achieving balance between repetition and variety creates harmony.

#### **Policy 5.2**

Encourage multiple-family projects to locate common areas, circulation paths, and building entry porches where they are most visible from the local street ~~and from home interiors~~.

#### **Policy 5.3**

When constructed on corners of intersections, orient multiple-family structures so the front of the building faces both streets or is architecturally detailed with a façade.

**Policy 5.4a**

Organize long block faces (330 feet or greater) to provide a mid-block pedestrian green connection that allows access from the street to the drive aisles and parking areas.

**Policy 5.4b**

Encourage the separation of parking areas, garages, and/or covered parking into courts to avoid creating long corridors of parking areas while also considering pedestrian needs.

**Policy 5.5**

Ensure that multiple family developments are compatible with adjoining land uses and densities through site planning and building design. Appropriate buffers, setbacks, xeriscape landscaping, building height and materials, lighting, signage, on-site and off-site circulation should be incorporated into multiple family developments.

**Policy 5.6**

In order to minimize impacts on necessary public services and facilities, encourage multiple family developments to be located adjacent to a mix of other land uses including commercial, office, educational, institutional, recreational and other appropriate urban uses.

**Policy 5.7**

Encourage design alternatives and spatial distribution rather than the massing of buildings (massing refers to the bulk of a building.) Design alternatives for massing include buildings being oriented in a variety of directions, having varied elevations, roof forms, and surface planes. Building heights should vary within a multiple family development with lower buildings adjacent to streets and surrounding residential uses.

**Policy 5.8**

~~Building heights should vary within a multiple family development with lower buildings adjacent to peripheral single family residential uses in order to reduce the perceived mass of buildings.~~

**Policy 5.9**

All signage should be integrated and compatible with building styles both on-site and with surrounding development. ~~Additionally,~~ illuminated signs should be oriented away from residential uses.

**Policy 5.10**

Encourage multiple family developments to locate where transit is scheduled (or may become available) along with pedestrian and road networks that can accommodate higher residential densities.

**Policy 5.11**

Encourage recreation areas within multiple family developments to be located away from arterial and collector streets.

**Policy 5.12**

Encourage multiple family developments located adjacent to arterial or collector streets to incorporate local supporting commercial development designed to be functionally and visually integrated within the project with the use of paths and pedestrian bridges.

**Policy 5.13**

*Encourage open space to be centrally located and, when possible, have residential units fronting functionally accessible open spaces.*

**Policy 5.14**

*All multi-family projects should provide several amenities such as usable open space, swimming pools, bar-b-que pits and community centers.*

**Policy 5.5**

Encourage multiple family developments to incorporate pedestrian and bicycle circulation systems that connect to schools, recreation and commercial areas. Multiple family developments should also connect with existing and planned trail systems, parks, and open space.

**Policy 5.13**

Encourage the varying or articulation of decorative block wall faces along streets, especially collectors and arterials, to avoid a monotonous continuous line. Rod iron or similar is encouraged. Incorporate elements to discourage graffiti: inclined grades, landscaping, terracing, and graffiti-resistant wall treatments. Block walls should meet Clark County codes for sight zones.

## **Office**

All office projects should demonstrate compliance with the following goals and policies.

### **Goal 6**

**Provide opportunities for new Office Professional developments.**

#### **Policy 6.1**

Encourage more intense buffering and compatible design features on the perimeter of parcels adjacent to existing or proposed conforming ~~residential~~ single family uses.

#### **Policy 6.2**

Encourage various architectural treatments and design components on all building sides ~~to improve visual quality on all building sides by~~ eliminating blank building elevations ~~to any areas visible to the general public including~~ along public rights-of-way, and areas visible to the general public, to improve visual quality.

#### **Policy 6.3**

The public access portion of all building footprints visible from a right-of-way or a residential use should have a landscape area between the building and parking area. In no instance should pavement for parking aisles or spaces directly abut the building footprint.

#### **Policy 6.4**

Encourage accessory parking structures to be architecturally compatible with the primary structure by using similar façade treatments and materials.

#### **Policy 6.5**

Encourage new office projects or residential-to-office conversions to develop on an assemblage of contiguous parcels so as to reduce the number of driveway ingress and egress points and to allow for adequate on-site parking. Whenever possible, driveway access points should not access local residential streets.

#### **Policy 6.6**

~~Encourage office developments to reduce points of ingress/egress on arterial and collector streets, traffic congestion and traffic hazards. Whenever possible, driveway access points should not access local residential streets.~~

#### **Policy 6.7**

Encourage signage that is compatible with the area. Signage will be subject to setbacks, size, height and other provisions of Title 30. Monument signs are encouraged.

#### **Policy 6.8**

Where possible, reduce the amount of signage, visual clutter and inconsistent architectural styles.

#### **Policy 6.4**

Freestanding signs should not exceed the height of the development they are located in.

**Policy 6.9**

Encourage the development of live/work units as a component within office professional areas.

**Policy 6.10**

Office structures should be developed in clusters and not configured in a linear pattern.

**Policy 6.8**

Encourage office professional developments to incorporate pedestrian and bicycle circulation systems that connect with existing and proposed trail systems, parks, open space, and nearby residential developments.

**Policy 6.13**

All new sound and masonry walls should be decorative and designed to visually minimize the stark appearance of a monotonous block wall face by incorporating variations in surface planes, landscape pockets, heights, materials, or textures. Incorporate elements to discourage graffiti: inclined grades, landscaping, terracing, and graffiti-resistant wall treatments.

**Policy 6.2**

Encourage the design of office projects adjacent to existing or proposed residential areas to be compatible, in terms of height and architectural treatments, with the existing residential uses in the area.

**Policy 6.10**

Residential uses that are proposed for conversion to an office project along an arterial and/or collector street should be designed to be consistent with the existing residential uses in the area.

**Policy 6.11**

Encourage new office projects adjacent to single family residential areas to be designed to maintain the architectural character of the neighborhood.

## **Retail Commercial**

Retail Commercial developments should demonstrate compliance and provide consistency with the following goals and policies:

### **Goal 7**

**Provide opportunities for appropriate retail commercial development.**

#### **Policy 7.1**

Through site planning and building design, ensure that commercial developments are compatible with adjoining uses. Appropriate buffers, setbacks, xeriscape landscaping, building height and materials, lighting and signage, should be considered and integrated into commercial developments. This may help to reduce excess signage, visual clutter and incompatible architectural styles.

#### **Policy 7.2**

Outdoor storage areas are discouraged. If developed, outdoor storage areas must be screened from adjacent ~~parcels~~ less intense uses and from public streets. All screening materials should be consistent with the materials used for balance of the project.

#### **Policy 8.4**

Outside storage areas, loading areas with roll-up/overhead doors, service areas, and areas intended for large truck parking should be screened from public streets, residential and other adjacent uses.

#### **Policy 7.3**

Encourage large commercial projects to develop along routes served by mass transit.

#### **Policy 7.4**

~~Provide and maintain~~ Promote perimeter and interior parking lot trees for shade and visual relief.

#### **Policy 7.5**

Encourage commercial general development to be located in nodes at intersections of arterial streets while commercial neighborhood development to be located in nodes at intersections of arterial streets or collector and arterial streets. Commercial projects should avoid being developed in a “strip” development pattern.

#### **Policy 7.6**

Encourage the development of live/work units as a component within retail areas.

#### **Policy 8.6**

Encourage commercial developments to incorporate pedestrian and bicycle circulation systems that connect with existing and proposed trail systems, parks, open space, transit routes and nearby residential developments.

**Policy 8.1**

Encourage commercial projects to include a public plaza with benches, decorative light fixtures, ornamental waste receptacles, and enhanced paving at vehicular entrances. Pedestrian access from surrounding development should be included.

**Policy 8.8**

Promote comprehensive sign plans for multi-user commercial developments. Exterior signs for pad sites should be coordinated with signs for the entire commercial complex.

**Policy 8.9**

Encourage commercial developments to enter into cross access and parking agreements with adjoining commercial sites to reduce or limit points of ingress and egress on arterial or collector streets and on/off site traffic congestion and hazards.

**Policy 8.10**

Encourage freestanding signs not to exceed the building heights of the commercial developments that they are located in.

**Policy 8.11**

Commercial development adjacent to single family uses should provide access points on arterial and/or collectors and not on local neighborhood streets.

**Policy 8.12**

Multiple family uses in commercial projects may be allowed as a part of a mixed use development.

**Retail Commercial - Building Orientation and Site Planning**

**Goal 8**

**Encourage appropriate building orientation and site design for retail commercial uses.**

**Policy 8.1**

Encourage placement of buildings around pedestrian plazas and courts.

**Policy 8.2**

Building heights should be transitioned so that a structure adjacent to a conforming residential neighborhood use is of similar height.

**Policy 8.3**

Encourage commercial developments to use enhanced architecture including, but not limited to; towers, domes, or other vertical elements; decorative fascias or parapets; pilasters or columns; arcades or colonnades; decorative details such as tiles, wrought iron, fenestration, landscaped planters or trellises; pitched or hipped roofs.

**Policy 8.4**

Where mixed use development is allowed, encourage design techniques that will result in a project that is functionally and visually integrated within, and is complimentary in bulk, height, scale and style with surrounding development.

**Policy 8.5**

On commercial sites, especially large retail centers, encourage the siting of a portion of the total building area at the street perimeter, especially at corner locations, while maintaining view corridors to storefront areas. Such siting improves the streetscape and helps to screens off-street parking areas.

**Policy 8.6**

The public access portion of all building footprints visible from a right-of-way or a residential use should have a walkway and landscape area between the building and parking area (excepting parking garages). In no instance should pavement for parking aisles or parking spaces directly abut the building footprint.

**Policy 8.7**

Encourage the physical and functional integration of surrounding buildings, existing and/or proposed pedestrian paths and streets when considering the location of the buildings on the site. This reduces the potential of a monotonous, continuous row of buildings.

**Retail Commercial - Pedestrian Circulation and Orientation****Goal 9**

**Pedestrian circulation should be encouraged and provided on all development sites.**

**Policy 9.1**

On-site pedestrian circulation should be separated from vehicular traffic, should be wider than the five (5) foot minimum standard, designed to be unobstructed and allow for safe and unimpeded pedestrian traffic. In developments where substantial traffic volumes occur on certain stretches of on-site drives, a detached or meandering sidewalk or walkway should be provided to separate pedestrian and vehicular traffic. A change in grade or color, or use of enhanced paving to clearly define pedestrian walkways is encouraged.

**Policy 9.2**

Site amenities such as public plazas, pedestrian walkways, and site furnishings (benches, decorative light fixtures, ornamental waste receptacles and enhanced paving) along linkages are encouraged. Where such amenities are provided, the use of landscaping, building overhangs and canopies should be implemented in order to provide shade and to make the areas comfortable for the users.

**Policy 9.3**

Encourage the placement of pedestrian furnishings along public walkways and open spaces to create visual continuity, reinforce the pedestrian character with wider sidewalks and provide

outdoor use areas along public walkways. These amenities may consist of seats and tables, drinking fountains, trash receptacles, and directories.

## **Retail Commercial - On-Site Drives and Parking Areas**

### **Goal 10**

**Provide for appropriate on-site drives and parking areas.**

#### **Policy 10.1**

Off-street parking adjacent to public roads should require screening by one or a combination of the following: walls, xeriscape landscaping, and/or berms. These screens should be continuous and at a recommended height of three (3) feet to visually obscure ~~ear bumpers, headlights and grills~~ vehicles.

#### **Policy 10.2**

Commercial developments should enter into cross access easements with adjoining sites for the use of shared parking areas and driveways, especially along arterial and collector streets, to reduce the traffic hazards associated with numerous entrance and exit drives and to enhance the streetscape.

#### **Policy 10.3**

~~Encourage the placement of required parking areas to be located in secured areas behind the principal building(s) on the site.~~ Where a large number of parking spaces are required and where economically feasible and secure, parking structures are encouraged. However, because parking structures often become a major visual element of the site, the design should be integrated with the form and materials of the primary structure(s). This will offer a better transition to adjoining residential uses. At the same time appropriate buffering should be provided.

#### **Policy 10.4**

Encourage drive-thru facilities and stacking lanes, when contiguous to any public right-of-way, residential use, or pedestrian gathering area to be obscured from view by an intense landscape buffer consistent with Title 30. Call boxes should be located and oriented away from residential areas.

## **Retail Commercial - Building Design and Architecture**

### **Goal 11**

**Encourage enhanced building design and architecture for retail commercial uses.**

#### **Policy 11.1**

Scale relationships between buildings and adjacent developments should be carefully considered. Stair-stepping/terracing building height and shifting building placement can provide appropriate transitions between different building scales and intensities.

**Policy 11.2**

Encourage variations to a building's mass by breaking up the mass (mass refers to the height, bulk, and scale of a building) of a building. In order to improve visual quality, variations include architectural treatments on all building sides to eliminate blank building elevations along public rights-of-way and areas visible to the general public. Similarly, buildings located on corner lots should have façades enhanced to match the front of the building to emphasize their prominent location.

**Policy 11.3**

All signage must be integrated and compatible with building styles both on-site and with surrounding development. Any illuminated signs should be oriented away from residential uses.

**Policy 11.4**

Promote Comprehensive Sign Plans for multi-user commercial developments. Signs for pad sites should be coordinated with signs for the entire commercial complex.

## **Research and Business Parks**

Research and Business Park developments within Enterprise should accommodate low intensity/non-nuisance development with less of a focus on industrial uses and more on commercial office space with the corresponding amenities. Concurrently these land developments should provide for the diversification of the region's economic base and employment opportunities. Research and Business Park development proposals should demonstrate compliance with the following goal and policies.

### **Goal 12**

**Provide opportunities for Research and Business Park development.**

#### **Policy 12.1**

The location of Research and Business Park developments should consider compatibility with existing land use patterns, appropriate access routes and traffic volumes, environmental concerns, proximity to single family residential uses, transitional land uses, ~~as well as~~ and proper siting and storage of hazardous materials.

#### **Policy 12.2**

Through site planning and building design, ensure that developments are ~~compatible~~ complementary with adjoining residential development. Appropriate buffers, setbacks, landscaping, building height and materials, lighting, signage and on-site circulation and adjacent land uses should be considered and integrated into business park developments.

#### **Policy 12.3**

~~Single family and multi family developments~~ Residential uses (as a primary uses) are not allowed in Research and Business Park areas. Live/work units may be suitable when not associated with or adjacent to industrial uses.

#### **Policy 12.4**

Outdoor storage areas are discouraged. If developed, outside storage areas, loading areas with roll-up, overhead doors, service areas, and areas intended for large semi-truck parking should be screened from streets, residential and other adjacent uses.

#### **Policy 12.5**

To improve visual quality and compatibility, Research and Business Park developments should orient offices, similar less intensive uses, ~~such as outside storage~~ and landscaping, adjacent to public rights-of-way (on the perimeter of the developments). Other more intensive uses should be internalized within the development.

#### **Policy 12.6**

Research and Business Park developments should be planned and developed to alleviate traffic congestion, traffic hazards, sign proliferation, visual clutter, and incompatible architectural styles.

**Policy 12.7**

Encourage Research and Business Park developments to be designed as centers or campuses with coordinated reduced points of ingress and egress on arterial and collector streets, architectural and signage programs, screened parking areas, and appropriate landscaping. ~~Large scale retail projects should be discouraged in BDRP (Business and Design Research Park) areas.~~

**Policy 12.8**

Signage will be subject to setbacks, size, height and other provisions of Title 30. Monument signs are encouraged.

**Policy 12.9**

The public access portion of all building footprints visible from a right-of-way or a residential use should have a landscape area between the building and parking area. In no instance should pavement for parking aisles or spaces directly abut the building footprint.

**Policy 12.10**

Developers should contact Clark County Department of Development Services to request a pre-application conference for preliminary designs of egress and access points on all arterial and collector streets.

**Policy 12.11**

~~Encourage drive thru facilities and stacking lanes, when contiguous to any public right of way, residential use, or pedestrian gathering area to be obscured from view by an intense landscape buffer consistent with Title 30. Call boxes should be located and oriented away from nearby residential development.~~

**Policy 18.14**

Encourage developments to incorporate pedestrian and bicycle circulation systems that connect with existing and proposed trail systems, parks, open space and nearby residential developments.

## **Industrial**

Industrial development proposals should demonstrate compliance with the following industrial goals and policies.

### **Goal 13**

**Provide opportunities for industrial development ~~within Enterprise~~ in appropriate areas.**

#### **Policy 13.1**

The location of new industrial developments should be of sufficient size to accommodate all criteria necessary to be compatible with existing land uses while considering proximity to commercial uses, buffering, transitional land uses, as well as the proper siting and storage of hazardous materials.

#### **Policy 13.2**

In accordance with the Title 30 appropriate buffers, setbacks, landscaping, building materials, building height and transitioning, lighting, signage and on-site circulation should be considered and integrated into industrial developments.

#### **Policy 13.3**

Industrial land uses should not be developed adjacent to residential developments. Residential projects located within or adjacent to existing developed industrial areas and/or proposed future industrial areas are inappropriate.

#### **Policy 13.4**

Encourage outside storage areas, loading areas with roll-up, overhead doors, service areas, and areas intended for large semi-truck parking to be screened, as much as practically possible, from streets, residential and other adjacent properties.

#### **Policy 13.5**

Encourage industrial developments to orient less intensive uses, and landscaping adjacent to public rights-of-way on the perimeter of the developments to improve visual quality and buffering.

#### **Policy 13.6**

Encourage industrial developments to orient more intensive land uses (such as outside storage) away from rights-of-way and residential areas. These uses should be internalized within the development as much as possible.

#### **Policy 13.7**

Encourage signage that is compatible with the area. Monument signs are encouraged.

#### **Policy 13.8**

The public access portion of all building footprints visible from a right-of-way or a residential use should have a landscape area between the building and parking area. In no instance should pavement for parking aisles or spaces directly abut the building footprint.

**Policy 13.9**

To provide for safety and traffic flow, reduce the points of ingress/egress and encourage right turn deceleration lanes into industrial developments.

**Policy 13.10**

Industrial developments should reduce or limit points of ingress and egress on arterial or collector streets, traffic congestion and hazards, proliferation of signs and visual clutter.

## **Mixed Use**

~~The Las Vegas Boulevard Corridor (Sunset Road to Larson Lane) is the Central Business District for Enterprise. It is a high intensity, pedestrian oriented economic center that is intended for Mixed Use Development. It is the intent of the following goals and policies to support mixed use development in the Las Vegas Boulevard Corridor as well as in other locations. Appendix C designates the location and corresponding density and intensity for Mixed Use projects.~~

### **Goal 14**

**Provide opportunities for mixed use development ~~within Enterprise~~ in appropriate areas.**

#### **Policy 14.1**

Mixed-Use developments should provide easy vehicular entry and exit access with the objective to accommodate all users.

#### **Policy 14.2**

Through the use of design commonality, mixed uses should provide some visual familiarity which will result in smoother circulation flow and easy recognition of amenities for visitors and pedestrians.

#### **Policy 14.3**

Mixed use developments should incorporate apartments/condominiums, commercial, general business, professional offices/services and public offices/services that are consistent with the underlying land use category.

#### **Policy 14.4**

More intense mixed use developments should be sited with at least one boundary adjacent to an arterial street or collector street which is identified as being a public transit corridor. Less intense mixed use projects may be adjacent to local streets.

#### **Policy 14.5**

Allow options for intensive and creative mixed use developments which will provide a compatible mix of higher residential densities and supporting commercial uses through innovative site planning.

#### **Policy 14.6**

Where MUD 3 and MUD 4 developments are allowed, encourage design techniques that will result in a project that is similar in design, bulk, style and scale with surrounding development.

#### **Policy 14.7**

Encourage residential development to have appropriate indoor and outdoor amenities (e.g. swimming pool, health spa, tennis courts, park, etc.) with local supporting mixed uses (e.g. restaurants, entertainment facilities, etc.).

#### **Policy 14.8**

Encourage Live and Work units in Mixed Use Districts 3 and 4. These should be developed with entrances having recessed entry or awnings that will allow direct access at grade. This is similar

to “Main Street” store front patterns and these units will generally be found in mixed use designated areas.

**Policy 14.9**

When constructing Live and Work units, encourage the location of private exterior space on the second floor in a covered porch or balcony overlooking the street.

**Policy 14.10**

Work-force housing units should be incorporated into mixed use developments and other areas. Work force housing units should not be segregated and clustered in large numbers in a localized area; rather they should be dispersed throughout the appropriate mixed use districts within Enterprise.

**Policy 14.11**

Encourage mixed use developments to develop along the principal routes served by public rapid and enhanced mass transit systems as defined by the RTC. This will allow easy access to services and employment not offered on site.

**Policy 14.12**

Density bonuses and special use permits for additional height are not encouraged adjacent to the RNP-1 overlay areas.

**Policy 14.13**

Encourage the development of a pre-determined mix of uses that should be contained within a MUD development. Uses on adjacent properties within walking distance (1/4 mile) maybe considered when determining a MUD project. The intent is to develop a cohesive mix of uses with the objective of achieving a live, work and play balance within a neighborhood.

**Mixed Use – Building Orientation and Site Planning**

**Goal 15**

**Encourage appropriate building orientation and site design for mixed use development.**

**Policy 15.1**

Encourage the physical and functional integration of surrounding buildings, existing and/or proposed pedestrian paths, trails and streets when considering the location of the building on the site. This reduces the potential of a monotonous, continuous row of buildings.

**Policy 15.2**

Encourage usable and functional, pedestrian friendly developments where building entrances are clearly identifiable and directly accessible from a public sidewalk/pedestrian realm.

**Policy 15.3**

Encourage the placement of off-street parking areas to be internalized or located behind the principal building(s) on the site. Where large numbers of parking spaces are required parking structures and public transit facilities are encouraged. However, because parking structures often become a major visual element of the site, the design of the parking structure should be integrated with the form and materials of the primary structure(s).

**Policy 15.4**

Where possible, buildings should be sited around pedestrian plazas and courts in accordance with the requirements of the Mixed Use Overlay District ordinance.

**Policy 15.5**

Encourage recreation areas within mixed use developments to be located away from arterial and collector streets.

**Mixed Use – Building Design and Architecture**

**Goal 16**

**Encourage innovative building design and architecture for mixed use developments.**

**Policy 16.1**

Encourage mixed use developments to use architectural elements including, but not limited to towers, domes, or other vertical elements; decorative fascias or parapets; pilasters or columns; arcades or colonnades; decorative details such as tiles, wrought iron, fenestration, landscaped planters or trellises; or pitched and hipped roofs.

**Policy 16.2**

To improve visual quality, encourage architectural treatments on all building sides to eliminate blank building elevations along public rights-of-way and areas visible to the general public.

**Policy 16.3**

Scale relationships between buildings and adjacent developments should be carefully considered. Stair-stepping/terracing building height, breaking up the mass of a building and shifting building placement can provide appropriate transitions between differing building scales and intensities.

**Policy 16.4**

Building heights should vary within a mixed use development with lower buildings adjacent to street and surrounding residential uses in order to reduce the perceived mass of buildings.

**Policy 16.5**

Encourage accessory parking structures to be architecturally compatible with the primary structure by using similar façade treatments and materials.

## **Mixed Use – Pedestrian Circulation and Orientation**

### **Goal 17**

Encourage mixed use developments that are citizen friendly, with locally supporting services within walking distance.

### **Policy 17.1**

On-site pedestrian circulation should be separated from vehicular traffic. In developments where substantial traffic volumes occur on certain stretches of on-site drives, a sidewalk or walkway may be necessary to separate pedestrian and vehicular traffic. The use of enhanced paving, a change in grade or color, to clearly define pedestrian walkways is encouraged.

### **Policy 17.2**

Encourage the placement of pedestrian scale site furnishings along public streets and open spaces to create visual continuity, reinforce the pedestrian character with wider sidewalks and provide outdoor use areas along public walkways. These amenities may consist of seats and tables, drinking fountains, trash receptacles, or directories.

### **Policy 17.3**

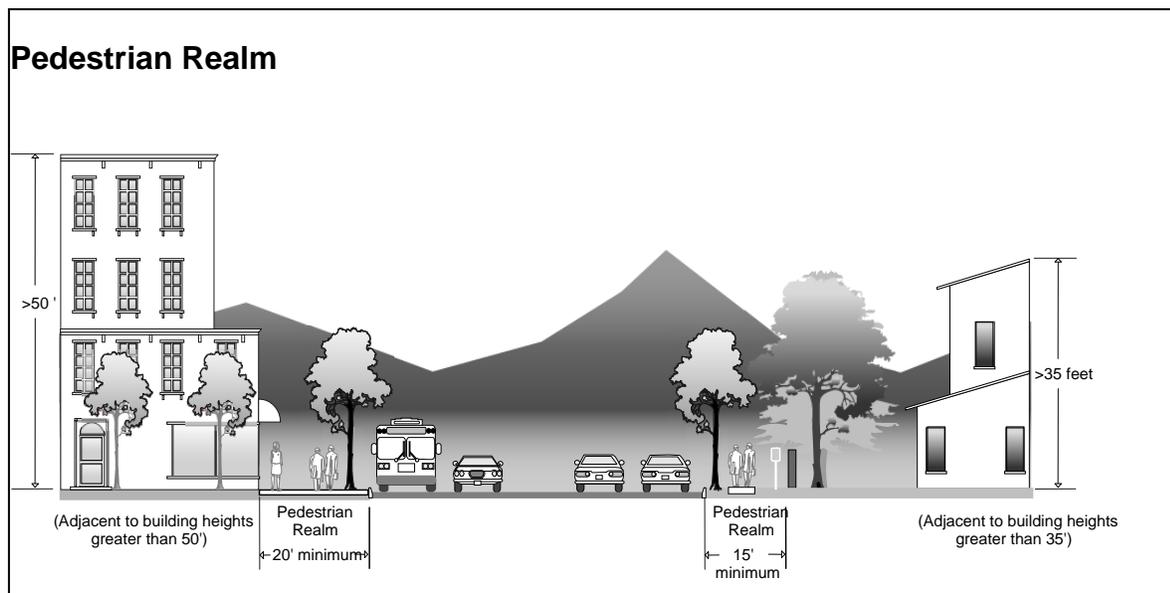
To encourage pedestrian usage, sidewalks should be wider than 5 (five) feet minimum standard and designed to be unobstructed, to allow for safe and unimpeded pedestrian traffic.

### **Policy 17.4**

Buildings should provide street side entrances for pedestrians and public transit users, where appropriate.

### **Policy 17.5**

Site amenities such as public plazas, public art, pedestrian walkways/links or site furnishings along linkages are encouraged. Where such amenities are provided, the use of landscaping, building overhangs and canopies should be implemented in order to provide shade and to make the areas comfortable for the users.



## **Major Projects**

There are several Major Projects (master planned community) located within the Enterprise Planning Area. A major project (master planned community) should demonstrate compliance with the following major project policies.

### **Goal 18**

**Provide opportunities for the development of major projects.**

#### **Policy 18.1**

Amendment of this plan should occur when a major project, as defined in Title 30 has been approved by the BCC.

#### **Policy 18.2**

Ensure that a major project provides a mix of residential, commercial, industrial and public facilities land uses where residents will have the opportunity to live, work, and recreate. The design of a major project should be compatible within the development as well as with adjoining land uses and the natural environment.

#### **Policy 18.3**

Multiple family, office, and commercial uses should be concentrated in nodes at intersections or on arterial and collector streets to promote orderly development and reduce traffic impacts on neighborhoods, unless they are part of a comprehensive business or industrial park or a transit oriented retail/mixed use district.

#### **Policy 18.4**

A major project should avoid “strip commercial” or “spot commercial” development patterns within the project boundary. A major project should be designed to reduce the negative impacts associated with “strip commercial” or “spot commercial” land use patterns such as excessive vehicular access and congestion along arterial streets, proliferation of sign and visual clutter, and inconsistent architectural designs. A major project development should facilitate and promote the use of mass transit and/or other alternative modes of transportation.

#### **Policy 18.5**

Ensure that a major project provides adequate public services and facilities that meet appropriate standards in accordance with Title 30 to ensure that a major project is adequately served without adversely impacting existing populated areas.

#### **Policy 18.6**

Construction of infrastructure and public facilities for a major project should be timed to run concurrently with the development it supports in order to provide adequate service and to minimize financial burden to the service provider and the public.

**Policy 18.7**

Ensure that a major project is designed to integrate transportation planning with land use planning. In addition, a major project should incorporate other linear infrastructure such as drainage, water reclamation and water.

**Policy 18.8**

Encourage a major project to design residential subdivisions that include local neighborhood streets that service only local traffic and promote neighborhood integrity. Collector streets should be designed to distribute traffic to and from a neighborhood, as opposed to providing “shortcuts” through a neighborhood.

**Policy 18.9**

The Clark County Major Projects Review Process shall address the development of parcels located adjacent to, but not a part of, a major project to ensure compatibility with established land use patterns and ensure compliance with the policies contained herein.

**Policy 18.10**

Major Projects should use the generalized land use categories approved and used by Clark County.

## Gateway

### Overall Objective

The Gateway is shown on the Enterprise Land Use Map (see Map 7) and is located south of Sunset Road and north of St. Rose Parkway along both sides of the I 15 corridor. The Gateway is an extension of the “Strip” (Las Vegas Boulevard corridor) which is the Central Business District for Clark County. It is intended to be a high intensity, diversified economic center supporting business and resort development and should be tourist oriented, catering to pedestrians, both in its circulation and scale while providing a limited range of housing types and workplaces.

### Land Use Development

#### **Goal 19**

~~Encourage a concentration of diverse developments within the Gateway including commercial, light industrial, research, office, recreational, entertainment, public facilities and multi-family residential to enhance the economic, social and physical development and vitality of Enterprise.~~

#### **Policy 19.1**

~~The Gateway is the prime activity center of Enterprise and allows hotels; casinos; entertainment uses; general business, professional and public offices; commercial uses and multi-family residential uses.~~

#### **Policy 19.2**

~~Single family residential and other low intensity uses should not be permitted within the Gateway.~~

#### **Policy 19.3**

~~All new non-conforming single family and low intensity developments within the Gateway shall be responsible for providing any required/desired buffers from adjoining higher density/higher intensity projects within the Gateway.~~

#### **Policy 19.4**

~~Allow options for creative, intensive diverse developments which will provide a compatible mix of higher residential densities and supporting business, professional/public offices, recreational and commercial uses through innovative site planning.~~

#### **Policy 19.5**

~~Encourage design techniques that will result in projects that are functionally and visually integrated internally as well as with adjacent development~~

**Policy 19.6**

~~Encourage the development of multi storied residential uses having appropriate indoor and outdoor amenities (e.g. swimming pool, health spa, tennis courts, park, etc.) with local supporting mixed uses (e.g. restaurants, entertainment facilities, etc.).~~

**Policy 19.7**

~~In the Gateway, residential development of any kind and other uses as described in the Cooperative Management Agreement (CMA) are prohibited from developing within the Air Environ AE-70 (and above) as found in the Airport Environs Overlay District (AEOD). Such uses should also be discouraged in the Air Environ AE-65.~~

**Policy 19.8**

~~All purchasers of property within any approved single family subdivision located in the Gateway should receive from the developer of the subdivision, a disclosure of the mixed use/commercial nature of the surrounding properties.~~

**Gateway – Building Orientation and Site Planning****Goal 20**

~~Encourage appropriate building orientation and site design in the Gateway.~~

**Policy 20.1**

~~Where possible, buildings should be located around pedestrian plazas and courts.~~

**Policy 20.2**

~~Service areas, docks, trash collection areas, and truck loading areas should be screened and located away from public view.~~

**Policy 20.3**

~~Encourage the physical and functional integration of surrounding buildings, existing and/or proposed pedestrian paths, trails and streets when considering the location of the building on the site. This reduces the potential of a monotonous, continuous row of buildings.~~

**Policy 20.4**

~~Encourage usable and functional, pedestrian friendly developments where building entrances are clearly identifiable and directly accessible from a public sidewalk.~~

**Policy 20.5**

~~Drive isles and parking areas which are located between buildings and the sidewalk should be discouraged.~~

### **Policy 20.6**

~~On commercial sites, especially large retail centers, encourage the siting of 40% (forty percent) of the total building footprint on all street perimeters, especially at corner locations while maintaining view corridors to storefront areas. Such siting strengthens the streetscape and helps to screen off-street parking areas.~~

### **Policy 20.7**

~~Reduce potential negative impacts to neighboring residential areas from traffic hazards and congestion, proliferation of sign and visual clutter, and inconsistent aesthetics. This can be accomplished by encouraging assemblage of contiguous parcels with ingress and egress away from adjacent residential areas.~~

### **Policy 20.8**

~~Encourage any resort hotel to have primary access from an existing or planned arterial or Las Vegas Boulevard South.~~

### **Policy 20.9**

~~Reflective glass and other high glare surfaces and lighting used on building and structures that are within 10,000 feet of McCarran International Airport or in close proximity of residential uses, should be avoided.~~

### **Policy 20.10**

~~Off-street parking adjacent to public roads should require screening by one or a combination of the following: walls, landscaping, and/or berms. These screens should be continuous and at a recommended height of three (3) feet to visually obscure car bumpers and grills.~~

### **Policy 20.11**

~~To reduce the traffic hazards associated with numerous entrance and exit drives and enhance the streetscape, projects are encouraged to share parking areas and driveways.~~

### **Policy 20.12**

~~Encourage the placement of off-street parking areas to be internalized or located behind the principal building(s) on the site. Where large numbers of parking spaces are required parking structures are encouraged. However, because parking structures often become a major visual element of the site, the design should be integrated with the form and materials of the primary structure(s) as well as stair-step designs should be incorporated in the design of the structure.~~

## **Gateway – Pedestrian Circulation and Orientation**

### **Goal 21**

~~Pedestrian circulation should be encouraged and provided on all development sites within the Gateway.~~

**Policy 21.1**

~~On-site pedestrian circulation should be separated from vehicular traffic. In developments where substantial traffic volumes occur, a sidewalk or walkway may be necessary to separate pedestrian and vehicular traffic. The use of textured or enhanced paving to clearly define pedestrian walkways is encouraged.~~

**Policy 21.2**

~~Where appropriate, encourage the preservation of right of ways for elevated walkways at all arterial intersections in the Gateway.~~

**Policy 21.3**

~~Both public and private pedestrian and transit systems are encouraged in the Gateway.~~

**Policy 21.4**

~~Site amenities such as public plazas, pedestrian walkways/links and site furnishings along linkages should be encouraged throughout the Gateway. Encourage amenities such as the use of landscaping, building overhangs and canopies in order to provide shade and make the areas comfortable for pedestrian use.~~

**Policy 21.5**

~~Encourage the placement of pedestrian scale site furnishings along public streets and open spaces to create visual continuity, reinforce the pedestrian character of the Gateway with wider sidewalks, and provide outdoor use areas along public walkways. These amenities may consist of seating and tables, drinking fountains, trash receptacles, way-finding directories, etc.~~

**Policy 21.6**

~~To encourage pedestrian usage, sidewalks should be wider than 5' minimum standard and designed to be unobstructed, to allow for safe and unimpeded pedestrian traffic.~~

**Policy 21.7**

~~Where appropriate, buildings should provide street side entrances for pedestrians and public transit users.~~

**Policy 21.8**

~~Encourage the extension of the monorail and/or other intensive transit systems, such as LRT, buses or the MAX BRT system, within the Gateway.~~

**Gateway – Buffering and Enhanced Streetscape****Goal 22**

**Encourage appropriate buffering and enhanced streetscapes within the Gateway.**

**Policy 22.1**

Enhanced landscaping (trees) at the perimeter and interior of parking areas should be encouraged to provide shade and visual relief, while maintaining view corridors to storefront areas.

**Policy 22.2**

Encourage any non-residential project developed in the Gateway to buffer any existing or planned residential area adjacent to the Gateway with landscaping in accordance with Title 30, the Unified Development Code.

**Policy 22.3**

Encourage the creation of a landscape improvement district and the extension of the “Scenic Byways” designation along Las Vegas Boulevard South to reinforce the Gateway identity and provide continuity with “The Strip.”

## **Gateway – Building Design and Architecture**

**Goal 23**

**Encourage appropriate building design and architecture in the Gateway.**

**Policy 23.1**

All structures on a development site should be of similar and compatible architectural design, style, and color.

**Policy 23.2**

Scale relationships between buildings and adjacent developments should be carefully considered. Stair-stepping building height, breaking up the mass of a building and shifting building placement can provide appropriate transitions between differing building scales and intensities.

**Policy 23.3**

If the back of any building is oriented toward Interstate 15 (I-15), Las Vegas Boulevard South, a Rural Neighborhood Residential area or other planned residential area located outside of the Gateway, it should be of the same architectural style and color, constructed of the same building materials as the remainder of the building, and should be enhanced with materials to match the front of the building. Similarly, buildings located on corner lots should have facades enhanced to match the front of the building to emphasize their prominent location.

**Policy 23.4**

All signage must be compatible with building styles both on-site and with surrounding development. Any illuminated signs should be oriented away from all residential neighborhoods which are located outside of the Gateway.

**Policy 23.5**

All outdoor storage areas are discouraged. If developed, all outdoor storage areas should be screened from all adjacent parcels and from public view.

### **Policy 23.6**

Encourage monument signs, as defined by Title 30, for multiple family developments.

### **Policy 23.7**

In order to fully complement areas within the Gateway, affordable housing should be encouraged and integrated into all housing projects.

## **Gateway – Multi-Family Housing**

### **Goal 24**

Encourage appropriate building orientation and site planning of multi-family residential developments within the Gateway.

### **Policy 24.1**

High density residential developments greater than 18 units per acre are appropriate within the Gateway (in designated areas or within approved mixed use projects).

### **Policy 24.2**

Encourage the siting of multi-family buildings to be oriented in varying directions relative to each other, to avoid the monotony of a linear pattern

### **Policy 24.3**

Encourage the separation of parking areas, garages, and/or covered parking into courts, to avoid creating long corridors of parking areas.

## **Gateway – Single Family Attached & Detached Residential**

### **Goal 25**

Discourage development of attached and detached single family dwelling units in the Gateway.

### **Policy 25.1**

As single family development is incompatible with higher densities and intensities, single family developments should be discouraged within the Gateway.

### **Policy 25.2**

All new non-conforming single family and low intensity developments within the Gateway shall be responsible for providing any required/desired buffers from adjoining higher density/higher intensity projects within the Gateway.

### **Policy 25.3**

All purchasers of property within any approved single family subdivision located in the Gateway should receive from the developer of the subdivision, a disclosure of the mixed use/commercial nature of the surrounding properties.

## **Gateway – Office Goals & Policies**

~~Office developments within the Gateway should have uses that are non- nuisance with less of a focus on industrial use and more of a focus on office space with supporting amenities.~~

### **Goal 26**

~~Encourage appropriate building orientation and site planning of office projects in the Gateway.~~

#### **Policy 26.1**

~~Encourage the assemblage of property (generally a minimum of 5 acres) to design a unified development with controlled vehicle access, on-site circulation, coordinated signage, landscaping and architecture.~~

#### **Policy 26.2**

~~Encourage locating less intense uses such as offices on the perimeter of the Gateway.~~

#### **Policy 26.3**

~~All outdoor storage areas are discouraged. If developed, all outdoor storage areas should be screened from all adjacent parcels and from public view.~~

#### **Policy 26.4**

~~Encourage office developments to develop as centers or campuses with coordinated architectural and signage programs and extensive landscaping.~~

#### **Policy 26.5**

~~All policies listed under Office and Commercial policies may also be appropriate and may be used to evaluate rezoning requests and development requests in the Gateway.~~