

Winchester/ Paradise

Area Background

The Winchester/Paradise planning area (“Winchester/Paradise”) encompasses the unincorporated towns of Winchester and Paradise, both in the heart of the Las Vegas Valley. Winchester/Paradise encompasses approximately 47 square miles (more than 30,000 acres) and is generally bounded on the north by Sahara Avenue, on the south by Sunset Road and Silverado Ranch Road, on the east by Nellis Boulevard and Eastern Avenue, and on the west by Decatur Boulevard and Bermuda Road.

Area Character

Winchester/Paradise contains some of the most urbanized and developed areas in the Las Vegas Valley, including the bulk of the Las Vegas Strip, LAS, and UNLV. The planning area is notable for the high concentration of multi-family residential near the Las Vegas Strip, between Paradise Road and Maryland Parkway, and along other major roadways in the planning area. Tourism-focused commercial along Las Vegas Boulevard South and Interstate 15 are also found along West Flamingo Road and Boulder Highway. Winchester/Paradise also features significant employment and light industrial uses west of Interstate 15 and along Sunset Road near LAS. Major public or quasi-public uses includes the airport, UNLV, Allegiant Stadium, and the Las Vegas Convention Center.

Along Desert Inn Road, between Maryland Parkway and Eastern Avenue, is the Paradise Palms neighborhood—the first and only historic neighborhood in unincorporated Clark County. Today, 216 mid-twentieth century modern homes in Paradise Palms are protected by a unique overlay district.

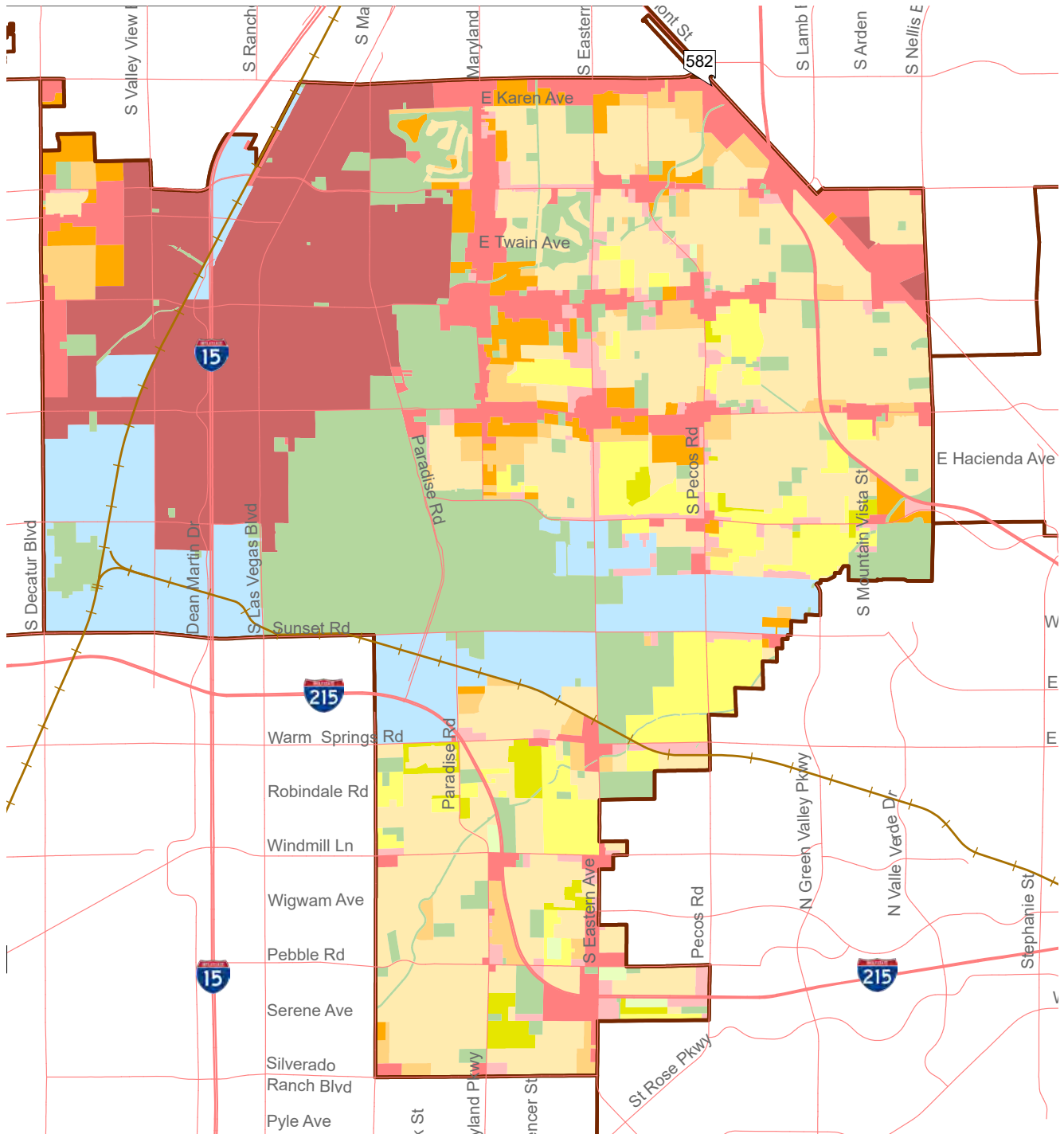


History of the Winchester/Paradise Planning Area

The Winchester/Paradise planning has a unique history dating back to December 1950 when the unincorporated town of Paradise was created. In 1951 the town of Paradise (A) was established and later renamed Winchester in 1953. Paradise (B) was formed in January 1952 and was renamed Paradise in 1953.

A CAC was created in August 1973 and oversaw several adjustments to the boundaries of each community. In November 1979, the Winchester TAB was created followed by the establishment of the Paradise TAB in December 1979.

Winchester/Paradise Planned Land Use Map



Winchester Paradise - Planned Land Use

Neighborhoods

- Outlying Neighborhood (ON)
- Edge Neighborhood (EN)
- Ranch Estate Neighborhood (RN)
- Low-Intensity Suburban Neighborhood (LN)
- Mid-Intensity Suburban Neighborhood (MN)
- Compact Neighborhood (CN)
- Urban Neighborhood (UN)

Employment

- Business Employment (BE)
- Industrial Employment (IE)

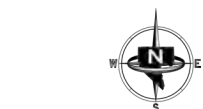
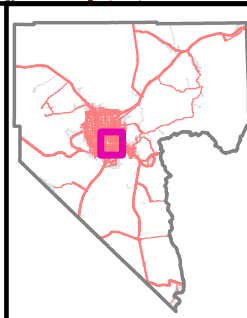
Commercial and Mixed Use

- Neighborhood Commercial (NC)
- Corridor Mixed-Use (CM)
- Entertainment Mixed-Use (EM)

Other

- Agriculture (AG)
- Open Lands (OL)
- Public Use (PU)
- Major Projects (MP)

Planning Areas



Miles
Date Adopted: November 17, 2021
Date Amended: July 31, 2023



Winchester/Paradise Goals and Policies

Goal WP-1: Maintain a balance of neighborhoods and vibrant destinations in Winchester/Paradise

POLICY WP-1.1: TRANSIT-SUPPORTIVE DEVELOPMENT

Encourage a diversity of land uses along major corridors at densities that support pedestrian activity and transit use—especially along Maryland Parkway, Las Vegas Boulevard South, and Flamingo Road. Discourage the proliferation of low-intensity, auto-oriented development in areas where high-frequency transit exists or is planned, particularly within a quarter-mile of fixed transit stations.

POLICY WP-1.2: STADIUM DISTRICT DEVELOPMENT

Promote the transition of the Stadium District area into a vibrant mixed-use center for retail, entertainment, hospitality, commerce, offices, sports, and multi-family residential development that supports activity on event and non-event days.

POLICY WP-1.3: CORRIDOR RESIDENTIAL

Support the integration of multi-family residential uses in Corridor Mixed-Use and Entertainment Mixed-Use areas to support the expansion of housing options within close proximity of services, amenities, and jobs.

POLICY WP-1.4: CULTURAL HERITAGE

Encourage the retention of unique businesses, commercial districts, signage, and other features that reflect the diverse history and cultural heritage of Winchester/Paradise. Explore the use of design standards and guidelines, incentives, and other strategies to preserve the defining characteristics of areas like the Spring Mountain Road corridor while encouraging reinvestment and supporting the evolution of development patterns over time.

POLICY WP-1.5: RESIDENTIAL INFILL

Encourage residential infill of a similar scale, style, and intensity on vacant parcels in areas designated as Low-Intensity Suburban Neighborhood (LN). Encourage transitions in density and intensity along shared edges where infill development is adjacent to established neighborhoods to promote a cohesive character.

POLICY WP-1.6: PARADISE PALMS

Support ongoing efforts to preserve the unique history and character of the Paradise Palms neighborhood.

POLICY WP-1.7: NEIGHBORHOOD REVITALIZATION

Encourage targeted reinvestment in and revitalization of older neighborhoods in Winchester/Paradise to expand housing options—type, density, and price point—that allow residents to remain in the neighborhood regardless of age, family structure, or income.

Goal WP-2: Expand multimodal connections along and to major corridors in Winchester/Paradise

POLICY WP-2.1: HIGH-CAPACITY TRANSIT

Coordinate with RTC on the planned expansion of high-capacity transit along Maryland Parkway, Las Vegas Boulevard South, and Flamingo Road. Also explore high-capacity transit improvements to Sahara Avenue, Charleston Boulevard, Eastern Avenue, Decatur Boulevard, Paradise Road, Nellis Boulevard, and Boulder Highway and Fremont Street and ensure transit-supportive infrastructure supports the goals and standards of RTC.

POLICY WP-2.2: MARYLAND PARKWAY

Encourage a mix of land uses and transit-supportive development patterns along Maryland Parkway, consistent with the Maryland Parkway Corridor Transit Oriented Development Plan.

POLICY WP-2.3: RESORT CORRIDOR PEDESTRIAN BRIDGES

Encourage the preservation of rights-of-way for pedestrian bridges at arterial intersections in the Resort Corridor.

POLICY WP-2.4: RESORT CORRIDOR TRANSIT SERVICE

Continue to work with public and private partners on the expansion of high-frequency transit service along the Resort Corridor, as well as to/from other major destinations within Clark County.

POLICY WP-2.5: STADIUM DISTRICT CONNECTIONS

Provide connectivity and access to and throughout the Stadium District to improve mobility for all users and encouraging the use of alternative modes of transportation.



Goal WP-3: Encourage the revitalization of established employment centers and commercial corridors in Winchester/Paradise

POLICY WP-3.1: ADAPTIVE REUSE

Repurpose and reinvent vacant or functionally obsolete buildings through adaptive reuse—where practical and consistent with development—to promote reinvestment in Winchester/Paradise and support sustainability initiatives.

POLICY WP-3.2: AIRPORT ENVIRONS OVERLAY DISTRICT

Periodically review and update the boundary of the AEO District in coordination with the DOA to reflect changes to airport noise contours and flight paths. [See also, Countywide Policy 5.2.1, *Harry Reid International Airport*]

POLICY WP-3.3: AIRPORT COMPATIBLE USES

Encourage a mix of employment and aviation-related uses in existing employment areas near Sunset Road, Eastern Avenue, and west of Interstate 15 to ensure compatibility of airport operations, preserve the viability of warehousing and manufacturing uses, and protect public health, safety, and welfare.

POLICY WP-3.4: UNIVERSITY DISTRICT

Coordinate with UNLV to establish a University District with an emphasis on uses complimentary to the University, including arts and cultural activities, workforce and student housing, professional and educational offices, commercial uses, and other developments that serve a university population.

POLICY WP-3.5: UNIVERSITY COORDINATION

Coordinate with UNLV on planning, infrastructure, and other efforts that may impact the university. Encourage the UNLV to actively participate with the Paradise TAB, Clark County Planning Commission (CCPC), and the Board of County Commissioners (BCC).