

MARYLAND PARKWAY CORRIDOR



TRANSIT-ORIENTED DEVELOPMENT PLAN

University Road Focus Area

Final Plan - July 2021



In association with: Nelson\Nygaard | Economic & Planning Systems | Paceline Consulting | Anil Verma Associates, Inc



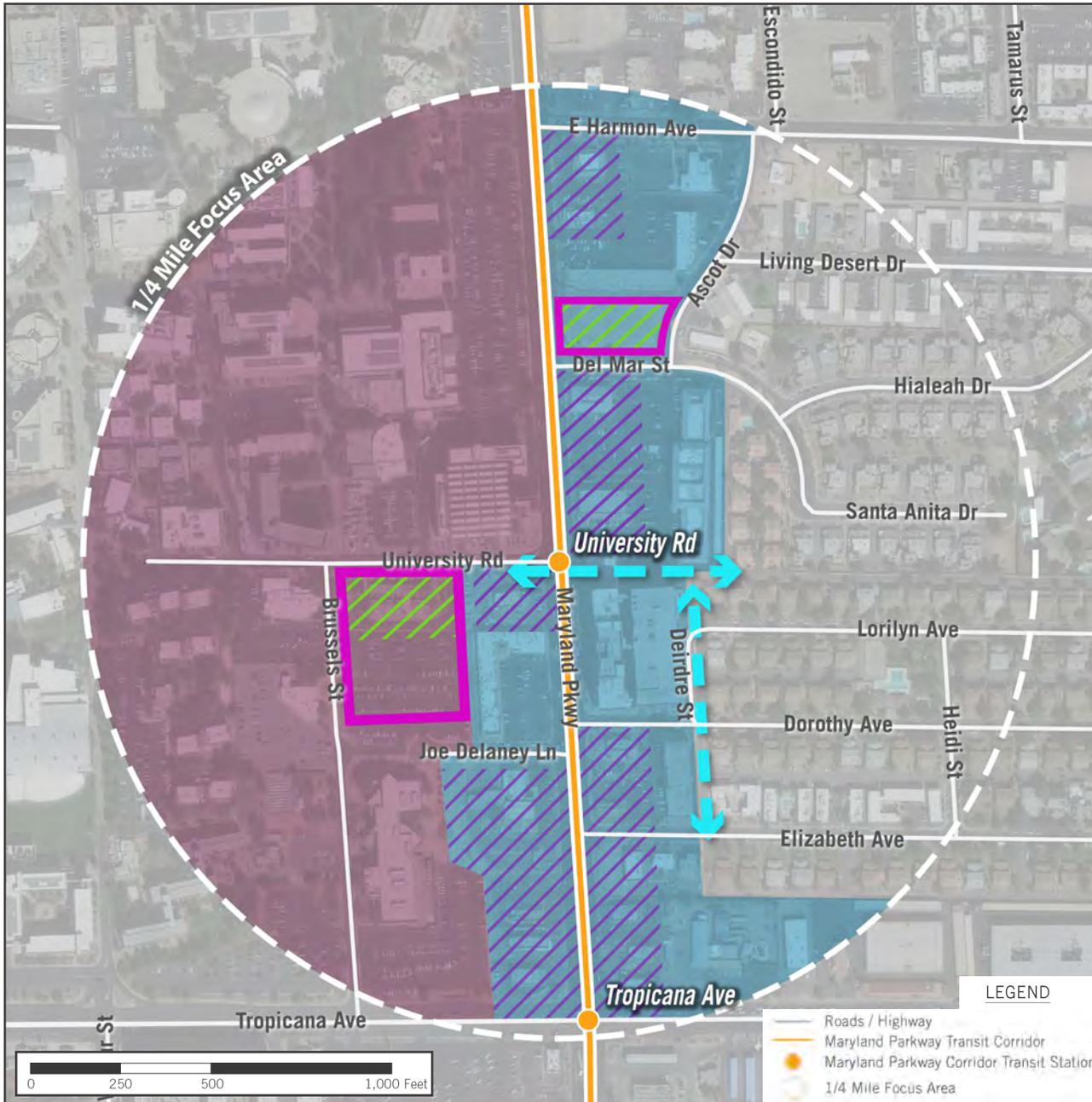
Note: This TOD Plan is not prescriptive; rather, the document offers a collection of potential policies and programs including design guidelines. The County and the local development community can choose to incorporate a sampling of insights from this plan, as it deems appropriate over time. It is likely that planning for short-term and long-term changes might differ along the Maryland Parkway Corridor, requiring implementation of specific aspects of the plan based on future events that could unfold in the revitalization of the district. For this reason, this TOD Plan is flexible, intended to anticipate needs, and be of value as the future unfolds.

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UNIVERSITY ROAD TOD PLAN FRAMEWORK



PLAN FRAMEWORK MAP

The Plan Framework Map presented here provides an “at-a-glance” of the key recommendations from the remainder of the University Road Focus Area TOD Plan. The map locates key recommendations and the legend references more detail available later in the Plan while the facing page provides a high level review of key priorities.

Plan Framework Elements

TOD Readiness Spectrum

Amenitize This focus area is close to TOD-ready but needs amenity, infrastructure, and/or connectivity improvements.

Land Use

 Predominant TOD Types - Educational Campus in purple and Downtown Local in blue (see pages 20-21 for more detail)

 Priority Infill / Revitalization Opportunities (see pages 46-49 for more detail)

Building Form

 Pad Site Retrofits along Maryland Parkway (see page 51 for more detail)

Mobility

 Priority Mobility Connections (see pages 50 for more detail)

Parks, Public Space, Amenities

 Public Parks and Open Space to Supplement & Support Infill Development (see pages 24-26; 46-49 for more detail)

Land Use

The recommended TOD types in the focus area that provide the greatest opportunity for transit-oriented development include Downtown Local and Educational Campus. Ideally, the edges of these two TOD types blend together to create a cohesive place near the station, which serves as an anchor for the focus area. The Educational Campus TOD type includes a high number of students, faculty and staff that tend to support high performance transit, and the Downtown Local type will include a mix of housing, employment and shopping opportunities supporting the University and Urban Neighborhoods nearby.

Building Form and Design

Community input added additional nuance to the TOD type direction that supports the area's designation as Amenitize on the TOD Readiness Spectrum. Community members expressed strong desires for walkable streetscapes with active ground floors and enhanced pedestrian realm design. New development should engage with the enhanced BRT streetscape design along Maryland Parkway while also facilitating connections east and west from the corridor. Community input aligned with the TOD type designations with expressed preferences for mid- to high-rise buildings that are vertically integrated with ground floor commercial space and a combination of office, residential, and academic space above.

Note: The term "redevelopment" as used in this document refers to new development on already built out parcels and does not refer to a redevelopment district / agency or the NRS 279 definition.

Mobility

In addition to the streetscape and mobility improvements planned for the BRT alignment along Maryland Parkway, the TOD Plan highlights recommendations for new and enhanced connections in the focus area. Priority mobility enhancements include a focus on creating neighborhood connections between the University and the neighborhoods east of Maryland Parkway. A new connection is recommended extending east from Maryland Parkway along or near the University Road alignment and along Deirdre Street, particularly between Dorothy and Elizabeth Avenue where there is no sidewalk or lighting existing today.

Parks, Public Spaces, and Amenities

Priority green spaces highlighted are intended to better serve the local community. The identification of priority publicly accessible gathering spaces east and west of Maryland Parkway are intended to be integrated with priority development projects. Gathering spaces along the east edge of Maryland Parkway can help connect disparate developments, help transition auto-oriented development patterns over time and provide variation in the street edge along the BRT corridor. Priority gathering spaces on the UNLV campus will help provide an inviting gateway for regular campus users and the community alike.



Mixed-use student housing with active ground floor



Amenitized pedestrian connection



Shared community gathering space



1

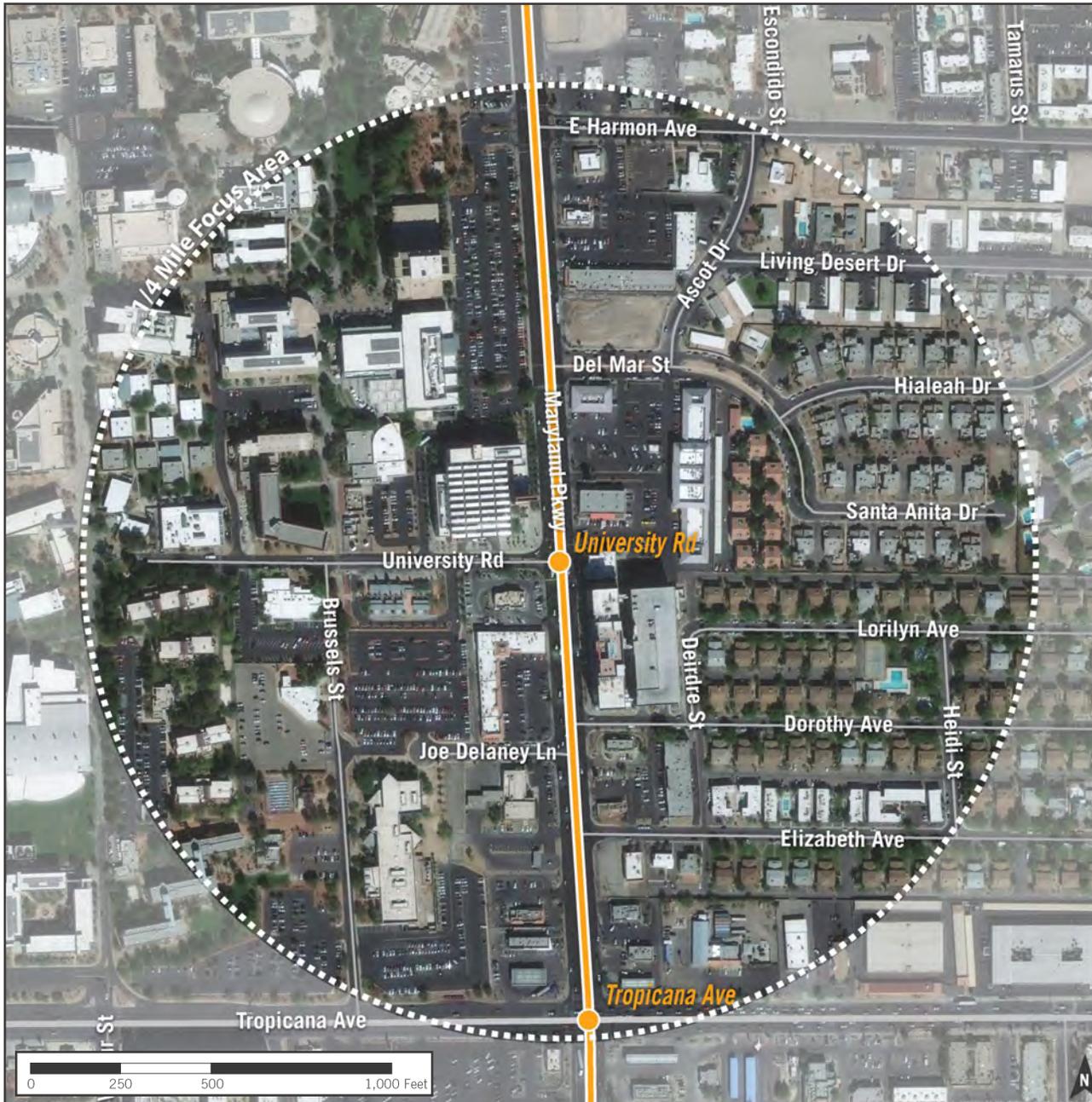
FOCUS AREA CONTEXT

The introductory chapter of the Transit-Oriented Development (TOD) Plan sets the stage for the recommendations and priority projects that follow, providing key takeaways and background information developed throughout the Plan process. In addition to a focus area profile, containing demographic and ridership information, the pages within this chapter highlight market opportunities, land use, and network connectivity – all key factors to be responsive to in order to catalyze successful TOD.

The market opportunity information included in the chapter is a distillation of the more comprehensive Market Readiness Analysis that was performed both corridor-wide, as well as customized for each priority focus area. “At a glance” demand analysis and development site feasibility are provided as foundational to the development of the focus area priorities that follow in Chapter 3.

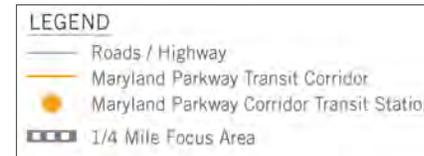
A summary of a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, conducted in collaboration with the Stakeholder Working Group, is provided, and helps to reinforce many of the key takeaways in the existing land use, built form, and connectivity analysis. The connectivity analysis focuses primarily on first and final mile connections to transit, through a variety of modes, to quickly highlight a critical component of the transit-supportive environment that should be achieved through TOD.

INTRODUCTION



FOCUS AREA PROFILE

Proposed Station Location	Near the intersection of Maryland Parkway and University Road
Neighborhood	Paradise
Existing Land Uses	Primarily commercial uses with a strong educational component and a mix of housing types.
Unique Assets	University campus, proximity to Las Vegas Strip, mix of residential types
Major Destinations/Landmarks	University of Nevada Las Vegas (UNLV), UNLV Bookstore, University Gardens Shopping Center, College Town Plaza, UNLV Transit Center



Current Ridership

Three transit routes currently serve this focus area. There are currently 941 average daily boardings. No new transit routes are currently planned for this focus area besides the Maryland Parkway Corridor Bus Rapid Transit system.

Demographics

The following statistics help us understand who lives in this focus area (source: 2018 American Community Survey 5-Year Estimate).

56%

OF POPULATION IDENTIFYING AS NON-WHITE OR MIXED/MULTIPLE RACES



MEDIAN INCOME
\$33,058

PERCENT OF HOUSEHOLDS AT OR BELOW THE POVERTY LINE

81%

OF POPULATION BETWEEN AGES 18-64

29%

PERCENT OF HOUSEHOLDS WITH NO VEHICLE AVAILABLE



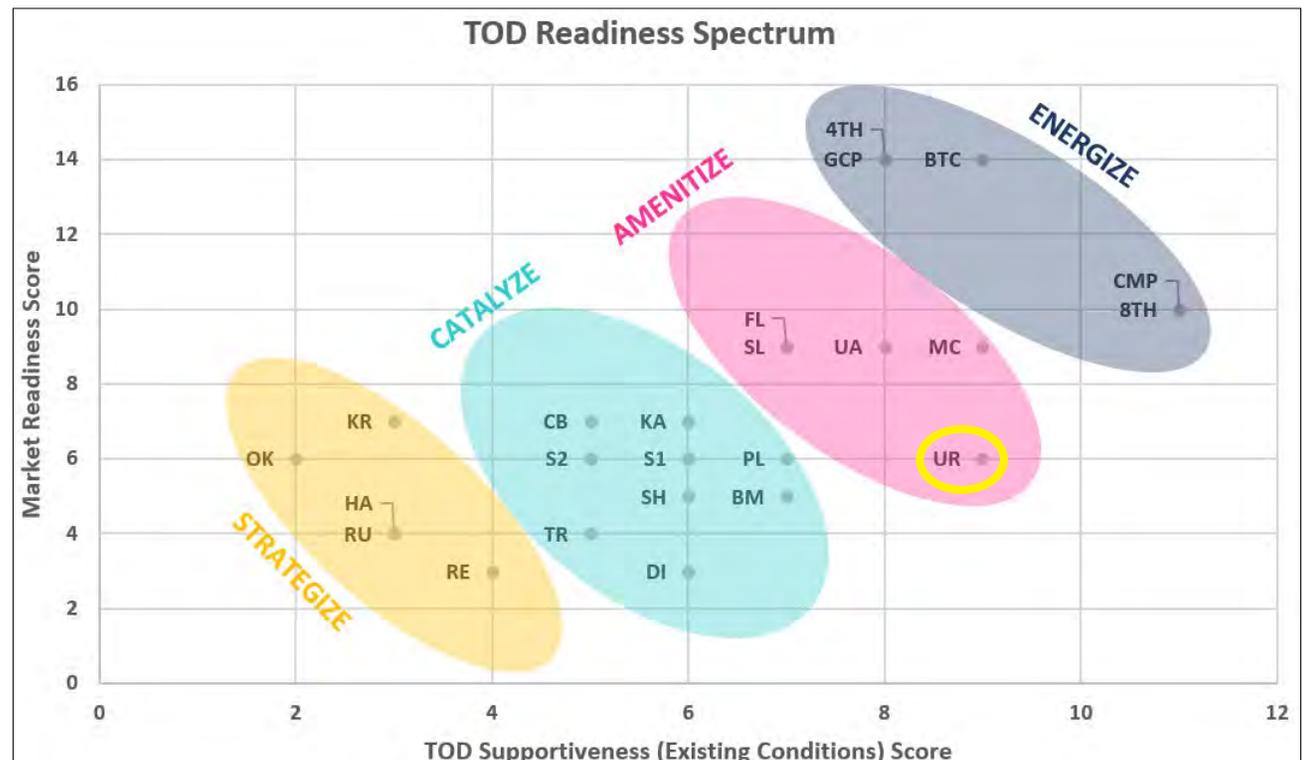
27.6%

TOD Readiness Spectrum: **Amenitize**

The University Road Focus Area falls into the Amenitize category on the TOD Readiness Spectrum. This category is defined as close to TOD-ready but needs amenity, infrastructure, and/or connectivity improvements. It scored very high in TOD Supportiveness based on analysis done in the Existing Conditions and Needs Assessment, but lower in Market Readiness based on analysis done in the Market Readiness Analysis. The chart below shows the entire TOD Readiness Spectrum, with all focus areas plotted and categorized.

TOD Types

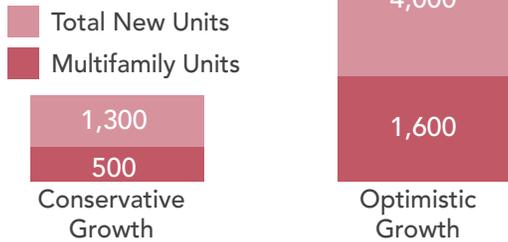
Nine TOD Types were identified as part of RTC's OnBoard Mobility Plan. The applicable TOD Types identified within the University Road Focus Area include Educational Campus, Downtown Local, and Urban Neighborhood. More information about these TOD Types is available on pages 20-21.



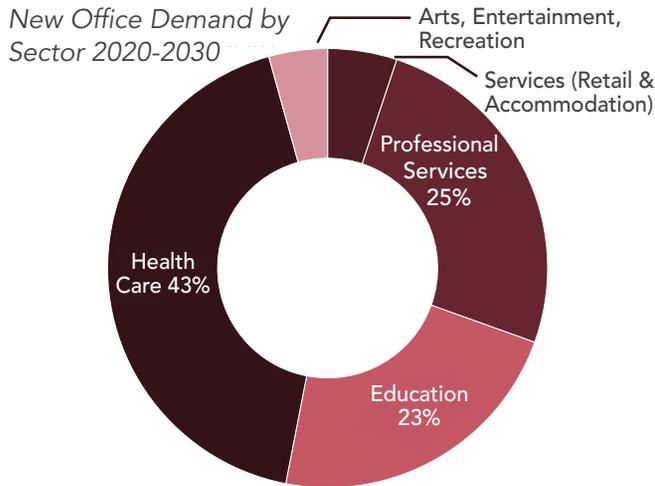
For more information on the TOD Readiness Spectrum, see the *Priority Focus Areas Selection Memo*.

MARKET OPPORTUNITIES

New Housing Demand 2020-2030



New Office Demand by Sector 2020-2030



Market Area Capture of New Retail Sq. Ft. 2020-2030



Source: Economic & Planning Systems

DEMAND ANALYSIS

As a component of the Maryland Parkway Corridor TOD Planning effort, a detailed Market Readiness Analysis was produced for each Priority Focus Area. Included in that report is an analysis of the demand in the focus area across three sectors — housing, office and retail — to better inform how future development can both leverage the transit investment and successfully respond to market demands and pressures. Findings for the University Road Focus Area are summarized in the accompanying charts, but key findings for each sector include the following:

Housing

Based on the projected county-wide growth of 52,700 multifamily housing units by 2030 and applying these capture rates, the University Road Market Area could capture between 500 and 1,600 new multifamily units over this time period. This translates to average annual production of between 50 and 160 new multifamily units per year, or one large project every 1-2 years.

Office

Accounting for the share of employees within each employment sector that utilize office space (e.g., 100% of employment in Finance and Insurance, versus 50% of employment in Health Care) over the next 10 years the Market Area is expected to see demand for an additional 300,000 square feet of office space.

Retail

Within the Market Area, the opportunities for capture of new spending is approximately equal across Convenience Goods, General Merchandise, other Shopper's Goods, and Eating & Drinking, with support for between 10,000 (conservative growth) and 30,000 (optimistic growth) square feet of new space in each retail category. These retail sectors with the strongest potential are also the most likely to locate in a TOD area.

DEVELOPMENT SITES AND FEASIBILITY

The University Road Focus Area has a limited supply of vacant or easily developable parcels to attract TOD. Most of the potential development sites in the area will require either redevelopment or incorporation of existing uses. Notable potential TOD parcels include:

- 1135 University Road, identified as a candidate parcel for TOD within the Existing Conditions Report. This site is currently home to the UNLV Transit Center and associated parking lot, which could be an opportunity for a public private partnership to integrate the transit station with a TOD built on adjacent parking lots.
- 4590 S. Maryland Parkway, a nearly 1 acre site owned by UNLV on the east side of Maryland Parkway, just north of the University Road transit station location.

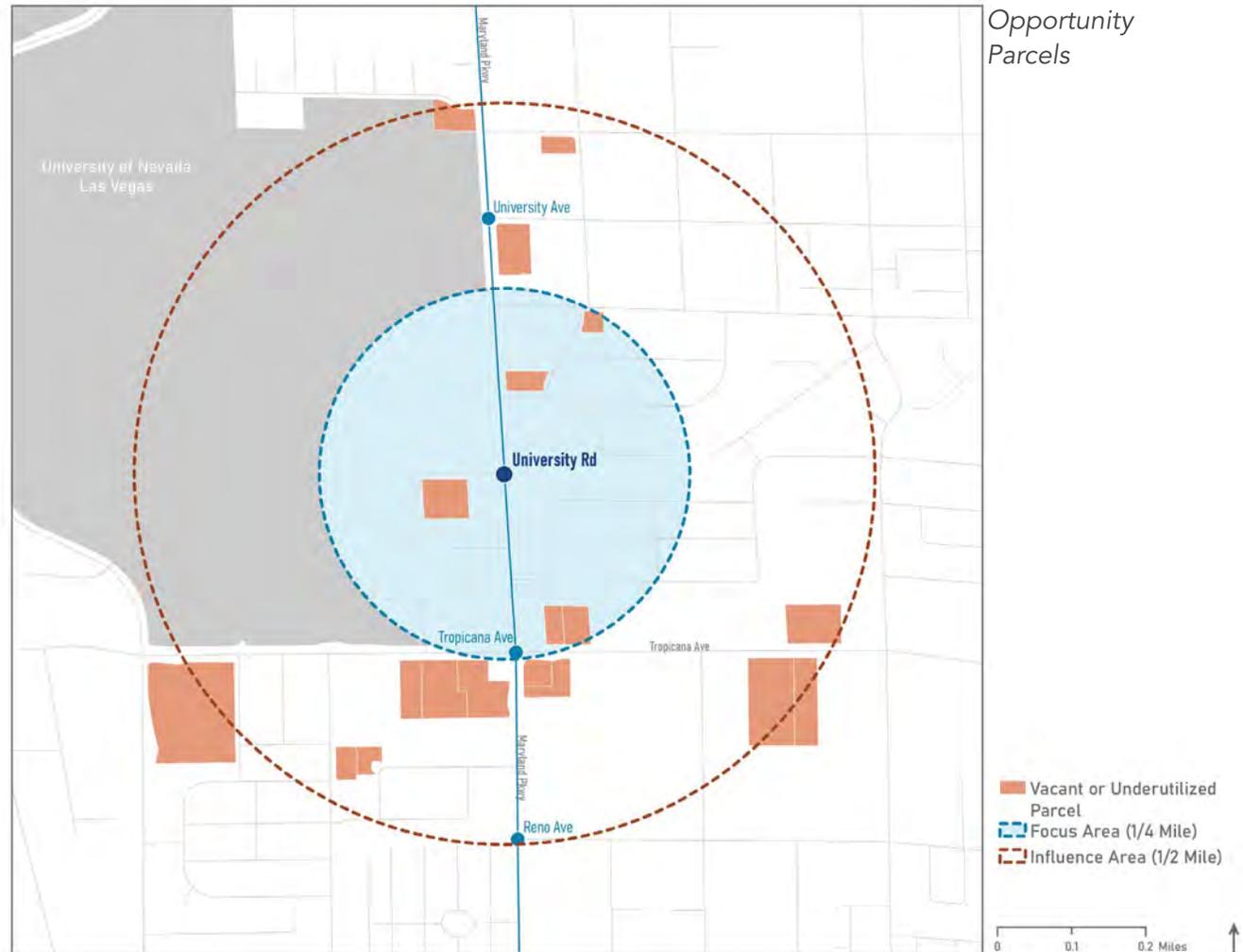
Development feasibility was assessed based upon land sale prices and rental rates, yielding the following findings:

- Retail uses appear to generate land values and lease rates that support new development. The size of the consumer base in the focus area between Market Area residents, UNLV students, and area workers continues to support retail uses serving their everyday retail needs. Retail uses, especially food oriented businesses, could serve as an attraction, anchor, and a catalyzing component of TOD within the focus area.
- Speculative office uses do not appear to be feasible based on the lack of new development and average rental rates in the Market Area that are well below the cost of new construction.
- Multifamily development in the focus area is providing strong rental rates and it appears that these uses could support new development if student oriented. It is more difficult to assess the feasibility of traditional, non-student oriented apartments due to the lack of recent market rate apartment development in the Market Area. There are, however, two proposed projects in the northwest portion of the Market Area (the Elysian at Hughes Center and 3900 Paradise Road) that when completed may provide support and momentum for market rate development along

Maryland Parkway.

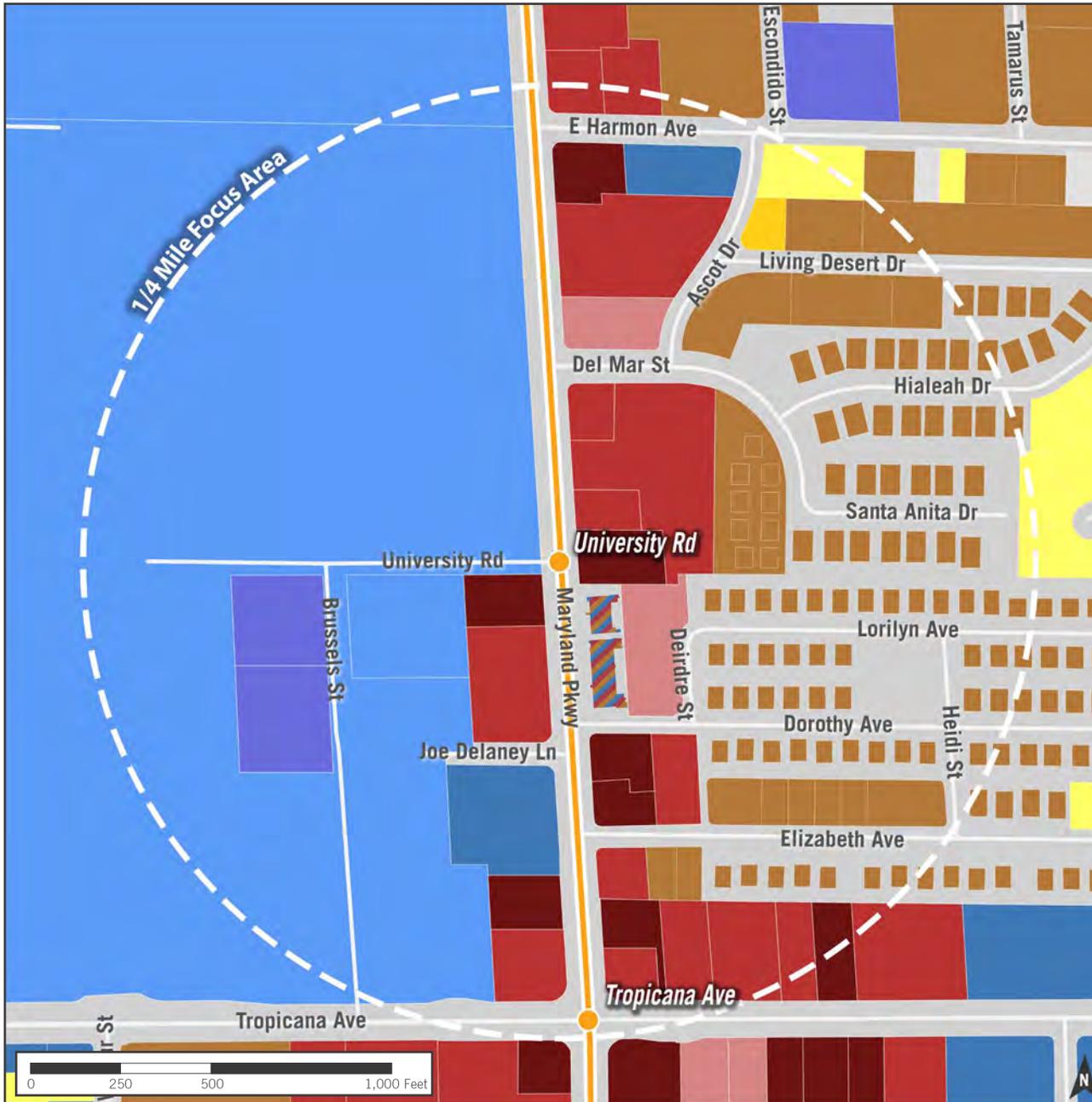
- Hotel land sales in the Market Area indicate they can support new development, however, it is unclear if a hotel use on Maryland Parkway is supportable given the

distance to the Las Vegas Strip. A hotel use that is oriented to UNLV visitors and activity may be in demand but may not be able to overcome competition from more casino and entertainment oriented hotel options that can also serve UNLV activity.



Source: Economic & Planning Systems

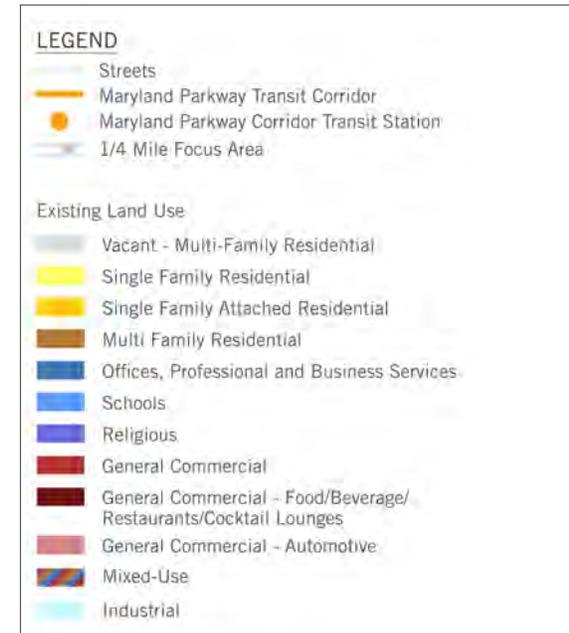
EXISTING LAND USE AND BUILT FORM



EXISTING LAND USE

Within the 1/4 mile University Road Focus Area, almost half of the uses are directly associated with the University of Nevada - Las Vegas Campus. This area is designated as the "schools" land use and includes a library, classrooms, the student union, bookstore, student residences, and dining. This portion of the University also contains two religious institutions, primarily serving students.

The uses along Maryland Parkway are primarily student-serving commercial, including a variety of dining options as well as some retail and services.



A small amount of vertical mixed-use is located directly across from the transit station and provides both commercial and residential uses that accommodate university students.

Immediately behind the corridor to the east is a large area of small-scale multifamily residential. A variety of unit types and building sizes such as duplexes, triplexes, quadraplexes, and small apartments, provide more affordable options for students. The small area of single family residential land use in the northeast corner of the focus area has primarily been converted to multifamily as well.

The office uses in the area consist of a bank directly adjacent to campus and a small UNLV-owned office building.

There are several vacant parcels in the area that are not shown in existing land-use data, most notably the parcel on the northeast corner of Maryland Parkway and Del Mar Street, which is a significant area of opportunity.

The existing land uses in the focus area are for the most part, true to what is built today and represent a range of university and university-supportive uses. However, the relatively low density of these uses creates an opportunity for a higher-density vertical mix of uses in future land use and development.

EXISTING BUILT FORM

There is a fairly stark contrast in the built form of the focus area between the large, architecturally distinct buildings of the UNLV campus and the primarily older, low-density pad developments along the corridor.

The university buildings are primarily 3-5 stories civic structures with large accompanying plazas and green space. Commercial buildings along Maryland Parkway are 1-2 stories with large surface parking lots. Some are in older strip-style developments, many are on single-pads, and a few have drive-thrus. The large quantity of surface parking creates an opportunity for some infill development and additional density along the corridor.

A new mixed-use building, with ground floor retail and small-unit apartments above, is located north of the intersection of Dorothy Avenue and Maryland Parkway and can serve as a model for other mixed-use development with university-supportive uses.

The residential area east of Maryland Parkway is characterized by 1-2 story multifamily structures in the style of single-family homes, creating additional density while still maintaining a more traditional neighborhood character. There are also several small apartment buildings, particularly on the north and south edges of the residential area. Most of the residential buildings provide some shared opens space and a few include amenities such as pools and tennis courts.



UNLV educational building



University-supportive retail uses



Residential in adjacent neighborhood

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS



Focus area dining options



UNLV campus public art



Poor pedestrian connections to neighborhood

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis conducted with the Stakeholder Working Group resulted in a lot of insightful comments, key themes of which are highlighted on this page.

STRENGTHS

Strengths in the University Road Focus Area are primarily centered around the presence of the University and the people, jobs, culture, and economic growth that UNLV brings to the area.

Student Population!

Employment opportunities

Restaurants and service commercial

Existing energy, vibrancy, culture, arts, etc.

WEAKNESSES

While the University brings many benefits to the area, there are several missed opportunities in the surrounding commercial and how it interfaces with the University. The rest of the focus area does not contribute the connections, housing, or vibrant uses that would support UNLV.

Lack of student housing

Lack of nighttime activation

Communication and connection between UNLV and adjacent neighborhoods

OPPORTUNITIES

Many opportunities exist to enliven the focus area and create better partnerships between the University and the surrounding area that will support and be supported by the transit investment. An important piece of this will be adding more dense and mixed uses that will serve the UNLV population and also attract visitorship from surrounding areas.

Partnerships
with
University

Improve as
regional
destination

Continue
momentum
from recent
development

Student
housing

THREATS

The primary threats to the success of the focus area are the public health risks of in-person classes at UNLV and what a lack of student population would mean for the area, and impacts of the University on the neighborhood including land values and the community interface. While these threats are not completely preventable, they can be mitigated by careful planning.

COVID-19
impacts

Town/gown
relationship

Cost of
land



Recent focus area development



UNLV student housing



Sidewalk along Maryland Parkway and UNLV

EXISTING WALKABILITY



WALKSHED ANALYSIS

The walkshed in this focus area has near perfect coverage due to robust pedestrian network within UNLV and frequent streets with pedestrian facilities intersecting Maryland Parkway. The main exception to this is east and west of the University Gardens Shopping Center. This shopping center has an auto-oriented parking lot and no formal pedestrian connection to the neighborhood on its southern side.

This focus area has some University and local destinations which are highlighted on the map with black numbers. All of these major destinations fall inside of the focus area walkshed besides the University Gardens Shopping Center. An additional pedestrian connection aligning with University Road that connects to the neighborhood east of Maryland Parkway would likely complete the remaining gap in the walkshed.

- Major Destinations
- 1 UNLV Bookstore
 - 2 University Gardens Shopping Center
 - 3 College Town Plaza
 - 4 UNLV Transit Center

LEGEND

- Roads / Highway
- Maryland Parkway Transit Corridor
- Maryland Parkway Corridor Transit Station
- 1/4 Mile Focus Area
- 1/4 Mile Walkshed

PEDESTRIAN NETWORK AND INFRASTRUCTURE

The walking environment in the University Road Focus Area includes the UNLV campus, which offers a network of pedestrian paths and ample shade trees. The neighborhood on the east side of Maryland Parkway features neighborhood streets with low traffic volumes and speeds, but there are cul-de-sacs and long block lengths that pose a barrier to people walking. Gaps exist within the sidewalk network in this area, and there is a lack of shade.

Major signalized intersections on Maryland Parkway have curb ramps and marked crosswalks, but overall, only 27% of intersections in the focus area have marked crosswalks or ADA ramps present. A pedestrian signal with a refuge island at Del Mar Street provides an additional opportunity for people walking to cross Maryland Parkway.

Maryland Parkway is wide and auto-oriented. Sidewalks are present on both sides of the street, but south of the University Road intersection they are narrow and are interrupted with numerous light poles and utilities. Conditions near UNLV's Greenspun Hall are much better, as sidewalks are very wide and have a double row of shade trees. Throughout the focus area, the street is lined with large parking lots and few business frontages directly about the sidewalk, which makes for a less pleasant walking experience.



Sidewalks in focus area neighborhood

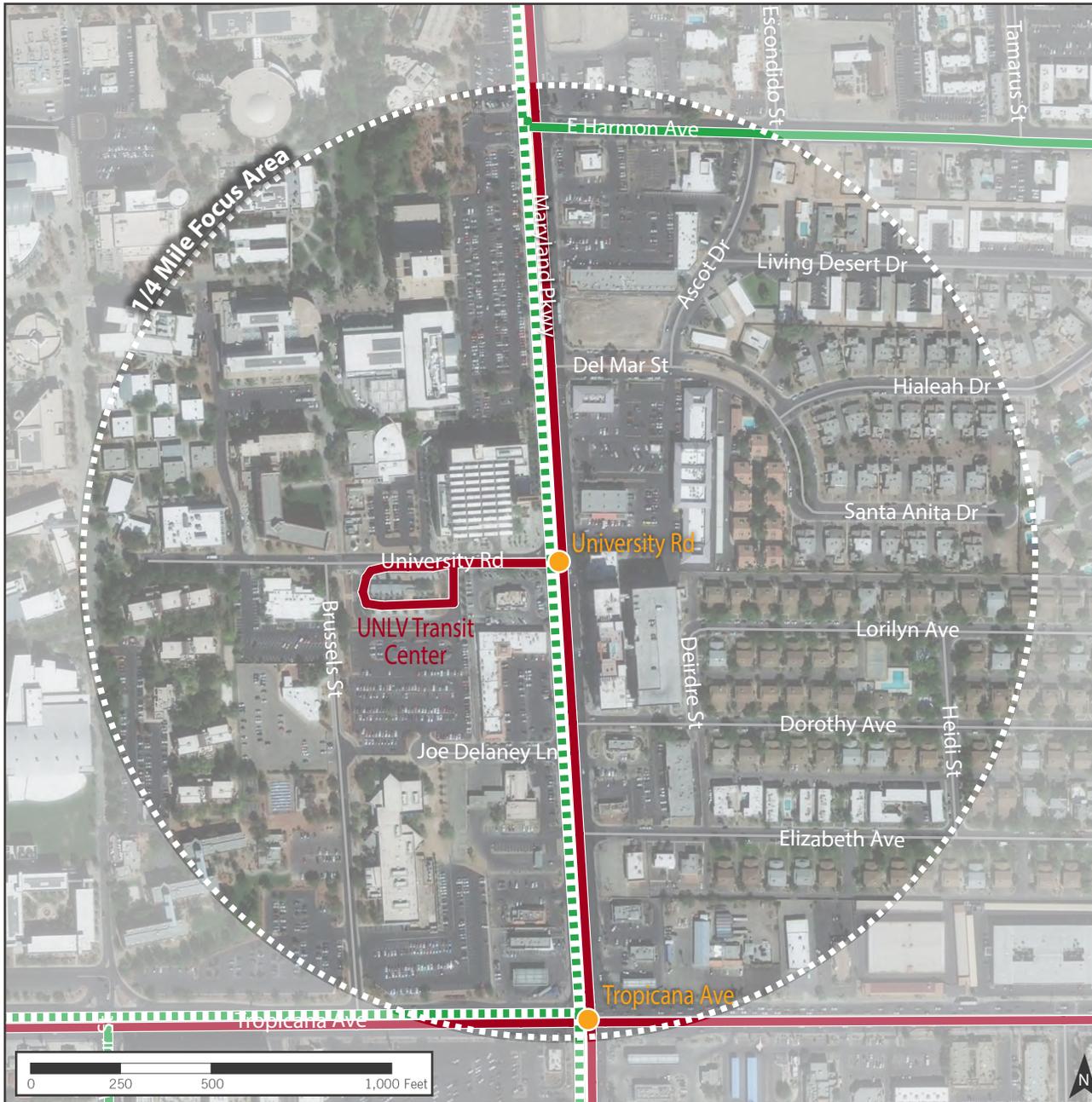


Pedestrian crossings across Maryland Parkway



Poor pedestrian connections through parking areas

OTHER EXISTING FIRST + FINAL MILE CONNECTIONS



BICYCLING

Bicycle access to the University Road Focus Area is currently limited. The closest bicycle facility is a north-south bike lane on Wilbur Street and Spencer Street, which are more than a half-mile from the focus area, and an east-west bike lane on Harmon Avenue. The UNLV campus' network of shared-use paths and low-volume streets provides comfortable bike access from the west side, but with a circuitous route that does not continue very far to the west.

Planned facilities include a sidepath on Tropicana Avenue south of the station and a separated bike lane on Maryland Parkway that directly serves the station. When these facilities are constructed, an evenly spaced grid of bike lanes, paths, and shared bicycle streets (or bike boulevards) will extend from the focus area to the east, making bicycling a more appealing first-last mile option.

LEGEND

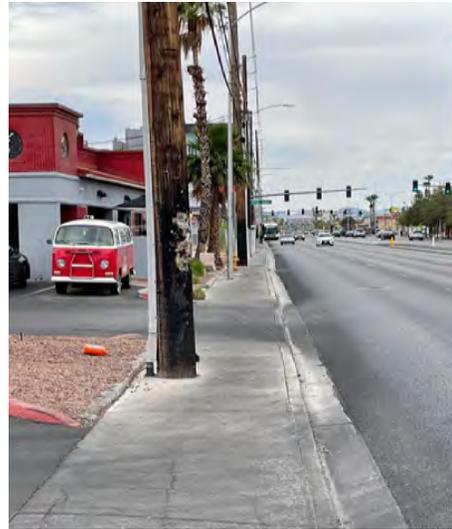
- Maryland Parkway Transit Corridor
- Maryland Parkway Corridor Transit Station
- 1/4 Mile Focus Area
- Bike Network**
- Existing Bicycle Facilities
- - - Recommended Bicycle Facilities
- Transit Network**
- RTC Transit Routes

TRANSIT

The University Road Focus Area is currently served by several transit routes, including the 109 – Maryland Pkwy, which provides connections to McCarran International Airport and the Las Vegas Strip, the 201 – Tropicana, and the CX - Centennial Express. A planned bus line on Harmon Avenue will stop north of the station.

DRIVING AND PARKING

Maryland Parkway is the primary automobile route to and through the focus area, with most of the other roadways providing local access. Tropicana Avenue, which passes through the quarter-mile focus area, is the primary east-west auto route. There is very little publicly operated parking in the focus area. Parking facilities on the UNLV campus, as well as large privately-owned surface parking lots, present opportunities for shared parking agreements.



Pedestrian facilities



Centennial Express bus service



Oversized surface parking lots within the focus area



2

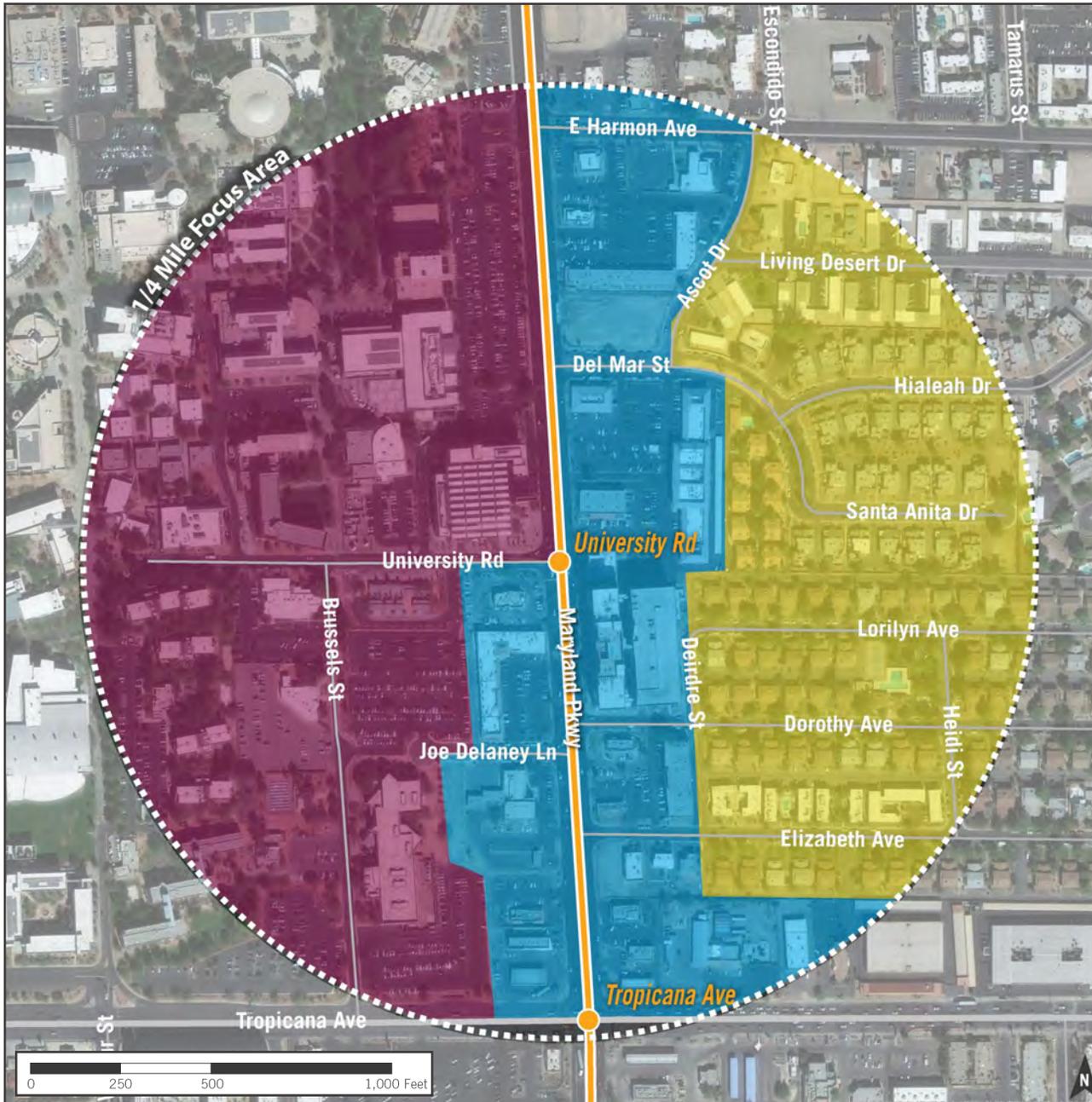
FOCUS AREA RECOMMENDATIONS

Successful Transit-Oriented Development is not achieved by a single catalytic development, revitalization, or streetscape improvement, but rather, by a series of interventions over time that encourage the focus area environment to prioritize transit supportive characteristics. Such characteristics include a diversity and mix of uses, building frontages that activate the pedestrian realm at a human scale, easy access to essential community amenities and services, quality and convenient connections to other mobility options, and a priority on safety within the public realm for users of all ages and abilities.

The University Road Focus Area is categorized as an Amenitize focus area on the TOD Readiness Spectrum. So, although much of what will be catalytic in this area will relate to the well-established UNLV campus, the recommendations that follow aim to supplement that infrastructure and development investment by pairing it with intentional, community vetted amenities and public spaces that help achieve the transit supportive characteristics described above. Included in this chapter are a mix of broader policy and regulatory recommendations, and location-specific amenity, connectivity, parking, and land use recommendations, all informed by community and stakeholder input gained through this Plan process.

While the recommendations in this chapter should not necessarily be regarded as a first phase in successful implementation of TOD, by providing the policy guidance in this document, the hope is that the County can work to get the corresponding regulations, amenities and connections in place that will compel corresponding development to respond accordingly.

TOD TYPES



WHAT ARE TOD TYPES?

Transit-Oriented Development (TOD) is a type of development located close to high quality, high capacity transit, that creates a compact, walkable, mixed-use and dense environment. TOD areas contribute to liveable communities and serve as activity centers that provide a range of benefits to the region, local community, and individual households.

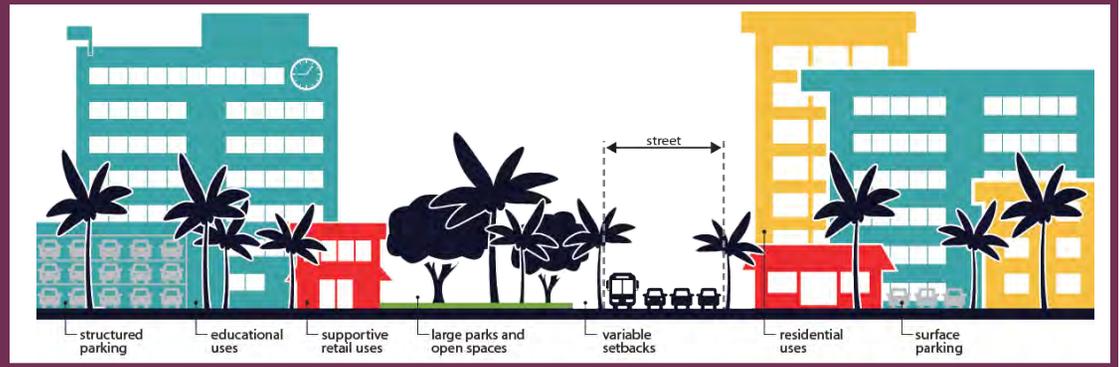
During the RTC's *OnBoard Mobility Plan*, nine TOD types were established that are context-specific to Southern Nevada. The density, building form, block layout, types of use, time of activation and approach to equity differs in each of the nine TOD types.

The University Road Focus Area contains three of the nine TOD Types including: Educational Campus, Downtown Local, and Urban Neighborhood. Descriptions of each are on the page to the right.



TOD TYPE: EDUCATIONAL CAMPUS

High student activity during the day. Primarily educational use with some on-campus housing and retail. Excellent walkability with large outdoor spaces.



TOD TYPE: DOWNTOWN LOCAL

Significant activity center for smaller communities or occurring on the edges of regional downtowns. Mix of uses including residential and job opportunities. Medium height buildings create a less urban atmosphere.



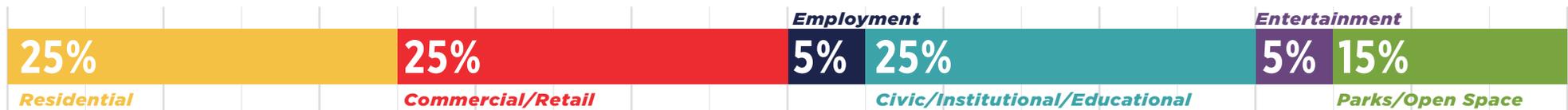
TOD TYPE: URBAN NEIGHBORHOOD

Medium density development that primarily serves local residents. Mostly housing with some retail and services.

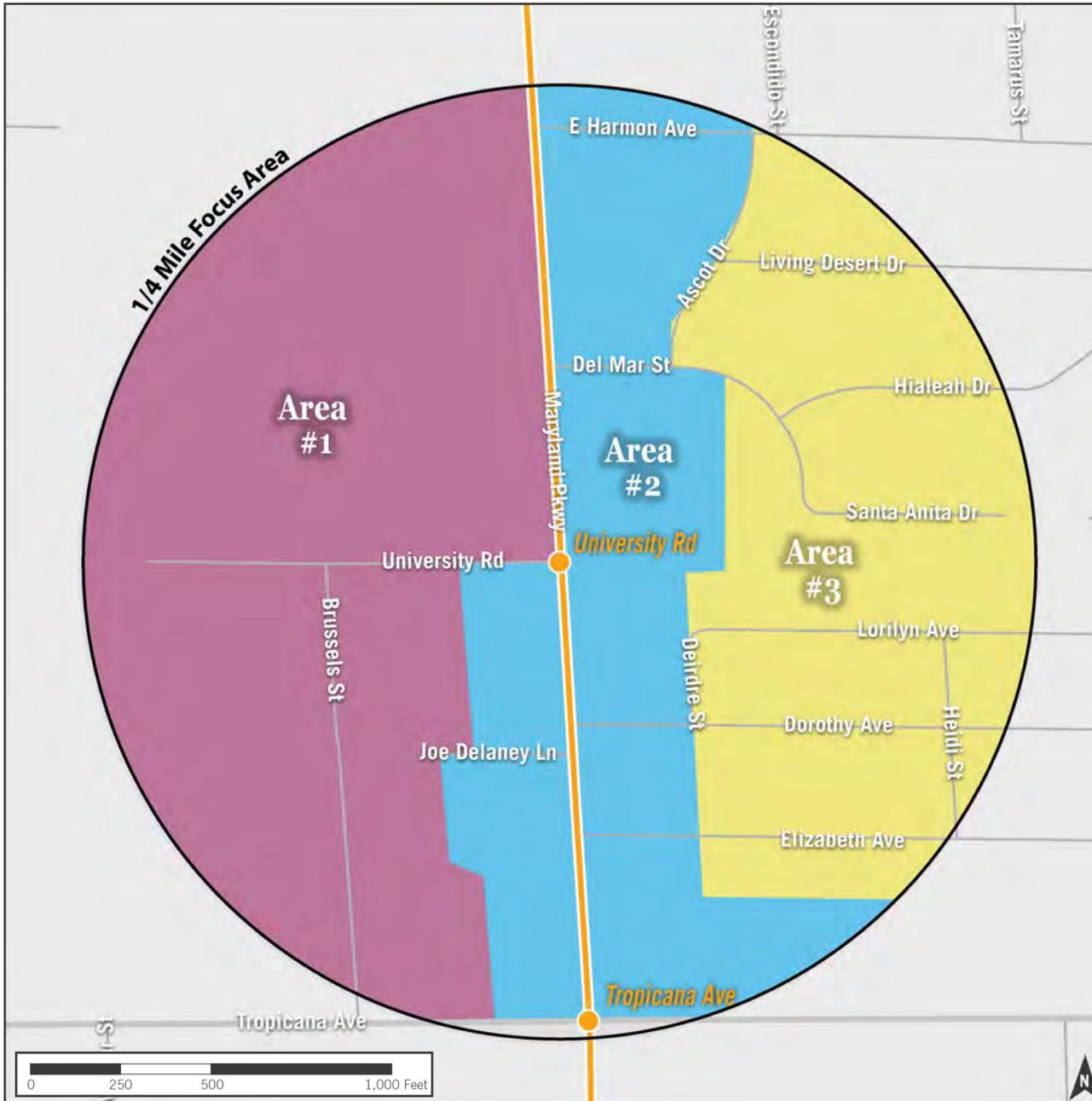


MIX OF USES

Several uses were indicated as the top priority for the University Road Focus Area in the community survey. There is strong support for more commercial/retail, civic/institutional/educational, and residential uses. More of these uses would be particularly beneficial given the strong UNLV presence in the focus area. New uses should be designed for the needs of student, faculty, and staff.



DEVELOPMENT TYPE PREFERENCES



WHAT SHOULD THIS AREA LOOK LIKE IN THE FUTURE?

While the TOD Types mapped on the previous spread provide more detailed guidance on the mix of uses that each focus area should aspire to achieve to best support the transit investment along Maryland Parkway, the types of development that can occur within those TOD Types are still intentionally broad. To help better calibrate development type recommendations to the University Road Focus Area, community members were asked to provide feedback on a set of visual preference images for three geographic areas within the focus area. Candidate images were selected that embody TOD supportive development characteristics such as limited building setbacks and engagement with the street, active ground floor frontages, an integrated mix of uses, and placemaking elements that would encourage transit users to linger and activate adjacent public spaces. Variation occurred, however, in elements such as building height, building type, form and configuration of the public realm. *(Variable characteristics tested, along with the community's preference, indicated at right.)*

As future land use and development code decisions are made within Clark County, these inputs can be helpful in informing regulatory mechanisms that compel development that is not only transit-supportive, but also would be well received by the community.

Area #1

Community Survey Preference: Lower-scale, walkable urban streetscape environment

Visual preference image options were calibrated to provide input on campus format, building heights, and pedestrian realm design in this area.



Area #2

Community Survey Preference: 3-5 story Mixed Use buildings

Visual preference image options were calibrated to provide input on building height and pedestrian realm design in this area.



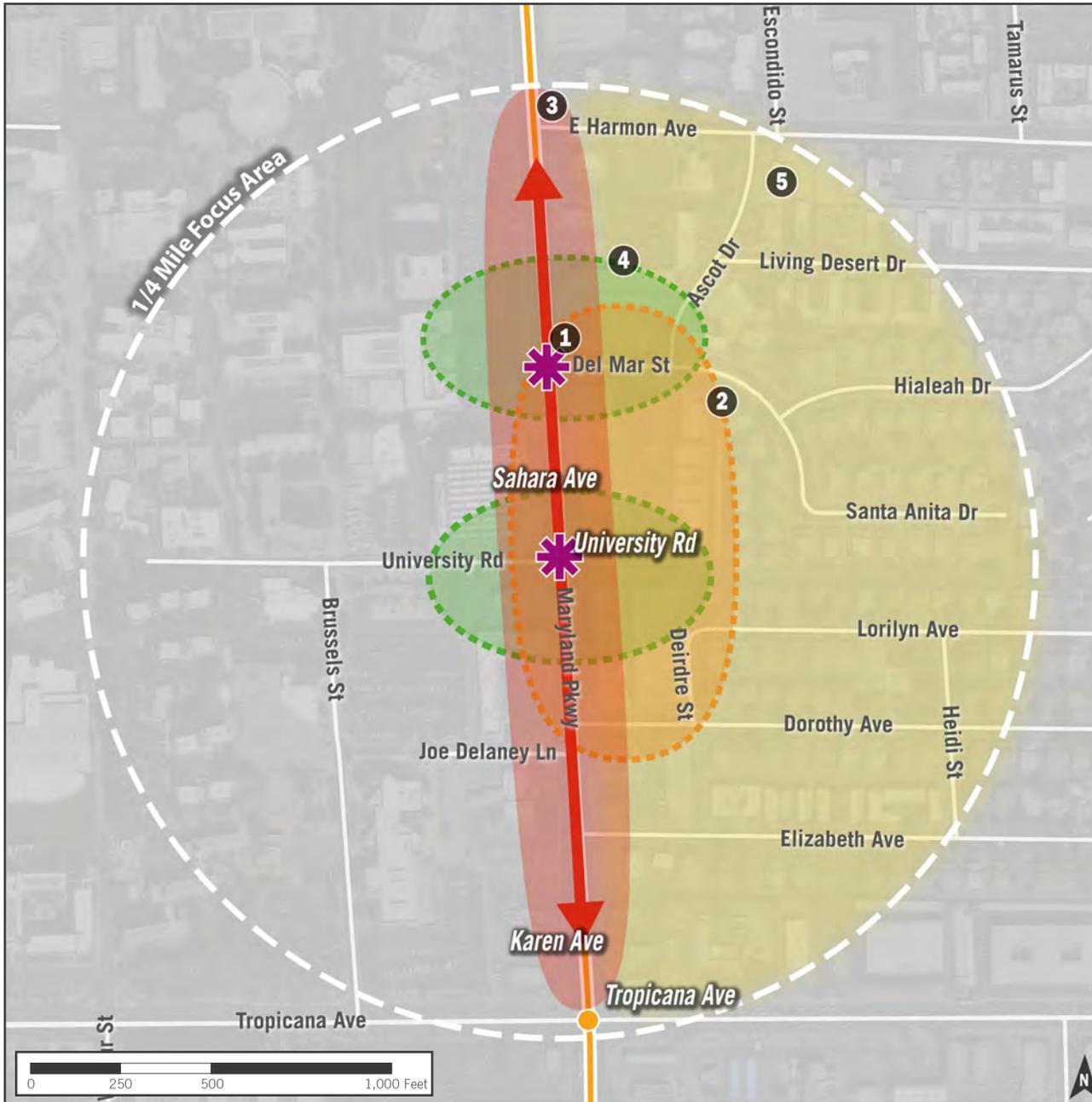
Area #3

Community Survey Preference: Mixed-Use Apartments with Active Ground Floor

Visual preference image options were calibrated to provide input on type of residential use, density, and transition to single-family in this area.



COMMUNITY AMENITIES, SERVICES, AND PUBLIC REALM IMPROVEMENTS



As part of the Maryland Parkway Corridor Community Surveys, participants were asked to identify where they would like to see additional amenities and infrastructure. The map at left is a high-level representation of the key takeaways from those results, based on clusters of pins placed by the community. The full results can be found in the University Road Survey Results Memo.

These preferences, in combination with best practices for Transit-Oriented Development, and an analysis of access to existing amenities and community infrastructure, informed the recommendations on the following pages.

Legend - Key Takeaways

- 
1. Amenities/Services at Key Intersections
 Many uses were requested at the intersections of Del Mar Street and University Road including shops, restaurants, and daily services.
- 
2. Grocery Store Near Station
 Food access was a highly requested use, particularly around the station, where it would serve transit users and UNLV students.
- 
3. More Shops and Restaurants Along Length of Maryland Parkway
 Many people requested more shops and restaurants, primarily along the corridor.
- 
4. Community Parks at Key Intersections
 Parks/open space were a top community priority and should be added throughout the area and especially at Del Mar Street and University Road.
- 
5. More Housing Options
 Diverse, affordable housing options, especially for students, were a priority, particularly east of the corridor, see projects on page 48-51 for details.

Shops and Restaurants

Intent: Ground-floor retail and dining options support and benefit from increased density and foot traffic and create a local destination.

Public input indicates a desire for additional clusters of retail along Maryland Parkway, particularly at the intersections with Elizabeth Avenue, Dorothy Avenue, University Road, and Del Mar Street. While most of these areas are already occupied by retail uses, both the survey results and best practices indicate a need for a better variety and density of retail options, including more non automobile-oriented uses.

Office Spaces

Intent: Flexible office spaces are included as part of new vertically mixed-use development and provide diverse employment options.

The survey showed some desire for office space intermixed with the retail east of the corridor. Some office uses are recommended to create a better variety of community services, activation, and employment options.

Grocery Stores/Healthy Food Options

Intent: Food access is prioritized in focus areas that are currently lacking healthy food options, improving access for the whole transit corridor.

The mapping exercise showed a strong need for better food access in the focus area. Particularly with the large student population, a grocery store or food market would be a significant benefit to the area and is likely supported by the market.

Daily Services

Intent: A variety of neighborhood supporting daily goods and services allow nearby residents and transit riders to meet their needs without additional vehicle trips.

The intersection at University Road has many dining options but few other services, this lack of diverse uses and the survey results support the need for additional uses such as a gym, pharmacy, salon, financial services, etc.

Educational Facilities

Intent: Quality education facilities are easily and safely accessible from high frequency transit stations.

The community did not express much need for additional educational facilities in the focus area, likely because of the presence of UNLV and the proximity to a few K-12 schools.

Health Care/Social Services Facilities

Intent: Transit users and focus area residents have proximate access to health care and social service facilities, enhancing access for the whole transit corridor.

The public survey showed some level of community desire for additional health care or social services facilities along Maryland Parkway. These uses, particularly access to affordable health care, would be very beneficial to the focus area, especially with the large student population nearby.

Housing Options/Affordable Housing

Intent: Focus areas have a variety of housing types and styles at multiple price points that benefit from new and improved amenities and support additional uses and density.

Community feedback indicates a strong desire for more affordable housing options in the neighborhood east of Maryland Parkway. With almost 30% of households in this area at or below the poverty line, low-cost housing options, and especially those designed for students, is an important goal for the area.

Recommendations from the Workforce Housing Plan

Based on the guidance provided for the County in the Workforce Housing Plan and the specific needs of the focus area, the priority housing types for University Road are townhomes, student housing, and mid-rise mixed-use. Effective tools for the area include regulatory incentives, using under utilized land or buildings, and partnering with the University.

		
Townhomes	Student Housing	Mid-Rise Mixed-Use
Typical Lot: 2-4,000 SF 	Typical Lot: 2+ acres 	Typical Lot: 2+ acres 
Density: 12-20 du/acre 	Density: 20-35 du/acre 	Density: 20-35 du/acre 
Height: 2-4 stories 	Height: 2-5 stories 	Height: 3-5 stories 



Park space near the transit corridor



Local tree-lined street



Emergency light box on UNLV campus

Community Parks and Open Spaces

Intent: Residents and transit riders can safely access parks and open spaces in the focus area via multiple modes.

Although there is significant green space on the UNLV Campus, these public areas may not feel accessible to the surrounding neighborhood, especially given the barrier of crossing Maryland Parkway. The portion of the focus area east of Maryland Parkway is almost completely lacking in public green spaces. The community survey results showed a considerable community desire for more of these spaces throughout the area as well.

Most of the pins were placed relatively close to Maryland Parkway, where public space would be easier to access from the transit station and closer to other amenities and services.

Additional green spaces in this area are particularly important for serving the local community that does not work or go to school on the UNLV Campus. New parks and green space would also contribute to a more vibrant sense of place and help give the neighborhoods a more distinct identity.

Many of the businesses and strip malls along Maryland Parkway have oversized parking lots that create an excellent opportunity for supplementary plazas and green space. Breaking up the large parking areas with these spaces would also make the area more easily navigable for pedestrians and benefit the environment.

Shade Trees

Intent: Major pedestrian and bicycle routes throughout the focus area have shade trees to allow comfortable travel, mitigate urban heat island effect, and encourage non-automobile trips.

Both the UNLV Campus and much of the Paradise neighborhood within the focus area have better than average tree canopies in comparison to the rest of the transit corridor. The mapping exercise in the survey showed shade trees as a lower priority than other community amenities and infrastructure for the area. However, the survey did show some desire for more trees along the Maryland Parkway Corridor itself, which is lacking street trees and has a large quantity of surface parking in this area. This corridor and around the transit station would be the highest priority locations for additional tree canopy. These trees can be collocated with new green spaces along the corridor, as well as in buffers between pedestrian routes and roadways.

Safety and Security Infrastructure

Intent: Adequate safety and security infrastructure is provided for pedestrians and cyclists to remove barriers to traveling to and from the station.

While there is adequate street lighting along Maryland Parkway, it is primarily oriented to the roadways and parking lots and offers less coverage for pedestrian routes.

Through the public survey, the community expressed a lack of safety and security along the corridor. Particularly with the proximity to the University, where students are likely to be walking late at night, additional pedestrian-oriented lighting is recommended. In addition, Emergency Light Boxes would significantly contribute to a feeling of security for pedestrians and cyclists in the area. For more information on safety and security see CPTED and Safety on pages 44-45 of this Plan.

Public Art Opportunities

Intent: Opportunities for public art are included in focus areas, and particularly near transit stations, to cultivate a unique sense of place and community pride.

The University Road transit station and surrounding area offers an excellent opportunity for public art. Art installations in this area could help connect the campus to the neighborhood, pay homage to the University and the history of the area, act as a gateway to the campus, and provide a visual amenity to both students and nearby residents in an area with a high volume of foot traffic.

Results from the online survey indicated a preference for public art near the intersection of University Road and Maryland Parkway, both on the east and west sides of the corridor, which could help tie the two very different conditions together through intentional art selections.

Signage and Wayfinding

Intent: Clear signage and wayfinding allow all users, regardless of mode, to easily locate the transit station and nearby destinations.

While signage and wayfinding was not included in the online survey it is a key part of creating a successful, easy-to-navigate area around the transit station. The University Road focus area is particularly in need of signage to help riders locate the UNLV Transit Center as well as the northbound station along Maryland Parkway. Wayfinding should be located on both sides of Maryland Parkway to help transit users locate the station and also nearby destinations, particularly on the Campus.

Street Furniture

Intent: Street furniture is provided along major pedestrian routes within the focus area to create a comfortable pedestrian realm, moments of respite, and encourage non-automobile trips.

The UNLV campus already provides significant pedestrian amenities, including street furniture, but these are more deficient immediately along Maryland Parkway and in the areas to the east of the corridor. Priority furnishings in this area should be located along the major pedestrian thoroughways and should include benches, trash/recycling receptacles, bike parking, planters, and pedestrian-scaled lighting. The presence of the University increases the number of people walking in this area and it should be amenitized to match this level of use.



Public art on UNLV campus



Wayfinding signage at UNLV



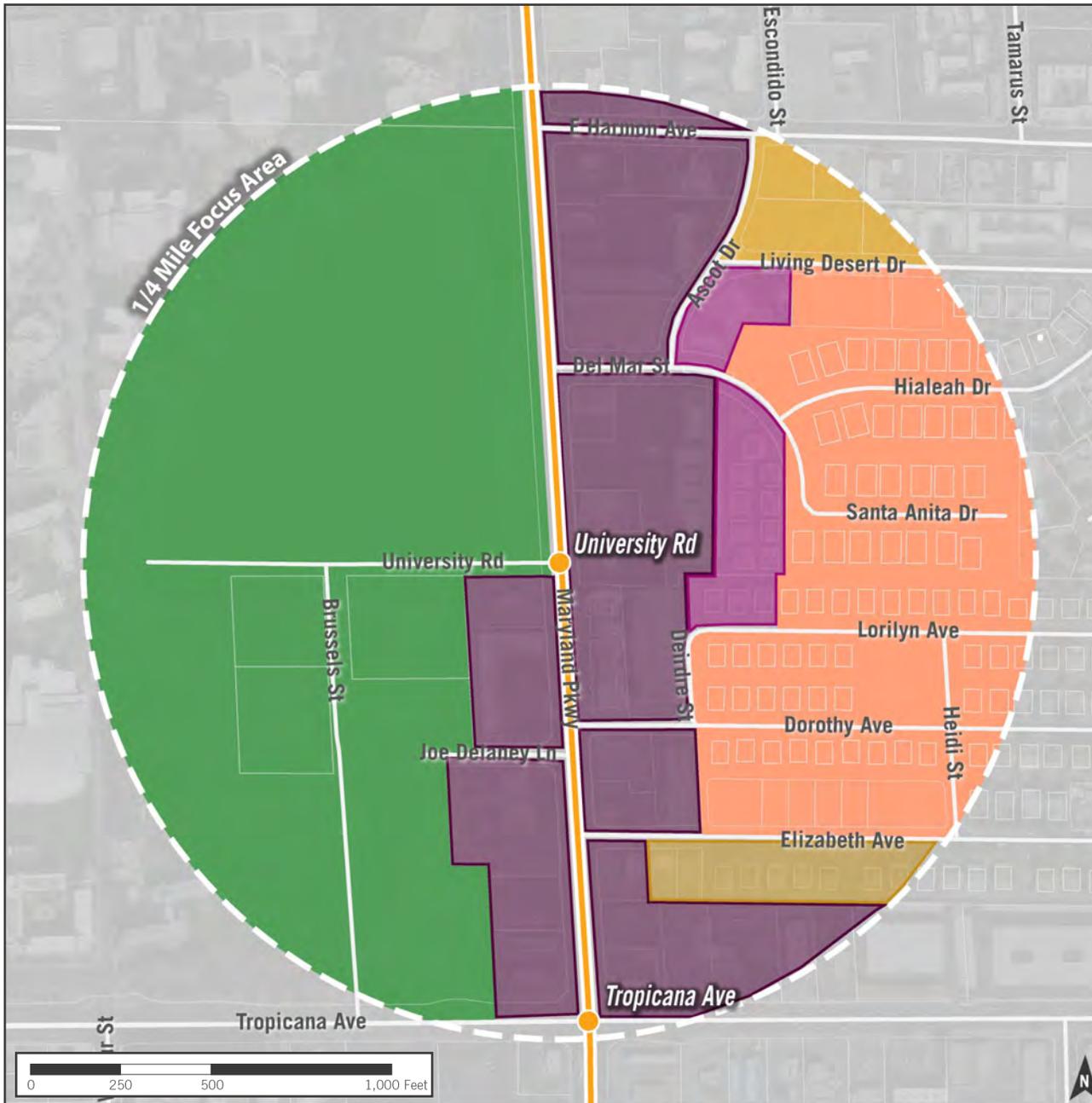
Well-furnished transit stop

PLANNED LAND USE

PLANNED LAND USE

Planned land use (PLU) recommendations are informed by analysis and community feedback shown on previous pages of this document. The TOD Types and Mix of Land Uses on page 20-21 informed the types of uses and quantitative mixture. The Development Types information provides additional insight on heights and densities the community would like to see within this focus area. Community Amenities, Services, and Public Realm Improvements preferences provided location-specific community feedback.

The map on this page shows applied PLU recommendations for parcels within the University Road Focus Area. The recommendations for PLU within this Focus Area are intended to support transit-oriented development, implement the community's vision in this location, and build a cohesive



vision alongside UNLV's Master Plan. PLU can be used to guide infill development and revitalization in this focus area to contribute to a high-quality, walkable, dense, mixed-use place with a vibrant pedestrian realm adjacent to the BRT station and the University.

The areas envisioned for Mixed Use will need an increased variety of uses from what exists today in order to achieve this vision. The bullets below outline the additional land uses needed to achieve a true mix within these Mixed Use PLU areas:

- High Density Mixed Use- These areas along Maryland Parkway need office/professional and residential uses added to the existing commercial, with the exception of the new mixed use development north of Dorothy Avenue.
- Medium Density Mixed Use- These areas need office/professional and commercial uses added to the existing residential.

It is intended that the County considers these recommendations when updating the Comprehensive Plan and Unified Development Code.

MIX OF USES

While there is currently a significant mix of uses in the University Road Focus Area, the mix is primarily horizontal with the exception of one recent development. In order to better leverage the transit and streetscape investments being made to the Maryland Parkway Corridor, an increased vertical mix of uses should be considered near the proposed station. A mix of land uses, such as

retail, entertainment, residential, office, and institutional, can help achieve a critical mass of people. An ideal mix of uses balances live/work/play activities that support sustained activity throughout the day.

In order to help achieve a vertical mix of uses in addition to a horizontal mix of uses, it is recommended that a new "Mixed Use" planned land use is added to the County's list of Planned Land Use Codes. This will allow for flexibility that is not currently in the Code and can benefit all areas of TOD around future high-capacity transit investments.

Generally, the mix of uses within the "Mixed Use" PLU areas should have predominantly retail/commercial active ground floors with housing, office, or institutional space above. Within vertical mixed use development, there is a unique opportunity for student and workforce housing within this focus area. Within the existing residential neighborhood, the mix of uses should remain predominantly residential but with the addition of some local-serving retail and services along the peripheries and at key intersections, either in a horizontal mixed-use format or as the ground floor of a higher density residential mixed-use building.

DENSITY

Successful TOD requires a critical mass of people, or density, near the station at any given time. Active station areas promote ridership along transit lines and help to leverage the public investment.

This area is generally active during the daytime with UNLV student, faculty, and

visitors. There are also presumably other visitors to the existing commercial uses. Increased residential density in particular will increase activity in this area during all times and days.

Various buildings within UNLV and a new mixed-use development just south of University Road and Maryland Parkway (The yoU) are currently the highest density developments in the Focus Area, ranging from 5-7 stories.

Increased permitted building heights within the focus area should be considered, potentially up to 5-7 stories to match the existing high density developments. Within the focus area, increased density should be focused along Maryland Parkway. Tropicana Avenue is also a major arterial that could accommodate increased density.

TRANSITIONS

Density and height should step down towards the existing neighborhood in the eastern half of the focus area. This area contains 1-2 story small apartment buildings, duplexes, and single-family homes. The County's planned land use already calls for higher density residential in this area. As redevelopment and revitalization opportunities occur, small 2-3 story mixed-use buildings or higher density attached single-family residential (such as townhomes or quadplexes) could serve as an appropriate transition.

THOROUGHFARE TYPES

Adopted Complete Streets policies and guidelines provide the baseline for enhancing thoroughfares in the University Road Focus Area. RTC adopted a Complete Streets policy and a report, including design guidelines, in 2012. The 2013 RTC Complete Streets Design Guidelines for Livable Communities expands upon the guidelines in the report and establishes a typology for complete streets that facilitate mobility for all modes of transportation, with a particular focus on people walking. Land use context and specific modal functions such as transit routes and bikeways are also important drivers of street design. Best practices in bike facility design have evolved significantly since 2012, and more recent national guidance, such as NACTO's urban bikeway design guide, should be used to determine the appropriate bike treatment for thoroughfares in the University Road Focus Area.

Boulevard

Corridor-wide recommendations:

Boulevards are designed for higher motor vehicle volumes and moderate speeds. They traverse and connect districts and cities and serve as primary transit routes. High-speed boulevards function as regional connectors and are often truck routes.

Maryland Parkway and Tropicana Avenue are Boulevards that function as the retail and commercial heart of the neighborhood, as well as providing access to a major destination, the UNLV campus. These thoroughfares should serve as Main Streets with a higher level of amenities and streetscaping for people walking, including wider sidewalks, pedestrian-scale lighting, and shade trees. Transit and bikes are priority modes, and future design will dedicate space to bus lanes and bike lanes with adequate physical separation from motor vehicle traffic.

Avenue

Corridor-wide recommendations:

Avenues have moderate to high motor vehicle capacity and low to moderate speed. They act as connectors between, or the main streets of, urban centers.

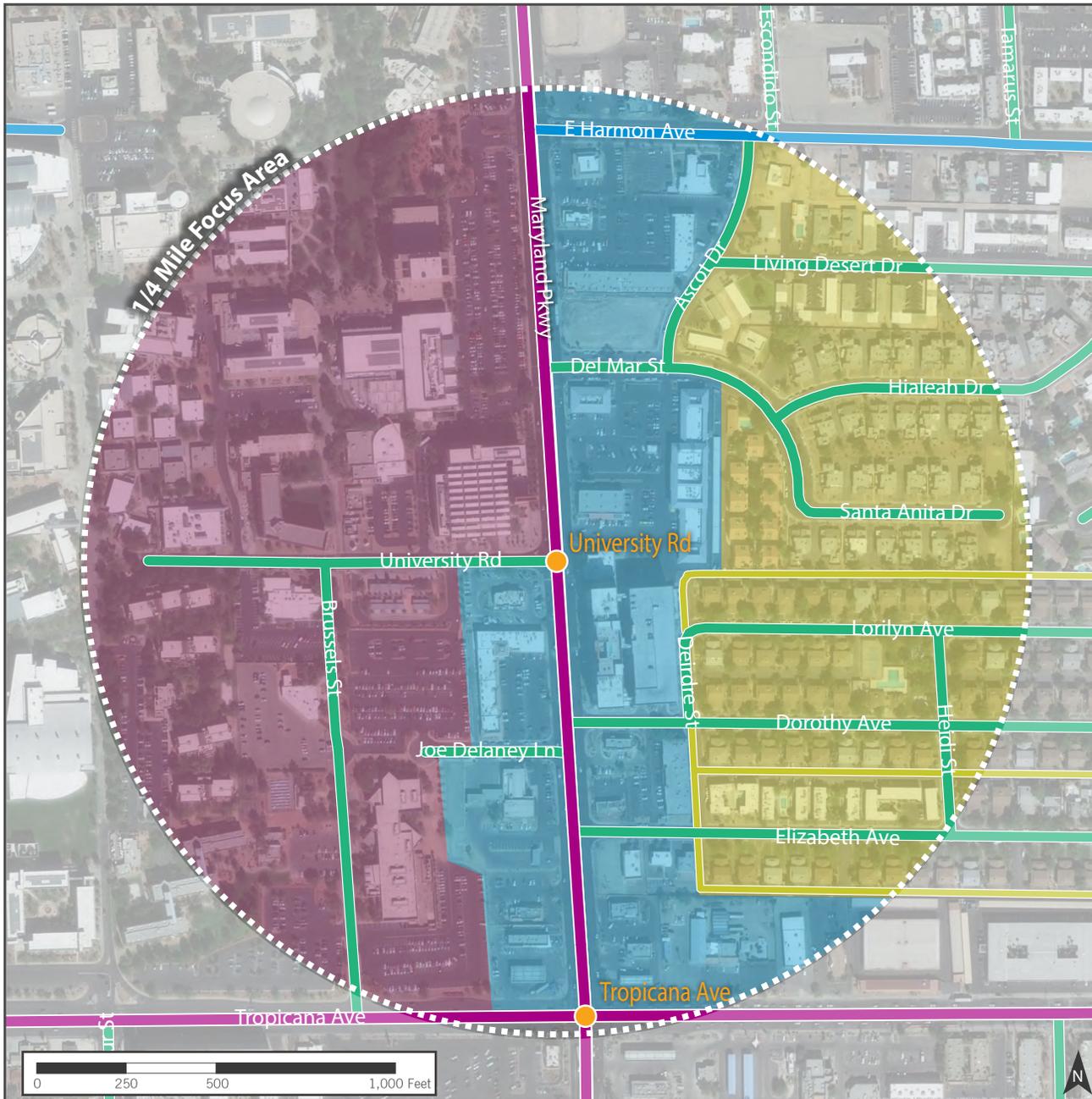
Harmon Avenue is the only Avenue in the focus area. As a gateway to the UNLV campus and a Downtown TOD type, it should have a high level of pedestrian priority and streetscaping. As a bikeway, it should support a higher level of bike priority with enhanced bike lanes that provide sufficient separation from motor vehicle traffic for the speed and traffic volume of the roadway.

Street

Corridor-wide recommendations:

Streets are local and neighborhood facilities that serve all uses. They should have wide sidewalks, on-street parking, and landscaping. They can be either residential or commercial. They are not typically transit routes, and are suitable for bikeway treatments in which bikes share the lane with motor vehicles, such as Bike Routes and Bike Boulevards.

The streets in the University Road Focus Area are predominantly urban neighborhood thoroughfares that balance access for people walking, biking, and driving.



LEGEND

-  Maryland Parkway Transit Corridor
-  Maryland Parkway Corridor Transit Station
-  1/4 Mile Focus Area

Thoroughfare Types

-  Boulevard
-  Avenue
-  Street
-  Alley

TOD Types

-  Educational Campus
-  Downtown Local
-  Urban Neighborhood

TRANSIT ATTRIBUTES SUPPORTING MULTI-MODAL CONNECTIVITY



Real-time information helps transit passengers make informed decisions



Maps of the focus area aid navigation



Mobility hubs often include secure bike parking

MOBILITY HUBS

Mobility hubs are places where multiple travel options come together, along with supportive amenities, services, and technology. They are typically located around transit stops and stations with the goal of providing seamless transfers and first and final mile solutions — offering multiple options to deliver passengers to their destinations. In addition to public transit, mobility hubs may include shared micromobility (such as bikeshare and e-scooters), pickup/dropoff zones for ridehail and private vehicles, wayfinding and information, and enhanced amenities and services. Mobility hubs vary in size and available services and can be thought of more as an organizing principle for the transportation system than as a specific type of infrastructure.

Cities across North America have adopted mobility hub guidelines and typologies to help them create a better passenger experience at transit stops and stations, particularly at stops that are served by high capacity transit such as light rail and Bus Rapid Transit (BRT). RTC's On Board Mobility Plan identifies two types of mobility hubs for Las Vegas – regional and neighborhood. The Plan proposes a neighborhood mobility hub at UNLV. The UNLV transit center on University Road, completed in 2013, provides a foundation for developing a full-service neighborhood hub in conjunction with the design of the Maryland Parkway BRT station.

CONNECTIONS

The UNLV Transit Center on University Road is currently served by the Centennial Express and by route 602 on days with special events. The Mobility Hub at UNLV will be a destination for many riders. Wayfinding signs and informational kiosks, including real-time arrival information, will be key amenities to help students, staff, and other passengers easily use BRT service and make connections to transit and other modes.

- Real-time information on transit arrivals and the availability of shared-mobility services helps people understand their options, make informed decisions, and optimize their travel experience. Basic information on transit arrivals, delays, and travel alternatives should be prominently displayed. Interactive kiosks and smartphone apps provide the opportunity for customized real-time information and mapping.
- Clear directional signage allows people to navigate between transit lines and other mobility services within the area surrounding the station, as well as to nearby destinations.
- Paper or interactive transit route maps are prominently displayed at stops and platforms. Area maps featuring nearby destinations and bike and pedestrian routes are displayed on informational totems or kiosks.

TRANSIT SPEED AND RELIABILITY ELEMENTS

Many passengers on Maryland Parkway BRT will transfer from other bus routes. If BRT is to be a convenient, attractive option for such passengers, the entire public transit system must be fast and reliable. The following transit priority elements should be considered on connecting routes as well as on the Maryland Parkway BRT corridor itself.

Far Side Bus Stops

Bus stops that are located on the far side of signalized intersections allow for smoother transit operations. They reduce delays by allowing the bus to clear the light before it stops to drop off and pick up passengers, minimize conflicts between buses and vehicles turning right at the intersection, and are optimal for corridors with coordinated signals.

Signal Prioritization

Signal prioritization is a component of intelligent transportation systems (ITS). One form of signal prioritization is to optimize and synchronize the signal timing along a corridor for the average operating speed of a bus. Transit signal priority (TSP) involves technology on the bus and in the traffic signal that trigger the light to turn green, or stay green for longer, when the bus approaches.

In-Lane Stops

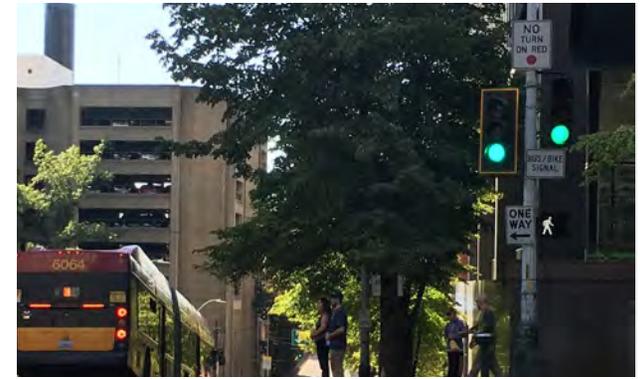
When the bus pulls out of traffic to pick up passengers at a stop, it must then merge back in to traffic in order to continue on its route. In-lane transit stops are designed so that the bus stops in the travel lane, reducing delay. Over an entire route, the time saved can add up to a significantly shorter trip. On streets with parking, in-lane stops can be achieved through installing bus bulbs.

Bus Lanes

Exclusive or semi-exclusive lanes for transit are one of the most effective ways to reduce delays due to traffic. There are several types of bus lanes: transit-only lanes; peak-period transit lanes; business access and transit lanes, which allow other vehicles to use the lane for making right turns; and queue jumps, which are short exclusive lanes that allow buses to proceed through an intersection before general traffic.

TRANSIT SERVICE DESIGN

Maryland Parkway BRT and Centennial Express schedules should be coordinated to the greatest extent possible to minimize connection times for the predominant transfer flows.



A signal in Seattle gives priority to buses and bikes



Right turn lanes can act as queue jumps for transit



Exclusive bus lanes are effective at reducing delay

FIRST AND FINAL MILE ACTIVE TRANSPORTATION



Source: Getty Images

High-visibility crosswalks



Source: SDOT (Creative Commons)

Wide sidewalks, benches, and pedestrian lighting



An ADA accessible path through a UNLV parking lot

PEDESTRIAN ACCESS

Corridor-wide recommendations:

With pedestrians as the highest priority throughout the corridor, all station areas must make commitments to safe access. This includes the following key components:

- Incorporation of high-visibility crosswalk design elements in all crosswalks.
- Requirements that construction and excavation permits be issued upon ensuring continued pedestrian traffic.
- Prioritizing new crosswalks in locations with a relatively high rate of pedestrian-vehicle conflicts and crashes.

Connections must be guaranteed in the most direct and convenient way possible. By protecting the most direct walking route to the point of payment and platforms for transit, riders will be encouraged – not dismayed – by the experience getting to and from the station. The following measures can help ensure direct access:

- Allowance of proposed crosswalks placed along direct pedestrian routes to transit stops, schools, parks, senior centers, community centers, hospitals, as an exception to any crosswalk warrant/minimum demand requirements.
- Where parking facilities exist, a clearly demarcated walkway connecting all access and egress points to one another helps preserve pedestrian safety.

The Midtown Maryland Parkway District requires a minimum 20-foot wide pedestrian realm along all arterial and collector streets. This requirement includes both a through sidewalk and amenity zone. Additionally, a 10-foot-wide pathway connecting the sidewalk network to each site is required and shall not be gated.

The 2017 UNLV Campus Masterplan identified six major pedestrian corridors which connect the campus core to an approximate half-mile stretch of Maryland Parkway running south from Cottage Grove/East Rochelle Avenue to University Road. As these campus walkways intermingle with the public realm of Maryland Parkway, the established paths of travel from the BRT station to campus should have the same standards as proposed for sidewalk upgrades in other station areas, including sufficient width, universal accessibility, pedestrian-scale lighting, and regular multi-lingual signage to remind visitors where exactly they are. The current sidewalk along the west side of Maryland Parkway just north of University Road (outside the Greenspun College of Urban Affairs) emulates a good practice by being sufficiently wide, being lit at the pedestrian scale, and including trees for beautification and coverage from the elements.

At the same time, just outside of this pleasant sidewalk, there is no current permitted and marked crosswalk along the northern edge of the intersection between Maryland

Parkway and University Road. The possibility of creating a crosswalk across this leg would increase access and convenience for people walking through this intersection, and thus should be studied.

While University Road does not run through Maryland Parkway, it is expected to continue to be a major crossing as BRT service comes to this intersection. To that end, there should be multiple direct routes for pedestrians to access this central intersection. 300 feet east of Maryland Parkway is a residential neighborhood with a separate roadway grid. There are no marked crossings of Maryland Parkway between University Road and Tropicana Avenue, which creates a significant barrier for people walking or biking between the southern portion of campus, businesses, and the neighborhood. A new crossing opportunity at one of the minor street intersections should be pursued, with appropriate infrastructure for the size of the roadway.

ADA ACCESS

Corridor-wide recommendations:

The transportation experience set by the Americans with Disabilities Act (ADA), includes minimum dimension standards for barrier-free access, like an 8-foot-by-5-foot level pad at the head of the bus stop. Upgrading all sidewalks in the focus area to be continuously paved, level, and connected to curb ramps can ensure independence for people who may otherwise need to wait for an operationally expensive paratransit vehicle.

Universal design beyond compliance starts by listening to -- and centering the experience of -- the disability community in every single design choice. Every focus area must emulate this practice. Some of following examples of universal design are intended to provide an environment of safety and inclusion beyond compliance:

- Defining “pedestrian access” as “reasonable access for disabled persons in wheelchairs and similar devices” – to be consistent with Clark County standards for pedestrian malls.
- Maintaining at least an 8-foot-wide platform at all bus stops, not just at the front.
- Touchless signalization that does not require the pushing of pedestrian and bicycle crossing indicators (aka “beg buttons”) to receive a walking signal. Either a walking and biking signal shall occur at least once every single traffic signal cycle, or it must be activated using a motion sensor. Extend touchless access

to water fountains, doors, and lighting, and keep at least one sensor and switch within reach of people of all possible heights.

- Step-free access for all principal walkways along the most direct path of travel. And where there are ramps, multiple handrails with varying heights and embedded directions in braille must be included.
- No unnecessary distractions in materials. For example, any changes to pavement texture should only be to indicate a change in the pedestrian realm or to direct people to and from station entrances.

On the UNLV campus, there are efforts to safely accommodate universal access needs through surface parking lots. By having a wide (at least 6-8 feet) curb ramp, tactile warning, and high-visibility pavement marking running a straight line between pathway gaps on campus, this practice should become the minimum expectation for pedestrian accommodations across all surface parking lots along the Maryland Parkway Corridor -- including privately-owned lots on the east side of campus.



Bike crossing markings through an intersection



Bike boxes provide designated space at signals



Bike corrals are one bike parking option

BIKE ACCESS AND SEPARATION

Corridor-wide recommendations:

Bicyclists are not all the same and what is required to make them feel safe and comfortable will vary. For example, some bicyclists travel much slower than vehicles, while others travel at higher speeds. On average, bicyclist speeds range from 12 to 20 mph. Some experienced bicyclists (a very small percentage of the total potential bicycling population) are comfortable sharing a lane with cars. For the rest of the population, the type of bicycle facilities that feel safe and comfortable vary based on a combination of motorist speed, traffic volume, roadway width, presence and location of on-street parking, and other design elements. Using traffic volume thresholds to recommend a specific type of bicycle facility is a good starting point; guidance can be found in the NACTO Urban Bikeway Design Guide. Bicycle facilities physically separated from motor vehicle traffic are effective in attracting people of all ages and abilities, who may not feel comfortable bicycling with vehicle traffic.

Over time, expanding the definition of protected infrastructure for bikes to include scooters, and small motorized carts may become vital for continued safety in route to transit. These measures also protect pedestrians, because in locations where there is not a protected bicycle lane, people may choose to ride on the sidewalk instead, thus increasing the discomfort of people simply walking on the sidewalk.

As east-west bike facilities are designed and proposed for this area, particularly along East Harmon Avenue, it will be important to ensure clear direction and right-of-way for people bicycling across Maryland Parkway. Painted routes across the intersection is an initial start, but additional protections for bicyclists from turning vehicular traffic at intersections could include:

- A “head start” signal for people crossing the intersection as a bicyclist and/or a pedestrian
- Bike boxes at the front of intersection stop lines to provide a designated space for people bicycling and waiting at intersections

Because the University Road station is immediately adjacent to the UNLV Campus, a significantly higher amount of bicycle and scooter traffic should be expected, as is the case in most university campuses across the world. The provision of bicycle parking facilities -- including short-term racks and long-term covered lockers should be higher than in other locations along the corridor.

Significant clearance from sidewalks and pathways should be expected in locations where bicycle parking spaces are set up. One creative solution is to use portions of the curbside/parking vehicular lane as an on-street bicycle corral. This allows people biking to conveniently park at the same level of the roadway while avoiding conflicts with pedestrians.

To connect UNLV campus frontage along Maryland Parkway to the proposed shared-use path along Flamingo Road at the southern edge, separately marked and signed bikeways can be installed at the same level as sidewalks and pathways. These raised cycle tracks can provide the protections of a high-quality bikeway without the prohibitive cost of reconfiguring existing utilities.

SHARED-MOBILITY SERVICES

Corridor-wide recommendations:

Shared Mobility can require the use of curbside space in both static and temporary ways. In visible and accessible locations with sufficient sidewalk space along a local street just off an arterial or collector road, a car share or bike share spot may be useful to help newer users safely identify and unlock their vehicle while comfortably pulling into moving traffic. In the case of a dockless location, it is also important that users disembarking their vehicle have sufficient space to park their bike without interfering with free movement along the pedestrian realm's through zone (sidewalk).

In locations where there is a high volume of pick-up and drop-off activity, as well as bus stops with high frequency, a definitive placement of where one goes to be picked up/dropped off by a Transportation Network Company (TNC) vehicle is vital, as a misplaced vehicle – even if just waiting for minutes – may be interfering with safe bus movements in and out of stops.

The UNLV campus currently provides specific designated locations for TNC pick-up and drop-off within the area, including at the Harmon Avenue entrance of campus, the UNLV Transit Center, and outside the Student Recreation and Wellness Center (adjacent to the Tropicana Parking Garage).

The location of passenger vehicle standing zones like these should continue to be assessed with the aim of reducing unnecessary circling by transit vehicles and encouraging pedestrians direct access routes to primary building entrances.



Protected bike lanes at sidewalk level



A curbside designated TNC pick-up/drop-off zone



Source: RTC

RTC Bike share

TDM AND CURB SPACE MANAGEMENT



TDM programs can be targeted to employees, residents, and visitors



TDM programs provide incentives to take transit



When travel behavior shifts, less parking is needed

TRANSPORTATION DEMAND MANAGEMENT (TDM)

Corridor-wide recommendations:

When parcels in the TOD Focus Areas go through the development or revitalization process, a concern may be how proposed buildings and spaces – and the people who live, work, or visit them – can exist without contributing to traffic congestion, compromised air quality, and unreliable neighborhood parking availability. To ameliorate this concern, building owners and managers along the Maryland Parkway Corridor must be prompted to enact transportation demand management (TDM) programs targeted to tenants and visitors alike. TDM programs and policies create incentives for people to choose environmentally sustainable modes of transportation.

- For employers, it may help increase employee satisfaction to directly subsidize the cost of commuter transit passes.
- For residents, a bicycle storage room conveniently placed on the ground floor can encourage more people to use their bike regularly.
- For visitors, people who ride transit may receive a discount on their purchases.

Building owners and tenants can benefit from this behavior shift as well; not only will the expense of constructing and maintaining on-site parking be reduced through less demand, but developments that incentivize biking and walking and

highlight the proximity and accessibility of nearby transit services are well positioned to attract tenants desiring a unique livable experience in the Las Vegas Valley.

Club Ride is an RTC program to reduce commute trips by vehicle through incentives and reporting. Participants in the free program report their daily commute choice (including the choice to work from home) and enter a monthly raffle for gift cards and free RTC bus passes. All participants also receive discounts from merchants and services throughout the Las Vegas Valley region.

UNLV is a critical partner in TDM programs for the area, as they offer programs that help reduce the demand for parking on campus and in the area, including:

- The U-Pass, which provides all UNLV Rebel Card holders a majority (at least 50%) discount off the regular price for an RTC pass on a monthly or semester-long basis.
- A policy of no required parking permits for bicycles, provided they are parked in campus bike racks

All residential buildings targeting university students, faculty, and/or staff as tenants must not only be aware of existing programs, but work to regularly promote them to tenants, through regularly emailing information, printing brochures to be packaged with building orientation materials, and in public

spaces throughout the building (e.g., lobby) Such materials can be arranged through coordination with the UNLV Parking and Transportation Services office.

MODAL DESIGNATIONS FOR CURB SPACE USE

Corridor-wide recommendations:

The curbside lane is a valuable segment of infrastructure; it is used for bus stops, curbside parking, loading, and travel. As emerging uses, such as parklets, transportation network company (TNC) loading, bicycle parking corrals, scooter zones, and curb extensions have gained in popularity across cities, developing a plan to accommodate them on the curbside requires an innovative approach which optimizes the curbside to meet an evolving “highest and best use” from an access and mobility perspective. By serving different purposes -- such as bus-only travel lanes during rush hour and essential service pickup/delivery during the midday -- a flexible multi-use curb zone responds to different demands over time.

Curbside regulation would ideally be phased in, starting with parking regulation (including pavement markings to define distinct spaces), and then working with the community to communicate the economic and mobility benefits of a more dynamic use of the curbside space.

As noted, priorities would shift depending on the time period, but also the street type. A predominantly commercial block defined by commercial loading in the morning may evolve to accommodate short-term visitor parking in the midday, and then a valet stand or passenger loading in the evening. These priorities would evolve through a community-driven process. Because of the nascent nature of dynamic curbside usage, it is advised to refer to NACTO and ITE sources on curb management.



Curbs serve many uses including stormwater management and parking



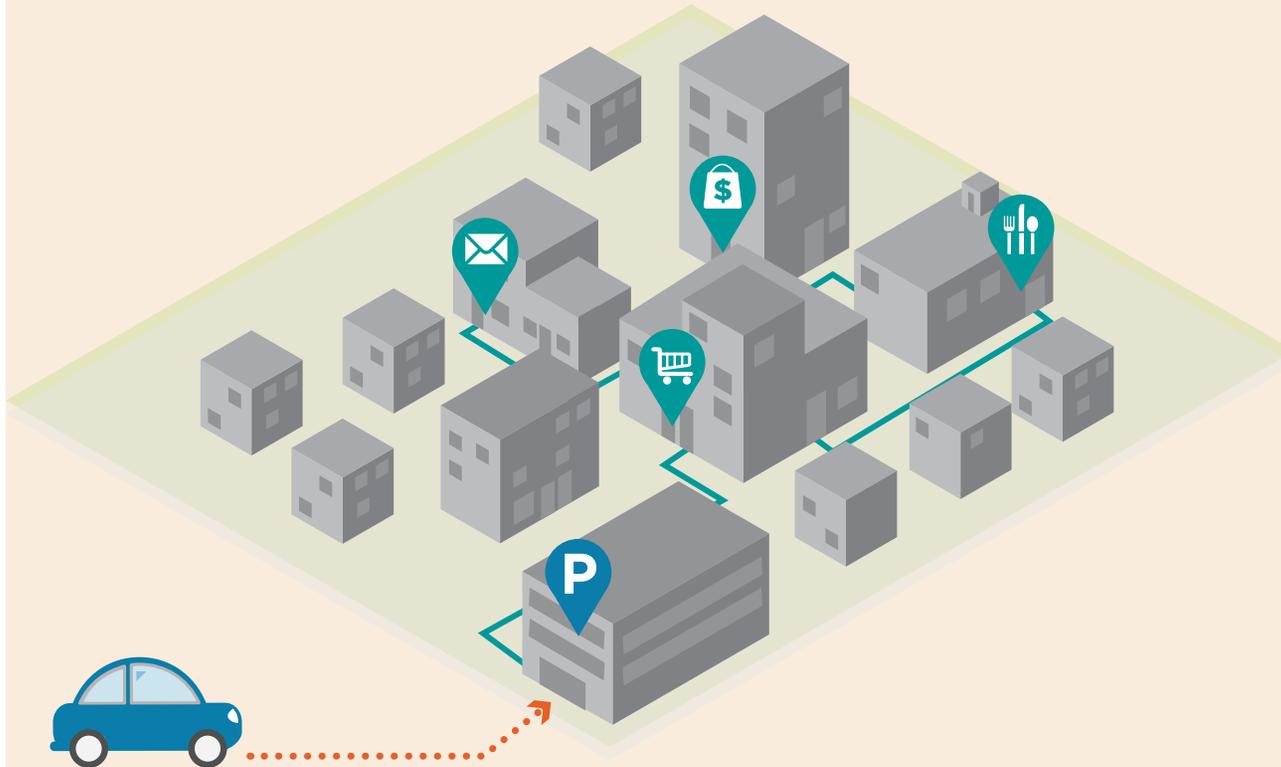
Parklets and street seating have replaced curbside parking in many cities during the pandemic



Curb extensions and bike parking are emerging uses of curb space

PARKING MANAGEMENT

Corridor-wide recommendations:



An illustration of the “park once” experience, in which patrons can park once and frequent shops, dining, and entertainment all within a single trip

PARKING STRATEGY

Over the long-term along the Maryland Parkway Corridor, it is important to anticipate that parking needs may evolve over time, especially if high-quality transit service is added, land values increase, and consumer preferences continue shifting

towards walking, biking, and riding transit to all essential goods and services within a short distance of home. Thus, any parking strategies for the area should recognize all factors of a multimodal transportation network and abide by a series of principles.

Principles of Parking

The key principle of parking is to maximize supply efficacy while ensuring a space is available. All parking policy, regulation, and management practices should be designed to fill at least 85% of all on-street parking spaces at any given time and 90% of off-street parking spaces. To reach that goal, a variety of tools should be made available at the disposal of the public and private sectors alike, including:

- Pricing existing curbside parking to meet occupancy goals
- Pricing off-street parking at a relatively lower rate per hour to incentivize more long-term usage in garages and more turnover on curbside parking
- Encouraging shared parking agreements at off-street parking facilities to expand the supply of publicly available parking at minimal expense

Another principle of parking is to support a “park-once” experience where patrons can park once and frequent shops, dining, and entertainment all within a single trip. This requires using parking as a means to support multimodal transportation options. Strategies to meet this principle include:

- Priority placement of parking spaces closest to destination front doors for ADA vehicles, electric/hybrid vehicles, carpool vehicles, and car share vehicles.
- Consolidating curb cuts and parking entrances

- Requiring all new parking to be structured (to maximize the utilization of land, improve pedestrian conditions, and reduce the heat island effect of surface pavement)
- Requiring ground-floor frontage with retail uses at all parking structures

Regarding parking requirements, the establishment of minimums – particular in areas intended to facilitate more urban and multimodal transportation needs – create the unintended consequence of oversupplied parking, reduced developable spaces, and increased development capital costs. Parking requirements should be simplified to allow developers greater flexibility and maximize buildout potential of mixed-use transit-oriented developments. Key aspects of this principle include:

- The elimination of minimum parking requirements
- The institution of maximum parking requirements
- The consolidation of land uses in defining any parking requirements (e.g., combining all office, retail, and institutional uses under “non-residential”)
- If parking minimum requirements still exist, there must be:
 - allowance of incorporating curbside parking spaces, shared and designated off-site parking spaces within a quarter mile to meet parking requirements

- elimination/reduction of requirements for all senior housing, affordable housing, and student housing
- reduction of requirements for developments enacting a TDM plan

- Encourage the “unbundling” of residential-serving parking spaces from residential units by requiring landlords to lease parking spaces separately so that those who do not own vehicles are not paying for an unused services and can opt out of this expense, thus increasing housing affordability. The same concept can be applied for employment areas with constrained resources in the form of a parking “cash-out.”

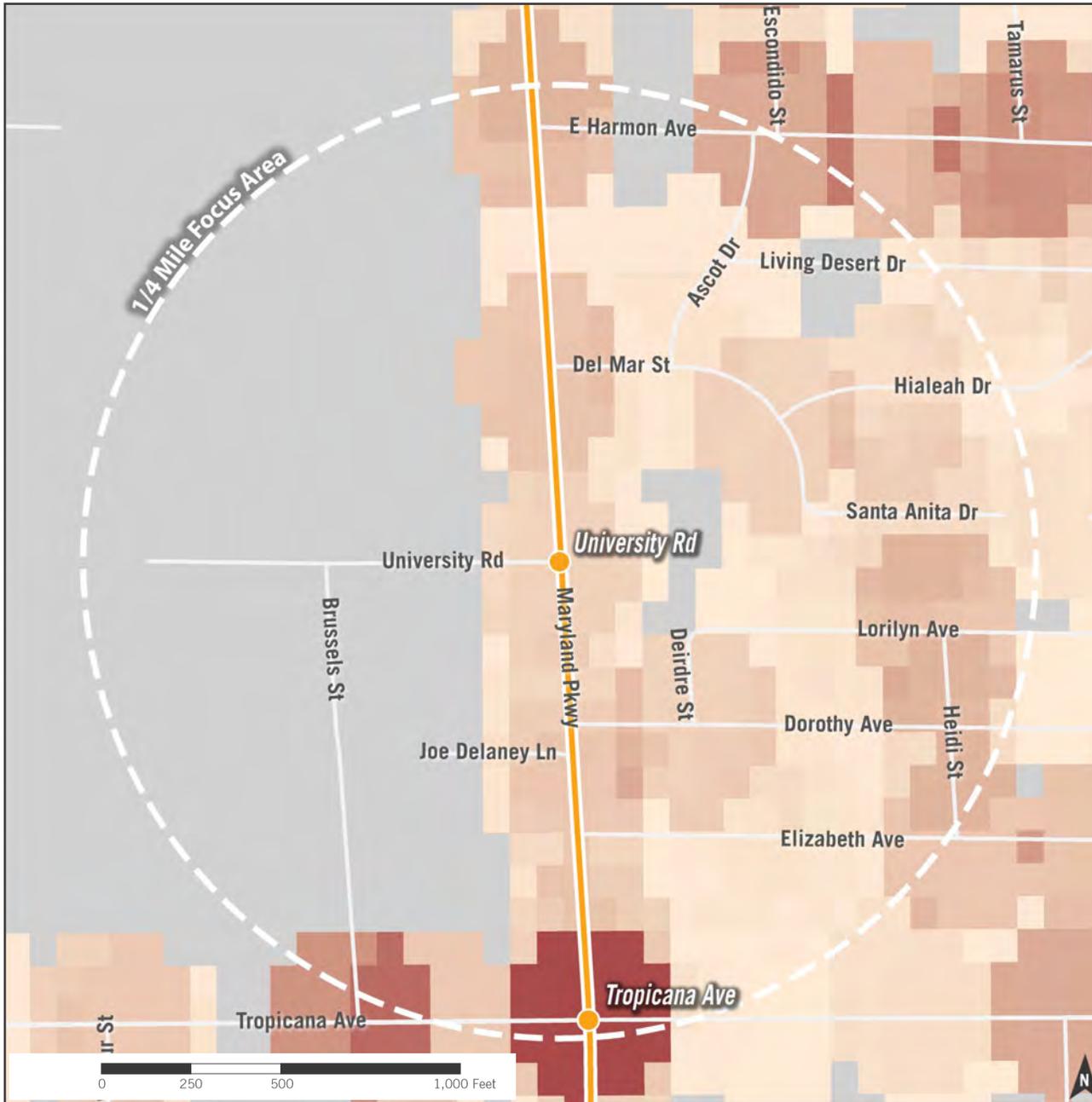
A final principle of parking is that it should be customer-friendly. Too often, overregulation and mismanagement of parking supplies in high-demand areas results in customer frustration and discouragement from the visitor. To meet these needs, the public and private sectors should consider:

- Consolidating time limits to fewer options, such as 2 or 4 hours only
- Consider allowing all priced parking to have unlimited time limits, allowing the user to pay to park for as long as they wish
- Allowance of shared parking for uses across multiple locations

In the University area, there may be residences inhabited by UNLV students who, due to the proximity to campus, do not have a vehicle and instead walk or bike to campus (and in some instances, rely on shared vehicles for longer trips). To the extent possible, such students should be given the opportunity to “unbundle” the cost of their rent from the cost of an on-site parking space. Making parking an optional, fee-based amenity, often referred to as unbundling parking, ensures that the cost of parking is paid for by those that use it, based on how much of it they use. For people living in this area who do not have a vehicle, they would be able to maintain the same quality of life but at greater affordability.

Protections may be necessary to ensure that spillover parking effects in neighborhoods can be mitigated. A residential permit program (RPP) can ensure that residential neighborhoods are not overwhelmed by commuters, students, employees, or visitors, thereby enabling local residents to park their vehicles on-street. RPPs are especially important in neighborhoods where residents have limited off-street parking. Most conventional RPP programs allow those without a permit to park for generally two to four hours during a specified period, such as 8:00 AM to 6:00 PM, Monday to Friday. Permit holders are exempt from these regulations and able to essentially store their vehicle on-street. Critical to program success is capping the number of permits to never be higher than the supply of applicable on-street spaces.

CPTED AND SAFETY



CRIME HOT SPOTS

The amount of crime within the University Road Focus Area is relatively low compared to the rest of the Corridor. Crime is assessed based on Calls for Service reported by the Las Vegas Metropolitan Police Department (LVMPD), aggregated to the nearest block face. It should be noted that UNLV's University Police Services crime log is a separate record and not included in this analysis. Crime hot spots are prevalent in the south side of this focus area, near the intersection of Tropicana Avenue and Maryland Parkway. There is also a slight uptick in crime along Heidi Street and near the intersection of Dorothy Avenue and Maryland Parkway. Also noteworthy is prevalent crime just northeast of the focus area along Harmon Avenue.

317 total Calls for Service were recorded in this focus area between June 2018 and December 2020. The top types of crime recorded included "Other Disturbances" (45%), Malicious Destruction of Property (12%), and types of Assault/Battery (10%).



Corridor-wide recommendations:

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

CPTED is a set of strategies to mitigate crime and promote safety through design. The four main principles are natural surveillance (making sure areas are visible and well lit), natural access control (guiding people and vehicles clearly through a space), territorial reinforcement (creating a sense of ownership over spaces by delineating public from private), and maintenance (preventing deterioration to create a more positive community image, i.e. the Broken Windows Theory). These principles can be applied to the University Road Focus Area to allow students, residents, employees, and transit users to feel secure and create a more vibrant pedestrian realm.

HOMELESSNESS

While specific design interventions, such as lighting, clear sight lines, and station amenities and improvements, can help people feel safer using transit, they do not mitigate an underlying issue: the reliance of those experiencing homelessness on transit. Helping the homeless population requires targeted policies and programs such as: collocating social services at transit hubs and along transit corridors (see Hub of Hope); using trained "rangers" or formerly incarcerated attendants with specific soft skills for norms enforcement rather than ticketing or arrest (see Urban Alchemy); integrating social workers into enforcement efforts; and training transit enforcement officers in crisis intervention.

STRATEGIES

The University Road Focus Area would benefit from application of all of the CPTED principles, particularly at the intersections of Maryland Parkway and Tropicana Avenue and along Harmon Avenue, where crime hot spot are indicated. A more built-out pedestrian-friendly public realm can be found around the intersection of Maryland Parkway and University Road, where the crime rate is fairly low. However, the entire area is in need of pedestrian lighting that is oriented to the sidewalks to improve the natural surveillance. The north and south end of the focus area would also benefit from better pedestrian access to businesses to improve access control. More effective and maintained buffers between the street and private businesses would improve territorial reinforcement. Ensuring maintenance of empty buildings and lots would improve the area's image.

DESIGN ELEMENTS

Design elements that should be added throughout the focus area, and particularly along Maryland Parkway, include improved transit stops with additional amenities, more consistent and pedestrian-oriented lighting fixtures, landscaped buffers and planting, crosswalks, and clear pedestrian paths to UNLV and to and through private parcels. Elements such as improved landscaping and public art would also contribute to the safety of the area by improving the image, and therefore people's pride and ownership.



Lack of natural surveillance



Lack of territorial reinforcement



Lack of maintenance



North
Regional
Library
0.6 miles

- 15 minutes
- 4 minutes
- 3 minutes

North
Memorial
Hospital
0.6 miles

- 15 minutes
- 2 minutes
- 4 minutes

3 FOCUS AREA PRIORITIES

The University Road Focus Area includes many opportunities for new development, mobility improvements, and community amenities. Projects in this area should support the needs of UNLV students, faculty, and staff as well as the surrounding neighborhoods and users of the Maryland Parkway Transit Corridor. Priority improvements in this area include developing vacant and underutilized sites, providing additional mobility options and improvements, creating new housing opportunities, and creating a safe, comfortable, and active pedestrian realm.

This chapter provides an overview of and recommendations for the highest priority projects for this focus area, as determined by community feedback, anticipated impact, and feasibility. The proposed projects cover a range of recommendations including public realm and infrastructure improvements, land use recommendations, and building form retrofits and improvements. Recommendations are supported by precedent imagery, 3D graphics, and case studies to help provide a guide for the County in implementing these priority improvements. These recommendations are not prescriptive and instead offer a set of potential improvements that can be completed as is feasible, over time.

Projects for the University Road Focus Area should prioritize creating vibrant and comfortable pedestrian-oriented places, adding density and desired uses to support the University, and accommodating the housing needs of the area. All improvements aim to realize the opportunities associated with the transit station and UNLV to create a walkable, safe, and lively TOD focus area.

Note that the Priority Projects outlined in this chapter have been conceived through community and stakeholder input throughout this process, as well as supporting technical analysis. While each Priority Project provides best practice guidance on how to create a transit-supportive environment within this focus area, references to specific parcels or buildings are intended to be purely illustrative of a concept. The successful implementation of these projects can be comprised of alternative forms, alignments, and uses, as appropriate to each site, but ought to strive to achieve the key themes and priorities expressed and articulated by the community in this effort.

PRIORITY PROJECT - UNLV TRANSIT CENTER AND LOT U/H DEVELOPMENT



Phase 1 - Mixed Use Student Housing on Lot U and H

The first phase of development should be a new infill development on Parking Lot U and part of Lot H. This development, similar to the Station on Washington at the University of Minnesota, shown above, should provide an active ground floor with student housing above, as well as structured parking. See "Mixed Use Development" below for more detail.



Phase 2 - Improved Transit Hub and Public Space

The second phase, a more long term project, should focus on redevelopment of the Transit Center to create a larger, amenitized hub. A stacked approach should be considered, with mobility facilities below and public space above, at a different scale, but similar to the Transbay Transit Center in San Francisco, shown above. See "Mobility Hub" on page 49 for more detail.

TRANSITIONING A TRANSIT STATION INTO A MIXED USE MOBILITY HUB

The UNLV Transit Center and the south abutting Lot U and Lot H provide a large transportation-oriented space, transitioning from the Maryland Parkway Corridor to the campus interior. The Transit Center is a fairly recent project and an excellent amenity with well-designed shelters, bicycle and pedestrian facilities, signage, landscaping, and plaza space. This new investment, in

combination with the forthcoming transit investment on Maryland Parkway create an excellent opportunity to utilize the Lot U space for a mixed-use development that directly connects to the Transit Center and expands it into a full mobility hub.

Mixed Use Development

A mixed use infill development on the site of the parking Lot U, and potentially extending into Lot H to the south (see orange square above), would be supportive

of moderate density given its proximity to mobility options, the student population, and employment options associated with UNLV. Active ground floor uses such as retail, dining, and daily services would add activation to the area and help support the student and faculty population. The upper stories should provide housing units or UNLV administrative or office uses. The development should also include several stories of structured parking to accommodate the new uses and replace the Lot U and H spots that were redeveloped.



Images of mixed use mobility hubs and student housing from Haluchère, France; Boulder, CO; St. Louis, Missouri; and Raleigh, NC

Mobility Hub

In addition to developing transit and University supportive uses on the site, the existing mobility infrastructure of the Transit Center (see blue square on the previous page) should be supplemented or redeveloped to create a full-scale mobility hub, as indicated in the RTC's *Onboard Mobility Plan*. Expanding the Transit Center should include provisions for bicycle and e-bicycle share, additional bicycle parking, micro-mobility share (such as e-scooters), car share (such as Zipcar),

designated ride share pick-up and drop-off locations, shuttles, and wayfinding. The opportunity for small scale retail such as kiosks and coffee carts should also be considered. A more long term vision of the Center should consider a multi-story approach with iconic architecture and a major public space amenity. The hub should connect to a robust pedestrian and bicycle network to accommodate all potential users and modes. Wayfinding should clearly direct people to and from the hub to nearby destinations both on and off campus.



CASE STUDY: BOULDER JUNCTION

The Boulder Junction development at Depot Square Station in Boulder, CO provides affordable housing at a regional mobility hub. The apartment building above the station offers 71 affordable units and the attached garage utilizes a shared parking strategy for residents, visitors, and transit riders. The affordable units were developed in partnership with Boulder Housing and all residents were provided with a free regional transit pass, making the development even more transit-supportive. The BRT bus terminal includes an underground facility with ticket sales, seating, and information booths. The mobility hub also includes a park and plaza space, bike share and parking, vehicle parking, a restaurant, trail connections, and signage and wayfinding. The transit station was designed and built with significant interagency coordination, and a similar partnership could be facilitated with UNLV and the RTC.

PRIORITY PROJECT - SUPPORTING WORKFORCE AND STUDENT HOUSING

CREATING FLEXIBLE HOUSING OPPORTUNITIES FOR STUDENTS AND LOW-INCOME HOUSEHOLDS

As universities grow and many cities face a shortage of affordable housing opportunities for students and low-income households, these housing types have become more blended and flexible. Many student housing opportunities now also accommodate graduate students, faculty, staff, and even outside community members. This more diverse collection of residents is helpful in promoting transit ridership that is less dependent on peak times and seasons. Affordable and student housing developments are often incentivized with governmental assistance or programs to help keep rents low enough to accommodate under-served members of the community. These developments should be designed with ground floor retail and services and shared community open spaces. For increased flexibility, they should also provide a variety of unit sizes, types, furnishings, and levels of accessibility. All new student housing along Maryland Parkway should be designed with these considerations and provisions.



21 Pearl West Campus, Austin TX

The 21 Pearl West Campus Apartments are a mix of affordable and market rate units on the University of Texas's popular West Campus, near downtown. The development provides much needed student housing near transit with accommodations for mobility, hearing, and vision impaired students. The 135 units are furnished with full-sized kitchens and high-speed internet. The development of the Apartments was incentivized by the City of Austin to help fill the area's housing shortage.



Radford Court Apartments, Seattle WA

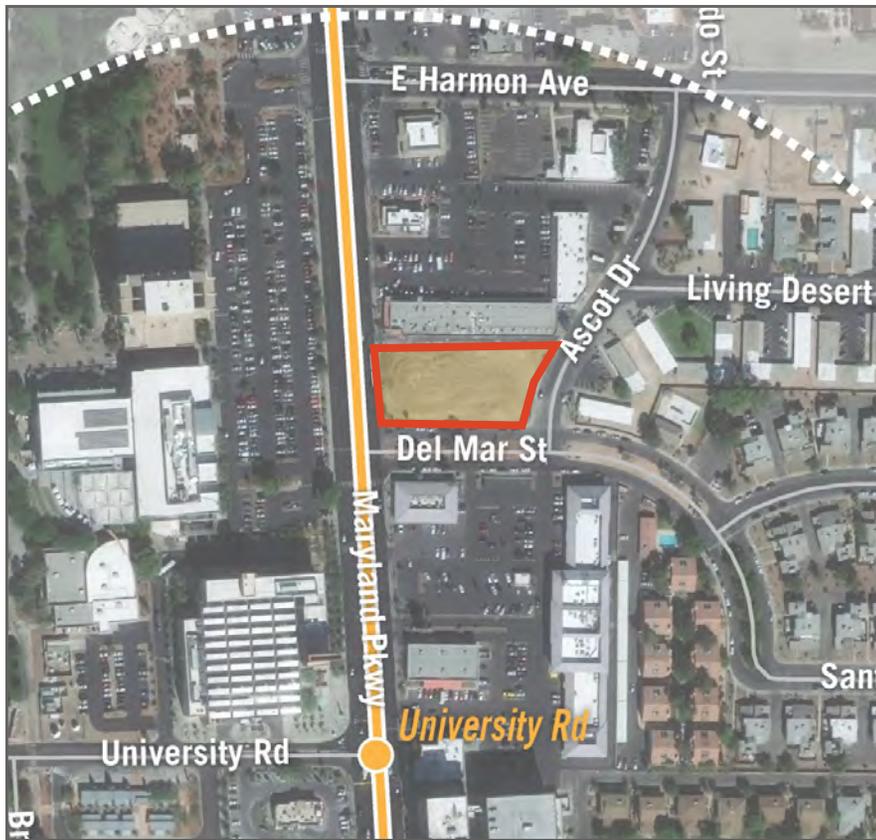
The Radford Court Apartments provide housing for University of Washington graduate students, students with families, faculty, and staff, as well as offering units for those not associated with the University. The 399 unit community is 24 acres with shared lawns, gardens, and playgrounds with immediate trail access to the University Campus. The project was developed as part of a Public-Private Partnership and financed using tax-exempt bonds.



University-Owned Housing, Pittsburgh, PA

The University of Pittsburgh owns several apartment complexes for undergraduate and graduate students as well as other community members. The unfurnished apartments are operated and maintained at an affordable rate by the University. The Darragh Street Apartments shown above were designed for graduate and medical students off the main University Campus, near the School of Medicine, in a garden-style complex with shared green space.

PRIORITY PROJECT - VACANT LOT NORTH OF DEL MAR STREET



Images of student/affordable housing from Los Angeles, CA and Boston, MA

SAMPLE DEVELOPMENT PROGRAM

Lot Size: 0.89 Acres

Stories: 6 stories

Admin/Retail Square Feet: ~16,200 sf

Residential Square Feet: ~104,000 sf

Housing Units: 116 units

Parking Spaces: 110 spaces

Parking Ratio: 0.95 space/unit

Features: Roof deck amenity; resident courtyard space; ground floor retail space for lease; UNLV administrative office space; 3 partial stories of structured parking

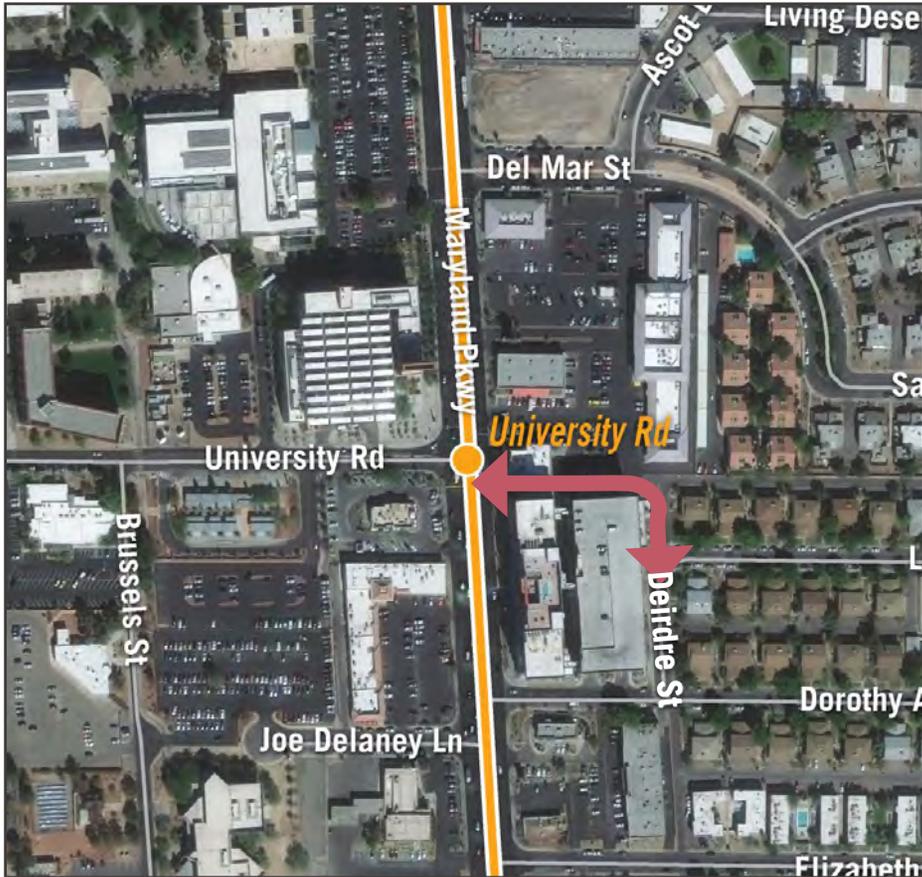
OPPORTUNITY FOR STUDENT AND WORKFORCE HOUSING

The vacant lot at 4590 Maryland Parkway presents a potential for dense, mixed-use development that fills a range of UNLV needs. This property was originally slated as an administration building in the UNLV Master Plan. However, given the proximity of the building to campus, its location directly along Maryland Parkway and the increased transit investment, and the strong need and desire for affordable student housing, it is

suggested that this site accommodate a transparent and semi-active ground floor of primarily administrative uses with residential units above. If the site develops as student housing it could accommodate the needs of the community and provide flexibility and affordability, as described in the case studies on the previous page. A potential housing strategy for this location includes a mix of affordable and market rate units, both furnished and unfurnished, with availability to the UNLV student population as well as other community members. A Public-Private

Partnership with the University would allow for a higher proportion of affordable units. The list above shows an example program for such a development. The potential development form for the 0.89 acre site includes six stories, where the ground floor is a mix of retail and UNLV administrative services, floors 1-3 are partially occupied by a 34,000 sf parking garage, floors 2-6 are residential units, and the two-thirds of the 6th floor is occupied by a roof deck garden. The parking ratio is below standard based on proximity to the transit line and University.

PRIORITY PROJECT - NEIGHBORHOOD CONNECTION



Images of improved pedestrian alleys and connections from Los Angeles, CA; Fort Collins, CO; Omaha, NE; and Longmont, CO

IMPROVING CONNECTIVITY BETWEEN THE UNIVERSITY AND THE NEIGHBORHOOD

While there are many students, faculty, and staff living in the neighborhoods to the east of UNLV, they do not have a simple or straightforward access point to the campus or to the transit facilities along Maryland Parkway. Two improved pedestrian connections are proposed in this focus area to create a more

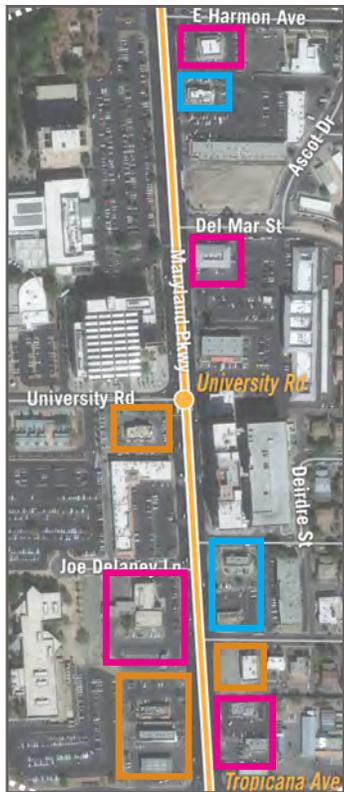
safe and comfortable pedestrian experience.

The first, and highest priority connection, is from Maryland Parkway to Deirdre Street, directly north of the recent The yoU mixed-use development. This area is currently a small vehicle-only access drive to the parking garage. A pedestrian alley-way between the buildings would be an ideal use, providing the most direct link between the neighborhoods and the signalized crossing to UNLV anywhere in the focus area. The alley should be well-lit and

clearly marked so that it feels safe at all hours. Features such as special paving and string lights will improve the visibility and appeal.

The second recommended improvement is along Deirdre Street, particularly between Dorothy and Elizabeth Avenue where there is no sidewalk or lighting. A sidewalk and safety infrastructure, including crosswalks, should be added here, as well as amenities like landscaping, murals to enliven blank facades, and wayfinding.

PRIORITY PROJECT - PAD SITE RETROFIT / URBAN DESIGN



Suggested phase of design intervention



Typical Condition



 Phase One

 Phase Two

 Phase Three

TRANSFORMING AUTO-ORIENTED USES TO PEDESTRIAN FRIENDLY PLACES

There are several pad site developments along Maryland Parkway within the University Road Focus Area. Most of these buildings are restaurants (with and without drive-thrus), financial institutions, or convenience stores. The majority of these, and most pad sites, are auto-oriented, lacking site design and amenities, building frontages along the street, and pedestrian infrastructure and comfort. They are also over-parked and physically separated from the street and sidewalk. The graphics above, and the recommended improvements at right,

provide a framework for incrementally improving pad sites to create a more vibrant, pedestrian-friendly corridor. Each of the phases represents an increased level of effort and investment. Not all pad sites need to be completely re-designed and retrofitted, as many are still filling a community need, but almost all could be improved to some degree to better align with the corridor's TOD goals. The map to the left shows the potential pad sites along Maryland Parkway within the focus area and the suggested phase of design intervention for each. The proximity to UNLV makes the walkability of these sites even more of a priority.

Potential Phased Improvements

Phase One:

- Site improvements: increased or improved landscaping, outdoor seating, amenities (bike racks, trash receptacles, etc), and pedestrian connections to the building.
- Building improvements: shade awnings and facade repairs or upgrades.

Phase Two:

- Reconfigure drive-thru aisles behind building and reduce parking (if necessary), reclaiming space for outdoor seating or landscaping.
- Site improvements: additional landscaping and outdoor seating.
- Building improvements: increased transparency (windows, doors).
- Circulation improvements: add additional pedestrian and bicycle connections and safety measures.

Phase Three:

- Remove drive-thrus, reclaim space for building additions that increase capacity and provide opportunity for additional uses.
- Replace chain establishments with local businesses to cultivate more authentic, area-specific character. Provide additional facade improvements and increased transparency.
- Consider adaptive re-use opportunities.

PRIORITY STREETSAPES, INTERSECTIONS AND CROSSINGS

MAJOR STREETS

Maryland Parkway is a high priority for multimodal improvements in conjunction with BRT corridor design. Students use Maryland Parkway to come and go from campus, and people walking should be the highest priority. Improvements for people walking can expand upon existing pedestrian realm design near the UNLV Transit Center and UNLV's Greenspun Hall, where sidewalks are wide and contain a double row of trees. Bike facilities should be designed to accommodate a large volume of people on bikes and scooters.

Harmon Avenue is the major bikeway connecting to the UNLV campus from the east, and is a priority for facility re-design, traffic calming, and other measures to make the biking experience more comfortable. With five lanes of traffic, including the center turn lane, Harmon Avenue would be a good candidate for a road diet. A traffic study to collect daily motor vehicle volumes could determine whether it falls under the FHWA's suggested threshold of 20,000 ADT. The FHWA Road Diet guide provides more information on assessing the feasibility of a road diet.

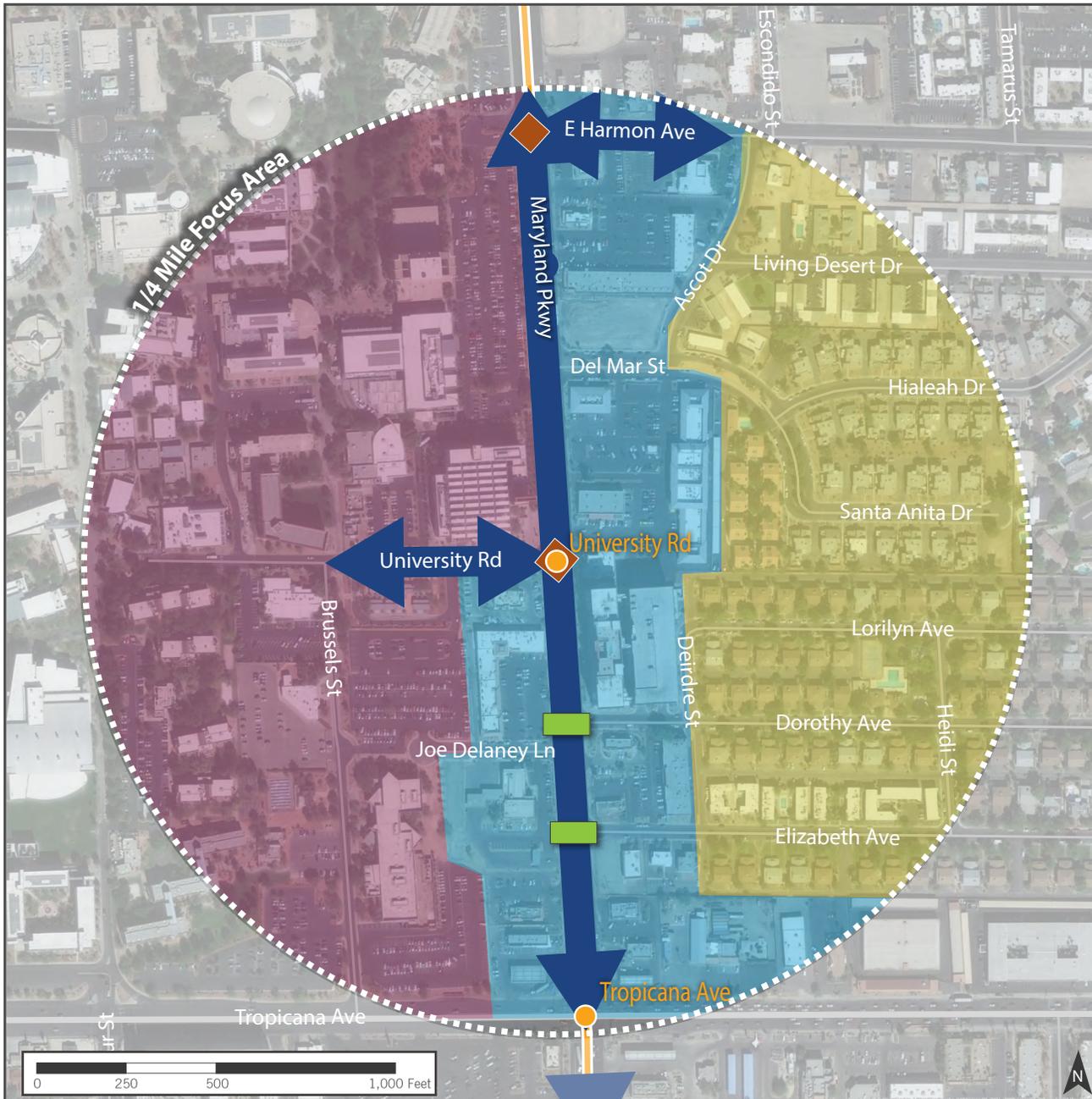
INTERSECTIONS

The University Road and Maryland Parkway intersection is the highest priority for future improvements. This intersection is a gateway to the UNLV campus for students and visitors and provides an opportunity for unique design features. As the University Road BRT station and the UNLV Transit Center develop into a neighborhood mobility hub, high-quality bike, walk, and shared mobility connections and facilities will be centered on this intersection.

The intersection of Harmon Avenue and Maryland Parkway should also be a focus for bike infrastructure and improvements that reduce the crossing distance for people walking and slow vehicle turning speeds, such as pedestrian refuge islands, and reduced curb radii.

CROSSINGS

Additional pedestrian crossing opportunities should be considered at minor intersections and mid-block locations on Maryland Parkway. The distance between the intersection of University Road and the intersection of Tropicana Avenue is approximately ¼ mile and there are no marked crossing opportunities between them. Students and staff going to and from housing, businesses, and parking on the east side of Maryland Parkway south of University Road would benefit from an additional crossing at Elizabeth Avenue or Dorothy Avenue. Similar to the crossing at Del Mar Street, these locations should include appropriate infrastructure such as high visibility crosswalks, pedestrian signals, and refuge islands. The FHWA Field Guide for Selecting Countermeasures at Uncontrolled Pedestrian Crossing Locations in an excellent resource for selecting improvements based on the characteristics of the roadway.



LEGEND

- Roads / Highway
- Maryland Parkway Transit Corridor
- Maryland Parkway Corridor Transit Station
- 1/4 Mile Focus Area

Focus Area Priorities

- Multimodal Improvements
- Crossings
- Intersection Improvements

TOD Types

- Educational Campus
- Downtown Local
- Urban Neighborhood



4

IMPLEMENTATION STRATEGY

The implementation strategy that follows summarizes several key action items from Chapters 2 & 3 of this document, in order to provide the County with actionable steps to begin to implement Transit-Oriented Development within the University Road Focus Area. These recommendations represent catalytic investments and improvements that should be undertaken to generate new development activity that is transit-supportive, walkable, and vibrant. The vision that has been expressed by the community for the Maryland Parkway Corridor can be realized through the successful completion of these priority action items, as well as through implementation of other recommendations included in this Plan.

While these priority action items have been listed in an order that was informed by Stakeholder Working Group feedback, they are intended to be flexible enough to be achieved non-sequentially, and at a time when the political and economic climate can support them. Each item also identifies a set of Next Steps/Quick Wins, in an effort to provide lower cost, momentum-generating efforts that can build toward achieving the broader goals, should they prove to be challenging due to unforeseen circumstances.

IMPLEMENTATION PRIORITIES SUMMARY

Priority Action Item	Category	Phasing	Lead Champion(s)
NEIGHBORHOOD CONNECTION	Capital Project	Near-term (1-2 years)	RTC, UNLV, Clark County, University Gateway, University Gardens
UNLV MOBILITY HUB	Public Private Partnership (PPP)	Mid-term (3-5 years)	UNLV (Parking and Transportation, Planning and Construction), RTC (Southern Nevada Strong, MPO and Transit Divisions)
VACANT LOT NORTH OF DEL MAR	Policy/ Regulation, Public Private Partnership (PPP)	Mid-term (3-5 years)	UNLV (Planning and Construction)
PAD SITE RETROFITS	Policy/ Regulation, Public Private Partnership (PPP)	Mid-term (3-5 years)	Clark County
SUPPORTING WORKFORCE AND STUDENT HOUSING	Policy/ Regulation, Public Private Partnership (PPP)	Ongoing/ Long-term (6+ years)	UNLV (Planning and Construction, Lied Center for Real Estate)

OVERARCHING PRIORITIES

The Priority Action Items in this chapter each contain information intended to help guide implementation - Phasing, Lead and Supporting Champions, and Next Steps/ Quick Wins. However, in addition to those details that help inform each priority action recommendation, the following set of overarching priorities should be considered as a basis for all Transit-Oriented Development along the Maryland Parkway Corridor:

- Focus on projects that have identified funding and are moving forward—time is of the essence to incorporate TOD principles into project planning;
- Identify Key Stakeholders and their roles to deliberately include TOD in future planning, design and construction;
- Maximize inter-agency cooperation and funding between Clark County, the University of Nevada- Las Vegas (UNLV), the Regional Transportation Commission (RTC), and focus area landowners to meet mutual goals; and
- Provide preferences for projects that enhance the accessibility, safety, and comfort of people who are using active transportation and transit.

Priority Action Items in this table are sorted by phasing.

PRIORITY ACTION ITEMS

Priority Action Items in this section are sorted by Stakeholder Working Group Priority.

NEIGHBORHOOD CONNECTION

Stakeholder Working Group Priority #1

Phasing: Near-term (1-2 years)

Finding easy opportunities to make walking routes more direct in the area can make walking a more convenient travel option than driving for local neighborhood goods, services, and destinations. The pedestrian route aligning with University Road that connects to the neighborhood east of Maryland Parkway would help complete a remaining gap in the surrounding walkshed of routes and paths one may take in the University Road station area. Currently, a shortcut (aligned with University Road) exists through the private University Gardens and University Gateway properties. The shortcut needs to be formalized, improved, and promoted before creating any further ambiguity about the walking routes' status and liabilities.

Social connections between the UNLV population and the surrounding neighbors could also be enhanced. Connecting these two (sometimes overlapping) populations could be done both through public gathering spaces and community events. Opportunities for new pocket parks, plazas, and community gardens could connect people in public spaces whether in the neighborhood or commercial area along Maryland Parkway. UNLV could host events that are advertised to the local community in addition to

students/faculty. Additional opportunities to connect across groups and across Maryland Parkway should be explored to enhance the community feel and sense of place in this focus area.

Next Steps/Quick Wins

In partnership with UNLV, a community-centered design charrette with a focus on universal access can help determine the immediate improvements to the pedestrian realm in and around the University Gateway and University Gardens developments. This charrette could be incorporated with other community conversations around the mobility hub, transit center, and parking issues. UNLV and Clark County should help facilitate routes for all designated universally accessible shortcuts through the properties.

Implementation Champions

Lead Champion(s): UNLV, Clark County Public Works, University Gateway, University Gardens

Supporting Champion(s): Interested developers & landowners, UNLV Consolidated Students, University Crest Homeowners Association



Linear pedestrian connection



Connectivity through alleys



Community event

UNLV MOBILITY HUB

Stakeholder Working Group Priority #2

Phasing: Mid-term (3-5 years)

UNLV Parking & Transportation has identified funding for this project to move forward as a structured parking garage in the next three to five years depending on demand. While UNLV is open to incorporating TOD and mobility amenities into the structured garage, their priority is to realize a minimum net gain of 750 parking spaces. TOD has often been defined as an optimal integration of the best of land use planning and transportation planning. As such, this priority action item provides one of the better opportunities in the Maryland Parkway Corridor to implement both land use and transportation planning principles to yield high quality TOD.

The RTC's OnBoard study has identified the UNLV Transit Center as a highly desirable location for a neighborhood Mobility Hub. The UNLV Transit Center was realized by high level cooperation from both RTC and UNLV. To implement the UNLV Mobility Hub project as outlined here, UNLV and RTC should continue and expand their long-term relationship to combine funding from RTC's local and federal formula and discretionary federal programs with UNLV's capital and operational funding for parking.

Next Steps/Quick Wins

RTC, through its Southern Nevada Strong, Transit, and Metropolitan Planning Organization (MPO) Divisions, UNLV and Clark County could prepare a workshop on state of the practice in transit and university development worldwide with a focus on how this mobility hub can meet area objectives related to:

- Safety for people walking and bicycling
- Matching parking supply with demand
- Sustaining sufficient economic activity
- Improving transit access

Participants and speakers in the workshop could include representatives from the identified examples, e.g., speakers from University of Colorado at Boulder, University of Minnesota, etc.

A mobility hub in this location should be well connected to the University Road Bus Rapid Transit (BRT) Station on Maryland Parkway through signage, safe crossings, and multimodal facilities. If possible, a direct physical connection should be established, such as a short multi-use path, that provides physical and visual connectivity between the station and the mobility hub.

If UNLV proceeds with plans for a parking facility, they must design to incorporate environmentally sustainable amenities,

including electric vehicle charging stations, photovoltaic arrays, consistent xeriscapes, and open-air pathways (as opposed to enclosed but air-conditioned spaces).

Coalitions supporting UNLV parking construction should distribute surveys to the greater campus community (including employees and residents in all locations within the focus area) to identify the willingness to pay for premium and transient parking spaces (to help cover parking capital construction costs).

Implementation Champions

Lead Champion(s): UNLV (Parking and Transportation, Planning and Construction), RTC (Southern Nevada Strong, MPO and Transit Divisions)

Supporting Champion(s): Clark County Comprehensive Planning, County Commissioners, Interested developers & landowners, UNLV Faculty Senate, UNLV Consolidated Students, Nevada Chapter of Urban Land Institute

PAD SITE RETROFITS

*Stakeholder Working Group Priority #3
Phasing: Mid-term (3-5 years)*

Clark County could work with an interested property owner to launch a pilot project for retrofitting a pad site. The framework and design recommendations on page 53 provide an incremental approach to improve pad sites to create a more vibrant, pedestrian-friendly corridor. Each of the phases represents an increased level of effort and investment. Not every pad site needs to complete an entire retrofit, but each progressive phase is more TOD supportive than the previous.

The pilot project could involve support from the County for "public realm" improvements (on private property) that enhance the connectivity to the business from the public right-of-way and landscaping/beautification improvements that provide a more street-oriented frontage for the building. This would pair with a matched investment from the property owner in building design improvements, such as to create an (additional) front door and welcoming facade treatments on the street-side of the building and outdoor patio seating.

This type of project and partnership could be a stepping stone for the County to launch a formal initiative to support additional pad site retrofits. The County could also explore grant opportunities that may help fund such a program.

Next Steps/Quick Wins

Clark County could first work to identify a pad-site property owner along Maryland Parkway who is already planning design improvements to their property. The pilot project could be launched in coordination with this property owner to "ground truth" the design recommendations and provide a case study for moving forward with a formal initiative.

The County could also initiate a study to understand what incentives may work for supporting pad site redevelopment, what can be achieved with the existing Maryland Parkway Overlay, and to further understand the feasibility of supplying such incentives.

Clark County and the partners outlined below could also conduct a pad site retrofit urban design seminar to share this vision with property owners and solicit interest in such a program.

Implementation Champions

Lead Champion(s): Clark County

Supporting Champion(s): UNLV, RTC, Maryland Parkway Coalition, Nevada Chapter of ULI, various Chambers of Commerce, County Commissioners, Nevada System of Higher Education



Restaurant with attention to urban design



Designated safe crossing path in parking lot



Walk-up restaurant window



Live-work units



Multi-family residential



Mid-rise residential

SUPPORTING WORKFORCE AND STUDENT HOUSING

Stakeholder Working Group Priority #4

Phasing: Ongoing/Long-term (6+ years)

A developer has an exclusive agreement with UNLV for all student housing developed on UNLV-owned land for roughly the next five years, however, there is no exclusivity for student housing developed on private property in the area around UNLV's two campuses (main campus and Shadow Lane campus). In order to support and incentivize development of new private student housing, UNLV can commit to leasing a significant number of units to help reduce risk for the developer. Since the new high-capacity transit line will improve transportation along the Maryland Parkway Corridor, this opportunity extends beyond the University Road Focus Area itself. With the transit investment, UNLV can consider pursuing a leasing commitment like this for private student housing farther north and south along the Maryland Parkway Corridor.

Clark County can also incentivize student/workforce housing development through administrative expediting and reduced fees. UNLV can work with Clark County Comprehensive Planning Department and entities financing any new development to unbundle the user cost of parking from housing rental/board costs and reduce new developments' requirements for off-street parking by offering housed students and

workers additional resources and incentives to ride transit, bicycles, and walking to/from campus.

Next Steps/Quick Wins:

UNLV could partner with its own Lied Institute for Real Estate Studies and other community for profit and not for profit partners to sponsor and assist in a symposium addressing all issues surrounding the development of student housing/workforce housing for both UNLV campuses.

Implementation Champions

Lead Champion(s): UNLV Planning & Construction, UNLV Lied Center for Real Estate

Supporting Champion(s): UNLV (Parking and Transportation, Faculty Senate), Consolidated Students of UNLV, interested developers, University Crest Homeowners Association, Nevada HAND, Nevada Housing Coalition, Enterprise Partners, National Low Income Housing Coalition, Guinn Center, State of Nevada Division of Housing, Paradise Town Board, RTC (Southern Nevada Strong Division), Clark County (Social Services, Comprehensive Planning), businesses and landowners in the focus area

VACANT LOT NORTH OF DEL MAR

Stakeholder Working Group Priority #5

Phasing: Mid-term (3-5 years)

UNLV already owns the subject parcel, has a master plan in place, and is forming capital plans to develop the land. UNLV also has an exclusive student housing agreement with a developer for all private residential development on UNLV land. As such, only one developer can be considered for this parcel until the term of the agreement concludes in roughly five years. It is also worth noting that UNLV may choose not to cooperate with any other parties on the development of their property since they are not required to go through any entitlement processes at the regional or local government levels for the development of their state-owned land. Finally, UNLV's governing board is the State Board of Regents and they will make the final decisions for how this parcel is ultimately developed.

Next Steps/Quick Wins

UNLV could sponsor a design charrette for the parcel and invite stakeholders, the contracted developer, and interested community members. Considering the exclusive agreement that a developer has for all student housing on UNLV-owned land at the Maryland Parkway campus, perhaps the charrette could be expanded to include the UNLV Shadow Lane campus and new residential/student housing expansion off campus in the two campus areas.

Section 4: Implementation Strategy

Implementation Champions

Lead Champion(s): UNLV (Planning and Construction)

Supporting Champion(s): UNLV (Parking and Transportation, Faculty Senate, Lied Center for Real Estate), Consolidated Students of UNLV, interested developers, University Crest Homeowners Association, Southern Nevada Housing Coalition, RTC (Southern Nevada Strong Division), Clark County (Comprehensive Planning), businesses and landowners in the focus area



Playful placemaking



Mixed-use building



Climate-sensitive landscaping

