

# MARYLAND PARKWAY CORRIDOR



## TRANSIT-ORIENTED DEVELOPMENT PLAN

Desert Inn Road Focus Area

*Final Plan - July 2021*



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



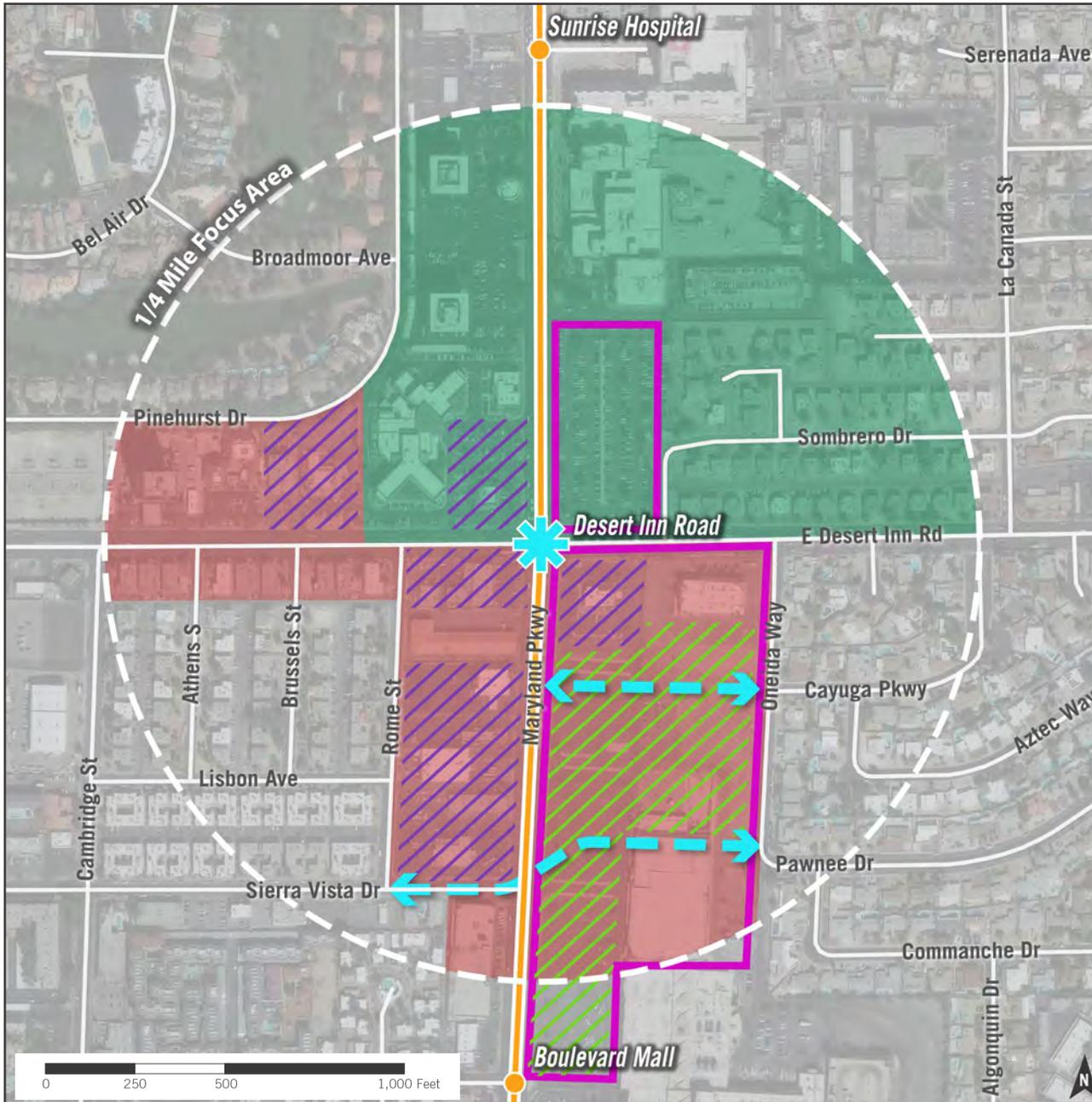
*Note: This TOD Plan is not prescriptive; rather, the document offers a collection of potential policies and programs including design guidelines. The County and the local development community can choose to incorporate a sampling of insights from this plan, as it deems appropriate over time. It is likely 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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# DESERT INN 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 Desert Inn 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

**Catalyze** This focus area is supportive of TOD but may need catalytic development to spur the market

### Land Use

- Predominant TOD Type - Medical District (in green) and Town Center (in red) (see pages 20-21 for more detail)
- Priority Infill/Revitalization Opportunities (see pages 28-29; 46-49 for more detail)

### Building Form

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

### Mobility

- Priority Mobility Enhancement Corridors and Connections (see pages 52-53 for more detail)
- Small-Scale Mobility Hub (see page 50 for more detail)

### Parks, Public Space, Amenities

- Opportunity for Publicly Accessible Private Open Space to support Infill Development (see pages 26; 28; 44 for more detail)

## Land Use

The most prominent TOD types in the focus area are Town Center and Medical District. The Town Center TOD type is envisioned south of the station on both sides of Maryland Parkway and along Desert Inn Road west of the station. The Town Center TOD type is envisioned to include mostly retail/commercial uses with some housing and public gathering spaces and an increased number and variety of local destinations for residents and visitors. Medical District is envisioned north of Desert Inn Road along both sides of Maryland Parkway and includes medical mixed-use, office, and retail uses.

## Building Form and Design

Community input revealed different visions for each of the four corners at Maryland Parkway and Desert Inn Road. Small to medium scale buildings were preferred for the northwest corner. Community members indicated a preference for medium scale buildings with active ground floor uses on the northeast corner. A mixed-use lifestyle center with internal pedestrian promenades was envisioned for the southeast corner and across Maryland Parkway on the southwest corner. The redevelopment of more auto-oriented commercial and the infill of existing parking lots provide short- to medium-term opportunities to realize these preferences.

**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

Development on the existing surface parking lots associated with the Boulevard Mall and its surrounding pad developments could create opportunities to improve pedestrian connections from the residences east of Oneida Way to Maryland Parkway and the rest of the focus area. Similarly, redevelopment and revitalization of portions of the Mall could create opportunities to create additional east-west connections that are safe, comfortable and inviting to pedestrians and other users. An alignment connecting Sierra Vista Drive to Pawnee Drive would significantly enhance connectivity and improve access to new development in the focus area.

## Parks, Public Spaces, and Amenities

Input from the community surveys revealed a strong preference for streetscape improvements along Maryland Parkway with an emphasis on shade trees and pedestrian lighting through this focus area. In addition, community input put a strong emphasis on mobility improvements at the intersection of Maryland Parkway and Desert Inn Road with safety, and more specifically safe pedestrian crossings, being the priorities. Community members also indicated a preference for parks and open space south of Desert Inn Road and community serving amenities being added in any new development on the southeast corner of the intersection.



*Medical mixed-use*



*Mixed-use lifestyle center*



*Community parks and open space*



# 1

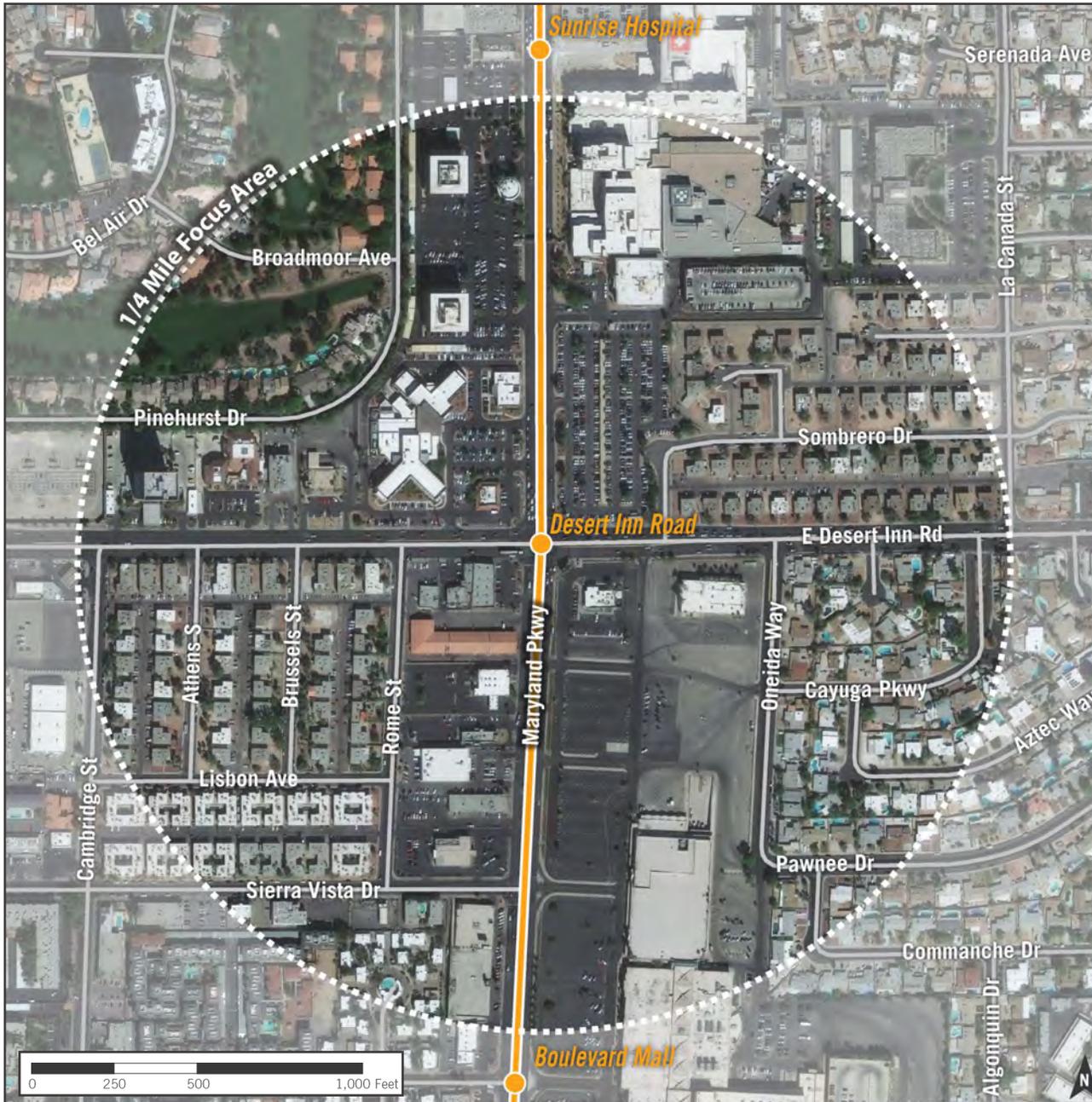
## FOCUS AREA CONTEXT

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 of which are key factors that should be considered 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

<b>Proposed Station Location</b>	Near the intersection of Maryland Parkway and Desert Inn Road
<b>Neighborhoods</b>	Winchester and Paradise
<b>Existing Land Uses</b>	Primarily commercial and medical uses with large areas of surface parking and a mix of single and multifamily residential
<b>Unique Assets</b>	Proximity to Convention Center and Sunrise Hospital, affordable housing
<b>Major Destinations/Landmarks</b>	Sunrise Hospital, Las Vegas Country Club, Boulevard Mall

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

## Current Ridership

Two transit routes currently serve this focus area. There are currently 1,330 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).

**55%**

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



**MEDIAN INCOME**  
**\$35,073**

PERCENT OF HOUSEHOLDS AT OR BELOW THE POVERTY LINE

**66%**

OF POPULATION BETWEEN AGES 18-64

**35.6%**

PERCENT OF HOUSEHOLDS WITH NO VEHICLE AVAILABLE



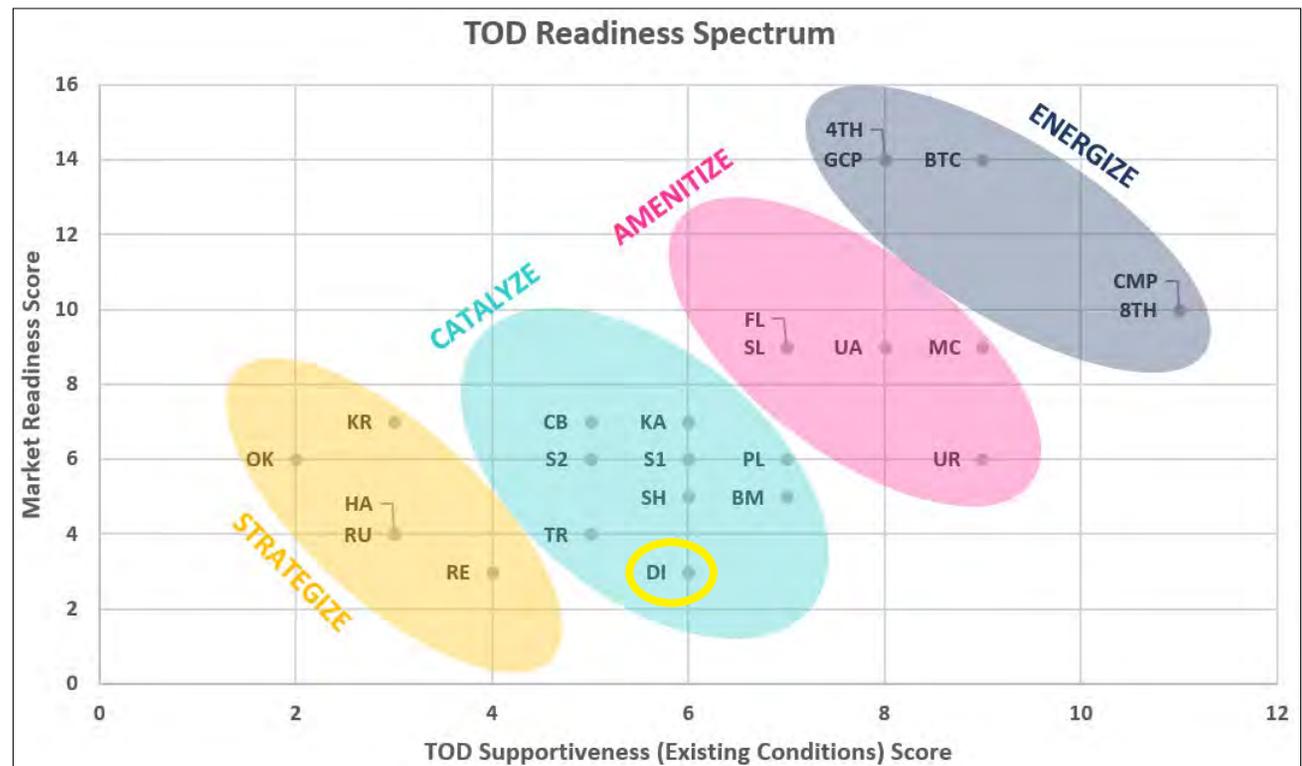
**23.5%**

## TOD Readiness Spectrum: *Catalyze*

The Desert Inn Focus Area falls into the Catalyze category on the TOD Readiness Spectrum. This category is defined as areas that may be supportive of TOD, but need catalytic development to spur the market. It scored mid-range in TOD Supportiveness and low in Market Readiness based on analysis done in the Existing Conditions and Needs Assessment and the Market Readiness Analysis. The chart below shows the entire TOD Readiness Spectrum, with all focus areas plotted and categorized.

## TOD Types

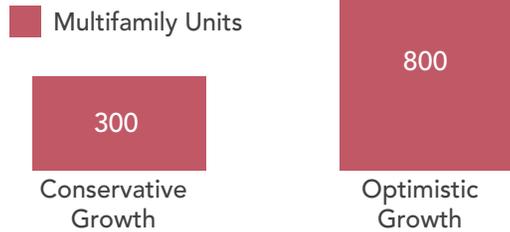
Nine TOD Types were identified as part of RTC's OnBoard Mobility Plan. The applicable TOD Types identified within the Desert Inn Focus Area include Town Center, Urban Neighborhood, and Medical District. More information about these TOD Types is available on pages 16-17.



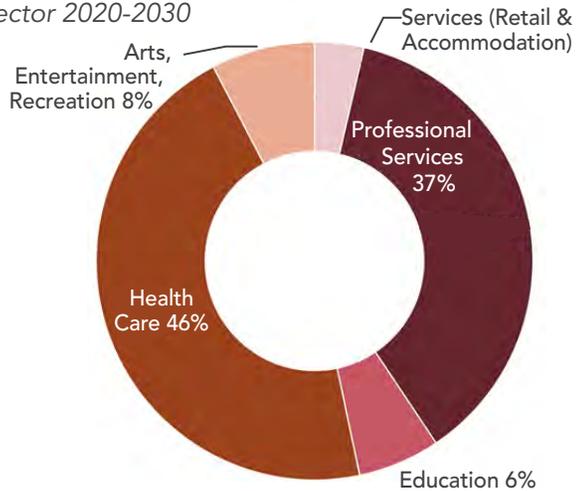
For more information on the TOD Readiness Spectrum, see the *Priority Focus Areas Selection Memo*.

# MARKET ANALYSIS

New Housing Demand 2020-2030



New Office Demand by Sector 2020-2030



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



## DEMAND ANALYSIS

As a component of the Maryland Parkway Corridor TOD Plan 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 Desert Inn Road Focus Area are summarized in the accompanying charts, but key findings for each sector include the following:

### Housing

Based on the projected countywide growth of 52,700 multifamily housing units by 2030 and applying these capture rates, the Desert Inn Road Market Area could capture between 300 and 800 new multifamily housing units over this time period. This wide range of development potential reflects the uncertain nature of the area's market. The area is largely developed and lacks apparent infill or redevelopment sites aside from the vacant anchor tenant site on the north side of the Boulevard Mall and the adjacent underutilized parking. Redevelopment of underutilized sites present risks and higher supportable land costs, which must be matched with achievable rental rates. Support for redevelopment in the area through incentive tools can help reduce these risks and help affordable housing projects.

### 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 183,000 square feet of office space. This demand is primarily generated by the Health Care industry, accounting for 46% of office space demand, and Professional Services accounting for 39% of demand, which may also be related to health care. This indicates that major development opportunities are likely to be associated with medical office space and may be associated with growth of the medical uses around Sunrise Hospital. The area on the northeast quadrant along Maryland Parkway provides an excellent opportunity for additional medical office space and mixed use.

### Retail

Within the Market Area, the opportunity for capture of new spending is highest in Convenience Goods and General Merchandise and is also strong in Shopper's Goods and Eating & Drinking. These retail sectors with the strongest potential are also the most likely to locate in a TOD area, especially given that the Boulevard Mall is a known retail location. The combination of TOD and an auto-oriented existing environment means that the Market Area may be able to attract a variety of retailers. Given the existing density of Convenience Goods and General Merchandise establishments, a focus on more Eating and Drinking opportunities should be considered.

## DEVELOPMENT SITES AND FEASIBILITY

The most likely site in the Focus Area to attract redevelopment is the site of the vacant anchor tenant space and associated parking field on the north end of the Boulevard Mall. The pad sites along Desert Inn Road on the north side of the Boulevard Mall are likely candidates to be included in a larger land aggregation. This scale of site presents major opportunities to include a mixture of uses, support higher density development, and have a major impact on the market in the area.

The other sites identified are the surface parking lots serving Sunrise Hospital and the parking and staging area for the Convention Center west of Maryland Parkway. To make these development sites, the existing parking uses would need to be accommodated in other parking lots or new structured parking. The redevelopment of these sites is less likely to occur until market activity along the corridor increases and/or the owners need additional land to support expansion.

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

- The lack of development activity in the Market Area and the lower-than-average rents for most uses indicates that new development may not be feasible in the Market Area. Providing support for a new project that can prove

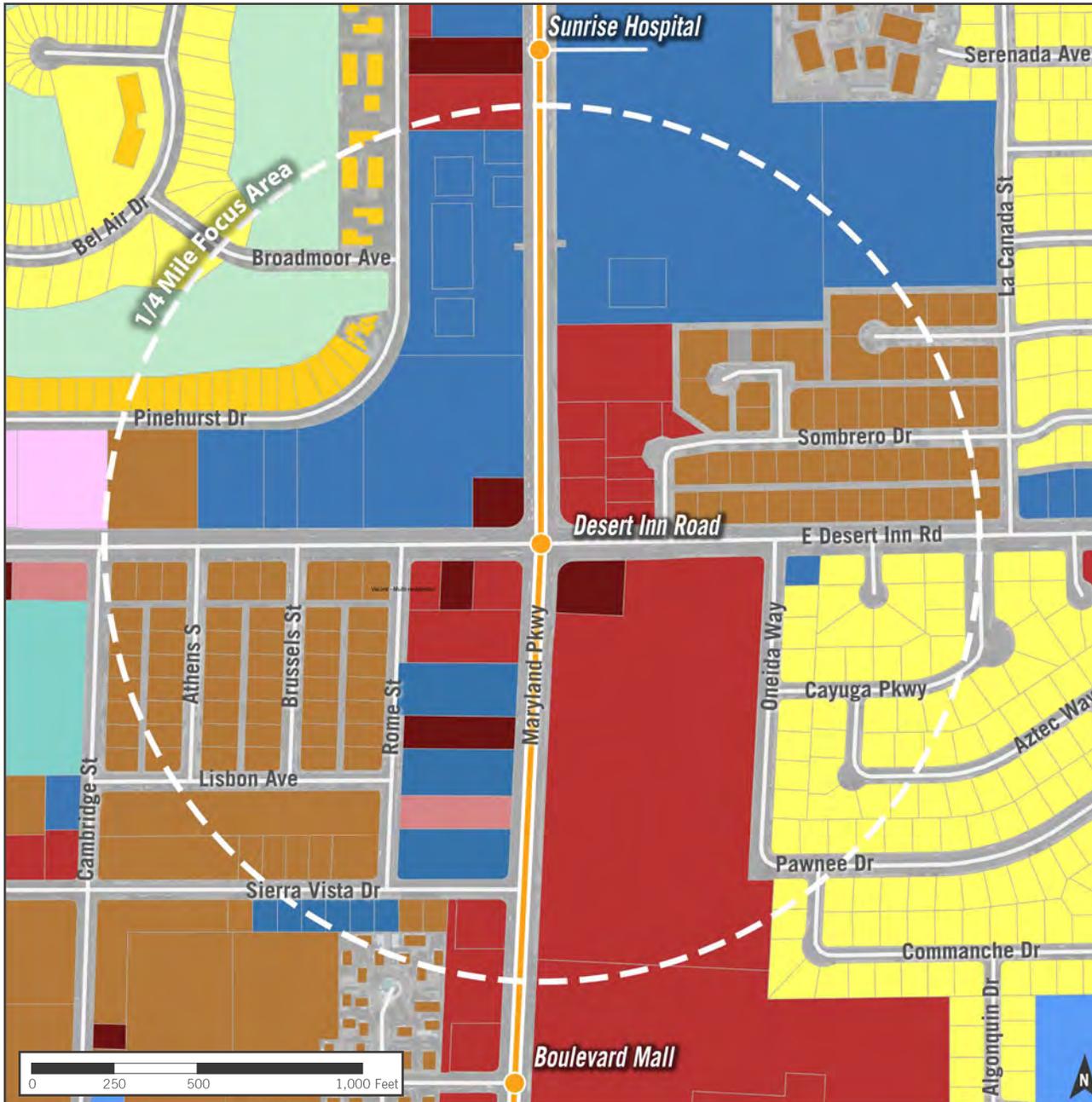
market demand and establish supportable rents, coupled with the construction of the transit station, can help to change the market dynamics of the area. The vacant anchor tenant site on the north side of the Boulevard Mall is large enough to support

a significant amount of density that may be able to overcome land prices and help set the market for achievable rental rates. Additionally, support for reinvestment in existing commercial uses may help to illustrate demand for new commercial development and support for higher rental rates.



Source: Economic & Planning Systems

# EXISTING LAND USE AND BUILT FORM



## EXISTING LAND USE

The primary land uses in the Desert Inn Road Focus Area are commercial, residential, and office uses. These uses are relatively defined by geography and proximity to Maryland Parkway. The commercial and office uses are primarily adjacent to Maryland Parkway while the residential uses are located 1-2 blocks off of Maryland Parkway or along Desert Inn Road. The commercial uses are primarily south of Desert Inn Road and the office uses are primarily north of Desert Inn Road. There are commercial uses on all four corners immediately adjacent to the intersection of these two major thoroughfares.

*Note: Existing land uses on this map do not reflect official Clark County designations, but rather are intended to show what exists on the ground today.*



The commercial uses in this area are characterized by single-story pad and strip mall developments and large surface parking lots. The commercial lots on the northeast corner of Maryland Parkway and Desert Inn Road are all parking for the Sunrise Hospital directly to the north. South of the intersection are several low-density, auto-oriented shops and restaurants, as well as the vacant anchor tenant space on the north side of the Boulevard Mall in the southeast corner of the focus area. There is significant opportunity for these parcels to redevelop and densify in the future.

There are a variety of residential densities in the focus area. The southeast corner of the area has the lowest density housing, with a traditional, single-family home neighborhood. This portion of the Paradise Palms neighborhood is considered a Historic Neighborhood Overlay District. Northeast and southwest of Desert Inn Road are fourplexes. This area is fairly low-income and not under single ownership. Slightly larger apartment buildings can be found in the southwest-most portion of the area. In the far northwest corner of the focus area are high-end duplexes in a gated community associated with the golf course.

The majority of the office uses in the area are medical and associated with Sunrise Hospital. This includes the hospital itself, in the northeast portion of the focus area, and several smaller clinics and medical offices west of Maryland Parkway. South of the intersection office uses transition more to financial and employment services. Future uses should consider building on the medical-focus already established in this area.

## EXISTING BUILT FORM

The built form of the commercial uses in the Desert Inn Road Focus Area, adjacent to Maryland Parkway, is primarily single-story, automobile-oriented uses and large parking areas. There are several pad sites with oversized parking areas and/or drive-thrus as well as a few strip mall developments.

The buildings that house the medical offices north of Desert Inn Road are the largest in the focus area, excluding Boulevard Mall. West of the corridor are a few older-style mid-rise office buildings, between five and seven stories, and Sunrise Hospital east of the corridor is a fairly typical large clustered institutional building with three to five stories.

The single-family housing in the area is the single-story southwestern ranch style home that is common throughout the corridor. Most of the homes are on well-maintained and landscaped lots with pools. The attached single-family housing in the northwest corner is relatively high-end for this unit type. The golf course community is gated and has several shared amenities.

The multi-family buildings within the focus area are primarily simple, two-story stucco buildings. The majority are fourplexes and tend to be poorly maintained with no landscaping or ornamentation. The apartment clusters in the southwest corner have a more defined southwestern style and have shared landscaped areas.



*Apartments southwest of the intersection*



*Medical offices west of Maryland Parkway*



*Strip mall-style retail*

# STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS



Major employer, Sunrise Hospital



Historic Boulevard Mall

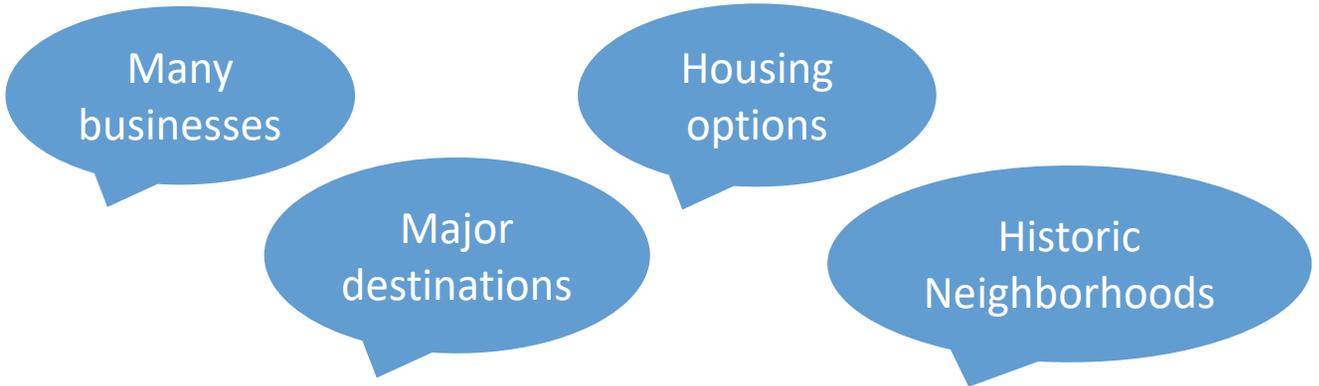


Residence northeast of the intersection

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

The density and variety of uses within the Desert Inn Focus Area provide many strengths that future development should capitalize upon, including local businesses, destinations like Sunrise Hospital and Boulevard Mall, a variety of housing types and opportunities, and neighborhoods.



## WEAKNESSES

Most of the area's weaknesses are related to the level of poverty and homelessness, with almost 36% of the area's residents falling below the poverty line. A good deal of the area's housing stock is in disrepair, in turn contributing to higher rates of crime.



## OPPORTUNITIES

There are many development opportunities in the focus area, many of which are related to the large vacant anchor tenant space on the north side of the Boulevard Mall and the proximity to other destinations. New development should focus on leveraging these connections and providing major streetscape and pedestrian improvements to further connect these destinations.

Good sites for  
new or  
re-development

Connect  
major  
destinations

Streetscape/  
pedestrian  
improvements

## THREATS

Some of the threats to successful new development include the high cost of land in the area and the low desirability of some of the areas, in part due to their deterioration and crime rate. New development must also be sensitive to the lower-income population that lives in the area and ensure that housing opportunities continue to be provided for them.

Gentrification

Cost of  
land

Desirability/  
viability of this  
area for  
investment



*Parking area south of Sunrise Hospital*

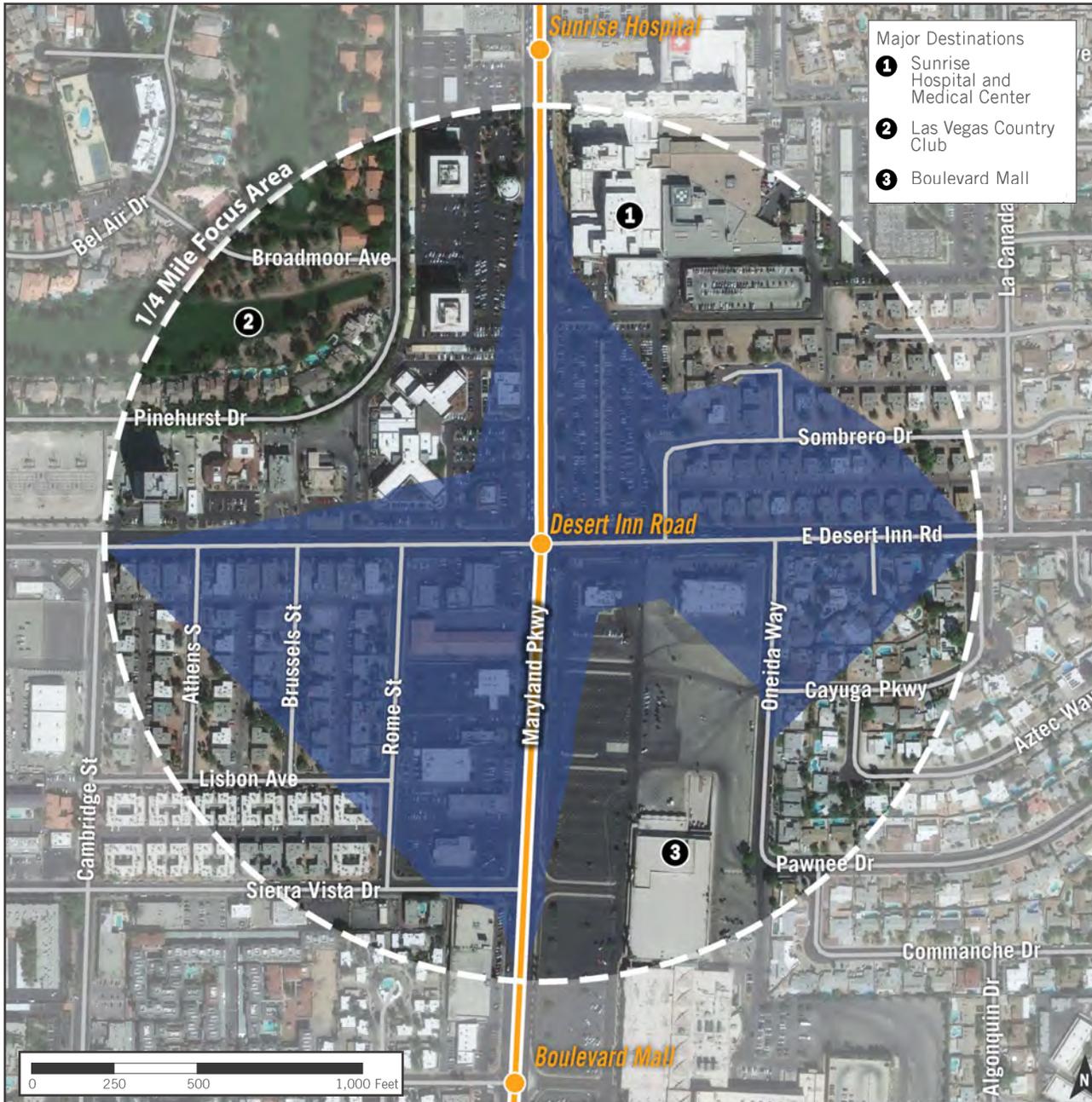


*Vacant anchor tenant on the north side of the Boulevard Mall*



*Pad sites along Maryland Parkway*

# EXISTING WALKABILITY



## WALKSHED ANALYSIS

A perfect walkshed on a grid street pattern would be a complete diamond, centered on the origin point. The walkshed in this focus area has perfect coverage in the southwest quadrant. A limited street network and few formal pedestrian connections within large surface parking lots lead to gaps in the walkshed throughout the rest of the focus area.

This focus area has three regional destinations which are highlighted on the map with black numbers. All of these major destinations fall outside of the 1/4 mile walkshed from the proposed BRT station, although nearby stations are more conveniently located to both the Boulevard Mall and Sunrise Hospital. Additional connections from the station to these major destinations and improved pedestrian facilities within the large surface parking lots would greatly increase walkability within the focus area.



## PEDESTRIAN NETWORK AND INFRASTRUCTURE

The pedestrian environment in the Desert Inn Road Focus Area present barriers to comfortable and convenient access. Neighborhoods to the south of Desert Inn Road offer a network of low-traffic streets for people walking. To the north, and closer to the station, large commercial and institutional properties such as the golf course, the Boulevard Mall, and the Hospital parking lot lead to a disconnected street network that offers few route options for people to access the station on foot.

This means most people will need to walk along Maryland Parkway and Desert Inn Road, which are auto-oriented and very wide, with six lanes of traffic. While these major streets have sidewalks present on both sides, they are narrow and provide little to no separation from motor vehicles. There are minimal light poles and utilities obstructing sidewalks, however, numerous retail and commercial driveways proximal to the Desert Inn Road intersection create potential conflict zones between motorists and pedestrians. There is also a lack of street trees, streetscape furniture, and bus shelters, which negatively impacts pedestrian comfort.

Opportunities to cross major streets are few and far between, particularly along Maryland Parkway. Only 25% of intersections within one-quarter mile of the station have marked crosswalks or ADA ramps present.

Community survey results reflect the existing deficiencies in the walking environment. Only 21% of survey respondents said they currently walk in the focus area, but 37% said they would like to walk if improved infrastructure was put in place, which is more than any other mode of travel.

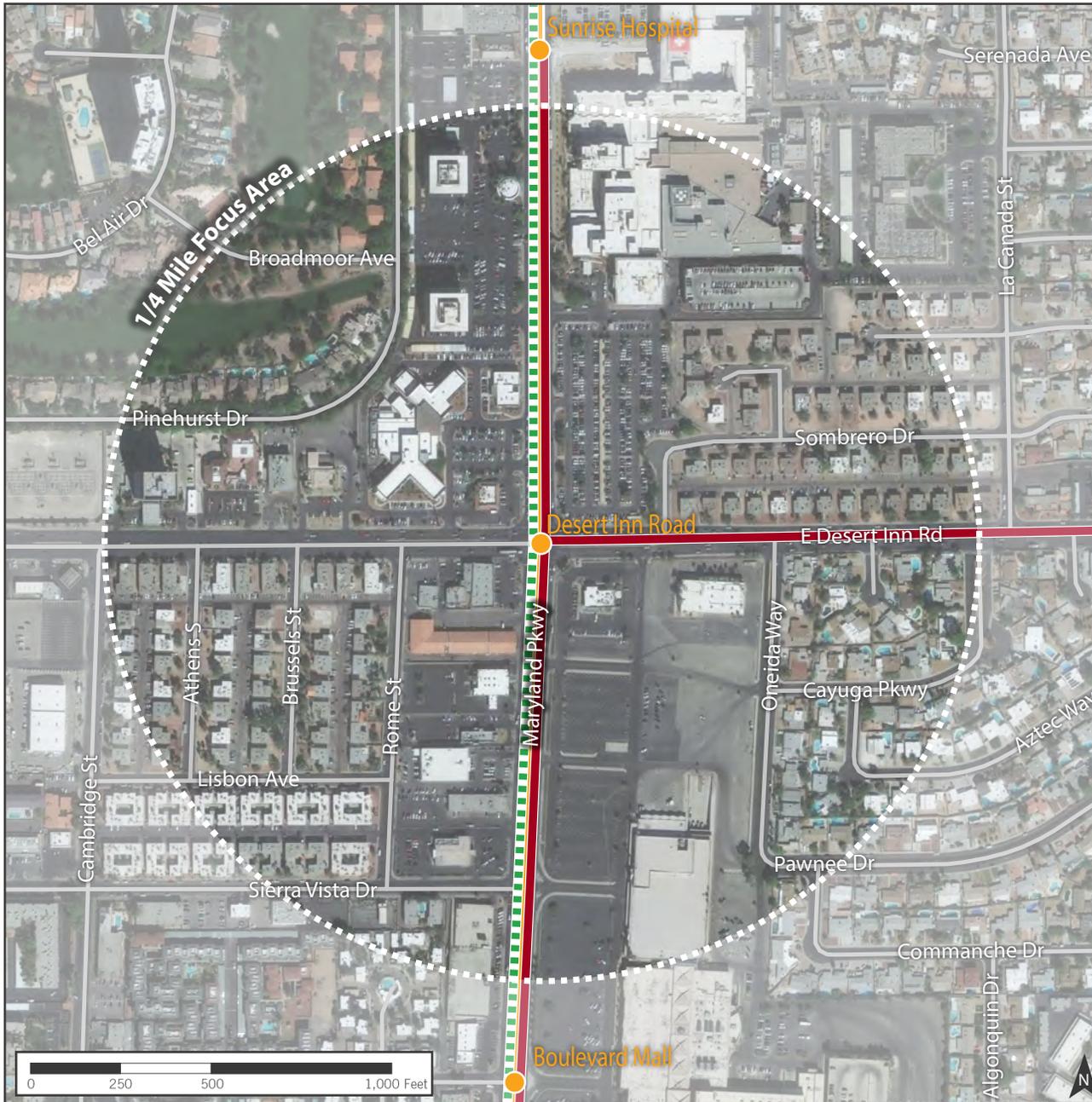


*Sidewalks in focus area neighborhood*    *Lack of pedestrian connections through parking areas*



*Maryland Parkway crossing in front of Boulevard Mall*

# OTHER EXISTING FIRST + FINAL MILE CONNECTIONS

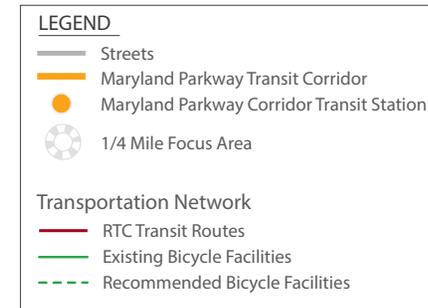


## BICYCLING

Bicycle access to the Desert Inn Road Focus Area is currently limited. The closest bicycle facilities are a north-south bike lane on Joe W. Brown Drive, which is more than one-half mile from the focus area, and a short segment of bike lane on Pawnee Drive. There are currently no continuous east-west connections.

Few planned facilities, with the exception of a separated bike lane on Maryland Parkway, provide direct access to the station, however, a planned buffered bike lane on Vegas Valley Drive does provide a critical east-west connection to the Maryland Parkway Corridor north of Sunrise Hospital.

Only 4% of Community Survey respondents said they currently bike in the focus area, but 18% said they would like to if improvements were made.



## TRANSIT

The Desert Inn Road Focus Area is currently served by two transit routes: the 109 – Maryland Pkwy, which provides connections to McCarran International Airport and the Las Vegas Strip, and the 203 – Spring Mountain/Desert Inn/Lamb, which provides access to several commercial centers and tourist attractions, including the Fashion Show Mall and the Boulevard Mall. South of Desert Inn Road, the 203 travels north-south on Maryland Parkway. The bus must turn to continue east on Desert Inn Road.

Existing bus stops shared by the 109 and the 203 are about 200 feet south of the intersection of Maryland Parkway and Desert Inn Road. They are located on narrow sidewalks (approximately six feet wide), which does not allow sufficient clear space for people using mobility devices to navigate around the stop. The lack of a buffer between the sidewalk and the street means that people waiting for the bus are very close to moving traffic on Maryland Parkway. The northbound stop has a shelter that provides shade, while the southbound stop includes a bench only.



*Bike facilities along Pawnee Drive*



*Transit stop along Maryland Parkway*

## DRIVING AND PARKING

Roadways near the station are wide and auto-oriented. There is very little publicly operated parking in the focus area. Large privately-owned surface parking lots could present opportunities for shared parking agreements.



*Oversized surface parking lots within the focus area*



# 2

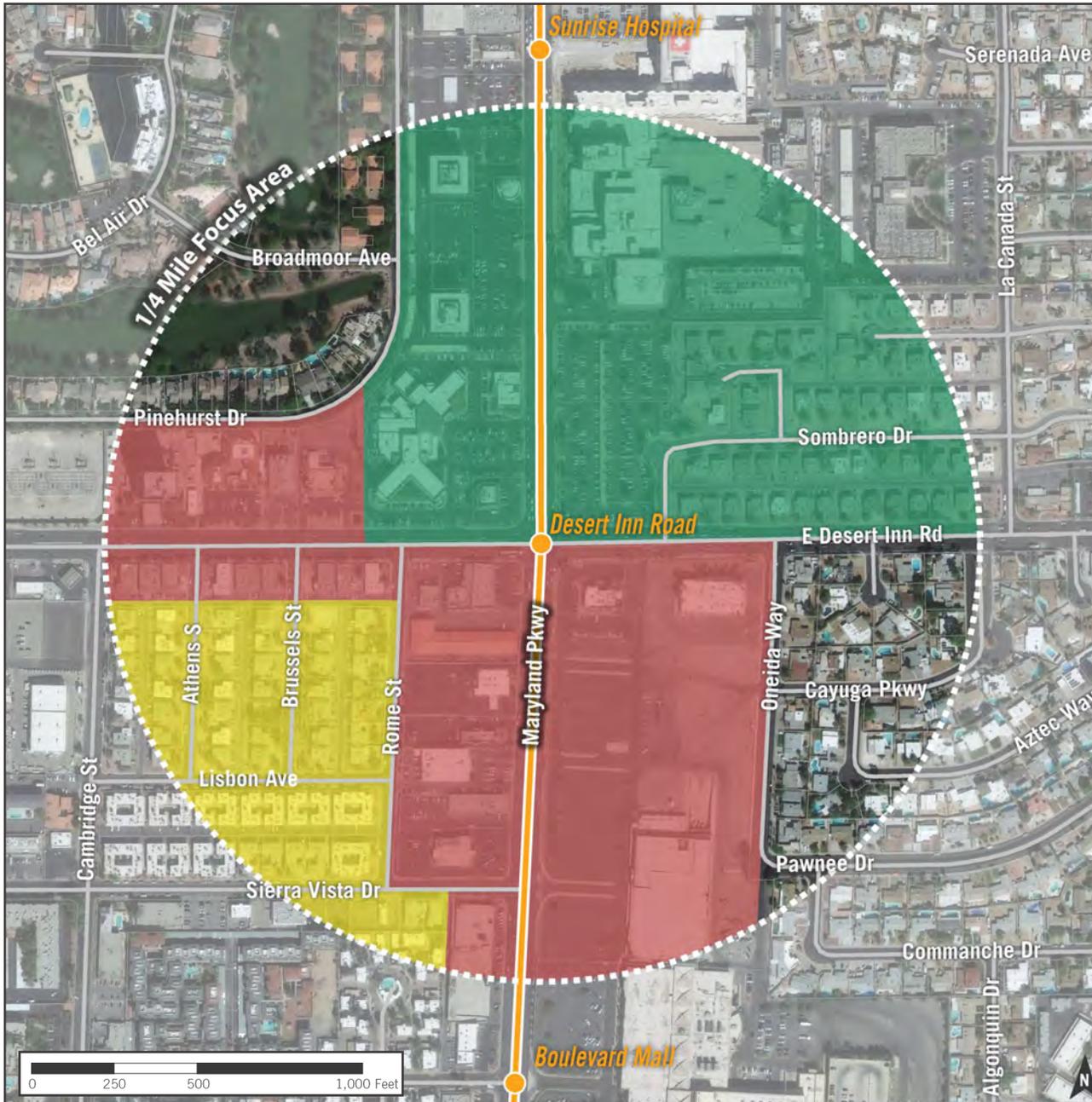
## FOCUS AREA RECOMMENDATIONS

Successful Transit-Oriented Development is not achieved by a single catalytic development 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 Desert Inn Road Focus Area is categorized as a Catalyze focus area on the TOD Readiness Spectrum. So, although the primary emphasis is encouraging new catalytic development, 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 planning 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.

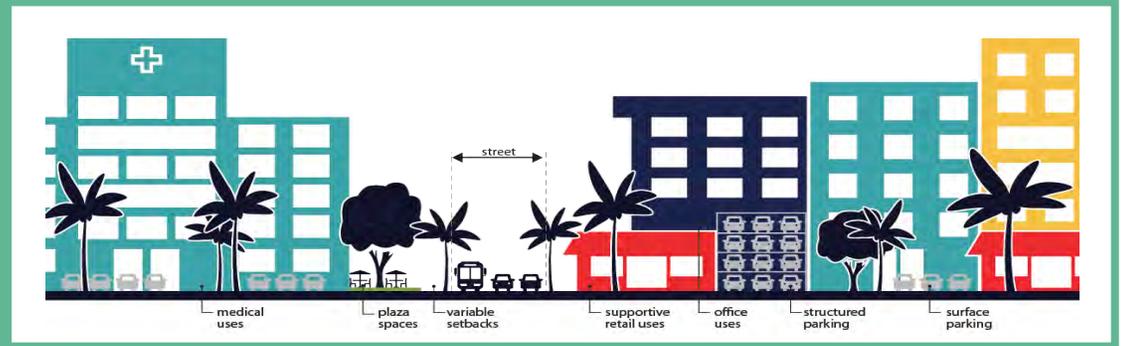
During RTC's OnBoard Mobility Plan, nine TOD types were established that are context-specific to Southern Nevada. The density, building form, block layout, types of use, time of activation and approach to equity differs in each of the nine TOD types.

The Desert Inn Road Focus Area contains three of the nine TOD Types including: Medical District, Town Center, and Urban Neighborhood. Descriptions of each are on the page to the right.



## TOD TYPE: MEDICAL DISTRICT

A job center supported by medical, office and retail uses. Strong building-street relationship with limited walkability. High activity during the day with many job opportunities.



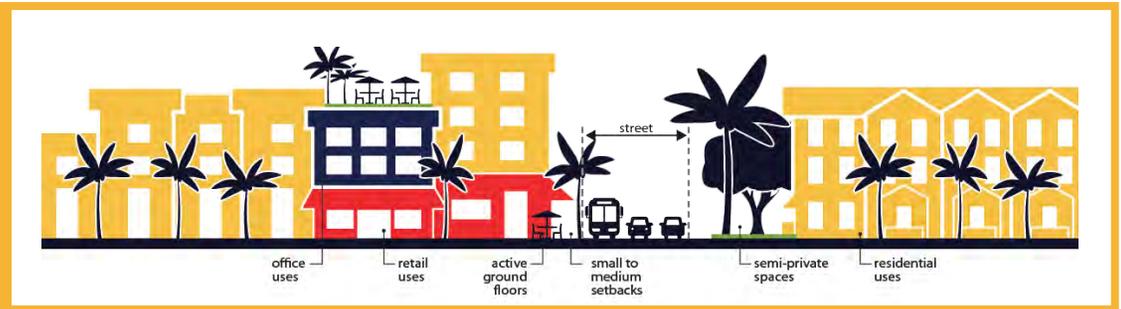
## TOD TYPE: TOWN CENTER

Mostly retail/commercial uses with some housing and public gathering spaces. Local destination for residents and visitors. Increased activity when special events take place.



## TOD TYPE: URBAN NEIGHBORHOOD

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

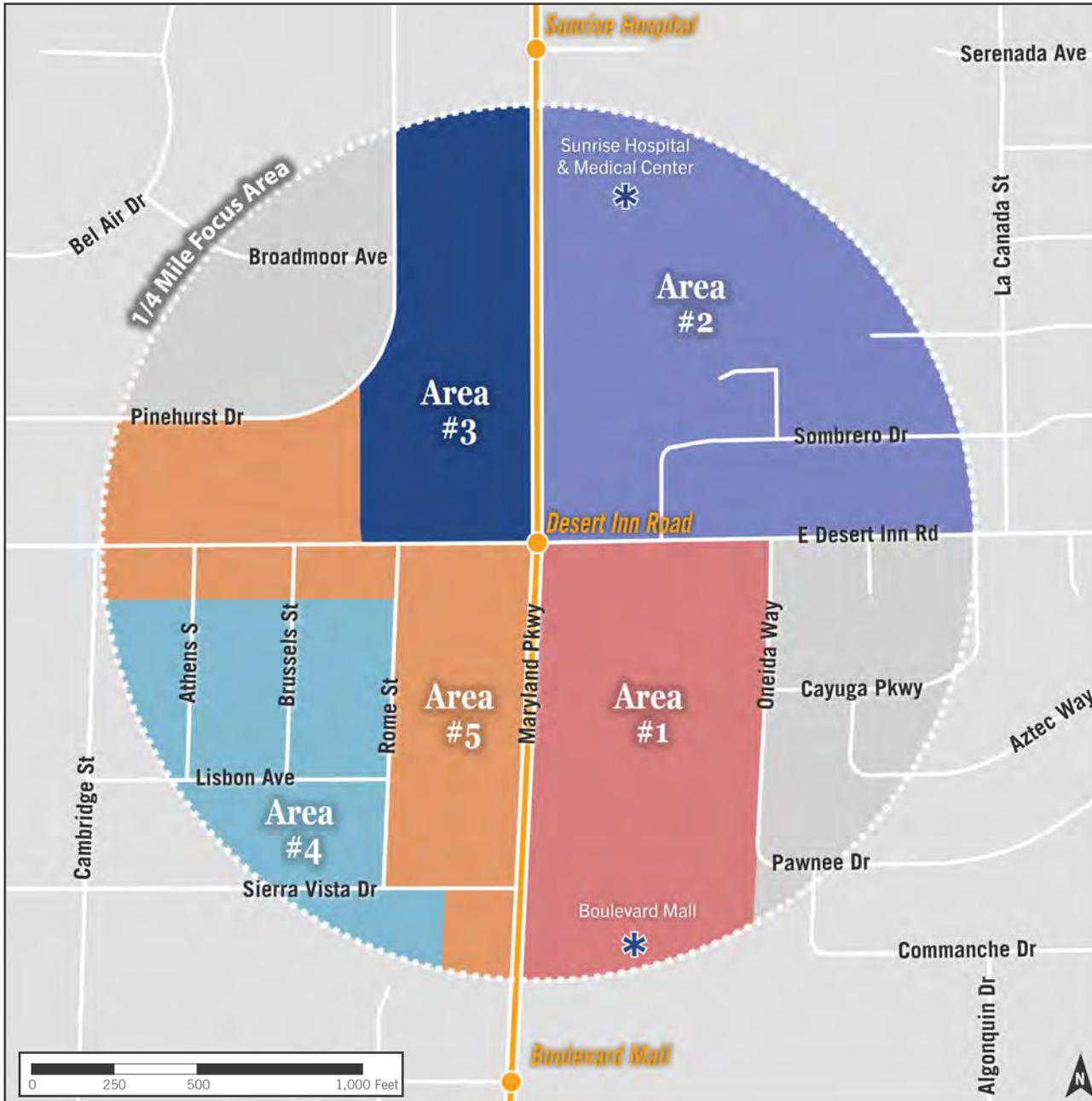


## MIX OF USES

Several uses were indicated as the top priority for the Desert Inn Road Focus Area as part of the community survey. There is a strong desire for more commercial/retail, employment, medical, and residential uses. These uses would be particularly beneficial given the proximity to Sunrise Hospital and other medical uses. New uses should be designed for the needs of medical employees, visitors, patients, and nearby residents.



# 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 Desert Inn Road Focus Area, community members were asked to provide feedback on a set of visual preference images for five 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 and #5

Community Survey Preference: Mixed-use lifestyle center with internal pedestrian promenade

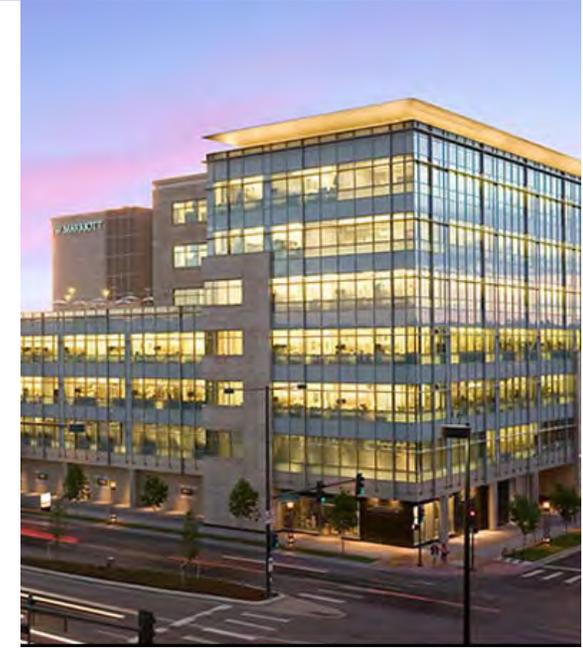
Visual preference image options were calibrated to provide input on the Town Center format and pedestrian realm design in this area.



## Area #2

Community Survey Preference: Medium-scale building heights with integrated ground floor private uses

Visual preference image options were calibrated to provide input on building heights, character, and public interface in this area.



## Area #3

Community Survey Preference: Smaller scale buildings with associated public plazas

Visual preference image options were calibrated to provide input on building heights, character, and public interface in this area.



## Area #4

Community Survey Preference: Mixed-Use apartments with active ground floor

Visual preference image options were calibrated to provide input on the 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 the left is a high-level representation of the key takeaways from those survey results, based on clusters of pins placed by the community. The full results can be found in the Desert Inn Road Survey Results Memo. These preferences, in combination with TOD best practices and an analysis of access to existing community amenities and infrastructure, informed the recommendations below and on the following pages.

## Legend - Key Takeaways

- 
**1. Mobility Improvements at Intersection**  
 A variety of infrastructure improvements were requested at the intersection of Desert Inn Road and Maryland Parkway including safer crossings, improved sidewalks, and safety infrastructure.
- 
**2. Amenities at Empty Box Store**  
 Adding new uses such as shops/restaurants, grocery, and services to the underutilized lot southeast of the intersection was a top community priority, see project on page 48-49 for details.
- 
**3. Shade Trees and Pedestrian Lighting Along Maryland Parkway**  
 Many people prioritized more shade trees and pedestrian lighting (safety/security infrastructure) directly along the Maryland Parkway Corridor.
- 
**4. Park Space South of Desert Inn Road**  
 Parks/open space were a significant community priority and should be added throughout the area and especially south and east of the intersection.

## 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 new retail within the focus area, however, it was not identified as a top community priority. The most notable location for requests for new shops and restaurants is at and directly north of the vacant anchor tenant on the north side of the Boulevard Mall. This empty building and adjacent vacant lot provide a great opportunity for new mixed-use development. The community also showed some desire for new or improved retail uses at the intersection of Maryland Parkway and Desert Inn Road.

## Office Spaces

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

The community survey results indicate some desire for more office space north of Desert Inn Road and west of Maryland Parkway where medical offices are currently located, possibly indicating an interest in more mixed-use of flexible office space in this area.

## 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 Desert Inn Road Focus Area is currently lacking nearby access to a full service grocery. This use would greatly benefit this area, especially with the density of residential

and employment uses and it was one of the most requested by the community. Based on existing uses and survey results, the southwest portion of the focus area is most appropriate.

## 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.

Daily services were one of the less requested amenities through the community survey. Services are important to support the medical and educational uses and should be considered as part of new development, but as a lower priority than other uses.

## 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 proximity to multiple K-12 schools. The priority for improved educational access should be connecting safely to these 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.

While not a top community priority, new health and social services facilities were requested for the northern portion of the focus area. These uses are highly

recommended to tie into the existing health uses associated with Sunrise Hospital.

## 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 affordable housing options throughout the focus area. With its proximity to two significant transit lines and several major employers, it is a prime opportunity for affordable housing.

### 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 Desert Inn Road are quadplexes, townhomes, and group living apartments. Effective tools for the area include regulatory incentives, process and zoning accommodations, public subsidies, partnerships with private or non-profit groups, and property deed restrictions.



Quadplexes

**Typical Lot:** 2+ acres 

**Density:** 20-35 du/acre 

**Height:** 3-5 stories 



Townhomes

**Typical Lot:** 2-4,000 SF 

**Density:** 12-20 du/acre 

**Height:** 2-4 stories 



Group Living Apartments

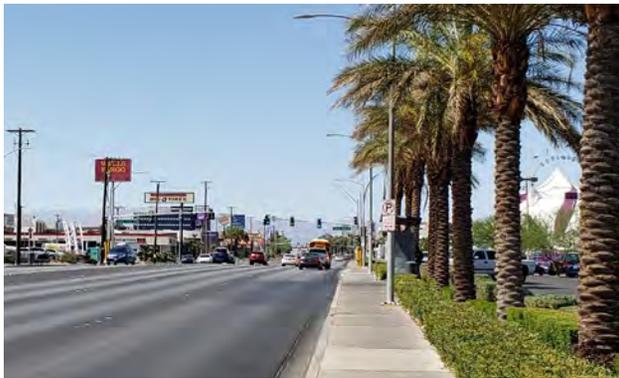
**Typical Lot:** 2+ acres 

**Density:** 20-35 du/acre 

**Height:** 2-5 stories 



Molasky Family Park, south of the focus area



Trees along sidewalk



Parking lot with lighting

### **Community Parks and Open Spaces**

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

There is very limited access to community parks and open spaces in the Desert Inn Road Focus Area. The nearest green spaces are associated with K-12 schools or golf courses, which are not publicly accessible. Molasky Park, south of the focus area, provides the nearest community gathering space. Public green space would provide a considerable benefit to the focus area in particular for its many employees, visitors, patients, and residents in the nearby neighborhoods.

Community survey results showed a notable desire for park space particularly in the neighborhoods southwest and northeast of the corridor, as well as near the north side of the Boulevard Mall in the southeast quadrant. New green spaces should be collocated with new development and revitalization projects, new and existing medical facilities, and be easily accessible from the transit stops.

Green space is shown to have significant health benefits and is recommended as a supplement to health care facilities to aid in a holistic healing process. These spaces should be included with all the facilities in the Focus Area to build on the medical infrastructure.

Many of the businesses and strip malls along Maryland Parkway have oversized parking lots that create an excellent opportunity for 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.

The tree canopy in the focus area is notably sparse and was one of the most requested amenities through the community survey. The existing canopy is the most dense in the neighborhoods around the perimeter of the focus area, but the businesses and parking areas around the intersection provide almost no cover. The majority of trees along Maryland Parkway and in the commercial portions of the focus area are palm trees and do not provide significant shade.

New shade trees should be a top priority of focus area improvements, particularly adjacent to the transit corridor, as requested by the community. New trees can be collocated with new green spaces, development and revitalization projects, and in buffers between pedestrian routes and roadways. A focus on new trees will improve pedestrian comfort, break up large areas of pavement, and improve the environmental quality.

### **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 both Maryland Parkway and Desert Inn Road, it is primarily oriented to the roadways

and parking lots and offers little coverage for pedestrian routes. There were many responses for safety and security infrastructure during the survey process, particularly along Maryland Parkway and in the adjacent parking lots, as well as the eastern portion of Desert Inn Road. This is shown to be a high priority for the community and additional pedestrian-scale lighting is highly recommended in these areas. Emergency Light Boxes near transit stops would also significantly contribute to a feeling of security for pedestrians, cyclists, and transit users in the area. For more information on safety and security recommendations see CPTED and Safety on page 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 major community assets/landmarks in the Desert Inn Road Focus Area like Sunrise Hospital and Boulevard Mall, create a good opportunity for public art. Art would also help this area develop a more unique identity along the corridor. However, results from the online survey indicate this is a low priority for the community. If public art is added, it should be near the transit stops or as part of new development near Sunrise Hospital or the Boulevard Mall, or incorporated into the pedestrian bridge, but more basic needs for pedestrian safety and comfort should be addressed first, if possible.

### 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 focus area. The Desert Inn Road Focus Area would greatly benefit from wayfinding to help residents, visitors, and patients and employees at Sunrise Hospital navigate to their destinations from the transit stations. Additional signage near transit stops and along major mobility routes should direct people to Sunrise Hospital, Boulevard Mall, Molasky Family Park, the Convention Center, and even further destinations such as the Strip, Downtown Las Vegas, and the airport.

### 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.

There are few pedestrian amenities along Maryland Parkway and Desert Inn Road, which should be a priority improvement for pedestrian traffic, particularly near transit stops. Furnishings in this area should include benches, trash/recycling receptacles, bike parking, planters, and pedestrian-scaled lighting. The variety of businesses, density of medical uses, and proximity to the Boulevard Mall increases the number of people walking in this area and it should be amenitized to match this level of use.



*Sunrise Hospital pedestrian bridge*

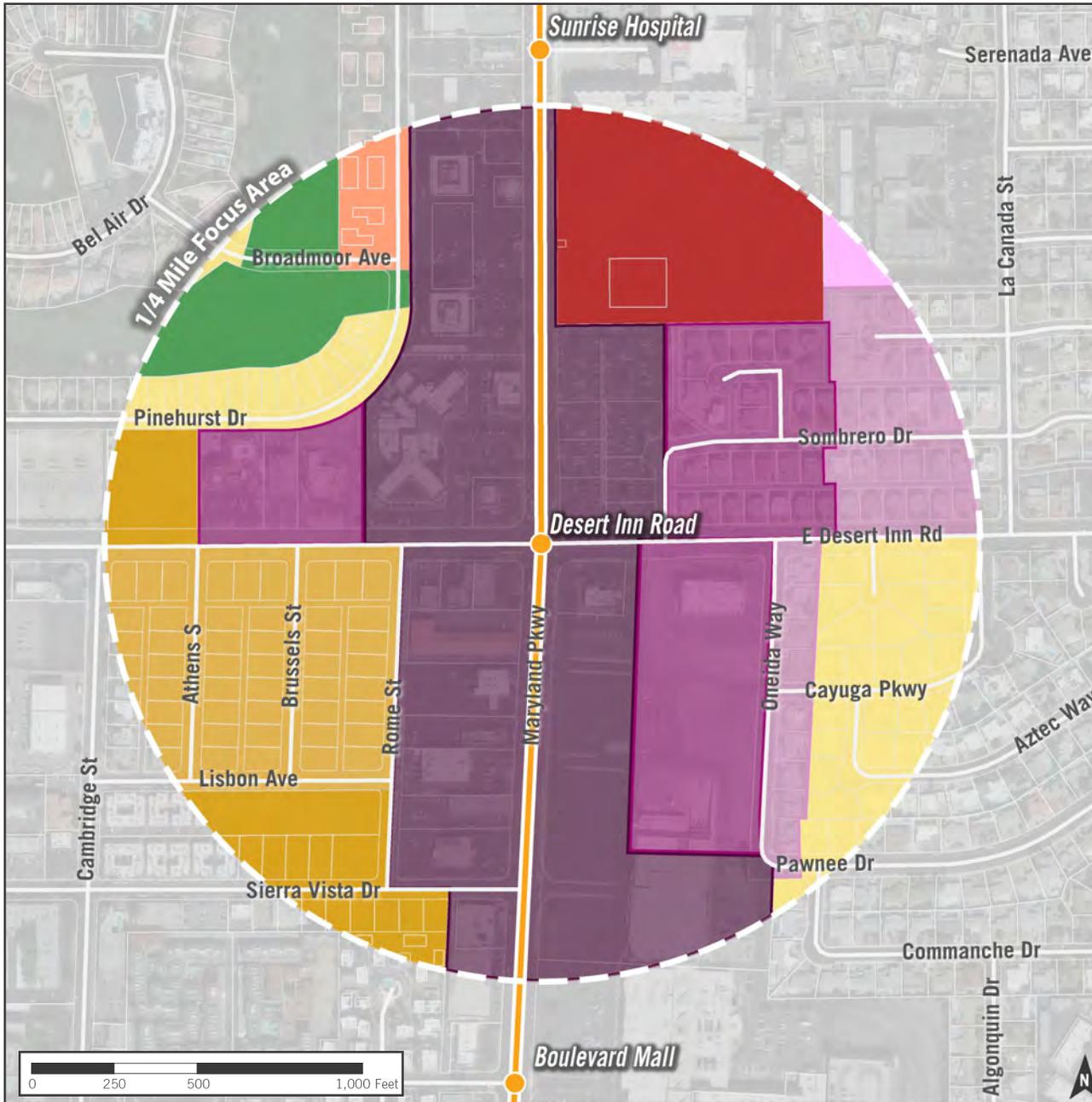


*Children's Hospital sign*



*Covered pedestrian walkway near Sunrise Hospital*

# PLANNED LAND USE



## PLANNED LAND USE

Planned Land Use (PLU) recommendations are informed by analysis and community feedback shared earlier in this document. The TOD Types and Mix of Land Uses on pages 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. The community survey also included place-based desired land use feedback which was incorporated into these PLU recommendations.

The map on this page shows applied PLU recommendations for parcels within the Desert Inn Road Focus Area. These recommendations are intended to support transit-oriented development as well as help to implement the community's vision in this



location. PLU can be used to guide infill development and revitalization in this focus area to contribute to a high-quality, walkable, mixed-use place with a vibrant pedestrian realm adjacent to the BRT station.

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:

- Northwest quadrant - residential throughout, commercial west of Rome Street, office/professional near the transit station
- Southwest quadrant - residential throughout, office/professional south of Sierra Vista Drive
- Southeast quadrant - residential and office/professional throughout
- Northeast quadrant - Commercial and office/professional throughout, residential along Desert Inn Road

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

## MIX OF USES

In order to best leverage the transit and streetscape investments being made to the Maryland Parkway Corridor, it is key to increase the mix of land uses within 1/4 mile of the proposed station. A mix of land uses,

such as retail, entertainment, residential, office, and institutional can help achieve a critical mass of people within close proximity to the station. 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 in the southern half of the focus area should be predominantly retail/commercial with the addition of housing, office/professional services, and public gathering spaces. North of Desert Inn Road, the mix of uses should generally be medical or office/professional services with the addition of supportive retail/commercial housing, and public gathering spaces. Changes are not recommended to existing residential neighborhoods, with the exception of the residential area in the northeast quadrant of the focus area. This area should remain predominantly affordable residential, but is an opportunity for increased density and quality.

## DENSITY

Successful TOD requires a critical mass of people, or density, near the station at any given time. Active focus areas promote

ridership along transit lines and help to leverage the public investment.

Residential development within the focus area is generally medium density, consisting of mostly 2 story multifamily or duplex. The southeast section of the focus area has detached single-family residential homes which are mostly one story. There is also one, high-rise, 12-story, multifamily residential building on the north side of Desert Inn Road, just north of the intersection with Cambridge Street.

Commercial development is low-density, and the portion of the Boulevard Mall within the focus area is currently vacant. Medical uses are generally dense within the focus area, with a handful of buildings up to 6 stories and the large Sunrise Hospital development.

Increased permitted building heights within the area should be considered, potentially up to 5 stories with taller building permitted near the hospital. Within the focus area, the highest density should be focused along Maryland Parkway.

## TRANSITIONS

Density and height should step down towards the existing neighborhoods to the northwest, northeast, and southeast of the focus area. Attached single-family residential (such as townhomes or quadplexes) or 2-3 story mixed-use buildings with residential on the upper floors could serve as an appropriate transition.

## THOROUGHFARE TYPES

Adopted Complete Streets policies and guidelines provide the baseline for enhancing thoroughfares in the Desert Inn 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 Desert Inn 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.

Desert Inn Road and Maryland Parkway are Boulevards within both a Town Center and Medical District TOD type. These streets function as retail and commercial spines. Both Boulevards prioritize transit and should be enhanced to support people walking to access transit. Maryland Parkway is considered a low-speed boulevard because the posted speed is 30 mph. It should be designed as a Main Street, with a higher level of priority for people walking and streetscaping, including shade trees and pedestrian scale lighting. As a planned protected bikeway as well, Maryland Parkway balances the needs of all modes.

### 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.

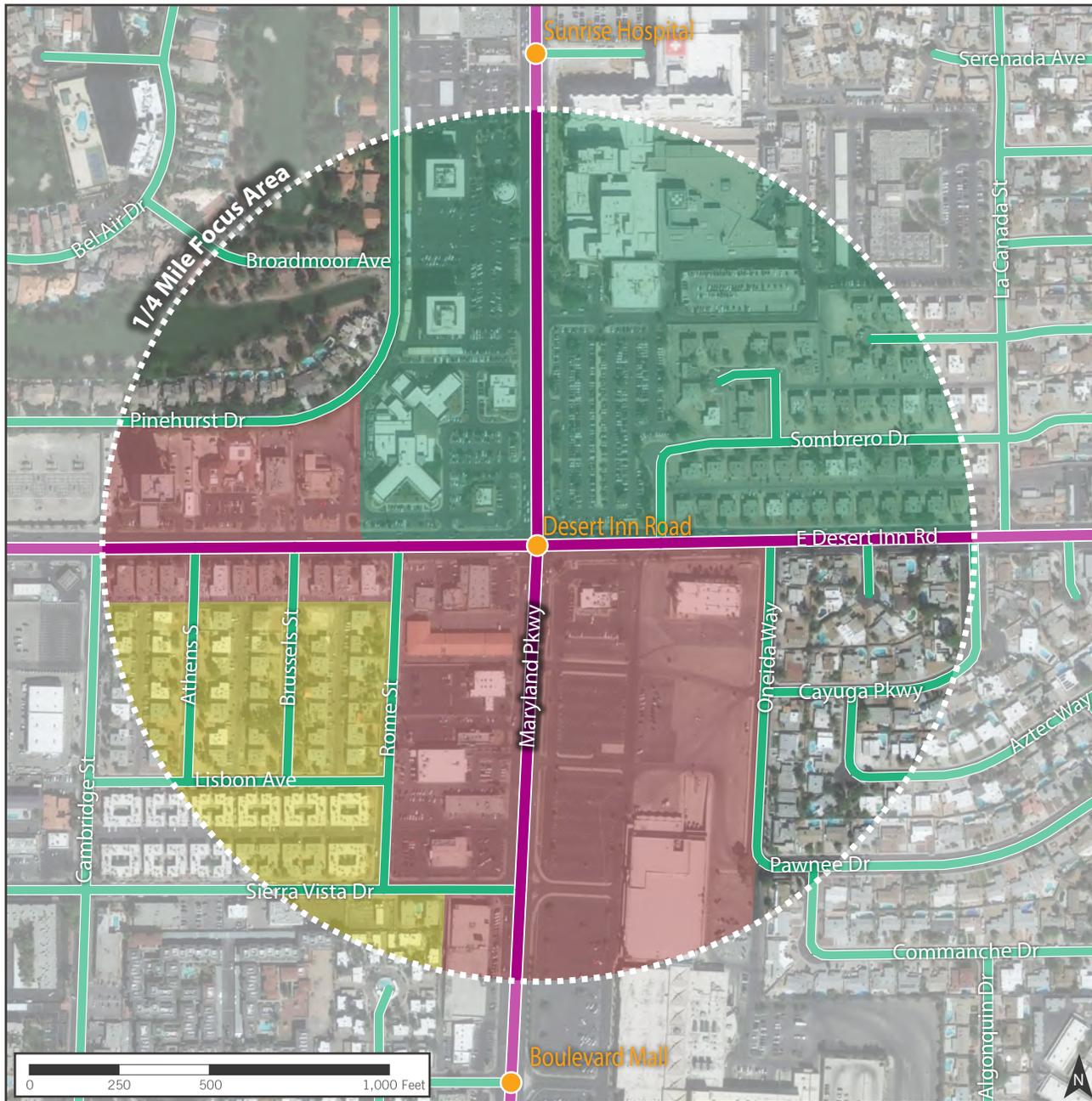
There are no Avenues in the Desert Inn Road quarter-mile focus area.

### 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.

Streets near the planned Desert Inn Road BRT station fall within multiple TOD zones. Those in the Urban Neighborhood south of Desert Inn Road should strive to balance all modes, including high future volumes of people walking between multi-family housing and high-capacity transit services. Rome Street and Oneida Way are adjacent to commercial uses in the Town Center and need to consider urban freight and delivery access as well. Sierra Vista Drive is a good candidate for a neighborhood bikeway. Streets within the Medical District provide neighborhood access for all modes, but should prioritize the needs of employees and visitors walking to and from high-capacity transit.



**LEGEND**

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

**Thoroughfare Types**

- Boulevard
- Avenue
- Street

**TOD Types**

- Medical District
- Town Center
- Urban Neighborhood

# TRANSIT ATTRIBUTES SUPPORTING MULTI-MODAL CONNECTIVITY



Real-time information helps transit passengers make informed decisions



Maps of the focus area aid navigation



Upgrades to route 203 stops could include bollards

## STATION PLACEMENT

Placement of Maryland Parkway BRT stations at Desert Inn Road requires some tradeoffs. Currently, the Route 203 and Route 109 – Maryland Parkway share stops, both of which are on the south side of the intersection. The Maryland Parkway BRT Environmental Assessment describes far-side stations at Desert Inn Road, meaning the northbound station will be on the north side of the intersection and the southbound station on the south side. Bus stops that are located on the far side of signalized intersections allow for smoother transit operations and reduce delay. However, the northbound stop for Route 203 must remain south of the intersection because the bus turns at Desert Inn Road. Co-locating Route 203 stops with Maryland Parkway BRT stations would have the benefit of smoother, faster transfers for passengers.

If the northbound 203 stop is to be separate from the BRT station, it should be relocated closer to Desert Inn Road so transferring passengers do not have to walk as far, and redesigned to provide adequate space in the sidewalk through zone, greater separation from motor-vehicle traffic, and additional amenities such as schedules and maps. The southbound station should be designed to accommodate both BRT and local bus. Existing stops do not allow adequate space for transit amenities and obstructs the sidewalk through zone. Both stations will be designed according to the Maryland Parkway BRT Station Area Guidelines.

## CONNECTIONS

All Maryland Parkway transit stations should facilitate direct, easy-to-navigate transit connections. Wayfinding signs and informational kiosks, including real-time arrival information, help people transfer from BRT to local bus service. Stations at Desert Inn Road are good candidates for upgraded connection information to direct passengers between Route 203 and Maryland Parkway BRT service.

- 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.

### 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.

There are multiple considerations for the operation of the signal at Maryland Parkway and Desert Inn Road. If the northbound BRT station at Desert Inn Road remains on the south side of the intersection to facilitate transfers to and from route 203, transit signal priority is recommended to prevent the bus from missing the green phase while it stops to drop off passengers. Route 203 would also benefit from transit priority at the intersection, as it must make a left turn from Desert Inn Road onto Maryland Parkway.

### Bus lanes

Maryland Parkway BRT will operate in Business Access and Transit (BAT) lanes. BAT lanes allow general purpose traffic to make right turns at intersections or driveways. BAT lanes on Maryland Parkway will benefit Route 203 as well.

Currently, no high-capacity transit service is planned for Desert Inn Road and there are no plans to introduce transit lanes in the near future. Elements that require less right-of-way could be introduced on this connecting service to increase the reliability of the entire system. For example, queue jump lanes are short exclusive lanes for buses that allow them to process through an intersection before general traffic. They are sometimes created by converting a right-turn only lane to a bus-only lane.

## TRANSIT SERVICE DESIGN

Maryland Parkway BRT and Route 203 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



High-visibility crosswalk



An ADA accessible path through a parking lot



ADA compliant curb ramp

## PEDESTRIAN ACCESS

### Corridor-wide recommendations:

With pedestrians as the highest priority throughout the corridor, all focus 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.

Improvements at the intersection of Desert Inn Road and Maryland Parkway should focus on slowing the speed of turning vehicles to improve safety for people walking. The sidewalks turning the corner from Maryland Parkway and running along Desert Inn Road should be consistent and level to allow all people disembarking buses along Maryland Parkway to safely transfer at stops along Desert Inn Road. The intersection of Sierra Vista Drive and Maryland Parkway would benefit from closure of the right-turn slip lane.

The western side of the Boulevard Mall, facing Maryland Parkway, is mostly a series of consecutive surface parking lots of varying occupancy. As long as the development of these parcels are incomplete and surface lots remain immediately adjacent to the Maryland Parkway Corridor at this point, clear universal pathways should connect mall entrances (primarily and secondary) with the Maryland Avenue sidewalk as directly as possible. These paths of travel must be continuously well-lit at the pedestrian scale.

The surface parking lots surrounding Sunrise Hospital present a perceived barrier for people walking between Maryland Parkway and single family houses on the east side of the corridor. Although the Sunrise Hospital surface lots have made efforts to mark ramped walkways through the lot, they are primarily designed for the benefit of people parking, and an accessible well-lit path to the property edge is inconsistently applied. However, depending on the final location

of the northbound bus stop on Maryland Parkway, people accessing the corridor via Sombrero Drive may use the southern surface lot as a shortcut. Sunrise Hospital should embrace this desire by marking, lighting, and ensuring ADA-accessible ramps for people walking to access the Maryland Parkway Corridor from points east.

## ADA ACCESS

Even though there are several surface parking lot parcels still in use close to Maryland Parkway, universally accessible designs must run the entire path from any new development's primary and secondary entrances to the sidewalk, and across all curb cuts. Where new primary entrances are established in the middle of the block, crossings should be warranted.

Any newly constructed surface parking spaces should be ADA accessible, especially in locations with uses focused on healthcare and clientele predominantly focused on older adults and people with disabilities.

### 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, and 2 inches for the posted route numbers on a sign. Upgrading all sidewalks in the focus area to be continuously paved, level, connected to curb ramps, and 36-inches wide can ensure independence for people who may otherwise need to wait for an operationally expensive paratransit vehicle.

However, going above and beyond compliance to the ADA helps create a place that is truly inclusive for people with disabilities. 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 able to 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.

## 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.

Just skirting the northern edge of the focus area's half-mile radius is Vegas Valley Drive, which is a street recommended for a buffered bicycle lane by the Regional Bike and Pedestrian Plan. Such a facility, which would extend 1 ½ miles east from Maryland Parkway, would not only increase bicycle accessibility from residential areas in the eastern side of this focus area, but also provide another direct connection in the bike network to the Flamingo Arroyo Trail.

To aid the implementation of a protected bicycle facility along Maryland Parkway in this focus area, there is approximately 4,000 continuous feet of surface lots fronting the eastern side of Maryland Parkway (from Sunrise Hospital south to Katie Avenue). In the process of development, these surface lots could provide for a shared-use path that does not come at the expense of the existing right of way along Maryland Parkway.

Traffic volumes on Desert Inn Road could likely be served by two through lanes per direction rather than the existing three per direction. The curb lane could be repurposed to provide protected bike facilities and/or a wider pedestrian realm. A traffic study to collect daily motor vehicle volumes could determine whether it falls under the FHWA's suggested threshold. The FHWA Road Diet guide provides more information on assessing the feasibility of a road diet.

Directly connecting Maryland Parkway from the west side of the corridor are Sierra Vista Drive (less than 1,000 feet south of Desert Inn Road) and Dumont Boulevard. Along with Cambridge Street, these

smaller enclosed corridors serve apartment complexes, a few small businesses, and community destinations such as Dean Peterson Elementary School and Molasky Family Park. Travel lanes on these three streets are over 12 feet wide each and the allowance of on-street parking is frequently limited or ambiguous. To ensure the street maintains a calm and reliable presence for all users, a continuously painted bike lane should be installed. This consistent presence of a marked painted bicycle lane on Sierra Vista Drive, Dumont Boulevard, and Cambridge Street will help increase the comfort of people biking to the BRT station and for small trips to places like Family Dollar or 7-11, while still permitting the same clearance for emergency vehicles under the current roadway design. At intersections, bike boxes (waiting areas) with textured heat-resistant pavement paint should be placed in front of stop lines and stopped vehicles to allow people riding bicycles to set the pace of traffic in this enclosed dense neighborhood.

East Twain Avenue technically has a marked bicycle lane with a single painted line, but it is otherwise unprotected and without any contrast from the rest of the street. Small barriers such as "armadillos" lining the outside of the lane are an incremental step toward more separation of traffic, which can be continuously interwoven with high-contrast paint on the bike lane at locations where the lane crosses curb cuts and driveway entrances.

## 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 nascent 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.

There are multiple off-street curbside pick-up spots at the Boulevard Mall, which may also attract shopping shuttles, community transit, and ridehailing pick-ups and drop-offs near the entryways of individual stores. Similarly concentrated activity centers include the Sunrise Hospital, which currently uses geofencing to restrict designated passenger pickup locations at one of five named entrances.

Designated passenger pickup and dropoff zones should be located where they provide convenient access to destinations and don't interfere with through traffic.



*An off-street passenger pickup location*



*RTC bike share (Photo: RTC)*



*"Armadillos" help bike lane separation from traffic*

# 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.

Sunrise Hospital and Medical Center is a significant employment center in the Desert Inn Road Focus Area. As the Sunrise complex plans to expand while also gaining the benefits of faster BRT transit service, Sunrise Hospital and Medical Center should be sure to adopt a comprehensive set of TDM strategies to encourage hospital employees to use transportation modes other than space-intensive single-occupancy vehicles. Programs should include:

- Reserving the most convenient and front-door facing parking spaces for carpools, vanpools, and ADA permitted vehicles
- Subsidizing bicycle purchases, equipment, and repairs
- Subsidizing RTC passes
- Constructing secure covered bicycle parking at ground level in proximity to primary and secondary entrances

Information and targeted marketing can encourage patients and other occasional visitors to carpool, ride transit, or bike to the Sunrise Hospital Medical Center.

### Corridor-wide recommendations:

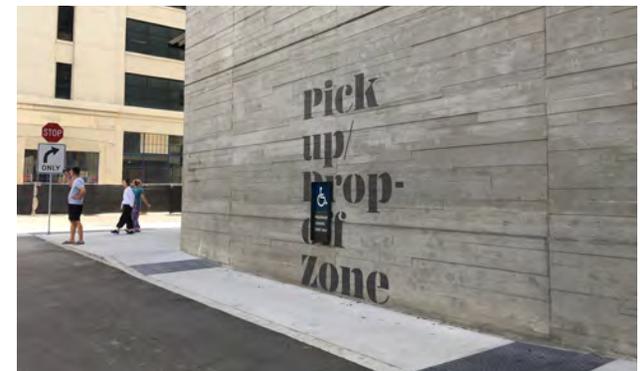
The curbside lane is a valuable segment of infrastructure; it is used for bus stops, curbside parking, loading, and travel. As emerging uses, such as parklets, transportation network company (TNC) loading, bicycle parking corrals, scooter zones, and curb extensions have gained in popularity across cities, 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*



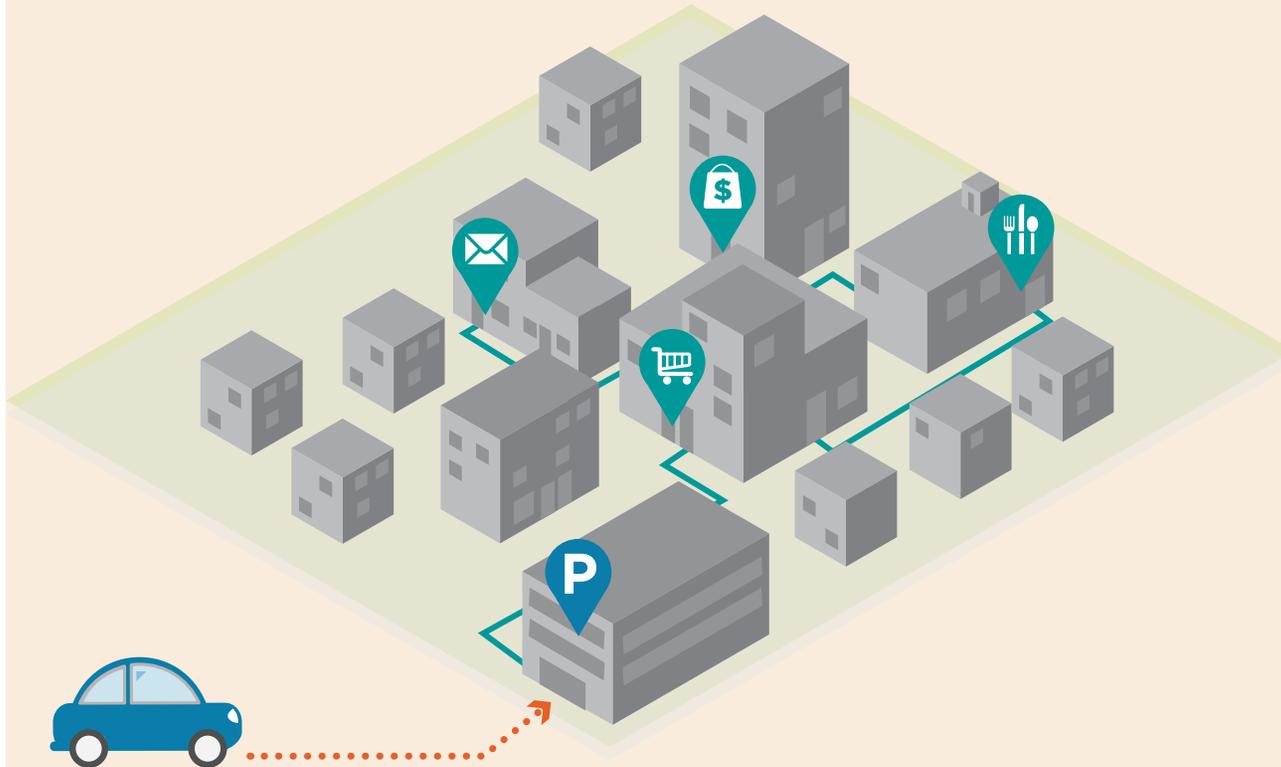
*A designated TNC pick-up/drop-off zone*



*Curb extensions and bike parking are emerging uses*

# 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:

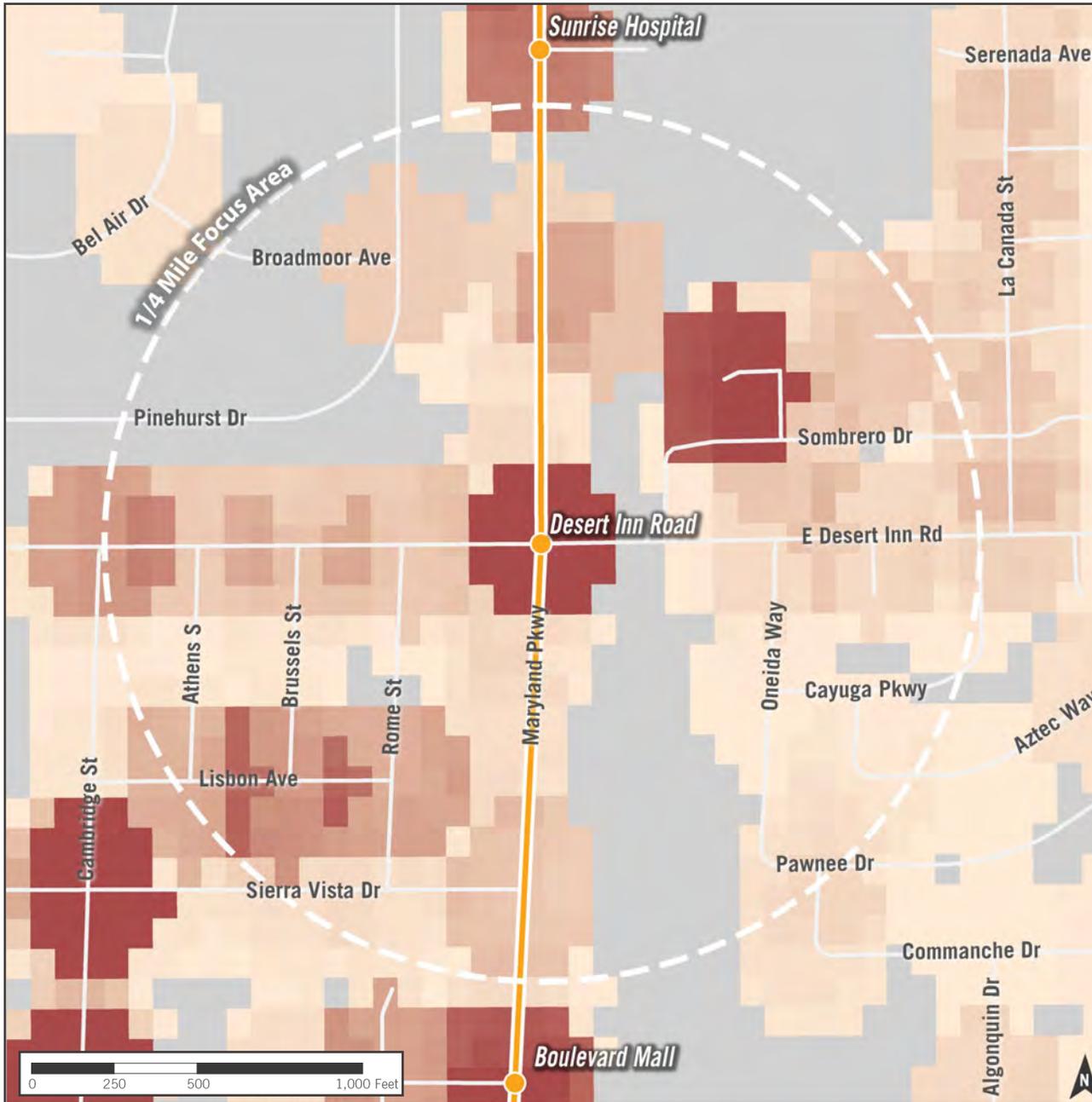
- Consolidating time limits to fewer options, such as 2 or 4 hours only
- Consider allowing all priced parking to have unlimited time limits, allowing the user to pay to park for as long as they wish
- Allowance of shared parking for uses across multiple locations

## MODAL DESIGNATIONS FOR CURB SPACE USE

The area immediately surrounding the station (particularly along Maryland Parkway) is full of existing surface lots serving single land uses. Before any new parking is constructed, deals between neighboring landowners should be explored to open up parking supplies for multiple needs. Commuters who may be driving to this station should be directed to a specific location for parking.

Incentives should be given to employees of the Sunrise Hospital and Boulevard Mall tenants who have the means and ability to regularly park in remote spaces. This allows customers to experience the more convenient spaces closer to primary entrances of these major destinations, while making sure that existing parking spaces are utilized before any entity is compelled to spend the capital constructing new parking supplies.

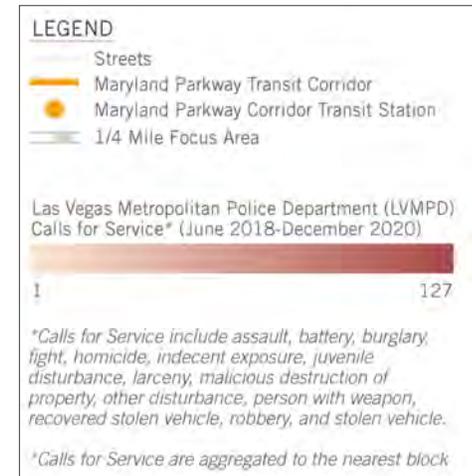
If surface parking supplies continue to go underutilized, temporary uses (such as outdoor dining, drive-in theaters, and outdoor markets) should be explored on a temporary or permanent scale.



## CRIME HOT SPOTS

There is more crime in the Desert Inn Road Focus Area than average along the Clark County portion of the the Corridor. 530 Calls for Service were recorded in this focus area between June 2018 and December 2020. The top types of crime recorded included "Other Disturbances" (49%) and various types of Assault/Battery (18%). Crime is assessed based on Calls for Service reported by the Las Vegas Metropolitan Police Department (LVMPD), aggregated to the nearest block face.

Within this focus area, crime is particularly prevalent near the proposed station, in the southwest quadrant (along Lisbon Avenue in particular) and in the northeast quadrant (near the intersection of Sombbrero Drive and Serape Circle in particular). There are also a hot spot of crime just north and south of the focus area near the proposed stations at Sunrise Hospital and Boulevard Mall.



## Corridor-wide best practices:

### 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 Desert Inn Road Focus Area to allow patients, residents, employees, visitors, and transit users to feel secure and create a more vibrant pedestrian realm.

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 homeless people 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 Desert Inn Road Focus Area would benefit from application of all of the CPTED principles, particularly at the major intersections and within the neighborhoods, where crime hot spots are indicated. Pedestrian lighting that is oriented to the sidewalks would improve the natural surveillance. More clear paths for pedestrians and controlled vehicle access, including curbs, striping, and crosswalks, would improve access control, particularly in the large parking areas southeast of the intersection. More effective and better maintained buffers between the street and private businesses, particularly on the west edge of Maryland Parkway, would improve territorial reinforcement and the area's image. The neighborhood to the northeast of the station is particularly impacted by the maintenance principle of CPTED. Many of the buildings are dilapidated and the yards and alleys are not maintained.

## DESIGN ELEMENTS

Design elements that should be added throughout the focus area, and particularly along Maryland Parkway and Desert Inn Road, include improved transit stops with additional amenities (the stops on the east side of Maryland Parkway are very in need of improvement), more consistent and pedestrian-oriented lighting fixtures, landscaped buffers and planting, crosswalks, and clear pedestrian paths to and through private parcels and parking lots. 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, in the area.



*Lack of natural surveillance*



*Lack of natural access control*



*Lack of territorial reinforcement*



# 3

## FOCUS AREA PRIORITIES

The Desert Inn Road Focus Area has many unique assets and opportunities that can be leveraged to enhance the pedestrian realm, add density, expand upon the character of the area, improve mobility, and overall, make the corridor more transit-supportive. The priority projects for the Desert Inn Road Focus Area are focused around the opportunities associated with Boulevard Mall, Sunrise Hospital, revitalizing or infilling underutilized parcels, and improving mobility and the pedestrian experience.

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. Projects range from mobility improvements to infill and revitalization. Recommendations are supported by precedent imagery, 3D graphics, and case studies to help provide a guide for the County in implementing these priority improvements.

Infill and revitalization projects should prioritize increased density, and providing a mix of uses including retail, educational and community uses, medical, and residential uses, as requested by the community. The transportation projects focus on walkability and comfort for residents, visitors, and particularly transit riders. All improvements aim to realize the opportunities near the transit stops and create a walkable, safe, and vibrant 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 - BOULEVARD MALL INFILL / REVITALIZATION



Images of mall re-use and public space from King of Prussia, PA; Tukwila, WA; Cleveland OH; and Irvine CA

## CREATING COMMUNITY AMENITIES IN AN UNDERUTILIZED AREA

A Boulevard Mall anchor store, at the far north end of the mall, became vacant in early 2019. After facing a number of closures and economic decline, the Mall changed ownership in 2013 and began welcoming non-traditional tenants including many accommodating the significant nearby Hispanic and Filipino populations. New

development and revitalization in this quadrant should continue to encourage non-traditional and community-oriented uses. Based upon community input through this process, there is a desire for additional community and educational uses in this area, greater activation of underutilized parking, and a desire for safe, comfortable pedestrian connections from the adjacent neighborhoods to Maryland Parkway. (see green arrows on the above diagram).

### **Infill Development Potential** (see blue boundary on diagram above)

Along the edge of Maryland Parkway there is opportunity to reclaim underutilized parking to create an active, walkable edge along the corridor. Appropriate development types include small scale mixed use and pedestrian-oriented commercial buildings with local shops, restaurants, and services. Any development here should have active ground floors, strong frontages, clear connections to the Parkway and the Mall, and shared community space.



Images of mall re-use and public space from King of Prussia, PA; Raleigh NC; Fairfield CA; and Waterloo IA

### Publicly Accessible Private Open Space

There is a notable lack of, and strong community desire for, green space in the focus area. Areas of underutilized parking can be good opportunities to help connect the Mall (which already has several community-oriented uses) and the neighborhoods. A transit-supportive environment in this focus area would benefit greatly from the inclusion of creative community gathering spaces into revitalization efforts.

### Underutilized and Vacant Properties

The vacant anchor building on the north side of Boulevard Mall could be adaptively reused to create a community-oriented space. Potential uses that could be considered include a community college, a clinic/wellness center, a library, or a community/recreation center. A food access component could also be considered. These uses would be in-line with existing community-oriented tenants and survey feedback and would add activity to the area.

### Big Box Store Adaptive Reuse Design Guidance

There are many considerations in adapting a large box store to serve a new use. Several improvements should be made to transform the building into a community amenity; key design guidelines are listed below:

- Improve pedestrian connections to and through the building, including a clear connection from Pawnee Drive to Maryland Parkway.
- Add landscaping and pedestrian amenities to nearby parking areas.
- Make the building accessible and visually interesting from all sides, in particular, improve the back of the building to better interact with the neighborhood.
- Create transparency on the ground floor with additional windows and entrances.
- Maintain the visibility of building entries, use architectural and landscape elements to highlight existing and new entrances.
- Add activity and visual interest to the ground floor by adding plazas near entries, outdoor seating areas, public art, lighting, play areas, and clear signage.
- Add facade improvements and articulation including additional materials and colors, plane changes to provide relief, accent lines, wall projections or banding, windows, and awnings.
- Divide the interior space to make it a more comfortable scale and create a more efficient use of the square footage.

# PRIORITY PROJECT - MEDICAL MIXED USE OPPORTUNITIES



Images of medical mixed-use from Redmond WA; Chicago IL; and Castle Rock CO (top right unknown)

## INFILL AND REDEVELOPMENT TO MEDICAL-SUPPORTIVE USES

The Desert Inn Road Focus Area provides an excellent opportunity for both short-term and long-term infill and redevelopment projects that could provide housing, community amenities, and access to health facilities that are mutually beneficial to and supportive of the adjacent Sunrise Hospital. Medical mixed use can come in a variety of forms, including active ground floor retail such as

shops, restaurants, and daily services with medical offices or care centers above. The commercial ground floor supports an active pedestrian realm and provides goods and services to visitors and employees. Medical mixed use can also be configured as ground floor medical uses such as community clinics, with residential units above. Providing housing in this focus area will allow more people to live near a major destination and employment center. Affordable or senior housing would be particularly supportive, creating more

equitable access to essential services. In addition to housing, hospitality uses should be considered, similar to the Anschutz Campus in Denver, to accommodate researchers, traveling physicians, conferences, etc.

Short term opportunities for medical mixed use are the sites immediately adjacent to the intersection of Maryland Parkway and Desert Inn Road and are vacant or underutilized. However, almost the entire focus area should be considered for these uses when they eventually redevelop in the future.



Medical mixed use centered around public space will create a more cohesive medical campus, creating usable shared space for the community as well as active ground floor, residential, and hospitality uses.

**Short Term Opportunities**  
*(see orange boundary on diagram, page 50)*

Immediate opportunities for medical mixed use include the parcels immediately south of the Hospital on both sides of the corridor. The large parking area on the northeast corner of the intersection is a prime location, and structured parking could be incorporated as part of the new development. The underutilized and over-parked pad sites around the intersection and should also be considered for near-term revitalization projects.

**Long Term Opportunities**  
*(see red boundary on diagram, page 50)*

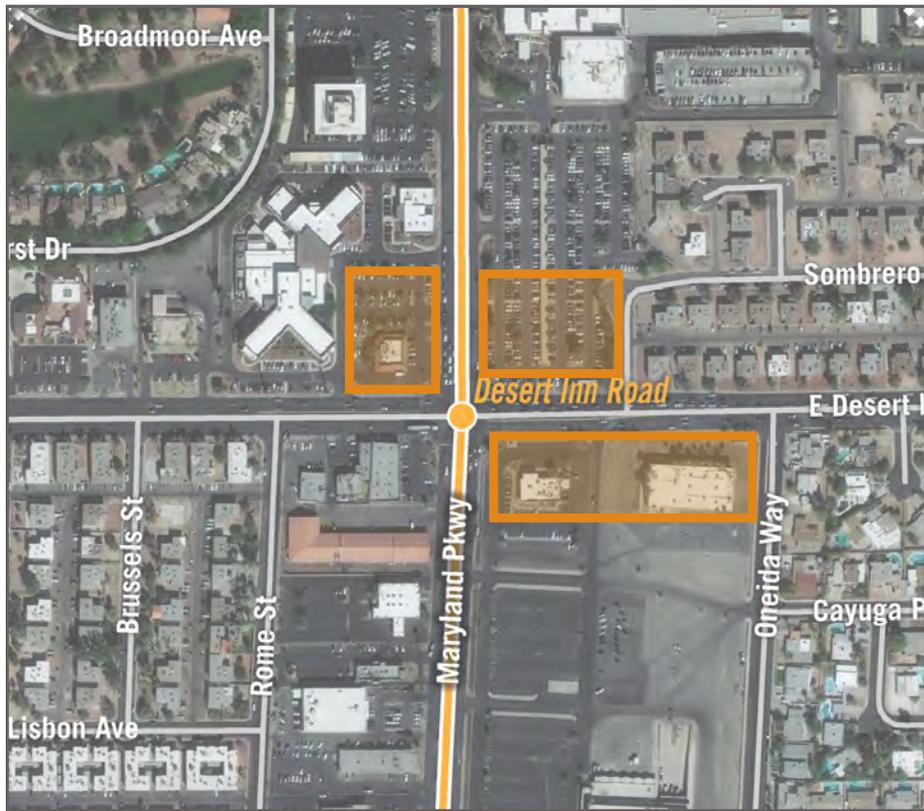
As parcels around the focus area become available they should also be considered for medical mixed use redevelopment. This includes all the pad sites along Maryland Parkway and Desert Inn Road and Boulevard Mall, if other opportunities for adaptive re-use are not achieved there. Only the residential neighborhoods, which provide low/middle income housing, are not recommended for eventual conversion to medical mixed use.



**CASE STUDY: VIDA AT SLOAN'S LAKE**

Along one of Denver's high-capacity transit corridors is a newly completed health-focused mixed use building, the Vida. The nine-story development includes an active ground floor with 28,000 square feet of commercial space and 176 housing units above, as well as a shared outdoor patio and roof garden. All the housing units are low-income restricted for senior and disabled persons and the ground floor includes a community clinic, an adult and senior wellness/activity center, and a kidney dialysis clinic. The \$60 million dollar project was primarily funded by the Denver Housing Authority through low-income housing tax credits, tax increment financing (TIF), and a New Markets Tax Credit. The project was constructed on the former site of St Anthony's Hospital and aims to re-establish the previous services provided. It is also four blocks from a complementary Long Term Care Hospital.

## PRIORITY PROJECT - SMALL-SCALE MOBILITY HUB OPPORTUNITY



### Connection to On Board Mobility Plan

The On Board Mobility Plan provides guidance for proposed mobility hubs in the Las Vegas Valley. All efforts on Maryland Parkway should align with this document. This project is intended to build upon that regional framework to provide another local opportunity. The Plan recommends a “Neighborhood” scale hub at UNLV but supports additional hubs along high-capacity transit routes. More detail can be found [here](#).



Images of mobility hubs from Haluchère, France; Denver, CO; and Los Angeles, CA

### CONNECTING MAJOR MOBILITY CORRIDORS AND DESTINATIONS

A mobility hub helps connect people, and particularly transit riders, to a variety of mobility options. A small-scale hub should provide access to transit, bicycle and e-bicycle share, bicycle parking, micro-mobility share (such as e-scooters), ride share pick-up and drop-off, shuttles, and wayfinding. There are several parcels at the intersection of Desert Inn Road and Maryland Parkway (see orange squares in diagram above) that provide a strong opportunity for a small-scale

mobility hub connecting high capacity transit users from both major corridors to nearby destinations and neighborhoods.

Small-scale mobility hubs should be designed to be clear, safe, and easy to use, with signage providing information about mobility options, transit frequency, etc. and amenities such as small shelters, seating, landscaping, and lighting. Mobility hubs should also have a well-defined sense of place through signage and simple branding to help users understand and connect to their location as they continue on their journey.

### First and Final Mile Connections

In addition to amenities and mobility options at the hub itself, mobility hubs should be connected to safe transportation routes that allow transit riders to easily travel the first or last mile to their destination. A mobility hub requires an improved and robust pedestrian and bicycle network surrounding it to accommodate those using bikes, micro-mobility, wheelchairs, etc. Wayfinding should also clearly direct users to and from the hub to destinations like Sunrise Hospital, Boulevard Mall, the Strip, and the Convention Center.

# PRIORITY PROJECT - PAD SITE RETROFIT / URBAN DESIGN



Suggested phase of design intervention



  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 focus area. Most are restaurants (with and without drive-thrus), financial institutions, or retail shops. The majority of these, and most pad sites, are auto-oriented and lacking site design and amenities, building frontages along the street, and pedestrian infrastructure and comfort. They are often 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 should be improved to some degree to better align with the corridor's TOD goals. The map to the left shows the pad sites along Maryland Parkway within the focus area and the suggested phase of design intervention for each. Phase Three sites should be considered for immediate conversion to medical mixed use (see page 50), and should explore the inclusion of a mobility hub, as outlined on the previous page.

## 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 STREETSCAPES, INTERSECTIONS, AND CROSSINGS

### MAJOR STREETS

Maryland Parkway and Desert Inn Road are wide arterials that serves all modes through and to the focus area. The lack of street connectivity in the northwest quadrant of the focus area means there are few alternative routes for people walking and biking. A Complete Streets approach to improvements on these arterials is critical, including design that provides adequate separation between people walking, people biking, people accessing transit, and motor vehicle traffic.

Traffic volumes on Desert Inn Road could likely be served by two through lanes per direction rather than the existing three per direction. The curb lane could be repurposed to provide much-needed protected bike facilities and wider sidewalks and landscaping. A traffic study to collect daily motor vehicle volumes could determine whether it falls under the FHWA's suggested threshold. The FHWA Road Diet guide provides more information on assessing the feasibility of a road diet.

On the west side of Maryland Parkway, a driveway consolidation strategy should be considered. Multiple retail and commercial driveways interrupt the sidewalk, creating conflict zones between motorist traffic and people walking and biking.

### BIKEWAYS

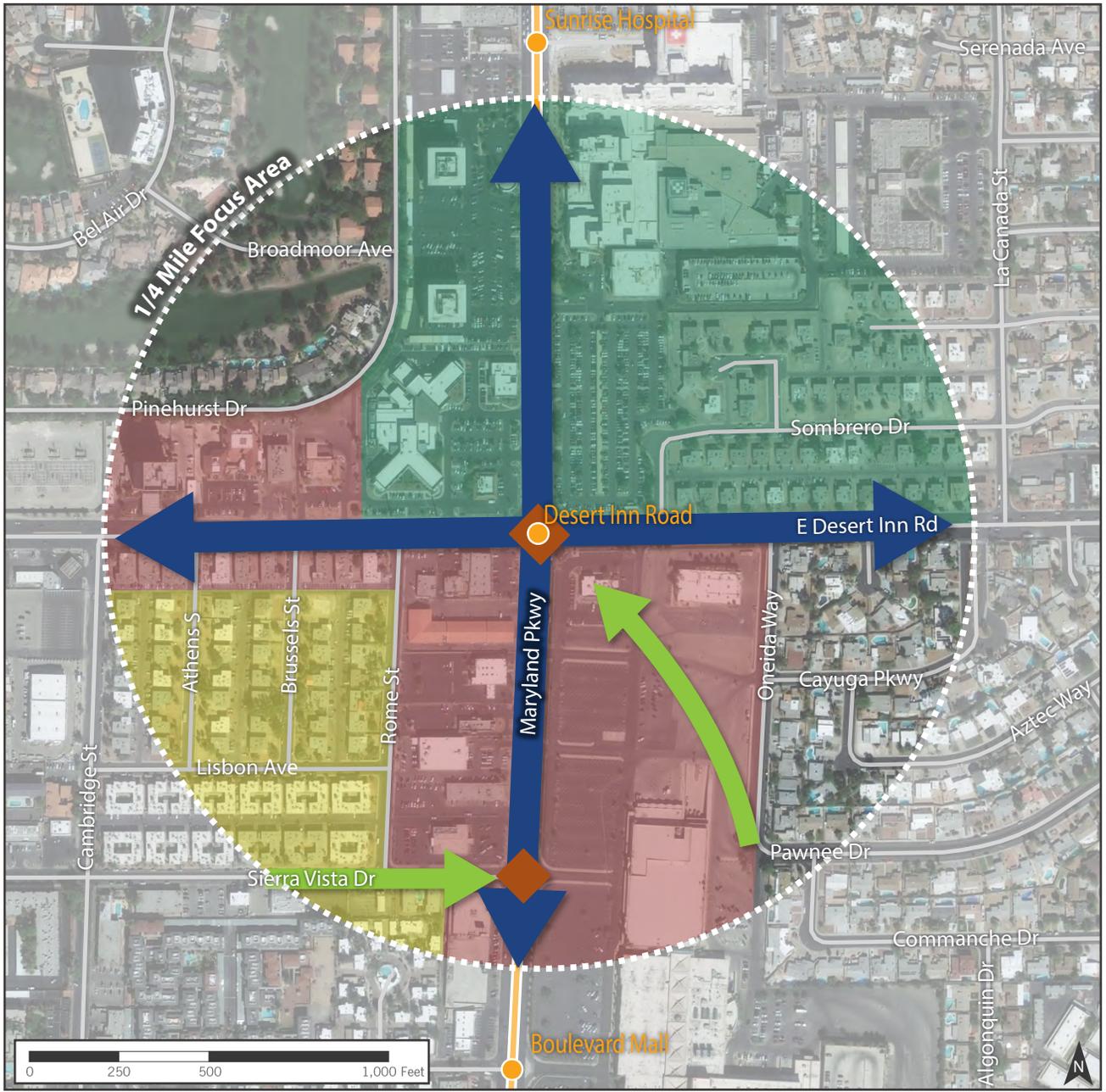
Filling gaps in the bike network in order to provide continuous bikeways to bring people to the focus area is a priority. Nearby land uses make this challenging, particularly for east-west routes, which are interrupted by golf courses both northwest and southeast of the focus area. While Desert Inn Road itself would provide the most direct connection to the station, no bike facilities are planned there. As mentioned above, a complete streets study of the corridor is recommended to consider the feasibility of repurposing one travel lane per direction for bikes and/or expanded sidewalks and landscaping.

Sierra Vista Drive should be investigated as a lower-traffic, lower-speed alternative to connect the convention center to the Desert Inn Road Station. East of Maryland Parkway, a connection is needed between Pawnee Drive and the station, either through the large commercial parcels on the southeast corner, or on Oneida Way.

### INTERSECTIONS

The intersection of Desert Inn Road and Maryland Parkway is the highest priority for improvements for people walking and biking. Reconstruction of the intersection for BRT service may provide opportunities to add pedestrian refuge islands in a center median on Maryland Parkway. Curb radii should be tightened on all corners to slow the speed of turning vehicles, while still allowing Route 203 buses to make the right turn from Maryland Parkway onto Desert Inn Road, and high-visibility crosswalks should be repainted.

The intersection of Sierra Vista Drive and Maryland Parkway is also a priority for pedestrian safety improvements. The right-turn slip lanes that lead in and out of the Boulevard Mall parking lot should be closed to slow the speed of right-turning vehicles, allow people to walk across Maryland Parkway in one stage instead of two, and provide additional space for the pedestrian realm on both corners.



**LEGEND**

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

**Focus Area Priorities**

- Bikeways
- Major Streets
- ◆ Intersections

**TOD Types**

- Medical District
- Town Center
- 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 Desert Inn 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)
<b>SMALL SCALE MOBILITY HUB OPPORTUNITY</b>	Capital Project	Near-term (1-2 years)	RTC, Clark County (Community and Economic Development, Comprehensive Planning)
<b>DESERT INN ROAD DIET</b>	Capital Project	Mid-term (3-5 years)	Clark County (Public Works)
<b>PAD SITE RETROFIT/ URBAN DESIGN</b>	Policy/ Regulation, Public Private Partnership (PPP)	Mid-term (3-5 years)	Clark County (Comprehensive Planning, Community and Economic Development)
<b>BOULEVARD MALL INFILL/REVITALIZATION</b>	Policy/ Regulation, Public Private Partnership (PPP)	Long-term (6+ years)	Clark County (Comprehensive Planning, Community and Economic Development)
<b>MEDICAL MIXED-USE OPPORTUNITIES</b>	Policy/ Regulation, Public Private Partnership (PPP)	Long-term (6+ years)	Sunrise Hospital, Clark County (Community and Economic Development, Comprehensive Planning)

Priority Action Items in this table are sorted by phasing.

## 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

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

### BOULEVARD MALL INFILL/ REVITALIZATION

*Stakeholder Working Group Priority #1*

*Phasing: Long-term (6+ years)*

As indicated in the text, the mall was acquired in 2013 and the new owner/developer brought in new community uses. Based on feedback from this developer, after years of TOD planning, the Boulevard Mall owners were pursuing a large scale, high density apartment complex on the vacant southern parking lot of the mall. These plans were abandoned after the developer sold his interest in the mall in 2019. As part of a developer interview during this project, the current owner indicated that they have plans/desires to redevelop the property, but unfortunately the plans are auto-oriented rather than TOD-style development. The TOD study recommendations provide a great opportunity to enlighten the new ownership with the profitable possibilities that could come from such a large area redeveloped with TOD principles.

#### Next Steps/Quick Wins:

Clark County could put together a Boulevard Mall Infill/Revitalization seminar with the new owners of the mall to discuss possible incentives, from the Maryland Parkway Overlay District and/or other redevelopment incentives and promote the concepts and recommendations from the new TOD study

to gauge owner interest and spark ideas for profitable redevelopment.

If the new owner's response from the seminar is positive, then an expanded workshop/practicum could be produced that would focus on successful mall redevelopment with practitioners brought in from other malls that have successfully redeveloped with TOD.

Façade Improvement Projects are a frequent incentive used to improve the look of an area in need of redevelopment. Clark County could adopt a façade improvement program for this select area or for a larger portion of Maryland Parkway.

#### Implementation Champions

**Lead Champion(s):** Clark County (Comprehensive Planning, Community and Economic Development)

**Supporting Champion(s):** Maryland Parkway Coalition, Urban Land Institute (ULI) Nevada Chapter, County Commissioners, UNLV College of Engineering, UNLV College of Architecture, RTC (Southern Nevada Strong Division)

### DESERT INN ROAD DIET

*Stakeholder Working Group Priority #2*

*Phasing: Mid-term (3-5 years)*

A Complete Streets style road diet along Desert Inn Road would help calm vehicular traffic while ensuring substantial space for people to safely walk and bike along the same corridor.

#### Next Steps/Quick Wins:

Begin the planning, design, and funding process for a Complete Streets re-design for Desert Inn Road with potential elements to include a road diet, protected bicycle lanes, and wider sidewalks, in collaboration with the RTC Complete Streets Program. Preliminary steps should include a traffic study to determine if daily motor vehicle volumes fall within the Federal Highway Administration (FHWA) suggested threshold for traffic along two lanes per direction (as opposed to the current three).

#### Implementation Champions

**Lead Champion(s):** Clark County (Public Works)

**Supporting Champion(s):** RTC Complete Streets Program, FHWA Road Diet guidance.



*Pedestrian-oriented fast food*



*Restaurant with attention to urban design*



*Walk-up restaurant window*

## **PAD SITE RETROFIT/URBAN DESIGN**

*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 52 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 public realm support from the County to connect better from the public right-of-way to the building or through the parking lot. This would pair with a matched investment from the property owner in building design improvements.

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

### **Next Steps/Quick Wins:**

The 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.

The champions 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 (Comprehensive Planning, Community and Economic Development)

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

## MEDICAL MIXED-USE OPPORTUNITIES

*Stakeholder Working Group Priority #4*

*Phasing: Long-term (6+ years)*

Nevada HAND, a local not for profit affordable/senior housing developer, has recently completed a comprehensive, community focused and health focused, affordable housing development on Boulder Highway near Desert Inn Road. While this new community would not be considered true TOD, it does have several similarities to the Medical Mixed-Use concept in that several community needs (good mass transit service, senior center, medical clinic, boys and girls club, etc.) have been consciously collocated with the affordable housing units. Nevada HAND has expressed strong interest in doing something similar along Maryland Parkway. Nevada HAND has a long track record of providing quality developments for seniors and lower income residents. They also understand the importance for high quality transit access for their residents.

Sunrise Hospital has visionary leadership, access to development capital funds, and is in the midst of an ambitious expansion plan. Their plans include new and remodeled hospital towers, new structured parking, potential acquisition of land currently in residential use to the east of Sunrise Hospital, and Medical Office Building expansion on the west side of Maryland Parkway. Their plans may provide a great opportunity to incorporate TOD.

## Next Steps/Quick Wins

Clark County could meet with Sunrise Hospital Executives on the latest updates to their expansion plans to see how the TOD recommendations, such as affordable housing for hospital staff, medical mixed use etc., may fit into their plans.

## Implementation Champions

**Lead Champion(s):** Sunrise Hospital, Clark County (Community and Economic Development, Comprehensive Planning)

**Supporting Champion(s):** Nevada HAND, Nevada Housing Coalition, NAIOP Southern Nevada Chapter, Nevada Chapter of ULI, Boulevard Mall, RTC (Southern Nevada Strong Division and Transit Divisions), Maryland Parkway Coalition, County Commissioners



*Mixed-use building with pharmacy on ground floor*



*Park space with exercise elements*



*Medical mixed-use example*



Small mobility hub in parking lot



Thermoplastic paint in crosswalk



Shelter for rideshare pickup

## SMALL SCALE MOBILITY HUB OPPORTUNITY

*Stakeholder Working Group Priority #5*  
*Phasing: Near-term (1-2 years)*

Project stakeholders expressed a desire for a small scale mobility hub suited for the neighborhood surrounding the Desert Inn Road station. The lots at the northeastern, southeastern, and southwestern corners of the Desert Inn Road and Maryland Parkway intersection all have the potential to be incrementally transformed into more pleasant places for people to wait for the bus and running essential errands.

### Next Steps/Quick Wins:

Clark County, in partnership with RTC, should monitor and identify the most appropriate site for a small scale hub based on where people are currently waiting for the bus, walking routes people take to and from the sidewalk, and where existing vehicular parking is underutilized. Clark County should work with landowners to develop a temporary permit and easement to extend the RTC bus stop area to encompass the small-scale mobility hub as a pilot project -- demarcating specific areas of the lot closest to bus stops and streets which are designated for small scale mobility hub use.

Clark County, in partnership with RTC, should identify all the potential paths of travel and rights-of-way one would conceivably take to walk to and bike to the mobility hub site based on existing conditions, including shortcuts across vacant parcels and surface lots. Those paths of travel should be identified using a combination of pavement markings, directional floor decals, and tactile markers for ADA purposes.

The application of textured thermoplastic paint on the lot area designated for pedestrians will help reinforce the idea that this mobility hub is a public space separate from roadway and private vehicle use.

Clark County should coordinate along with RTC to accept permits for small scale food truck or mobile/pop-up store operations at (or immediately adjacent to) the mobility hub, with priority given to vendors promising to sell produce (to help address the limited food access in the area).

Designated areas for bicycle and e-bicycle share, bicycle parking, micro-mobility share (such as e-scooters), ride share pick-up and drop-off, and shuttle stops should be identified and marked on the pavement through an easy-to-understand color code and pictorial system.

On all steps of the journey from bus stops to the mobility hub, clear bi-lingual directional signage should direct people to the mobility hub, along with nearby destinations and all mobility options (bus transfer points, bicycle share, ridehailing pickup/dropoff locations).

Over time, phased improvements to the lot as described in the pad site retrofit (including new landscaping and ADA-accessible paths of travel) should be considered, designed, and developed.

### Implementation Champions

**Lead Champion(s):** RTC, Clark County (Community and Economic Development, Comprehensive Planning)

**Supporting Champion(s):** Potential mobile vendors of food, produce, and essential items, neighboring land owners and business owners



*Bike share users*



*Digital wayfinding signage*



*Mobile food vendor*

