



# Maryland Parkway TOD Plan

## Meeting Window #1 Feedback Memo

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The Maryland Parkway Corridor Transit Oriented Development (TOD) Plan is a collaborative endeavor between the Regional Transportation Commission of Southern Nevada (RTC), the City of Las Vegas, Clark County, stakeholders and community members to improve transportation and spur transit-oriented development along the Maryland Parkway corridor. Based on extensive input from local stakeholders and multi-agency technical groups, the resulting Plan will identify priority locations for TOD, preferred types of development and characteristics, as well as implementation actions and tools to guide investment along the corridor.

This memo summarizes the combined feedback from the following community engagement activities held during Meeting Window #1 (January 27–29, 2020):

- Community Meeting #1
- Stakeholder Advisory Workshop (SAW) #1
- CC Multi-Agency Technical Group Meeting
- CLV Multi-Agency Technical Group Meeting
- CLV Planning Commission Presentation
- Stakeholder Interviews (6)

Discussions covered a range of topics, including opportunities and challenges related to walkable/bikeable station areas, TOD types for different Focus Areas, project goals, ideas for further community engagement, and more. Detailed notes and TOD activity poster photo reductions from the Community Meeting are compiled under separate cover.

The remainder of this memo summarizes participants' feedback and includes a range of ideas offered on key topics. The memo is organized into the following sections:

- I. Goals**
- II. Challenges**
- III. TOD Characteristics/Opportunities**
- IV. TOD Station Areas**
- V. Further Engagement Opportunities**

# I. Goals

Participants described many aspirations for the future of the Maryland Parkway corridor. In considering results from the range of engagement activities, several commonalities emerged. Below are five outcomes for which to strive through planning and investment.

## 1. Significant Mode Shift

- Prioritize a shift from single-occupancy vehicles to transit
- Increase ridership
- Change negative perception of riding the bus
- Create an easy transit experience
- Ensure ease of first- and final-mile connections

## 2. Easy, High-Quality Transit and Destination Experience

- Design a quality built environment with pedestrian/bicycle amenities and wayfinding to support convenient, enjoyable experiences
- Connect to priority destinations: Medical District, schools, senior housing, grocery stores
- Provide sufficient, easy-to-access parking
- Provide a range of retail (cafes, restaurants, shopping, groceries, pharmacies, etc.) easily accessible to station areas

## 3. Diverse Housing Options

- Initiate a comprehensive approach to housing at the station area level
- Build new housing and renovate/improve existing housing
- Provide affordable and market rate housing in mixed-income developments

## 4. Safe, Comfortable Environment

- Increase pedestrian comfort (e.g., shade/covered areas, crosswalks)
- Enhance bicycle amenities (e.g., racks at stations and on buses)
- Explore traffic control measures
- Add lighting
- Address crime and safety concerns

## 5. Incentivized Development

- Spur new, desirable, cohesive development
- Address barriers to development
- Consider code changes and financial incentives (such as Tax Increment Financing) to spur development

## II. Challenges

Participants provided input related to possible obstacles to creating walkable and bikeable station areas centered around bus rapid transit.

### Ridership and Accessibility

- Regional auto-dependency/current lifestyle trends
- Negative perception of riding the bus
- Distance to service/destination
- Transit timing
- Needs of the senior population
- Current transit rider displacement—need to accommodate long-time residents and the elderly
- Transit cost—consider free transit zones

### Safety and Comfort

- Downtown traffic congestion and parking
- Redistributing current traffic
- High-speed automobiles
- Minimal pedestrian and bicycle amenities
- Lack of shade
- Insufficient street lighting
- Antisocial behavior, loitering, and homeless camping
- Need for increased security at Maryland Square and elsewhere

### Commercial/Business Uses

- Lack of economic diversity—current Downtown employers are predominantly casinos and employees cannot afford the high Downtown housing prices
- Retail viability—need tenants and customers to support development; high rent impacts retail prices to customer
- Cost per square foot and vacancy rates
- Need for property owner support to reinvest in properties

### Development

- Existing built-out corridor and suburban style development—need compact development along the corridor to foster walkability
- Insufficient housing to support true downtown urban living
- Lack of affordable housing
- Current City/County parking requirements are unsustainable and create sprawl
- Limited land availability/lack of affordable land
- Right-of-way constraints
- Sustainability
- Cost to build and finance high-quality design

### III. TOD Characteristics and Opportunities

Participants described preferred types of development, land uses, and characteristics they'd like to see around stations and/or along the Maryland Parkway corridor.

#### Development Characteristics and Tools

- Implement strong neighborhood-to-transit connections to increase ridership and energize neighborhoods
- Identify infill opportunities and redevelop the largely built-out corridor in a more desirable way
- Promote compact development to foster walkability
- Include high-density, mixed-use development
- Consider transitions to existing neighborhoods
- Look to successful urban TOD as models, such as Seattle, Portland, Los Angeles, and Phoenix
- Create design guidelines, and use the MP overlay and form-based code as tools to implement desired, high-quality projects
- Use inclusionary zoning to ensure housing for low to moderate incomes
- Identify sustainable approaches

#### Land Use Types

- Include vertical mixed uses with retail on ground floor and residences above
- Provide housing with a range of prices, including transitional, affordable, workforce, and mixed-income housing
- Apply a regional solution to affordable housing—needs to be mixed income at the right percentage of affordable versus market rate
- Examine viability for retail types based on market conditions
- Develop experiential retail—BRT can be part of the experience
- Include parks and public open space around stations

#### Distinct Identity/Beautification

- Create destinations
- Address blight
- Build on existing identity with distinct Districts
- Develop memorable corridor and transit line branding
- Include signage and wayfinding
- Designate areas to display public art in coordination with plans underway through Maryland Parkway Public Art Strategic Design

#### Transit Modes

- Increase BRT ridership
- Improve the pedestrian and transit user experience
- Provided shade with covered areas and shade tree landscaping
- Add pedestrian and bicycle amenities, including wide sidewalks and bike lanes
- Support a range of modes, including walking, riding bicycles, scooters, etc.

- Consider distribution of BRT stations
- Develop parking strategies to ease access

### **Funding and Development Incentive Opportunities**

- Encourage private investment into the corridor
- Explore public-private partnerships
- Consider creating an Improvement District
- Consider redevelopment districts and Tax Increment Financing (TIF) to attract developer investment
- Explore changes to code to encourage developers (e.g., steel versus wood construction, form-based zoning, zero lot lines/5' setbacks)

### **Safety**

- Enhance safety and security
- Install signage and enforce no loitering, camping, defacing/destruction of RTD property
- Carefully consider placement of benches and RTD stop covers so they do not attract loitering and camping
- Use Crime Prevention through Environmental Design (CPTED) techniques and design with visibility into stations

## IV. TOD Station Areas

Community members recommended a number of station areas as having the most potential for Transit-Oriented Development, and provided feedback on potential TOD Types.

### Focus Areas with Most Potential for TOD

- Medical District
- Grand Central Parkway—adjacent uses
- Downtown
- 4<sup>th</sup> Street
- Maryland/Carson Avenue
- Charleston—Huntridge Park (turning into Children’s Sculpture Park), Huntridge Theater
- Maryland Parkway between Charleston and Sahara
- Sahara to Karen—dense population center; redevelopment area with great potential; shared by City/County
- Sunrise Hospital
- Between Desert Inn and Flamingo
- Boulevard Mall—space for infill/redevelopment
- Maryland Square—redevelopment opportunities, affordable housing and senior center; note deed restrictions (e.g., methadone clinic; retain 1,000 parking spaces)
- Flamingo
- Between Tropicana and Flamingo
- University- UNLV to Downtown connections. Target, Albertsons, Best Buy.
- Southern Corridor—Maintain affordable housing and address gentrification concern
- Russell Road to the Airport

### TOD Types

- Address character of transition areas between TOD Types
- Include vertical mixed use in TOD typology
- Maintain historic areas along the corridor
- Ensure that a “Medical” typology would not be mono-focused on medical uses; include a mix of uses (residential, retail, amenities)

### Other Recommendations

- Develop larger, more distinct stations
- Identify stations with potential around an anchor (e.g., UNLV, Downtown, Huntridge, Medical District)

## TOD Type Workshop Exercise Results

The Regional Transportation Commission's OnBoard Mobility Plan (2018) defined nine different TOD Types specific to Southern Nevada. These TOD Types provided a starting point for evaluating the most appropriate types of development for the proposed Maryland Parkway Corridor Focus Areas. One TOD Type, the Las Vegas Strip, was excluded from this exercise due to its inapplicability along the corridor. During Community Workshop #1, participants placed stickers on maps to indicate which TOD Types would be most appropriate for the different Focus Areas. Results are tallied below. Any Focus Area with a clearly preferred TOD Type is highlighted in orange.

	TOD Types							
	Downtown Local	Downtown Regional	Educational Campus	Employment District	Entertainment District	Medical District	Town Center	Urban Neighborhood
<b>TOD Stations</b>								
Medical Center			1	2		3		
Palomino			1	1		1		
Shadow			3	1				
Grand Central Parkway	1	3		1				3
Bonneville Transit Center		2		4	3		2	
4 <sup>th</sup> Street		1		2	2			3
8 <sup>th</sup> Street		2		2	1		1	1
Maryland	2				2		1	1
Charleston	2	3			3		3	1
Oakey	1		1	1		1	1	4
Sahara	3	2		1			2	1
Karen					1		1	1
Sunrise Hospital	1		1	2		1		
Desert Inn	1	1					3	
Boulevard Mall	7	1	1	2	1		6	2
Katie	4			2			1	2
Flamingo	1	1						
University Ave.	1	6	5		1		1	
University Rd.	1		1	1				
Tropicana	2	1	1		1	1		
Reno	2			2			4	3
Hacienda	2			2		1	3	
Russell		1				1		

## V. Further Engagement Opportunities

During the first phase of meetings and interviews, stakeholders suggested additional groups, engagement tools, and coordination points to consider going forward.

### Audiences

#### *Residents/Property Owners*

- Residents
- Property owners
- Homeowners associations
- Property management/apartment management groups
- Tenants/tenant groups
- High-density apartments (52) between Desert Inn and Flamingo

#### *Neighborhood Groups*

- Neighborhood associations
- Neighborhood/block groups

#### *Diversity*

- Diverse stakeholders
- Senior Centers—Maryland/Bonanza Senior Housing
- Refugee populations

#### *Business Organizations and Individuals*

- Retail Association of Nevada
- National retailers
- Grocery stores
- Downtown Alliance
- Boulevard Mall
- Fremont Street Experience
- Downtown Projects (DTP)
- Plaza Hotel
- Developers (Nevada Hand and Ovation Utilities)
- Go Med Circular Autonomous Shuttle
- Utilities

#### *Educational Institutions*

- University of Nevada, Las Vegas (UNLV)
- Orr Middle School
- Valley High School
- New High School
- Ruby Thomas Elementary
- Las Vegas Academy

#### *Faith Community*

- Reformation Church
- Other places of worship

#### *Community-Based Organizations, Foundations, Advocacy, and Special Interest Groups*

- Transportation Resource Advisory Committee and Community Collaboration (TRAC) for RTC
- Fast RTC
- Maryland Parkway Coalition
- Affordable Housing Partners
- Nevada Housing Coalition
- Medical District Planning Committee

#### *Policy Makers*

- City Council
- Planning Commission
- City and County government staff



## Potential Outreach Tools and Forums

- Use visualizations to convey potential development to staff, neighbors, developers, and other stakeholders
- Conduct intercept/pop-up events (UNLV, senior centers, schools, grocery stores)
- Consider Tagalog interpreters for pop-up events in target neighborhoods
- Hold block parties (e.g., Baker Park)
- Capitalize on UNLV events (e.g., Festival of Community and basketball games)
- Town Hall Meetings
- Offer transportation to help elderly residents attend meetings
- Consider survey fatigue
- Use public art to roll out/encourage public involvement
- Post on social media (e.g., Nextdoor, Facebook, Twitter)
- Develop talking points for elected officials
- Use Retail Association of Nevada's 2,400-person mailing list
- Distribute newsletter articles, emails, meeting announcements, and fact sheets

## Other Coordination Recommendations

- Designate project champions
- Consider appointment of a liaison to the Stakeholder Advisory Workgroup
- Develop a lobbying strategy
- Share ideas with new Economic Development Department
- Educate community on: equitable TOD, workforce housing, and other topics
- Coordinate with concurrent planning processes and existing Plans
  - 5-Year Consolidated Plan (investment program, CBDG funding, land banking)
  - Maryland Parkway Public Art Strategic Design Plan
  - Maryland Parkway Comprehensive Planning Ordinance
  - Charleston Improvements/Public Works

