



Preliminary Plan Framework

Draft: September 2020



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Introduction

About Transform Clark County

Clark County recently launched a major effort—called Transform Clark County—to establish a cohesive, countywide vision for the future and a defined strategy to achieve that vision. This effort will include a complete rewrite of Clark County’s key policy and regulatory documents—the Master Plan and Development Code. Although the Master Plan has been amended and revised over time, it has not been comprehensively updated since 1983. The updated Master Plan will serve as a policy guide for the growth and physical development of Clark County over the coming decades and will inform subsequent updates to the Development Code.

Purpose of this Document

This document establishes a preliminary direction for the Master Plan, based on input from and analysis of:

- Community and stakeholder input received to date;
- Demographic, population, and other trends and forces in Clark County;
- Existing Clark County Master Plan Elements;
- NRS requirements; and
- Numerous related plans and studies for the County and region.

This document represents a key milestone in the Transform Clark County process. It is intended to provide an opportunity to “check-in” with stakeholders and the community on three key questions: Have we heard you correctly? Are we on the right track? Are we missing anything?

Next Steps

Based on input received as part of stakeholder and community meetings in September-October 2020, the project team will refine the Plan Framework and begin to develop countywide policy directions for discussion in late 2020.

Project Timeline

One of the overarching goals for the Transform Clark County process is to improve alignment between the Master Plan and Development Code. The process diagram and timeline below illustrates key points of overlap between the two efforts.

- P** Master Plan Elements
- C** Development Code Elements

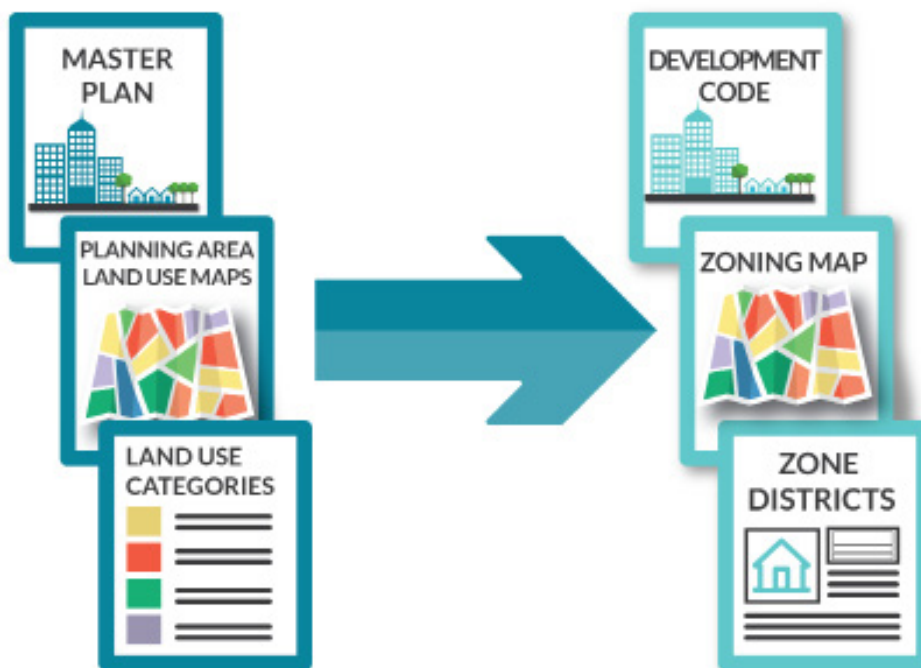




What is the Difference Between the Master Plan and the Development Code?

The Master Plan is the leading policy document that Clark County uses to guide future growth and day-to-day decision making. It is an *advisory* document.

The Development Code establishes the regulations, development standards, and procedures necessary to implement the land use guidance provided by the Master Plan. It is a *regulatory* document that carries the force of law.



- **MASTER PLAN** - Goals, policies, and implementation strategies
- **PLANNING AREA LAND USE MAPS** - Establish desired future land use patterns within the County's 11 planning areas
- **LAND USE CATEGORIES** - Define category characteristics, such as density range, mix of uses, and other key considerations
- **DEVELOPMENT CODE** - Regulations, development standards, and procedures
- **ZONING MAP** - Determines what zone districts apply to individual parcels
- **ZONE DISTRICTS** - Regulates things such as building height, lot size, setbacks, and what uses are permitted



When Will We Get to the Development Code?

In order to improve alignment between the County's policies and regulations, updates to the Development Code must be based on the updated Master Plan. As a result, conversations with stakeholders and the community about the Master Plan and Development Code are slightly staggered. This document focuses specifically on the Master Plan. However, the project team received significant input on issues and opportunities associated with the Development Code as part of initial stakeholder interviews in June and July. Some of the key themes that emerged from those discussions include:

- Make the Development Code more user-friendly
- One size does not fit all
- Reduce reliance on waivers and nonconforming zone changes
- Provide a more flexible PUD option
- Improve the efficiency of procedures and administration
- Modernize uses and broaden the lineup of zoning districts
- Raise the bar for development quality
- Remove regulatory barriers to infill, redevelopment, and adaptive reuse

This feedback has been captured in a preliminary [Issues and Opportunities Summary](#) and will be used as a foundation for more in depth discussions on the Development Code beginning later this year.

Clark County Today

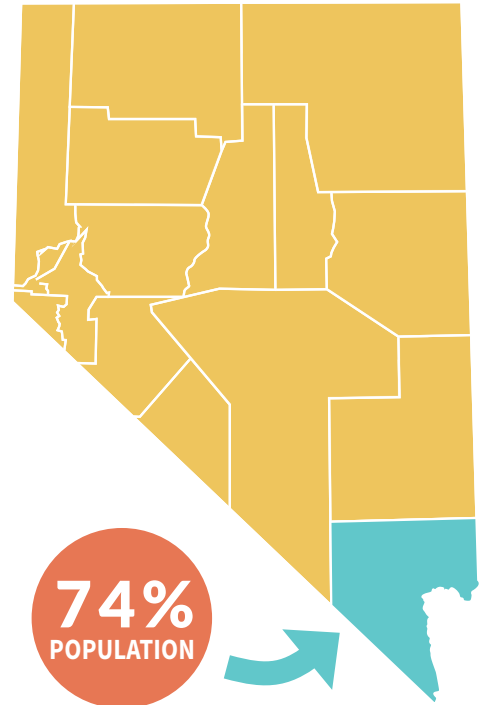
County Snapshot

In 2019, Clark County was home to 2,293,391 residents — 74% of the State of Nevada’s population.* Over half of the County’s residents live in incorporated cities (55%), with the other 45% in unincorporated areas.

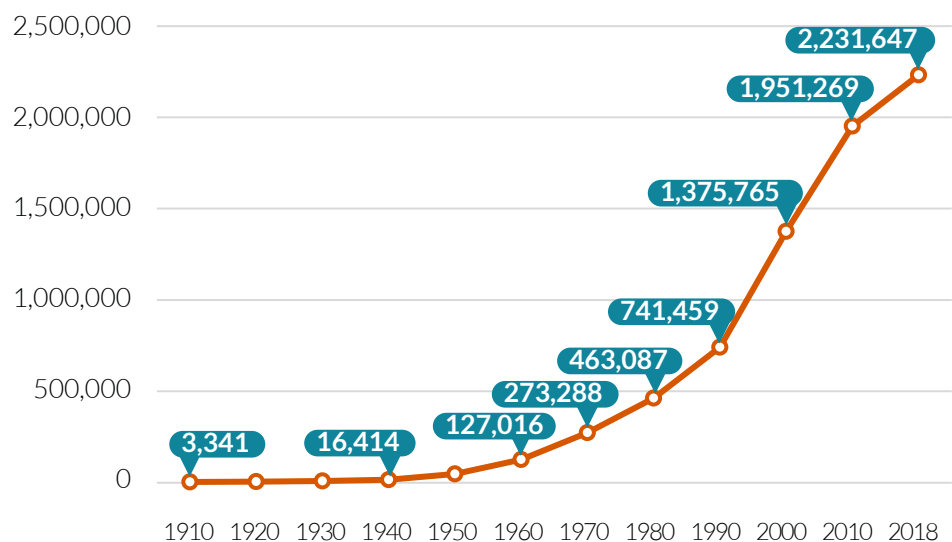
*Source: NV State Demographer

Rapid Growth

Between 1990 and 2007, Clark County was one of the fastest growing counties in the nation, with a 5.63 percent average annual population growth rate. Growth has slowed since the 2008 Recession, hovering closer to 2 percent on average. Between 2010 and 2019, the County’s population increased by more than 19 percent.



CLARK COUNTY POPULATION (1910-2018)

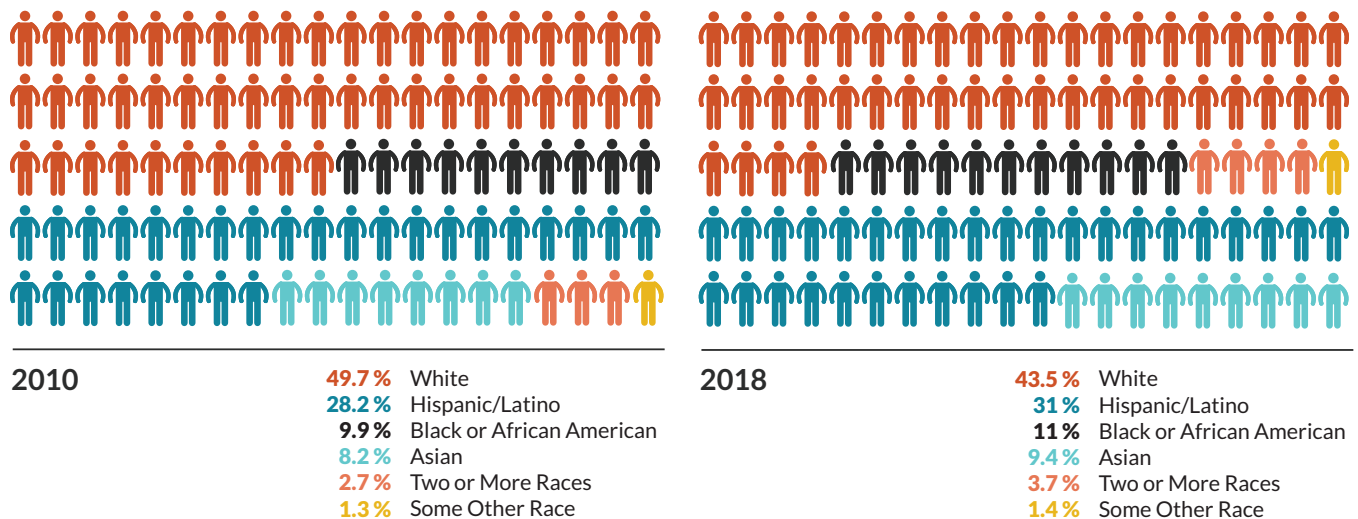


Sources: US Decennial Census (1910-2010); SNRPC Consensus Population Estimate (2018)

A More Diverse Population

According to the US Census, between 2010 and 2018, the County became a majority minority population.

CLARK COUNTY RACE AND ETHNICITY (2010-2018)

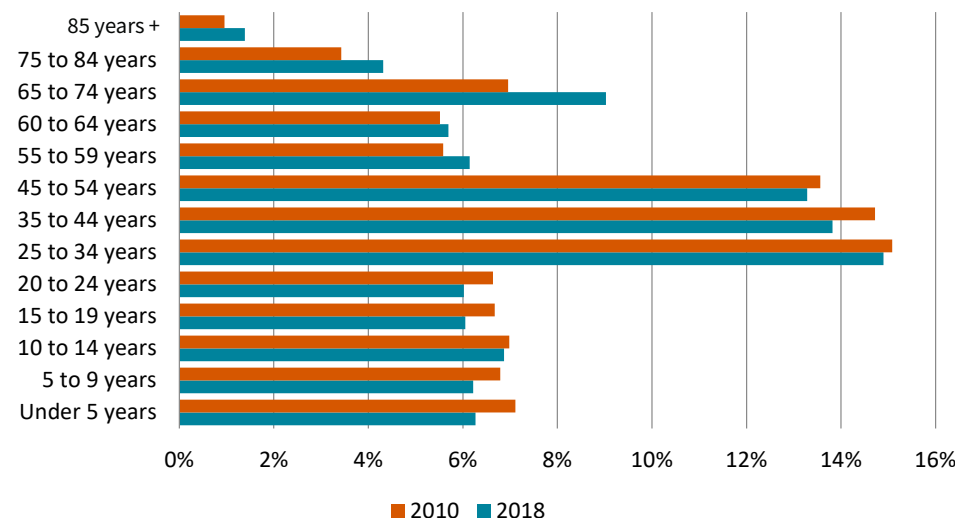


Source: US Census, American Community Survey
Demographic 5-year estimates, 2010 and 2018

An Older Population

The majority of Clark County's population is between 25 and 54 years old. Between 2010 and 2018, the percentage of retirement age residents increased most, while the number of school-aged children went down.

CLARK COUNTY POPULATION AGE GROUPS (2010-2018)



Sources: US Census, American Community Survey, Age and Sex, 5 Year Estimates,

MEDIAN AGE CLARK COUNTY

2010 **35.1 yrs**
2018 **37.1 yrs**

MEDIAN INCOME CLARK COUNTY

2010 **\$55,700**
2018 **\$57,600**

% LIVING IN POVERTY CLARK COUNTY

2010 **15%**
2018 **<14%**



Community Values

What do we value about our communities? What makes us glad to call Clark County home? What makes this place different from everywhere else? As part of the Transform Clark County process, more than 2,800 residents recently took the opportunity to give their opinion on these matters (and others related to planning the County's future). We asked the question: What would you like to see stay the same about Clark County? Here's what we heard...

"Neighborhood parks are plentiful. That's a great thing."

"Quality trails, plenty of open space and parks, access to world class recreational opportunities."

Access to the Outdoors and Recreation

By far the most frequently cited aspect about Clark County that residents appreciate today is that they live in a beautiful location. The value attached to the County's parks and open spaces, access to public land, and the ability to get outdoors and enjoy it all is very high.

"Housing prices have always been a reason to stay in Clark County."

"Keep taxes as they are. Do not raise them."

Affordable Cost of Living

Clark County offers a relatively low cost of living, at least in part because of low taxes. This contributes to the overall affordability of the County, and is an aspect of life in Clark County that residents do not want to see change.

"Compared to other states that we have lived in, the overall cost of living is good in Clark County."



“Good food, great entertainment, bright lights, Viva Las Vegas Baby!”

Entertainment, Culture, Food and Gaming

Tourists aren’t the only ones to benefit from all the attractions that make Las Vegas one of the foremost vacation destinations in the world – residents do too! They are glad of the array of excellent restaurants, world class shows, 24-hour casinos and entertainment at their fingertips.

“We have a generally tolerant and accepting community that bands together during times of need. I generally truly love living in Clark County.”

“Emphasis on FUN.”

Diversity and Openness

Residents value the fact that sometimes their neighbors aren’t just like them. Diversity is an asset, as are the openness and inclusivity that come with living in a place alongside such a wide variety of people.

“I moved for a few years in 2000 - 2004 and I never realized how much I missed the cultural, religious, ethnic diversity of Clark County. We are blessed to have so many people from some many places that can share their lives with us.”

“The people. There’s so much diversity in Clark county and I want to see it flourish.”

Tourism

Tourism brings many benefits to the area, ones that residents enjoy along with visitors. Everyone is waiting to see a rebound of the tourism industry after the pandemic, where visitors can resume their important role in supporting the region’s economy, and residents can resume their role in supporting visitors’ experience in the County.

“This town was built on hospitality and ... we need to keep that spirit of hospitality and giving as a core concept.”

“Open to the world via our magnificent entertainment and airport.”

Clark County in 2050

What are We Planning For?

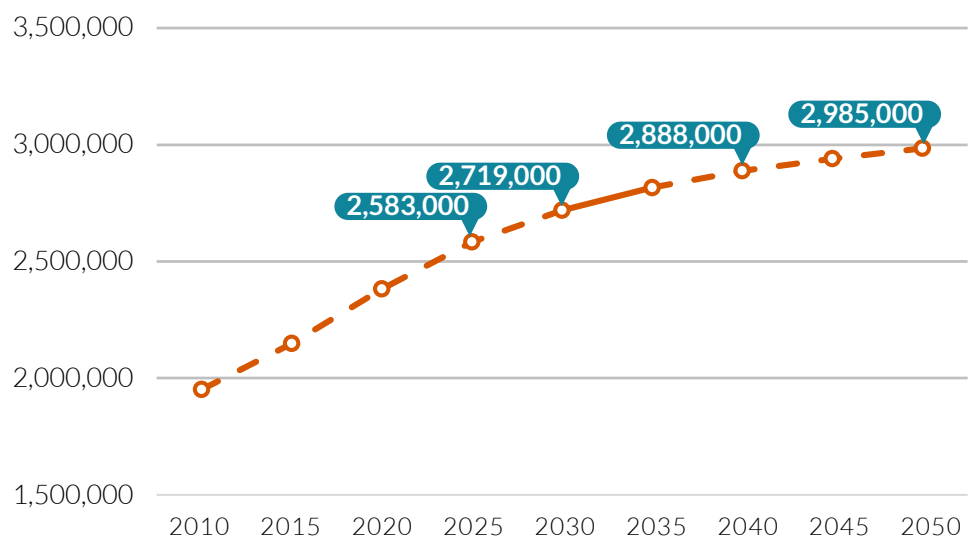
Planning for the Long-Term Amidst Near-Term Uncertainty

The Master Plan is a long-range planning tool. By the end of the planning horizon—2050—the population of Clark County is forecast to reach nearly three million people – an increase of over 618,000 people over 2020.

While the focus of the Transform Clark County process is on the long-term, it is important to acknowledge that we are planning for the future in the midst of significant uncertainty about the present. Though the full ramifications of the 2020 COVID public health crisis remain to be seen, the short-term impacts on unemployment rates and businesses have been severe.

The Master Plan will need to recognize these challenges, but also maintain a focus on the long-term.

CLARK COUNTY POPULATION FORECAST (2010-2050)



Source: UNLV Center for Business and Economic Research (CBER), June 2019.

**“Look to the future.
Stop thinking about
what it used to be.
Start thinking about
what it’s going to be.”**

What Have We Heard?

Despite the present uncertainty, residents have definite ideas for what they would like the future to be. When asked “What three words best characterize your vision for Clark County’s future?” these are the phrases that came up most frequently in response.



What Challenges Do We Face?

While residents expressed many positive aspects of living in Clark County, they also expressed concerns about the future, and identified many opportunities for improvement. Though covering many topics, residents expressed a broad consensus about the most pressing issues, along with a high level of awareness of the interrelation among the most frequently cited concerns.

Pace of Growth

Residents worry that the recent rate of expansion is not sustainable. They understand that there is a limit to the capacity of their surroundings to absorb more people and more development, and many feel the area is approaching that limit. The present, they feel, is an opportune time to turn to more “guarded growth” that includes a stronger focus on growing up versus out.

Affordability

Residents perceive that growth pressures have reduced the affordable cost of living the County has long enjoyed, with particularly noticeable impacts on the cost of housing. They recognize the need for action on this front, particularly in relation to lower income residents and vulnerable populations.

Economic Resilience

The 2008 recession and the extended recovery timeframe brought home to Clark County residents the vulnerability of an economic base highly concentrated in the tourism and entertainment industries, and events at the time of writing are proving a difficult reminder of that lesson.

“We need affordable housing for regular residents. We also need a two-pronged approach for our homeless population: more transitional housing options for those trying to become housed and some sort of sheltering management for those not able to transition.”

“The speed of growth maybe too fast now that our population is over 2 million. Perhaps we are too big for the carrying capacity of the space.”

“Better land use planning and smart growth integration. For the last 50 years Clark County has grown outward with single land uses that were not integrated or well-connected.”

“Anticipate future growth instead of reacting to current situation.”

“Building of affordable housing especially for young families and the elderly.”

“Affordable housing is going to always be a problem if we don’t work towards that now.”

“Only by improving quality of life will we be able to attract new industries and diversify our economy.”

“Concerted effort to diversify the economy beyond travel/ tourism, [and] better support within schools for both college prep and vocational education.”

“To survive the impact of [COVID] 19, the County needs to contemplate how to diversify the business portfolio.”

Sustainability

Concerns about growth are inextricably linked to concerns about the environment, with water availability, air quality, and transportation issues at the top of residents' lists in this regard. Residents also mention a need to rely more heavily on one of the resources that is most abundant in the valley: sunshine.

Transportation

Just as residents hope to diversify their economy, they also hope to diversify their transportation options. There are three clear transportation priorities where residents want to see a focus in the coming years: public transit, bicycle, and pedestrian facilities. Few believe – or hope – that driving is going away, but there is a shared disposition to expand the alternatives.

Rural/Urban Conflicts

As developed areas have expanded throughout the County, many residents fear rural areas being eliminated. They hoped to see the possibility for a rural lifestyle preserved, particularly in areas outside the Valley. Within the Valley, they hoped for limited encroachment and transition areas between dense development and more dispersed communities.

District-Focused Decision-Making

Residents feel that decision-making within the County tends to be very district-focused. While they grasp the advantages of this in individual districts, they point out that in the larger context, it leads to a sense of fragmentation within the County organization and a perceived lack of transparency. Residents expressed the importance of having a set of common goals and priorities that serve as the guide for consistent decision-making throughout the County.

“Better air quality, moving to sustainable energy sources and away from fossil fuels.”

“Plan for increased population and traffic, we don’t want to end up ... with [a] permanent traffic jam.”

“It would be great to see Clark County become a national leader in solar and wind energy.”

“More walkable and bikeable with easy access to public transportation.”

“We need to invest in quality public transportation to decrease traffic and air pollution.”

“Increase connectivity of sidewalks and bike paths. Increase walking paths.”

“Please help to respect the Rural Preservation Areas!!!”

“It used to feel quiet and on the outskirts of town. Now there are tons of ... developments, apartments, condos going up. I’d love to preserve some of the rural, edge of town feeling.”

“There is very little continuity or buffering in transitioning land use.”

“It seems difficult to participate in the government.”

“Builders seem to have more opportunities to participate and have influence in County Government than the residents.”

“Inclusion in decision making, consistent communication with the county, knowledge of our budget.”



Plan Framework

About the Plan Framework

This section establishes a preliminary structure for the new Master Plan. As proposed, it represents a shift away from the current topical or “element-based” Master Plan structure that Clark County has had in place for many years. This approach is intended to help make the Master Plan more user-friendly and accessible to all users, and to more clearly convey a cohesive vision for the County.

Core Values

A key focus for the Master Plan rewrite is to establish goals and policies that will set Clark County on a more sustainable and resilient path for the future. Achieving this will require us to strive to maintain certain aspects of Clark County that the community values today, while recognizing that we will need to adapt in the face of a certain amount of growth and change over the next ten to twenty years and beyond. Our ability to adapt successfully will require a continual focus on—and balance between—six core values:

- Unique communities, neighborhoods, and lifestyles
- Equitable access to services and amenities
- A healthy and sustainable natural environment
- A more connected Clark County
- A diverse and resilient economy
- Predictable growth and development

Because the core values are closely interrelated, they are intended to be viewed as being equal in weight and are not listed in any particular order of importance. This foundation encourages systems thinking to recognize and emphasize the interrelationships among the core values. A systems thinking perspective recognizes the interdependent economic, social, and environmental implications of policies, decisions, and outcomes, and recognizes the benefits and trade-offs across the core values.

Relationship to NRS Requirements

In counties with a population greater than 700,000 residents, NRS §278.160, requires the Master Plan to include eight topical elements, along with a number of sub-elements. The graphic on the following pages illustrates the relationship between each of the six core values and required NRS elements and sub-elements.



Core Value #1:

Unique Communities, Neighborhoods, and Lifestyles



Core Value #2:

Equitable Access to Services and Amenities



Core Value #3:

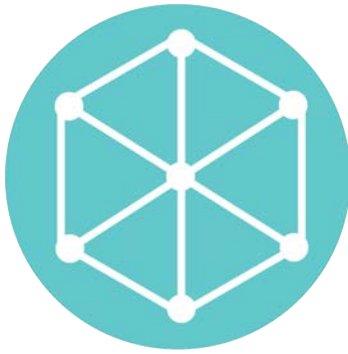
A Healthy and Sustainable Natural Environment

TOPICS ADDRESSED

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Housing access/affordability • Complete neighborhoods (design of new neighborhoods) • Established neighborhoods • Freestanding communities • Rural neighborhoods • Historic preservation | <ul style="list-style-type: none"> • Parks, trails, and open space • Health and human services • Arts and culture | <ul style="list-style-type: none"> • Air quality • Energy • Water • Waste reduction • Natural areas • Federal lands |
|---|--|---|

RELATIONSHIP TO NRS REQUIREMENTS

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Housing • Historic Preservation • Land Use (community design and development, master planned communities, rural neighborhoods preservation plan, mixed-use development) | <ul style="list-style-type: none"> • Recreation and open space | <ul style="list-style-type: none"> • Conservation • Energy |
|---|---|--|



Core Value #4:

**A More Connected
Clark County**



Core Value #5:

**A Diverse and
Resilient Economy**



Core Value #6:

**Predictable Growth
and Development**

TOPICS ADDRESSED

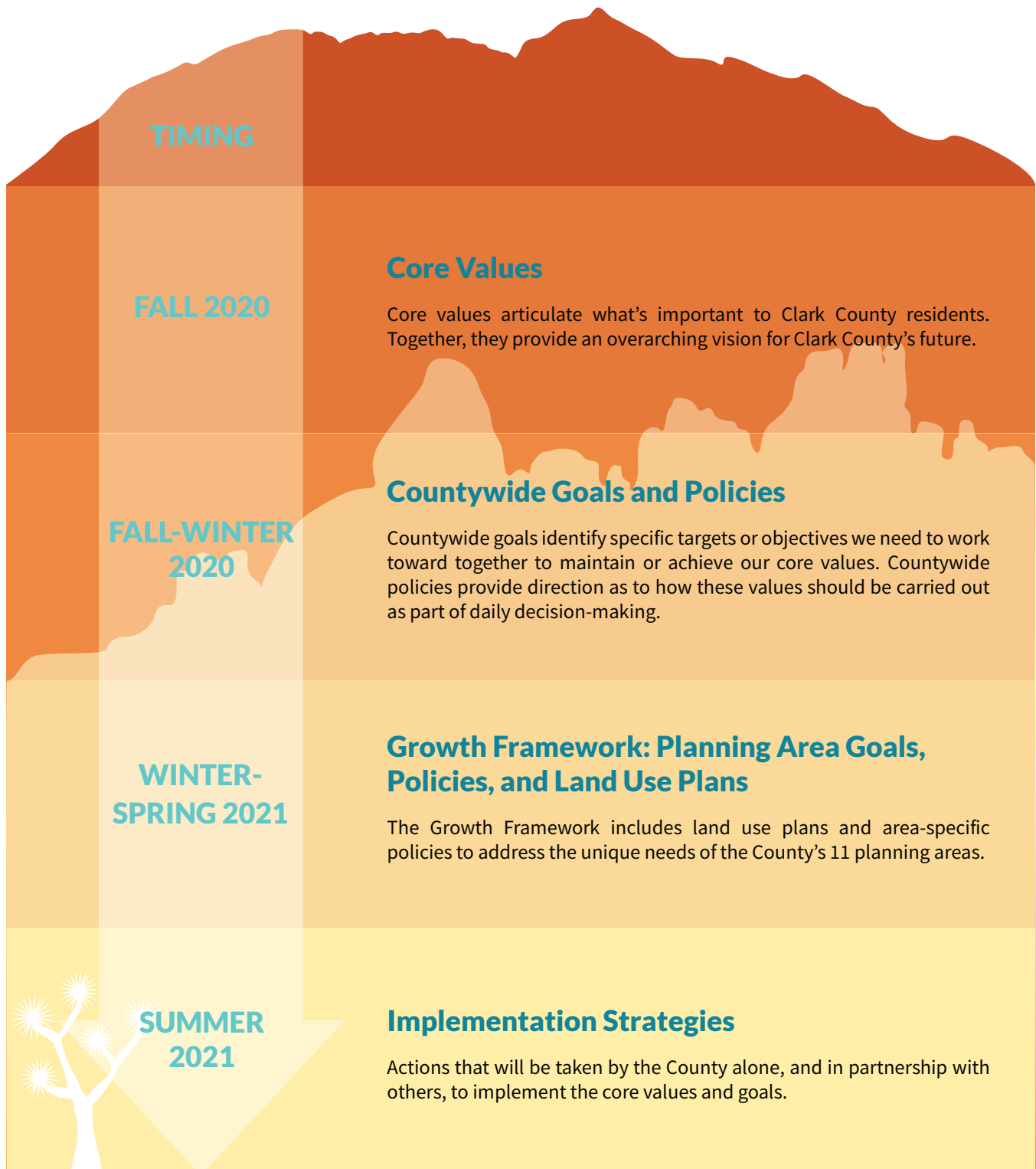
- | | | |
|---|---|--|
| <ul style="list-style-type: none">• Multimodal transportation• Regional collaboration• Transparent and inclusive government | <ul style="list-style-type: none">• Employment and job base• Education/workforce• Business-friendly environment | <ul style="list-style-type: none">• Growth management• Alignment with adopted plans• Development quality• Hazard mitigation• Adequate public facilities• Mixed-use and Transit-oriented development |
|---|---|--|

RELATIONSHIP TO NRS REQUIREMENTS

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• Transportation | <ul style="list-style-type: none">• Public Facilities and Services (economic and schools sub-elements) | <ul style="list-style-type: none">• Land use• Public Facilities and Services (utilities/aboveground utility plan sub-elements)• Safety (fire, police, and natural & man-made hazards sub-elements) |
|--|--|--|

Parts of the Plan

The graphic below illustrates the role of each layer of policy guidance in the Master Plan, and the general timing of each. Subsequent layers of the Master Plan will be developed in future phases. However, initial thoughts on topics to be addressed as part of the Countywide policies, and Growth Framework are also included to help inform discussions with County stakeholders and the community.





Core Value #1: Unique Communities, Neighborhoods, and Lifestyles

Where are we Today?

Clark County is made up of many unique neighborhoods and communities, and residents place a high value on protecting this diversity. The County offers a wide range of lifestyles, from “big city” urbanized areas to sparsely populated rural expanses, plus everything in between. Residents wish to maintain this wide array of choices in lifestyle, without losing sight of common goals that apply to the county as a whole.

Diverse neighborhoods and communities require diverse goals. In some older, established areas, residents are keen to see the existing neighborhood fabric preserved through greater efforts at historic preservation. Other areas are ripe for reinvestment and revitalization. Rural areas are concerned about expanding development, and in addition to protection of lower density areas, would like to see an emphasis on transition areas between higher and lower density neighborhoods. Residents would also like to a higher bar set for new neighborhoods in unincorporated Clark County.

Whatever the character of an area and the goals that are appropriate to it, the overarching objective of maintaining affordability unites them all. Residents recognize that a greater diversity of housing types would help to achieve this, and they are clear that there are areas where mixing single-family homes with apartments, duplexes and other kinds of units would be welcome development. Similarly, many would like to see more mixed-use centers and neighborhoods where various housing types and shops, restaurants, and services exist side-by-side.

In 2050, Clark County is a Place Where...

- Rural areas continue to thrive alongside urban ones, and areas of different character blend from one into another, with logical transitions between them
- Diverse housing options are available to suit different lifestyle preferences, needs, and income levels
- A family-friendly atmosphere thrives alongside many lifestyle options to accommodate the diverse population

“I LOVE the ‘older’ neighborhoods... with unique, non-cookie cutter houses.”

“Greater range of housing with more multi-family, variety of options to fit various lifestyles and stages of life.”

“I would like the more ‘rural’ parts of the county ... to keep their character, so that more space and a more rural lifestyle is possible for the mental and physical health and wellbeing of future generations...”



Goals/Policy Topics to be Addressed

Goal 1.1: Encourage diverse housing options to meet the needs of residents of all ages, income levels, and abilities

- Support diverse housing types at varying prices, densities, and locations
- Concentrate housing in areas that are—or could be—served by transit
- Expand housing options that provide support for vulnerable populations and opportunities for aging-in-place

Goal 1.2: Encourage the development of new neighborhoods that embody Clark County's core values

- Promote distinct neighborhood character and high quality amenities
- Encourage or require a mix of housing types
- Allow for mixed-use centers with services and residences in proximity to one another

Goal 1.3: Invest in and care for established neighborhoods

- Encourage reinvestment in aging and underserved areas
- Emphasize on-going maintenance and upkeep to maintain livability for existing properties

Goal 1.4: Maintain opportunities for rural lifestyles

- Minimize conflicts between urban and rural uses, with designated areas that allow for equestrian facilities and the keeping of farm animals
- Ensure infill has characteristics compatible with existing density and intensity of uses
- Incorporate “transition zones” between higher and lower intensity uses

Goal 1.5: Protect Clark County's historic resources

- Broaden awareness and understanding of historic resources in the county (e.g., through expanded survey efforts)
- Safeguard distinct neighborhood character in existing areas
- Support the designation of additional historic landmarks as opportunities arise

Goal 1.6: Protect the character and economic viability of the County's outlying communities

- Support the retention of distinct community identities (e.g., agricultural and ranching, recreation)
- Address the unique needs of different planning areas and communities through the creation and maintenance of area-specific plans and policies within the Master Plan

HOW DO WE GET THERE?

COUNTY'S ROLE

The County plays an important role in helping to achieve community and neighborhood goals. Through the consistent application of the Master Plan and supporting land use regulations, the County can ensure zoning districts reinforce desired uses and intensities, and use tailored standards, where applicable, to reinforce desired neighborhood character.

RELATED EFFORTS/INITIATIVES

There are several County initiatives underway that support these goals, along with the efforts of partners. Current efforts include:

- Rewrite of the Development Code in progress
- Specific Planning Area land use plans, updated on a 5-year cycle
- Stadium District Master Plan
- Regional Transportation Commission (RTC) and Southern Nevada Strong (SNS) Future Housing Forecast
- Southern Nevada Regional Housing Authority Annual Plan
- Maryland Parkway Transit-Oriented Development Corridor Plan



Core Value #2: Equitable Access to Services and Amenities

Where are we Today?

The County offers many services and amenities that contribute to the high quality of life that residents enjoy. There are great libraries, excellent parks, clean and safe streets, and support services for vulnerable populations. However, many of these services are not available in the areas where they are needed most. At over 8,000 square miles, the County is vast, and bridging the distances can be struggle for residents whose incomes and transportation options are restricted. In addition, new neighborhoods in unincorporated Clark County are, in most cases, built without the types of basic amenities and services that residents desire—such as parks and common open spaces. This practice has emphasized inequalities by geography and income level.

While there are numerous existing amenities that residents enjoy, many agree on one that is lacking: a local arts and culture scene. Casinos routinely bring national acts and blockbuster exhibitions to the area, but residents would like to see a stronger focus on local, small-scale community spaces to create and share art, music, theatre, and other creative pursuits of their own.

In 2050, Clark County is a Place Where...

- Every neighborhood has easy access to high-quality amenities including libraries, swimming pools, parks, and trails, and the means to get to open spaces a little further afield
- Every resident can access the services they need, without regard to income, and in close proximity to their home
- Local art and culture thrive alongside national acts and artists

“Improved social services, and processes that improve life for our minority and low-income populations.”

“There is not a strong arts and culture community outside of the casino resorts... More development of [local] arts and culture.”

“We need more recreation facilities and Parks/trails for our community. We need to serve our lower income communities with better opportunities to access these things.”



Goals/Policy Topics to be Addressed

Goal 2.1: Continue to expand the County's parks, trails, and open space at a level that is sustainable

- Continue collaborative efforts with cities, federal agencies, and regional partners to expand access for all County residents
- Complete linkages connecting existing trails and open spaces
- Prioritize maintenance of existing facilities
- Establish clear expectations for the provision of recreational amenities in new development

Goal 2.2: Continue to partner with human and social service providers and other regional partners in reducing homelessness and assisting vulnerable or at-risk populations

- Robust public health education and information dissemination initiatives
- Adequate support for social services to homeless and other vulnerable populations

Goal 2.3: Continue to support efforts to create local art, culture, and entertainment

- Support casinos that bring national entertainment and culture to the Valley
- Make space for local contribution to arts & culture
- Public art commissions

HOW DO WE GET THERE?

COUNTY'S ROLE

The County's updated zoning regulations can foster development of both mixed-use areas and the provision of diverse housing types. The County also plays a central role in planning for and maintaining parks, open space, and trails in unincorporated areas. Through collaboration with the cities and service providers, the County can help to connect residents to available resources.

RELATED EFFORTS/INITIATIVES

The following plans and initiatives can help in identifying and prioritizing service needs:

- Clark County Community Health Needs Assessment
- Southern Nevada Strong Regional Plan
- Regional Open Space Plan
- Regional Bicycle & Pedestrian Plan for Southern Nevada
- Nevada Comprehensive Outdoor Recreation Plan
- City park, recreation, and trails plans



Core Value #3: A Healthy and Sustainable Natural Environment

Where are we Today?

Clark County boasts some of the most unique geography anywhere in the world, and residents are well aware of their good fortune in this respect. From the heights of Mount Charleston to the beauty of Red Rock Canyon, from the modest confines of the Ethel M Botanical Cactus Garden to the vast expanse of Lake Mead, residents cite the ready access to parks, public lands and outdoor recreation areas as one of the strongest “positives” of living in the County. While enjoying the natural assets of the County, residents are also keenly aware of the importance of being wise stewards of the environment.

Managing resource use is one frequently cited concern, allied closely with the need to preserve existing open spaces from encroachment. Residents have witnessed recent growth bring development to the very perimeter of open spaces, and while regional growth is forecast to continue at a slower pace, they are conscious of the need to act now to balance future expansion with conservation. The desired outcomes include growth centered in existing urban areas; compact, mixed use communities that allow a reduction in carbon footprints; and an increased emphasis on sustainable development practices.

There is also concern over how climate change is and will increasingly affect County communities and vulnerable residents. The extent of change remains unclear, but there is agreement that present actions can mitigate future impacts. Residents support the expansion of sustainability initiatives at the County and state levels to ensure the continued viability of natural resources and the environment, so that future generations can benefit from the same assets we enjoy today.

In 2050, Clark County is a Place Where...

- Deliberate steps taken at the County level to establish and work to achieve measurable climate action goals have made Clark County more resilient to the effects of extreme heat, drought, and other effects of climate change
- Collaboration at the regional, state, and federal levels has supported the preservation of open space, public lands, and resulted in improved air quality
- Through continued efforts and a deliberate focus on compact, sustainable development and low-impact lifestyles, we are able to pass on to the next generation a healthy natural environment

“Access to natural areas is a strength of Clark County. I would not want to see these natural areas developed for residential or business use.”

“I am proud of Clark County for managing our limited water resources well.”

“Climate change will have a big impact on this region, we need sustainable growth.”



Goals/Policy Topics to be Addressed

Goal 3.1: Maintain air quality at a level that protects public health and improves visual clarity

- Dust control measures
- Reduce transportation- and development-related carbon emissions

Goal 3.2: Substitute renewable energy to reduce consumption of traditional energy sources

- Lower energy usage
- Expand access to renewable sources of energy

Goal 3.3: Protect water quality and emphasize conservation measures

- Expand water conservation measures
- Focus on maintaining quality of groundwater and public water bodies (lakes, rivers)
- Increase prevalence of location-appropriate landscaping

Goal 3.4: Reduce quantities of landfilled waste

- Waste reduction programs
- Recycling and source reduction/product substitution programs
- Use of recycled materials/adaptive reuse in construction

Goal 3.5: Provide universal access to natural areas, while preserving their aesthetic and habitat value

- Access management
- Compliance with state and federal laws
- Administration of the Desert Conservation Program
- Minimize or prevent extent of invasive species in natural areas
- Minimize erosion and agricultural runoff

Goal 3.6: Continue to collaborate with partner agencies on the management of public lands

- Communication, resource, and information sharing
- Federal land management plans
- Environmental review and documentation

HOW DO WE GET THERE?

COUNTY'S ROLE

The County's Department of Environment and Sustainability (formerly Air Quality) plays a direct role overseeing air quality, climate action, and sustainability efforts, while County partnerships can support water conservation, and conservation and land management through partnerships with federal agencies, the Southern Nevada Water Authority, and the Conservation District.

RELATED EFFORTS/INITIATIVES

There are multiple County and partner initiatives that exist, or are currently underway, in this area:

- Department of Environment and Sustainability Climate Action Goals
- Clark County 208 Water Management Plan
- Conservation District of Southern Nevada Resource Needs Assessment
- Southern Nevada Water Authority Joint Water Conservation Plan
- State of Nevada 2050 clean energy target
- Clark County Multiple Species Habitat Conservation Plan
- State of Nevada Climate Initiative



Core Value #4: A More Connected Clark County

Where are we Today?

Connectivity in this context refers to both the physical aspects—as they relate to transportation and mobility—and the less tangible aspects—as they relate to governance and community.

From a physical standpoint, many residents struggle to get where they need to go in Clark County without an automobile. Residents have appreciated seeing new infrastructure with shared space, allowing cars to travel alongside bicyclists, pedestrians, and public transportation. They would like to see this trend continue, focusing on efforts to connect existing trails, bike lanes and pedestrian facilities, along with expanding public transportation. As with many County initiatives, efforts at expanding transportation networks cross boundaries and jurisdictional lines, which makes interagency collaboration in this area central to accomplishing these goals.

From a governance standpoint, connectivity refers to transparency, community engagement, and a focus on regional collaboration. Residents express the desire for County government to provide timely information, to make decisions consistent with adopted goals and policies, and to allow for meaningful opportunities for citizen participation.

Lastly, connectivity refers to residents' desire to foster a collective sense of community in Clark County. Living in Searchlight is, of course, different from living in Summerlin, but these places are connected through the people who call them home. These people are friends, neighbors, relatives, coworkers...connected in countless different ways. Fostering a sense of community among these diverse people and places is achieved by embracing, and working toward a common set of goals for the County as a whole.

In 2050, Clark County is a Place Where...

- Sidewalks, bike lanes, trails and transit form a seamless, integrated network within and to major destinations in Clark County, as well as communities across the Valley
- County government is part of a well-established network of service providers and support agencies all collaborating to provide the best service and most efficient government possible
- Effective government serves as the basis for transparent information sharing and predictable decision-making, while allowing meaningful opportunities for community input
- People have strong connections to their communities, to shared values, and to one another

“Decision-making within the County tends to be very district focused. I’d like to see a greater sense of community beyond the literal communities that we live in.”

“Push for people getting out of their cars, which means enhanced public transportation.”

“Neighborhoods are not walkable due to scale and a lack of adequate shade and pedestrian safety... Simply putting in a sidewalk is not enough. [E]ncourage a healthy active lifestyle by making it comfortable to walk around.”



Goals/Policy Topics to be Addressed

Goal 4.1: Promote expansion of multimodal transportation infrastructure

- Completing pedestrian and bicycle network in unincorporated areas that provide connections to other jurisdictions' networks
- Enhancing the safety of existing facilities
- Planning for Complete Streets in a County context

Goal 4.2: Continue efforts in regional collaboration

- Support regional planning efforts
- Coordinate with neighboring jurisdictions on "transition" areas
- Work with service providers including school district, homeless organizations, utility providers, and other County departments

Goal 4.3: Foster a culture of transparent and inclusive government

- Opportunities for continued community engagement
- Consistent application of adopted goals and policies
- Balance of countywide and district-specific considerations
- Access to information

HOW DO WE GET THERE?

COUNTY'S ROLE

County policies can emphasize continued provision of interconnected bicycle and pedestrian facilities in unincorporated areas, and linking those to city and regional facilities. This effort will also benefit from continued collaboration with planning partners in other County departments, adjacent municipalities, and partner agencies, and the consistent application of adopted plans and regulations.

RELATED EFFORTS/INITIATIVES

Various partner efforts have recently been completed, or are in progress:

- RTC Coordinated Transportation Plan and On-Board Mobility Plan
- Regional Bicycle & Pedestrian Plan for Southern Nevada
- Southern Nevada Strong Regional Plan
- Master Transportation Plans for cities



Core Value #5: A Diverse and Resilient Economy

Where are we Today?

Clark County is home to one of the most popular tourist and convention destinations in the world, the Las Vegas Strip, with its endless variety of hotels, casinos, restaurants, shows and attractions. The County plays host to the world, but this strength in the travel and tourism industries can also be a vulnerability: a highly concentrated economic base is subject to particularly severe shocks when its main industries are affected. This was clear during the Great Recession of 2008, when the County's economic recovery lagged that of other parts of the country, and the 2020 pandemic has brought home this difficult lesson once again.

Residents hope that, when the pandemic subsides, tourism and entertainment recover their central place in the economy, but they are even more acutely aware of the benefits to be gained from diversifying the region's base economic industries. Expanding the employment mix can make the area more resilient to withstand any future downturns the economy experiences.

A related concern is for the County to attract industries that provide higher base wages than service industries typically offer. Some such industries, like those in the emerging Medical District, are growing in the area, and residents recognize that the County's ability to attract a broader industry base requires a workforce with the educational background and contemporary skills to fill the jobs on offer. Another element to attracting new industries to the County involves making sure there is space for them to locate, by preserving employment land, whether for commerce or industry, and fostering a business climate that makes setting up a new business easy and straightforward to accomplish.

In 2050, Clark County is a Place Where...

- Defined employment centers and supportive regulations in unincorporated Clark County have helped attract new industry, by providing space for new industries to locate
- A regional economy distributed across many industries is stronger and more resilient to withstand periodic downturns
- Diverse industries offer living wages for well-educated residents who work in them

“[C]ontinue to diversify the local economy so there are more community anchor institutions (universities, health care, long-term, invested companies) that are more likely to foster long term employment.”

“Clark County is a unique place to live that is extremely well-situated to expand, but to do so it must encourage the growth of businesses outside of the gaming industry. Making the area more attractive for entrepreneurs, established industries and incoming residents is key.”



Goals/Policy Topics to be Addressed

Goal 5.1: Promote diversification of economic base to enhance resilience

- Continued emphasis on tourism, conventions, trade shows, and gaming, combined with an expanded focus on building technology and other sectors
- Support emerging Medical District opportunities
- Stable presence of military bases, plus multiplier-effect from their presence
- Second Southern Nevada Supplemental Airport as potential economic driver

Goal 5.2: Support development of educational programs that prepare the workforce with the knowledge and skills to succeed

- Focus the education system on providing skills needed in the modern workforce
- Provide practical job training in addition to traditional academic programs

Goal 5.3: Foster a business-friendly environment

- Prevent encroachment on available employment land
- Ongoing support for post-COVID recovery
- Local business support

HOW DO WE GET THERE?

COUNTY'S ROLE

The Office of Community and Economic Development can directly pursue efforts to attract new industries to the area. The County can also support the efforts of other agencies and jurisdictions working on economic diversification. Those include:

- LV Convention and Visitors Authority conducts economic research and promotes development initiatives
- Municipal and County Economic Development departments
- UNLV's Lee Business School and the Center for Business and Economic Research
- County land use policies can also directly impact various aspects of economic development

RELATED EFFORTS/INITIATIVES

In addition to ongoing regional initiatives, there are efforts underway at the County-level, as well as through the Governor's Office of Economic Development to assist with economic recovery and resiliency:

- Clark County Economic Development Strategic Plan (in process)
- Nevada Plan for Recovery and Resilience (in process)
- Las Vegas Global Economic Alliance Southern Nevada Comprehensive Economic Development Strategy
- Southern Nevada Strong Regional Plan



Core Value #6: Predictable Growth and Development

Where are we Today?

Over the past decades, Clark County has grown at a very rapid pace, with residents occasionally expressing the sentiment that the only constant is change and expansion. There have been “bumps in the road,” such as the Great Recession of 2008, the effects of which were particularly severe in the region and resulted in an extended recovery period.

The pace of growth in recent years has led some to express concerns that the pressure to build seems to outweigh concerns about the quality, intensity, location and type of development. As a result, there is a perception by many that the quality of development occurring in unincorporated areas is lower than that occurring in the incorporated cities. This has translated into a general desire to “raise the bar” on County development. In addition, requests for exceptions to adopted plans are frequent, and development that is approved is sometimes markedly different than the plan. This has led to frustration on the part of residents and the development community that development processes are lack predictability.

Leaving aside exceptional events like recessions, the regular pace of growth is forecast to slow over the coming decades. With diminishing growth pressures, there is an opportunity to consider more carefully the physical shape the County’s future should take. Slower growth can afford the opportunity to focus more on the details of our surroundings, and to put tools and procedures in place to guide new development. That is what a core value emphasizing predictability in growth and development is about.

In 2050, Clark County is a Place Where...

- Both residents and the development community share a common understanding of what kinds of development—in terms of intensity, uses, and amenities— is supported in different locations
- Adopted plans have offered the flexibility to adapt to near-term changes in the market, but have maintained consistency in implementing goals relevant to different parts of the County
- Adopted plans have guided decision-making to produce predictable outcomes
- Mitigation efforts have reduced the potential severity of natural or manmade hazard events

“Thoughtful growth with a priority on not just growing businesses and housing development but also growing ALL the amenities.”

“Cookie cutter subdivisions are outdated and not sustainable.”

“We cannot just focus on new stuff without regard to keeping our old areas maintained and safe. There should be more effort put towards infill and rehabilitation.”



Goals/Policy Topics to be Addressed

Goal 6.1: Establish locations and metrics for sustainable growth

- Southern Nevada Public Lands Act and role of the disposal boundary
- Priority areas for Transit-Oriented Development (e.g., Maryland Parkway)
- Priority areas for other types of infill and redevelopment

Goal 6.2: Enhance the quality of development in Unincorporated Clark County

- Development standards
- Sustainable development practices
- Transitions/neighborhood compatibility

Goal 6.3: Reduce risk from and exposure to natural and manmade hazards

- Natural hazards (e.g, flood, seismic, subsidence)
- Manmade hazards (e.g., airport environ influence areas, hazardous materials)

Goal 6.4: Collaborate with service providers and adjacent jurisdictions in the provision of adequate public facilities

- Infrastructure
- Public safety (Law enforcement, fire and emergency services)

Goal 6.5: Support development that is aligned with adopted plans

- Planning area land use plans
- Regional plans
- Incorporated cities
- Compatible Use Plan

HOW DO WE GET THERE?

COUNTY'S ROLE

The County can plan for and guide growth in unincorporated areas of the County, and support the implementation of local, state, and federal plans and policies.

RELATED EFFORTS/INITIATIVES

In addition to the County's Master Plan and adopted comprehensive plans for the cities, there are numerous other plans and studies in place that influence growth and development in Clark County:

- Southern Nevada Strong
- Compatible Use Plan
- Federal Land Management Plans
- UNLV Master Plan
- Las Vegas 2050 Master Plan
- Maryland Parkway Transit-Oriented Development Corridor Plan
- Stadium District Study



Growth Framework: Planning Area Goals, Policies, and Land Use Plans

To help make the new Master Plan easier to use and administer, all development-related and planning area-specific parameters will be placed into a single section, the Growth Framework. The outline below provides an initial look at how this section may be organized, and where different aspects of current Master Plan elements will be located.

Factors Influencing Growth in Unincorporated Clark County

This section will include a brief overview of various issues that influence where and how growth occurs in the unincorporated areas of Clark County, such as, but not limited to:

- Federal lands disposal boundary
- Availability of infrastructure/ infrastructure levels of service
- Airport environ influence areas
 - McCarran International Airport
 - Southern Nevada Supplemental Airport
 - Military (Nellis and Creech Air Force Bases)
- City boundaries
- Natural and manmade hazards
- Rural Neighborhood Preservation Areas

Land Use Plans

Clark County adopts Land Use Plans for each of its 11 planning areas to provide an opportunity to address the unique policy and land use considerations in each. This outline proposes to consolidate existing Land Use Plans under a single “umbrella” to reduce the need for repetition between plans.

- Planning Area Overview
 - Purpose
 - Planning Area Geographies (map diagram)
 - Overview of the Planning Area Land Use Plan process
- Land Use Categories
 - A consolidated set of land use categories is proposed that would apply to all 11 planning areas
 - Definitions for each category would include graphics and photos to help illustrate the overall intent for each category and other design and character considerations
- Planning Area Land Use Plans and Area-Specific Policies
 - For each planning area:
 - Land Use Plan map (the only changes to the existing maps would be to update the Land Use Categories to match the new, consolidated set)
 - Planning Area specific policies (possibly organize under Core Values)



Transportation

This section will restructure (and potentially streamline) background information from the 2019 Transportation Element. Broader multimodal policies will be addressed under Core Value #4: A More Connected Clark County.

- Overview of Clark County System
 - Role of the County
 - Role of RTC
 - Role of NDOT
 - Role of Cities
- Existing Transportation Network
 - Roadway classifications
 - Transportation element maps (no change)
- Regional Plans

Parks, Trails, and Open Space

This section will incorporate background information, metrics, and desired service levels from the Parks, Trails, and Open Space element (currently being updated by staff). Broader policies will be addressed under Core Value #2: Equitable Access to Services and Amenities, and Core Value #3: A Healthy Natural Environment.

- Overview of Clark County System
 - Role of the County
 - Role of Public Lands
 - Shared/Joint-use facilities
- Parks
 - Current inventory
 - Types/Definitions
 - Urban
 - Rural
 - Future needs
 - Funding mechanisms
- Trails
 - Current inventory
 - Types/Definitions
 - Future needs
 - Funding mechanisms
- Open Space
 - Current inventory
 - Types/definitions
 - Future needs
 - Funding mechanisms