

IN THE SUPREME COURT OF THE STATE OF NEVADA

CITY OF LAS VEGAS, A POLITICAL  
SUBDIVISION OF THE STATE OF  
NEVADA,

Appellant,

vs.

180 LAND CO., LLC, A NEVADA LIMITED-  
LIABILITY COMPANY; AND FORE STARS,  
LTD., A NEVADA LIMITED-LIABILITY  
COMPANY,

Respondents.

180 LAND CO., LLC, A NEVADA LIMITED-  
LIABILITY COMPANY; AND FORE STARS,  
LTD., A NEVADA LIMITED-LIABILITY  
COMPANY,

Appellants/Cross-Respondents,

vs.

CITY OF LAS VEGAS, A POLITICAL  
SUBDIVISION OF THE STATE OF  
NEVADA,

Respondent/Cross-Appellant.

No. 84345

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JOINT APPENDIX  
VOLUME 72, PART 2**

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# **EXHIBIT “QQQQ-2”**

# City of Las Vegas General Plan

Property of Planning & Development

City of Las Vegas General Plan  
General Plans

731 South 4th St, Las Vegas NV, 89101

PLANNING &  
DEVELOPMENT



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# City of Las Vegas General Plan

goals, objectives,  
policies and programs

Property of Planning & Development

City of Las Vegas General Plan  
General Plans

731 South 4th St, Las Vegas NV, 89101



Adopted by the City Council on January 16, 1985

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LAS VEGAS CITY COUNCIL

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MAYOR PRO TEM RON LURIE  
COUNCILMAN AL LEVY  
COUNCILMAN BOB NOLEN  
COUNCILMAN W. WAYNE BUNKER

PLANNING COMMISSION

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MICHAEL MACK, CHAIRMAN, 1984  
SHERRI TRACY, VICE CHAIRMAN, 1985  
ROBERT BUGBEE  
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C. E. GILPIN, SUBDIVISION ENGINEER,  
LAND DEVELOPMENT AND FLOOD CONTROL DIVISION

RESOLUTION OF THE CITY COUNCIL OF THE CITY  
OF LAS VEGAS, NEVADA, ADOPTING THE GENERAL  
PLAN FOR THE CITY OF LAS VEGAS

WHEREAS, the City of Las Vegas has a General Plan; and  
WHEREAS, this Plan was adopted in 1975 and has been reviewed and  
amended periodically since its adoption; and

WHEREAS, the Plan includes the mandatory and optional subjects of  
the Nevada Revised Statutes (N.R.S.); and

WHEREAS, the City desires to maintain its proper role in shaping future  
development within its existing and potential boundaries; and

WHEREAS, the City of Las Vegas is determined that a comprehensive  
review and assessment of the Plan was desirable in light of changing fiscal and  
development conditions; and

WHEREAS, the services of a consulting firm were engaged and a  
Citizens Advisory Committee and Technical Advisory Committee were  
established for this purpose; and

WHEREAS, as a result of this process, a comprehensive statement of  
policies and guidelines has been developed reflecting the recommendations of  
the consulting firm, the input from the citizens' and technical advisory  
committees, the input from the Planning Commission, and staff; and

WHEREAS, a public hearing was held before the Planning Commission  
on December 20, 1984, and at the conclusion of said public hearing the Planning  
Commission approved the Resolution adopting the General Plan.

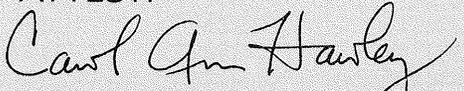
NOW, THEREFORE, BE IT RESOLVED that the Mayor and City  
Council of the City of Las Vegas hereby adopt the updated comprehensive  
statement of policies and guidelines in the form of a document entitled, "Las  
Vegas General Plan (1985)" for the City of Las Vegas, Nevada, and that said  
General Plan, supplemented by the Master Plan of Streets and Highways,  
constitutes the City's Master Plan as referred to in Nevada Revised Statutes,  
Chapter 278.

PASSED, ADOPTED AND APPROVED this 16th day of  
JANUARY, 1985.



WILLIAM H. BRIARE, MAYOR

ATTEST:



Carol Ann Hawley, City Clerk

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## ACKNOWLEDGEMENTS

Gratefully acknowledged is the significant contribution by each of the following:

CITIZENS ADVISORY COMMITTEE

TECHNICAL ADVISORY COMMITTEE

PLANNING CONSULTANT: THE PLANNING CENTER

SUBCONSULTANTS: THE NEWPORT ECONOMICS GROUP

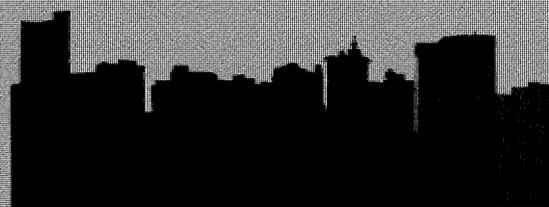
P. R. C. VOORHEES

ALL OTHER PUBLIC UTILITIES, AGENCIES AND PARTICIPANTS

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introduction



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## INTRODUCTION

### A. CONCEPT

The General Plan of the City of Las Vegas is a comprehensive document intended to act as a guideline for the future development of our community. The plan incorporates a holistic view of our physical and social environment that strives to achieve harmony, balance and consistency in the development of the City of Las Vegas.

The Plan encourages a systematic investigation of the inter-relationships present in Las Vegas. By incorporating diverse community views and needs into a logical and functional framework, the Plan emerges as a statement of where we are, where we want to go and what actions are necessary to achieve our goals. Thus, the Plan contains a multitude of perspectives on the development of the City.

The representation of diverse views in an all-encompassing document breaks with traditional comprehensive planning. Tradition seeks to reduce a diversity of views in the urban scene into a single-value hierarchy. The City's approach acknowledges the complex interaction and constant evolution of values in the community, and recognizes that the public interest is a conglomeration of numerous groups and organizations that contribute to the urban experience.

Viewed in this context, the General Plan becomes a framework of general rules or policy guidelines for the conduct of urban affairs rather than a blueprint for urban development. This approach allows greater flexibility and adaptability to local conditions, and quickens the response time to new ideas in the community.

The document becomes dynamic in that it stresses the importance of balancing diverse community views and values. It is anticipatory, value conscious and citizen oriented. It fosters an attitude of openness towards the future which is essential to improving the quality of life for Las Vegas residents.

The General Plan identifies the City's role in shaping the future of the community by implementing structured rationality, a systematic evaluation of knowledge and organizational creativity within the plan's framework.

The General Plan consists of a sequence of plans that includes a long-range, a middle-range, and a short-term perspective towards development. In order to appreciate the logical framework of the General Plan, an understanding of goals, objectives, policies and programs is needed.

The goals expressed in the General Plan are not limited by time and describe desired community values, attitudes and expectations that relate directly to the present needs of the community.

In order to achieve the goals set forth by the General Plan, a multi-pronged approach to urban development involving a number of activities, each of which has its own objective, is required. Objectives take on a dual role in the City's plan — they are a detailed explanation of how goals may be achieved and also act as standards by which City policies and programs will be established and maintained. The objectives are the key mechanism by which the City measures the success of governmental action towards achieving broadly stated goals.

Policies are statements that guide the course of action the City must take to reach objectives. Programs are the application of administrative, analytical and technical skills used to develop, implement and monitor actions that relate to policy statements.

The Plan acts as a guide for long-range development of the physical environment with respect to the pattern and intensity of land use and the provision of public facilities. It programs capital improvements based on relative urgency within the community and proposed administrative measures to achieve cooperation and coordination with other governmental planning activities. It proposes long-range fiscal plans. It combines physical and economic development to revitalize appropriate areas, expand housing, increase job opportunities, reduce crime, enhance recreational opportunities, and improve transportation networks. The General Plan proposes a concerted effort to improve the quality of Las Vegas urban life by utilizing the most effective and economical methods available.

## B. MAIN IDEAS SHAPING THE GENERAL PLAN

The General Plan must consider the many large scale trends shaping the City's future. Many changes occurring on regional, national and world-wide scales have an impact on Las Vegas. These impacts are discussed in the General Plan Resource Document. The General Plan must also consider the type of city Las Vegas will be in the future, and what the citizens of Las Vegas would like to see occur over the coming twenty years.

### 1. A Place to Live

First and foremost, Las Vegas is a community in which more than 186,000 people live, work and recreate. By the year 2000, this number could range from a low of 230,000 to a high of approximately 300,000, depending upon overall economic conditions and the nature and success of the City's development policies. This range of population represents an estimate of the total population which the natural resources of the City can be expected to support on a continuing basis without unreasonable impairment through the year 2000.

Beyond the size of the City is the question of the quality of the living environment. A major thrust of this plan is to accomplish significant physical and economic growth along with real improvements in the quality of living for those who make their home in Las Vegas.

Las Vegas will retain much of its low density dispersed character. The General Plan

provides for both urban infill and urban expansion. It also encourages a compatible mixture of land use and urban activity centers, which provide focal points of urban activity, to efficiently accommodate the desert southwest lifestyle. Adequate public utilities and services will continue to be available to the public.

Another important aspect of the General Plan is the provision for housing. Efforts to provide for a broad range of housing types and costs are incorporated into this plan.

## 2. A Place to Work

Jobs are crucial if a community desires to sustain its vigor. Southern Nevada is heavily dominated by employment in gaming and tourist related activities. A very small proportion of the employment base is in traditional industrial work.

Employment is expected to rise from its current level of approximately 76,000 to a range of 105,000 to 140,000 by the year 2000. Downtown will continue to grow as a regional center of economic activity including gaming, government and banking.

Economic diversification is important to the continuing health of the Southern Nevada economy. The thrust of the General Plan is to continue expansion of the City's gaming/tourism employment base and, at the same time, strive for significant increases in the number and proportion of jobs which are not dependent upon tourism.

## 3. A Place to Recreate

Las Vegas is renowned for its attraction to visitors. What is less well known is that it has achieved many and diverse opportunities for leisure time pursuits by residents. This includes local and community parks, a new mid-range convention center and sports complex, community centers with a wide array of recreational programs, and a complete range of voluntary community recreational and cultural programs including sports, music, drama and ballet.

The General Plan seeks to accommodate the lifestyle and leisure interests of Las Vegas citizens, including the provision of adequate parks and recreational services. The General Plan is also sensitive to the need for community design which facilitates safety for children and "people places" for adults.

## 4. A Place to Visit

Visitors are a dominant economic force in the City and the entire valley. The funds generated from visitors are a significant source of revenue to the Las Vegas community and support many city services.

Clearly, gaming is the most unique attraction. However, it is augmented by notable entertainment, extensive convention activity and access to significant mountain, desert and water-oriented recreation areas.

Gaming will continue to be the primary economic base of Las Vegas. The General Plan encourages gaming and related tourism expansion in downtown and other appropriate areas of the City.

#### 5. A Place for Growth

A frontier spirit prevails in Las Vegas — an attitude that demands opportunity for growth.

The City has historically been a high growth community during the post-war era. It continues to have one of the highest growth rates of any major U.S. city, in spite of rate declines during the 1970's. It is anticipated that the city will contain a substantial portion of the 891,000 population projected for Clark County by the year 2000.

The General Plan envisions continued growth through redevelopment in the central city area, new development on vacant parcels presently within the City limits and expansion generally to the west into territory adjacent to the City.

The combination of public policy, public attitude, available land, infrastructure capability and economic resiliency makes Las Vegas a city with noteworthy growth potential.

#### 6. A World Class City

There are few places more well known throughout the world than Las Vegas. Certainly few cities enjoy such world-wide recognition. Millions of people visit Las Vegas each year.

In terms of diversity and excitement, Las Vegas operates well beyond its present scale as a city. The General Plan is one tool the City can build upon to enhance its widespread recognition insuring continuity and expansion of its reputation as a place to be experienced. At the same time, the Plan must aid in building a community of considerable quality for the City's residents.

The Plan recognizes and stimulates the idea that Las Vegas is among the most unique communities on a worldwide scale and must, therefore, attempt to both capitalize and expand upon that uniqueness.

### C. CONTENTS

#### 1. Organization

The Las Vegas General Plan is divided into three basic parts. Part I, the Long-Range Plan, presents the concepts which will guide development into the future well beyond a 20-year time frame. The goals in this section are broad-based and future oriented. The objectives, policies and programs delineate the City's policy towards growth and define the role of the City in meeting the future needs of our citizens.

Part II is the Mid-Range Plan, guiding growth and development up to 20 years into the future. It addresses specific subjects which are of concern to City residents, establishes guidelines towards meeting these concerns and also satisfies the requirements outlined in the Nevada Revised Statutes.

Part III constitutes the Short-Range component of the Plan which provides guidance for land use and development decisions needed today and anticipated during the next 5 to 10 years. This part of the Plan applies where there is reasonable expectation of development pressures in the near term.

For purposes of comparability with other plans, the Mid-Range Plan is described for the year 2000, and the Short-Range Plan for 1990. This approximates the time periods generally indicated and makes the statistical material in the Plan more useful.

The General Plan, although divided into three time periods, actually functions as an interrelated and ongoing planning process. It is important to understand the interrelationships of the three parts.

The growth policies in the Long-Range Plan are to facilitate a level of population and economic development which will continue to ensure that the needs of the citizenry are being met within the City's planning area. Once a growth area is established, the policies and programs of the Mid-Range Plan focus on how to best achieve development of that area. The Mid-Range Plan's chief function is to provide planning guidelines on which the City can render management decisions for the provision of infrastructure such as roads, sewers, and community facilities and services. In addition, these objectives and policies affect the City's long-range objectives for a balanced and stable economic growth and overall efficient government, which are contained in the Long-Range Plan.

The Short-Range Plan, by contrast, is designed to provide guidance for more immediate urban development based on the infrastructure planning determined by the Mid-Range Plan. This section of the Plan is more precise than either the Long or Mid-Range Plan. Land use and dwelling unit density standards have been developed which consider the goals and objectives of the other sections of the Plan. The purpose of the Short-Range Plan is to create a framework in which the future expectations of the community can be understood today. This part of the General Plan will be utilized by the City as a guide for short-range planning projects and for reviewing all land development proposals.

The General Plan is not a detailed document. It is intended to provide general direction for the City's future growth and development. However, it does contain several levels of guidance.

The most general statements are in the form of goals. They describe general conditions desired in the future for each of the major subjects in the Plan. Their

presence in the Plan indicates that the subject is important and that the City wants to move, or continue moving, in the direction the goal indicates.

Objectives are specified for each goal statement. They are narrower in scope and, therefore, more explicit. They identify specific subjects which require attention in order to make progress toward the goal.

At least one policy and program, and sometimes several, are specified to carry out each objective. Some may overlap with related objectives. Policies and programs are a written statement by the City to act in a certain way, do something to advance an objective or cause someone else to act in accord with the City's preferences.

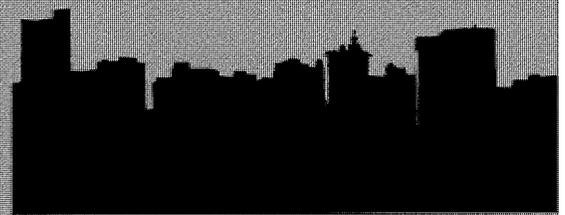
## 2. Resource Document

The General Plan is an outgrowth of the General Plan adopted by the City Council in 1975. The earlier plan served as a basis for many of the objectives and policies contained in this 1985 General Plan update.

The General Plan update was initiated in 1983 by the City of Las Vegas with the assistance of a Citizens Advisory Committee (CAC), which represented the many and diverse interests of the community, and the Planning Center, a planning consulting firm from Southern California, along with its subcontractors, P.R.C. Voorhees (transportation) and the Newport Economics Group. A Technical Advisory Committee, consisting of City management staff and department heads, was also created to assist in the coordination of the General Plan update effort in terms of ongoing administration of City services.

Following a preliminary identification of City goals and objectives by the CAC in August, 1983, the consultant and City staff developed the resource information necessary to enumerate the issues, constraints and opportunities to achieve the City's goals and objectives. This resource information provided much of the basis for subsequent development of the policies and programs contained in the General Plan. The Resource Document is maintained on an on-going basis by the Department of Community Planning and Development as a general reference for periodic maintenance and implementation of the General Plan.

part I — the long-range plan



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## GROWTH

Goal: A rate, size and pattern of growth that is balanced among economic, fiscal and environmental considerations.

1 **OBJECTIVE:** A level of growth that will ensure continued development of Las Vegas as a major center of economic activity and urban identity.

1.1 **POLICY:** It is policy to encourage a diversity of economic opportunities in a healthy economic environment.

Program 1: Evaluate policies and programs of the City in terms of their economic and environmental impacts on the community.

Program 2: Assist and encourage the growth of basic economic activities.

Program 3: Continue to coordinate with state and local organizations to promote economic development in the City.

1.2 **POLICY:** It is policy to encourage urban growth and development which considers economic and environmental concerns.

Program 1: Utilize the General Plan as the City's policy guide for urban growth and identity.

Program 2: Coordinate plans with local governments where potential development concerns may overlap.

2 **OBJECTIVE:** Accommodation of the City's anticipated population growth, having a range of 230,000 to 300,000 persons, by the year 2000.

2.1 **POLICY:** It is policy to continue to provide an appropriate level of public facilities and services for existing and future urban development.

Program 1: Extend community infrastructure and services, as necessary, to accommodate urban growth.

Program 2: Seek state legislation to ensure public utilities and services will be made available for land development within the City's planning area.

Program 3: Coordinate infrastructure planning with utility companies and other regional and local providers of public services.

Program 4: Monitor all growth projections and participate with federal agencies, the state, and local governments in planning for the Las Vegas Valley to ensure consistency with the City's goals, objectives, policies and programs.

3 OBJECTIVE: Expansion of City boundaries to accommodate development in its planning area.

3.1 POLICY: It is policy to consider land for annexation within the City's planning area prior to development, provided the delivery of city services will support such development.

Program 1: Maintain an administrative process for efficiently acting upon annexation requests.

Program 2: Continue to provide information and assistance to property owners interested in annexing into the City.

Program 3: Seek state legislation to simplify and expedite the annexation process.

3.2 POLICY: It is policy to establish, through annexation, a growth pattern which will result in a more efficient and equitable provision of public facilities and services.

Program 1: Encourage annexation of territory that will infill county islands and eliminate irregular city boundaries.

Program 2: Develop appropriate methods of collecting compensation for city services provided to existing unincorporated areas.

## CITY GOVERNMENT

Goal: Efficient management of City resources with responsiveness to citizen needs and interests.

**2.1 OBJECTIVE:** Maintain a city government structure which is responsive to the citizens it serves.

**2.1.1 POLICY:** It is policy that the primary responsibility of the City is the provision of local government services, and that all functions and programs of the City be evaluated in accordance with this primary responsibility.

**Program 1:** Require City departments to delineate and evaluate program objectives in terms of how their functions serve the public, as part of the annual budget review process.

**Program 2:** Provide constant management review of all city functions to determine cost efficiency, cost effectiveness and responsiveness.

**2.1.2 POLICY:** It is policy to strengthen the role of city government as the primary provider of essential government services.

**Program 1:** The City Council will continue to use its authority, as provided by law, to meet the collective interests of Las Vegas residents.

**Program 2:** Provide and maintain City Council membership on all regional commissions, councils or agencies which affect the provision of public services in the City.

**Program 3:** Seek state legislation, as necessary, to insure city government can continue to adequately serve its residents and future residents within the City's planning area.

**2.2 OBJECTIVE:** Opportunities for citizen participation in city government functions.

**2.2.1 POLICY:** It is policy to provide opportunities for citizen participation in forming public policy.

**Program 1:** Publish and distribute agendas and minutes of public meetings, and other information on city government to the general public.

**Program 2:** Continue to conduct public information meetings to allow all citizens the opportunity to discuss local government issues with members of the City Council and City Administration.

**Program 3:** Provide administrative mechanisms to insure that all citizens have access to their City Council representative.

**Program 4:** Establish necessary advisory boards and committees on major community issues and appoint citizens who represent diverse community interests to these commissions and advisory boards.

**2.2.2 POLICY:** It is policy to disseminate information to the public on important community issues to encourage the interest and direction needed for continued sound local government.

**Program 1:** Continue to inform the public of city activities by such means as the Mayor's Annual "State of the City" message.

**Program 2:** Periodically distribute news releases on important City issues, or topics of interest to the general public.

**Program 3:** Maintain a positive relationship with the news media.

**2.3 OBJECTIVE:** Efficient and effective mechanisms for provision of necessary public facilities and services.

**2.3.1 POLICY:** It is policy to furnish the citizens of Las Vegas with the most efficient and effective city government available.

**Program 1:** Continue to provide effective city administration through sound public administrative practices and professional management.

**Program 2:** Continue to provide for modernization, such as cost efficient automation of city functions, as city resources permit.

**Program 3:** Continue to maintain a personnel system which provides the most effective use of human resources.

**Program 4:** Continue proper maintenance and service of all city equipment, infrastructure and property.

**2.3.2 POLICY:** It is policy to finance city services in an equitable and efficient manner which insures adequate revenue for essential public services, fair distribution of costs among users and maximum benefit from every tax dollar.

Program 1: Support state legislation which provides for adequate local government revenues to satisfy the needs of citizens for public facilities and services.

Program 2: Maintain fair and appropriate "user fees" or other charges for city services which are used by specialized segments of the Las Vegas community.

Program 3: Use the resources of the private sector, when appropriate, to provide services to the public.

Program 4: Manage City-owned property in a manner which generates the maximum financial return to the City.

Program 5: Encourage other local governments in Southern Nevada to cooperate in efforts to avoid duplication of services.

**2.3.3 POLICY:** It is policy to maintain fiscal planning, programming, and budgeting for efficient delivery of city services.

Program 1: Coordinate the preparation of the annual city budget on a "program budgeting" basis.

Program 2: Develop objective standardized measurements for determining functional efficiency and effectiveness, where practicable, for all city department operations.

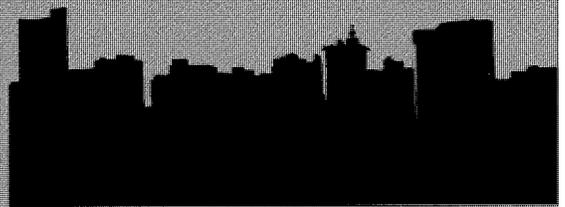
Program 3: Continue to maintain adequate financial accounting capabilities to insure proper management of city revenues and expenditures.

**2.3.4 POLICY:** It is policy to insure maximum efficiency and effectiveness of city government through continuous planning for the future.

Program 1: Maintain the General Plan, on an annual basis, as the principal policy document of the City.

Program 2: Evaluate all city policies and programs in terms of implementation of the goals and objectives set forth in the General Plan.

**part II – the mid-range plan**



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## INTRODUCTION

Part II, the mid-range portion of the General Plan, involves projected City growth and development to the year 2000. This part of the Plan contains the policies and programs which define the actions the City of Las Vegas will take to accomplish its desired future.

The Nevada Revised Statutes identify subjects for inclusion in city and county general plans, to the extent the subjects apply locally. Except for Growth and City Government which are addressed in Part I, the Long-Range Plan, the Mid-Range Plan contains all the following subjects:

**Economic Development:** The definition of the City's economic base and how its further improvement can be brought about;

**Land Use:** The amount, pattern, and diversity of private residential and non-residential users, as well as public and quasi-public uses;

**Housing:** The existing supply of housing, its conditions, its variety in type, design and cost and similar considerations for new housing, all in terms of the extent to which the total housing supply is likely to serve future needs.

**Public Facilities, Services and Financing:** The availability of basic facilities such as water and sewer systems; flood control system; police, court and detention facilities; fire and general administration facilities; school facilities; utilities; associated personnel and service capabilities; and financing methods to assure adequate levels of service and protection;

**Transportation:** Availability of routes, improvements and necessary related equipment to move people and goods within the City and beyond the City to and from other places. Included are automobile, air, rail, public transit, bicycle and pedestrian modes of travel;

**Conservation:** Means of using resources wisely and, where necessary, preserving resources that are part of the natural environment through acceptable standards;

**Environmental Hazards:** Means of limiting damage to life and property as a result of such natural causes as floods, earthquakes, and subsidence, and such manmade hazards as fire and air pollution;

**Parks and Recreation:** Availability of park and cultural facilities and programs which offer adequate leisure time opportunities for residents;

**Historic Preservation:** Means of identifying and preserving features of the community that have historical significance and whose preservation would contribute to the City's identity;

**Visual Environment:** Means of improving the City's physical appearance.

## 1. ECONOMIC DEVELOPMENT

Goal: A growing, healthy and diverse City economy.

### 1.1 OBJECTIVE: Expanded gaming and tourism development.

#### 1.1.1 POLICY: It is policy to support activities which stimulate further gaming and tourism to increase employment and tax revenues.

Program 1: Provide sufficient land area to accommodate gaming and tourist facilities expansion and development.

Program 2: Endorse major events, activities and facilities that enhance the gaming and tourism industry.

Program 3: Provide appropriate regulations for promoting conventions, activities, and events which are supportive of the tourist industry.

#### 1.1.2 POLICY: It is policy to accommodate expanded tourist/gaming and support facilities in the general downtown area and other appropriate locations.

Program 1: Explore the feasibility of mixed zoning districts in tourist/gaming centers.

Program 2: Coordinate planning with Upland Industry, Inc. (Union Pacific Railroad property) for the development of their property in the downtown area.

#### 1.1.3 POLICY: It is policy to provide appropriate mechanisms for public sector support of efforts which strengthen tourism in the City.

Program 1: Continue to maintain communication and accessibility to the business community and to business organizations.

Program 2: Continue to participate in and support the Las Vegas Convention and Visitors Authority, through city representation on the Board of Directors, to promote tourism for the City of Las Vegas.

Program 3: Include public improvements within the City's capital improvement program which will enhance and facilitate tourism development.

Program 4: Continue with redevelopment activities to strengthen the downtown area.

Program 5: Encourage public-private sector partnerships to increase the benefits of using public resources, to enhance tourism and to improve economic activity within the City.

1.2 **OBJECTIVE:** Economic development and diversification of the City's economic base.

1.2.1 **POLICY:** It is policy to encourage new economic activity which preserves the quality of the environment, contributes to local resources and expands economic opportunity in the City.

Program 1: Prepare a functional master plan for economic development and diversification.

Program 2: Coordinate economic development activities with local business leaders to secure industries which are compatible with community needs.

1.2.2 **POLICY:** It is policy to support development of non-polluting, high technology industries, warehousing/transportation and related activities at appropriate locations in the City, based on guidelines in the Land Use Section of the General Plan.

Program 1: Designate appropriate areas of the City for industrial park development.

Program 2: Encourage the development of regional business centers for corporate headquarters and research and development operations.

1.2.3 **POLICY:** It is policy that the City will participate in local economic development and diversification efforts.

Program 1: Continue to provide information and assistance to firms wishing to expand or locate within the City.

Sub-Program 1: Maintain an inventory of commercial and industrially zoned land along with land having major commercial or industrial potential within the City.

Sub-Program 2: Develop an informational guide outlining city services and assistance available to businesses locating in the City.

**Program 2:** Provide appropriate incentives to encourage economic diversification which compliments existing businesses.

**Sub-Program 1:** Perpetuate economic development revenue bond financing to businesses which qualify under established city policies and criteria.

**Sub-Program 2:** Cooperate with the private sector in the development of properties which will contribute substantially to the local economy, through appropriate marketing, financing and real estate mechanisms.

**Sub-Program 3:** Establish local improvement districts or other special districts, when supported by property owners, which will improve the geographic area and enhance opportunities for continued economic growth and development.

**Program 3:** Support modification of state laws which may limit sound, stable economic growth and diversity.

**Program 4:** Explore how the City's low bonded indebtedness may be used to underwrite needed capital improvements to achieve desired economic growth.

**1.2.4 POLICY:** It is policy to coordinate with other local, regional, state, and federal efforts to diversify the economy of Southern Nevada.

**Program 1:** Continue to work with the Nevada Development Authority to locate new industry in the City.

**Program 2:** Assist the Nevada Development Authority in development of the Foreign Trade Zone at the Cashman Field Sports and Convention Complex.

**Program 3:** Maintain city rapport with the federal defense establishment and monitor federal programs in Southern Nevada which can be beneficial to local economic activity.

**Program 4:** Support improvements to the University of Nevada at Las Vegas which will enhance the attractiveness of Southern Nevada for new non-polluting industry.

**Program 5:** Support the efforts of the State of Nevada to encourage economic development and diversification and establish mechanisms for regular information exchanges.

**1.2.5 POLICY:** It is policy to support programs which provide employment opportunities and help improve labor skills.

**Program 1:** Support both public and private sector efforts to provide job development and skill training programs, including participation in the ongoing Southern Nevada Employment Training Program.

**Program 2:** Endorse the expansion of job training and vocational learning programs by the University of Nevada, Clark County Community College, the Clark County School District and private organizations.

**1.2.6 POLICY:** It is policy to designate employment uses in a variety of locations so that residence to work trips are facilitated and fit into community design patterns.

**Program 1:** Review and update, as necessary, the employment center designations on the community profile land use maps.

**Program 2:** Analyze land use relationships to confirm optimum employment center locations.

**1.2.7 POLICY:** It is policy that general and service commercial development be provided in accordance with land use guidelines in the Short Range Plan.

**Program 1:** Encourage employment and commercial centers in master planned developments.

**Program 2:** Establish commercial development guidelines for areas that are not within master planned projects.

**1.2.8 POLICY:** It is policy to encourage the continuing development of downtown Las Vegas as the regional center for finance, business, governmental services, entertainment and recreation, while retaining the gaming and tourism vital to economic prosperity.

**Program 1:** Develop a Master Plan for downtown development.

**Program 2:** Where appropriate, make use of State and local laws and programs such as the Community Redevelopment Law, Zone for Economic Development Law, tax increment financing, and zoning laws, to implement the downtown development plan.

**Program 3:** Work with downtown businesses, landowners and other private sector interests to help develop the downtown through a "public/private partnership."

**Program 4:** Make infrastructure improvements where needed to effectuate and accommodate downtown development.

**1.3 OBJECTIVE:** Housing development and construction activities which contribute to overall quality of life and economic vitality of the City.

**1.3.1 POLICY:** It is policy to provide for housing development which contributes to overall community quality, creates jobs, and generates additional revenues.

**Program 1:** Assist local developers in providing the best quality product at the lowest price.

**Program 2:** Encourage estate homes and other quality development throughout the City with emphasis in the west and northwest portions of the City.

**Program 3:** Continue density bonus approaches to residential development in affordable ranges as well as to reward quality design.

**Sub-Program 1:** Designate substantial single family, small lot development opportunities in Community Profiles throughout the City.

**1.3.2 POLICY:** It is policy to encourage use of master development plans for large vacant acreage in order to coordinate land use, traffic circulation, and the provision of public facilities.

**Program 1:** Continue to cooperate with property owners within and adjacent to the City to develop master development plans for incorporation into the Community Profiles and establish appropriate zoning.

**Program 2:** Provide cost effective and equitable financing of public facilities and services.

**1.4 OBJECTIVE:** Improved economic opportunities for residents in low income or economically distressed areas.

**1.4.1 POLICY:** It is policy to encourage economic development within areas which will benefit from economic revitalization.

**Program 1:** Secure grants-in-aid where feasible, to help business development and expansion.

**Program 2:** Assist local business leaders, local organizations, and the real estate and development industry in efforts to produce economic growth and development.

**1.4.2 POLICY:** It is policy to encourage commercial and industrial development in appropriate portions of economically distressed areas which will provide employment and economic vitality.

**Program 1:** Assist in the development or redevelopment of property which could retain jobs and maintain the economic vitality of the immediate area.

**Program 2:** Identify areas in which public improvements would have the most substantial economic and social benefit.

**Program 3:** Commit public funds to areas, as funds are available, where the contribution of such funds will encourage private investments.

## 2. LAND USE

Goal: A community structure which provides an efficient, orderly and complementary variety of land uses.

2.1 **OBJECTIVE:** A compatible balance of land uses within the existing urbanized area and in areas of new development.

2.1.1 **POLICY:** It is policy to allow development to occur in the City based on market supply and demand within adopted guidelines.

2.1.2 **POLICY:** It is policy to provide compatible land uses in all areas of the City.

**Program 1:** Continue to maintain and update, as necessary, the City's Residential Planning District System as a basis for present and future development.

**Program 2:** Establish and maintain a set of community profile maps and notes for determining land use.

**Program 3:** Provide guidelines for preparation of master development plans for large vacant areas.

**Program 4:** Coordinate land use planning with economic development activities to create land use balance at both city-wide and community levels.

**Program 5:** Develop and employ guidelines for preparation of land use plans, including criteria for a proper balance of land uses and land use design relationships.

**Program 6:** Prepare functional master plans for public facilities and services to accommodate capacity requirements of the land use shown on the community profile maps.

**Program 7:** Expand and maintain the land use information base, for the community profiles.

**Program 8:** Maintain liaison with interested property owners to facilitate land use plan preparation and processing.

2.1.3 **POLICY:** It is policy that information pertaining to land use, both city-wide and at the community profile level, be compiled and analyzed by