



# INSPIRADA TOWN CENTER MASTER PLAN

ADOPTED JUNE 2018









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# ACKNOWLEDGMENTS

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Michael Tassi  
Sean Robertson, AICP  
Andrew Powell  
Dawn Okerlund, GISP

## CONSULTANT TEAM- LOGAN SIMPSON

Bruce Meighen, AICP  
Kristina Kachur, AICP  
Megan Moore, ASLA, Assoc. AIA  
Cayla Cothron  
Dan Arseneau  
Maria Michieli-Best  
Joe McGrane





# **CHAPTER 1**

## **IMPORTANCE OF A TOWN CENTER**

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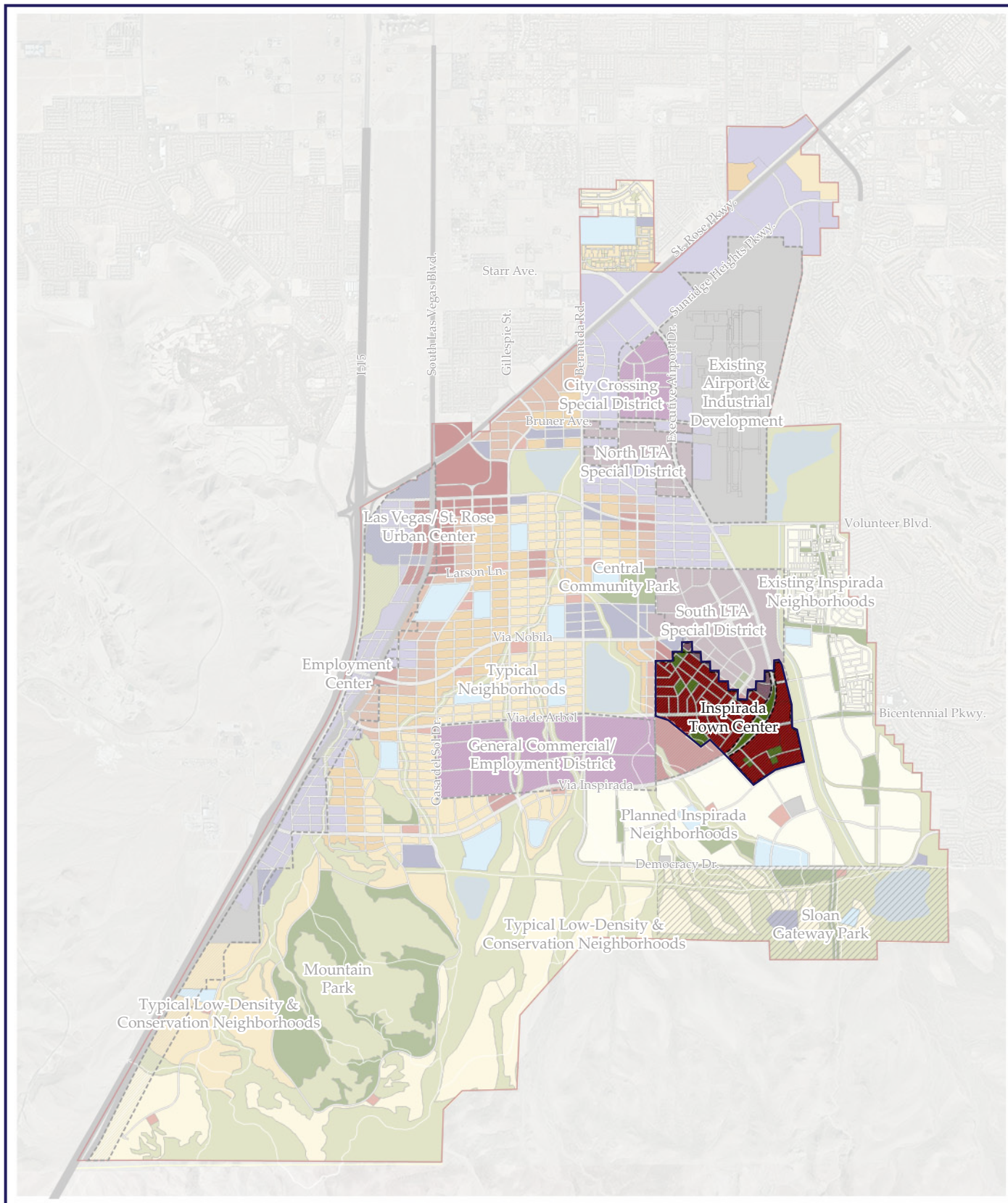
## INTRODUCTION

The Inspirada Town Center consists of approximately 300 acres of land located in the heart of the West Henderson planning area, serving the Anthem and Inspirada communities.

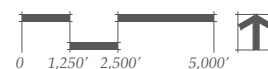
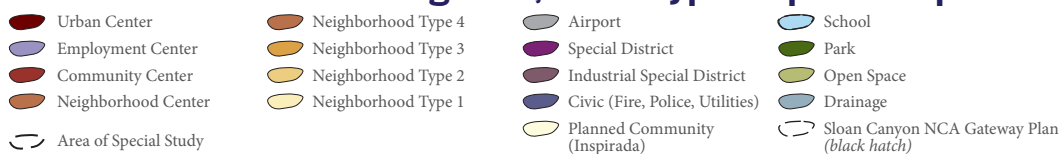
The [West Henderson Land Use Plan](#) designated the Inspirada Town Center as an Area of Special Study (highlighted in the map to the right), for which a subsequent update would occur once progress was made on existing development agreements. The area was zoned Planned Community, which provided only limited guidance until the Inspirada Town Center Master Plan (the Plan) was completed and the final land use determined. The West Henderson Land Use Plan proposed conceptual place types including parks; however, this Plan dives further into the analysis to define specific land uses.

This Plan illustrates a conceptual master plan for the Inspirada Town Center as an amendment to the West Henderson Land Use Plan for the City of Henderson (COH). The Plan address elements such as land use, transportation, utilities, and public spaces in order to create a balanced pattern of future development. The result is a land use plan that provides for local amenities and services, achieves desired community goals, and offers flexibility for landowners.

This Plan also meets existing requirements for the location of major facilities and road framework as outlined in the West Henderson Land Use Plan; previous agreements associated with the Town Center; and subsequent requirements associated with development agreements.



## West Henderson Planning Area, Place Type Map (Conceptual Illustrative Plan)



Source: West Henderson Land Use Plan, 2014 (Refer to the [West Henderson Land Use Plan](#))



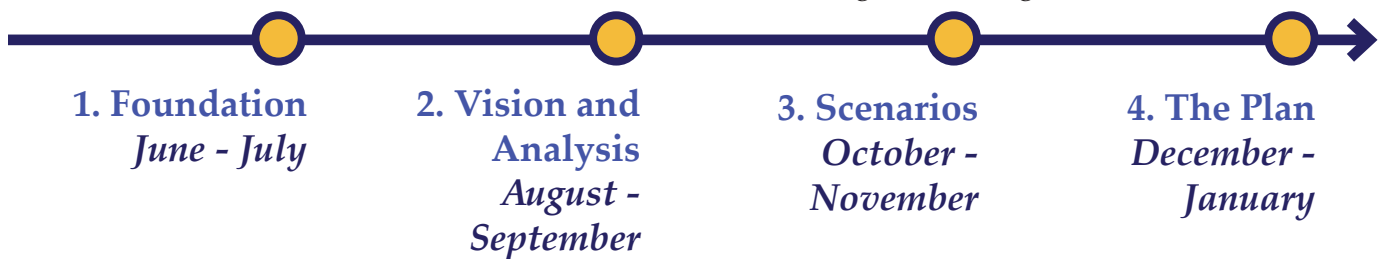
## PLAN PROCESS/PUBLIC INVOLVEMENT

Over the course of an 8-month process, the planning team worked to analyze existing conditions, develop scenarios, and create the Plan. The City of Henderson planning team consisted of both long-range and current planning members, as this future planning area has had a lot of current development interest during the planning process.

Two rounds of one-on-one stakeholder interviews were held with the property landowners within the Town Center as well as additional interested participants. City Council was kept informed of the planning efforts through individual briefings.

The Draft Plan will include a neighborhood meeting that is open to the public and a second round of City Council briefings prior to the Plan's adoption.

As part of a separate contract, Ricker | Cunningham conducted a market analysis in order to determine a balance of land uses. The analysis included estimates of local and regional demand for residential, office and retail and real estate trends. The results of their work are integrated throughout this Plan.



### WHAT WE HEARD

- Understand the importance of preserving commercial land use types, especially along Via Inspirada.
- Maintain the expectation for a vibrant Town Center to serve the Anthem and Inspirada communities as West Henderson builds out.
- Discourage large areas of single-family housing and support a mix of housing types.
- Integrate residential units at higher densities to ensure success of the future entertainment district/ mixed-use activity center.
- All properties should equitably contribute to the development of parks, trails, and urban amenities.
- Include within implementation/ action steps: Guidance on development quality and type, and a cost-sharing agreement for infrastructure and civic space.

## HOW TO USE THIS PLAN

The Inspirada Town Center Master Plan is a visionary document to guide future development efforts. Four chapters organize this document:

- **Chapter 1** provides an introduction to the Plan and process.
- **Chapter 2** outlines the foundation for the Plan, including a review of previous planning efforts, an exploration of existing conditions, and an overview of local and regional trends in development.
- **Chapter 3** describes the vision and guiding principles and illustrates the Plan's frameworks.
- **Chapter 4** details the development program and outlines a monitoring program that will be used to track progress towards meeting the vision.

The Plan is organized by four planning themes:



**Economic  
Development**



**Transportation &  
Infrastructure**



**Housing**



**Utilities &  
Amenities**



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## CHAPTER 2

# FOUNDATION



## PLAN DOCUMENTATION

The follow section includes an inventory of development plans, standards, and agreements relevant to the Town Center.

### West Henderson Land Use Plan, 2014, Revised 2015 and 2016

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#### History and Purpose

The West Henderson Land Use Plan proactively shaped one of the City's most important growth areas and reflected current market conditions to create an environment supportive of growth, quality of life, and economic sustainability. The significant shift in the economic and development climate since the previous land use plan amendment in 2008 spurred this planning effort. The vision established through the planning process included:

- To provide a balance of land uses serving the surrounding communities, including the Anthem and Inspirada communities.
- To encourage and support the City's tax base, employment base, housing diversity and general economic diversity.
- To become a regional commercial center, providing public amenities and services, to support the residential areas of the adjacent planned community.

#### How does this apply to the Inspirada Town Center?

In the West Henderson Plan, the Inspirada Town Center is designated as a future Urban Center. Characteristics of an Urban Center as outlined within the Plan include:

- Major urban-scale commercial core and a significant employment area
- Connected to framework streets and containing a diverse mix of uses
- Intensely developed
- Oriented around transit
- Future convention, conference, cultural, entertainment and resort facilities
- Accommodate a wide range of land uses including residential; neighborhood- to regional-scale commercial uses; recreation, entertainment, and visitor services; medical, health and personal care-related services; business, vehicular, financial, and personal services; and civic and recreational uses
- Varied building heights, transitioning to shorter buildings along the edges
- Buildings face the street with parking at back of buildings or on-street

General development requirements surrounding the urban center designation within the West Henderson Plan include:

- Building scale of three stories or greater, and a minimum Floor Area Ratio (FAR) of 1.0
- Minimum of 20 units per gross acre of residential density
- Serve as a transit center with local and regional connections

In the Plan, the Town Center is anchored by a new diagonal transit route and is at the intersection of multiple forms of transit. The Plan offers the potential for the BRT along Executive Airport Drive to extend down Via Inspirada with increased densities to support ridership. It also recommends implementation of additional local bus service along streets such as Gillespie, Bermuda, Volunteer and Via Nobila to supplement the BRT and parkway-transit corridor.

## City of Henderson Comprehensive Plan, 2017

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### History and Purpose

With the City of Henderson having experienced demographic and economic change since the last Comprehensive Plan was adopted in 2006, the 2017 Henderson Comprehensive Plan reevaluates current conditions and community priorities to keep Henderson an attractive place for residents, students, and businesses. Since 2006, the regional economy experienced a significant downturn during the recession, and has improved incrementally with a current and continuing rebound.

The planning effort is also a concerted effort to tie the citywide Comprehensive Plan to Southern Nevada Strong (SNS), a regional initiative, to position Henderson as a regional leader and allow the City to apply regional principles locally. The Plan communicates the vision, long-term goals and strategies that guide the physical development and orderly management to accommodate the project's additional 100,000 residents over the next 20 years. It also aligns local plans with SNS to ensure competitiveness for implementation funding through local, state and federal sources. This cooperation among plans will allow the City to customize and apply principles from SNS at the local level.

### How does this apply to the Inspirada Town Center?

As part of the Plan's vision for the future, the Inspirada Town Center is specifically called out under the goal of "designat[ing] additional Urban Centers and Priority Transportation Corridors." It is also noted in the Comprehensive Plan that each Urban Center is unique and will have guidelines and development standards appropriate for the location and context. In addition to what is outlined as characteristics of an Urban Center in the West Henderson Plan, the Comprehensive Plan also adds:

- Urban Centers allow the City to achieve Healthy Communities and Active, Complete Transportation goals by concentrating development and allowing more activity in a convenient area, allowing more people to walk and bike to destinations.
- More residential options are allowed in the Urban Center designation, enabling people to live closer to work and other community destinations they frequent.



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The Comprehensive Plan's goals and strategies identify expectations for Urban Centers. These goals and strategies are:

### *Land Use and Community Design*

- Goal H 1: Strive for a diverse mix of land uses that support complete neighborhoods, transit use, aging in place and community health as supported through the Vision Map.
  - Strategy H 1.1: Encourage a range of housing types, locally-serving retail, employment, public amenities and open spaces, all of which are comfortably accessible to the community via walking, bicycling or transit, and reflected through the additional designation of Urban Centers in key locations through the city.
  - Strategy H 1.6: Encourage higher land use intensities and densities in areas within a half mile of public transit service or areas identified for future transit improvements, such as in newly identified Urban Centers.

### *Land Use and Development*

- Goal E 3: Align land use planning with anticipated needs of target industries and future population.
  - Strategy E 3.1: Promote the development of new employment centers in Henderson through the designation of Urban Centers in key locations as identified in the Vision Map.

### *Master Transportation Plan*

- Goal T 4: Implement Complete Streets principles in support of the Master Transportation Plan for all modes and encourage healthy, active transportation.
  - Strategy T 4.11: Focus Complete Streets improvements near established urban centers around schools and parks and near transit stops and routes.

Although these goals and strategies do not specifically identify the Inspirada Town Center, its designation as an Urban Center projects the expectations of this goal and associated strategy onto the development.

## West Henderson Public Facilities Needs Assessment Area Plan, 2017

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### History and Purpose

Since the West Henderson Land Use Plan's adoption in 2014, the City has experienced increased interest in development on private and federal lands. With the expected nomination of future federal lands in West Henderson, the absence of a master developer to provide adequate public facilities and infrastructure, and the future population growth projection of 70,000 by 2050, the City has developed the West Henderson Public Facilities Needs Assessment Area Plan (PFNA) to evaluate the future public facility needs to support future development and maintain the high quality of life and development that Henderson's residents and businesses value.

The PFNA includes the current inventory and capacity of existing public facilities, future public facility needs based on population forecasts, cost estimates and a funding plan. The PFNA serves as a mechanism for all developers of smaller developments to participate in the cost of needed facilities and infrastructure.

### How does this apply to the Inspirada Town Center?

The PFNA contribution by developers will not include water, sewer, natural gas, electricity or communications infrastructure provision, nor will it include schools or transportation. However, the PFNA will include funding for a police station and fire station. A separate water infrastructure funding plan has been adopted by City Council that includes a water infrastructure charge to cover the cost of the first phase for service to West Henderson. The PFNA has allocated partial funding for parks, trails and open space development, and uses the West Henderson Land Use Plan requirements of 5.5 acres per 1,000 residents and the goal of having one park within ½ mile of each home as a foundation to determine the contribution.

## EXISTING CONDITIONS AND CONSTRAINTS ANALYSIS

The City of Henderson is the second largest city in the State of Nevada and is the largest full-service city in the state, directly providing residents with fire, police, paramedic, ambulance, sewer, and water services. The City of Henderson, which was incorporated in 1953, lies generally to the southeast of Las Vegas, covers 106.4 square miles, and has a population of 309,000 residents. The City has been nationally recognized for its premier parks and trails, master planned communities, economic opportunities, and public services.

Inspirada Town Center, located in the West Henderson planning area, consists of 32 parcels owned by 10 landowners, which includes investment companies, developers/home builders, and the City of Henderson.

The over 300-acre Town Center sits west of the existing Inspirada Residential Villages 1-4. It is bounded to the north by the South Limited Transition Area (LTA), which is slated for nonresidential development and certain public uses as required by the Omnibus Public Land Management Act of 2009. The 502-acre LTA is envisioned as a “premier business and employment center for the Intermountain West.” Future development within the Town Center and along this boundary should be compatible with this use. Single-family residential development, within Villages 5-7 of the Inspirada Planned Community, is anticipated to the south of the Town Center. Two subdivision maps in Village 5 are the only development proposals received thus far. The east is bounded by a large drainage basin. Future planned land uses directly to the west include additional commercial centers and medium- to high-density housing (8–36 units per acre).

As part of the West Henderson Land Use Plan, this area was designated as an Urban Center place type. Place types provide a general framework of intended uses and connectivity. An Urban Center should be an area of intense development, oriented around transit service and connected via major arterials. The area may accommodate a wide range of uses including residential; neighborhood to regional-scale commercial uses; recreation, entertainment and visitor services; medical, health and personal care related services; business, vehicular, financial and personal services; and civic and recreational uses. The general requirements are shown in the following table:

**General Requirements for Urban Centers, West Henderson Land Use Plan**

|                            |   |                        |
|----------------------------|---|------------------------|
| Place Type Size            | Per Place Type Map ( <i>see page 4</i> )                          | N/A                    |
| Place Type Spacing         | 4-mile radius   | N/A                    |
| Street Access              | Adjacent to 2 or more framework streets; near a regional facility | N/A                    |
| Planned Transit Services   | Transit center with local and regional connections                | N/A                    |
| Principle Building Heights | 3 stories   | Unlimited              |
| Lot Width and Depth        | 15 foot width; depth N/A  | Block width, N/A depth |
| Floor Area Ratio (FAR)     | 1.0   | Unlimited              |
| Residential Density        | 20 units per gross acre   | Unlimited              |



## Economic Development

A diverse land use mix that balances residential, retail, employment, and entertainment uses benefits human and environmental health and public and private financial health. Dense urban centers with increased connectivity have a positive impact on the economic viability of the city. Integrating tourism and entertainment will make this area an economic hub.

Currently, the only commercial development in the immediate area is a 20-acre center at Bicentennial Parkway and Sun City Anthem Drive just east of the Town Center. This neighborhood commercial center serves the Inspirada residential villages, as well as the southern portions of the Anthem community and includes a grocery store, a few restaurants, and offices.

As there is no current development within the study area, trends and economic conditions were derived from the City of Henderson and Clark County, and based on the distribution of employment sectors and estimated growth rates.

The citywide 20-year demand for retail space amounts to almost 4.5 million square feet. Retail demand occurs from market leakage and new household growth. Current retail leakage is high for common neighborhood services such as building materials and gardening equipment; health and personal care; and general merchandise. Additional demand will be needed in the next 20 years for these neighborhood services and food and beverage; clothing and accessories; and foodservice and drinking places. Therefore, the Town Center is ripe for development of bars, restaurants, grocery stores, and shopping along with entertainment activities.



## Office/Employment Demand for Clark County

| Industry Category                   | Estimated 2017 Employees | Estimated Growth Rate 2017-2037 | Estimated 2037 Employees | Estimated New Employees | Estimated % in Office Space | Estimated Net New Office Employees | SF Per Office Employee | Estimated 20-yr. Office Demand |
|-------------------------------------|--------------------------|---------------------------------|--------------------------|-------------------------|-----------------------------|------------------------------------|------------------------|--------------------------------|
| Mining and Construction             | 80,200                   | 2.0%                            | 119,173                  | 38,973                  | 2%                          | 7,795                              | 200                    | 1,558,919                      |
| Manufacturing                       | 25,000                   | 1.0%                            | 30,505                   | 5,505                   | 5%                          | 275                                | 200                    | 55,048                         |
| Trade, Transportation and Utilities | 204,300                  | 0.5%                            | 225,730                  | 21,430                  | 10%                         | 2,143                              | 200                    | 428,603                        |
| Information                         | 13,100                   | 1.0%                            | 15,984                   | 2,884                   | 80%                         | 2,308                              | 200                    | 461,518                        |
| Financial Activities                | 157,500                  | 1.0%                            | 192,180                  | 34,680                  | 90%                         | 31,212                             | 200                    | 6,242,388                      |
| Professional and Business Services  | 184,200                  | 1.0%                            | 224,759                  | 40,559                  | 80%                         | 32,447                             | 200                    | 3,489,441                      |
| Education and Health Services       | 109,400                  | 1.4%                            | 144,470                  | 35,070                  | 20%                         | 7,014                              | 200                    | 1,402,783                      |
| Leisure and Hospitality             | 336,300                  | 0.5%                            | 371,576                  | 35,276                  | 10%                         | 3,528                              | 200                    | 705,528                        |
| Other Services                      | 54,700                   | 0.5%                            | 60,438                   | 5,738                   | 30%                         | 1,721                              | 200                    | 344,267                        |
| Government                          | 112,900                  | 0.3%                            | 119,871                  | 6,971                   | 30%                         | 2,091                              | 200                    | 418,235                        |
| Self-Employed                       | 46,300                   | 0.5%                            | 51,157                   | 4,857                   | 60%                         | 2,914                              | 200                    | 582,800                        |
| <b>Total</b>                        | <b>1,323,900</b>         | <b>0.8%</b>                     | <b>1,555,842</b>         | <b>231,942</b>          | <b>40%</b>                  | <b>93,448</b>                      | <b>200</b>             | <b>18,869,530</b>              |

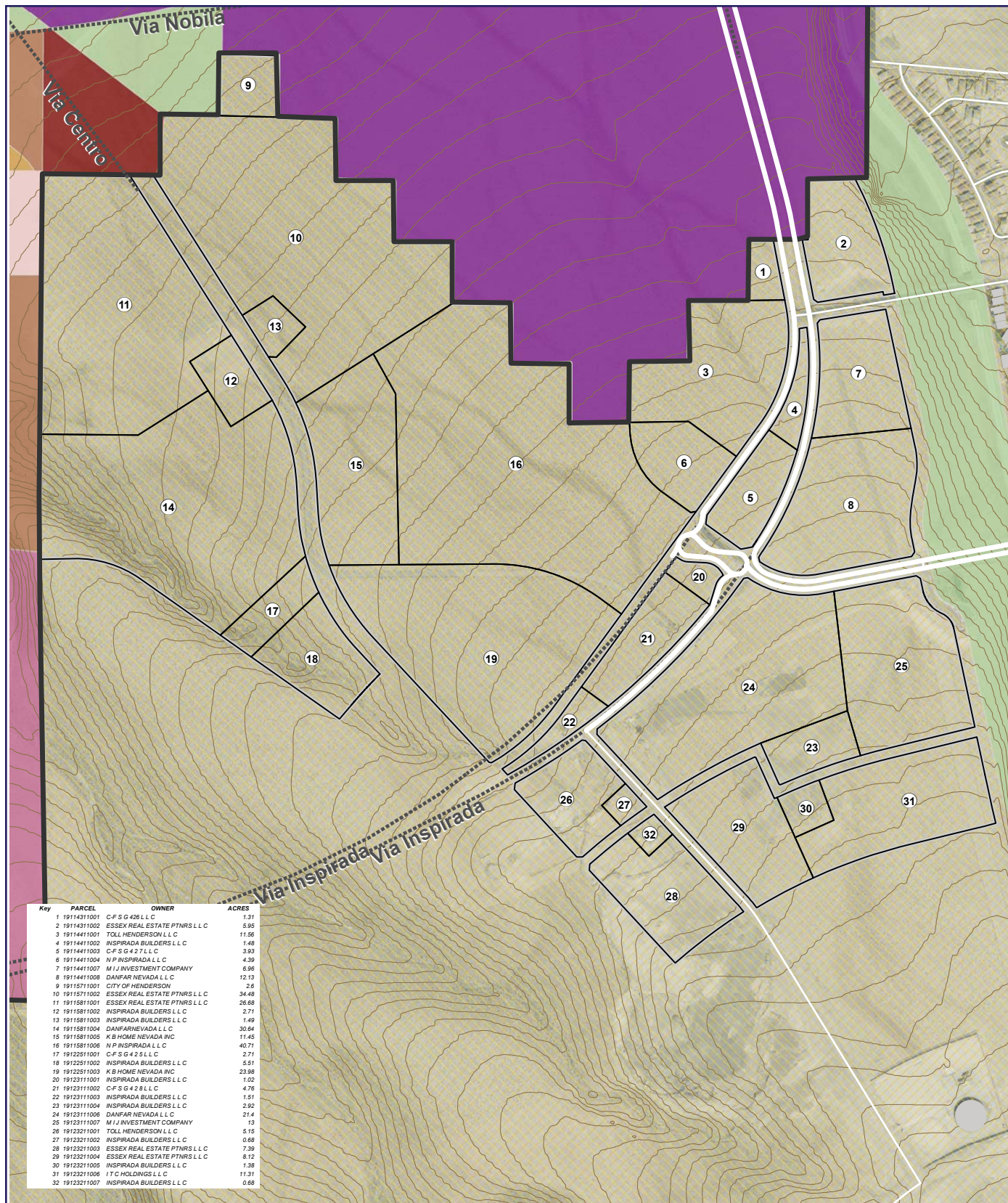
Source: UNLV Center for Business and Research and Ricker | Cunningham

## Retail Demand for the City of Henderson

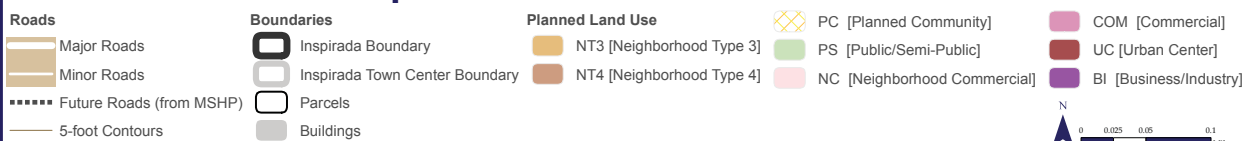
| Retail Category                      | New Retail Space Needed to Recapture Void/ Leakage | New Retail Space Needed for Household Growth | Total 30-Year New Trade Area Retail Demand (SF) |
|--------------------------------------|--|--|---|
| Furniture and Home Furnishings       | 0  | 115,128                                      | 115,128   |
| Electronics and Appliance            | 57,395   | 87,718                                       | 145,114   |
| Building Materials, Garden Equipment | 726,535  | 5,440,772                                    | 1,167,307                                       |
| Food and Beverage (Grocery)          | 37,125   | 506,560                                      | 543,685   |
| Health and Personal Care             | 132,259  | 218,007                                      | 350,266   |
| Clothing and Accessories             | 0  | 275,452                                      | 275,452   |
| Sporting Goods, Hobby, Book, Music   | 41,206   | 115,677                                      | 156,884   |
| General Merchandise                  | 577,210  | 524,130                                      | 1,101,341                                       |
| Miscellaneous Stores                 | 0  | 141,172                                      | 141,172   |
| Food Service and Drinking Places     | 0  | 474,852                                      | 474,852   |
| <b>Total</b>                         | <b>1,571,732</b>                                   | <b>2,899,468</b>                             | <b>4,471,200</b>                                |

Source: U.S. Census, Claritas, Inc., Urban Land Institute, and Ricker | Cunningham





## Land Use and Development





## Housing

Maintaining a diversified housing stock is integral to any city's livability. Available homes must be suitable for all life stages and lifestyles in order to attract and retain residents throughout their lifetime. A predominant form of development throughout the Las Vegas metro area has been in the form of master planned communities. The Town Center is currently zoned as Planned Community and designated as mixed-use commercial development for the seven residential villages of the Inspirada Planned Community.

While the Inspirada Town Center could afford extensive development in means of limited environmental and development constraints, Millennials and Baby Boomers alike are desiring more urban living and walkable amenities. This type of development also puts greater strain on our transportation systems, public financing, and overall quality of life and well-being.

Between 2000 and 2016, the City of Henderson grew by 13% reaching a population of almost 300,000 and nearly 114,000 households. Household growth within Henderson is projected to grow by 1.7% through 2025. While the average household size is 2.59, household size is decreasing across the nation.

Based on this household growth rate, Ricker-Cunningham has estimated a need of 41,000 new units of residential demand in the next 20 years in the City of Henderson. Henderson averages to be older in population than Clark County with 17% of the residents over 65 years of age versus 13% and a median age of 40.9 versus 36.4. Henderson also trends wealthier than Clark County, with a median household income just over \$63,000 versus \$51,000. Henderson is 15% Hispanic, 7% Black/African-American, and 9% Asian American; all lower percentages than Clark County. Demographic information is sourced from US Census, City of Henderson, Nielson, Inc, and Ricker-Cunningham.

The greatest household demand will be for higher-density products, both ownership and rental. Ownership products could include small lot single-family, patio homes, townhomes, rowhomes, condominiums, and live/work units. Rental units could include mid-rise and loft apartments. A mix of products will help respond to a wide range of demographic groups.





## Residential Demand Analysis for City of Henderson

|                              |      |         |
|------------------------------|------|---------|
| Households                   | 2017 | 118,100 |
|                              | 2037 | 159,064 |
| Household Growth (2017-2037) |      | 40,964  |
| Adjusted Unit Requirement    |      | 41,373  |

|   |       |
|---|-------|
| Annual Growth Rate                        | 1.5%  |
| Adjust for 2nd homes, demolition, vacancy | 1.0%  |
| % Rental                                  | 40.0% |

| Annual Household Income Range (2017 dollars) | Approximate Rent Range | Supportable Home Price Range | Current Households in Income Bracket | New Households by Income Bracket |
|--|------------------------|------------------------------|--------------------------------------|----------------------------------|
| up to \$15k                                  | up to \$375            | up to \$75k                  | 8%                                   | 7%                               |
| \$15k - 25k                                  | \$375 - 625            | \$75k - 100k                 | 8%                                   | 7%                               |
| \$25k - 35k                                  | \$625 - 875            | \$100k - 150k                | 9%                                   | 8%                               |
| \$35k - 50k                                  | \$875 - 1,000          | \$150k - 200k                | 13%                                  | 12%                              |
| \$50k - 75k                                  | \$1,000 +              | \$200k - 250k                | 20%                                  | 21%                              |
| \$75k - 100k                                 | \$1,000 +              | \$250k - 300k                | 14%                                  | 15%                              |
| \$100k - 150k                                | \$1,000 +              | \$300k - 500k                | 16%                                  | 17%                              |
| \$150k and up                                | \$1,000 +              | \$500k and up                | 12%                                  | 13%                              |
| <b>Totals</b>                                |                        |                              | <b>100%</b>                          | <b>100%</b>                      |

## COH Demand from New Households (20-yr)

| Total Units   | Estimated % Rental | Total Rental Units | Total Ownership Units |
|---------------|--------------------|--------------------|-----------------------|
| 2,896         | 95%                | 2,751              | 145                   |
| 2,896         | 90%                | 2,607              | 290                   |
| 3,310         | 80%                | 2,648              | 662                   |
| 4,965         | 70%                | 3,475              | 1,489                 |
| 8,688         | 40%                | 3,475              | 5,213                 |
| 6,206         | 10%                | 621                | 5,585                 |
| 7,033         | 10%                | 703                | 6,330                 |
| 5,379         | 5%                 | 269                | 5,110                 |
| <b>41,373</b> | <b>40%</b>         | <b>16,549</b>      | <b>24,824</b>         |

Source: U.S. Census, City of Henderson, and Ricker | Cunningham



## Transportation and Infrastructure

The Town Center sits at a vital location of two major crossroads in West Henderson. The planning of transportation systems and land uses go hand in hand. The location of higher densities may prompt additional transit choices as only then does it become economical with the critical mass to support transit investments. Transportation, utilities, and infrastructure are the backbone of our cities. When designed and maintained correctly, these systems make communities run smoothly. Mixed-use and dense development reduces the need for costly and redundant municipal infrastructure.

### Transportation

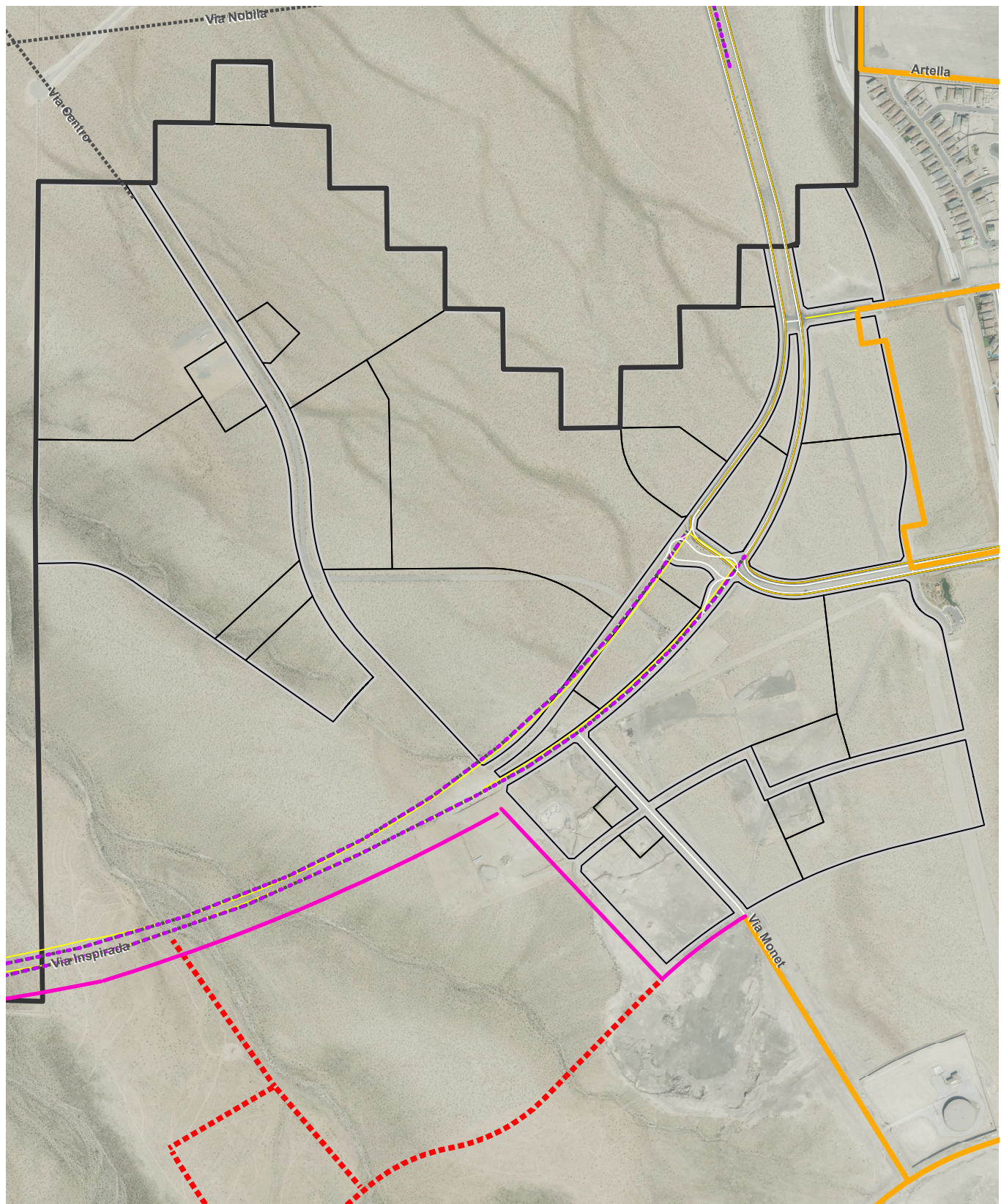
The only existing major transportation infrastructure consists of Bicentennial Parkway, which connects to the Inspirada residential villages and the community of Anthem, and Via Inspirada, which connects north towards Volunteer Boulevard and the Henderson Executive Airport. These roads all have striped bike lanes. The Regional Transportation Commission (RTC) of Southern Nevada provides bus service throughout the larger metro area. Currently, the closest service is provided three miles north along St. Rose Parkway and Eastern Avenue.

An agreement was put into place between the City of Henderson and Inspirada that states additional core infrastructure is to be bonded with issuance of the 3,500th building permit. Inspirada recently achieved this milestone and will be constructing the remainder of Via Inspirada west to Interstate 15 and Democracy Drive from Anthem and Inspirada west to Via Inspirada.

The Master Transportation Plan was completed in 2017. Future transportation and infrastructure development should be integrated with this Plan. In February 2014, the Henderson City Council adopted the most updated Master Bicycle and Trails Plan. There are a few existing shared-use paths, all on the outskirts of the Town Center. However, the West Henderson Land Use Plan has planned for an extensive bicycle and trail network in the future.

The West Henderson Plan outlines a gridded major roadway system with a high number of intersections per square mile (at least 100 intersections per square mile). Bicycle and pedestrian infrastructure should be integrated into development including approximately ½-mile spacing for enhanced bicycle facilities, such as buffered lanes (either painted or physical separation from vehicle travel lanes) and/or cycle tracks. There should be bicycle lanes and bike boulevards on streets between enhanced bicycle lanes. A highlight of the plan includes a corridor bisecting West Henderson diagonally northwest-to-southeast with a terminus in the Town Center. Additional transit such as bus rapid transit and local bus service should be coordinated with RTC.





## Mobility and Transportation

### Boundaries

- Inspirada Boundary
- Inspirada Town Center Boundary
- Parcels

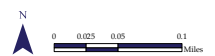
### Transit and Transportation

- Streets with Transit
- On-Street Bike Lanes
- Core Infrastructure to be bonded

- Core infrastructure secured

- Neighborhood streets to be bonded

- Additional core infrastructure to be bonded (prior to the issuance of the 3,500th building permit)







## Utilities and Amenities

### Utilities

As the Town Center is currently undeveloped, minimal infrastructure exists on-site except for major roads and utility mains. Water mains exist along major roads including Bicentennial Parkway, Via Inspirada, and Via Centro. A sewer main was recently constructed from Via Inspirada just south of the future intersection of Via Nobila and Via Centro. Additional core infrastructure will be built with the extension of Via Inspirada.

The entire Town Center site is relatively flat and absent of steep slopes or rock outcrops. The site slopes gradually to the southeast but no development constraints are present. The site sits higher than the surrounding area and has views of Henderson to the east, downtown Las Vegas and the Las Vegas Strip to the north, and the greater Valley with mountains on the horizon. No perennial streams, floodplains, or major drainages exist on-site. However, a small wash runs along the southwest edge of the Town Center.

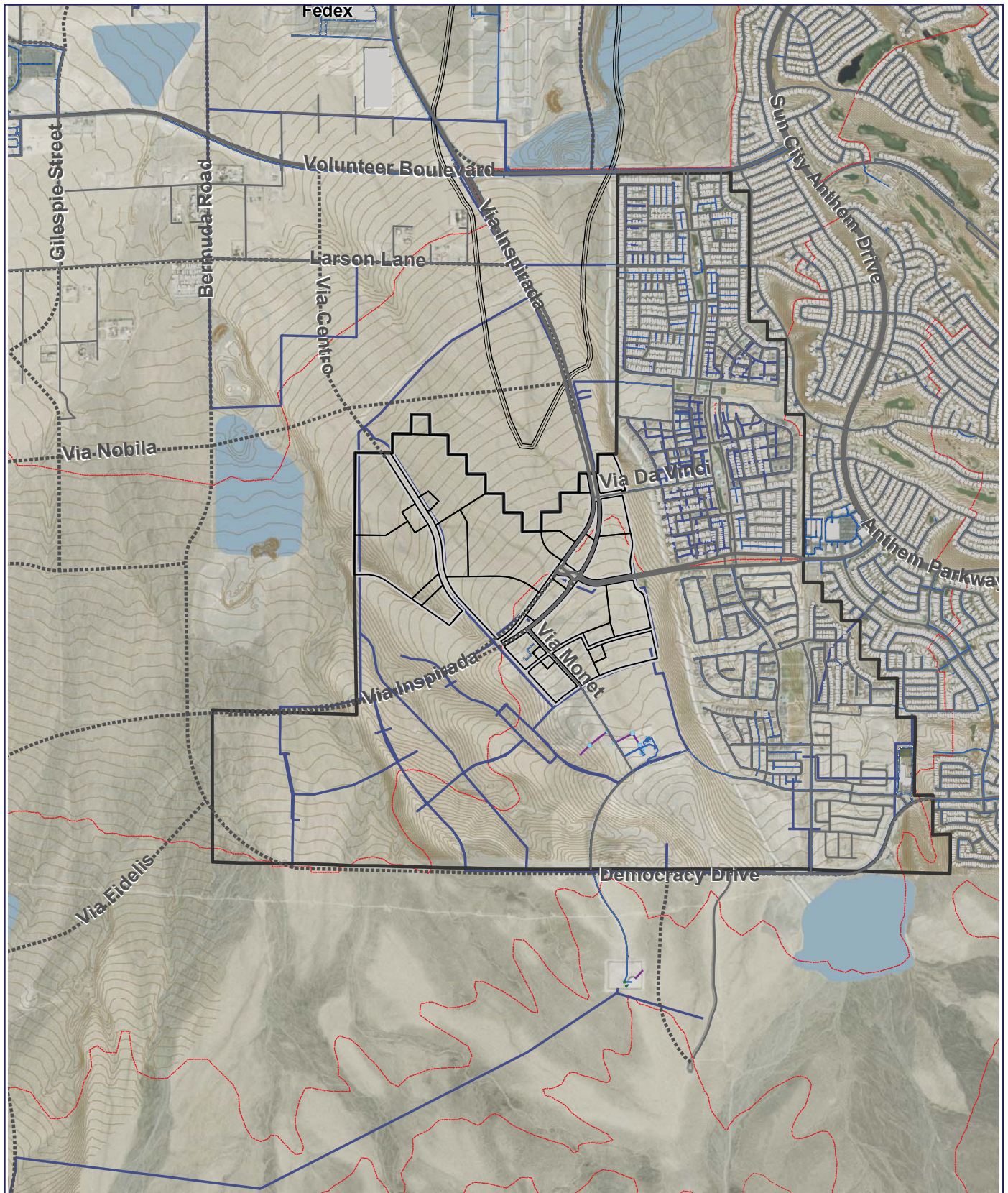
### Parks, Recreation, Open Space, Trails, and Public Spaces

Recreational opportunities contribute to a community's quality of life and can help counter the increasing obesity and health epidemics and rising healthcare costs. As such, these amenities have become an increasingly important factor in determining where to live or locate a business. In more urban areas, instead of expansive parks with rolling hills, these areas can also exist as people's "third places" which can be plazas, markets, or festival spaces.

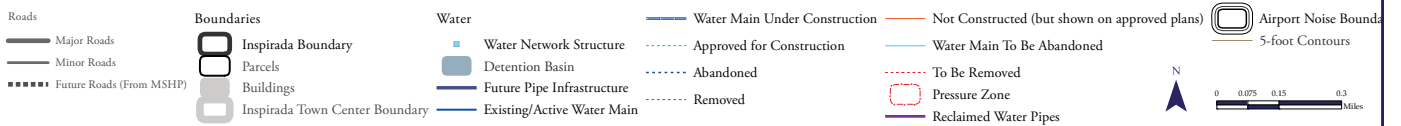
As the Town Center is currently undeveloped, no parks or recreation facilities exist on-site. The City of Henderson Public Works, Parks and Recreation Department has established community parkland standards of 5.5 acres per 1,000 population; and .37 miles of trails per 1,000 residents. Given the urban framework of the Town Center, public spaces should consist of defined placemaking features, urban plazas, and neighborhood parks. Greenways and trails should connect the Town Center to the natural environment.

Civic and emergency services are limited in the area. A fire station exists two miles southeast. A police station is planned on city-owned land within the Town Center.

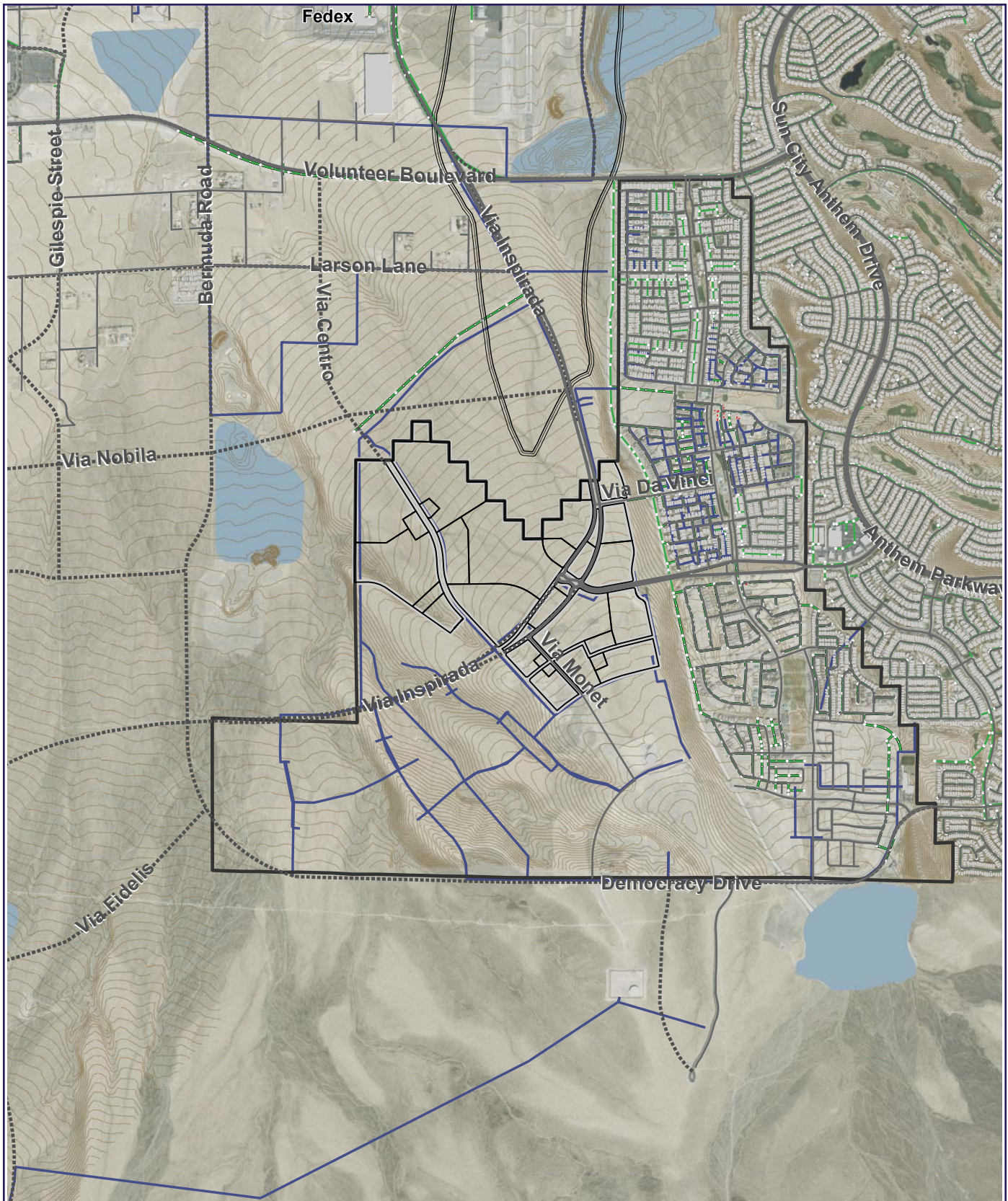
No schools are currently proposed within the Town Center. Clark County School District has an elementary on Del Terra, adjacent to Capriola Park that is slated to open for 2018-2019 school year. Inspirada Villages also has other school sites designated for schools. School sites should be generally integrated within neighborhoods, especially elementary schools, which are intended to be walkable for most students.



## Water Infrastructure







## Sewer Infrastructure

**Roads**

- Major Roads
- Minor Roads
- Future Roads (from MSHP)

**Boundaries**

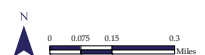
- Inspirada Boundary
- Inspirada Town Center Boundary
- Parcels
- Buildings

**Sewer**

- Sewer Manholes
- Existing/Active Sewer Main
- Sewer Main Under Construction
- Abandoned
- Removed
- Sewer Main To Be Abandoned
- To Be Removed

**Other Features**

- Airport Noise Boundary
- Future Pipe Infrastructure
- 5-foot Contours
- Detention Basin







## CHAPTER 3

# CREATING A TOWN CENTER





## OVERALL VISION

The vision and guiding principles for the Inspirada Town Center form the basis of the Plan and the resulting land use guidance. The goal of the vision will be to ensure that the Town Center has a commercial focus. The vision answers the following key questions:

- What is important about the Town Center to Inspirada and adjacent communities?
- What about this area is unique and could be leveraged?
- How would this area's development be beneficial to the West Henderson area and the City?
- What is or should be the character for the area?

# TOWN CENTER VISION

The following vision and guiding principles tier off of *Henderson Strong*, the City's comprehensive plan, and the West Henderson Land Use Plan:



*To provide a balanced and diverse mix of commercial, office, residential, civic, and recreational uses serving Anthem, Inspirada, and Henderson residents.*

*To support the City's tax base, employment base, housing diversity, and general economic diversity.*

*To become a commercial, entertainment, and residential center, by providing public amenities that serve as a gathering place.*

*To utilize best practices for building construction and site design to enhance and maximize connectivity through framework streets, transit options, and pedestrian and bicycle infrastructure.*

*To seamlessly integrate with our natural environment, local and federal public lands, and greenways.*





## GUIDING PRINCIPLES BY THEME

### Economic Development Framework

By creating an ideal environment for business and entertainment, The Town Center is a place for new companies to relocate and expand. The Inspirada Town Center will aid in Henderson's goal of increasing the City's overall jobs-to-housing balance, by providing a unique economic hub. The Town Center will be a competitive location to attract and retain future entrepreneurs and investors. It will be a place for our residents and visitors to gather, socialize, and thrive.

### Capitalizing on a Human-Scaled Center

- Orient the Town Center, anchored at the intersection of Bicentennial Parkway and Via Inspirada, around a large entertainment venue/district, surrounded by complementary smaller scale retail.
- Preserve key employment and commercial land use types along Via Inspirada.
- Capitalize on market-supportable retail and associated uses due to the lack of centers such as grocery stores within the West Henderson, Anthem, and Inspirada communities.
- Emphasize the Via Centro and Via Inspirada intersection as a primary opportunity area.









Inspirada Town Center will primarily be neighborhood serving as regional retail will continue to be drawn to St. Rose Parkway. Short-term demand is high for neighborhood-serving retail/service uses (i.e. grocery, personal services, food and drink, medical, dental, etc.). Long-term demand for higher-end retail uses will depend on residential development type and visitor/tourist activity (i.e. casino/resort). Highly amenitized community space is necessary to support higher-end retail product types.





Opportunities exist for higher end and sustainable product types designed with evolving workforce trends and user values in mind (i.e. green construction, smaller work spaces, larger community spaces) at the outer edges of the Town Center. St. Rose Parkway frontage and the airport area will continue to attract attention from large-scale industrial/ flex users; the Town Center's niche could focus on smaller businesses in a higher-density environment. Henderson's demographics can support a unique environment for the creative class or knowledge-based workers within this mixed-use center.

Urban center and commercial land uses are the focus of the Town Center. Greater intensity land uses are interior to the site with potential future entertainment, retail, lodging, and high-density residential development. A new Main Street anchored at either end with commercial uses and lined with supporting shops, restaurants, and public plazas is the key focal point. Neighborhood commercial is anchored at Bicentennial Parkway and Via Inspirada and is guaranteed to immediately serve the existing residential to the east with further expansion as residential development in the Town Center and Inspirada Villages come online.

*A new Main Street anchored at either end with commercial uses and lined with supporting shops, restaurants, and public plazas is the key focal point.*







## Housing Framework

Housing within the Town Center supports the commercial and retail uses. Higher densities and a range of residential building types provide adequate housing to serve all residents. Transitioning and connecting the desired land uses will ensure both physical and conceptual barriers are eliminated throughout the Town Center.

### Focusing on Transitions and Edge Development

- Include compatible land uses as a transition to the Limited Transition Area (LTA) that create a buffer between residential and entertainment uses such as a parking lot and large format uses.
- Include compatible, less intense land uses, such as townhomes and neighborhood commercial, to transition to the residential Villages of Inspirada.
- Utilize parks, boulevards, washes, and greenways to create a consistent identity between the Town Center and nearby public lands, residential areas, and employment land.

### Designing for Quality and Higher Densities

- Encourage a variety of housing types from mid-rise buildings to townhomes.
- Closely integrate high-density residential/condo units to ensure success of the future entertainment district/ mixed-use activity center.
- Support the development of design guidelines that create cohesion and a sense of place particularly in public and commercial areas, while maintaining flexibility for smaller parcels.
- Ensure quality development on all parcels adjacent to and within the Town Center.













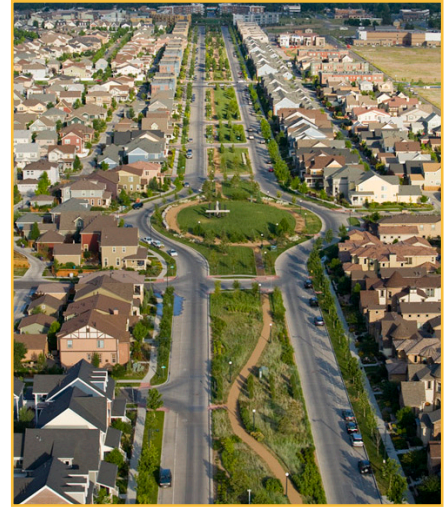
Opportunity exists to further diversify housing stock including high-density ownership products that appeal to a wider range of demographic segments. Creating a mix of land uses, housing, neighborhood services, and a range of activities will enhance the social vitality of the Town Center. There is a need to maintain a high-quality image while addressing new market niches. Multi-family market pressure can be accommodated in more “urbanized” live/work areas and held to a higher standard of quality and uniqueness. Vertical mixed-use should be encouraged to facilitate easy access to retail and restaurants.

The framework for housing in the Town Center highlights a variety of housing types from attached single-family units, to multi-family units, to mid-rise condominiums. Higher densities are focused toward the interior of the Town Center closer to key activity centers. Residential development should have a high connectivity index within a fine grain network. Vertical mixed use could be integrated in commercial areas.

*A variety of housing types exist throughout the Town Center from mixed-use, mid-rise residential to traditional neighborhoods. Here attached residential surround a central greenway.*







## Transportation and Infrastructure Framework

The Town Center will be a significant hub within the regional transportation systems. Creating a livable community begins with the transportation network. Modern modes of transportation are planned to encourage a vibrant district and integrate Low Impact Development design with the natural landscape. This network also facilitates the efficient development of utility services.

### Aligning Land Uses and Transportation

- Continue Bicentennial Parkway through the Town Center as a primary connector to unify, activate, and promote connectivity.
- Utilize the Via Inspirada couplet for unique commercial uses while allowing for greenways and gateway amenities.
- Encourage gridded, internal circulation and additional minor arterials that meet and exceed the connectivity index.
- Capitalize on the diagonals to create an interesting sense of place.

### Planning for Multiple Modes

- Create a pedestrian multi-use corridor/main street to serve as a greenway and transit corridor to connect urban centers in West Henderson. Anchor the corridor with entertainment uses.
- Design for efficient and convenient pedestrian access across Via Inspirada and Bicentennial Parkway.
- Create a transit hub and transit ROWs along Via Inspirada and create options for existing and future transit and transportation technologies.













The roadway, transit, and pedestrian framework tiers from the West Henderson Plan with primary circulation on framework streets intersected with a series of fine grain roads. Developers are expected to meet the connectivity index. Bicentennial Parkway crosses Via Inspirada and terminates at the entertainment venue. A new interior Main Street is anchored on either end by flagship uses.

The future center-running BRT along Via Inspirada stops at a transit station in the center of the couplet near the enhanced pedestrian crossing. Framework streets buffer the LTA from the ITC with potential alignments of future connections to Via Nobila and Via Inspirada.

Streetscape improvements provide for a pleasant promenade feel through the entertainment area. Key attention should focus on pedestrian enhancements across the Via Inspirada couplet either with an overpass, pavement treatments, and/or pedestrian activated lights.

*An entryway sculpture park welcomes residents and visitors to the Inspirada Town Center via car, bike, or dedicated transit lanes.*







## Utilities and Amenities Framework

Urban-scale amenities within the Town Center seamlessly integrate with the natural surroundings of West Henderson and the greater region. Strategically located, the Town Center provides an important link for the regional system of trails, recreation facilities, and large expanse of public land. The desert environment is respected while placemaking is improved.

### Connecting Balanced Amenities

- Varying building heights should be considered to retain views from the interior Town Center to the Las Vegas Strip and mountains of Red Rock and Sloan Canyon NCAs.
- Distribute parks, trails, and urban amenities throughout the Town Center.
- Improve the connection to Sloan Canyon and buffer along the eastern edge of the Town Center using a series of complementary parks and trails.
- Encourage inviting urban parks, public amenities, and spaces for the entire community.
- Work with the school district to ensure schools can accommodate the increased population.

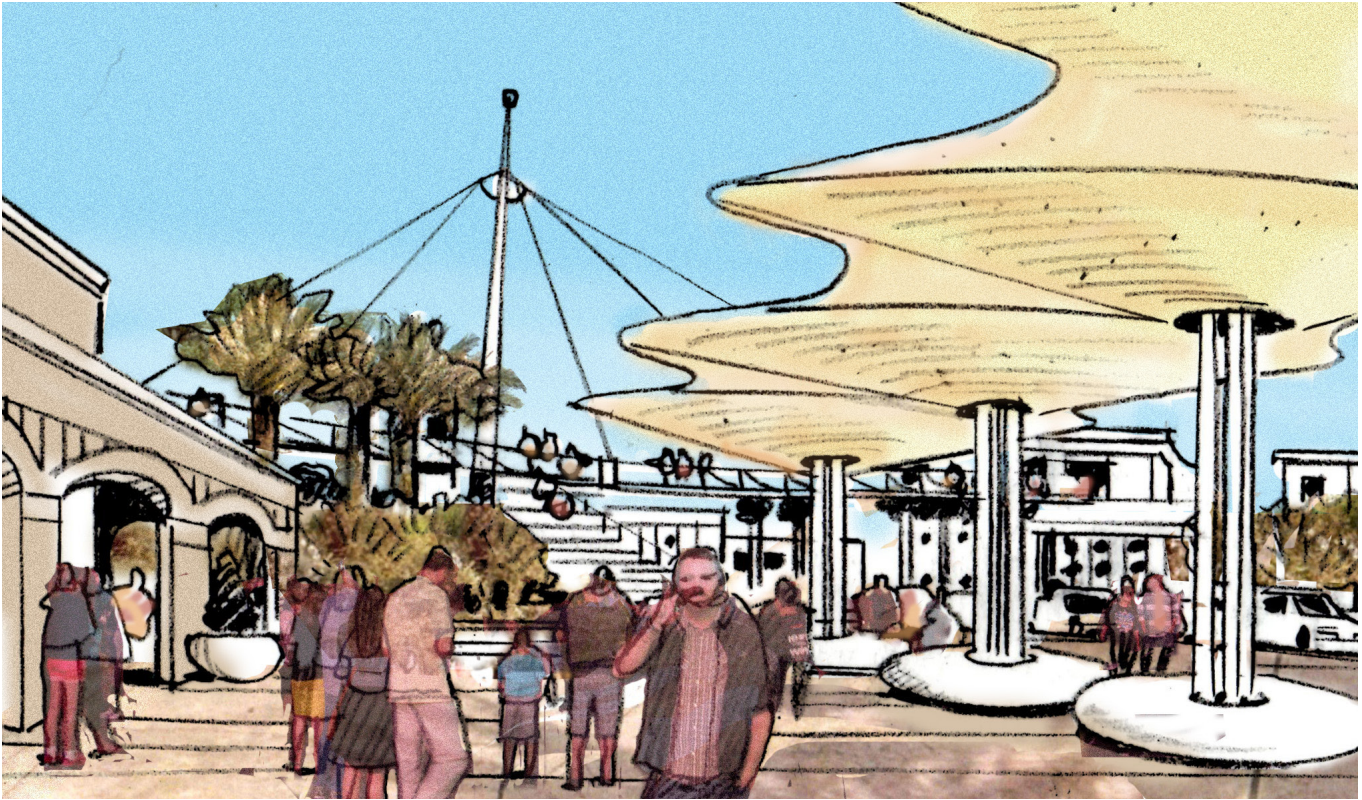












Flexibility in the development and design of live/ work/ shop/ play/ learn areas will foster uniqueness and maintain property values. Future development should carefully consider placemaking elements that ensure these environments support market reality while retaining their value. This financial investment could be a private/ public partnership. Human connections where businesses open up to the public realm with curbside seating and active patios provide added benefit.

While parks are not specifically allocated within the regulatory plan, public and semipublic zoning is allowed within the proposed future land uses. Each developer will be required to contribute to park space either directly or through PFNA. Urban plazas, potentially with splash pads (privately maintained), public seating, or small concert stages should be situated near entertainment and retail areas. A corridor separates the Town Center from the LTA and could be developed into a greenway and open space buffer between the two areas with a trail that connects to the future West Henderson Community Park.





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## CHAPTER 4

# REALIZING THE PLAN





## REGULATORY LAND USE PLAN

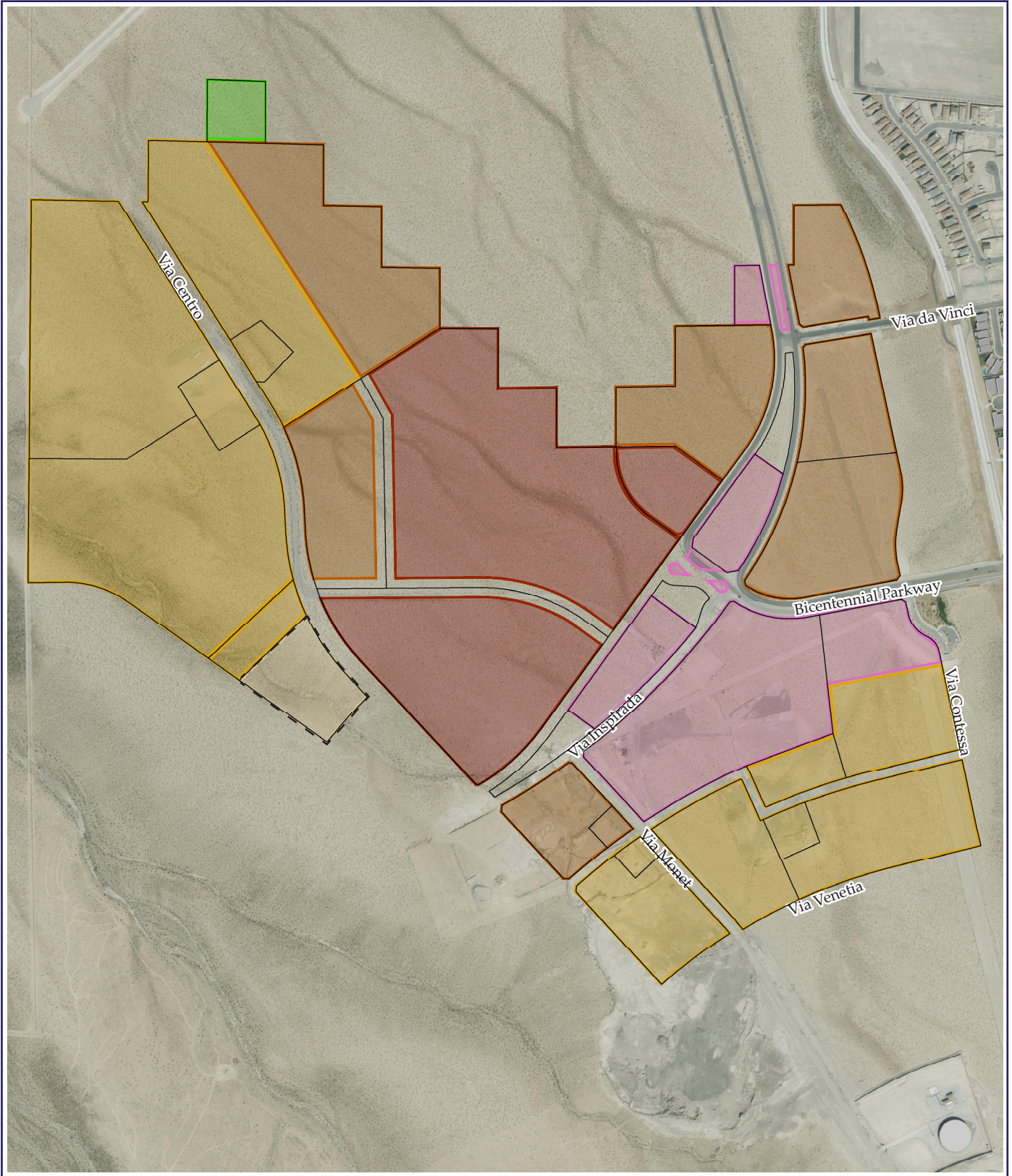
The regulatory Future Land Use (FLU) Plan illustrates the location of desired land uses within the Inspirada Town Center. The overall direction and allocations of the FLU Plan is rooted in current market conditions and plausible. For a description of the land use categories and the allowed zoning districts, typical uses, and common characteristics please refer to Chapter 3 of the West Henderson Land Use Plan.

## DEVELOPMENT PROGRAM

The table on the following spread illustrates a possible building scenario based on the FLU Plan. The FLU Plan allocates a general balance of land uses and the developable land acres results in the shown employment and housing units.

It is anticipated that build-out of the Town Center will take a number of years and the actual development pattern may differ in order to respond to actual market and other conditions.

The monitoring program, on the following pages, involves a series of metrics that analyze environmental, economic, and social. Future development should demonstrate progress towards these metrics as projects are approved. Staff will complete annual metric reports that review both West Henderson's and the Inspirada Town Center's progress toward achieving the vision.

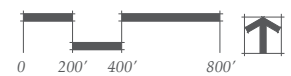


## Future Land Use Plan

- Urban Center\*
- Commercial
- Neighborhood Type 4\*
- Neighborhood Type 3\*
- Planned Community
- Public & Semi Public

\*These land uses accommodate a variety of zoning districts as described in the West Henderson Land Use Plan. Parks and open space is to be provided in these land uses per the City's park level of service requirements.

--- This parcel may be removed and added to Inspirada Development.





## Buildout Program

Square footage and dwelling unit calculations were determined by calculating the number of acres allotted in the regulatory plan and the typical land use allocations. These acreages are multiplied by the intensity, Floor-Area Ratio (FAR) for commercial and office land uses or density, dwelling units per acre (DU/Ac). The table illustrates the Inspirada Town Center market share of the residential, office, and retail demands described in Chapter 3. A low and high absorption rate are shown. Based on this analysis, the proposed development program far exceeds the commercial 20-year absorption rate while the amount of office space is underrepresented.

|                                    | Acreage    | Commercial |                  | Office |                |
|------------------------------------|------------|------------|------------------|--------|----------------|
| Max Intensity/Density              |            | Unlimited  | 4.00 FAR         |        | 2.50 FAR       |
| Min Intensity/Density              |            | %          | 1.00 FAR         | %      | 1.00 FAR       |
| Urban Center /Planned Community    | 69         | 30%        | 900,000          | 25%    | 750,000        |
| Max Intensity/Density              |            |            | 2.00 FAR         |        | 2.00 FAR       |
| Min Intensity/Density              |            | %          | .50 FAR          | %      | .50 FAR        |
| Commercial                         | 37         | 25%        | 210,000          | 25%    | 210,000        |
|                                    |            |            |                  |        | .05 FAR        |
| Public and Semi-Public             | 2          | 0%         | 0                | 80%    | 5,000          |
| Neighborhood Type 3 (8-16 DU/Ac.)  | 120        | 0%         | 0                | 0%     | 0              |
| Neighborhood Type 4 (12-36 DU/Ac.) | 68         | 0%         | 0                | 0%     | 0              |
| <b>Total</b>                       | <b>297</b> |            | <b>1,110,000</b> |        | <b>965,000</b> |
| COH 20-Year Demand                 |            |            | 4,471,200        |        | 18,689,530     |
| % of Share High                    |            |            | 16%              |        | 9%             |
| % of Share Low                     |            |            | 14%              |        | 7%             |
| ITC 20-Year Absorption High        |            |            | 720,000          |        | 1,683,000      |
| ITC 20-Year Absorption Low         |            |            | 630,000          |        | 1,309,000      |
| 20% of Build-Out                   |            |            | 126,000          |        | 261,800        |
| Public Open Space                  |            |            |                  |        |                |

Based on the allotted acreage and densities for residential land, approximately 2,400 households or 6,000 residents (multiplied by an average of 2.0-2.6 persons per household based on type) could be housed within the Inspirada Town Center, which is consistent with the market analysis. The community parkland requirement requires 5.5 acres of park, open space, greenways, plazas per 1,000 residents. Based on the number of residents, approximately 33 acres of community parkland would be required. The proposed regulatory plan allocates 34 acres of community parkland.

| Public/ Civic  |         | Households            |                   | Residents | Employees | Job/ Housing <sup>2</sup> |
|--|---------|-----------------------|-------------------|-----------|-----------|---------------------------|
|  |         | % 20 DU/Ac.           |                   | 2.0       |           |                           |
| 15%  | 450,000 | 30%                   | 500               | 1,000     | 7,800     | 15.6                      |
|  |         | 30 DU/Ac.             |                   |           |           |                           |
|  |         | % 16 DU/Ac.           |                   | 2.4       |           |                           |
| 10%  | 170,000 | 40%                   | 240               | 600       | 2,300     | 9.6                       |
| 20%  | 22,000  | 0%                    | 0                 | 0         | 600       | N/A                       |
|  |         | % 2.6                 |                   |           |           |                           |
| 10%  | 530,000 | 90%                   | 900               | 2,300     | N/A       | N/A                       |
| 10%  | 300,000 | 90%                   | 800               | 2,100     | N/A       | N/A                       |
| 1,472,000  |         | 2,440                 |                   | 6,000     | 10,700    | 4.4                       |
|  |         | DU/acre 8             |                   |           |           |                           |
|  |         | 38,400                |                   |           |           |                           |
|  |         | 25%                   |                   |           |           |                           |
|  |         | 16%                   |                   |           |           |                           |
|  |         | 2,892                 |                   |           |           |                           |
|  |         | 1,836                 |                   |           |           |                           |
|  |         | 370                   |                   |           |           |                           |
| Parks, Open Space,<br>Greenways Planned<br>Total Acres |         | Required<br>per 1,000 | Total<br>Required |           |           |                           |
| 34   |         | 5.5                   | 33                |           |           |                           |



## Monitoring Program

The West Henderson Land Use Plan outlines a quantitative approach to implementation and monitoring. These metrics have been updated below. This structure allows for the continuous review and verification that the Inspirada Town Center is progressing towards the goals of not only the center itself but West Henderson as a whole.

# PLACE TYPES

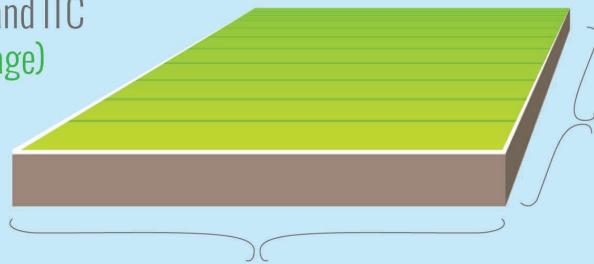
## RESIDENTIAL AND COMMERCIAL BLOCK SIZE

2050 desired future condition for WH and ITC

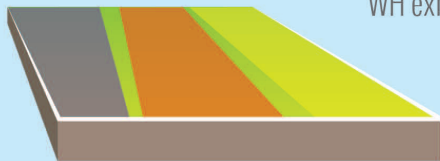
**330 x 660 feet** (average)

goal: **decrease**

responsibility: **city**



## LAND AREA MIX



WH existing condition 2014\*:

|                                      | residential | industrial/<br>employment | mixed use<br>centers | parks/<br>civic |
|--------------------------------------|-------------|---------------------------|----------------------|-----------------|
| WH existing condition 2014*:         | 22%         | 44%                       | 0%                   | 34%             |
| WH 2050 desired<br>future condition: | 44%         | 33%                       | 8%                   | 15%             |
| ITC desired<br>future condition:     | 65%         | 8%*                       | 15%                  | 12%             |

WH 2050 desired  
future condition:

ITC desired  
future condition:

65% 8%\* 15% 12%

\*employment only

goal: **monitor**

responsibility: **city**

## AVERAGE DENSITY (DU/ACRE)

WH existing condition 2014\*: **3.3**

responsibility:

**city**

WH 2050 desired  
future condition: **5**

goal:

**increase**

ITC desired  
future condition: **8**



\* Per the West Henderson (WH) Land Use Plan, 2014

# BUILDING PROGRAM

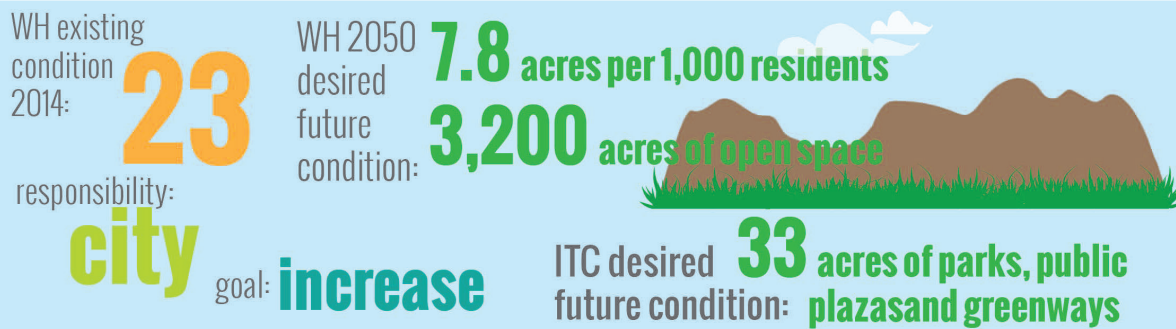


\* Per the West Henderson (WH) Land Use Plan, 2014



# PLACEMAKING

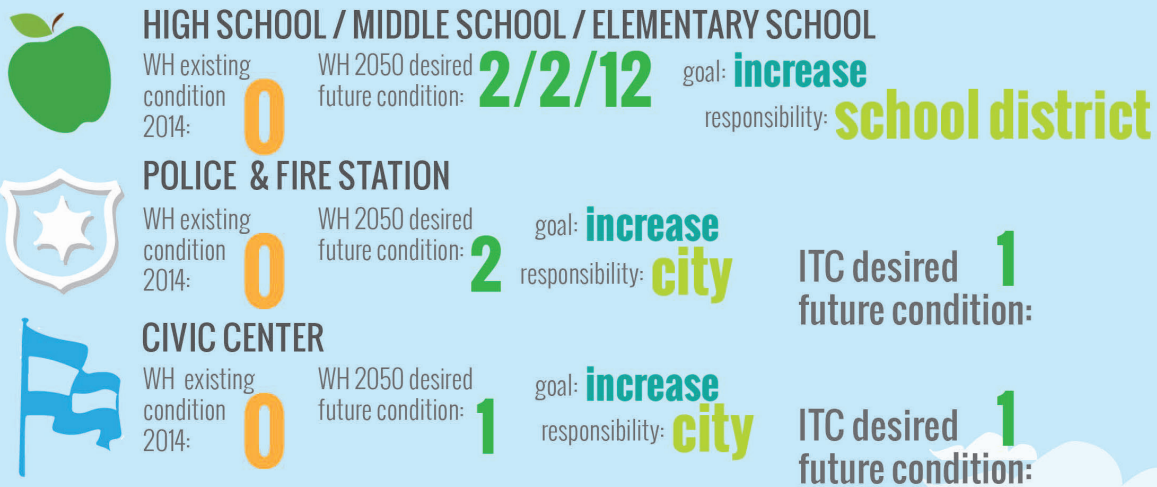
## AMOUNT OF OPEN SPACE, PARKS, AND TRAILS (ACRES)



## AMOUNT OF RECREATION FACILITIES (SQUARE FEET)

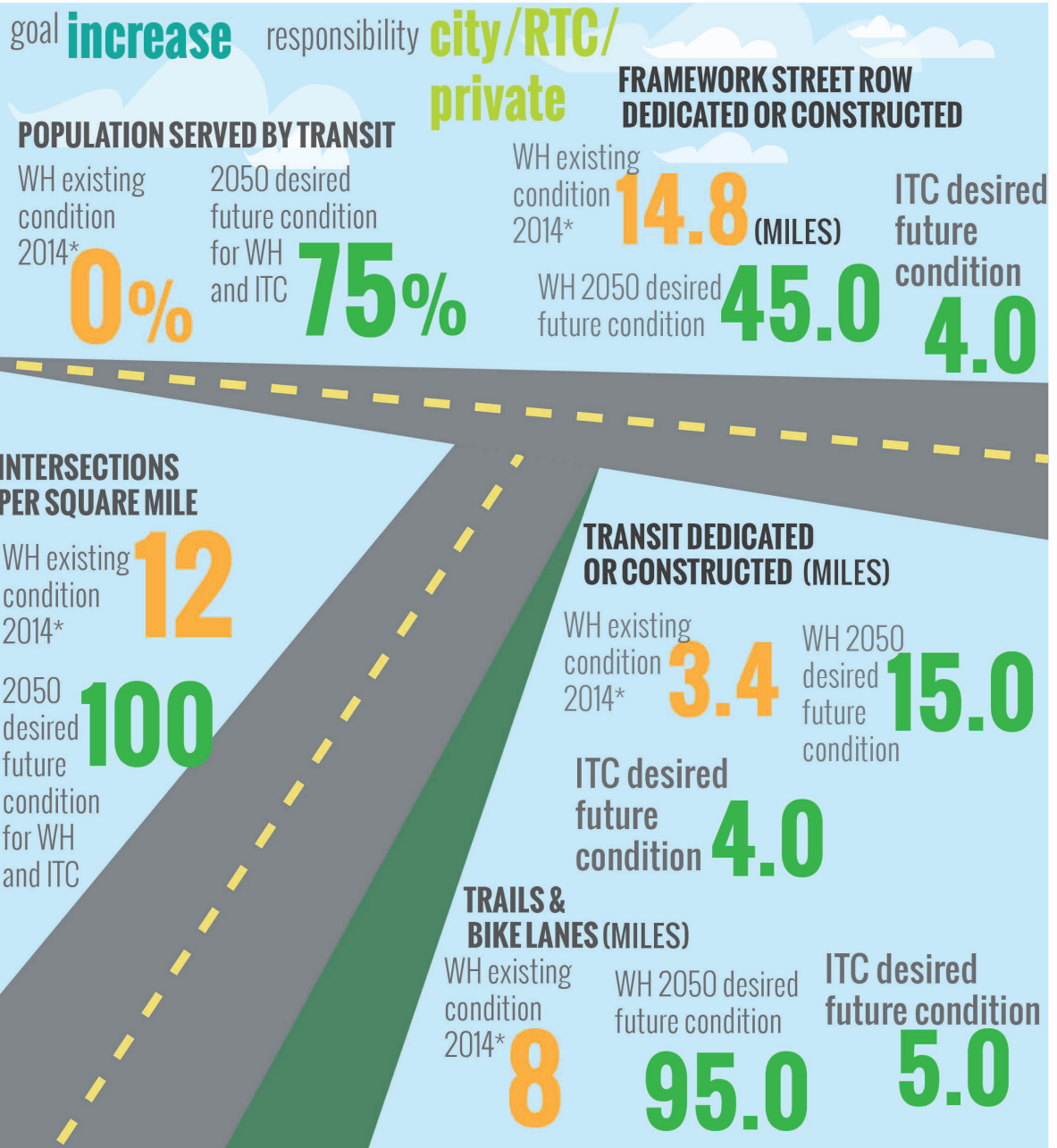


## AMOUNT OF CIVIC AMENITIES



\* Per the West Henderson (WH) Land Use Plan, 2014

# CONNECTIVITY



\* Per the West Henderson (WH) Land Use Plan, 2014



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