

NEVADA PLANNER



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Making Great Communities Happen

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Letter from the President

Greg Toth, AICP
Nevada Chapter President

State of the Chapter 2012

Good news, everyone! You may recall my newsletter article last year when I outlined the Minimum Chapter Performance Criteria Upon set by APA National and the Chapter Presidents' Council. Back then we were compliant with 67% (6 of 9) of the criteria. Well, with the publication of this Winter 2013 issue of Nevada Planner, we will have published our required 3 newsletters per year (since technically this will be published in 2012), bringing us up to 89% compliant – 8 out of 9! We also adopted our Annual Work Plan, which was the other criterion we have met since last year. All that remains is the Long Range Development Plan (the hardest one). That will be one of our main goals for 2013.

This news sets up the rest of this letter, which I'll use to recap the State of the Chapter Address I gave at the Chapter Business Meeting in Las Vegas this October. There's more good news: the Bylaws amendment we notified you about passed (unanimously)! Thank you to all who came and voted, and to all who wanted to but couldn't make it. The amendment allows us to hold all future elections and votes electronically, as opposed to having to use postal mail. Now we're not stuck in the 20th century!

The next bit is both good news and bad. We now have 7 Chapter-only members, which is the good news. People are starting to hear the word and are choosing to remain a part of the Chapter, or are coming back to us after a break. The bad news is that total membership continues to decline, down to under 270. There is a bright side, though – the decrease has definitely slowed.

Please continue to tell anyone who you know who has let their National membership lapse that this option is available, and also that low-cost National memberships may be available to those who've lost their jobs. Information about Chapter - only memberships can be found on our website.

Our Membership Committee is up and running: Scott Majewski, AICP, and Jared Tasko, AICP, both of the Southern Section, have volunteered. We could use at least one more, hopefully from the Northern Section. This committee will research ways to increase our membership and reach out to those we've lost, and find creative ways to gain new members.

Lastly (and hopefully this won't need to become tradition) but I also offered an apology at the State of the Chapter. During last year's address, I announced the Executive Committee's goal of engaging and including our more rurally located members, possibly through online content or live streaming of our luncheons, seminars, and conference sessions. There were even a few of you who offered to help. I'm sorry that I didn't ride that wave of enthusiasm and utilize the help that was volunteered. As a result, we didn't connect with the rural members like we'd wanted to. But it is still a goal of this Chapter, and we will still work toward it, hopefully with your help.

One possible way to accomplish this that I think shows promise is the website UStream. Using relatively low-tech equipment (including some smart phones) one can broadcast live video streams, which means we could broadcast any of our events live for anyone to watch virtually anywhere, using any computer, smart phone, or tablet connected to the internet on the UStream website or using the UStream mobile app.

That could be the solution right there. I haven't looked into it too much as far as logistics, and we have not yet approached National about how CM credits would be handled (baby steps...). If any of you have used UStream or are familiar with it, and would like to help us, please let me know.

The state of the Chapter continues to be strong and lean. We had an amazing conference in Las Vegas, our Sections continue to offer excellent luncheons and seminars, and we're getting great responses for newsletter articles. Please keep them coming! I'm incredibly encouraged by how engaged this Chapter is, and I look forward to more in 2013. As always, thank you for your support and God bless Nevada!

Sincerely,
Greg Toth

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On The Cover
View from Las Vegas City Hall looking onto downtown and the Bonneville Transit Center, a LEED Platinum building.

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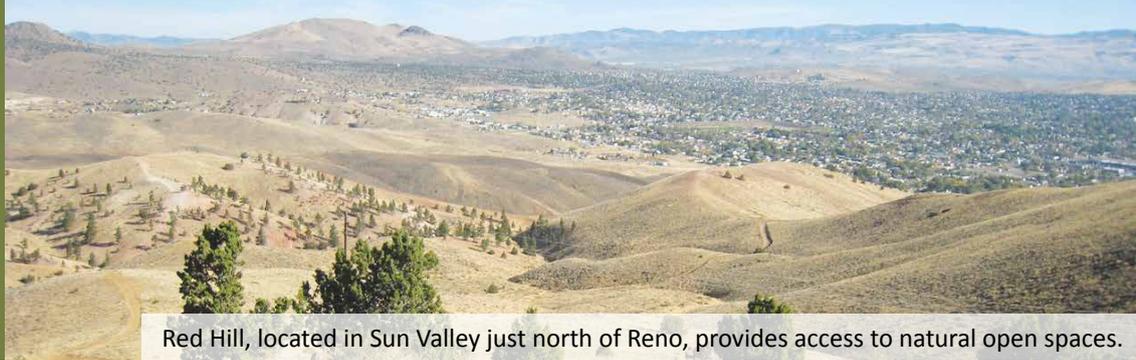
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Red Hill Master Plan APA

Deb Reardon, AICP



Red Hill, located in Sun Valley just north of Reno, provides access to natural open spaces.

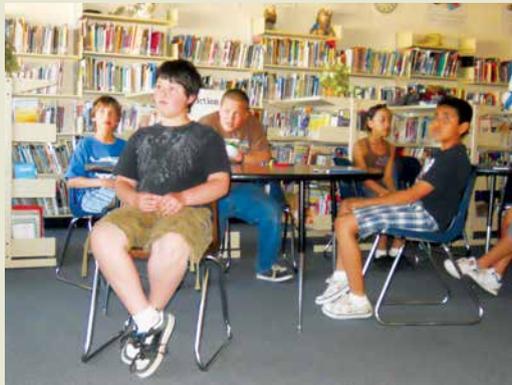
Red Hill is a landmark natural formation overlooking the Truckee Meadows from the north and providing spectacular views of Reno and its vicinity. Located on 438 acres, unique geologic features along with a variety of desert plants and wildlife add to its attraction as a popular area for outdoor recreation in Sun Valley, Nevada.

Recognizing Red Hill's unique resources, the American Land Conservancy (ALC) acquired 400 acres at Red Hill in 2000. ALC dedicated the property to Washoe County in 2001, with significant deed restrictions in an effort to protect its vulnerable natural resources, in particular altered andesite buckwheat, a sensitive native plant species. An additional 38 acre parcel was dedicated to Washoe County in 2010 as part of a planned development.

While the land was designated as open space, the site was beginning to show signs of misuse (illegal dumping, off road vehicles, unauthorized trails, target shooting etc.) that threatened its unique cultural and natural resources. Therefore, Washoe County, in collaboration with project partners, applied for and received a technical assistance grant from the National Park Service Rivers, Trails and Conservation Assistance (RTCA) Program to facilitate community outreach and develop a community vision and conceptual plan for Red Hill.

Charrette Engages Community

The Red Hill Stakeholder Committee, formed in order to guide the planning process, evaluated a range of possible community engagement methods and agreed to proceed with a design charrette for more streamlined development of a plan and an increased level of community engagement. The charrette brought together over 120 participants including landscape architects and students, technical experts from the fields of recreation, natural resources and land use management, and community members, for an intensive two-day workshop in October 2011. Through an existing partnership between RTCA and the American Society of Landscape Architects, four talented landscape architects donated their time, expertise, and design services to develop the conceptual plans.



Over 60 students from Lois Allen Elementary School participated in interactive planning workshops using an Audience Response System.

Prior to the charrette, community engagement included community meetings, an online survey, and interviews with key stakeholders. Additionally, over 60 sixth-grade students from Lois Allen Elementary School participated in youth workshops where students developed a shared understanding of history, geology and natural resource values at Red Hill. Through an interactive exercise using an Audience Response System, students shared their vision for Red Hill, including priority amenities, activities and ideas for trail connections. The Truckee Meadows Community College Design with Nature class also used Red Hill for a class project that included opportunity and constraints mapping, site and slope analysis, and trail design.

Plan Inspires Action

The resulting Red Hill Master Plan envisions a non-motorized trail system with trailheads, outdoor classroom, native interpretive garden, community art, recreational amenities, the conservation of sensitive habitat and restoration of disturbed areas, and potential land acquisitions for increased wildlife and natural resource protection and regional trail connectivity. The Master Plan also includes an Action Plan that will guide long-term implementation.

The Plan has inspired immediate action, including a community clean-up event where over 100 cubic yards of trash was removed. Additionally, Washoe County worked in collaboration with the Nevada Division of Minerals to secure four abandoned mines. A "bat gate" was installed at an adit with evidence of bat activity, which will serve as a future trail destination and educational feature. Washoe County is also actively seeking funding for signs and barriers, restoration and trail development. For more information, please contact Washoe County Regional Parks and Open Space at 775-823-6500 or download the plan at washoecountyparks.com.

Project partners included the City of Reno Parks, Recreation and Community Services Department, Desert Research Institute, Nevada Natural Heritage Program, Nevada Recreational Trails Program, Nevada Trailworks/Poedunks, Regional Public Safety Training Center, Silverstar Communities, Sun Valley Citizen Advisory Board, Sun Valley General Improvement District Sun, Valley Sertoma, the northern Nevada section of the Nevada Chapter of the American Society of Landscape Architects, Truckee Meadows Community College, and the Washoe County School District.

Bios

Jennifer Budge, CPRP

Jennifer Budge is a Park Planner for Washoe County Community Services Department and has been with the County for thirteen years. Jen has a BS Degree in Municipal Recreation Administration, with a minor in Spanish, from the University of Nevada, Reno, and is a Certified Park and Recreation Professional. Previously, she has worked in various aspects of recreation for the cities of Sparks and Reno and the Truckee-Donner Recreation and Park District.



One of three charrette design teams completes a conceptual plan that includes conservation and recreation.

She has served on several community boards including the Nevada Recreation and Park Society, Sparks Parks and Recreation Commission and Keep Truckee Meadows Beautiful. Jen is married to Jeremy Budge, Director of Golf at Arrowcreek Country Club, and they have a seven year-old son, Connor and 4-year-old twin sons, Matt and Andy.

Deb Reardon, AICP

Deb Reardon is a planner and facilitator for the National Park Service's Rivers, Trails and Conservation Assistance (RTCA) Program. In this capacity, Deb provides technical assistance in the areas of public involvement, partnership development, strategic planning and conceptual planning for community-led conservation and recreation projects in Nevada and California. Prior to joining RTCA, Deb served as a Principal Planner for the City of Henderson where she gained experience in open space and trail planning, land use planning, regional collaboration, public policy development and community engagement. Deb started her career as an engineer and earned a Bachelor of Architectural Engineering degree from Penn State University. Deb is happily married and enjoys cooking, Pilates, yoga, skiing and traveling.

Getting Complete Streets Done

Perry D. Gross, Ph.D

Southern Nevada's adoption of Complete Streets policy marks a significant turning point for the region. Complete Streets is a national and international initiative to compensate for the unintended consequences of urban development since World War II. In short, turning auto oriented streets into streets that are viable for all modes of transportation while reconnecting the streets to adjoining neighborhoods. Fortunately the 80, 100, 120 foot right-of-ways typical for Southern Nevada streets offers ample opportunity for achieving Complete Streets. Ultimately, Complete Streets will provide definition for neighborhoods and communities thus ensuring a long-term sustainable and vibrant Southern Nevada region.

Implementation of public policy achieving its overall goal requires attention to the details of the implementation strategies. In public policy terms this means paying attention to the policy implementers. This study explored the perceptions of Complete Streets by potential policy implementers. This discussion of the study is organized into an overview of Complete Streets policy, public policy theory of street-level bureaucrats, research methodology, results, interpretations, and policy implications.

Paying attention to policy implementers may enhance the results of Complete Streets policies.

Complete Streets: Since World War II, land development has focused on a built form emphasizing the automobile. This almost singular focus has generated some unintended consequences. These unintended consequences can be gleaned from the confluence of initiatives that underpin Complete Streets principles. Urban planners advance ideas about smart growth which advocates for compact and denser development patterns. Engineers recognized the imbalance resulting from the autofocus of the built form by advocating for context sensitive solutions striving for multimodal infrastructure. The healthy communities' initiative advanced by public health officials seeks to enhance the built form to entice individuals to take on a more active lifestyle. Finally, the sustainable communities' initiative seeks a built form that provides for inter-generational equity, economic vitality, and an environmentally sustainable future. Each of these initiatives is embodied in the principles of Complete Streets policies.

Southern Nevada's Complete Streets policies capture the requirements of all users including disabled persons, public transportation, freight and delivery trucks, bicycles, and pedestrians. Further, the policies integrate the need for connectivity and access management. Ultimately these policies are embodied in streetscape cross-sections that detail how these policies should be implemented. This approach parallels the traditional approach taken in the region for developing transportation infrastructure.

Street-Level Bureaucrats: Lipsky argued in 1980 that public policy implementation was ultimately in the hands of what he termed street level bureaucrats. These are the individuals charged with implementing policy and enforcing the rules assigned to them. Ultimately, street-level implementers are not merely implementing the decisions of elected officials; they are actually making policy choices. These individual policy choices are naturally influenced by each individual's perspective of what constitutes a Complete Street. It is therefore imperative that an initial understanding of these perspectives be established in order to better guide the implementation of Complete Streets policies. For Complete Streets, the policy implementers will be the region's planners and engineers. Interestingly the region's planners and engineers gained their professional knowledge and experience during a two decade long rapid expansion of public infrastructure.

This expansion was largely funded by developers through exactions. Complete Streets policies target both existing and future streets, thus implying a different set of dynamics. The stakeholders, resources, and overall focus will likely be different from the developer-driven infrastructure investments of the past.

Research Methodology: This study employed Q methodology which was formulated to investigate subjectivity, such as perspectives of Complete Streets. William Stephenson, a British physicist and psychologist, developed Q methodology in the 1930s. At its core the methodology requires individuals to self rank a set of stimuli, in this case streetscape images. Individual sets of rankings are correlated against other individuals resulting in a correlation matrix. This correlation matrix is factor analyzed to determine similarities and differences among the individuals. The resulting factors of these similarities and differences are subjected to a theoretical interpretation for determining the structure of the factors or Complete Streets perspectives. This study utilized 20 images from a set of 65 images. The 20 images were chosen to represent wider and narrower streets as well as urban and suburban streets. Further, the 20 images were sorted into a forced normal distribution from -4, least complete, to +4, most complete streets. Twelve planning and engineering consultant professionals sorted the 20 images via a website. Note, Q methodology statistically assesses individuals and not traits thus not requiring the large number of samples required in R methodology.

Results: The 12 sorts in the correlation matrix were explored for two, three, and four factor solutions. The three factor solution, once Varimax rotated provided 77% explanatory variance. The three factor solution had seven individuals load on factor 1, two individuals on factor 2, and two individuals on factor 3 leaving one confounded sort. A confounded sort is one in which an individual correlate evenly across factors. The interpreted three factors structure label factor 1 as punch list, factor 2 as principles, and factor 3 as preferences. Interestingly, one punch list individuals moderately correlated with principles while four other punch list individuals moderately correlated with preferences. This indicates interplay between the three perspectives. This interplay is reinforced with eleven of the 20 images being considered consensus among the 12 individual sorters and two of the images being neither consensus nor distinguishing.

Interpretation - Punch List: The punch list perspective of Complete Streets views accomplishing complete streets by checking off a list of individual complete streets elements. As punch list individual, Complete Streets represents a typical professionalized application of policy. Complete Streets may or may not be differentiated from other policy initiatives such as access control, traffic calming, or Americans with Disabilities Act. *Figure 1* represents punch list (+4) individuals most complete street while being viewed neutrally and negatively by principles (0) and preferences (-2) individual respectfully. This perspective could be viewed as value neutral professionalism projecting infrastructure forward to accomplishing a complete street. For example, punch list (0) individuals viewed *Figure 2* neutrally since there was no indication of transits service.



Figure 1



Figure 2

Interpretation - Principles: The principles perspective of Complete Streets accomplishes the policy initiative by focusing on the end goal and employing the principles of the policy. For example *Figure 3* was viewed positively by principles (3) and neutrally by punch list (0) and preferences (1) individuals. More specifically, the principles perspective views the integration of the street with adjoining neighborhoods as central to a Complete Street. Therefore, individual with principles perspective positively view chaotic streetscapes accessing neighborhoods while others viewed the images as lacking Complete Streets elements. Referring back to *Figure 2*, the lack of connectivity to the neighborhood, as well as the 55 MPH speed makes this streetscape the least Complete Street from a principles (-4) perspective.



Figure 3

Interpretation - Preferences: The preferences perspective relies more on achieving Complete Streets through personally aesthetically pleasing streetscape. *Figure 4* shows an urban streetscape that the preference (0) perspective viewed neutrally while punch list (3) and principles (2) perspective viewed the scene positively. The aesthetic requirements for preference (3) perspective individuals is reinforced in *Figure 2* which is viewed positively based on landscaping. Finally, it is interesting to note that only one individual each from the punch list, principles, and preferences perspectives are purely loaded on a single perspective. Restated, eight of the 12 individuals had a strong single perspective that is being influenced to some degree by another perspective.

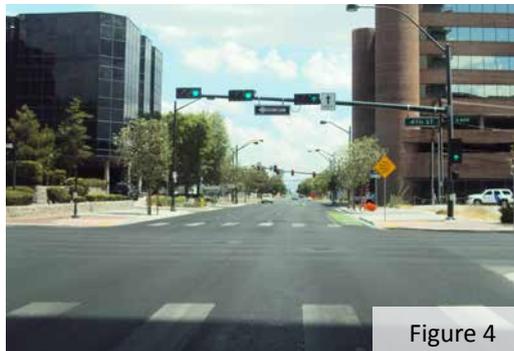


Figure 4

Policy Implications: This study identifies four elements for consideration in policy implementation for Complete Streets. One, existing tendencies to rely on a punch list approach to implementation indicates the need to pay special attention to developing a list that comprehensively captures Complete Streets including neighborhood connectivity. Two, connecting streets and neighborhoods may need to be emphasized beyond typical punch list policy implementation. Three, place-based solutions are needed since the majority of Complete Streets projects will be focused on the existing built form. Four, implementation will engage different stakeholders and require more than usual community engagement.

Finally, it should be noted that this ongoing implementation of a Complete Streets policy is occurring at the same time Southern Nevada is engaging in a Sustainable Communities' dialogue. Both initiatives could achieve mutual gains by working in concert.

Bio

Dr. Perry D. Gross, AICP is a principle planner/analyst with Atkins, a multi-disciplinary consultancy. Dr. Gross has 25 years of broad public policy and administrative experience across the public, nonprofit, civic, and private sectors. As a collaborative practitioner, Perry provides facilitation, coaching, advice, and support for collaborative dialogues tackling modern society's complex and interrelated issues. Dr. Gross is the founder and managing director for the nonprofit Connecting Communities Collaboratively which works with communities and public and private sector stakeholders to generate resilient, sustainable futures.

Dozen @ the Deluxe: Planning and Community in Reno's Wells Avenue Neighborhood

Dagney Stapleton

An exciting adaptive reuse and infill development project has just been completed in Reno's Wells Avenue neighborhood. This project is an important symbol of the revitalization of this neighborhood – it represents the culmination of partnerships and work that have, over the past ten years, brought this neighborhood back from a state of significant social and economic disinvestment. Originally a commercial laundry, the Deluxe Laundry provided an important service to the Truckee Meadows, including laundry for many of Reno's downtown casinos. Run by the same family for 46 years, the Deluxe was sold and shuttered in 2005, and shortly after purchased by an absentee owner who let the building deteriorate. Inhabiting one of the most prominent corners on Wells Avenue, the Deluxe Laundry's broken windows and graffiti covered historic brick became a painful sign of the deterioration of the once thriving Wells Avenue commercial corridor. Kelly Rae and Pam Haberman, the two-woman team behind HabeRae Development, loved the building and in 2007 initiated discussions with the owner to purchase the property. Though it took them nearly five years to purchase the property, they persisted.

Their vision for the Deluxe is part of a larger story for them, a story that includes not only their own personal connections to the building and to Wells Avenue, but also their involvement in the effort to revitalize this neighborhood through community building and successful urban planning.

A Little Background

Through the 1960s and early 1970s Wells Avenue was one of the more prominent neighborhoods in Reno. It boasted a thriving and diverse commercial district, as well as one of the city's original residential subdivisions – the single family homes in the neighborhood date from between the turn of the last century and the 1940s. In the 1970s the residential portion of the neighborhood was rezoned to allow for the development of large multifamily apartments next to small single-family homes. This change in allowed density, combined with the national trend of families moving away from the older urban cores of our cities and into the suburbs, drew long-time residents and businesses out of the Wells Avenue neighborhood. Many of the original families who had called Wells Avenue home left, either selling their homes or keeping them as rentals. By the 1990s the neighborhood's property values had declined, blight and crime were on the rise, and businesses were choosing to locate to newer commercial districts outside of the McCarran loop.

Unlike larger cities where the deterioration of older urban neighborhoods in the 70s and 80s was often swift and decisive, the Wells Avenue neighborhood held on. Though some of the businesses relocated, those that remained kept their clientele from other parts of city coming into the neighborhood; and many Renoites retained connections to the Wells Avenue area through property or business networks. Similarly, though many of the original residents or their descendants left or sold their properties, there were those that remained, unwilling to sell the homes that to them were a connection to their families' histories. Despite the fact that by the late 90s Wells Avenue had the undeniable reputation of being a 'bad neighborhood,' with high crime and run-down properties, it wasn't entirely written off. Those who remained, together with a few new residents who had moved in as a result of the opportunity to buy a historic craftsman bungalow or brick cottage at a relatively low price, became determined to see the neighborhood return to health.

Wells Avenue Re-Begins

The very first seeds of the Wells Avenue revitalization came in 2000 when the Regional Transportation Commission of Washoe County (RTC) planned a total street reconstruction for Wells Avenue.

Jenny Brekhus, a planner with the City of Reno's Community Development Department, discussed the possibility of, in combination with RTC's upgrades, making some additional infrastructure investments that would slow traffic and make the street more walkable. As an older commercial corridor Wells Avenue had traditionally been a street where traffic was pedestrian – there were few businesses that had parking lots in front, and entrances, signage, and building layout were all oriented to pedestrians. There were only small setbacks from the street and no side setbacks – the existing urban environment of Wells Avenue, with a few changes, had the potential to again encourage pedestrian traffic and a walkable feel. In 2000, Brekhus walked the street with future Deluxe developer Kelly Rae, then an employee of the City who was charged with working on community engagement, to ask the businesses what they wanted and needed to make the corridor great again. The City also organized workshops with the merchants, and brought in the Partnership for a Walkable America to help them create a vision for the street. Tom Stewart was one of the business owners who remembers going to the first workshop, "Over 100 people showed up, and this was when the original vision for the street began to be created," said Stewart.

Stewart went on to lead the existing business owners on Wells Avenue to create a merchants association. The Wells Avenue Merchants Association, or WAMPA, officially became a not-for-profit in 2002 and organized business owners and residents to work with the City of Reno and RTC to implement a new vision for the street. The result took Wells Avenue from four lanes down to two with a turning lane, and the streetscape was totally revamped. Landscaped medians, a roundabout, larger sidewalks, decorative streetlamps, street trees, benches, bike racks, and even some sculpture and street art were added. Throughout this process the councilwoman representing the Wells Avenue neighborhood, Jessica Sferrazza, worked tirelessly to get funding for each of these improvements, as well as to encourage the merchants and neighborhood residents get organized and stay involved.

WOW! - & The Wells Avenue Neighborhood Plan

The second key planning initiative that happened on Wells Avenue was the creation of a new neighborhood plan. Residents had been unhappy with the incompatible infill that had been happening since the upzoning in the 1970s. While the residents didn't oppose denser uses per se, they did feel that they needed some protections so that any new properties that were built didn't detract from or dwarf the neighborhood's older historic homes.

Business owners were also concerned that some of the uses allowed in the commercial district were incompatible. By 2006 the Wells Avenue Merchants Association had become a formidable group. At the suggestion of Councilwoman Sferrazza, WAMPA and concerned neighborhood residents lobbied the City to begin a neighborhood-wide planning process. At that time the City of Reno was able to expend considerable resources on this project – they hired an outside consultant to lead visioning workshops, conduct extensive community outreach, and write new development code and an accompanying planning document for the neighborhood.

Adopted in 2008, the Wells Avenue Neighborhood Plan (WANP) includes architectural and landscaping requirements to ensure that future infill development is compatible with the established neighborhood; it also encourages mixed uses along Wells Avenue, walkability, and historic preservation. The Neighborhood Plan process articulated the neighborhood's vision for itself but also created one additional element of community – it brought the residents of the neighborhood together and, just as the merchants had become organized in tandem with the streetscape improvements, helped the residents get organized. The planning process encouraged the residents to begin to take steps to make improvements to the neighborhood on their own. After meeting through the Neighborhood Plan workshops, a group of eight residents came together and began to work on some action items that the planning consultants had suggested. These included steps for increasing public safety and reducing nuisances; increasing the number of street trees; improving residential sidewalks, streets, and other infrastructure; and recognizing the importance of historic preservation. Out of this group the West of Wells Neighborhood Group (WOW!) was formed and began to work on the action items that were on their list.

What WOW has accomplished since 2008 is significant: in partnership with the City of Reno they planted over 150 street trees; held neighborhood-wide clean-ups; lobbied the City to create a special assessment district to install new sidewalks and additional streetlights; created a graffiti reduction program; and did the footwork behind creating a Conservation District, which is a catalogued list and recognition of all the historic buildings and homes in the Wells Avenue neighborhood. Through monthly meetings and endless volunteer hours this group has reduced crime and graffiti in the neighborhood and saw the adoption of the Wells Avenue Neighborhood Conservation District.

The decrease in crime in the neighborhood was measured between 2009 and 2010, and in 2010 WOW was recognized for their 'neighborhood watch' efforts by the U.S. Department of Justice.

Culmination

Asked about how she has seen the neighborhood change Kelly Rae told the story of her walk down the street with Jenny Brekhus in 2000, her participation in the Neighborhood Plan workshops, and her friendship with the West of Wells group. Rae and Haberman also recounted their own personal connections to the neighborhood, and HabeRae's original investments in the 'small houses' (less than 1,000 sf) that were built in the Wells Avenue area after the turn of the last century. Citing the affordability and proximity to downtown, as well as their belief in the "character and charm" of Wells Avenue, they first bought and rehabbed rental property in the neighborhood in 1998. Over the years, in tandem with developments in other neighborhoods, HabeRae continued to invest in the Wells Avenue neighborhood as well as to participate in neighborhood meetings and the planning process. They cited the improvements to the commercial corridor as well as the implementation of the Neighborhood Plan as part of what continued to inspire them to stay involved. Rae and Haberman said that they were invested not just physically but also believed in the, "creation of community" that was happening.

For HabeRae the investment in the Deluxe Laundry was the culmination of their personal connection to, participation in, and vision for the neighborhood. They had both lived and worked in the neighborhood over the years, and Haberman talks about working next door to the Deluxe in the 70s, at the (now closed) McDonalds – she knew the employees on a first name basis as they came in daily for coffee or lunch. Rae and Haberman also talk about the independent businesses and "entrepreneurial spirit and richness" of Wells Avenue. Some of the independently owned businesses on the street, and founding members of WAMPA, were tenacious in their determination to stay on Wells Avenue. Haberman points out, "there isn't a chain [business] on the street save one or two"... this is in part due to restrictions put in place by the Neighborhood Plan.

Kelly Rae will admit that, not so many years ago, she had discouraged people from investing in the same block upon which the Deluxe project is now located. Today, the changes in the neighborhood have motivated Rae and Haberman to be the first developers to build mixed use residential on Wells Avenue, and to create HabeRae's specific vision of "community and home" at the Dozen @ the Deluxe. Adaptive Reuse: Historic Preservation + Communal Spaces + Small Residential Spaces = Home



The Dozen @ the Deluxe Before



The Dozen @ the Deluxe After



The Dozen @ the Deluxe interior

Historic Preservation

The importance of the preservation of the character of the neighborhood and its history is articulated in the Neighborhood Plan and is also part of what drew Rae and Haberman to the Deluxe Laundry building. What the developers saw in the original 24-foot high domed roof of the Deluxe building was, "an exposed wood plank ceiling, curved steel trusses, and brick pillars every 16 feet...the perfect footprint for 10 loft residences." Their goal was to preserve the historic Deluxe building but also to give it new life through a new use.

Some of the historic elements that were preserved were the Deluxe name (including the original neon sign, now relit); the 'ghost-writing' on the exterior brick facing Wells Avenue, which was retraced in the original font and location; the brick walls of the building, each brick made at the now defunct Reno Brick Works factory; original utility boxes to make up interior décor; and the original concrete floors containing small channels which drained the laundry water. They even preserved the steel diamond plate that covered the channels and reused it as backsplashes for each of the kitchens.

According to Haberman, "historic preservation matters because we feel a kinship to this, we grew up in this town, we walked past the Deluxe, and we have a connection to these buildings....It is so important to preserve buildings for future generations so that we can have this connection to our past."

Kelly Rae also talks about what the historic elements of their projects came to mean to their residents. "We listen when they show people their places, and they'll say, 'See this! That's where the laundry water drained, oh and, you see this?,... this is the original paint on the bricks!' They don't point to the new sheet-rock or the lights from Home Depot!"

Communal Spaces and Community Connections
The Dozen @ the Deluxe includes not only 10 lofts but also the Café Deluxe and a gallery space, named The Boiler Room, after its original function, home to the Laundry's massive boiler.

Barrie Schuster will be the owner and operator of the Café. She is one of the original founders of the West of Wells Neighborhood group and is also a neighborhood activist and historic preservation expert (who also happens to have a background in restaurants and a passion for cooking).

One of the ideas behind the design for the Deluxe site is the creation of opportunities for people to interact – this includes interaction with one another as well as interaction with people on the street, in the neighborhood, and with the community at large. Adding the gallery and cafe creates the desired mix of uses that, in Haberman’s own words, “ensures a 24 hour presence which tends to liven an otherwise dead area of the city.” Community spaces within the project consist of an edible garden designed by local native landscape expert Jana Vanderhaar, an outdoor community table, as well as a very small dog park. Parking on the site is to the side and to the rear, which in Haberman’s words creates another aspect of connection as people are, “encouraged to walk by each other and talk to each other” as they travel the path that leads to the interior units and other amenities.

Small Living Spaces

Over the years one of Haberae’s specialties has become building and rehabbing small living spaces. They have developed a number of adaptive reuse projects in Reno that contain residential units smaller than 1,000 sf, and sometimes smaller even than 500 sf. The Dozen @ the Deluxe is no exception, though larger than their usual living spaces, each unit is still compact at 900 sf including a 300 sf loft. Phase II of the Dozen @ the Deluxe project, called 7 Wedges on Wells, includes units that are 450 sf each (not including outdoor living space). The basic idea is that, “small spaces leave a small footprint,” but Rae and Haberman also talk about the warmth of small spaces, and how all of these things – communal spaces, small warm spaces, and connections to the neighborhood and to its history, are part of what they believe creates “Home” for their residents.

Synergy

The synergy that is now occurring in the Wells Avenue Neighborhood is evident just beyond the doors of the Deluxe where earlier this year the Holland Project, an all ages art and music initiative, completed the final touches on their gallery and performance space; and the Reno Little Theatre – Nevada’s oldest community theatre group – completed construction on their new home, a 99-seat theatre. Combined with the Boiler Room and the Stremmel Gallery on Virginia Street, an unplanned arts district has suddenly sprung up in the four blocks including and northwest of the Deluxe.

Talking about their work in connection to the efforts of the City, WOW, and the Wells Merchants Association Haberman says, “these are all pieces of the puzzle;” and Rae, “this is all what creates a neighborhood, and community – people working together.” Planning efforts stemmed the tide and were in part responsible for the slow but steady turnaround of this neighborhood, but so also was the engagement of the community who once pressed to take action kept moving forward on their own and setting and achieving more goals.

Leadership and support was provided and this in turn created new leaders and, as Haberman puts it, “the acceleration of acceleration” in the neighborhood. The motivation and the vision for the accomplishments on Wells was based upon the connection that the residents and businesses felt to the street, to the houses, and perhaps also in part to each other and the community that they were creating. The completion of the Dozen @ the Deluxe represents both the culmination of this process, as well as a concrete symbol that the tide has turned: the neighborhood is now viable for new private investment, but of a sort that builds on the community and history that have been central to the neighborhood’s revitalization efforts. The Dozen @ the Deluxe project creates community and connection through design. It also honors the history and work that has been done to make this neighborhood great once again.

Bio

Dagny Stapleton is one of the founding members of the West of Wells neighborhood group and a long-time resident of the Wells Avenue neighborhood. Dagny works in urban planning for Praxis Consulting Group – an affordable housing finance and development firm. She also recently completed her Master’s Degree in Land Use Planning from the University of Nevada, Reno, and currently serves on the Reno City Planning Commission.

Note from the Author:

All of the quotes from this article were given to me directly. I call the Wells Avenue neighborhood home and have been a witness to its transformation from 1999 to the present. I am also one of the founding and organizing members of the West of Wells (WOW!) group, as well as a board member of the Wells Avenue Merchants and Property owners Association (WAMPA). In this role I have contributed to, and am proud to say have witnessed first-hand the changes in the neighborhood.

For further reading and information:

haberae.com/home
wellsavenuemerchants.com/
www.westofwells.com/
www.reno.gov/Modules/ShowDocument.aspx?documentid=3590

Intelligent Transportation Systems: The Freeway and Arterial System of Transportation (FAST)

Adrienne Packer

Few cities serve as host to 30 million tourists annually while doubling as home to a population that hovers around 2 million residents. Even fewer metropolitan areas can accommodate the mobility of both residents and visitors in a 24-hour town with three major freeways.

Interstate 15, Nevada’s busiest freeway, is Southern Nevada’s critical artery, connecting all corners of the Las Vegas Valley and stretching out to the rural resort communities of Mesquite and Primm. I-15 is relied upon heavily by commuters and commercial drivers and therefore, the potential exists for traffic accidents to clog the heart of the city where during rush hour an average of 16,000 vehicles pass every hour. Accidents are equally troublesome on U.S. Highway 95 and Interstate 215, also important components to our freeway system. Fortunately, the Regional Transportation Commission of Southern Nevada (RTC) boasts one of the country’s first integrated Intelligent Transportation Systems – the Freeway and Arterial System of Transportation (FAST) – which identifies detours, adjusts traffic signals accordingly and keeps vehicles flowing as smoothly as possible during these types of incidences.

RTC took over operations of FAST in 2004 and a 4,000-square-foot “theater” that houses 36 live-streaming video screens opened in the southern portion of the valley soon thereafter. This nerve center provides traffic management for freeway and arterial systems throughout Clark County and the cities of Las Vegas, North Las Vegas, Henderson, Boulder City, Mesquite and Laughlin. It shares the same space as the Nevada Highway Patrol, optimizing both agencies’ abilities to locate and clear accidents or break-downs quickly. The evolution of the agency and its technology has benefited commuters and commercial truck drivers, about 10 percent of whom make up the traffic count on I-15.

FAST's one-stop-shop structure enables traffic technicians to coordinate signals, monitor Southern Nevada's freeways, display warnings and other communications on dynamic message signs, accurately project travel times, adjust ramp meters, almost instantly send traffic updates to motorists and provide video images to television stations. The benefit of FAST's technology was on display in August 2011 when a truck exploded during the morning rush hour, shutting down all lanes of I-15 near the core of the city.

A perfect storm was tamed when electronic message warnings of the lane closures flashed across state lines in Arizona and Utah. Emails advising Southern Nevada drivers to use alternate routes were quickly disseminated. Traffic signal timing was lengthened on adjacent arterials; in all, 40,000 vehicles were rerouted off the interstate onto parallel streets with minimal delays. "There would have been some delays, but it was not complete gridlock," said Brian Hoeft, director of FAST. "We were able to move traffic through our arterials at a reasonable speed given that we were dealing with double the number of vehicles we typically see on those roads during that time of day."



FAST's operations "theatre" with live shots of Southern Nevada's arterials.

Along I-15, I-215, U.S. 95 and major inter-city arterials, 400 cameras sit perched above the lanes, constantly communicating with nearly 100 miles of fiber optic cable. This equipment, along with about 300 traffic flow detectors enable technicians to efficiently synchronize some 1,300 traffic signals, provide travel times on dynamic message signs and control rush hour traffic with ramp meters. In addition, motorists and media outlets have access to live shots of various arterials and stretches of freeway from their computers or smart phones. The RTC's website also allows commuters to view both current average speeds and projected hourly average speeds on multiple segments of freeways throughout the day.

Technology is undoubtedly the backbone of FAST's success, but without the cooperation and collaboration with other jurisdictions and their willingness to ignore city boundaries to meet the needs of motorists, it would not be such an invaluable asset to the community.

"Drivers do not pay attention to city and county boundaries; they simply want to make it to their destination with as little congestion as possible," said Tina Quigley, general manager of the Regional Transportation Commission. "FAST is coordinated in such a way that traffic signals and freeway operations are seamless and efficient, keeping vehicles traveling at a consistent, efficient pace."



Example of message board by the Bellagio.

FAST has also established sound relationships with the construction industry, which has proven to be an asset. Representatives from FAST and the Nevada Department of Transportation (NDOT) meet with RTC's planning division and project engineers prior to major projects to develop traffic safety plans. Having a plan in place allows FAST technicians to provide advanced notice of detours and alternate routes to motorists and transit operators, alleviating potential delays. It coordinates its ramp meters accordingly to keep workers safe and traffic flowing through construction zones.

The RTC received the Major Project of the Year award this fall from the Nevada chapter of the American Public Works Association for providing critical traffic control coordination during the construction of the I-15 design-build south project. With additional major projects scheduled for the I-15 corridor, FAST has a proven strategy to help motorists cope with road work and related disruptions.

Bio

Adrienne Packer serves as a public affairs analyst for the Regional Transportation Commission of Southern Nevada. RTC is the transit authority, traffic management and the transportation-planning agency for Southern Nevada.

Meet Your New Editor and Graphic Designer



Christina K. Leach, AICP, is a Transportation Planner at the Regional Transportation Commission of Washoe County in Reno, Nevada. Christina works on a wide range of projects including multi-modal corridor planning, developing sustainability initiatives and enhancing transit improvements within the community. She is currently working with the planning team to update the RTC's 2035 Regional Transportation Plan. Christina is interested in increasing public involvement throughout the planning process and incorporating the Complete Streets concept into projects to provide accessibility to all regardless of ability. She has a master's of Community and Regional Planning and a bachelor's of Journalism from the University of Nebraska-Lincoln.

She began as the Nevada Planner Editor in October 2012 and enjoys reading about state-wide projects, innovative project management techniques and local success stories. She believes that by collaborating and sharing our planning experiences we can better support the creation of healthy communities that incorporate their unique histories and characteristics into the planning process. Please join us in welcoming Christina to the Nevada APA Executive Board.



Nancy Mues-Thomas is the Graphic/Web Designer at the Regional Transportation Commission of Washoe County. Nancy's responsibilities include design and production of

the agency's marketing and advertising materials, Public Transportation collateral and informational signage, web design and site maintenance and bus branding design and graphics. Nancy has worked professionally in the field for over 14 years. Her extensive experience includes owning her own business and working for upscale design and advertising firms.

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Her work has been published in the American Corporate Identity Book and has received industry awards throughout the years.

Born in Vietnam, Nancy grew up in Reno and has travelled to Africa, Italy, Hawaii, Saudi Arabia and England. Nancy served in the Air Force for four years before moving to California where she earned a Bachelor's degree in Graphic Design from San Jose State University. In 2006, she returned to Reno.

Box City is Back in Northern Nevada!

Andy Durling

The Northern Section Board is very pleased to announce that the Box City program is coming back to Northern Nevada! Box City is a six week curriculum geared toward 3rd and 4th grade students that teaches the importance of planning and architecture in their communities. This fall, we kicked off a pilot program at Double Diamond Elementary School and are looking to solicit partnerships with additional schools throughout Northern Nevada. This program is extremely gratifying and fun for the kids, teachers, and professional planners and architects that are able to volunteer their time.



Children participating in Box City at Double Diamond Elementary in Reno, NV.



Students learn the importance of planning in their communities by participating in the Box City curriculum.

WE NEED YOU! Our goal is to reach at least 10 schools this spring. Starting in January, we will have several opportunities for volunteers to participate.

After the first of the year, Andy Durling will share his recent experience leading the Double Diamond class at one of our brownbag lunches (date to be determined), as well as offer a training primer for interested volunteers.

We will then be looking for volunteers to help update materials to make them more Northern Nevada centric, reach out to potential teachers, and ultimately run the program in a partnering school. This is an amazing opportunity for practicing planners to instill community pride with students that are eager to learn.



Please contact Andy Durling at adurling@woodrogers.com or (775) 823-5211 if you are interested in volunteering or want to learn more.

Bio

Andy Durling, AICP, LEED AP, has over 11 years of professional planning and urban design experience and is an Associate with Wood Rodgers Planning and Urban Design practice, as well as Program Manager for the company's Renewable Energy Services Group. He is currently serving his second term as Director of the Chapter's Northern Section, and previously held the Assistant Director position.

Tahoe Transportation District Gets Innovative with Public Outreach for America's Most Beautiful Drive

Who is the Tahoe Transportation District?

In 1969, California and Nevada legislators agreed to a unique Compact for sharing Lake Tahoe resources/responsibilities. The two states and the U.S. Congress amended the Compact in 1980, with public law 96-551, which also established the Tahoe Transportation District (TTD). The agency is responsible for facilitating and implementing safe, environmentally positive, multi-modal transportation plans, programs and projects for the Lake Tahoe Basin, including transit operations.



Photo courtesy of Nevada State Parks

A Coordinated Plan for America's Most Beautiful Drive

Lake Tahoe's East Shore is known for its world-famous views, recreational opportunities, beaches, and also the horrific traffic that State Route 28 (SR 28) sees each year as the only public lands access for over 1 million visitors and 2.6 million vehicles each year. The corridor can see over 600 vehicles lining its shoulders during peak summer months due to the constrained topography and limited off-highway parking areas.

The situation has turned the highway, identified as America's Most Beautiful Drive National Scenic Byway, and its shoulders into a sidewalk for over 2,000 people per day.

A hazard for pedestrians and drivers alike; as one can imagine this paints a picture of America's Most Dangerous Drive. The limited access of the SR 28 Corridor also creates environmental issues from vehicles assisting in the erosion of the steep slopes along the shoulders, and the creation of social trails that lead from the shoulder parking areas to the destination of choice for that day.

In an effort to address the issues, over 20 plans have been completed over the past 20 years. Each plan was developed by individual agencies and few to no projects have been implemented to date.

In 2011, TTD stepped up as the lead agency and brought together 12 Federal, State, and Local agencies, all of whom have an interest or jurisdiction within the corridor, to develop a single well-coordinated plan for the modern-day corridor.

Similar to a national park in terms of recreation demand and setting, the TTD had to consider that the majority of users don't reside within the project area. Previous plans lacked coordination and the ability to reach out to these remote users. The lack of previous robust public outreach efforts are one of the main reason why over 90% of the projects identified in the "old" plans were never implemented.



State Route 28 – America's Most Beautiful Drive Transportation + Access

1 Where would you locate additional parking areas?

2 Where would you locate transit?

3 Identify missing trail or bike connections!

Changes in Parking
2011 Parking (Click to expand)
2012 Parking (Click to expand)

Parking Area Considerations

- Safety
- Recreation Access/ Proximity
- Trail Connectivity
- Environmental Resources
- Topography
- Potential Expansions

Potential Transit Stop Locations

- Crystal Bay
- Incline Village
- Ponderosa Ranch Area
- Tunnel Creek Station/Hidden Beach
- Memorial Point
- Sand Harbor
- Thunderbird Lodge
- Chimney Beach Parking Area
- Secret Cove Parking Area
- Skunk Harbor
- Spooner Lake
- US 50/SR 28 Area
- Regional Connections – SR 431, US 50, Reno, Carson

Partner Agencies

- Tahoe Regional Planning Agency
- Nevada Division of State Parks
- United States Forest Service Lake Tahoe Basin Management Unit
- Nevada Department of Transportation
- Nevada Highway Patrol
- Nevada Division of State Lands
- Washoe County
- Carson City
- Douglas County
- Federal Highway Administration
- Incline Village General Improvement District

Through Crowdbrite, TTD received over 2,700 views of the virtual project maps, and received over 500 comments, ideas and votes.

How Did TTD Reach Out?

TTD along with consultant, Design Workshop, decided that the project needed to be virtual and take advantage of new technology that allows for a broad base of public outreach. The virtual approach still included in-person meetings to gain valuable face time with the public, but use of the internet through crowd sourcing software called Crowdbrite allowed people that couldn't attend the meetings to still provide input.

Lots of crowd sourcing software is available, but Crowdbrite caught TTD's attention because of its ability to allow users to view maps, make comments, and vote on others' ideas all in one place at their own convenience. "Our clients are not only asking the public important and meaningful questions, but also allowing them to interact with the information in a unique and fun way that helps to build capacity and understanding of the project.

With Crowdbrite we try to design the levels of interaction so that if somebody chooses to give us five minutes of their time they can contribute in a meaningful way and if somebody wants to contribute 20 minutes of other time they can get more in depth into the project and/or choose to also participate in an on-site event or public meeting." Darin Dinsmore, CEO of Crowdbrite.

www.crowdbrite.com

Lessons Learned...

Use of the software proved successful in terms of increasing overall participation but it cannot be seen as a substitute for a face-to-face meetings. As with any new tool, its success will improve as we increase our understanding of how to best use it. Here are a few of the key lessons we will apply to future processes.

Getting the Word Out

We included a robust media campaign to increase awareness of the workshops and use of Crowdbrite. As we were made aware of the number of comments being provided, we increased media notifications at times and used email blasts to existing community groups. Those direct contacts and promotion of a gift certificate raffle for respondents helped increase participation.

Creating Simple Graphics & a Concise Message

When moving people to a digital interface, it is important for it to be as user friendly as possible. That applies both to the software and the information on which they are commenting. Using simple graphics and providing key facts and points of interest help direct the comments.

Identifying Specific Areas of Input

Because people are commenting remotely, using examples of what type of input you are looking for is helpful. By directing and focusing comments, it is easier to see the relationships and track trends in the conversations.

Having a Back Up

Technology isn't perfect. Often a site doesn't have internet access or the software has a glitch. Having hard copies of the maps and allowing for written comments quickly addresses the situation. Likewise, we were able to nimbly relocate the workshop setup to an outdoor location when we recognized that the majority of commenters were not going to come to us but we needed to go to them.

Planning Time to Develop the System

Moving hard copy maps to the digital world is not instant. Make sure your schedule recognizes the time needed to coordinate with the software developers and troubleshoot prior to the meetings.

Choosing Software

Although Crowdbrite worked for this project, every project has different needs. A number of digital tools are becoming widely used. Determine what type of input is needed and the stage of your project to confirm which software is best for you. Check references and look at previous projects which used the software to see how it can best work for you.

Moving Forward

Information generated from Crowdbrite will help all the agencies in defining and addressing the key issues. The outcomes will be used to develop messaging to keep the public updated and involved in the plan development and implementation of projects; making it more than just another plan. TTD plans to use the public involvement process as well as the Corridor Management Plan for future corridors in the Lake Tahoe Basin.

Bios



Derek Kirkland, Transportation Planner for the Tahoe Transportation District, is the Project Manager for the SR 28 Corridor Management Plan. He graduated from the University of Nevada, Reno in 2007 with a BS in General Studies emphasizing in Civil Engineering and Geography-Land Use Planning. Derek has 4 years of experience in transportation, and 10+ years in land development.



Stephanie Grigsby, AICP, RLA, is a Principal of Design Workshop in their Stateline, Nevada office. She received her Masters from Utah State University and has been practicing planning and landscape architecture on a range of Corridor Plans and recreation based projects in California and Nevada since 2000.

2012 DeBoer Excellence in Planning Awards

The Nevada Chapter of the American Planning Association encourages excellence in planning. The Chapter's DeBoer Awards are named after Saco Reink DeBoer, author of the Boulder City plan and one of the master city planners of the twentieth century. The awards honor excellence in planning projects and individual initiative. Winners represent the best efforts of the planning community to affect the Silver State in a positive way. The 2012 DeBoer Awards were presented at the awards luncheon at the Nevada Chapter state conference in Las Vegas.

Outstanding Plan

Presented to: City of Henderson Redevelopment Agency for the *Downtown Investment Strategy Update*

An Outstanding Plan is a written plan that significantly advances the art and science of planning.

The City of Henderson Redevelopment Agency has updated its Downtown Investment Strategy to provide a vision and a plan to bring new businesses and vibrancy to Water Street District and the downtown area. Elements of this plan include enhancing the physical environment, supporting the expansion of the local employment base, upgrading the current housing stock, and pursuing new development opportunities.



Michelle Romero, City of Henderson Redevelopment Manager, accepts the Outstanding plan award from Greg Toth, Nevada Chapter APA president.

In an effort to gain valuable input, the Redevelopment Agency organized a Technical Committee comprised of City staff, business professionals, Water Street merchants, and local stakeholders to compile and review data. The City also initiated a series of public meetings with both residents and businesses to engage citizens about their neighborhoods and provide opportunities for the community to provide feedback on improvements. The final Downtown Investment Strategy was accepted by the Redevelopment Agency Advisory Committee in February 2012 and adopted by the Redevelopment Agency Board in March. The strategies are currently being implemented.

Outstanding Planning Program, Technique, and Tools

Presented to: Southern Nevada Regional Planning Coalition, Regional Urban Forestry Work Group for *The Southern Nevada Regional Planning Coalition (SNRPC) Regional Plant List*
An Outstanding Planning Program, Technique or Tool is a program, technique or tool that significantly advances planning in Nevada. This category emphasizes results and demonstrations of excellence in planning.

The Southern Nevada Regional Planning Coalition (SNRPC) Regional Plant List is Southern Nevada's first consolidated regional plant list, which serves planners, developers, landscape architects and other allied professionals as a powerful tool for selecting the "right plant for the right place."

It was developed under the supervision of the SNRPC Regional Urban Forestry Work Group to resolve discrepancies in landscaping standards and plant lists between the local jurisdictions, which often caused confusion and frustration for developers, engineers, landscape architects, arborists, plant nurseries and suppliers as well as other customers.



Paul Andricopulos, Planner at the City of Henderson, accepting the Outstanding Program, Technique and Tools DeBoer Award held at Four Queens on October 11, 2012.

But this is more than just a simple list of plants. The list includes several columns of attributes that help in the decision-making process during the design or review of the landscaping for a development. There are attribute columns to identify which trees are best for parking lots, for shade, for use as street trees, or are suitable for use under overhead power lines.

The Regional Plant List was approved by the Southern Nevada Regional Planning Coalition Board in June 2011. Since then, Clark County and the cities of Henderson, Las Vegas, and North Las Vegas have adopted it as their official plant list. The Southern Nevada Water Authority has adapted it for use as the plant list for their Water Smart Landscapes Program, and the University of Nevada at Las Vegas Landscape Architecture Program has adopted it for use in the instruction of their classes.

Outstanding Public Outreach and Journalism

Presented to: Southern Nevada Health District, Clark County, Outside Las Vegas Foundation, City of North Las Vegas, City of Las Vegas, City of Henderson, Regional Transportation of Southern Nevada, Regional Open Space and Trail Workshop Members, Southern Nevada Regional Planning for *Neon to Nature: Online Tool to Increase Access to Trails*

The Neon to Nature program is an online tool that aims to encourage physical activity by showcasing trail information and a detailed map description of the trail's location, length, and various amenities. There are many miles of trails here in Southern Nevada but without knowing exactly where to go and what to expect it can be hard to enjoy one of the best reasons to live in the Vegas Valley.

Visitors to the Neon to Nature website are able to search the online map to find trails near their home or locate trails outside of their neighborhood. In addition to searching by location, visitors to the Neon to Nature website may also customize their trail search based on trail difficulty or trail use i.e. walking, biking, horseback riding etc. Detailed information about each trail is provided, including surface type, level of difficulty, photos, and a list of amenities along the trail.



From left to right - Garrett Terberg, Clark County, Johanna Murphy, City of North Las Vegas, Maria Rodriguez, Regional Transportation Commission of Southern Nevada, Mindy Meacham, Southern Nevada Health District, Greg Toth, Nevada Chapter APA president at the Awards Luncheon after the acceptance of the Outstanding Public Outreach and Journalism Award for the Neon to Nature: Online Tool to Increase Access to Trails.

Distinguished Leadership Award – Professional Planner

Jason Rogers

Presented to a member of the Nevada Chapter for *sustained contribution to the profession through distinguished practice, teaching or writing.*

Jason Rogers has served as a Planner within the City of Henderson since May 2008. During his time with Henderson and through a series of structural reorganizations, he has served in the Current Planning, Redevelopment and Long Range Planning Divisions. These transitions have allowed Jason to use his considerable knowledge and abilities in a wide spectrum of planning activities.



Jason Rogers accepts the 2012 DeBoer Professional Planner Distinguished Leadership Award from Nevada APA President, Greg Toth.

During his tenure as a Planner in Redevelopment, Jason accomplished the impressive task of completing and updating the Downtown Investment Strategy Update. At the onset, this was a challenging assignment. Faced with severe budget limitations and a group of community members trying to adjust to and succeed in tough economic situations, Jason welcomed the challenge. He brought optimism and enthusiasm that energized staff, residents and business stakeholders.

Jason calls upon his educational background in urban planning to champion collaborative decision-making that is inclusive and forward thinking. While juggling his duties as Planner, he maintains the highest quality level of service to the public and his colleagues. He remains thorough and approachable, and is consistently the model ambassador of professional planning in Southern Nevada.

When not serving the City of Henderson, Jason volunteers his time with the Utah Shakespeare Festival Board of Governors.

Distinguished Leadership Award – Elected Official

Presented to: Councilwoman Lois Tarkanian
Presented to an individual elected to local, state, or national office who has advanced or promoted the cause of planning.

Dr. Lois Tarkanian, city of Las Vegas Ward 1 councilwoman, was nominated for Outstanding Leadership as an Elected Official because she applies her considerable community experience to champion key planning initiatives such as expanding community outreach, improving neighborhoods, promoting sustainable practices, and stimulating urban redevelopment.

Dr. Tarkanian advocates the principles and application of good planning practices through many avenues; she believes that good land use planning begins with neighborhood outreach and consensus building. From projects as small as a patio setback variance to as large as a new redevelopment plan, she insists that owners, developers and public agencies reach out to affected neighbors and businesses to both inform and solicit input.

To improve Ward 1 neighborhoods, Dr. Tarkanian served as a driving force in the city council's adoption of the Meadows Walkable Community Plan which addresses elements such as safety, comfort and connectivity for residents while reducing dependency on automotive transportation. Without her leadership, the Plan would have been both smaller in scope and not come to fruition.



Councilwoman Tarkanian stands with Greg Toth, Nevada Chapter APA president, after accepting the Elected Official Distinguished Leadership Award.

Dr. Tarkanian is deeply committed to the city's sustainable living goals and policies. The city obtained a Nevada Division of Forestry grant that provided 300 free trees. Dr. Tarkanian personally canvassed the Charleston Heights neighborhood, going door to door, to ask residents if they would want a tree planted on their property to re-establish the urban forest. She also solicited volunteers and participated in the tree planting activities.

President's Award- Robert Summerfield, AICP

As Vice President Robert's been an incredible help to Greg and the Executive Committee as a whole. He headed up the task force that got the Nevada Planner up and running, later taking on the Interim Editor role. He runs the monthly board meetings and generally picks up the slack when Greg's not available.



Robert Summerfield accepts the President's Award from Greg Toth, Nevada Chapter president. This award is awarded by the current Nevada APA president and given to an individual who has shown outstanding work and commitment to the planning profession.

Robert has both his Bachelor's and Master's degrees from the University of Ohio, and has lived in Akron, Columbus, Muncie, Lexington, Charleston, Columbia, Savannah, and now Las Vegas. He's been with the City of Las Vegas since 2005, where he was instrumental in creating the City's first Unified Development Code and has helped make significant improvements to the City's development services process. He was the Students and Volunteers Subcommittee Co-Chairman for the 2008 National Planning Conference, and he has been our Chapter Vice President since 2010.

Nevada Green Institute: Creating New Momentum for Sustainable Development

Aster Girma and Peter Gower, AICP

Northern Nevada maintains its stronghold on the Freemont Cannon, a symbol of the rivalry between the UNR and UNLV football teams. But in the arena of sustainable development, northern Nevada is being outperformed in every category. With a strong vision and political support, the City of Henderson on behalf of the Southern Nevada Regional Planning Coalition recently received nearly \$3.5 million in funding through the highly competitive US Housing and Urban Development (HUD) Sustainable Communities Regional Planning Grant Program (see Nevada Planner Winter 2012 Issue).

Despite two valiant proposal efforts in 2010 and again in 2011, Northern Nevada came away empty handed. Unfortunately, as has been the trend at the federal level for planning programs in general, trickle-down funding for sustainable development initiatives has dried up. The excitement created by the Truckee Meadows Sustainability Consortium (northern Nevada's HUD grant proposal consortium) and through other efforts like the Northern Nevada Transportation Collaborative's landmark Sustainability Summit in 2010, seems to have duly evaporated. Northern Nevada is in need of a new source of momentum for sustainable development, one that learns from the current efforts in southern Nevada and ultimately benefits the entire state. Nevada Green Institute may provide that needed momentum.

Nevada Green Institute (NVGI) (www.nevadagreeninstitute.org) is a newly established non-profit organization with a mission to promote and facilitate sustainable business practices and urban development in northern Nevada.

NVGI's purpose is straightforward: bring easily digestible information to the public regarding sustainable products, services, policies, and lifestyle practices so when the time comes to make a critical decision – which product to buy, which candidate to support, where to start a green business, bike or car – Nevadans will be confident with the sustainable option.

¹Based on the merits of its 2011 grant proposal, the Truckee Meadows Regional Planning Agency, northern Nevada's lead agency for the HUD grant proposal, received priority funding status. SNRPC received this status in 2010 and benefitted greatly from it in 2011.

According to NVGI's Executive Director, Aster Girma, the public is key to advancing the region's environmental and economic sustainability (see figure 1).



Figure 1

In this area, the public has many critical roles. Foremost, Nevadans are leaders in their community and role models for others. For instance, recent efforts by local bike-to-work groups are leveraging the Regional Transportation Commission of Washoe County's efforts to build new bike lanes throughout Reno and Sparks. As new riders take to the bike lanes, more are likely to follow. NVGI will extol the benefits of sustainable urban development and add momentum to existing community-level efforts.

NVGI also recognizes the role of Nevadans as political leaders and political activists. Beginning in 2009, the City of Reno began exploring the concept for a streetcar on Virginia Street. Such a multi-modal planning effort could revolutionize the downtown area and bring endless economic revival to the transit corridor.

And, it would be a symbol of sustainable development for the region. From a policy perspective, Reno's streetcar concept is an innovative approach to implement the Truckee Meadows Regional Plan's transit-oriented development policies. Unfortunately, the streetcar remains a concept rather than a reality for many reasons: cost, infrastructure constraints, and lack of political support. NVGI will not solve every planning issue, but it can bring critical information to the political leaders, activists, and general voting community regarding the long-term economic, social, and environmental benefits of sustainable development strategies such as transit-oriented development. Through knowledge building, NVGI can help inform the policy development and implementation process.

The final key to building a renewed momentum for sustainability is the recognition that Nevadans are both consumers and entrepreneurs. In response to Governor Sandoval's economic development strategy and the Brookings Institute's 2011 report: *Unify, Regionalize, Diversify: An Economic Development Agenda for Nevada*, UNR is partnering with the Economic Development Authority of Western Nevada (EDAWN) and the Nevada Institute for Renewable Energy Commercialization (NIREC) to patent and commercialize valuable technologies that will contribute to Nevada's green economy. The challenge comes in marketing those technologies and products to businesses and consumers. NVGI sees an opportunity to create demand on the front end so that when sustainable products become available, consumers will recognize the advantages of locally conceived and (hopefully) locally produced products.

The same strategy holds true for sustainable development. As planners, our consumers are the people who commute on the roads we planned, live in the subdivisions we permitted, and play in the parks we designed. By building consumer knowledge of sustainable development strategies such as compact urban form, TOD, green building, and low impact design, NVGI hopes to foster a consumer-driven shift toward more sustainable development practices.

Having a way to measure success is essential. As a critical first step, NVGI is seeking funding to develop baseline sustainability indicators (See figure 2). Indicators will be aligned with the organization's focus areas: community, policy, and business. Community indicators assess important factors such as: water usage, green building, and alternative commuting practices.

How to Track Progress



Figure 2

Policy indicators consider topics like: the level of public support for sustainable development policies, importance of a candidate's environmental record when voting, and degree to which current policy makers evaluate impacts on the environment when making decisions.

Business indicators might address: challenges facing existing green businesses, importance of green products and services, willingness to start a green business, and effort required to implement sustainable business practices. By knowing the current climate for sustainability, NVGI can work with stakeholders to establish benchmarks and track progress over time. NVGI hopes to use an interactive dashboard as a way for interested parties to easily engage with sustainability efforts. This final layer of knowledge, NVGI hopes, will rekindle northern Nevada's previous sustainable development momentum, add to the great work being done in Southern Nevada, and ultimately move the Silver State toward a sustainable future.

Bio Aster Girma, LEED GA, is NVGI's founder and executive director. She has two Masters Degrees in Development Studies and Urban Studies with an emphasis in Economic Development. Throughout her professional career, she has specialized in developing economic analyses for major planning projects, industry cluster analysis and program development and evaluation. She brings her experiences and reflection to focus on developing forums where businesses, organizations, educational institutes, planners, and the public at large are invited to play a greater role in the advancement of sustainable green environment. She can be reached at: Agirma@nvgi.org or agirma.ngi@gmail.com

In addition to being NVGI's Senior Researcher, Peter Gower, AICP, LEED GA, is an environmental planner at EMPSi and has a Masters degree in Land Use Planning from UNR. Prior to joining EMPSi, he worked as senior planner at the Truckee Meadows Regional Planning Agency for 3 ½ years, where he was the lead author of the HUD regional planning grant proposals and managed the agency's sustainability portfolio. He can be reached at: pgower@nvgi.org or pwgower@sbcglobal.net

Connecting Nevada: Planning Our Transportation Future

Tim Mueller

Connecting Nevada is a transportation study that looks beyond the Federal Highway Administration (FHWA) planning requirement of 20 years. Originally coined as the "50-year" plan, the study has evolved into a more robust transportation study that looks at all transportation modes and the needs of a wide variety of users forecasted out to a 2060 horizon year. The study began in the Spring of 2011 and will be completed in Spring 2013. A brief study video, documents, maps and meeting information is available at www.connectingnevada.org.

Public Outreach

A cornerstone of Connecting Nevada is the way that a large group of stakeholders has been included from the inception of the study. In fact, from the very creation of the Technical Advisory Committee (TAC), staff asked for the participation of three important stakeholders; the Las Vegas Convention and Visitors Bureau, Newmont Mining and International Game Technology, each representing a unique segment of business and geographic area of the State. In addition to the TAC, which is scheduled to meet seven times over the course of the study, the Steering Committee meets four times. Each group is tasked with providing input and oversight to the Connecting Nevada process.

Additional efforts were made to reach out to many interests including; environmental, government, private industries, utilities and many others. In fact, the stakeholder database grew from 500 to 800 from the first series of meetings held in Fall 2011 to the final series held in the summer of 2012.

Meetings were held in Elko, Ely, Las Vegas, Reno, Tonopah and Winnemucca. The series of meetings has been documented and can be found on the Connecting Nevada website.

We have additional public meetings scheduled to be held during January 2013 in Elko, Las Vegas and Reno. Please check www.connectingnevada.org for more information regarding these meetings. The public will be afforded the opportunity to comment on the draft Connecting Nevada Plan.



Travel Demand Model

A central focus of the Connecting Nevada study is the development of the statewide travel demand model. The tool will enable the Nevada Department of Transportation (NDOT) to query what if scenarios and to conduct future planning exercises. The first step is to work with each of the Metropolitan Planning Organizations (MPOs) in asking for their travel demand model. Connecting Nevada did not want to infringe into the local land-use/transportation decisions that are made within the Carson City, Lake Tahoe, RTC of Southern Nevada and Washoe RTC areas. Instead, we incorporated these traffic models into the Connecting Nevada Plan. A number of coordination meetings were held with the MPOs, consultant and NDOT staff to develop the framework and methodology for the Connecting Nevada model. Prior to the end of 2012, this model will be delivered to NDOT staff to utilize and maintain.

Data Collection

A tremendous amount of data was needed to create the base for Connecting Nevada. This base included many different types of data; Socioeconomic, Employment, Energy, Transportation and Land Ownership collected from a wide variety of sources. It is housed in the on-line Web Map that is available at www.connectingnevada.org. The Web Map can be used to show the data that has been collected along with the ability to create maps on the fly. This resource was developed to look and feel like the Google mapping tool.

The Plan

The final plan will contain a summary of the above along with an implementation plan, showing how to accomplish the goals set forth in the study. The who, what, where, when and why of how to create a transportation system that is both forward thinking and innovative for Nevada will help lead the NDOT into the future. The study will be available for public review and comment shortly after January 1, 2013.



Bio

Tim Mueller is a transportation planner with NDOT and has enjoyed working on a wide variety of studies since 2000 and is currently Co-Project Manager on the Connecting Nevada Study. Some additional job responsibilities include; the management of the Transportation

Enhancement program, the staff liaison to the Statewide Transportation Technical Advisory Committee (STTAC), along with working on the last two Statewide Transportation Plans. He graduated with a B.S. in Planning from the University of Nevada. In his spare time he enjoys bicycling and hiking with his wife and is an active member of Toastmasters.

A 21st Century Planning Curriculum for 21st Century Professional Planners

*Mr. Michael Harper, FAICP
Treasurer, Nevada Chapter of the American Planning Association
Washoe County, Ret.*

*Dr. Frederick Steinmann
Lecturer, University of Nevada, Reno
Department of Geography
Department of Political Science*

In September 2011, the authors mailed a 29-question survey to the members of the Nevada Chapter of the American Planning Association (NVAPA). The results of the 2011 NVAPA membership survey, along with the work of other researchers in the area of planning education including Mary M. Edwards and Lisa K. Bates (2011), Kerry R. Brooks, Barry C. Nocks, J. Terrence Farris, and M. Grant Cunningham (2002), and Judith E. Innes (1995), suggest that an ideal planning curriculum for planning students has both a theoretical and practical foundation. To be an effective planner, whether the planner is a transportation planner, a land use planner, an environmental planner, or any other type of planner, the planner must have both a strong academic and theoretical understanding of planning in general while also having a practical understanding of the planning process outside the classroom walls.

This article is the second of two articles published by the authors. The first article published by Steinmann and Harper (2012) appeared in the Spring 2012 edition of Nevada Planner and provides a general summary of the 2011 NVAPA membership survey's results. This article explores the particulars of an ideal planning curriculum, based primarily on the 2011 NVAPA membership survey's results.

[Click here to read "A 21st Century Planning Curriculum for 21st Century Professional Planners"...](#)

Enhanced Recycling

Derek Allen

Planners are constantly looking for best practices to implement in their communities that will help enhance and promote a healthy and sustainable way of living. One such practice implemented by the City of Henderson in 2010 was a pilot program for residential single-stream recycling. Named the Enhanced Recycling Program and Clean Community Effort, the pilot program has already shown tremendous results in improving household recycling and reducing landfill waste.

The Enhanced Recycling pilot program came about after Mayor Andy Hafen and the Henderson City Council received frequent and repeated requests from residents to provide better options for recycling in the community. The Mayor and Council whole-heartedly supported the pilot program and requested that their own homes be included in the test phase. As Councilwoman Debra March pointed out, “recycling our waste is one of the simplest things we can do to preserve our environment for future generations.”

Implementation of the pilot program began with a series of public meetings to explain the new service to residents, hosted by City staff and representatives from Republic Services. Staff found that most residents welcomed the chance to try the new service, but a few were less enthusiastic. Concerns expressed during the neighborhood meetings ranged from potential pest and odor issues that might result from storing the carts in garages during the hot summer months to opposition to the change from twice-a-week trash pickup to once-a-week. Another common concern was the potential loss of jobs in a struggling economy.

The pilot program incorporated approximately 25,000 homes from a variety of neighborhoods across the City. Many residents were concerned about changing from the traditional schedule of twice-a-week trash pickup and every-other-week recycle pickup to once-a-week trash and recycle pickup all on the same day. Early on, planners recognized the importance of explaining to residents that by providing a more frequent collection schedule and allowing all recyclables to be co-mingled in one cart, it would make recycling both easier and more convenient. It was the City’s hope to see an increase in overall recycling and participation rates.

A year after the pilot program was implemented, the University of Nevada, Las Vegas Cannon Center conducted a survey to measure overall satisfaction with the enhanced recycling service among participating households. The results of this survey show the overwhelming success of the program. When the pilot program began, the City’s overall participation rate in recycling was approximately 6%. One year later, over 30% of homes participating in the pilot program reported using the single-stream recycling bins, and a majority of participants (92%) were pleased with the service provided.

Based on the results of the survey and other feedback from residents, the Citizens Advisory Committee (CAC) recommended to the Mayor and City Council that the single-stream recycling program be expanded citywide. In their report to the Council, the CAC provided findings that the program would not increase costs to residents, would help ensure cleaner neighborhoods, and would make recycling easier and more convenient for all residents. In March of 2012, the City Council held a public hearing to discuss the expansion of the single-stream recycling program and unanimously approved for the program to be fully implemented across the City by the end of 2015. “I admit to being pleasantly surprised at how easy it is to recycle in the new program,” said Henderson Mayor Andy Hafen. “It has really opened my eyes to how much of the trash we generate can be reused and not lost forever in a landfill.”

The City is now in the process of expanding the single-stream recycling program to include an additional 25,000 households. A final phase of the program, scheduled to be completed in 2013, will extend the service to the City’s remaining 40,000 homes. Each home will receive new trash and recycle containers at no cost to the customer. The new service will pick up both trash and recycling on the same day. Bob Coyle, Vice President of Public Affairs and Government Relations with Republic Services explains that “word of mouth and the presence of the carts throughout the city has brought a lot of attention to the program and residents now want to participate. We intend to have the entire City transitioned over to the new program within the timeframe established by the City Council. Actually, due to the City’s support and favorable conditions, we plan to be fully implemented more than two years ahead of our original schedule.”



Public meeting to explain the new project to residents.

Cost to Deliver



Recycling Rate



UNLV Cannon Survey Center

Statistically valid sample
604 residents contacted via phone

- 85% satisfied with trash service
- 73% satisfied with trash pick-up frequency
- 92% satisfied with recycling service
- 86% satisfied with recycling pick-up frequency
- 91% were able to store their carts
- 65% did not have an increase in odor
 - For those that did, 86% said it did not affect their participation



As a result of the enhanced recycling pilot program and other outreach efforts, public interest in recycling has increased across the community over the past year. As part of a school project, one young student named Lucas created a video describing his efforts to increase recycling in his neighborhood. Please visit www.ourhenderson.com and click on "Share your story" to learn about his experience. Planners are also working with several stakeholder groups in the community to create a "Recycling Ambassadors" education and leadership program for local high school students and teachers that will eventually extend to other schools across the school district. This program will focus on the basics of sustainability and recycling and teach participants how to inspire others to recycle more in their schools and neighborhoods. We envision that these outreach efforts will eventually lead to incentive programs in the community designed to recognize both individual and neighborhood efforts to increase recycling.

The City of Henderson recognizes that sustainability is a community effort. With every resident doing their part to recycle more and promote sustainable practices in their home and neighborhood, all residents will continue to enjoy the acclaimed quality of life for which Henderson is known.

If you have questions regarding single-stream recycling or implementation of this service within the City of Henderson, please contact Derek Allen at Derek.Allen@cityofhenderson.com.



Bio

Derek Allen is a Long Range Planner with the City of Henderson. I have been with the City for approximately 7½ years. Being a native of southern Nevada I have seen what a transformation has taken place to the Las Vegas Valley over the years. From the inception of the large scale Master Plan communities to the redevelopment of downtowns. What a truly outstanding transformation it has been!

Nevada Chapter

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Nevada Planner

The Nevada Planner is a publication of the Nevada Chapter of the American Planning Association, with a circulation of approximately 300 Chapter members, as well as APA leadership and Chapter Presidents.

Articles

To submit articles, ideas for articles, letters, announcements, events, photos or advertisements, please contact Christina Leach, Editor in Chief, at cleach@rtcwashoe.com.

Change of Address

The Nevada Chapter receives all member mailing and email addresses from the National database. To change your mailing address or email address, please log into www.planning.org and update your information there.

Advertising

Nevada Planner presents a unique avenue for letting the planning community in Nevada know what you have to offer. It is widely distributed to the APA Nevada membership, which includes municipal and regional planning offices, economic development directors and planning consultants. Our advertising rate sheet is available on our website (www.nvapa.org) or contact Christina Leach for more information.

NORTHERN NEVADA UPCOMING EVENTS

January 16, 2013 | 1 pm – 2:30 pm

APA Audio Conference: Zoning for Small Businesses

Washoe County Community Development, 1001 E.
Ninth Street, Building A, Reno

February 13 | 1 pm – 2:30 pm

APA Audio Conference: Fracking and Resource Extraction and Community Planning

Washoe County Community Development, 1001 E.
Ninth Street, Building A, Reno

SOUTHERN NEVADA UPCOMING EVENTS

January 16, 2013 | 1 pm – 2:30 pm

APA Audio Conference: Zoning for Small Businesses

City of Henderson Community Development,
240 S. Water Street

February 13 | 1 pm – 2:30 pm

APA Audio Conference: Fracking and Resource Extraction and Community Planning

City of Henderson Community Development,
240 S. Water Street

March 13 | 1 pm – 2 pm

APA Audio Conference: Environmental Systems, Assessment, and Carrying Capacity Lecture

City of Henderson Community Development

May 15 | 1 pm – 2 pm

APA Audio Conference: Rethinking the Role of the Urban Freeway Lecture

City of Henderson Community Development