

NEVADA PLANNER



American Planning Association
Nevada Chapter

Making Great Communities Happen

A Publication of the Nevada Chapter of the American Planning Association

SUMMER 2020

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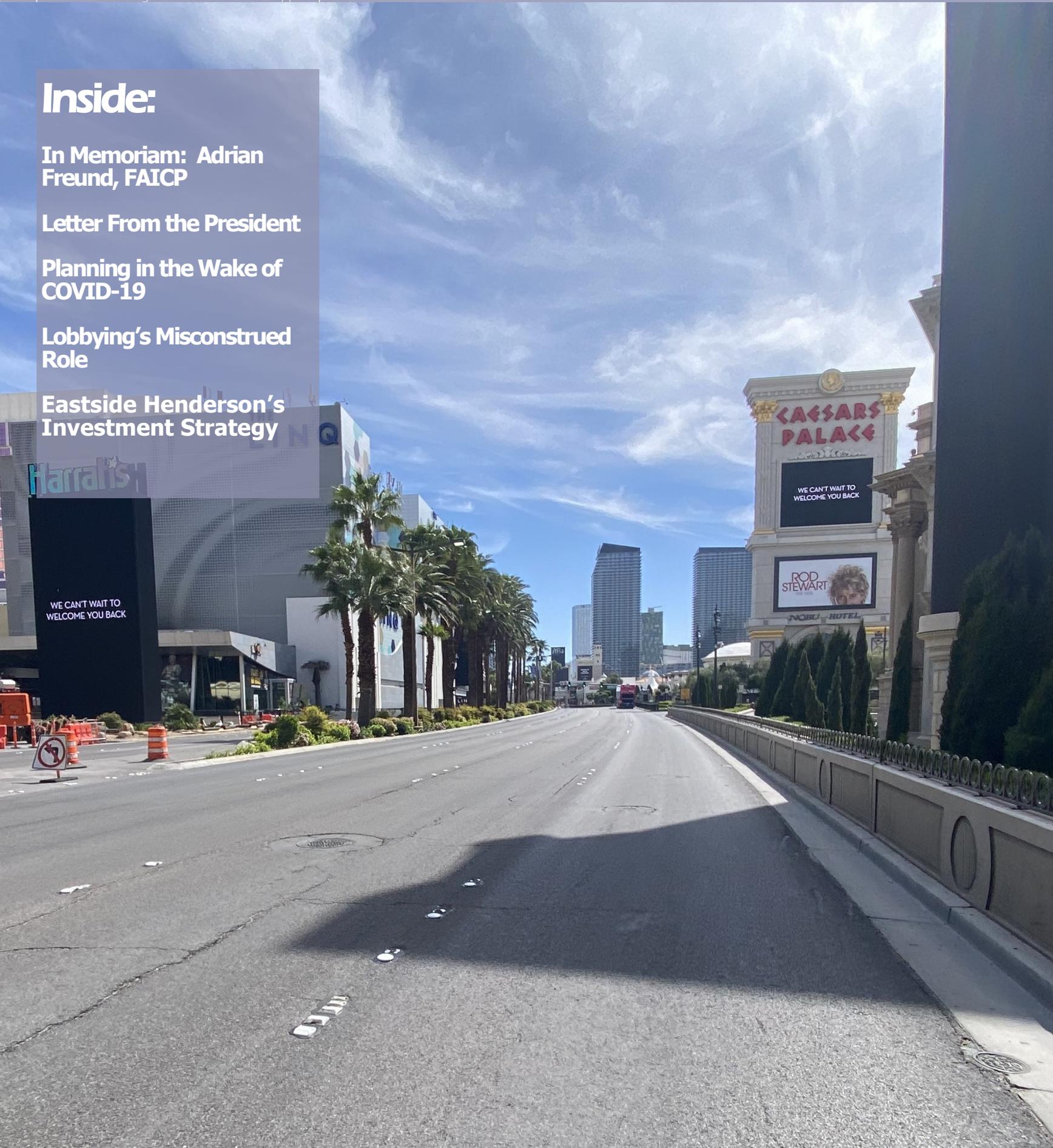
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IN MEMORIAM: ADRIAN FREUND, FAICP

MIKE HARPER, FAICP

Our planning colleague and NVAPA Chapter Past President passed away in Oregon this May, 2020. As many of our chapter members will recall, Adrian also served as the Washoe County Community Development Director before retiring and moving to Oregon with his life partner Sandy Monsalve Freund. During his retirement years, Adrian remained active in the planning profession as a consultant and member on many Oregon APA Chapter committees.

Adrian’s commitment to furthering excellence in planning was a key part of his life. Our colleague Dave Siegel, FAICP, did a wonderful review of Adrian’s service to planning – both as a planner and as an active member of APA. His comments are below:

“Many of us knew Adrian from his work as a planning and community development consultant specializing in plans, development codes, environmental elements, permits streamlining, efficient organizational structures, public involvement and

visioning projects. Others knew him from his many years of public sector service in professional and management roles with agencies across the country, including those in Reno, Nevada; Louisville, Kentucky; Hartford, Connecticut; Austin, Texas; Madison, Wisconsin; and Rockford, Illinois. Still more of us knew Adrian from his tireless interest in and service to the American Planning Association, serving in leadership roles with the Divisions Council and Chapter Presidents Council, and culminating in two terms on APA’s Board of Directors. He was also active at the state level, serving as President for both the Wisconsin and Nevada Chapters, and in a variety of committee roles for the Oregon Chapter.

Adrian was honored by his peers in 2008 by being elected to AICP’s College of Fellows. His FAICP statement reads as follows: “Adrian Freund’s service to communities across the nation, his skills at balancing competing interests and his leadership positions in the American Planning Association have been keys to his effectiveness. Adrian’s commitment to the planning profession was reflected by his energetic three-decade record of outstanding contributions at the local state and national levels of APA. He has provided positive models of sensitive land use planning with lasting results for many communities”.

Adrian’s service to NVAPA went beyond serving as chapter president. He was a vital contributor to the APA National Conference held in Las Vegas – the most successful conference APA has ever held.

On a personal note, I had the honor and privilege of working for Adrian during his years at Washoe County. Actually, “working for him” is a misnomer, since Adrian encouraged a working environment that allowed his staff to feel that they were working with him in a collaborative manner toward common goals. Adrian also became a friend and kept in touch during his retirement years.

In addition to Sandy, Adrian leaves a son and Sandy’s daughter. The NVAPA Chapter offers its heartfelt condolences to them as we remember a remarkable planning colleague and good friend. 

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American Planning Association Nevada Chapter

Making Great Communities Happen



ON THE COVER: THE INCONCEIVABLE SIGHT OF AN EMPTY LAS VEGAS STRIP. PHOTO BY GREG TOTH, AICP.

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LETTER FROM THE PRESIDENT

NATHAN GOLDBERG, AICP
PRESIDENT, NEVADA CHAPTER

All I can think of is to sit back with a drink and say “Boy that escalated quickly” in my best Ron Burgundy.

Now that you all pictured that scene and smiled I would first and foremost hope this finds you and finds you well. Since our last correspondence the world has changed and new normal is changing seemingly daily, or even faster. Planning finds itself in an interesting position as many of the things that we advocate for and work together on are at the forefront of the COVID-19 crisis. Public health, a robust telecommunications network, economic development, and viable transportation options are examples of these things we all hold near and dear. Personally I believe that the Planning profession is now more relevant than ever and how and when we use our voice will go a long way toward aiding recovery and helping mitigate future crises. Planners do many things but most importantly Planners bring people together. Collaboration is our specialty; we just need to do it differently than we have in the past until we can all reconvene face-to-face. I encourage you all to use these skills in your community, workplace, neighborhood, and homes. By one positive interaction at a time, we will overcome.

At the Chapter level we are working on figuring out the logistics of hosting a virtual conference option in the fall. If you are interested in assisting please contact Lisa Corrado or myself and we will get you involved. How this crisis impacts the Chapter financially and membership-wise remains to be seen, however APA National is expecting approximately a 20% reduction in both due to job impacts and lack of in-person Conferences as revenue generators. As a smaller Chapter this is a double edged sword as the totals are smaller but the wiggle room is more narrow. Rest assured that your Chapter leadership will be working diligently to guide us through this crisis and provide you with any tools that we can.

Side note – I believe I fixed about 83% of my spaces between sentences from two to one, old habits die hard (who knew before Microsoft clarified?). I hope you smiled again. It’s important to find humor wherever we can.

All the best in these difficult times,

Nathan Goldberg, AICP

Editor’s Note: I will always use 2 spaces AND the Oxford Comma!



PLANNING



PLANNING IN THE WAKE OF COVID-19

A PLANNER'S CALL TO ACTION TO POSITIVELY POSITION OUR COMMUNITIES IN A POST-PANDEMIC WORLD

JEFF BORCHARDT, AICP

COVID-19 has brought uncertainty and personal anxiety to many within the State. Most have heeded the dire warnings from public health officials and followed the State's stay at home orders. Unfortunately, efforts to "flatten the curve" have had tremendous impacts to the State's economy. Despite the creativity of our business community finding new ways to operate and the assistance from the CARES Act, many businesses are having trouble retaining employees or staying operational. For those that lived in Nevada through the last recession, the concern for losing one's livelihood and economic security is all too fresh. It is understandably difficult to focus on improving the planning profession in Nevada when worries of health risks, economic uncertainty, and other issues of personal importance may take priority. But, to paraphrase Chicago Mayor Rahm Emanuel, "Never let a crisis go to waste. It is an opportunity to make the big things you never thought possible and make them possible." This is an interesting time to analyze the impacts of large contingencies of the populace staying home, to reexamine planning paradigms, and to improve on planning processes within our communities. The following topics, while nowhere near an exhaustive list, are intended to spark thought and action with the hopes of improving our respective

communities and the planning profession post-coronavirus.

Land Use and Transportation

The Smart Growth paradigm promoting infill development, densification of existing urban cores, and the accommodation of multi-modal transit options is widely accepted in the planning profession as both economically and environmentally sustainable. However, densely populated areas such as New York City have been hit especially hard by COVID-19. Similar to the public sentiment that drove the housing reforms throughout the country in the late 19th and early 20th century, planners

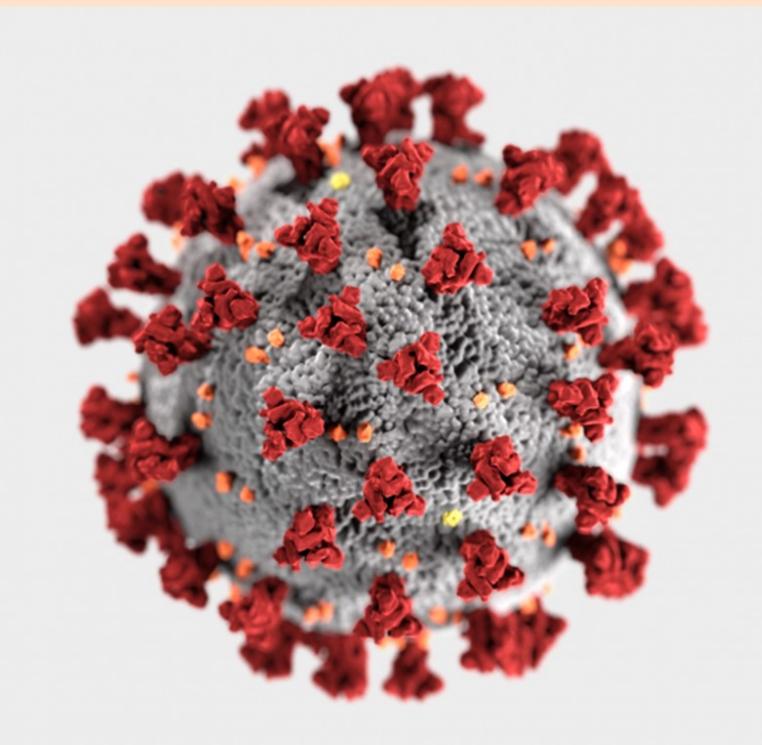


PHOTO COURTESY OF MARC A. HERMAN – MTA NEW YORK CITY TRANSIT

can expect some public discourse on the negative aspects of density. Psychologists have widely reported of the current impacts of the pandemic on mental health and some anticipate that there will be lingering anxiety and inherent fears of large social groups after stay at home orders are lifted. This could result in paradigm shifts among some in the populace away from support of density and urban living and more toward the less dense, sprawling pattern of growth. As planners, we will need to explore ways to balance the public's valid concern for health and safety with smart land use decisions that support economic and environmental sustainability.

It is also likely that this anxiety will trickle into the use of public and other alternative forms of transportation. It is clear that vehicular traffic has significantly decreased as people stay at home. However, if the stay at home orders are lifted before a vaccine or significant herd immunity has been developed, individuals with a choice to use a personal vehicle may prefer to do so due to health-related concerns. This could have negative impacts to traffic, air quality, and emissions. Planners should take this as an opportunity to explore policies and development standards that significantly incentivize remote work. Further, they should work with transit authorities to develop operating procedures that place health and safety at the forefront, thereby comforting riders and welcoming ridership. Controversial and



PHOTO COURTESY OF UMBERTO BRAYJ - CICLAVIA.

innovative proposals like semi-permanently closing streets to allow for cyclists and pedestrians to maneuver at a safe distance should also be explored.

Local municipalities should also take this time to prepare strategies for the potential changes to future land use resulting from permanent remote work situations. Many jurisdictions have already adopted policies and standards to encourage reuse of vacant retail buildings and redevelopment of unused parking lots with the understanding that traditional brick and mortar retail is shifting due to the pervasiveness of online shopping. Should companies adopt remote work permanently, office-based zoning may become less necessary, and policies encouraging reuse of vacant office parks should be considered. Planners should develop metrics for analyzing the impact of the virus on land use and adjust land use maps and policies accordingly.

Tax Structure and Economic Development Efforts

With numerous unprecedented closures and modified operating procedures of businesses, we've seen a wave of lay-offs and furloughs. While this may be a temporary state of affairs, it is difficult to tell how long-lasting these impacts may be. As many within the public sector know, the financial pain the private sector feels today is the financial pain the public sector will feel tomorrow. This sudden economic contraction will have a significant impact on tax revenue for many government agencies. Public sector planners should use this time to re-focus their planning efforts to assisting in the economic recovery with limited financial resources. They should also work collaboratively with the business community and economic development agencies to focus on attracting and growing industries that are nimbler and economically resilient.

There is no doubt that there will be a significant impact to tax revenue for both the State and our local jurisdictions. Public officials should also develop metrics to track the impact to specific sectors and develop methods to modify

the tax structure in a manner that both preserves revenue and incents economic reinvestment in a diverse array of industries. As many within the State are aware, the current tax structure heavily relies on gaming and development growth. Moving away from the current model to one with more diverse revenue sources could help the State and local governments better manage through a downturn that disproportionately impacts one of those large revenue sources. Similar to the State's recent economic development efforts to diversify the economy, the State will need to hedge bet its sources of revenue.

Impact to Housing Attainability

In both the Vegas and Reno metro areas, planners and citizens in the public, private, and non-profit realms have been working continuously to improve the growing housing affordability issues through policy changes, housing product variation, and innovative public-private partnerships. Working in the homebuilding industry, I am acutely aware of the matters driving affordability including increasing labor, material, land costs, and lagging incomes. It is likely that the economic impacts from this virus will have similar impacts to housing attainability. While it's possible that price corrections may occur from decreasing demand, it is also possible that we could see significant supply chain disruptions of materials and another wave of losses in skilled-labor. Planners and public officials should continue to drive public policy and programs that help protect both the supply and demand side of varying types of housing. Housing all of the State's citizens should continue to be a priority.

Just as health professionals and first responders have been called upon to save lives during this crisis, we in the planning profession will be called upon to help restore and improve our communities. The planning profession is unique in that it is connected to so many aspects of society. I know there is plenty of personal and professional anxiety and uncertainty in everyone's life. However, amidst this anxiety and uncertainty, let's take the opportunity to make possible these big changes to enhance our communities and make them more resilient on the other side of this crisis. I look forward to discussing these topics with all of you and assisting in any action that elevates all of our communities post-COVID. 



Jeff Borchardt, AICP, is the former Land Entitlement Manager for Toll Brothers and is currently the Principal Planner for the City of Reno. This article is part of a series of discussions on the impacts of COVID-19 with multiple agencies in Northern Nevada

LOBBYING'S MISCONSTRUED ROLE IN DEVELOPMENT & REDEVELOPMENT

JACK DULIN

Within the context of city planning and land development and redevelopment, there are a handful of interpretations that apply to the term "lobbying." To begin with the simplest interpretation of the word, an individual can lobby a municipality, department, or public official by persuading him or her to act or vote in a way that helps reach a desired outcome. One can "lobby" by writing an elected official, attending and voicing concerns at a public hearing, etc. Vice versa, an elected official can lobby his or her constituency.

The term, "lobbying," unfortunately, comes with some political baggage as well, often conjuring images of smoke-filled rooms where the real decisions are made before a single ballot is dropped in the box. This dramatization of lobbying, however, can be rather misleading, according to George Garcia, president of Henderson-based G.C. Garcia, Inc. Garcia would know, given his nearly 30 years of experience in city planning and commercial development services, including providing community and local government lobbying services to his firm's select clients.

According to Garcia, lobbying is always needed for a project. He also believes the most important aspect of any underlying lobbying issue is thoroughly understanding the rules and regulations that play a role in a development or similar project, especially those related to planning, land use, redevelopment, zoning, and the likes.

Commercial developments can affect more than one aspect of a community; new structures and facilities can impact the local economy, traffic, infrastructure, and more. Because of the influence some projects may have on multiple aspects of people's lives, a good lobbyist must be able to understand the legal implications for every facet of a commercial development, not just one, in order to properly educate a municipality and its citizens.

"Lobbying is not purely political, nor a single issue, and is based on an understanding of the rules, regulations and how a certain project is supposed to work," says Garcia. "This understanding ultimately allows us to convey the proper information to the desired entities, thus, permitting us to best serve our clients."

The staff at G.C. Garcia, Inc., understands that lobbying plays an integral part in ensuring a project moves swiftly. For example, the Henderson-based commercial development services firm recently provided its services to an assisted living and elderly care facility. As the project's development services firm, G.C. Garcia's

lobbyists met with various city officials to bring them up to speed in regard to the project itself, its positive impact on the surrounding communities and city infrastructure, and what steps will be taken for the project to reach completion.

G.C. Garcia lobbyists also met with community stakeholders and homeowners to bridge any gaps in understanding what the new facility would bring to the neighborhood.

For on-staff lobbyists to fully brief city officials, residents of a community, and others on a development's progress, they must be highly knowledgeable of the applicable laws and regulations. If not, forming a line of communication and understanding between a developer and municipality can be difficult, and thus, timely.

The knowledge of applicable laws and regulations does not begin and end at the state or county line, however. According to Garcia, a comprehensive awareness and grasp of federal laws is also at play for lobbyists when meeting with, and educating, the concerned parties on a current project.

"People are not always familiar with federal policies, so it is our job to make sure no page is left unturned when educating the proper persons on our client's compliance with federal codes and initiatives," says Garcia. "Many projects involve educating a project's neighboring residential communities, its staff, and the local planning commission and council on federal laws guiding the development."

While this might not sound like the type of political lobbying that happens behind closed doors, this is what much of lobbying consists of for development services firms like G.C. Garcia, Inc. to benefit clients' projects and profits. The better educated a community and government entity is on a client's project, the more likely that project will be smoothly facilitated and supported by a neighborhood and its elected and appointed officials.

"A good lobbyist can find the sweet spot between understanding the regulations and issues held pertinent by a community or city," says Garcia. "But, they must also have an impenetrable understanding of a client's building or commercial development goals and objectives."

Lobbying's Role in Redevelopment Projects

Though the presence of well-informed lobbying in commercial projects is generally important, there are instances where lobbying is even more essential to the vitality of the project. These instances can often present in the form of commercial and mixed-use redevelopment projects.

"If they are of the same size and scope, commercial and mixed-use redevelopment projects can be much more complex, thus, furthering the need for lobbying," says Garcia.

Because redevelopment projects typically are in areas surrounded by other development, the process of lobbying the community and surrounding property owners can be much more nuanced. It is often the case that redevelopment projects involve the transferring of public funds, especially if the funds are offered by a jurisdiction as an incentive to redevelop in an area of blight. This element adds an additional facet of complexity, and requires diligent research and subsequent outreach to the communities and authorities involved.

Needless to say, without having the lobbying support for a large redevelopment project, especially if it is mixed-use or commercial in a dilapidated area, a property owner managing to lobby the appropriate entities without a development services firm is virtually impossible. Garcia believes good lobbying is needed for every commercial or mixed-use project, large or small.

“We, at G.C. Garcia, Inc., certainly believe every project requires lobbying, even before the project starts,” says Garcia. “Even prior to the project, and before the lobbying, we do reconnaissance for our clients and gain an early understanding of the factors and people at play, as well as the larger implications of a project.”

Since G.C. Garcia’s conception nearly 20 years ago, Garcia and his team of registered lobbyists have worked with various stakeholder entities in cities throughout the

state of Nevada, ranging from town advisory boards to members of Congress. 



George Garcia is the president of G.C. Garcia, Inc., a 20-year old Nevada land planning and development services firm. George has nearly 30 years of local government planning experience, including five years as the Planning Director of the City of Henderson. George is also a member of the Nevada Chapter of the American Planning Association.
gcgarciainc.com

Jack Dulin is the Public Relations Manager at Eberly & Collard Public Relations in Atlanta.

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Join us to learn how planning can make a positive impact on health, social equity, leadership, sustainability and economic recovery.

SAVE the DATE

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Virtual format – details TBA

Cost – \$75

Hosted by APA NV Chapter
Southern Section



COMING EVENTS

OHIO APA WEBCASTS

[\(Click Here to Register for All Ohio APA Webcasts\)](#)

August 14

10:00 a.m. to 11:30 a.m.

[Perspectives on Resiliency Planning](#)

Presented by the Transportation Planning Division
CM | 1.5

August 21

10:00 a.m. to 11:30 a.m.

[Planning for Utility Scale Solar Energy Facilities](#)

Presented by the Virginia Chapter
CM | 1.5

August 28

10:00 a.m. to 11:30 a.m.

[Advanced Air Mobility: Integrating the Third Dimension into Metropolitan Transportation Systems](#)

Presented by the Washington Chapter
CM | 1.5 (Pending)

September 4

10:00 a.m. to 11:30 a.m.

[The Peace Cross Case: US Supreme Court and Local Guidance](#)

Presented by the National Capital Area & Maryland Chapters
CM | 1.5

September 9

10:00 a.m. to 11:30 a.m.

[Historic Urban Landscape Framework and Historic Preservation](#)

Presented by the Urban Design & Preservation Division
CM | 1.5

September 11

10:00 a.m. to 11:30 a.m.

[Public Art Life Cycle, Part 1: Concept to Commission](#)

Presented by the Urban Design & Preservation Division
CM | 1.5

September 18

10:00 a.m. to 11:30 a.m.

[Public Art Life Cycle, Part 2: Maintenance to Mayhem](#)

Presented by the Urban Design & Preservation Division
CM | 1.5

CM credits can be claimed by looking up the sponsoring Chapter or Division as provider on the [APA website](#).

PLANETIZEN WEB COURSES

[\(Click here for list of courses\)](#)

All courses are free, available anytime, and are approved for 1 CM.

DISTANCE EDUCATION

These two recorded webcasts have been selected for AICP CM Distance Education credit for viewing anytime during the 2020 calendar year. Both are 1.5 CM + Law/Ethics.

Law: [Public Art and Artists' Property Rights](#)

Sponsored by the Urban Design & Preservation Division

Ethics: [APA Ethics Case of the Year](#)

Sponsored by the California Chapter

NEVADA STATE PLANNING CONFERENCE

October 6 & 7

Hosted Online by the Southern Section
Details to coming soon!

NATIONAL PLANNING CONFERENCE

More than 5,000 people attended the first-ever NCP@Home this year. In case you missed it, you can relive (and get CMs for) the entire event! Click the logo below for details and to purchase a registration.



HENDERSON'S NEW EASTSIDE INVESTMENT STRATEGY

ANDY POWELL

The Henderson City Council approved the new *East Henderson Investment Strategy* on June 16, 2020. A joint effort between the City of Henderson's Community Development & Services Department and Redevelopment Agency, the *Strategy* builds upon the goals of the City's Strategic Plan and the Henderson Strong Comprehensive Plan. It will help guide and identify projects that serve East Henderson residents and businesses.

The new *Strategy* updates an older version, which was adopted at the height of economic expansion in 2008. As a result of that ironic timing, some of the policies implemented actually became barriers when the economy soured. This update lays out actions that the City and its partners will take to encourage homeownership opportunities, develop or redevelop underutilized parcels, combat blight, improve transit access, and grow and support businesses in Henderson's eastside. Opportunity sites and actions were prioritized through discussions with potential development partners and City staff, along with consideration of important factors such as alignment with the City's mission, vision, and values, potential implementation phasing, and the availability of funding for each action. This prioritization culminated in 13 near-term, accessible, and implementable actions to guide investment in East Henderson, and six opportunity sites to catalyze near-term development.

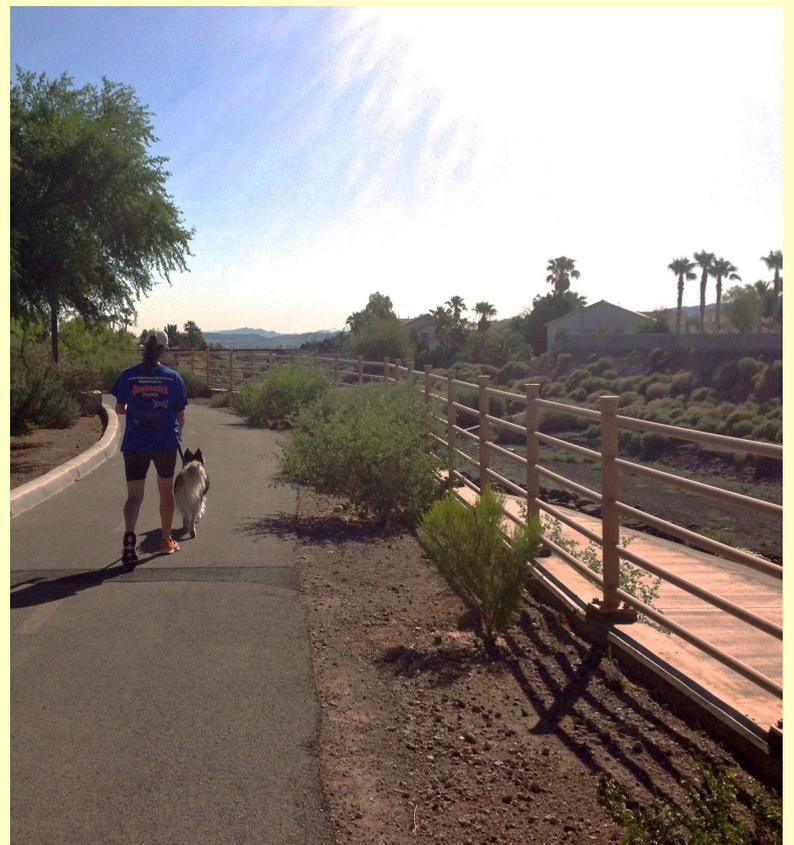
Successful implementation of the *East Henderson Investment Strategy* will require the partnership and coordinated efforts of many individuals, departments, and organizations. Of course, private investment will largely depend on the overall state of the economy and, as such, the City will monitor its progress on the priority actions relative to the business cycle and overall economic conditions of the Las Vegas region. To maintain momentum, the City will also update the *Strategy* as needed. 

Andy Powell is a Principal Planner with the City of Henderson and also wears the hat of City Demographer. He's a 3-time office Fantasy Football League Champion.

Editor's Note: I tied Andy with my third office league championship last season.



COWABUNGA BAY WATER PARK IN HENDERSON'S EASTSIDE REDEVELOPMENT AREA.



EASTSIDE HENDERSON HAS A GROWING NUMBER OF AVAILABLE OUTDOOR AMENITIES AND ACTIVITIES.

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, members of APA leadership, and Chapter Presidents. It is published three times per year.

ARTICLES

To submit articles, letters, announcements, events, or photos, please contact Greg Toth, Editor, at greg.toth@cityofhenderson.com. The next issue is planned for this fall to coincide with the 2020 State Planning Conference.

CHANGES OF ADDRESS

The Nevada Chapter receives all member mailing and email addresses from APA's National database. To change your mailing or email address, please log in to your account at www.planning.org and update your information there.

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Become a member of the Nevada Chapter! For only \$40 annually, you'll receive all emails, newsletters, announcements, in-state registration discounts, and Chapter voting privileges that National members receive. Visit our website for an application and mail it with your payment to:

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BATTLE BORN
ALL FOR OUR COUNTRY



GREG TOTH, AICP, GETTING BURNT AND ENJOYING SOME SOCIAL DISTANCE WHILE BIKING ON THE STRIP.



PLANNING CONNECTS US