

# NEVADA PLANNER



American Planning Association  
**Nevada Chapter**

*Making Great Communities Happen*

A Publication of the Nevada Chapter of the American Planning Association

## WINTER 2021/2022

### **Inside:**

**Smart from the Start  
Energy Planning**

**Henderson Reimagines  
Neighborhood Initiatives**

**Dive Into Water Street**

**News from the Sections**



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**ON THE COVER:** A DESERT SUNRISE FINDS FRESH SNOW AT RED ROCK CANYON. PHOTO AND CAPTION: U.S. BUREAU OF LAND MANAGEMENT VIA [TWITTER](#).

# WHO'S WHO

AS OF JANUARY 1, 2022

## NEVADA CHAPTER LEADERSHIP

- President **Nathan Goldberg**, AICP | RTC of Southern Nevada  
goldbergn@rtcsonv.com
- Vice President **Garrett TerBerg III**, AICP | Clark County  
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- Treasurer **Jared Tasko**, AICP | Clark County  
jtasko@clarkcountynv.gov
- Secretary **Naomi Lewis** | City of Henderson  
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- Immediate Past President **Robert Summerfield**, AICP

## NORTHERN SECTION OFFICERS

- Director **Frederick Steinmann** | University of Nevada  
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- Assistant Director **Eric Hasty** | Wood Rodgers  
ehasty@woodrodgers.com
- Treasurer **Derek Kirkland**, AICP | Wood Rodgers  
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- Secretary **Amber Harmon** | Wood Rodgers  
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- Planning Official Representative **Scott Carey**, AICP | Nevada Division of State Lands  
scarey@lands.nv.gov

## SOUTHERN SECTION OFFICERS

- Director **Alfredo Melesio, Jr.**, AICP | City of North Las Vegas  
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- Assistant Director **Andrew Powell** | City of Henderson  
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- Treasurer **Jim Marshall**, AICP | City of Las Vegas  
jmarshall@lasvegasnevada.gov
- Secretary **Jazmine Harris** | Clark County  
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- Planning Official Representative **Vacant** | Please contact Alfredo Melesio, Jr., Southern Section Director, if interested in filling this position.

## APPOINTED LEADERSHIP

- Professional Development Officer **Marco Velotta**, AICP | City of Las Vegas  
mvelotta@lasvegasnevada.gov
- Planning Official Development Officer **(Vacant)** | Please contact Nathan Goldberg, Chapter President, if interested in filling this position.
- Western Planner Liaison **Margo Wheeler**, FAICP  
mmw626@yahoo.com

## THE NEVADA PLANNER

- Chargé d'Édités **Greg Toth**, AICP | City of Henderson  
greg.toth@cityofhenderson.com

FREDERICK STEINMANN  
DIRECTOR, NORTHERN SECTION

As 2021 ends, I wanted to express my personal thank you to all of our Members for your continued support of the Chapter over the past year. Despite the unprecedented challenges that we have each faced personally and professionally, and despite the challenges that we as a Chapter have also faced, I am very thankful for your continued support and engagement.

The Northern Section has continued to make the professional development and education of our members our top priority and focus. We provided over 12 hours of online professional development opportunities beginning in early 2021, with the continuation of the "In The Black" speaker series that was developed in partnership with faculty from the College of Business at the University of Nevada, Reno. We were even able to develop those opportunities with our friends and colleagues from the Southern Section!

Members of the Northern Section were also able to get together in person at Greater Nevada Field, in Reno, for a Reno Aces night as part of a summer social event. Moreover, 2021 also marked the return of the State Planning Conference in-person in Reno. This year's conference was developed and delivered in partnership with the Nevada Chapter of the American Society of Landscape Architects. The conference theme, "Building a Strong and Resilient Future for Nevada", highlighted the efforts of our members and their organizations to spearhead recovery and resiliency efforts at the local community level and throughout the state. My personal thanks to every member of the Conference Committee that truly made this year's conference a success and for every member that was able to attend either in-person or virtually.

We're pleased to announce that in 2022 a number of new Section officers will be joining the ranks. While I am excited to continue to serve as the Section Director for the next two years and that Amber Harmon will be returning as Section Secretary, Eric Hasty will be our new Assistant Director, Derek Kirkland will serve as Treasurer, and Scott Carey will serve as the Northern Section's Planning Official Representative. We look forward to developing and delivering a number of professional development and social events for our Members in 2022!

On behalf of the Northern Section, I wish you the very best for a Happy Holidays and a safe and prosperous New Year!

GARRETT TERBERG III, AICP  
DIRECTOR, SOUTHERN SECTION

Well, what a year 2021 has been!

In the midst of the second year of the COVID pandemic, the Southern Section was able to hold five successful events. The first three were "virtual luncheons" with two additional "in-person" opportunities.

Virtual Luncheon #1 (March 2nd) dealt with Master Planning in Southern Nevada, with Marco Velotta presenting the City of Las Vegas 2050 Master Plan (now adopted), along with my presentation of the Transform Clark County Master Plan (adopted in November).

Virtual Luncheon #2 was a popular presentation of the LV Raiders Stadium District made by Jared Tasko (with assistance by Greg Cerven) on May 10th.

Virtual Luncheon #3 (August 24th) was a summary of the 2021 NV Legislative Session with Northern and Southern Nevada Government Liaisons. It was most informative and well-received!

We enjoyed a wildly successful "Dive into Water Street" tour on Friday, November 19th. About 30 of us were treated to the hospitality of 9 different food and drink vendors at 8 stops up and down Water Street in downtown Henderson. I was amazed at the transformation of this street from my memories of just a few years ago!

Our December 9th Holiday Mixer at Gordon Biersch on Paradise Road was a great time to network with our fellow planners and sponsors. We hope to return to this traditional way to wrap up the year, so watch for future opportunities to join us!

Now for the coming year:

Starting in January, we plan to hit the ground running for the 2022 State Planning Conference. Our new Southern Section Director Alfredo Melesio will be looking for committee members, so please send them his way!

We are also looking for opportunities to partner with other professional groups, starting with promoting our Chapter Memberships for Landscape Architects, ULI, et al. Please help and see us grow!!



# SLUPAC ENDORSES “SMART FROM THE START” CONCEPT FOR ENERGY PLANNING

**SCOTT CAREY, AICP**

At their July 9, 2021 meeting, the Nevada State Land Use Planning Advisory Council (SLUPAC) approved a letter endorsing Smart from the Start energy planning. SLUPAC is a Governor-appointed, statewide council that has a representative from each of Nevada’s seventeen counties as well as the Nevada Indian Commission, Nevada Association of Counties, and the Nevada League of Cities and Municipalities. SLUPAC provides recommendations and expertise on land use planning and natural resources issues and advises the State Land Use Planning Agency regarding the development of plans and statements of policy.

The Smart from the Start energy planning concept seeks to guide energy projects to low-value, low-conflict areas with the aim to avoid or minimize adverse impacts, land use conflicts, reduce land consumption, and conserve natural resources. The concept has two clear benefits: protecting vital natural resources and speeding up the permitting process for energy projects. In its letter of endorsement, SLUPAC recognized that the Smart from the Start energy planning concept “...guides renewable energy development, where appropriate, to lands that are already impacted, close to existing transmission corridors, and away from important working lands and sensitive resources.”

Also in its letter, SLUPAC highlighted the need for agencies to coordinate and engage with local stakeholders, county governments, and tribal nations in energy planning decisions. The endorsement is a welcome approach for state agencies as they fulfill their roles for advancing responsible, climate-friendly goals for development and conservation in Nevada. “With Smart from the Start energy planning, Nevada can deploy renewable energy infrastructure where it will have the least impact as possible to Nevada’s communities, lands, and wildlife,” said Bradley Crowell, Director of the Nevada

Department of Conservation and Natural Resources.

Under its renewable portfolio standard, Nevada is required to have 50% of its energy come from renewable sources or energy-efficiency measures by the year 2030. In addition, Nevada’s population and economy are projected to grow significantly in the next 10 years. This growth will result in the need for additional energy production and the possibility of greater land use conflicts across the state. An alignment energy development using a Smart from the Start approach can help avoid land use conflicts in the future. Well-coordinated land use planning, along with supporting energy in the coming decades, are going to be critical to ensure that the new growth and development across the state will be successful and sustainable.

For more information about SLUPAC and the its endorsement of the Smart from the Start energy planning concept [please visit its website.](#) 



**Scott Carey, AICP**, has served as State Lands Planner within the Nevada Division of State Lands since 2019. He has been working in planning at the tribal, state, and local levels of government throughout Nevada for the past 20 years. He holds a Master of Management & Leadership from Western Governor’s University-Nevada and a Bachelor of Science in Geography from the University of Nevada.

# HENDERSON REIMAGINES NEIGHBORHOOD INITIATIVES WITH STRATEGIC IMPLEMENTATION IN MIND

**BRITTANY TOTTH**

Various City of Henderson departments and community partners hosted the Valley View Neighborhood Resource Fair & Cleanup Event on Saturday Nov. 6, 2021, at Morell Park to serve the residents of the Valley View Neighborhood and surrounding East Henderson area. This event served as a collaborative, City-led initiative to implement a myriad of existing plan strategies by building on current development momentum and leveraging shared resources, programming, and community partnerships. The goal was to bring together complementary initiatives and work strategically to preserve, serve, and invest in one of Henderson’s oldest neighborhoods, while simultaneously supporting recent investment in the nearby Eastside.

## BACKGROUND: EAST HENDERSON & VALLEY VIEW

East Henderson has long been a discussion topic among elected officials and City staff regarding potential revitalization and reinvestment opportunities. The area has a lower median income, older housing stock and infrastructure, greater diversity, poorer health outcomes, and higher crime rates when compared to other areas across the city.

The Valley View Neighborhood experiences similar challenges. Additionally, despite lower housing costs, many people still struggle to remain stably housed and experience unsheltered homelessness in this neighborhood. The neighborhood currently consists of dense residential housing including apartment buildings, rent-regulated affordable housing, complexes, a mobile home park, as well as primarily post-WWII-era single-family homes. The neighborhood is located within two recognized Redevelopment Areas (Downtown & Eastside) and features a variety of services and amenities as well as commercial and retail development along Boulder Highway and Lake Mead Parkway. Despite these challenges, the greater East Henderson area has been experiencing catalytic development in recent years with the addition of two master planned communities, Cadence and Union Village, as well as the addition of other economic assets, including Cowabunga Bay, Coral Academy, SLAM Academy, Pinecrest Academy, and more. This effort aimed to support both resident well-being and continued momentum through strategic implementation, leveraged resources, and community engagement.

## PLANNING FRAMEWORK

The East Henderson Investment Strategy outlines strategies to implement the goals and vision established by the Southern Nevada Strong Regional Plan, Henderson Strong Comprehensive Plan and the

**VALLEY VIEW**  
*Neighborhood*  
**Resource Fair & Cleanup**

**Saturday, November 6**  
Noon – 4pm  
Morrell Park, 500 Harris St., Henderson, NV 89015

The City of Henderson and a variety of community partners invite you to a community resource fair and cleanup event.

- Receive a FREE holiday turkey (while supplies last).
- Get seasonal flu shots and COVID vaccinations.
- Clean up unwanted trash and debris. Dispose of paint, oil and batteries. Tires will not be accepted
- Learn more about ways to improve your home and access resources.
- Explore potential plans for the park and provide input. Or provide your feedback at [cityofhenderson.com/valleyview](http://cityofhenderson.com/valleyview).
- Discover available education programs, scholarships and more.

Plus, enjoy family-friendly activities, face painting, games, goodies and prizes.

Visit [cityofhenderson.com/valleyview](http://cityofhenderson.com/valleyview) for more information.

Logos: Rebuilding Together, HopeLink, SN/D, three square, JunkMan, REPUBLIC SERVICES

Henderson Housing and Community Development Strategy (HHCDS) as well as the City’s HUD-required and approved 2020-2024 Consolidated Plan.

The Valley View Neighborhood Resource Fair & Cleanup Event worked to directly:

- Support the goals of the HHCDS/ 2020-2024 Consolidated Plan focus on housing security, basic needs, and education
- Support and encourage neighborhood cleanup and beautification efforts
- Encourage neighborhood preservation via property upkeep, maintenance, and safety improvements such as critical home repair and property improvements
- Reduce resident barriers to success and well-being through resource facilitation and connectivity
- Prevent the spread of blight
- Increase safety measures through existing resources and programming
- Foster a sense of community through increased resident engagement and information sharing

## AN IDEA IS BORN: VALLEY VIEW RESOURCE FAIR & CLEANUP

The Henderson Community Development & Services (CD&S) department mission is to “Partner with the community to plan and promote a vibrant, safe, balanced and cohesive city for today and tomorrow.”

Events like the Resource Fair & Cleanup work directly

toward achieving that mission. Since the COVID-19 pandemic, CD&S began evaluating our programming: what was being utilized, what was needed, and how we could potentially repurpose our resources to more strategically serve our residents during this time of recovery and rebuilding.

What we found is that our residents value safe and secure housing options, education, employment opportunities, public safety, and services and access to vital healthcare; among other key resources like those offered at the Resource Fair & Cleanup Event. We decided to repurpose some of our resources to focus on those key areas at the neighborhood level and work with every available partner to create the greatest benefit to the community.

Out of this spirit of collaboration and combined momentum, the Valley View Resource Fair & Cleanup initiative was born.

“Our goal is to bring together complementary initiatives and partners and work strategically to preserve, serve, and invest in one of Henderson’s most mature neighborhoods as well as support recent momentum in the Eastside area.”

**BY-THE-NUMBERS RECAP**

Nearly 30 community partners, including numerous city departments, came together to provide vital resources on housing, healthcare, education, employment, legal services, safety, city services and infrastructure, and more to numerous families and individuals that day (an estimated 200 overall attendees).

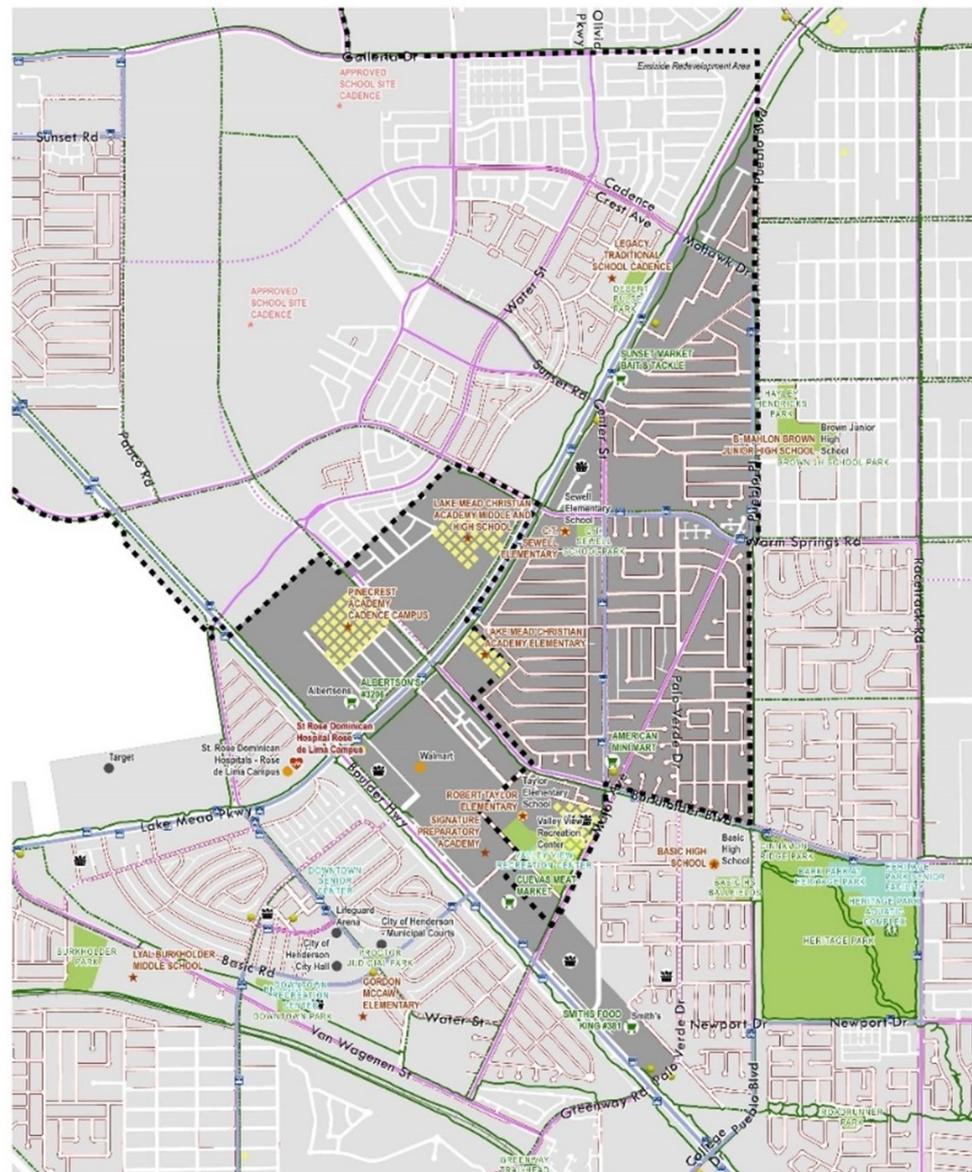
The resource fair and cleanup event served the Valley View Neighborhood residents through:

- Neighborhood cleanup, revitalization, and beautification efforts.
- Resource and information sharing on safety, education, preschool scholarships, health, wellness, and overall quality of life.
- Pop-up COVID-19 vaccinations and flu shots.
- Housing and critical home rehabilitation resources.

There were also family-friendly activities including face painting, games, and prizes. Residents in attendance were also given a free holiday turkey! The following is a brief snapshot of the combined resources made available to the community through this collaborative effort.

**CITY SERVICES & INFRASTRUCTURE (INCLUDING SAFETY) Animal Control**

- Animal Control was able to issue 14 Spay and Neuter vouchers. These 14 vouchers covered the cost of the spay/neuter surgery as well as the core vaccinations and microchipping for 14 cats and dogs. Additionally, the department handed out about 50 leashes.



Eastside Neighborhood Strategy  
**VALLEY VIEW NEIGHBORHOOD**  
AREA ASSETS AND RESOURCES

July 19, 2021

Source(s): City of Henderson Community Development & Services Department, Clark County Assessor's Office, and Clark County Geographic Information Systems Management Office.

Based on Projected Coordinate System, NAD83, StatePlane NV East FIPS 2701 Feet

Note: This map is offered as a general reference guide only. Neither accuracy of accuracy is intended nor should any be assumed.

City of Henderson  
Community Development and Services  
Geographic Information Services  
240 Water Street  
Henderson, NV 89009-5050  
Tel: (702) 267-1500  
www.cityofhenderson.com

**Code Enforcement & JunkMan Collaboration**

- 12 properties received clean-up services and about 30 residents visited the booth.

**Emergency Management**

- Staff distributed 50 brochures.

**Neighborhood Cleanup in Collaboration with Republic Services**

- Ten 20-cubic-yard dumpsters of trash were removed from the Valley View Neighborhood.
- Additionally, Household Hazardous Waste collected and disposed of included:
  - 220 gallons (4 drums) of used oils
  - 1,200 pounds of paint



- 3 pallets of batteries
- 4.5 tons of trash
- Several used mattresses

### Parks and Recreation

- Staff received input from 40 residents regarding the Morell Park Reuse Plan and the community vision for its future.

### Police

- Henderson Police officers engaged nearly 50 residents about safety, neighborhood watch, crime prevention, and more.

### RTC of Southern Nevada

- Approximately 50 residents gave vital input via the On-Board Mobility Survey and the future of transportation in the Valley, including Boulder Highway. Additionally:
  - Six residents received a free bus pass.
  - Thirty-six residents were entered in a drawing for tickets to the Discovery Museum.
  - Eight residents were entered for a chance to win Golden Knights tickets!

### EDUCATION

#### Education Initiatives & Henderson Redevelopment Agency

- Staff reached out to more than 20 families with information on the Early Childhood Education Scholarship Program and other resources.

### EMPLOYMENT OPPORTUNITIES:

#### MV Transportation

- Three people interviewed and one candidate was offered employment.

### HEALTH RELATED RESOURCES

#### Division of Welfare & Supportive Services

- This organization handed out 24 applications for assistance, answered 12 general inquiries about their agency and/or the programs they administer (SNAP, Medicaid, TANF, and the Energy Assistance Program), and handed out 15 applications for the Energy Assistance program.

### Project Marilyn

- Project Marilyn handed out 180 “period bags” (50 tampon bags and 130 maxi pad bags).
  - 750 tampons
  - 2,850 maxi pads
  - 900 panty liners
  - 900 hygiene wipes

### Three Square Food Bank

- Three Square distributed 200 city-funded turkeys to area residents that day. They also distributed information about benefits that households may be eligible to receive, including SNAP, energy assistance, and Medicaid.

### SNHD/Immunize Nevada

- Administered 18 flu shots and 18 COVID-19 vaccines.

### HOUSING-RELATED RESOURCES

#### Hopelink of Southern Nevada

- Provided clothing for 225 homeless kids, adults, and seniors and gave out about 300 cookies. They also held several bicycle giveaways to some very appreciative local youth.

### Rebuilding Together

- As a result of the event, two people qualified for critical home repairs including:
  - One roof slated to be replaced
  - One air conditioning slated to be replaced

### Silver State Fair Housing

- About 15 residents were able to access fair housing resources.

### LEGAL SERVICES

#### Legal Aid of Southern Nevada

- Staff estimated that about 100 residents received information about free legal services.

### Nevada Legal Services

- Nevada Legal Services engaged approximately 30 residents and handed out about 50 brochures for services.

This neighborhood initiative is the first of its kind and is currently being evaluated for potential replication, customization, or modification for use in other areas. For more information on programs and upcoming initiatives like these visit [cityofhenderson.com/planning](http://cityofhenderson.com/planning).



*Brittany Toth is the Engagement & Programs Administrator for the City of Henderson. She's been with the City for nearly 10 years, starting as Public Information Officer for Southern Nevada Strong, the region's first federally-recognized regional planning initiative. She's now made herself at home in Henderson's Community Development & Services Department, working on a variety of long range and strategic planning initiatives, community engagement efforts and neighborhood programs.*

# DIVE INTO WATER STREET NOVEMBER 19, 2021



PHOTOS BY KRISHNA  
SHRIVASTAVA, AICP



I just had to give a wrap-up report for our wildly successful "Dive into Water Street" tour on Friday. About 30 of us were treated to the hospitality of 9 different food and drink vendors at 8 stops up and down Water Street in Henderson. I was amazed at the transformation of this street from my memories of just a few years ago!

Many thanks to Henderson's Redevelopment Manager, Anthony Molloy, AICP, for sharing the great revitalization story about Water Street and shepherding us along the route. Also in attendance with Anthony from the City of Henderson were Stephanie Garcia-Vause, FAICP (Assistant City Manager), Lisa Corrado, AICP (Community Development and Services Director) and several of their staff members. It was a time of sharing we will remember fondly!

- Garrett TerBerg III, AICP



# MORE NEVADA NEWS...

When retiring City of Las Vegas Planning Director Bob Genzer met with then-Southern Section President Laura Spina in 2005, a plan was conceived to establish a scholarship fund for juniors and seniors at UNLV who were majoring in a degree program in the School of Architecture with an emphasis in planning. A Memorandum of Understanding was created with the UNLV Foundation with the intent of raising \$26,250 within five years to endow the scholarship. Thanks to generous contributions from numerous donors that amount was met and exceeded within one year, and the **Bob Genzer / APA Scholarship Endowment Fund** was established.

The first scholarship from the fund was awarded in 2008 and in the years since the fund was established, Bob has made it his mission to support the fund through yearly contributions. He and his wife Terri have also had the honor of meeting several of the scholarship recipients, hearing their stories of how the scholarship has helped them and offering advice on how to go about establishing careers in planning. Most importantly, through contributions and interest earned at the end of fiscal year 2021 the market value of the scholarship fund has risen to slightly less than \$62,000.

Contributions to the scholarship fund are always welcome! If you would like to help make a difference in a student's life, please follow these steps:

Begin by going to [www.unlv.edu/philanthropy](http://www.unlv.edu/philanthropy). Then:

- Click the red box that says Give Online.
- Click the red box that says Give Now under Colleges, Schools, Libraries and Programs.
- Click on College of Fine Arts.
- Click the box that says View All Giving Opportunities or Select Multiples.
- Scroll through the list and check the box next to Bob Genzer / APA Scholarship, then complete the form.

Your continued support of the scholarship is greatly appreciated by Bob, the Chapter Board, and most importantly by the UNLV student recipients! 



On December 15, 2021, the Northern Section hosted a Holiday Party on the main campus of the University of Nevada, Reno. This Holiday Party also featured a University of Nevada, Reno, Men's Basketball game along with the celebration of the retirement of several long-time members of the Northern Section. Claudia Hansen, Jeff Hardcastle, Karen Melby, and Lee Gibson were each recognized for their years of contribution to the state's planning community and to the Chapter. Karen Melby was able to attend in person and Fred Steinmann, Northern Section Director, was able to present Karen with a retirement present on behalf of the Northern Section. 



## Bob Genzer/APA Scholarship



Major: Landscape Architecture BLA

Class Year: May-21

**What are you most proud of achieving in your time at UNLV?**

During my time at UNLV, I was most excited to be on the Dean's List multiple times. While this may be a common achievement amongst my peers, I had to repair my poor GPA from when I was working full time and going to school. Earning these top marks really boosted my self esteem and gave me confidence that I could achieve my degree.

**How have you benefited from your scholarship?**

Earning this scholarship during the COVID pandemic helped me to stay focused on my studies!

**What are your plans after graduation?**

I will be gaining work experience with a landscape firm while I study for my licensing tests.

**Thank You Message:**

Thank you so much for providing support to students like myself! Sometimes, it feels like financial limits can be the biggest obstacle to earning a higher education. So, I deeply appreciate the recognition and support you have extended!

# 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](mailto:greg.toth@cityofhenderson.com). The next issue is planned for Spring of 2022.

## 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](http://www.planning.org) and update your information there.

## CHAPTER-ONLY MEMBERSHIPS

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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**ALL FOR OUR COUNTRY**



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