



Nevada State University

JAMES E. AND BEVERLY ROGERS
STUDENT CENTER

TECHNICAL ASSISTANCE PANEL

HENDERSON, NV | MAY 18 – 20, 2026



**Liberal Arts
& Sciences**

100

Untitled Map
Write a description for your map.

Legend
Nevada State University



Google Earth
Image Landsat / Copernicus

TOTAL ACRES: 512

DEVELOPED ACRES: 60

Liberal Arts, Sciences
and Business

Dawson
Building

Kasner Academic
Building

Rogers Student
Center

Christenson Education
Building

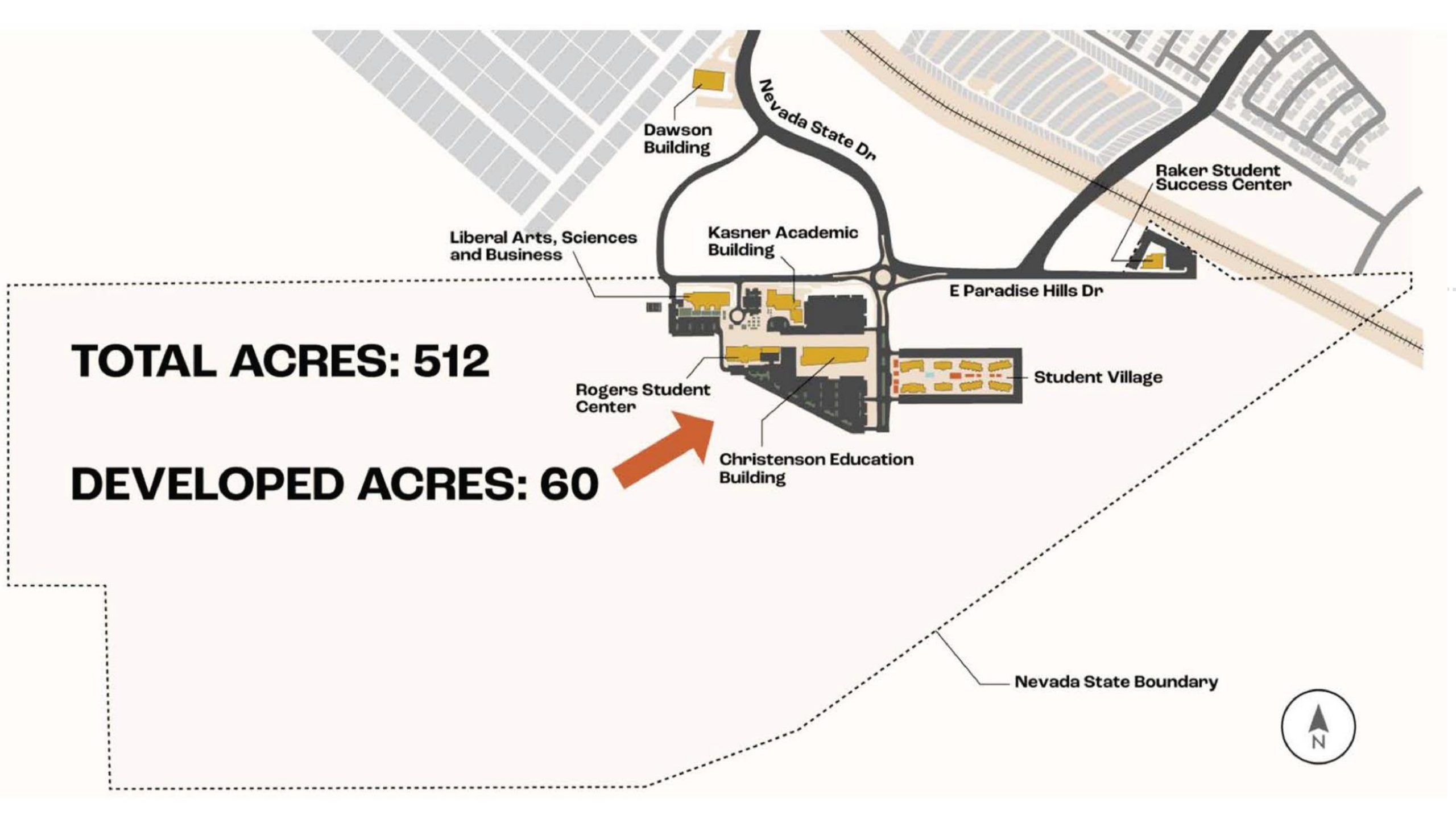
Nevada State Dr

E Paradise Hills Dr

Raker Student
Success Center

Student Village

Nevada State Boundary



THE MISSION OF THE URBAN LAND INSTITUTE

Shape the future of the built environment for transformative impact in communities worldwide

MISSION COMMITMENTS

CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals

INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement



Nevada

Shaping the future of the built environment for transformative impact in communities worldwide.

ABOUT ULI NEVADA



Established as a District Council in 1999



Represents approximately 150 members across Nevada



Part of the Urban Land Institute's global network of land use and real estate professionals



Brings together leaders from development, design, planning, engineering, finance, public policy, and commercial real estate

COMMUNITY IMPACT & INITIATIVES

- Hosts annual Placemaking Awards recognizing excellence in community impact and development
- Facilitates UrbanPlan training programs for public officials and future leaders
- Partnered with Clark County to secure an NEA grant supporting public art initiatives
- Provided technical assistance to North Las Vegas regarding development opportunities at Apex
- Organized a Better Block initiative focused on revitalization opportunities along the Sahara/Decatur corridor
- Creates forums for collaboration, education, and community-focused problem solving throughout Nevada



LISTENING/LEARNING

Sponsor briefing
Site tour
Stakeholder interviews

DEVELOPING RECOMMENDATIONS

Guided panelist deliberation
Deliverable production

OFFERING EXPERT SOLUTIONS

Presentation of recommendations
Final report/work product

THANK YOU TO OUR SPONSORS



NEVADA STATE
UNIVERSITY



Randall Lewis Center for
Sustainability in Real Estate

What the Panel Heard & Observed



Nevada

Stakeholder and Panelists' Insights

- University is on a growth trajectory
- Most students are commuters
- Strong + growing nursing program
- 60 acres developed, 452 acres remain
- Graduates regularly stay in the region
- 50-year leases on land are extremely limiting
- Opportunities to align development with curriculum – senior housing, services, law enforcement facilities, etc.
- Views and proximity to trails, mountains, desert, night sky – preserve and embrace the aesthetic
- North Las Vegas campus expands reach
- More on-campus services are needed, third spaces, college town vibe
- Water pressure is limiting development
- Vehicular access is limited, has pinch points, train creates a barrier
- Lost opportunity to have a ceremonial front door to the campus
- Opportunities to mitigate heat island effects
- Need for gathering space, quad, opportunities to draw the community in (events, amphitheater)

EXPERTS

diverse membership, including designers, planners, developers, public officials, market analysts, economists, architects, and financiers



Technical Assistance Panels leverage the diverse professional expertise of ULI members to develop creative solutions to complex land use and real estate challenges. Panelists volunteer their time and provide candid, honest advice grounded in real-world experience.

AREAS
OF
FOCUS

VISION

GOVERNANCE

DEVELOPMENT

FINANCE

TAP Scope

- 1. Economic Engine & Financing:** What public-private partnership (P3) structures, financing mechanisms, and credit-enhancement tools can Nevada State leverage to activate its land assets while preserving institutional control and long-term flexibility?
- 2. Phased Development & Value Capture:** How should early-stage development be sized and sequenced across the 452-acre campus to generate momentum, create value, and support future phases of growth?
- 3. Destination & Placemaking:** How can the campus evolve from a primarily commuter-oriented environment into a vibrant, walkable destination that supports student life, attracts residents, and strengthens its regional identity—and is this transition feasible given current land use and mobility patterns?



TAP Scope

4. **Climate Co-Benefits:** How can infrastructure investments—such as energy systems, water management, and site design—simultaneously reduce long-term operating costs and enhance environmental resilience for both the campus and surrounding community?
5. **Water Security:** What development standards and systems, including water-neutral strategies and reuse infrastructure, are necessary to ensure long-term growth within Southern Nevada's water constraints?
6. **Extreme Heat Mitigation:** What design strategies and built environment interventions are required to create a campus that is usable, comfortable, and safe year-round in an extreme desert climate?



Vision



Nevada

Nevada State University's guiding vision and mission are centered on the idea that "excellence fosters opportunity." The university emphasizes accessible, affordable education that supports economic mobility and community advancement in Nevada.

How do you manifest this vision into reality?



The Front Door – A Sense of Arrival

- Establish a defining **arrival experience** to create a lasting impression that shapes the institutional brand, garners community pride, boosts student retention, and drives recruitment
- Create a bold, authentic, and unmistakably **NSU front door** with thoughtful design elements such as a grand entry drive, landmark buildings, and signature gateway structure



Brand Identity & College Town Vibe

Launch a brand awareness campaign that focuses on NSU's unique attributes:

- NSU's physical setting and the beauty of the desert is a differentiator and should be protected
- Conveniently close to Henderson and the airport, yet safe and tucked away without feeling remote
- 22:1 student-teacher ratio creates a superior learning environment and makes students feel seen and valued
- Students have direct access to university leadership



NSU – Henderson Connection

- NSU defines Henderson's identity as an innovation city — that story needs to be told loudly and consistently
- Co-brand the NSU corridor as Henderson's Innovation District — streetscape, signage, and wayfinding that starts miles from campus
- Henderson's growth narrative and NSU's growth narrative are the same story — align economic development messaging at the city level
- The University of Arizona made Tucson. Rice made Houston's Medical Center. NSU can do the same for Henderson's southeast corridor
- Every major employer, healthcare system, and manufacturer landing in Henderson should see NSU as their workforce partner from day one
- A formal city-university partnership turns two separate growth stories into one powerful regional identity



Embrace the Desert - Landscape as a Brand

- The Mojave is not a liability — it's the brand. Lean into it hard.
- Desert trails, wash features, and native landscaping replace concrete and imported grass
- Trails and open space replace parking lots as the connective tissue of campus — connectivity over cars
- A campus that embraces its environment is memorable. A campus that fights it is forgettable
- The desert aesthetic is a recruiting tool — own it visually, architecturally, and culturally

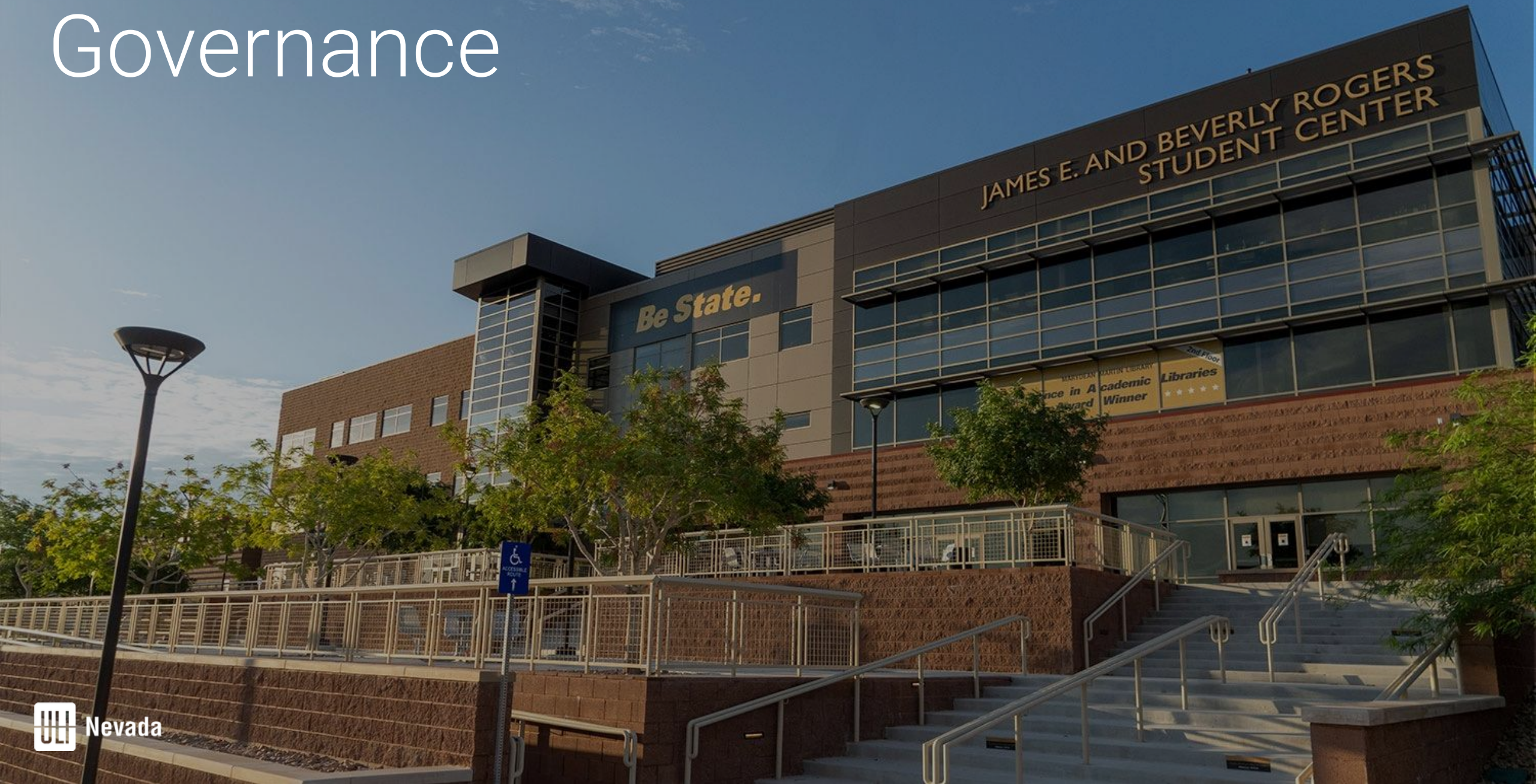


Destination Campus – Make the Drive Worth it

- Program the campus like a destination — trails, food halls, retail, and cultural events the whole valley wants to attend
- A world-class public lecture series becomes NSU's recurring reason to visit — TED meets the desert
- A STEM magnet high school on or adjacent to campus solves the capacity problem and builds a direct enrollment pipeline
- The valley has zero indoor track and field facilities — NSU could build, own, and program one year-round.
- Dual enrollment and early college programs make NSU the natural next step for every local family
- Think less commuter school, more the place where things happen



Governance



Nevada

Expand the Nevada State Campus Lands Corporation (NSCLC)

- Interviews revealed **key opportunities** in the governance space
- NSCLC (Lands Corp) lacks critical information about the land, which is essential to attracting development
- Lands Corp also lacks the authority and mandate to actively develop land assets; opportunities are pursued reactively, rather than proactively



Nevada State Campus Lands Corporation

How NSCLC currently operates:

- Development opportunities originate with NSU Leadership
- Lands Corp members not empowered to use their expertise because of land unknowns

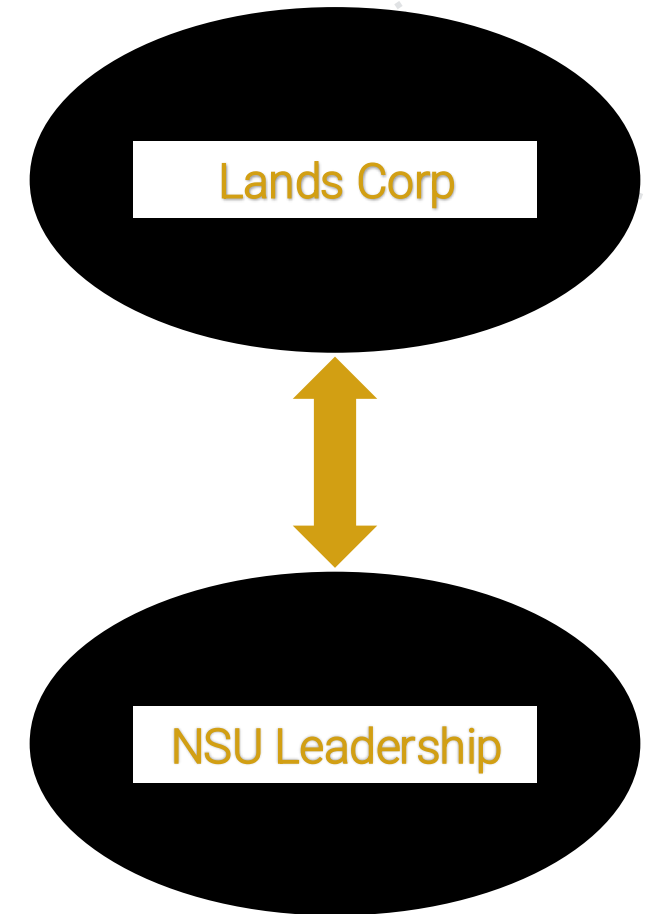
What's needed:

- Defined mission for growth
- Structure that empowers members to take action, not wait for opportunity
- Key expertise relevant for campus development (i.e., university partner, industry leaders, P3, financing, etc.)
- Empowered staffing – an individual or entity to "run point"



Nevada State Campus Lands Corporation

- Transition from Lands Corporation to Development Corporation
 - More active role
 - Opportunities originate with the Development Corp and NSU Leadership
- Benefits
 - Development Corp becomes the “champion” of development
 - Liaison between NSU & NSHE/Regents
- Also needed: program management
 - Internal & external



Nevada State Campus Development Corporation

- Restructure the bylaws to establish NSCLC's role as an active champion for development
 - Authority to originate, evaluate, and advance opportunities
 - Advocate for NSU and future growth
 - Establish and protect "the mission" (updated Master Plan)
- Separate NSCLC from the NSU Foundation
 - Foundation will remain a valued partner
 - Example: Terrapin Development Company (University of Maryland) in College Park, MD
- Identify/recruit additional members with relevant subject matter expertise

Nevada State Campus **DEVELOPMENT** Corporation

A fully realized **Development Corporation** will have the following in place:

- Unified oversight of all NSU land, holding a complete picture of every parcel
- Expanded ground lease terms to match market
 - Extend leases to 99 years, consistent with contemporary P3 standards
 - Limiting lease terms to 50 years eliminates majority of finance options, with only the most expensive options remaining
- Buy-in and alignment with NSU, Board of Regents, and NSHE leadership

Setting the Table for Development, Due Diligence

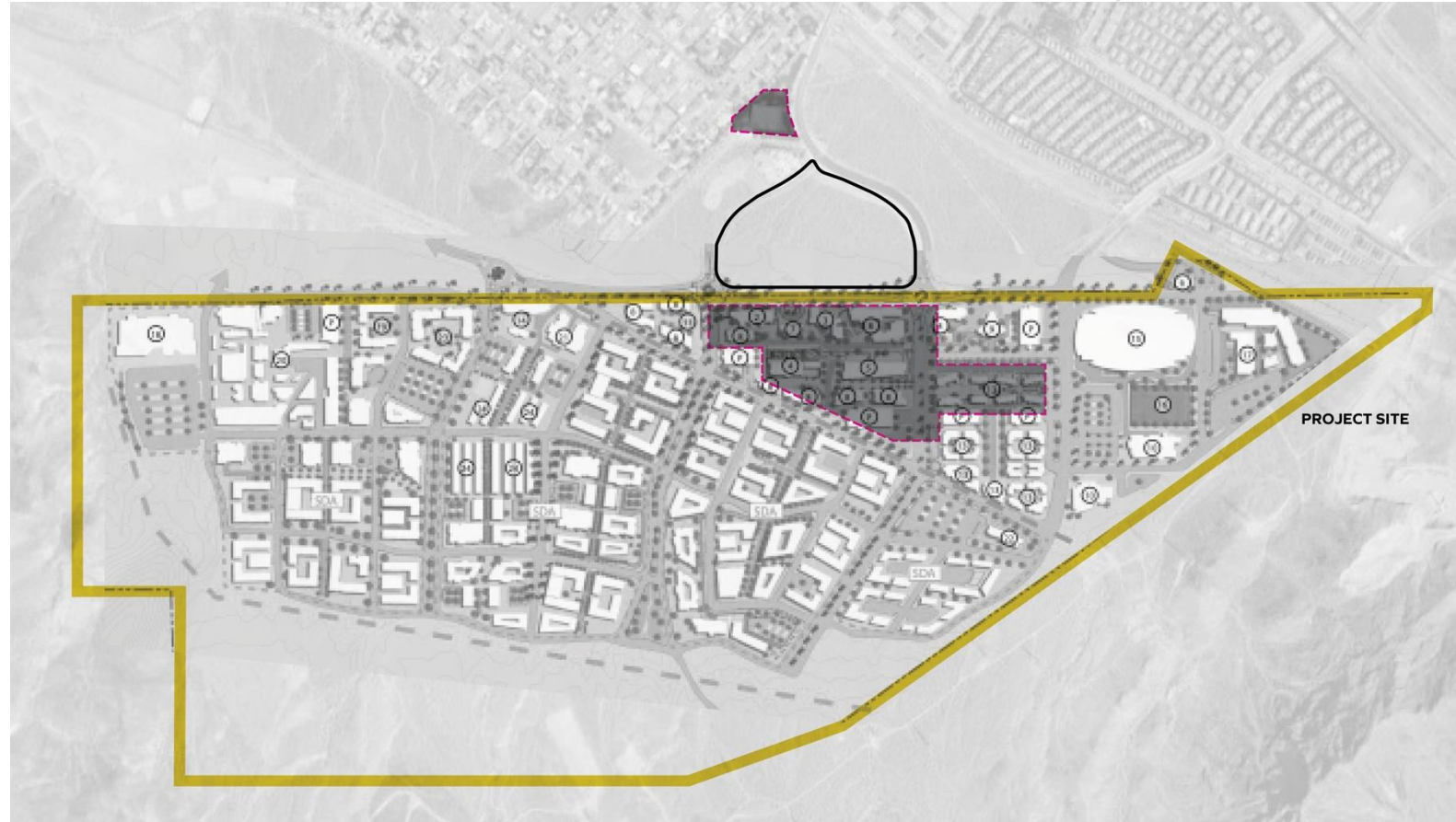
- Cannot attract development without knowing the current state of the land
- Key areas that require additional study:
 - Identify parcels that are ready for development "but for"....(i.e., water pump)
 - Preliminary title report and easements
 - Studies that need to be completed to attract any developer (Due Diligence)
 - Title report and existing easements
 - Water report (existing)
 - Sewage (existing)
 - Access and Traffic Study (RTC)
 - Power Study (energy partner)

Development



Existing Master Plan

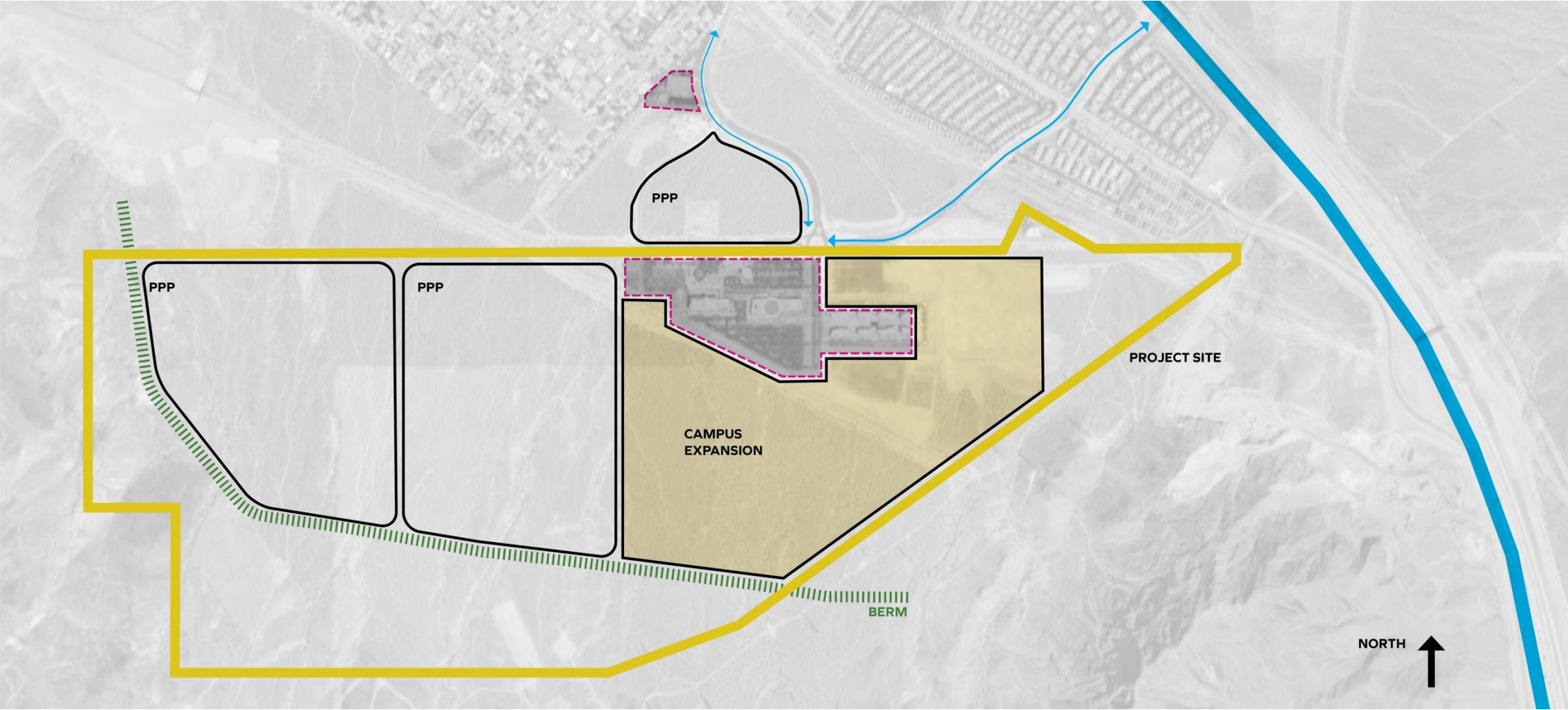
- The current plan has too much detail to provide clarity on how the campus wants to grow
- The berm that will be removed is still a major feature of the plan
- Simplifying the vision will permit all stakeholders to champion how the campus will grow over the coming decades



Current Campus Master Plan

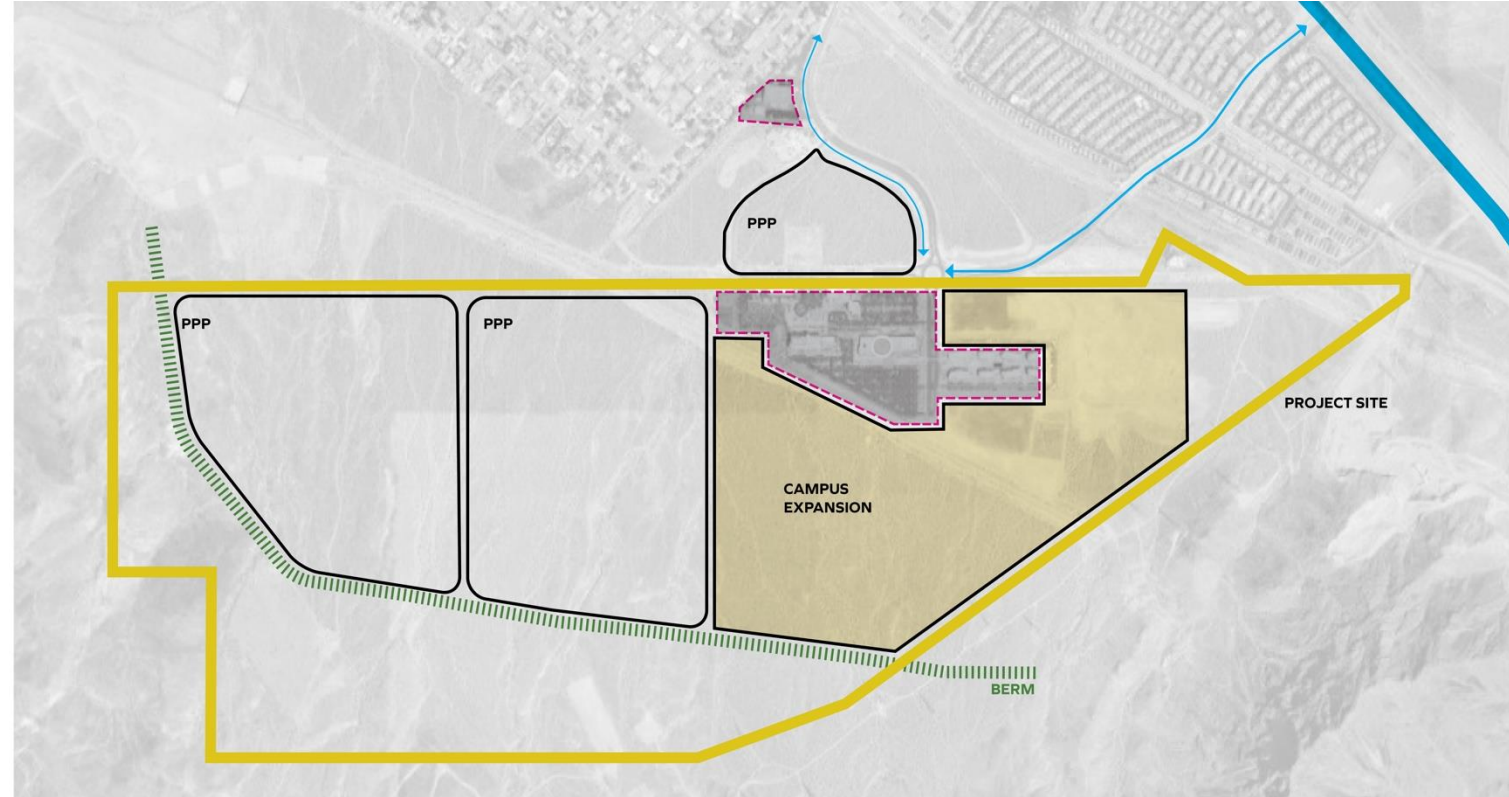


Simplified Plan



Infrastructure to Support Development

- Confirm schedule for addressing water pressure issue
- Formalize a comprehensive development timeline to guide expansion
- Establish a phased approach to utility and street improvements
- Integrate future access points into the plan:
 - Emergency access road from the west
 - Future I-11 access from the east
- Locate a transit station on City land north of campus to enhance connectivity



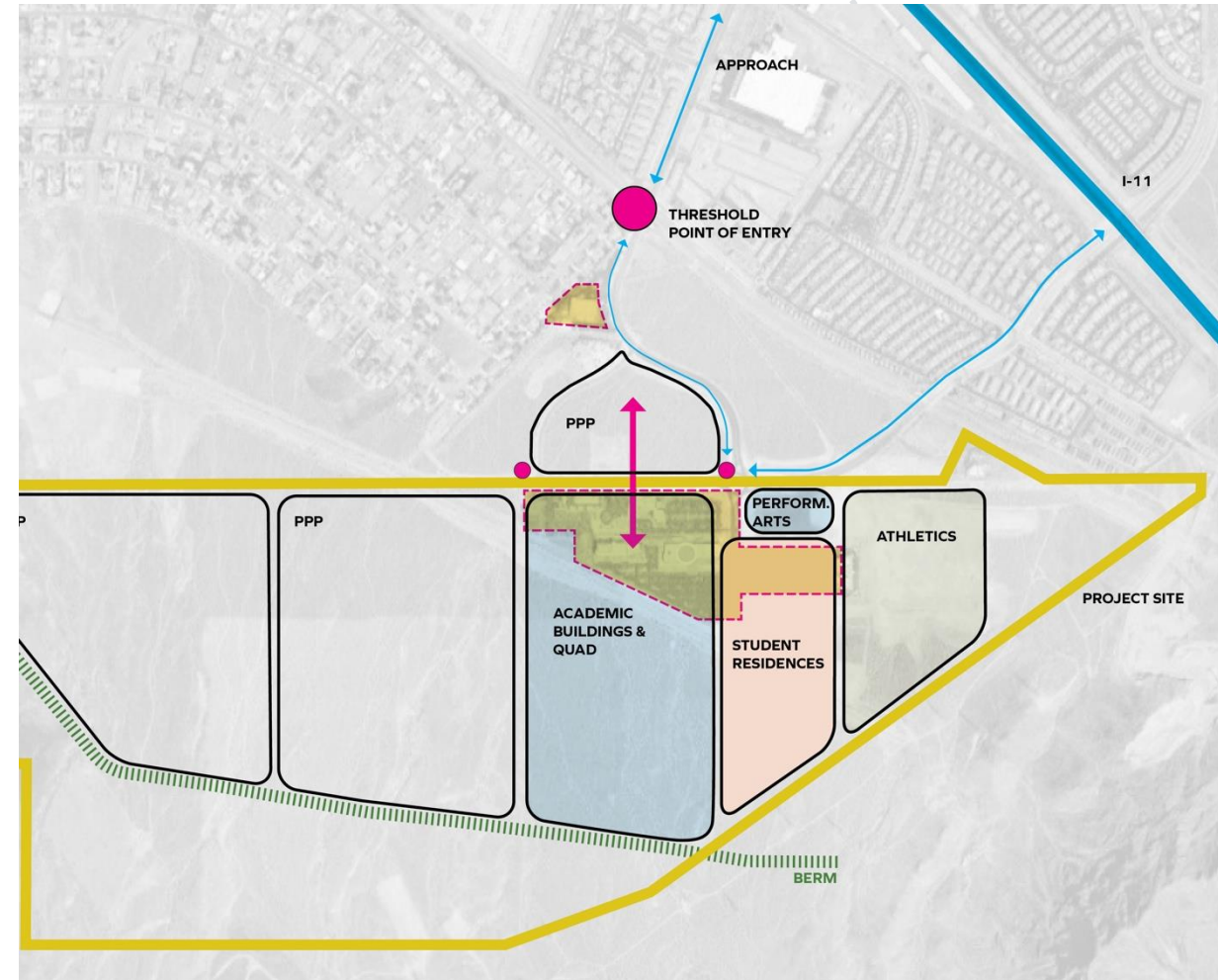
Campus Life

- Create inviting spaces and programming that inspire students to stay on campus
- Bring essential community resources within walking distance of campus
- Provide housing options that support students and recent graduates as they launch their careers
- Consider pursuing SNPLMA funding to create a regional park on campus that will benefit students and the broader community
- Develop a commuter student center near parking to better serve students who travel to campus



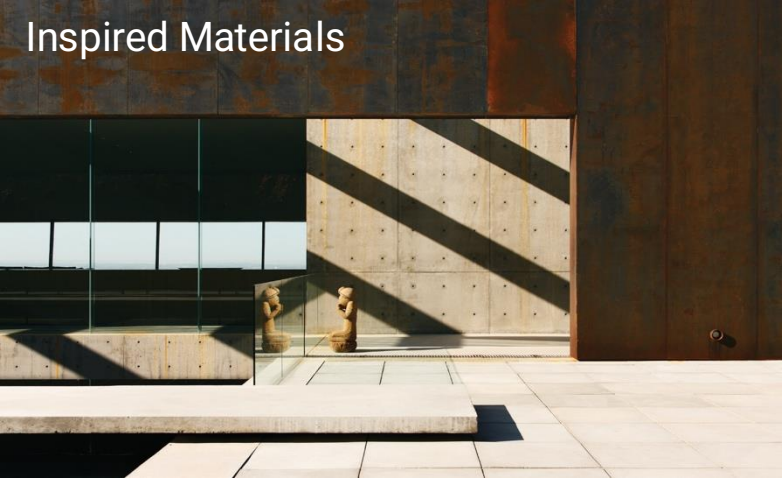
Community Integration

- Partner with the City of Henderson to develop a vibrant commercial center on city-owned land north of campus, serving both students and the surrounding community
- Develop a campus quad between the Liberal Arts & Sciences and Kasner Academic Buildings, bridging across Paradise Hills Drive to connect the Rogers Student Center with the commercial center
- Create a gathering space for cultural events and community celebrations
- Activate undeveloped land with hiking, biking, and horse trails to engage the community while future development plans are finalized



Creating Campus Synergy

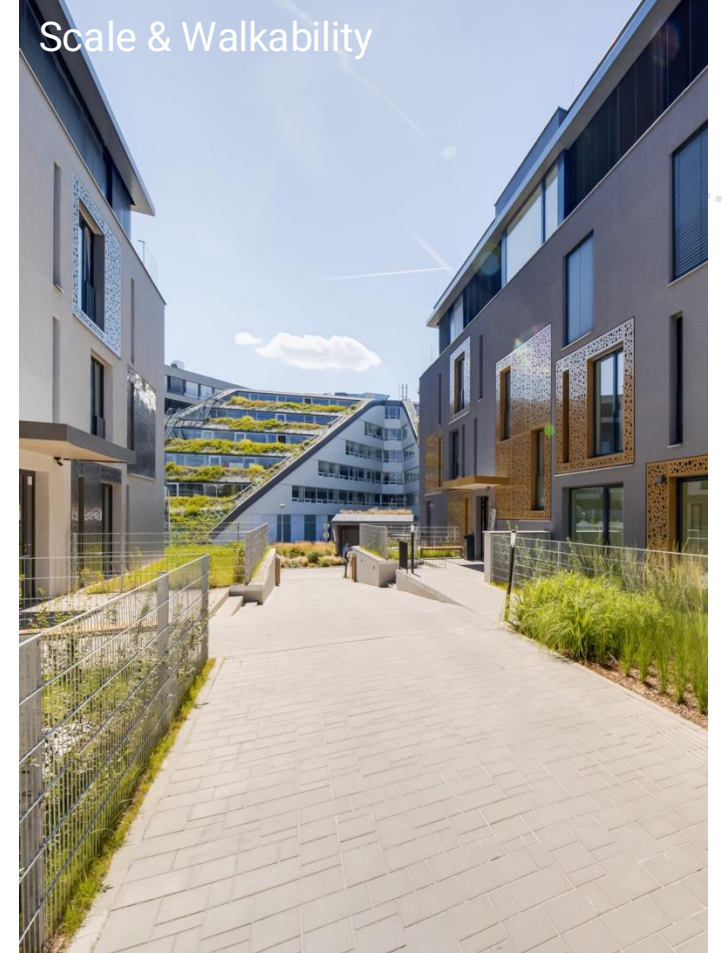
Inspired Materials



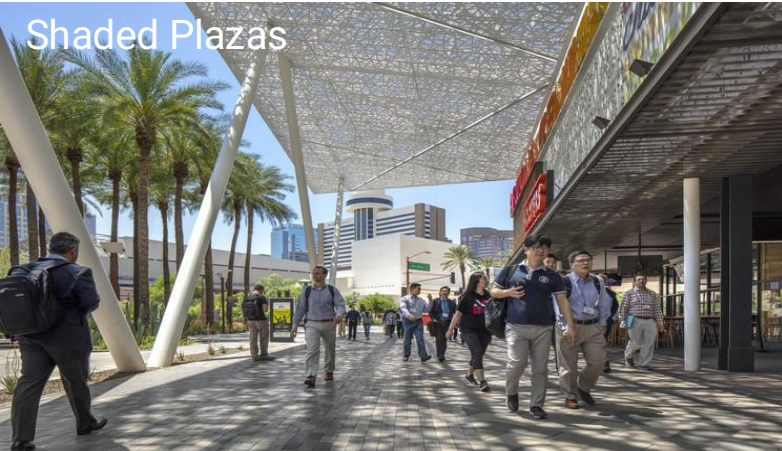
Terraced Landscapes



Scale & Walkability



Shaded Plazas



Community & Arts



Creating Campus Synergy

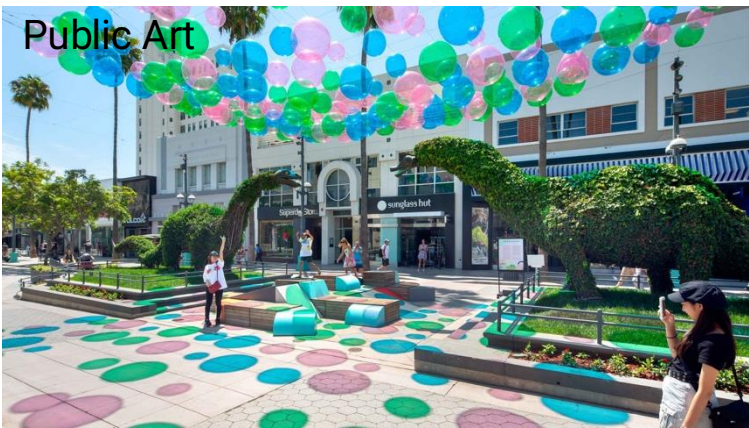
Vibrancy



Shading Devices



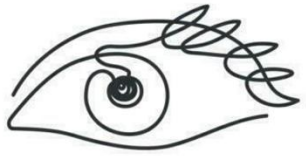
Public Art



Tiered Connections

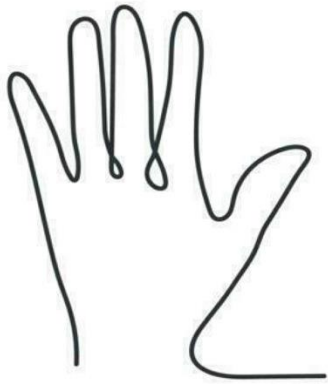


Experiential Placemaking / Sensory Design



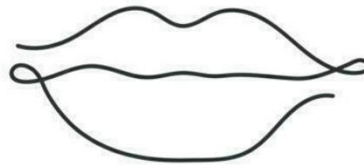
SEE

VISUAL VIBRANCY
SPECTACLE
LIGHTING
CHANGEABLE ENVIRONMENTS



TOUCH

TEXTURED MATERIALS
INTERACTIVE ART
CONNECTION TO NATURE



TASTE

MIX OF F+B
LOCAL FLAVORS



SCENT

SEASONAL PLANTING
TIE IN TO F+B

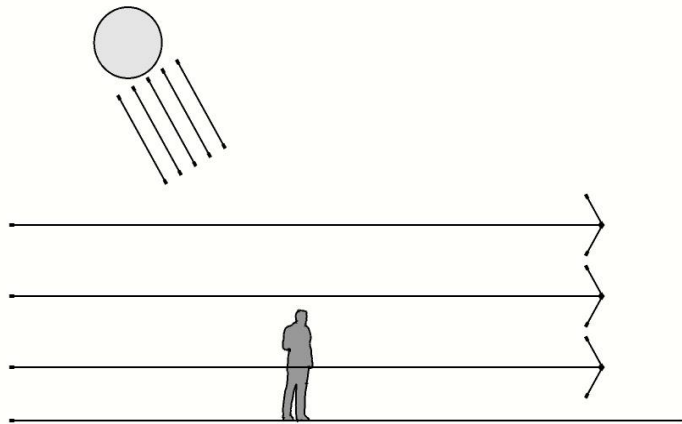


HEARING

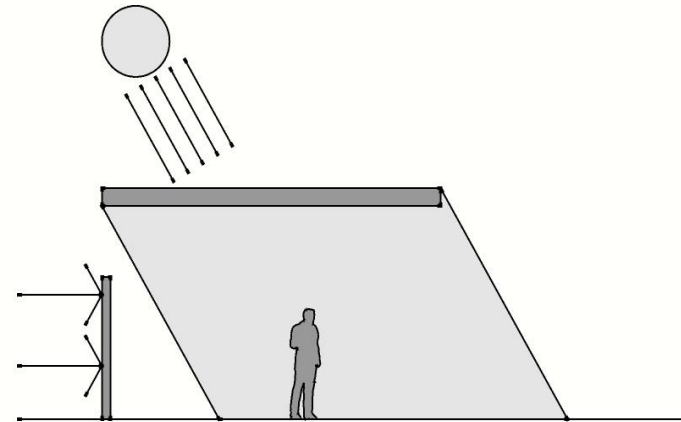
FESTIVALS
CURATED ENVIRONMENTS

Desert Design Strategies

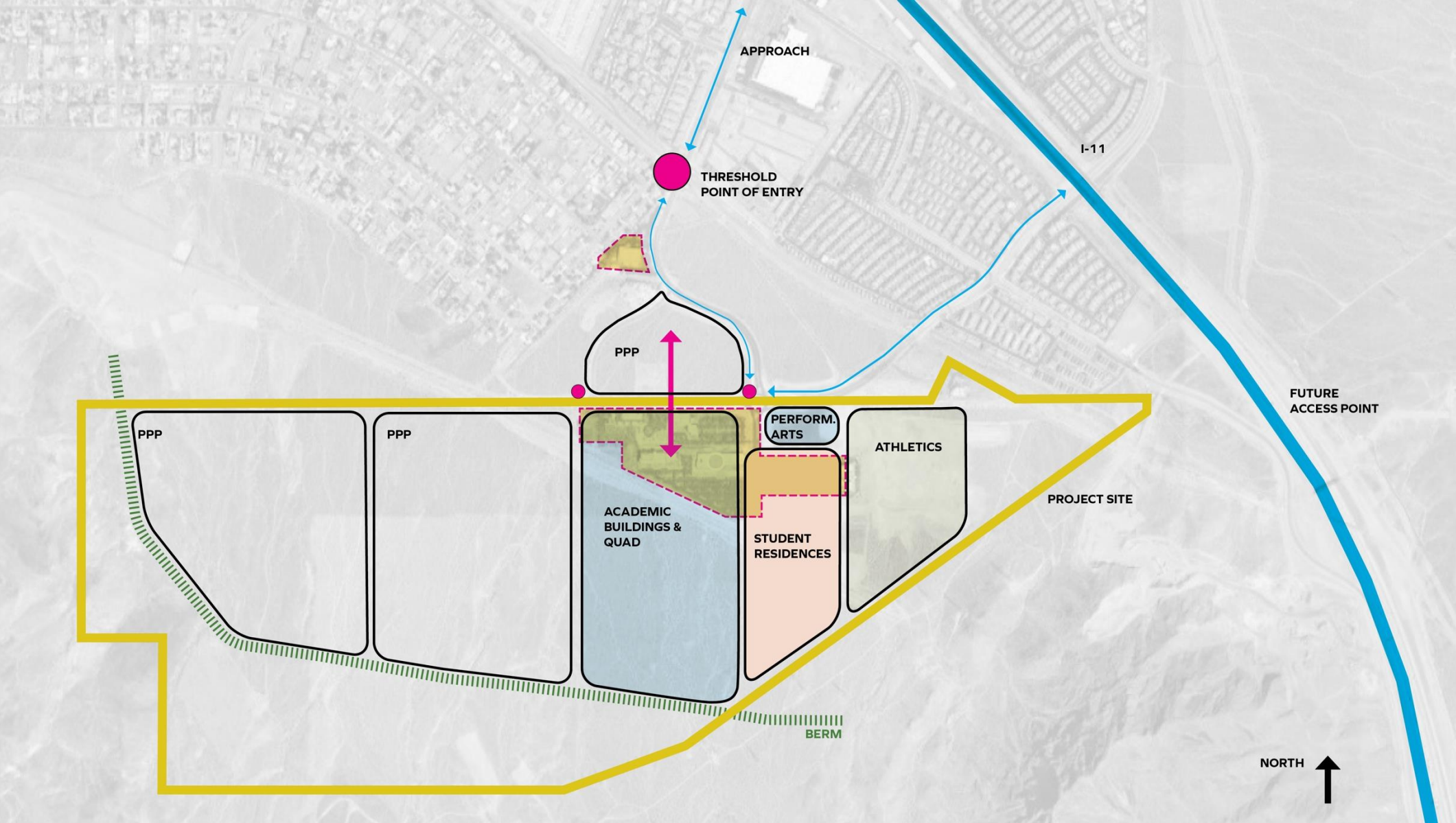
Intense Sun
Intense Winds



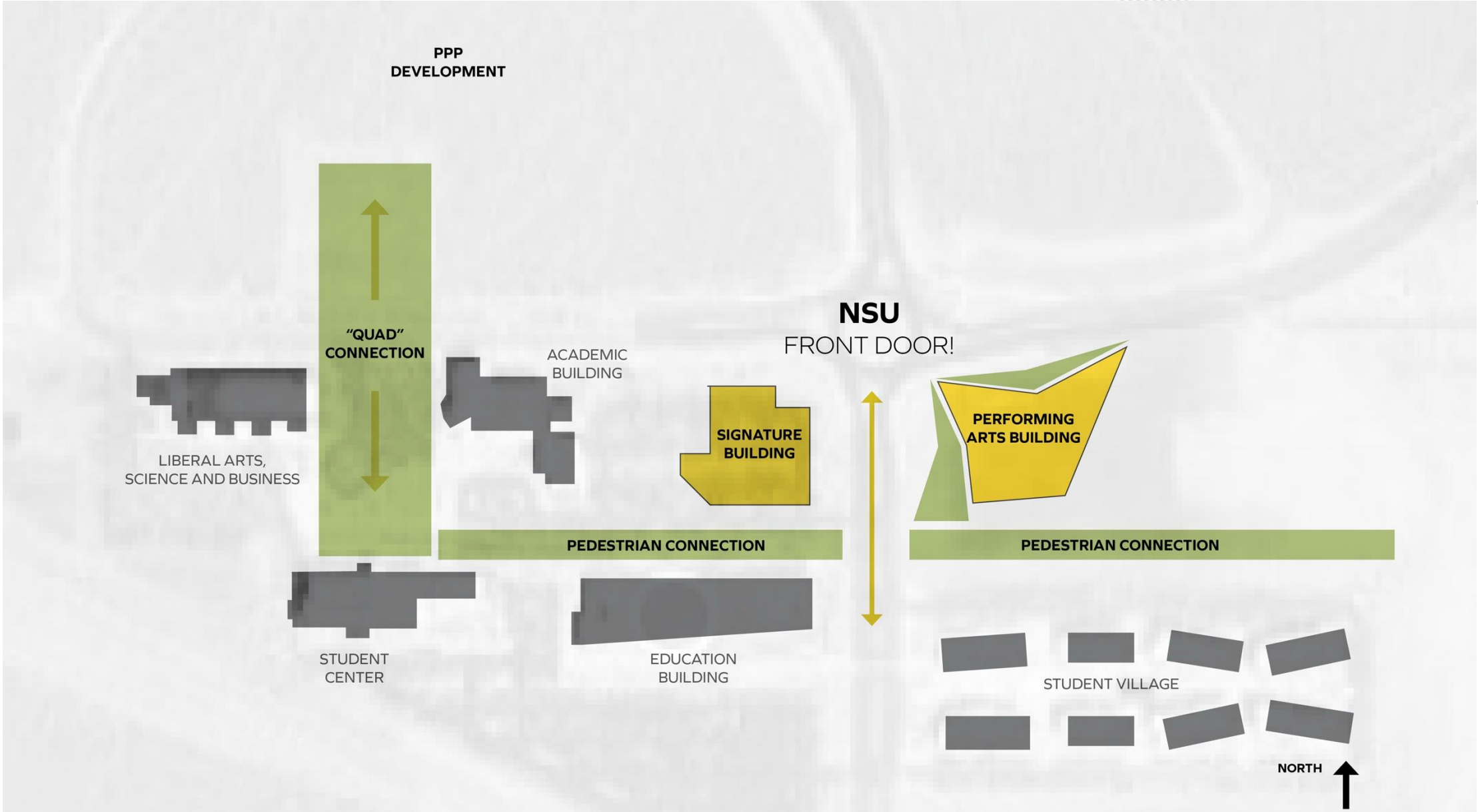
Simple Shading!
Wind Mitigation!



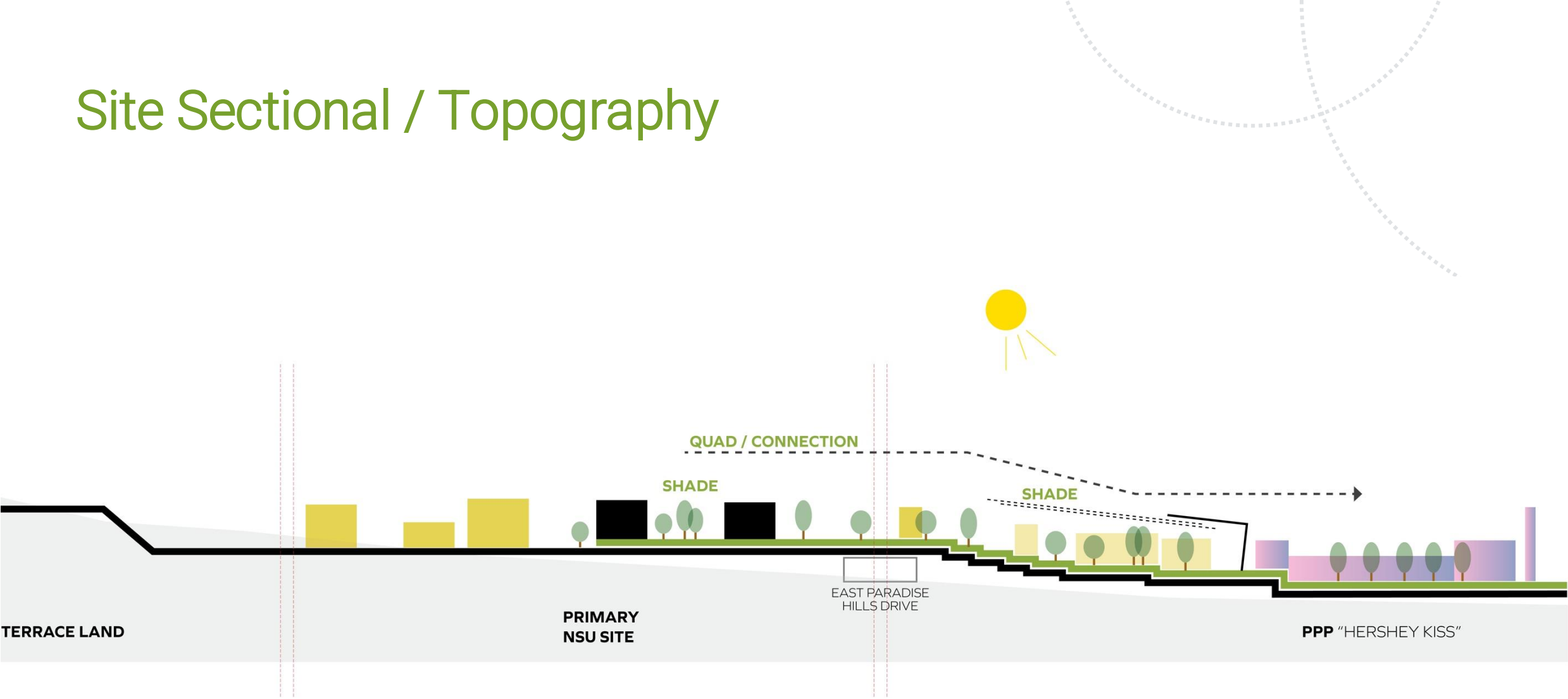
Site Overview / Districting



Site Overview / Connectivity



Site Sectional / Topography



Sustainability / Resilience – Water Security

- Incorporate on-site water treatment to non-potable standards for use in landscape irrigation
- Apply low-impact development strategies (LIDs) and best management practices (BMPs) for on-site stormwater retention and pre-treatment
- Require high efficiency plumbing fixtures including 0.8 gallon/flush toilets and 1 pint/flush or waterless urinals
- Incorporate leak detection and irrigation submeters tied to a central building management system (BMS)
- Direct roof stormwater runoff to vegetated swales



Sustainable Development & Operations Plan

**Net Zero
by 2050**



Plan & Goals

- Long-term zero-carbon transition strategy
- Campus-wide decarbonization, energy & water targets
- Energy modeling required for all new construction



Building Performance

- Energy Conservation Measures (ECMs) & above-code targets in all RFPs
- Require full electrification for new construction
- Retro-commissioning for existing buildings



Renewable Energy

- Utility-scale PV farm on south berm
- Power purchase agreements (PPAs) to eliminate upfront capital costs



Geothermal System

- District-wide heat exchange evaluation
- Up to 50% energy reduction potential
- 30% IRA direct-pay tax credit eligible



Infrastructure Services

- Infrastructure-as-a-Service model for central plant upgrades
- Long-term savings & reduced deferred maintenance

Sustainability / Resilience – Heat Mitigation, Resilience Hub

- Extreme Heat Mitigation - Include mandatory design measures in new construction RFPs to actively reduce the urban heat island effect:
 - Cool/reflective (high solar reflective index) roofing
 - Transition surface parking to covered garages; pre-wire all covered parking for future solar PV installation
 - Minimize parking footprint; apply zoning variances where beneficial
 - Provide deep shade at building entrances and orient new patios & plazas on north or east facades to maximize natural shade during the school day
 - Install shade structures, fabric shade sails, or plant tree arcades along all primary walkways, plaza/courtyard areas, and between residential buildings
- Community Leadership: Sustainability & Resiliency Resource Hub
 - Establish a Neighborhood Resiliency Resource page on NSU
 - Designate a campus building as an Extreme Heat Community Resource Center to provide emergency relief and resources during heat emergencies
 - Host community/ neighborhood events with demonstrations of home energy retrofit and renewable energy options

Financing



Unleash the
power of land
development and
public private
partnerships!



Developer Prospectus

Create a developer prospectus to convey the unique things NSU has to offer and understand the costs to help develop the campus!

- Utility investments can sound like a black hole to developers. Lower the guess work and risk.
 - What is the infrastructure currently available
 - Costs to mitigate current infrastructure shortcomings
 - Timeline for future improvements
- Roadways/Access
- Academic Programs
- Student/Staff profile and demographics now and projected
- Surrounding community demographics and projections – Immediate vacant land outside of the campus allows for higher-than-average growth rates and needs for community support.
- Alumni profile and demographics

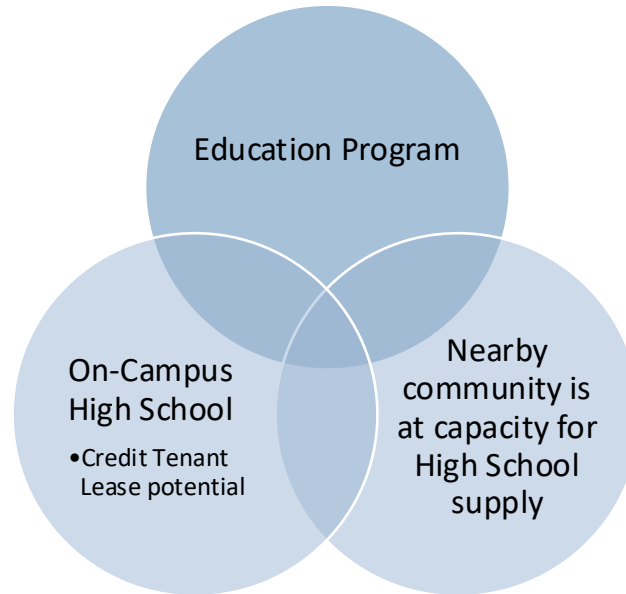
Identify Intersections

Maximize investment and revenue streams by identifying intersections between land use, academic programs, and city needs

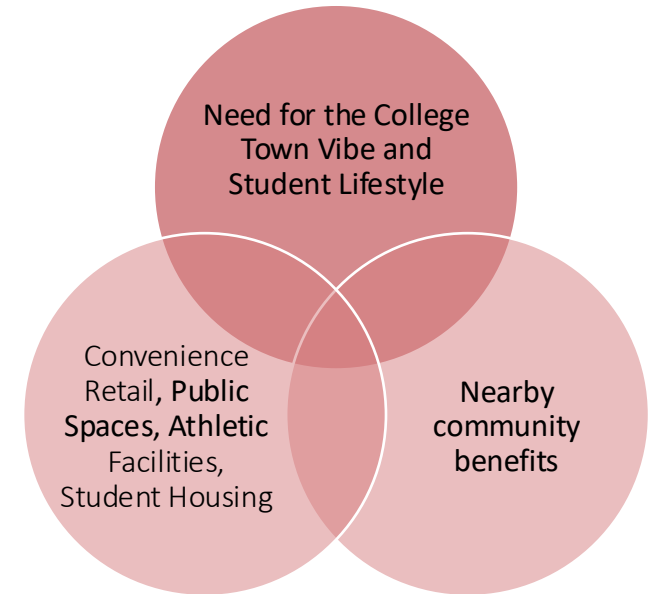
This part of Henderson is expected to grow. Where can we find intersections of public service need, academic programs that lead to workforce development, and a place where companies can invest in creating facilities to serve both themselves and the city and students?



Partner with large corporations like Intermountain Health, HCA, Mayo, etc.



Partner with CCSD "Choice High School" or private academy



Mixed Use, Indoor Athletics facility, etc.

Public Private Partnerships (P3)

Maximize your ability to attract successful **Public Private Partnerships (P3)**

- Public Private Partnerships allow NSU to use its land by leasing to developers and receiving lease income while providing opportunities for its students and services to the community
- NSU needs the ability to attract market rate leases under public private partnerships
- Securing Board of Regents approval for 99-year ground lease terms is a prerequisite for attracting institutional-quality P3 partners
- NSU should engage Regents proactively with peer institution benchmarks

Financing Tools: Reference Matrix

P3 Financing Options		
Tool	Best Use Case	Key Advantage
Tax Credit Bond Financing	Any capital project via non-profit entity	Reduces borrowing cost through the sale of federal tax credits
HUD Financing	Micro/senior housing (post-graduation)	Long-term, low-rate — structured per unit, not per bed
New Markets Tax Credits	Projects in qualifying census tracts	Significant gap financing tool for mixed-use development
C-PACE	Sustainability features in new construction	Covers meaningful % of project cost; no upfront capital required
Tenant Credit	Federal institutional tenants (e.g., FBI, federal agencies)	Tenant's federal credit rating enables significantly below-market financing rates
State & Federal Economic Development Tools		
Tool	Best Use Case	Key Advantage
SNPLMA	Parks, trails, public infrastructure	City can lease NSU land to access dedicated federal funding
EDA Grants	Tech commercialization, entrepreneurship infrastructure	Ongoing federal program — NSU-eligible and currently underutilized
USDA Community Facilities Loans	Rural-adjacent education, medical, and public safety facilities	Confirm eligibility — Henderson's growth may affect rural classification
State Infrastructure Bank (SIB)	Roads, utilities, infrastructure improvements	Subordinated debt and credit enhancement lower financing costs
State Workforce Development Grants	Academic programs and research hospital concepts	Directly aligned with NSU's workforce mission and P3 partnerships

Note: Tool applicability depends on project type and site eligibility. Confirm USDA and SNPLMA qualification given Henderson's urbanization trajectory before including in developer materials.



Next Steps

NEVADA STATE UNIVERSITY

NS

BE
BE BOLD.
BE GREAT.
BE STATE.

NS

BE
BE BOLD.
BE GREAT.
BE STATE.

NS

NS NEVADA STATE



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The Concord Group

Nic Irwin
Research Director
UNLV Lied Center for
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Andrew Kilduff
Senior Vice President
Logic Commercial RE

Debra March
Debra March Ventures
Former Mayor, City of
Henderson

Eric Midby
Principal
The Midby Companies

Ralph Murphy
President & CEO
RailPort Industries

Brett Robillard
Principal/Design Director
Gensler

Rick VanDiepen
Principal
Rick VanDiepen

Panel Adviser: Lisa Corrado
Assistant City Manager
City of Henderson

