



VISION PLAN
Prepared for: Clark County | May 2025

HISTORIC

COMMERCIAL CENTER

Gensler



togetherforbetter

Commercial Center Vision Plan

Prepared for: Clark County

Prepared by: Gensler

THANK YOU TO THE COMMERCIAL CENTER WORKING GROUP:

Clark County Commission Chair Tick Segerblom
County Manager, Clark County Kevin Schiller

Clark County Director of Economic Development
Shani Coleman

Clark County Management Analyst Michael
Bauwens

Former Clark County Commissioner Ross Miller
Former Clark County Commissioner Liaison
Marcelo Erosa

SOSA Project Manager Tom Michel
Zach Alpern, Insomniac

James Algate, Insomniac

Roman Danielzadeh, Insomniac

Damian Costa, The Composers Room

Warren Cobb, UNLV College of Fine Arts

John Tippins, Northcap Companies

TABLE OF CONTENTS

1. Introduction	4	4. Vision	35
2. Site Context and History	17	5. Catalytic Projects	57
3. Engagement	27	6. Recommendations & Next Steps	200

INTRODUCTION

CHAPTER 1

Introduction

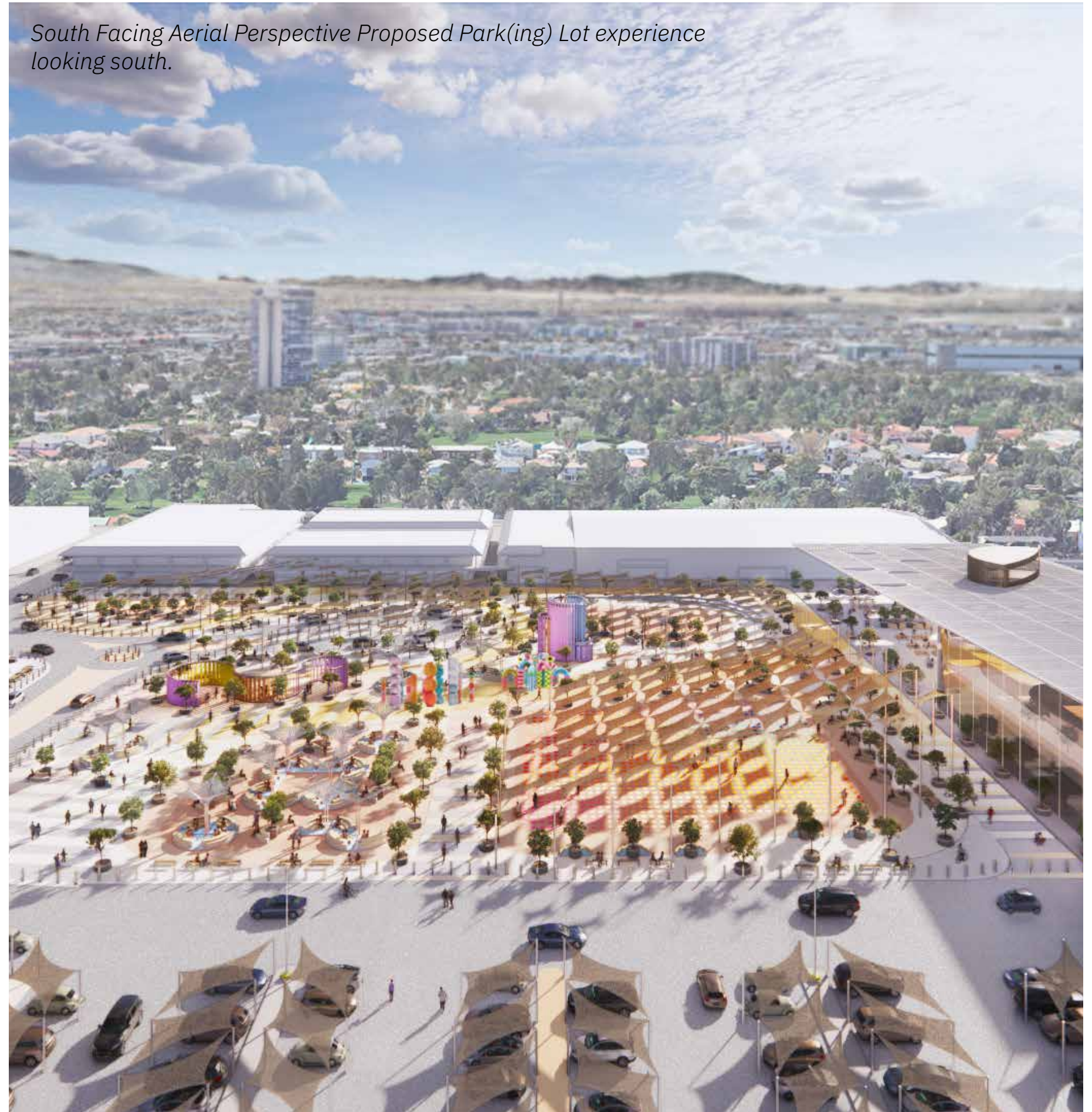
EXECUTIVE SUMMARY

This Vision Plan outlines a course of action for evolving the Historic Commercial Center into a vibrant, creative district that will provide locals and visitors with a unique and authentic Las Vegas experience. The Vision Planning effort has already begun through direct engagement with a number of key site stakeholders and partners. These engagements are documented as part of this report, as are a number of key recommendations around numerous “Catalytic Projects.”

Unlike a traditional master plan that assumes a singular author delivering a top-down project, which in turn delivers a homogenous experience, this Vision Plan approach takes a more grassroots approach by first galvanizing a community around a common set of ideas and principles (the Vision). It then identifies significant projects that, by their individual impact, can inspire many smaller and more synergistic projects within the immediate vicinity, all aligned with the overall vision in mind. These significant “Catalytic Projects” create momentum for change driven by multiple parties, maintaining critical diversity, and maximizing equity and excitement across a broad spectrum of users. This is a flexible approach that does not lean too heavily on any one player to achieve positive change towards overall goals.

This Vision Plan outlines a number of Catalytic Projects and includes recommendations on how to move each forward. Two of these projects (The Park(ing) Lot and New Orleans Square) are under direct County ownership and have the capacity to jump-start all others as both first movers and as projects that, by their nature, can provide value to all adjacent projects through their place-making capabilities. These two projects are described in detail in this plan and are primed to move forward into final design and construction immediately.

South Facing Aerial Perspective Proposed Park(ing) Lot experience looking south.



Introduction

PROJECT BACKGROUND AND GOALS

The Historic Commercial Center, once the birthplace of many Las Vegas legends and a thriving retail and community hub, has faced challenges in recent years due to evolving real estate dynamics, a difficult context, and a lack of vision. Given its position within the Winchester Redevelopment District and recent investments from Clark County, a refreshed vision and strategy are needed. In the summer of 2024, Clark County engaged the design and planning firm Gensler to develop a place-based Vision Plan and development strategy intended to guide numerous parallel decisions and negotiations.

With robust stakeholder engagement from the beginning, this process has built a coalition and shared vision organically. This plan is intended to be the first step in many concurrent workstreams that will guide the realization of an authentic cultural and innovation district, serving the Las Vegas community and attracting visitors. This Vision Plan document will serve as an overarching framework that will guide decision-making, implementation strategies, ongoing public investment, and long-term management for the Commercial Center.

Vehicular Pick Up / Drop Off & Observation Deck for Proposed Park(ing) Lot experience looking southeast towards the proposed Clark County Cultural Center.



VISION

TO BE A CULTURAL EPICENTER KNOWN FOR CELEBRATING THE LEGACY OF LAS VEGAS WHILE INCUBATING NEW EXPERIENCES THROUGH INNOVATIVE ARTS, DINING, ENTERTAINMENT, RETAIL, AND RESIDENTIAL.

MISSION

Build authentic community through arts and innovation

Create dynamic and uniquely curated experiences

Be inclusive of both locals and visitors

Introduction

THE COMMERCIAL CENTER WILL BE A PLACE THAT IS...



EXPERIMENTAL

TRANSFORMATIVE

CRAFTED

PLAYFUL

URBANE

INDEPENDENT

Introduction

WALKABLE MIXED-USE NEIGHBORHOOD



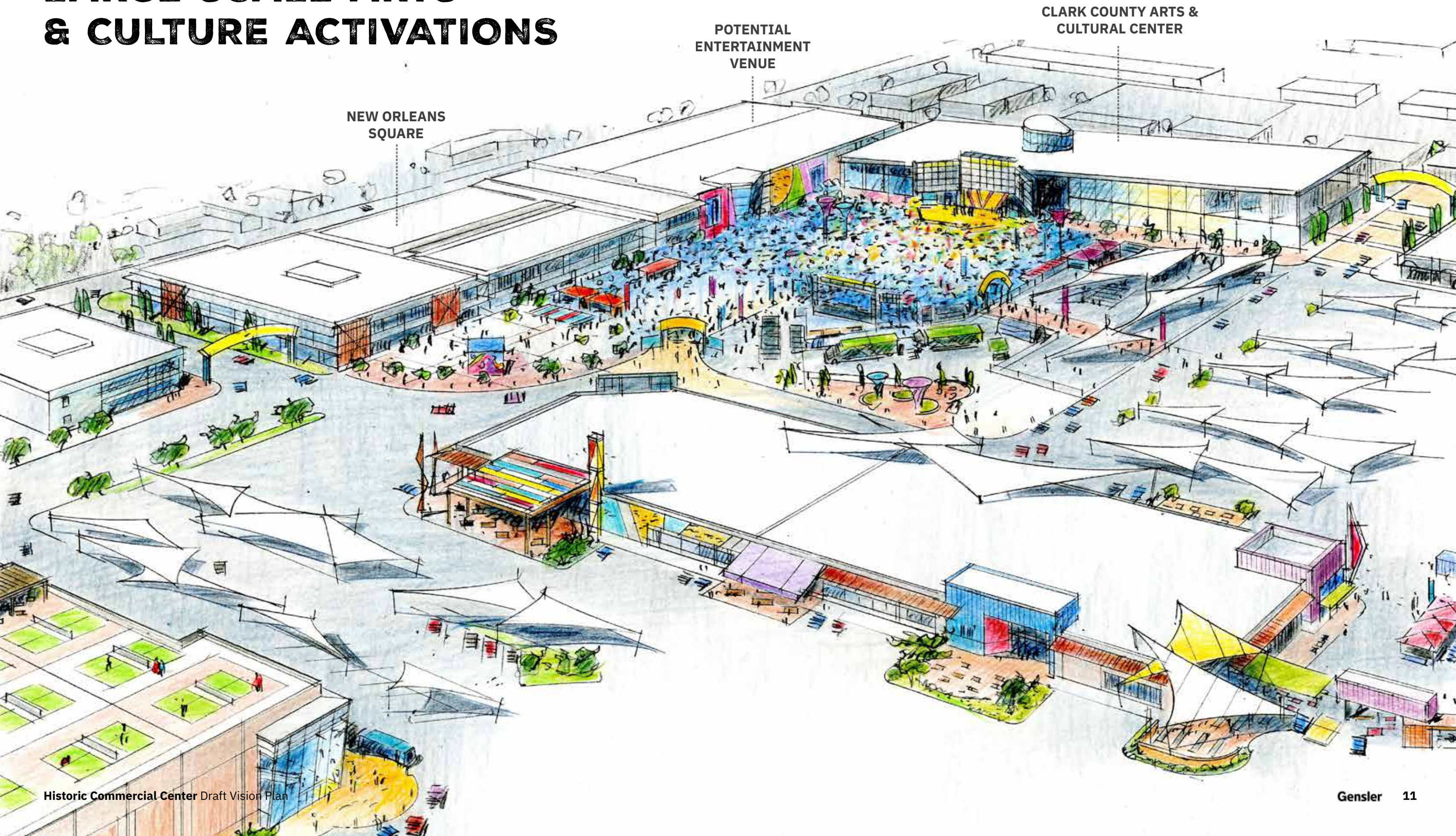
Introduction

FLEXIBLE COMMUNITY PROGRAMMING



Introduction

LARGE SCALE ARTS & CULTURE ACTIVATIONS



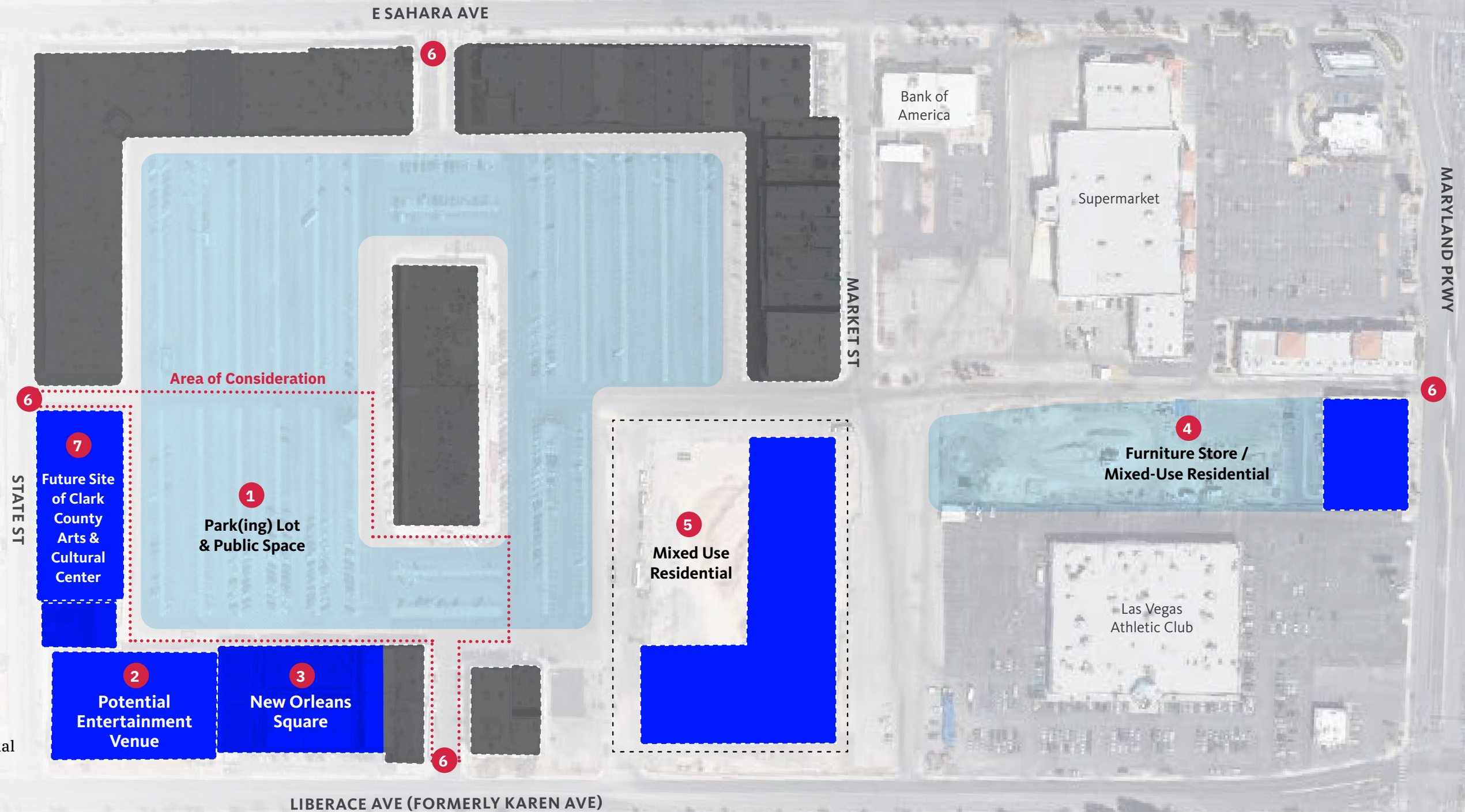
A NEW FRONT DOOR ON MARYLAND



Introduction

CATALYTIC PROJECTS

This Vision Plan framework is organized around a series of key Catalytic Projects – each working synergistically together to create something greater than the sum of their parts.



- 1 Park(ing) Lot & Public Space
- 2 Potential Entertainment Venue
- 3 New Orleans Square
- 4 Furniture Store / Mixed -Use Residential
- 5 Boich Lot / Mixed-Use Residential
- 6 Entries & Signage
- 7 Future Site of Clark County Arts & Cultural Center

Introduction

CATALYTIC PROJECTS



Park(ing) Lot & Public Space

The Park(ing) Lot will be a public space destination in the southwest quadrant of the Commercial Center. This flexible, multi-use area is designed to accommodate a wide range of activities—from small gatherings and food trucks to festivals and more. The design emphasizes a creative ground plane and a movable “kit of parts,” including shade structures and landscape components that can be configured to suit various settings.

Additionally, the Lot will serve as the foreground for the future Clark County Cultural Center, the new Ice Palace, the International Food Hall, and the renovated New Orleans Square.



New Orleans Square

New Orleans Square (NOS) is the iconic and beloved mixed-use complex that anchors the southern end of Commercial Center. The County’s Vision for the complex is rehabilitation, renovation, and repopulation of the existing, two-story buildings to allow for a diverse and rich mixture of arts and culture, incubator (including short term and temporary uses) tenants, as well as anchor tenants and the renovation of the Square Bar. In addition, NOS will also help to support and feed the activities within the Park(ing) Lot and the potential entertainment venue at the former Ice Palace / Sahara Events Center.



Clark County Arts & Cultural Center

On the site of the former Commercial Arts building, a new museum, cultural hub, and performance venue will become an epicenter of arts and innovation for the Commercial Center. This flexible building and outdoor space will blend seamlessly to foster innovative exhibits, hands-on learning and art-making, performances, and community gatherings. Through partnerships with local institutions, this hub will create a platform for engaging multi-generational audiences through its programming and interactive experiences.

Introduction

CATALYTIC PROJECTS



Potential Entertainment Venue

The site of the former Ice Palace / Sahara Events Center has a rich legacy and could be revitalized and re-imagined as a new cultural anchor of Commercial Center. This potential venue could create a significant draw from Las Vegas and beyond and knit together an immersive and authentic cultural destination for residents and visitors alike.



Entries & Signage

As part of the overall improvements to the Commercial Center, the Vision anticipates creating updated or new entry experiences, as well as new or improved signage, landscaping, and other public realm elements along all the perimeter streets, including Sahara Ave, Maryland Parkway, Liberace, and State Street. Particular focus will be given to site circulation (both pedestrian and vehicular) and enhancements to the frontage areas along Sahara Ave and the entry off of Liberace Ave. The latter will be a key point for servicing the Park(ing) Lot, New Orleans Square (NOS), and the Ice Palace.



Other Key Sites

(Boich Lot & Furniture Store, and greater Commercial Center Development Strategy)

The investments from the Vision Plan also aim to catalyze and support third-party development and/or improvements within the Commercial Center itself. The County Team will continue to collaborate with existing landowners and tenants, including the Boich family, the Furniture Store, the RTC, and others, to create a true mixed-use district where all uses support and work together with the greater Commercial Center. This includes shared parking, public realm utilization, common area maintenance, and design guidelines. The Vision also seeks to anticipate or provide a framework for future development and enhancements to the Commercial Center through the implementation of the Vision Plan.

Introduction

DESIGN PRINCIPLES



ANALOG LIFESTYLE

The antithesis of the digital world, our project is an opportunity to live in the present. Process is highly valued and we are a showcase of where Las Vegas has been and where we are going.



VIBRANCY

An evolution of the diversity of the center, our destination quality is grounded in our unique sense of vibrant community. Our designs step forward embodying this optimistic mindset to create a bold and playful sense of place.



VEGAS URBANITY

Built on our unique story of ordinary meets extraordinary, our urbanity is forever and always Vegas. Our sense of place is respectful of our regionality, history, and local perspective.



EXPERIMENTAL

A catalyst for one-of-a-kind collaborations and intersections, we embody the creator's mindset with an experimental approach to placemaking, prioritizing the "progress" in "work in progress".

SITE CONTEXT & HISTORY

CHAPTER 2

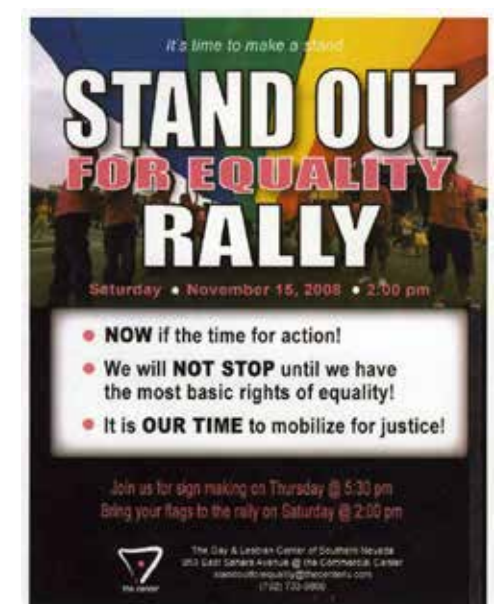
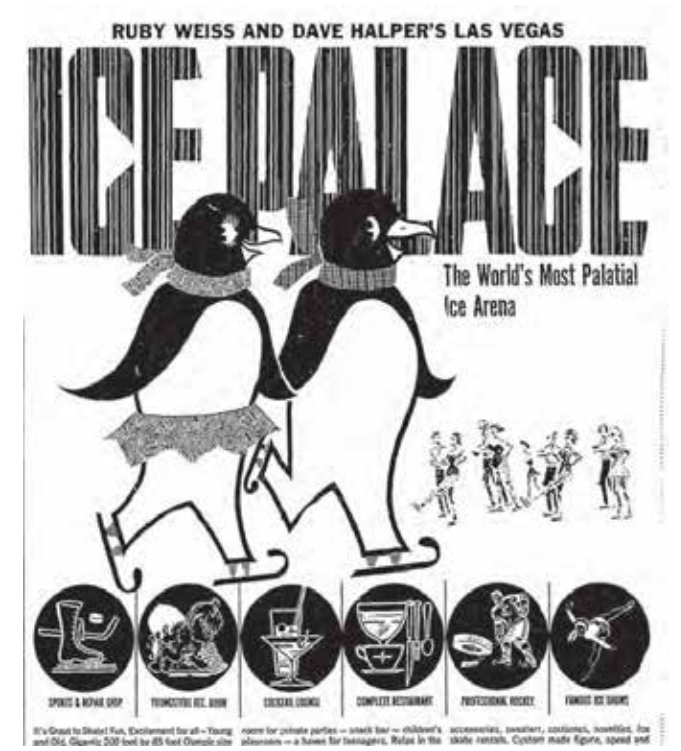
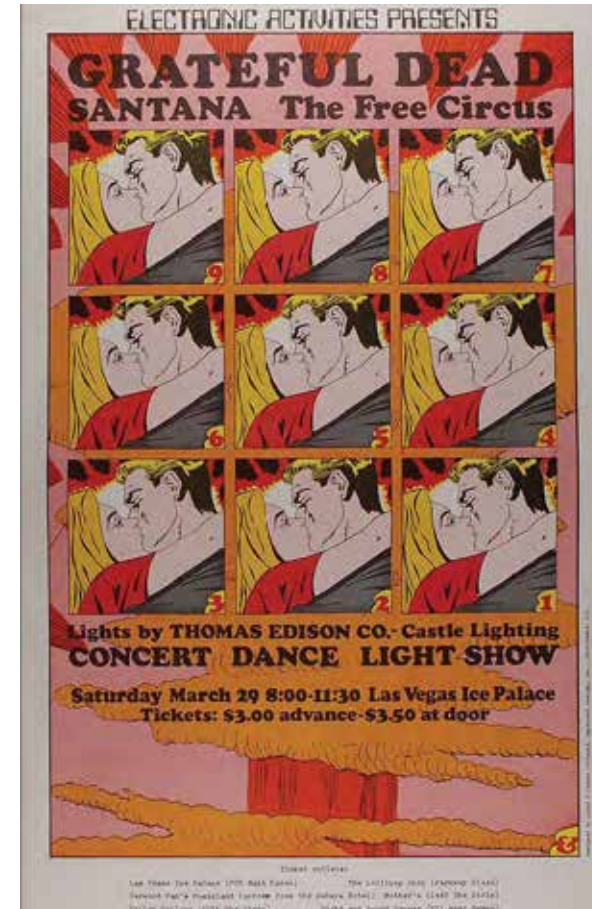
Site Context & History

UNIQUE LEGACY

A hub for both extraordinary and ordinary activities, the Commercial Center has a storied legacy, particularly noted today for its impact on the LGBTQ+ and AAPI communities. Emerging from the growing residential development in the Las Vegas Valley during the mid-century, the Commercial Center welcomed its first tenants in 1963. By 1964, the Center officially opened, bringing a distinct "downtown" spirit to the suburban sprawl of the Las Vegas and Paradise region.

From the 1960s through the 1970s, the Center enjoyed good patronage and a diverse range of tenants. Known as a "Main Street," businesses, shops, restaurants, and services found a welcoming home in the Commercial Center. Notably, the Ice Palace—an inclusive ice-skating rink, performance venue, and cocktail lounge—opened in 1967, becoming a community gathering ground and host to events both big and small.

Despite its successes, the financial struggles of the 1980s, the outdated outdoor mall design, and the rise of crime in the area led to the Center's slow decline. However, the Center's low rents attracted some of the most significant LGBTQ+ small businesses in the city, leaving a legacy of queer culture. Today, the Historic Commercial Center is a unique destination where creative, subversive, and entrepreneurial individuals call home.

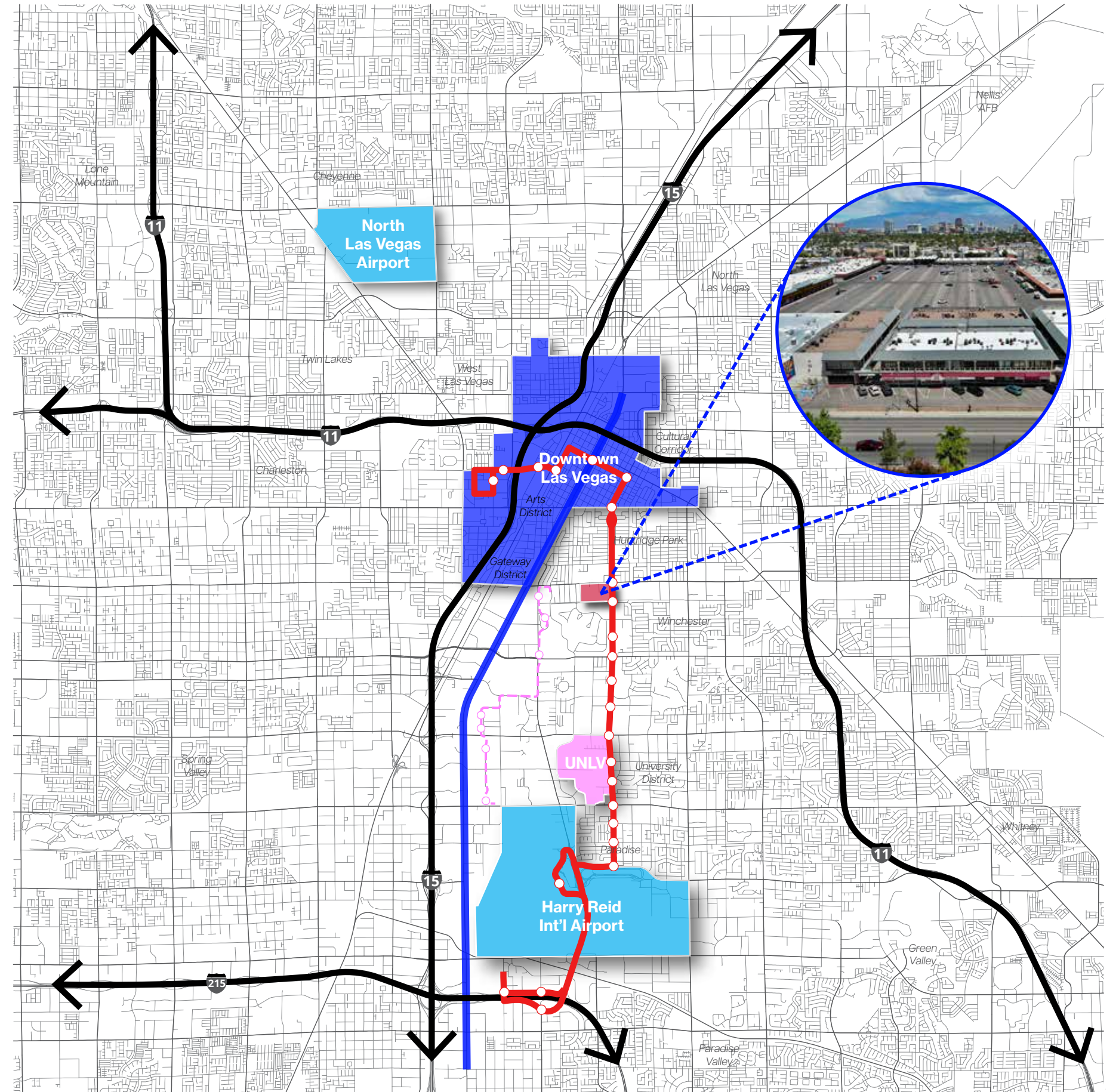


Site Context & History

LAS VEGAS CONTEXT

Commercial Center is located literally and figuratively in the “heart” of Las Vegas, roughly equidistant south to north from Harry Reid International Airport and Cashman Field; east to west from Summerlin to Lake Las Vegas; the Strip and the Arts District; and right on the border between the City of Las Vegas and the County line along Sahara Blvd. The Center is uniquely positioned to also be the bridge between a wide variety of redeveloping neighborhoods as Vegas sees rapid growth over recent years, with the potential to once again be a gathering place for the diverse Las Vegas community.

Commercial Center is also readily accessible to these neighborhoods, as well as to many of the key activity centers and transportation corridors serving the Valley. The major north-south I-15 highway corridor is approximately one and one-half miles to the west along Sahara, and the Center is well served by public transit. The RTC of Southern Nevada is constructing the Maryland Parkway Bus Rapid Transit connecting the Airport and UNLV to Downtown Las Vegas and the University Medical Center with a key hub station at Commercial Center. Stations and streetscape improvements are anticipated to be completed by 2026. The Las Vegas Monorail, serving the Strip and the Las Vegas Convention Center, is located roughly one-half from the Center, while The Boring Company has plans for a station or stations at the Center, connecting the system to Westgate, the Convention Center and Resorts World, with potential to connect valley-wide in the future.

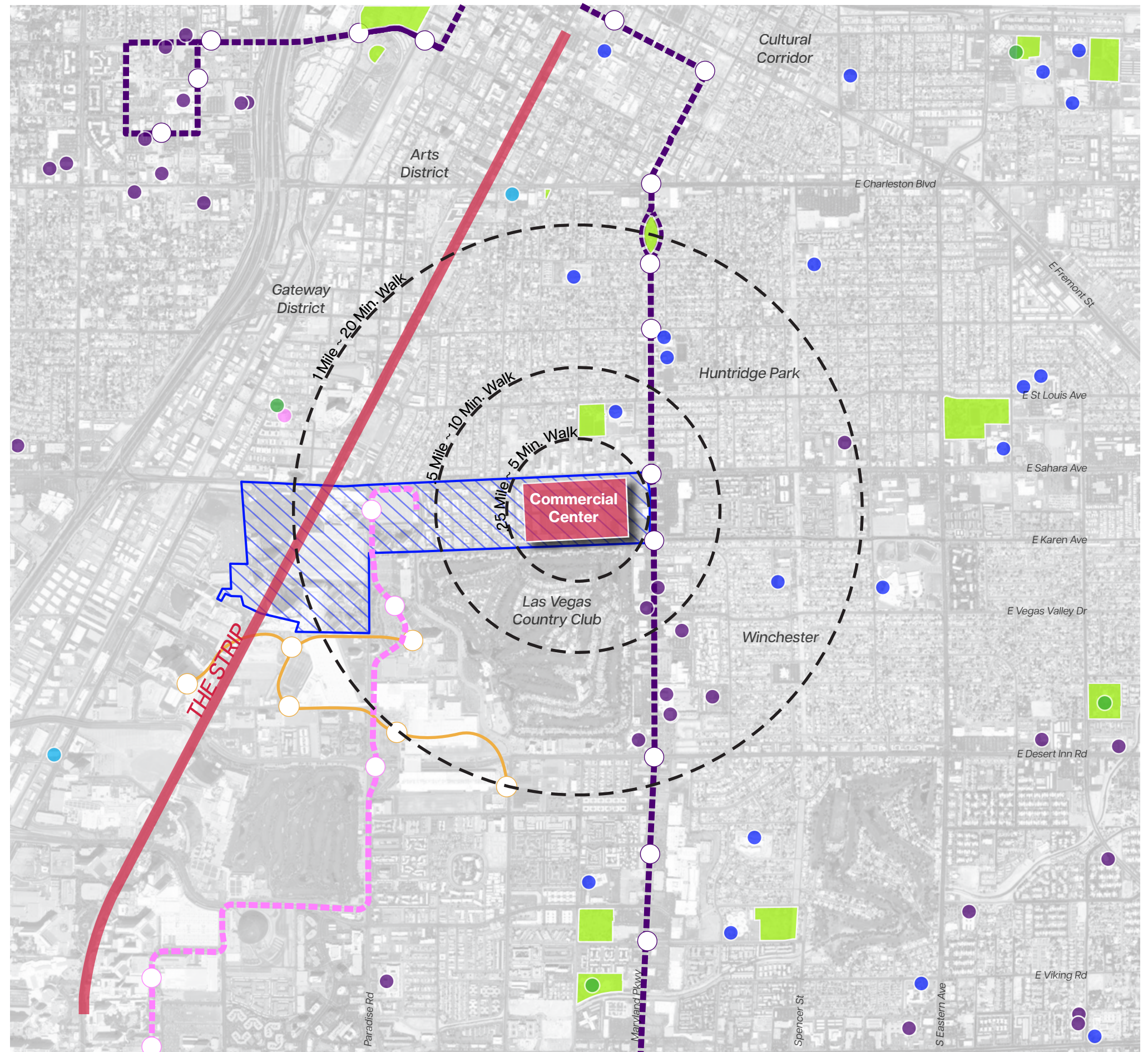


Site Context & History

NEIGHBORHOOD CONTEXT

In addition to excellent transit access, Commercial Center is potentially very walkable. The unique site, with more than 30-acres of internal circulation creates a micro-neighborhood, with the Vision Plan identifying the opportunity for a true mixed-use eco-system. Activations of the Park(ing) Lot will provide exterior living rooms for community gathering and activation, each with its own distinct character and uses. Future development is anticipated to bring in new residential, cultural, health, and food and beverage offerings. In addition, Commercial Center is accessible to many of the residential neighborhoods in the surrounding 15-min walking radius.

Commercial Center is also a part of the Winchester Redevelopment Area and therefore has specifically been identified for County-funded investment, public enhancements, and connectivity to other similar adjacent redevelopment sites. The Center is therefore well positioned to provide much needed amenities, services, and activations to surrounding communities.



- Libraries
- Community Centers
- Cultural Facilities
- Education Facilities
- Healthcare Facilities
- Parks & Open Space
- ▨ Winchester Redevelopment Area
- BRT Route
- Monorail Route
- Vegas Loop (Boring Co.)
- BRT Station
- Monorail Station
- Boring Station

Site Context & History

MOBILITY AND TRANSPORTATION

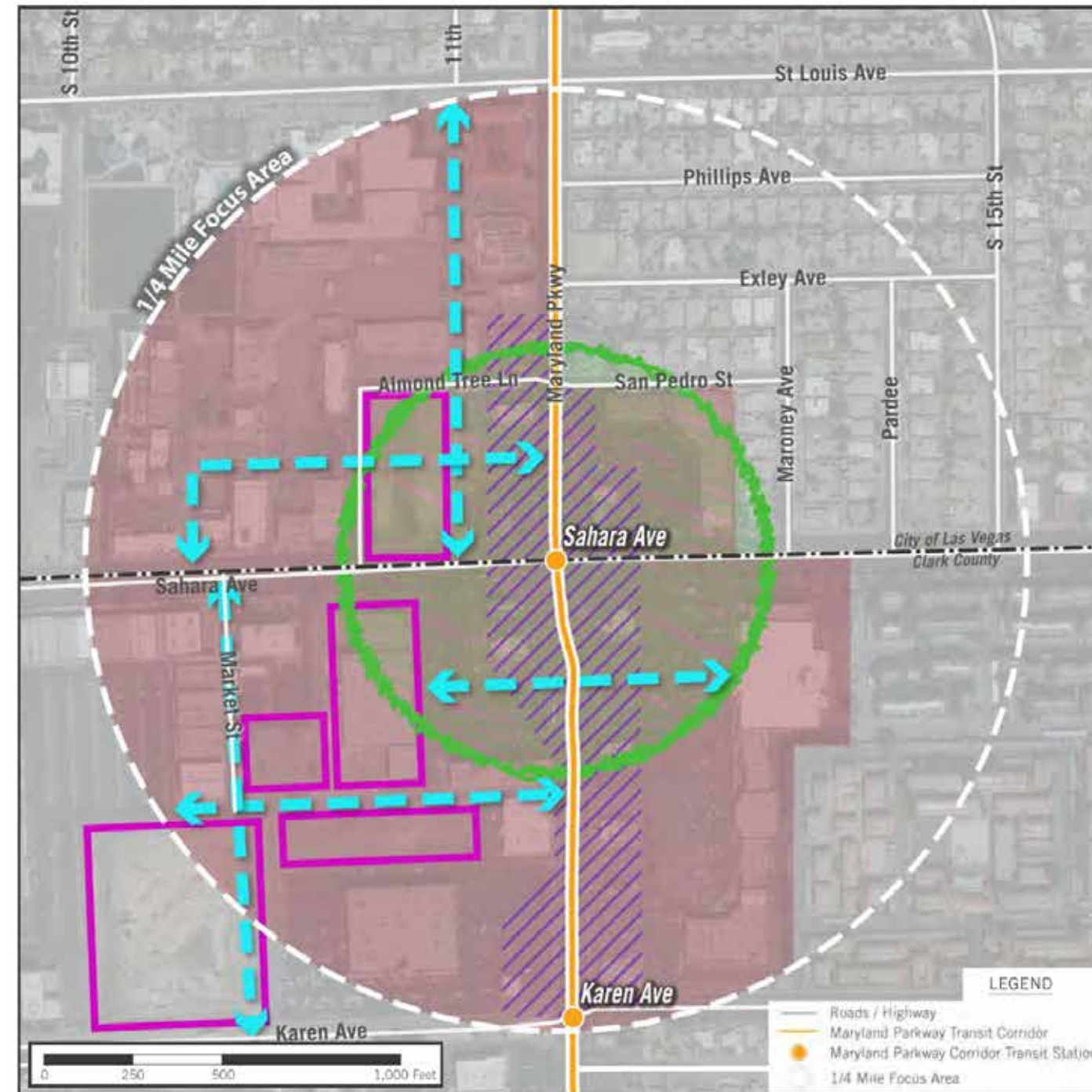
Maryland Parkway is a vital corridor for the Las Vegas Valley, extending from the South Strip Transfer Terminal in the south to the Las Vegas Medical District in the north, and connecting many high-activity centers. The RTC estimates that this enhanced BRT and streetscape project will be completed by Fall 2026.

The Commercial Center is well positioned to transform from a predominantly auto-oriented retail center to a vibrant, multi-modal mixed-use destination. Benefiting from local pedestrian and regional transit connectivity from both Sahara Ave and Maryland Parkway, the Commercial Center falls within the Sahara Ave Transit Oriented Development Plan area, and will be an important catalyst and model for sustainable growth in the region.



Rendering of Maryland Parkway Corridor BRT infrastructure planned for 2026

SAHARA AVENUE TOD PLAN FRAMEWORK



Maryland Parkway Corridor Transit Oriented Development Plan Sahara Avenue Focus Area by MIG for RTC and Clark County (July 2021)

PLAN FRAMEWORK MAP

The Plan Framework Map presented here provides an "at-a-glance" of the key recommendations from the remainder of the Sahara Avenue Road Focus Area TOD Plan. The map locates key recommendations and the legend references more detail available later in the Plan while the facing page provides a high level review of key priorities.

Plan Framework Elements

TOD Readiness Spectrum

Catalyze This focus area is supportive of TOD but may need catalytic development to spur the market

Land Use

- Predominant TOD Type - Town Center (see pages 20-21 for more detail)
- Priority Infill / Revitalization Opportunities (see pages 46-47; 51 for more detail)

Building Form

- /// Pad Site Retrofits along Maryland Parkway (see page 50 for more detail)

Mobility

- ↔ Priority Mobility Corridors and Connections (see pages 48-51 for more detail)

Parks, Public Space, Amenities

- Public Parks and Open Space to Supplement & Support Infill Development at Key Intersection (see pages 24-27 for more detail)

Site Context & History

CURRENT TENANTS

- County-Owned or Managed
- Businesses
- Privately Owned Land
- Privately Owned Businesses

Building A

- 1

Vickie's Diner
- 2

Lotus of Siam
(reopening spring 2025)
- 3

Arty's Steakhouse
(preparing to open)
- 4

Las Vegas Cue Club
- 5

Entourage Men's Spa
- 6

Assa Karaoke
- 7

Palacio Del Sol
- 8

Mazzone Real Estate
- 9

Abbott Trophies

New Orleans Square

- 10

Get a Haircut
- 11

Core Contemporary
Art Gallery
- 12

Sista Kim's Kitchen
- 13

BRAZEN architecture INC
- 14

Hot 702.5
- 15

Artistic Grind tattoo

Building K

- 16

XO Mini Mart & Liquor
- 17

W Mart Asian Grocery

Building H

- 18

PK Oyster Bar
- 19

Avantpop Bookstore

Building B

- 20

La Vecindad Cantina
- 21

Crystal Hall Banquets
- 22

John Fish Jewelers
- 23

American Costumes
- 24

Las Vegas Uniforms & Tactical
- 25

Badlands Las Vegas
- 26

Balkan Bar and Grill
- 27

The Green Door
- 28

Lady Brandy's Place / UHaul
- 29

Hawks Gym (for lease)

Building E

- 30

The Composers Room
- 31

Good Vibes Nutrition Club
- 32

Pasabocas Colombian Bakery
- 33

Komol Restaurant
- 34

Arawan Thai Bistro and Dessert
- 35

C&E Catering
- 36

Nigerian Food Las Vegas
- 37

Madang Garden Chinese Restaurant
- 38

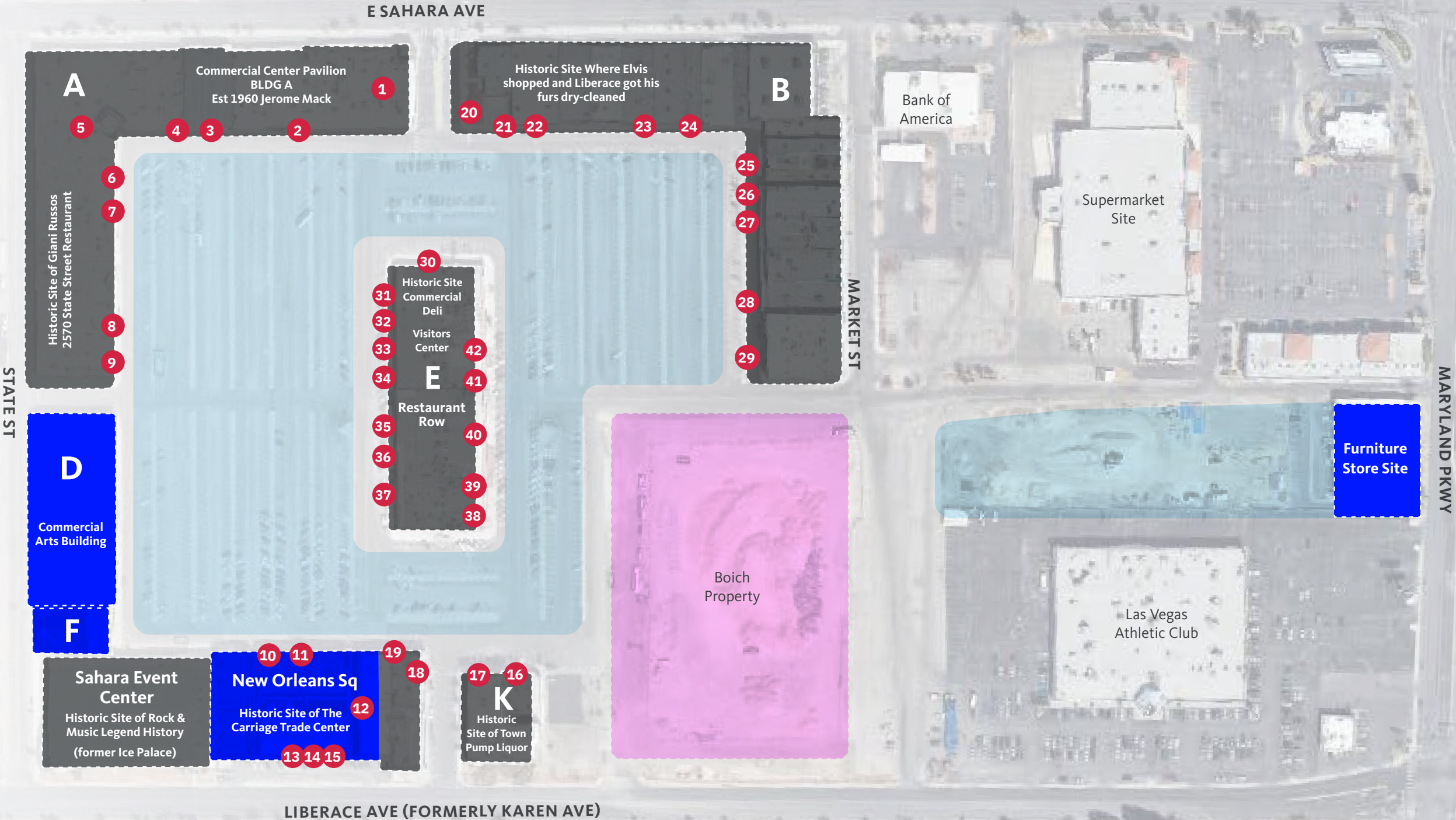
Brasa Roja Las Vegas
- 39

La Vecidad
- 40

Downtown Dance Academy
- 41

Hudson Cleaners
- 42

A Harmony Nail Spa



Site Context & History

PARKING ANALYSIS

Commercial Center's current Declaration of Conditions, Covenants, and Restrictions (CC&Rs) state that the parking lot must be "...managed, utilized and operated solely and exclusively for the general purpose of off-street parking of motor vehicles and walkways for pedestrians in the area, which said facility shall be available in perpetuity to the general public for the purpose described."

Gensler studied alternative striping layouts which indicated the current quantity of stalls can be maintained in a smaller area that currently striped. In addition, a historical analysis was conducted through aerial photography from 2002-2024 showed that a maximum of roughly 25% of the lot is used for parking.

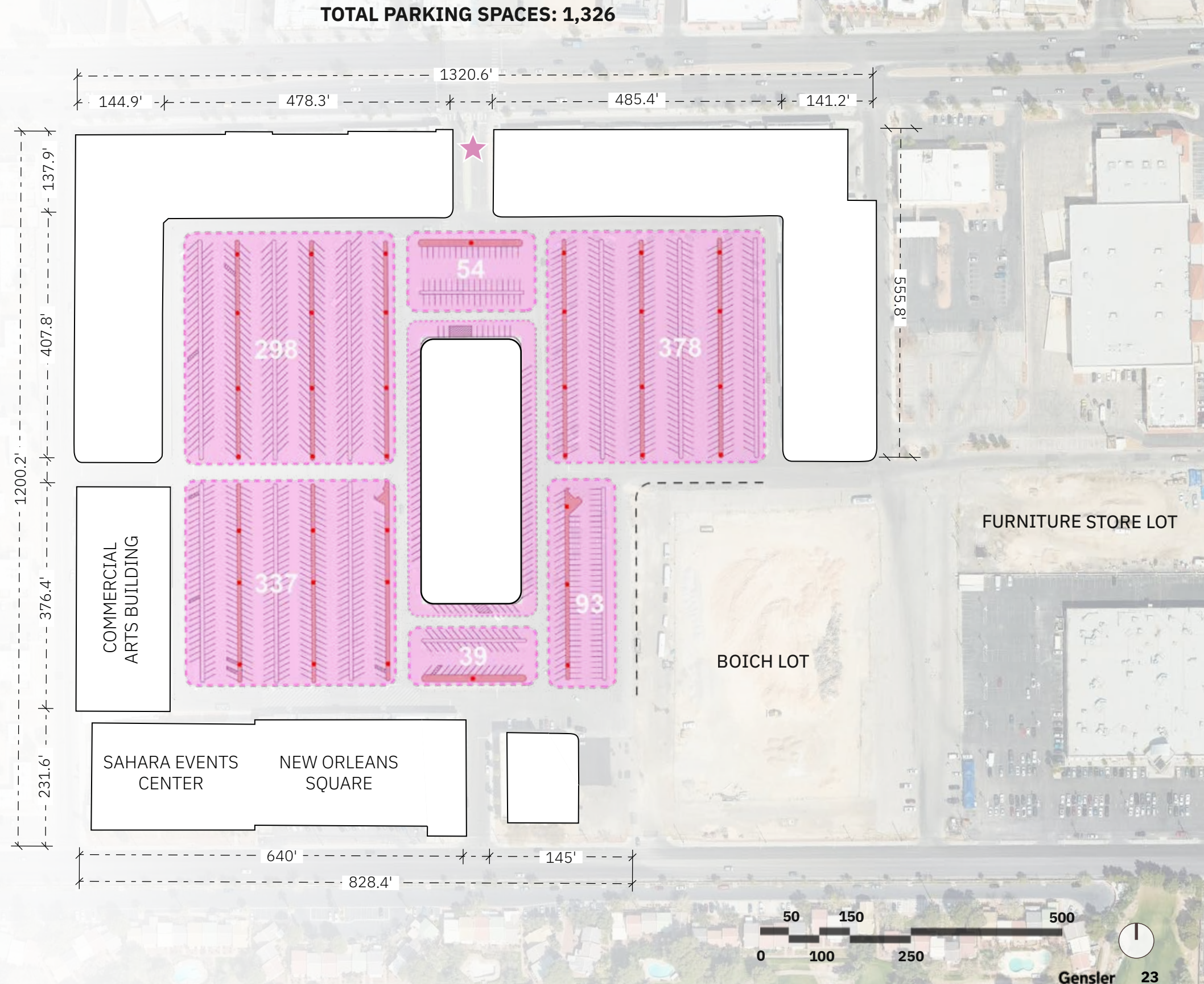
The conclusion of the study indicates there is excess capacity here and more valuable uses for this space to enhance community connection, spur economic activity and strengthen the identity of the Commercial Center through cultural and entrepreneurial uses. To update Covenants, Conditions, and Restrictions (CC&Rs) in Nevada, you must notify residents, obtain legal advice, and hold a vote. The amendment must then be recorded with the local authorities. It is recommended that such a vote be initiated.

NOTES

- ANGLED PARKING IS LESS EFFICIENT THAN 90° PARKING
- **PARKING STALLS ARE WIDER THAN REQUIRED**
- DRIVE ISLES ARE WIDER THAN REQUIRED
- CURRENT PARKING IS NEVER FULLY UTILIZED

● : EXISTING LIGHT POLES
TOTAL = 38

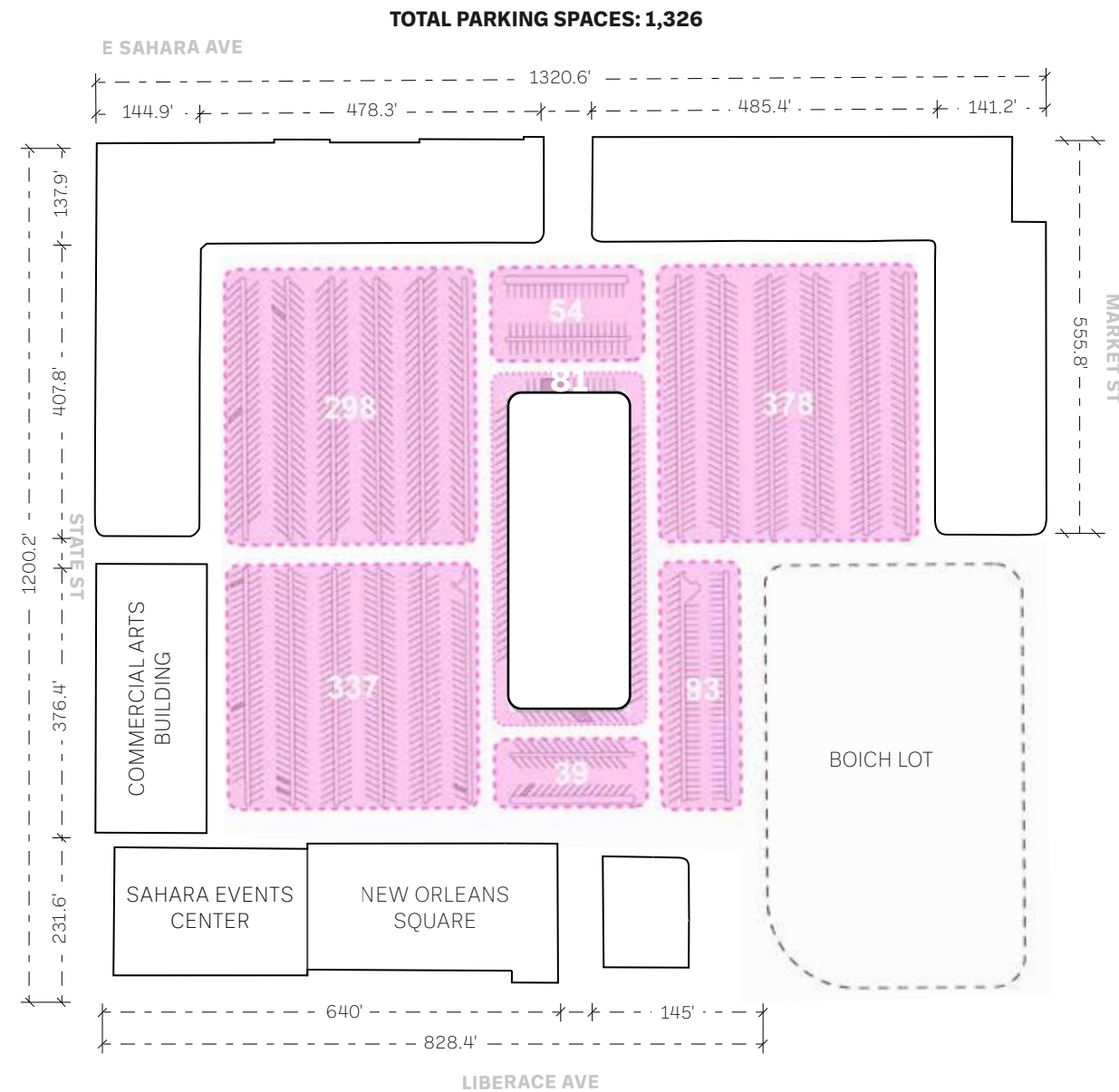
★ : EXISTING MARQUEE SIGN



Site Context & History

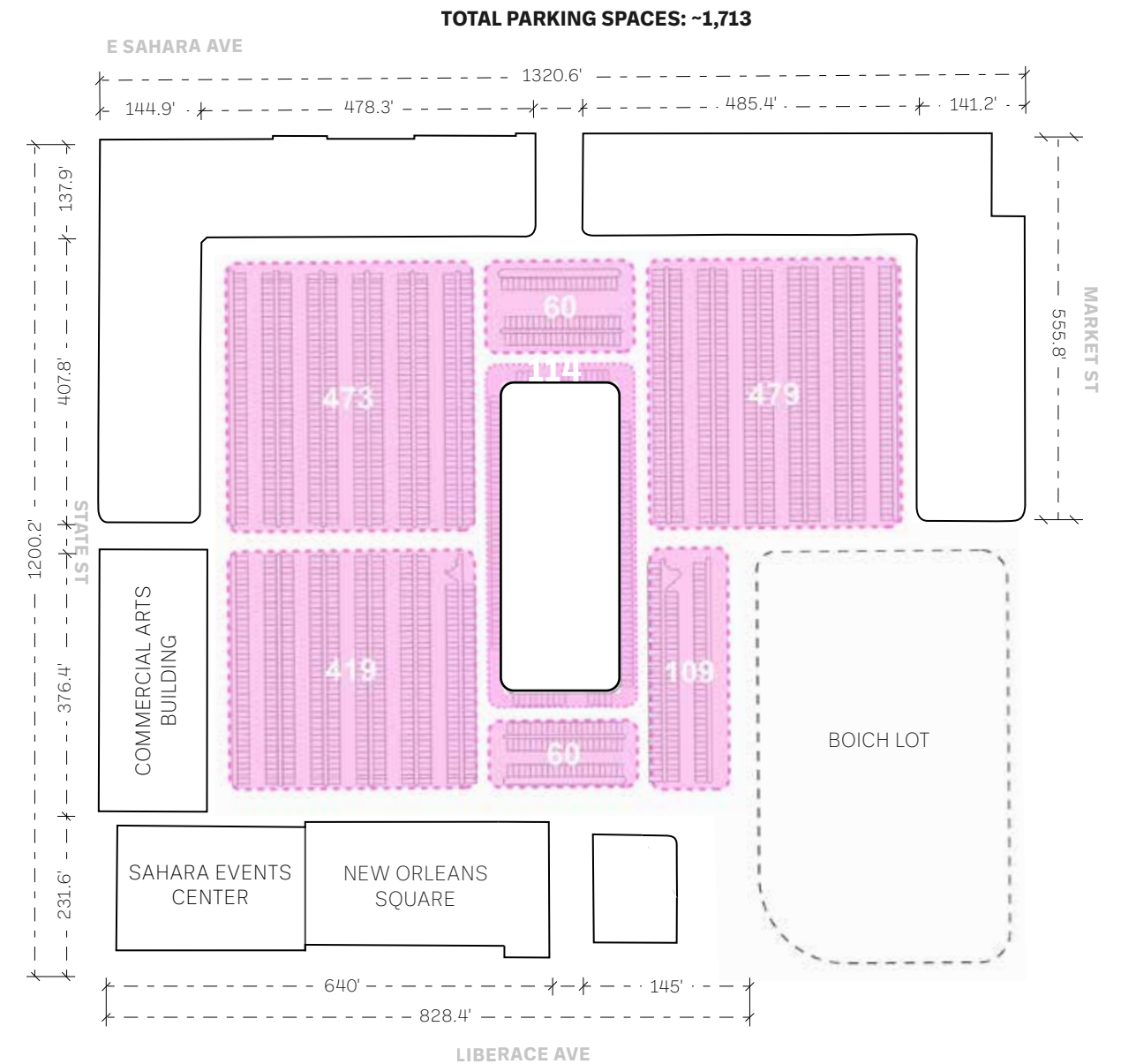
PARKING ANALYSIS: EXISTING VS. PROPOSED

REMOVING EXISTING MEDIANS AND RE-STRIPING CREATES
APPROXIMATELY 387 ADDITIONAL STALLS (+/-10%)



EXISTING LAYOUT:

- ANGLED PARKING IS LESS EFFICIENT THAN 90° PARKING
- PARKING STALLS ARE WIDER THAN REQUIRED
- DRIVE ISLES ARE WIDER THAN REQUIRED
- CURRENT PARKING IS NEVER FULLY UTILIZED



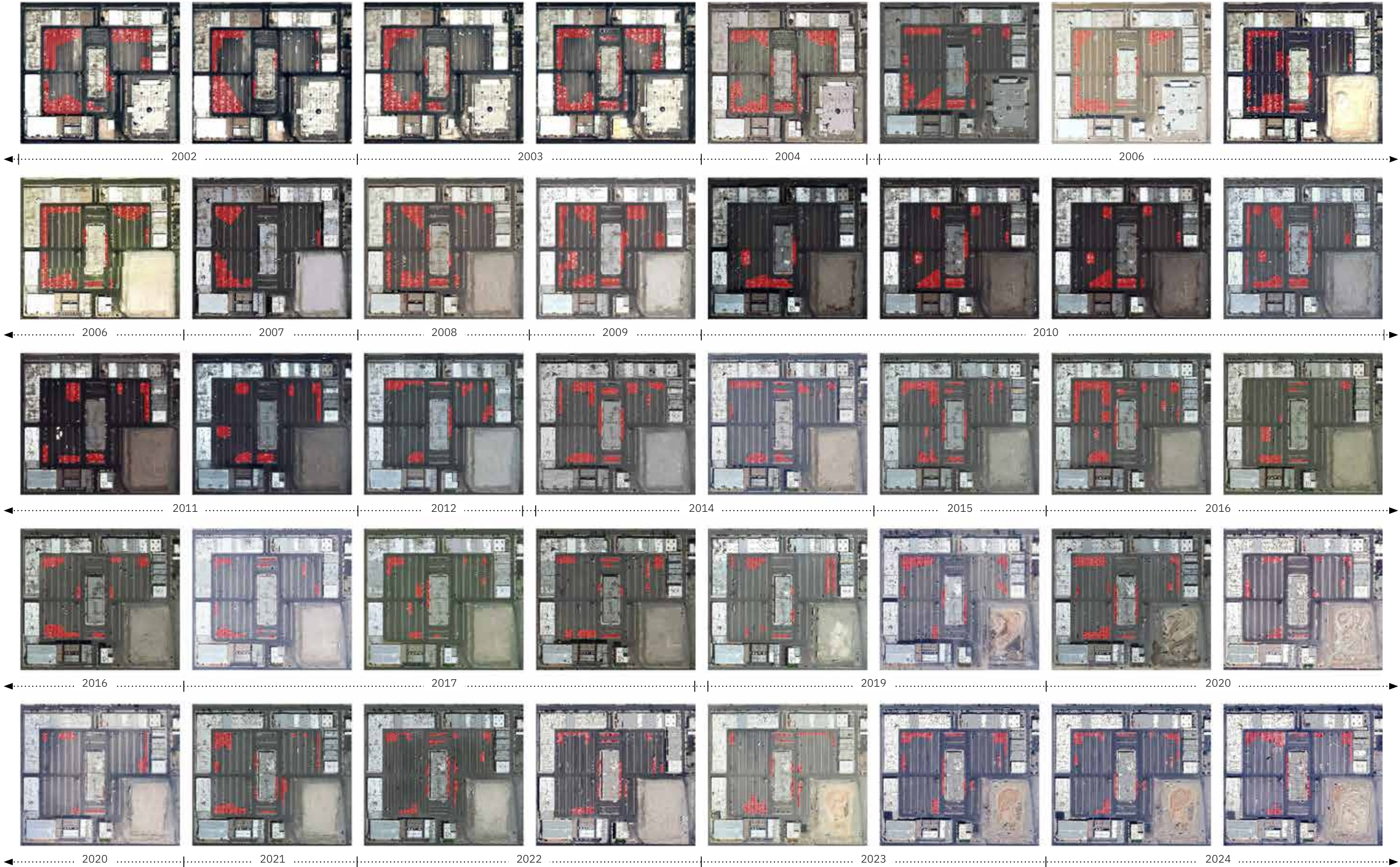
PROPOSED LAYOUT:

- MEDIANS RE-SPACED TO ACCOMMODATE 20' DRIVE ISLES
- MEDIANS WITHOUT LIGHT POLES WILL BE DEMOLISHED AND PAINTED
- LOT RE-STRIPED TO ACCOMMODATE 90° PARKING
- TYPICAL STALL SIZE MODIFIED TO 8'-6"

Site Context & History

HIGHEST UTILIZATION APPARENT FROM 2002-2008

PARKING LOT UTILIZATION: 2002-2024



Site Context & History

PARKING LOT UTILIZATION: 2002-2024

AVERAGE EXTENT OF OCCUPIED
PARKING STALLS

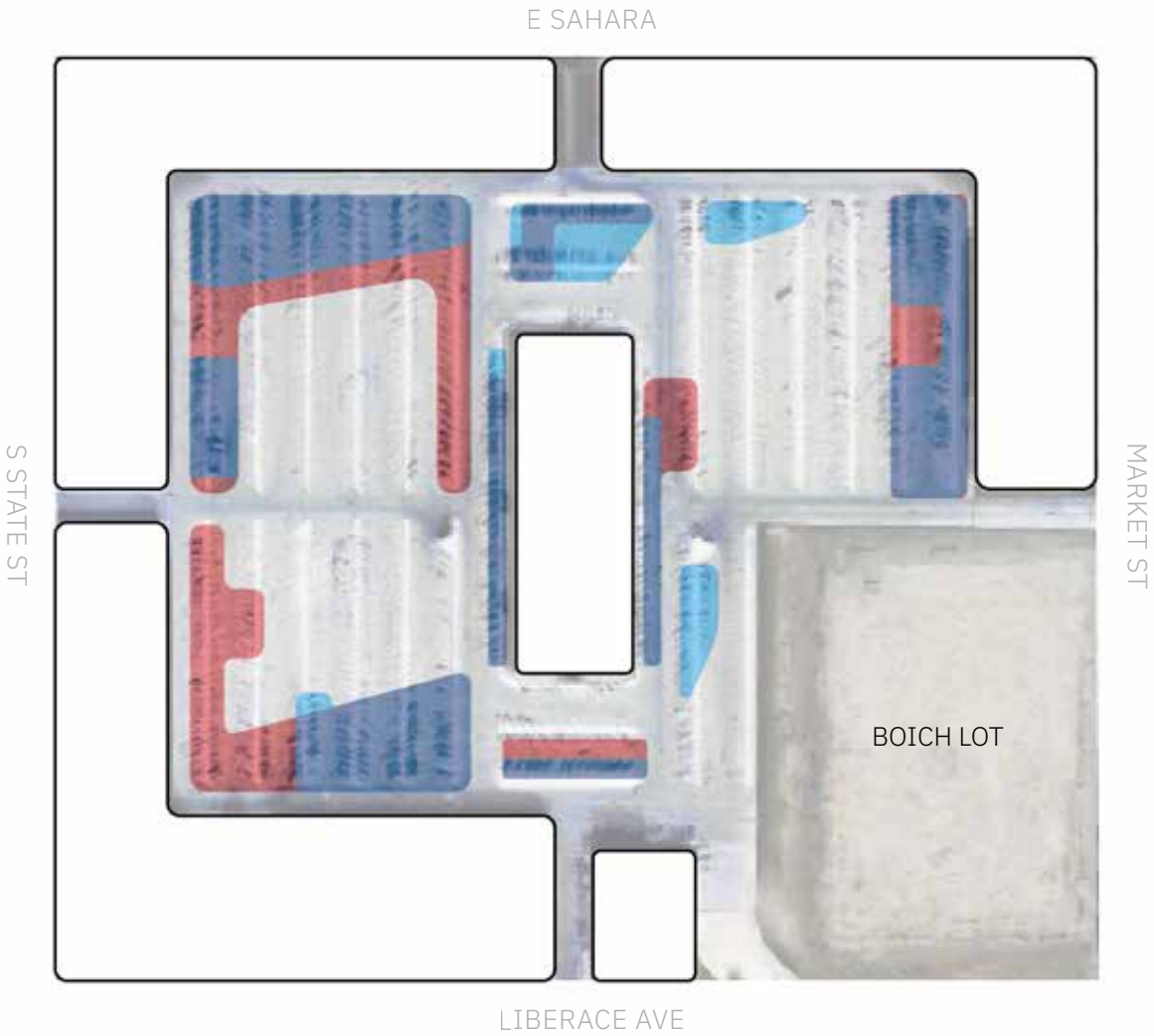
2002 - 2012

AVERAGE EXTENT OF OCCUPIED
PARKING STALLS

2013 - 2024

COMPOSITE EXTENT OF OCCUPIED
PARKING STALLS

2002 - 2024



2002-2024 COMPOSITE OVERLAY

328/1,326 = **24.7% OF LOT CONSISTENTLY UTILIZED**



ENGAGEMENT

CHAPTER 3

Engagement

ENGAGEMENT- LED PLANNING PROCESS

The first phase of this planning process focused heavily on listening to and collaborating with various stakeholders, including current tenants, future tenants, cultural and educational institutional partners, public agencies, and cultural influencers. This grassroots approach led to a co-creation process, garnering broad support for a shared vision. The following pages outline insights gleaned from these conversations that have informed this Vision Plan.



Derek Stonebarger
Owner, Arty's
Steakhouse



Lindsay Olson
Owner, Building A



Heather Harmon
Executive Director,
Las Vegas Museum
of Art



Nancy J. Uscher
Dean, College of
Fine Arts, UNLV



Rozita Lee
AAPI Community
Leader



Raja Rahman
President & CEO,
Nevada School
of Arts



**Insomniac Music
Group**



Monica Gresser
Principal Architect,
Brazen Architecture



Lynn Goya
Clark County Clerk



Aaron Berger
Executive Director,
The Neon Museum



Penny Chutima
Owner, Lotus of
Siam



John Tippins
Northcap
Companies



**Regional
Transportation
Commission of
Southern Nevada
(RTC)**

Engagement: Take Away

THE TIME IS NOW!

Las Vegas is experiencing a cultural and artistic moment and this project is well positioned to leverage this surge of energy and demand.



Eden Gallery, Las Vegas

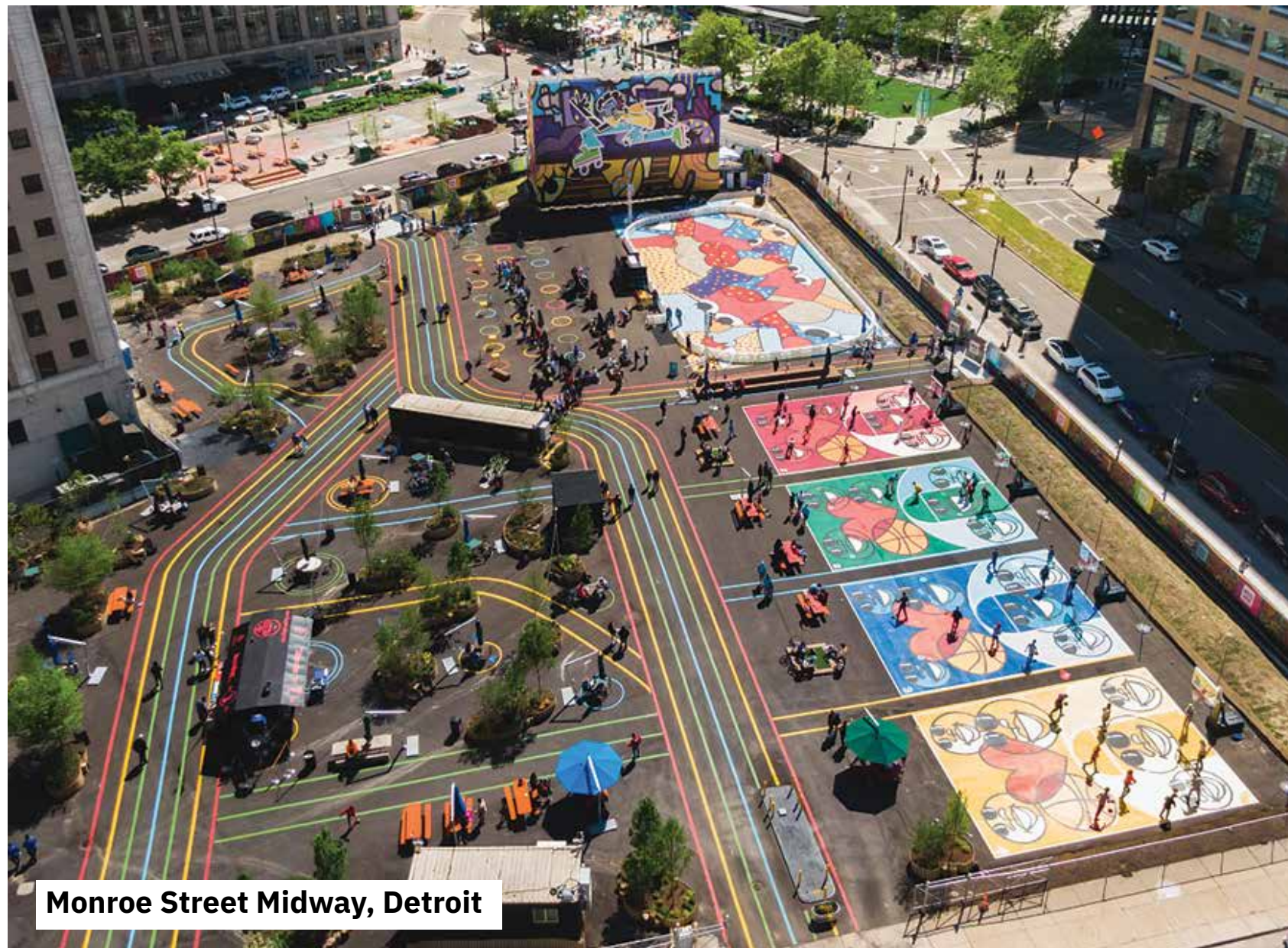
- This vision is in great alignment with where Las Vegas is going – so many things are expanding right now. **There is a cultural renaissance going on in Las Vegas**
- We're over 2 million now, why are we going to other cities to see culture. **We have the talent here**



Engagement: Take Away

LEAN INTO TEMPORARY ACTIVATIONS TO LAUNCH COMMERCIAL CENTER 2.0

Leverage quick tactical events and pilots to build attention in the initial phases and reintroduce it to the public as a cultural destination.



Monroe Street Midway, Detroit

- Suggested bringing **cultural festivals** (Hawaiian Festival: 10-15K, Pinoy Pride: 15K, NAAF: 12K)
- Suggested **pop-up parking lot music shows** and potentially bringing First Fridays here
- Parking lot scale **uniquely positioned** for large festivals and activations



Lunar New Year, Las Vegas

Engagement: Take Away

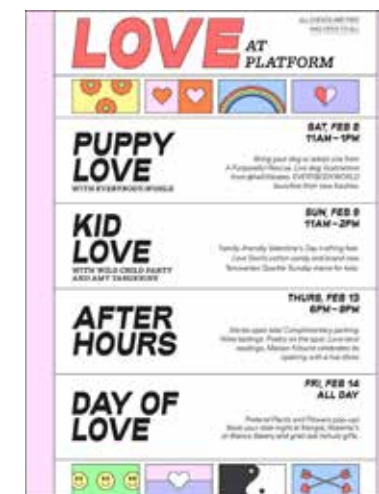
THERE IS A WEALTH OF HISTORIC LEGACY HERE, BUT A NEED FOR A UNIFIED BRAND & IDENTITY

From visiting the website, planning your visit, arriving, shopping, eating, and exploring — how can a compelling story be told?



Historic Commercial Center Draft Vision Plan

- Become a **living brand** that celebrates the process of work in progress. **Bring analog, interactive and engaging activation** to enliven the experience
- Commercial Center is inward focused and in need of **exterior branding and signage to welcome visitors** in - especially with ride share drop off
- Ample space for **placemaking interventions** through art, public realm design, and installations



Engagement: Take Away

MAKE THIS FOR AND BY LOCALS FIRST, AND TOURISTS WILL FOLLOW

By creating a place where Las Vegas residents want to come on a regular basis to gather with loved ones, create art, and share culture, the Commercial Center will be creating a destination that everyone – locals and tourists alike – will naturally gravitate to.



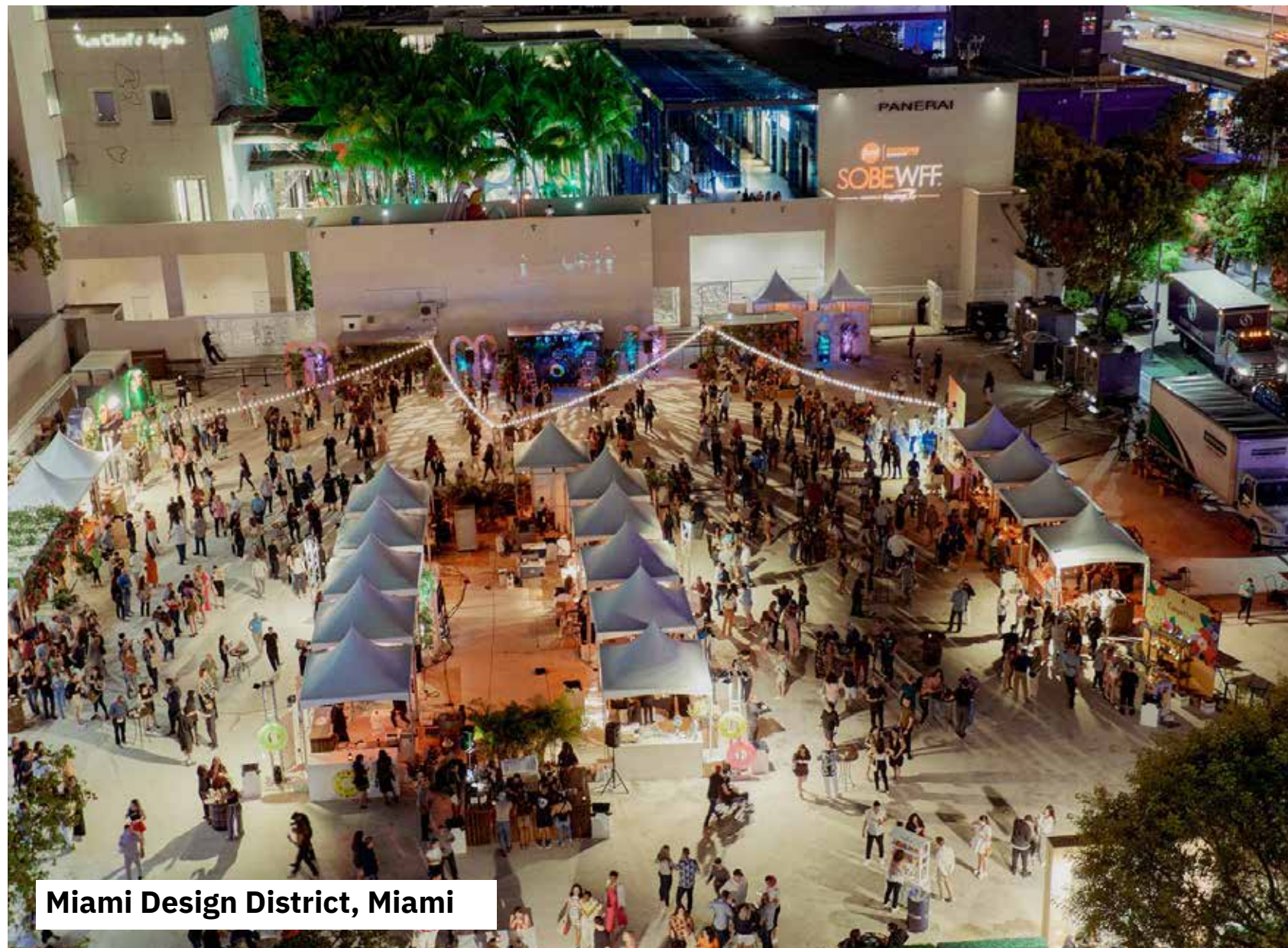
Bow Street Market, Somerville

- **Host, celebrate and incubate authenticity** by highlighting small, local, legacy, and community-serving small businesses and creators
- Become the anti-strip with a genuine Las Vegas experience that speaks to locals wants and needs. Support locals, and the visitors will flock here. **This will capture a market share that has yet to be met in Las Vegas and the Commercial Center can monetize this**

Engagement: Take Away

DON'T REPEAT THE MISTAKES OF OTHER ART DISTRICTS AND RETAIL CENTERS

The identity of Commercial Center as an incubator for up-and-coming small businesses and creatives is dependent on keeping it affordable and accessible.



Miami Design District, Miami

- As arts districts grow and attract investment, higher rents often displace the creative community that made them unique and special
- Commercial Center should not try to imitate the Arts District - **it could be something new - a Creative District**
- The County should strive to keep Commercial Center **affordable for young up-and-coming artists and entrepreneurs** and avoid big box generic retailers

Engagement: Take Away

SAFETY (AND THE PERCEPTION OF SAFETY) REMAINS A KEY CONCERN

All recognized improvements are being made, but recognized there is still work to do for visitors to feel safe day and evenings.



Historic Commercial Center Draft Vision Plan

- Create a place where **all multi-generational visitors feel welcome and safe**, day and night
- Encourage and incentivize an active **24/7 district** where there are "eyes on the street" at all times



VISION

CHAPTER 4

VISION

TO BE A CULTURAL EPICENTER KNOWN FOR CELEBRATING THE LEGACY OF LAS VEGAS WHILE INCUBATING NEW EXPERIENCES THROUGH INNOVATIVE ARTS, DINING, ENTERTAINMENT, RETAIL, AND RESIDENTIAL.

MISSION

Build authentic community through arts and innovation

Create dynamic and uniquely curated experiences

Be inclusive of both locals and visitors

Vision

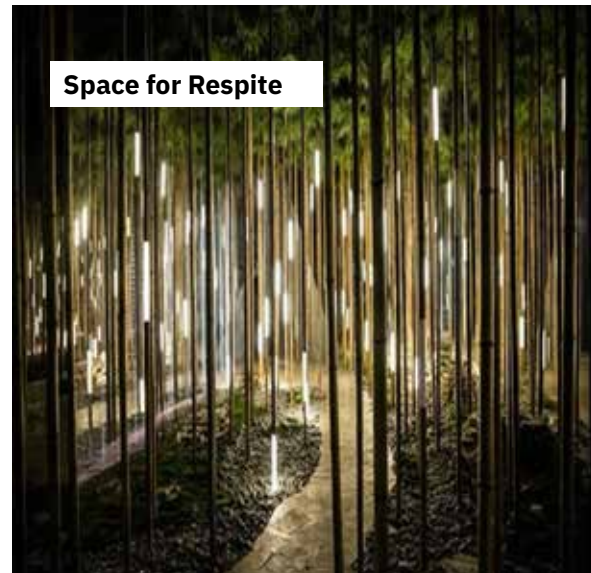
AUDIENCES TO PERSONAS

Establishing this project as not only an economic driver for the city, but also as a place that will be enlivened by the community, we study a variety of audiences as personas to study the relationships of people's needs and how our design can benefit this portion of the community



Vision

WHAT WE WANT & NEED



BRAND PERSONALITY



Where creative,
unexpected and
expressive character
meet...



an altruistic, community
minded mission...



creating space for
a provocative and
progressive hub.

Vision

THE COMMERCIAL CENTER WILL BE A PLACE THAT IS...



EXPERIMENTAL

TRANSFORMATIVE

CRAFTED

PLAYFUL

URBANE

INDEPENDENT

Vision

DESIGN PRINCIPLES



The antithesis of the digital world, our project is an opportunity to live in the present. Process is highly valued and we are a showcase of where Las Vegas has been and where we are going.



An evolution of the diversity of the center, our destination quality is grounded in our unique sense of vibrant community. Our designs step forward embodying this optimistic mindset to create a bold and playful sense of place.



Built on our unique story of ordinary meets extraordinary, our urbanity is forever and always Vegas. Our sense of place is respectful of our regionality, history, and local perspective.



A catalyst for one-of-a-kind collaborations and intersections, we embody the creator's mindset with an experimental approach to placemaking, prioritizing the "progress" in "work in progress".

Vision

WHAT DIFFERENTIATES US



SMALL BUSINESS HUB



OUTDOOR FESTIVALS & MARKETS



FAMILY FRIENDLY 3RD SPACES



ARTS LAB / INCUBATOR



MUSEUMS & CULTURE



CONCERTS & THEATRE



FOODIE HAVEN



24/7 ACTIVATION



COMMUNITY AGGREGATOR



LEARNING & DOING

BUILDING OUR LONG -TERM VALUE

Today

- Current Perception: Unsafe
- Shift Perceptions
- Activate the Lower SW Quadrant as the Beta Test
- Bring in New Tenants
- Refresh the New Orleans as the Cultural Incubator

Near Future

- Make Public Realm Enhancements
- Live Events & Experiences
- Global Arts Events

Further Future

- Cultural Center is Established Destination Driver for LV
- Tenants and Artists can Outgrow us and Create Broader Appeal
- Waitlist for Tenant Spaces!
- Legacy

CHAPTER 4: VISION

CASE STUDIES

Vision

CASE STUDIES

Comparing other destinations that have similar programs, economic drivers, and destination-quality, we analyze the brand quality that is driving their value.



SoWa: Dynamic Artists' Hub

SoWa (South of Washington) is a dynamic art and design district, made popular by its colocation of affordable artist studio space, galleries, and bespoke boutiques. The district comes alive with community activation, with a focus on maker's markets and foodie activations.



SoBecca: OC Subculture

SoBecca (South Bristol Entertainment and Cultural Arts) District is a trendy hub that acts as the anti-mall culture in the OC. Offering outdoor and pedestrian scale retail and entertainment, the district is alive with a distinct DIY culture.



Salt: Adaptive Evolution

SALT at Our Kaka'ako is an outdoor urban MXU owned by the Kamehameha Schools. The project sparked a development boom in the industrial area, transforming the under utilized asset into a vibrant lifestyle destination.

Vision Case Studies

SOWA: DYNAMIC ARTISTS' HUB



Artful Evolution



Local Flavor



Creative Economy



Live, Work, Stay, Play



- Boston, MA
- 100 studios
- 32,000 SF of Event Space
- 250,000+ SF of Creative Office
- 400+ Apartment Units

Historic Commercial Center Draft Vision Plan

Vision Case Studies

SOBECCA: OC SUBCULTURE



Ecofriendly

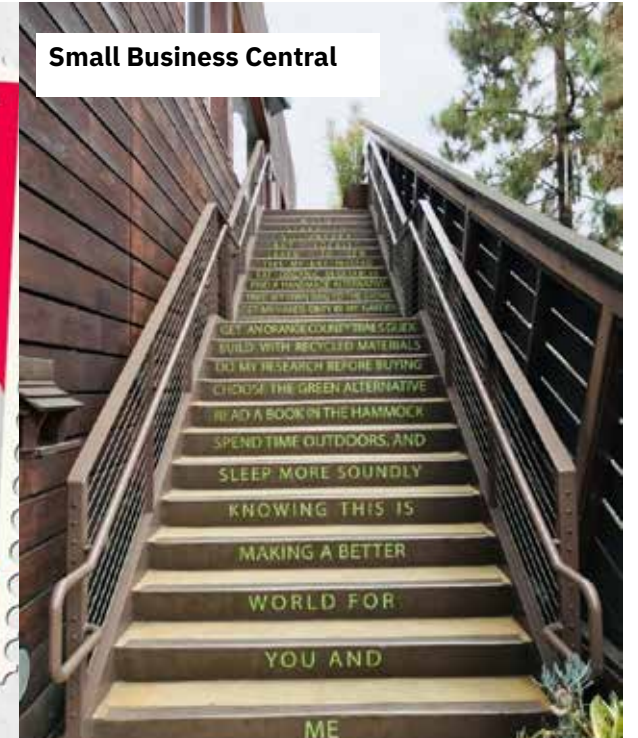


- Costa Mesa, CA
- 39 Acres
- 60,000 SF of Retail (the CAMP)
- 40,000 SF of Retail (Anti-Mall)
- 80 brands represented

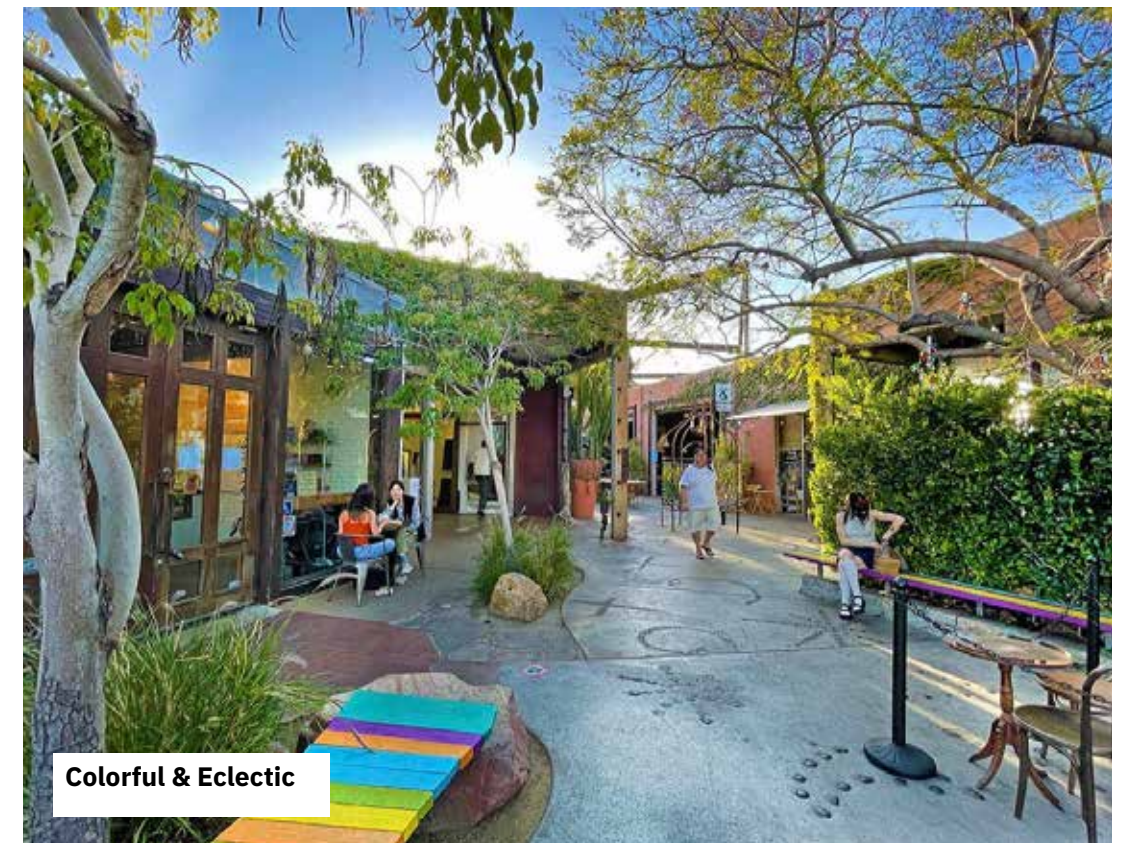
Historic Commercial Center Draft Vision Plan



Fresh & Forward



Small Business Central



Colorful & Eclectic

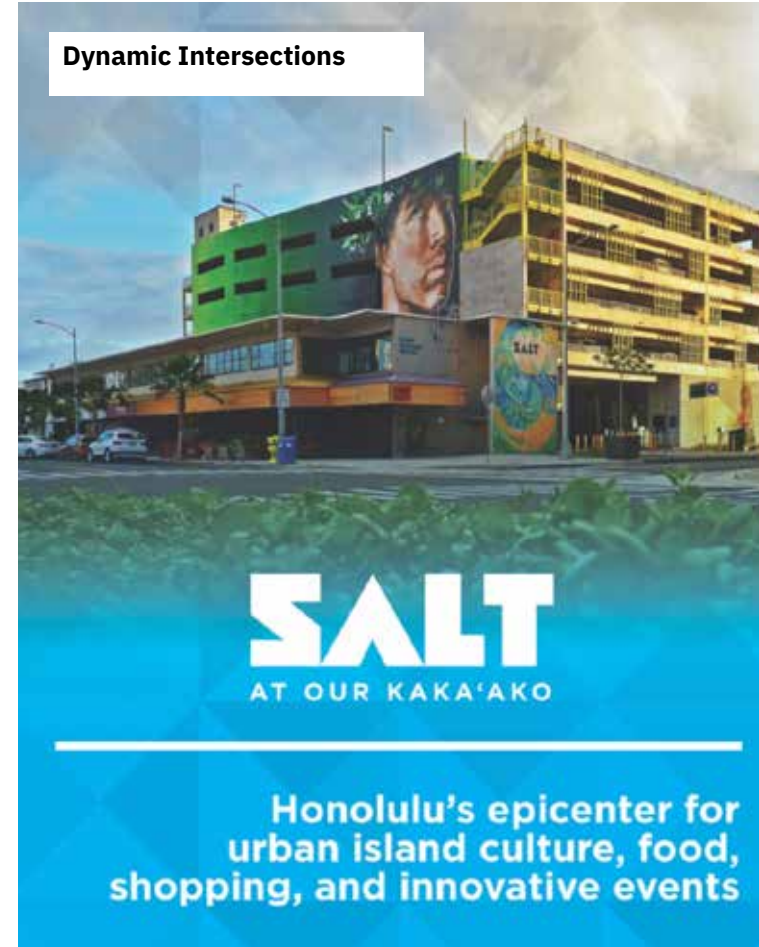
Vision Case Studies

SALT: ADAPTIVE EVOLUTION

Bright & Vibrant



Dynamic Intersections



Islander Subculture

- Honolulu, HI
- 3.66 Acres
- 85,000+ SF of Retail, Office, and Open Space

Historic Commercial Center Draft Vision Plan

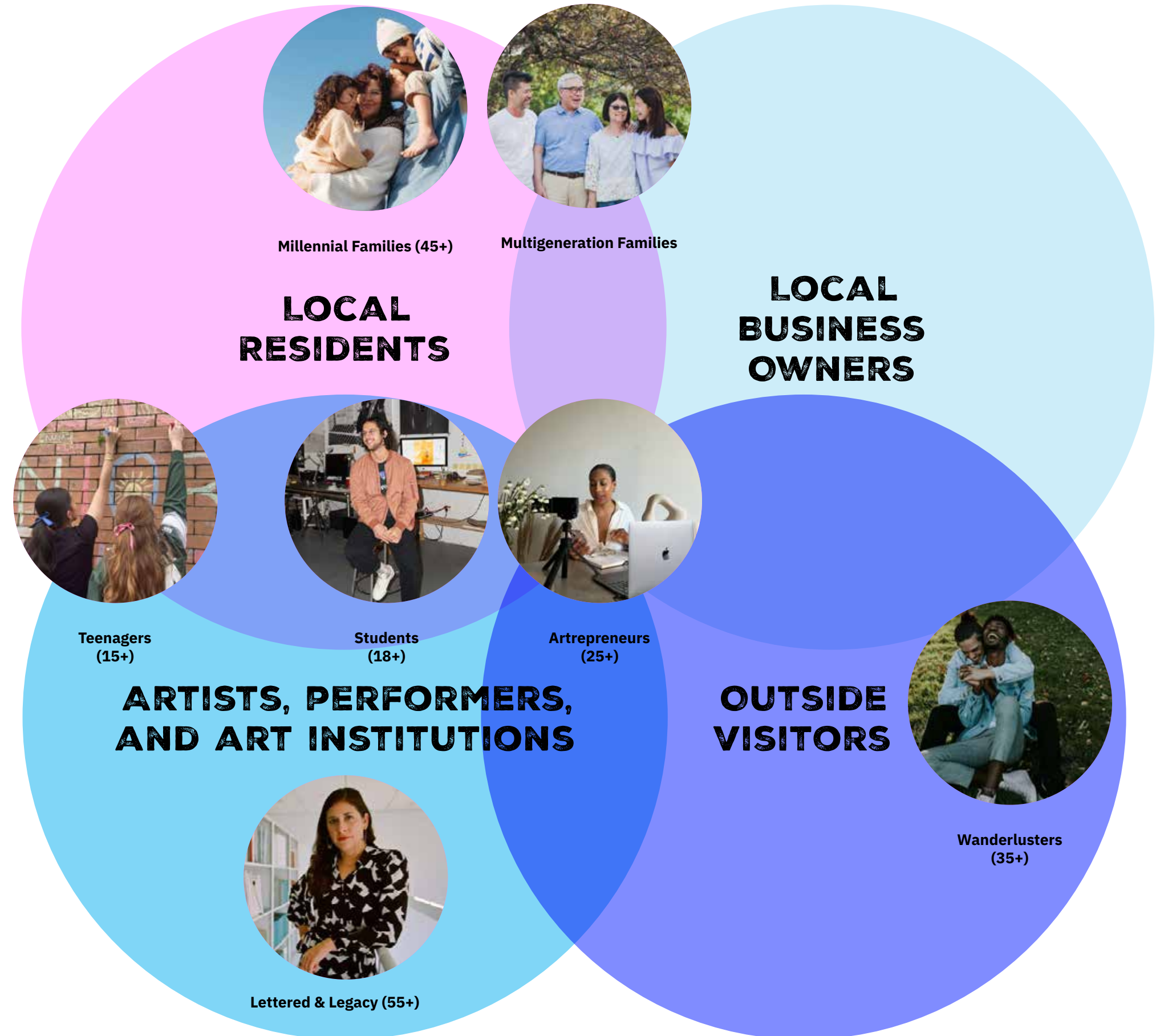
CHAPTER 4: VISION

PERSONAS

Vision

AUDIENCES TO PERSONAS

Establishing this project as not only an economic driver for the city, but also as a place that will be enlivened by the community, we study a variety of audiences as personas to study the relationships of people's needs and how our design can benefit this portion of the community



Vision

TEENAGERS (15+)

Sofia and Maria are best friends, attending a locally integrated high school. Growing up on different sides of the Historic Commercial Center, they love that the district can act as a meeting center and a jumping off point to their hobbies, passions, and pursuits. Artistic, globally aware, and socially conscious, they are vocal advocates for the community, actively involved in volunteerism and local art projects.

Who I'm With

- Best Friends
- School's Volunteer Council

Where I'm From

- LV Born and Raised
- Moved from Miami

Experiences I Seek Out

- Cool community art projects
- Places I can film Tiktok dances

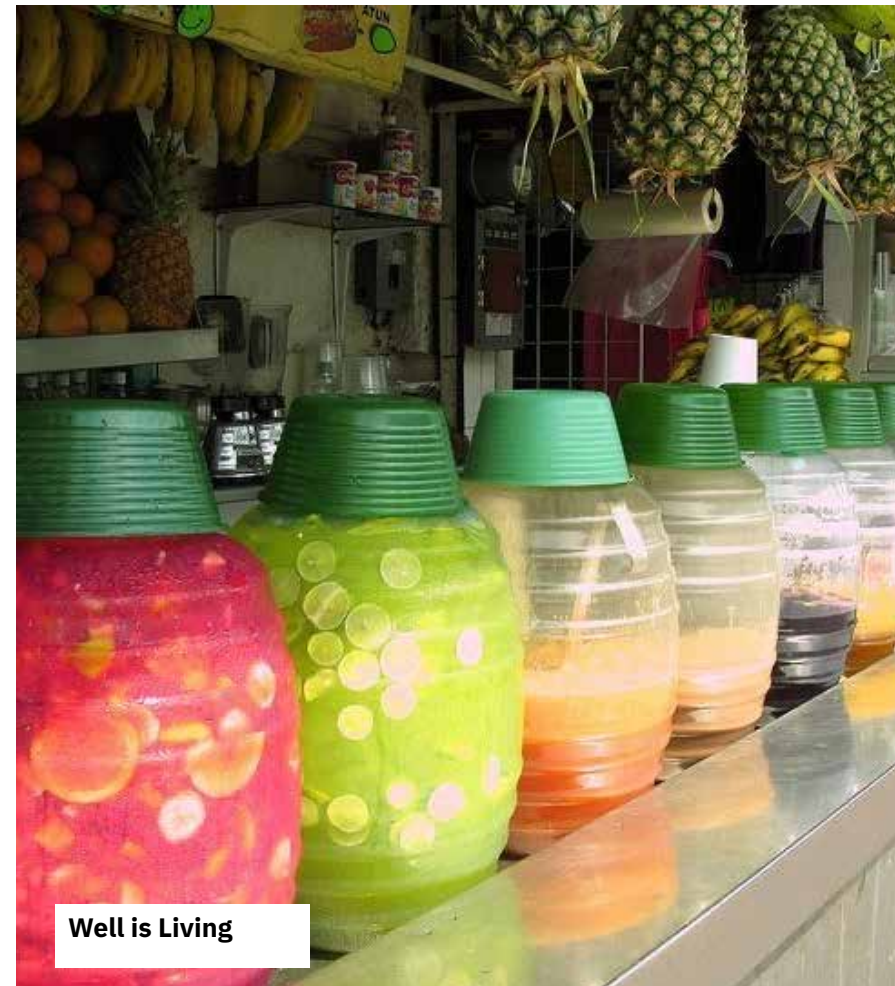
How I Thrive Here

- Launching a tutor network

Brands I Love:



Community Love



Well is Living



Bright & Fun



Future Driven

Vision

STUDENTS (18+)

Ari is a rising Junior at UNLV in the media and arts program. Student by day, DJ by night, Ari spends a significant amount of time at the Historic Commercial Center as a studio creative, gallery enthusiast, and avid raver. Always ahead of the trends and enthusiastic for all things cultural, he spends his free time indulging in music culture, exploring local thrift stores, finding the coolest haunts, or gaming with his friends.

Who I'm With

- My roommates
- Rave friends

Where I'm From

- Suburbs outside of Las Vegas

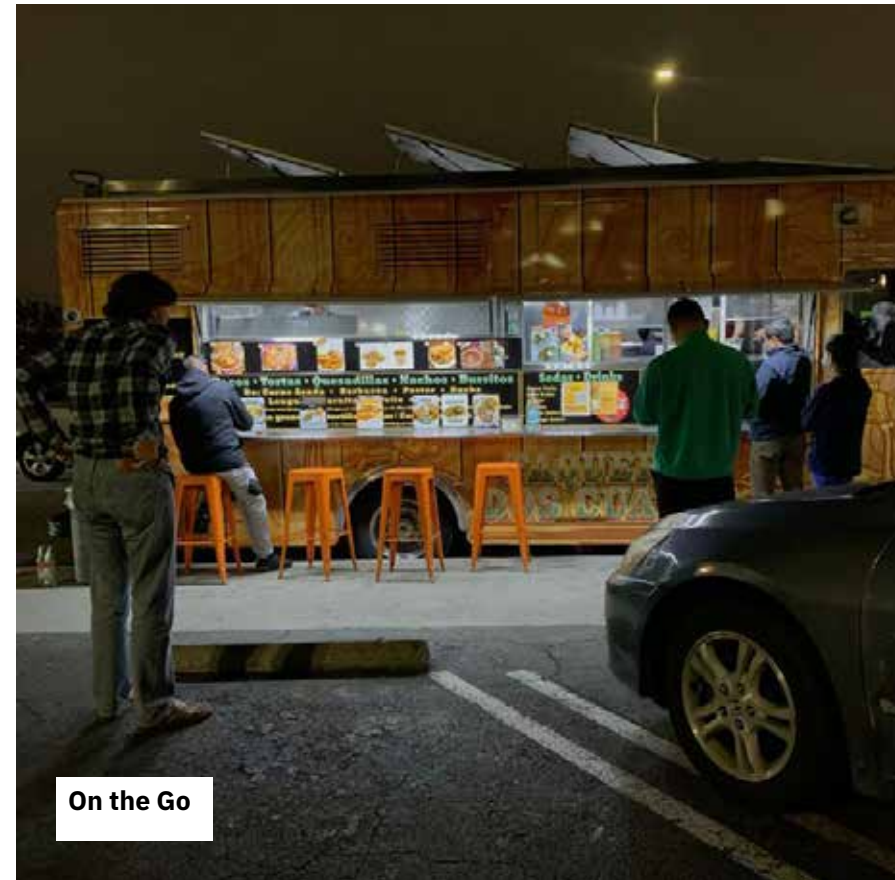
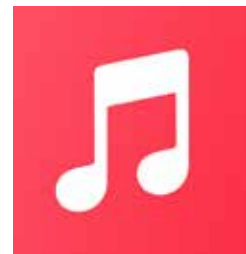
Experiences I Seek Out

- Raves / underground music events
- Record and thrift stores

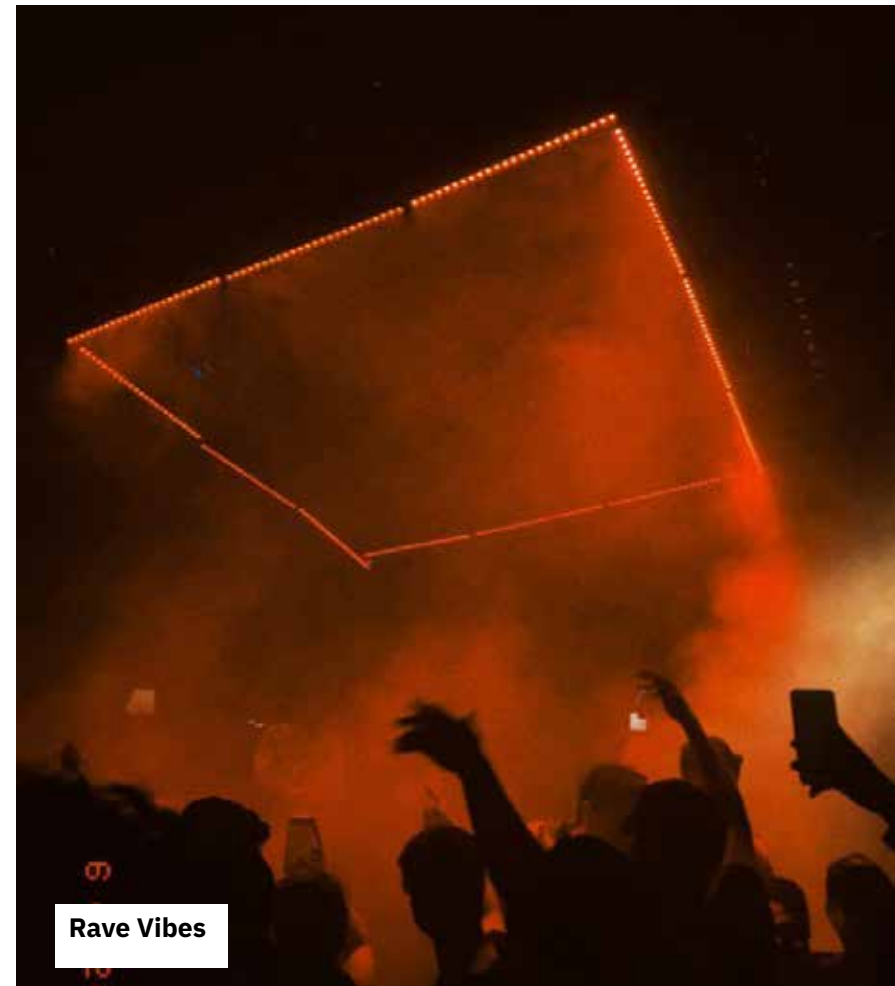
How I Thrive Here

- Opportunities for music to be a part of my studies

Brands I Love:



On the Go



Rave Vibes



Work is Play



Studios

Vision

ARTREPRENEURS (25+)

Portia is born and raised Las Vegas who works as an artist and fashion influencer. Highly driven and focused, she balances a her busy professional life with a fulfilling personal life, focusing on her health and fitness. Valuing experiences over materialism, she is always looking for new ways to leverage her platform to share her genuine beliefs rather than mine for followers.

Who I'm With

- My Management
- Rub Club

Where I'm From

- The Neighborhood
- UNLV Grad

Experiences I Seek Out

- Places to display my artwork
- Networking events

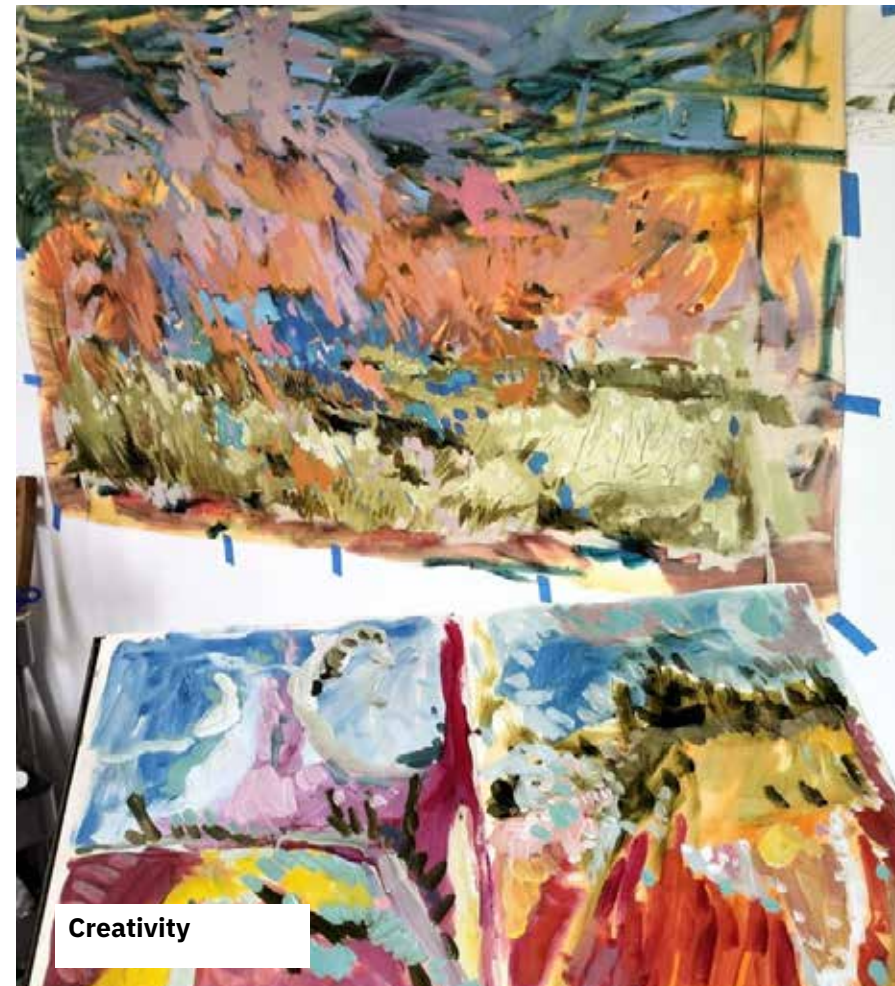
How I Thrive Here

- Wellness Event

Brands I Love:



My Life, My Business



Creativity



Influencer Lifestyle



Fitness Community

Vision

WANDERLUSTERS (35+)

Dave & Claude are celebrating their second wedding anniversary in the city that married them. Working in fin-tech during they day, and partying by night, the epitomize the work hard, play harder mentality. World-wide travelers, they are not your typical "strip" tourists and are willing to venture off the beaten path to find the unique and bespoke gems that make a city special.

Who I'm With

- My Partner
- Friends in Town

Experiences I Seek Out

- Foodie Adventures
- Live Entertainment

Brands I Love:

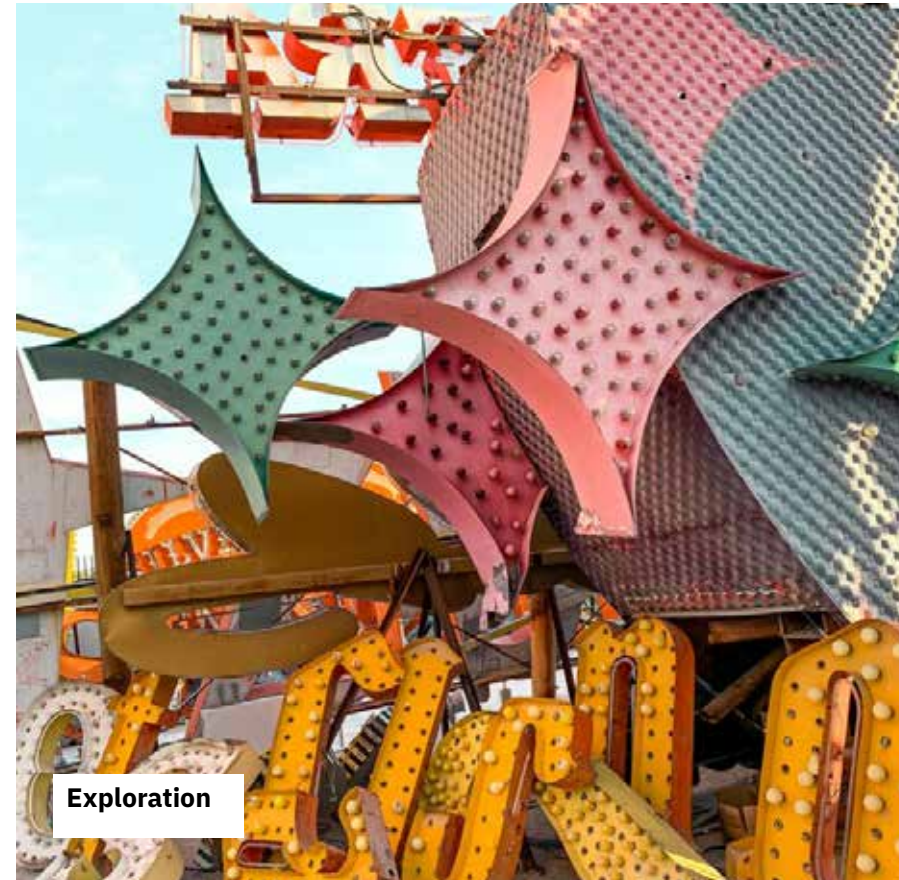


Where I'm From

- Originally from Opposite Coasts, living in San Diego

How I Thrive Here

- Culture, culture, culture



Exploration



Life's Pleasure



Foodie



Enrichment

Vision

MILLENNIAL FAMILIES (45+)

The Garcias are a new to Las Vegas family, settling roots with their two children. Originally from the east coast, they're focusing on building a new foundation for their family that includes education, play, and a little bit of culture. With a liberal-mindset, they want to go above and beyond the stereotype of gentrifiers by working with the community to make their new home a better place for everyone.

Who I'm With

- Parents & Kiddos
- Family, Friends (visiting)

Where I'm From

- From the DMV area

Experiences I Seek Out

- Family Events
- Community Garden

How I Thrive Here

- Enrolling in a multi-lingual / integrated school

Brands I Love:



Better Together



Newly Rooted



Discovery Zone



Homey

Vision

LETTERED & LEGACY (55+)

Marcela is a curator for an up and coming gallery located in the Historic Commercial District. A homeowner, community board member, and cultural liaison, she embodies a do-it-herself attitude. Financially comfortable, benefiting from her long term investments and long term partner, she focuses on spending at small businesses and her community.

Who I'm With

- Fellow Board Members
- Partner & Close Friends

Where I'm From

- Originally from Columbia
- Grew up in LA

Experiences I Seek Out

- New Art Pop-Ups
- Cool Small Business

How I Thrive Here

- Events and speaking engagements

Brands I Love:



Satiate my Caffeine Addiction



Still Stylish



Culture Vulture



Always Working

Vision

FIRST-GEN (MULTI-GENERATION)

The Ng's are a mixed family of 4, with both immigrants and first generation born children. With the first two generations being born abroad, the family is focused on building up their skills, education, and wealth. Taking advantage of all Las Vegas has to offer, they are looking to find community nearby through community advocate groups and multi-lingual programming.

Who I'm With

- My Family!
- Our SE Asian Community

Where I'm From

- From Vietnam
- Born and Raised LV

Experiences I Seek Out

- Community Events
- Home Improvement Projects

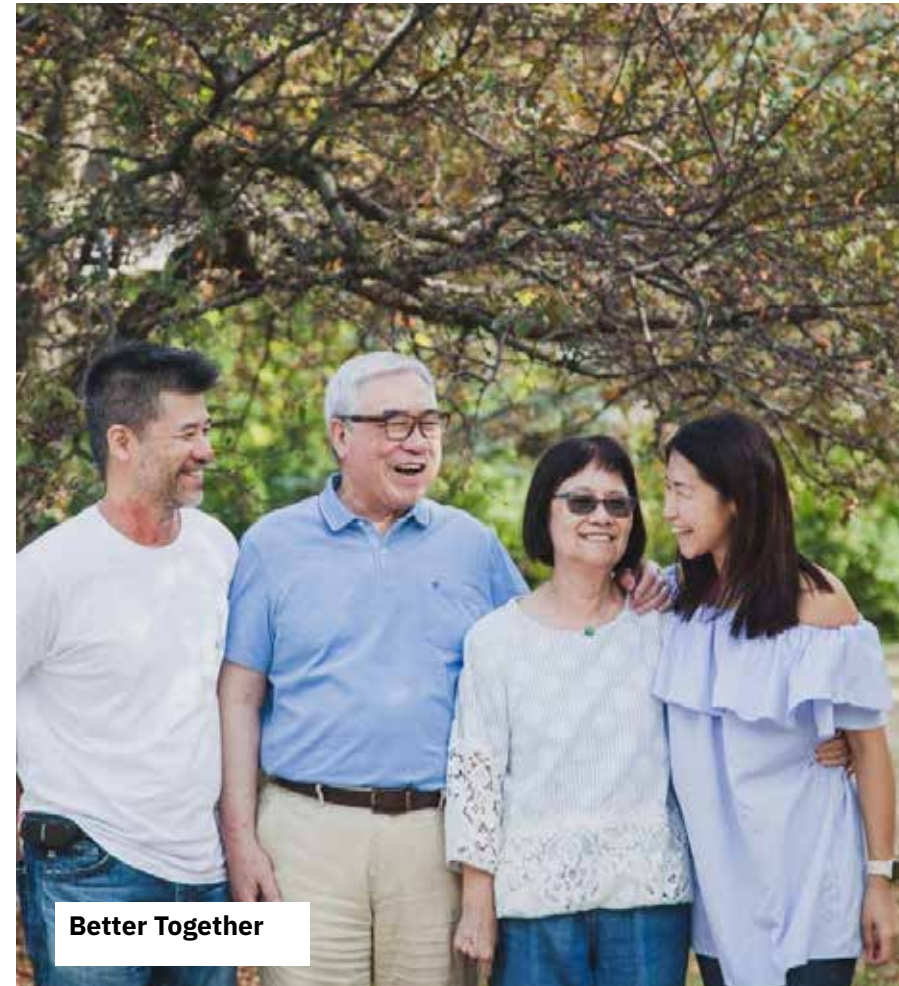
How I Thrive Here

- Multilingual Events
- Opportunities to Learn Skills

Brands I Love:



Culturally Relevant



Better Together



Learn by Doing



Fresh

CATALYTIC PROJECTS

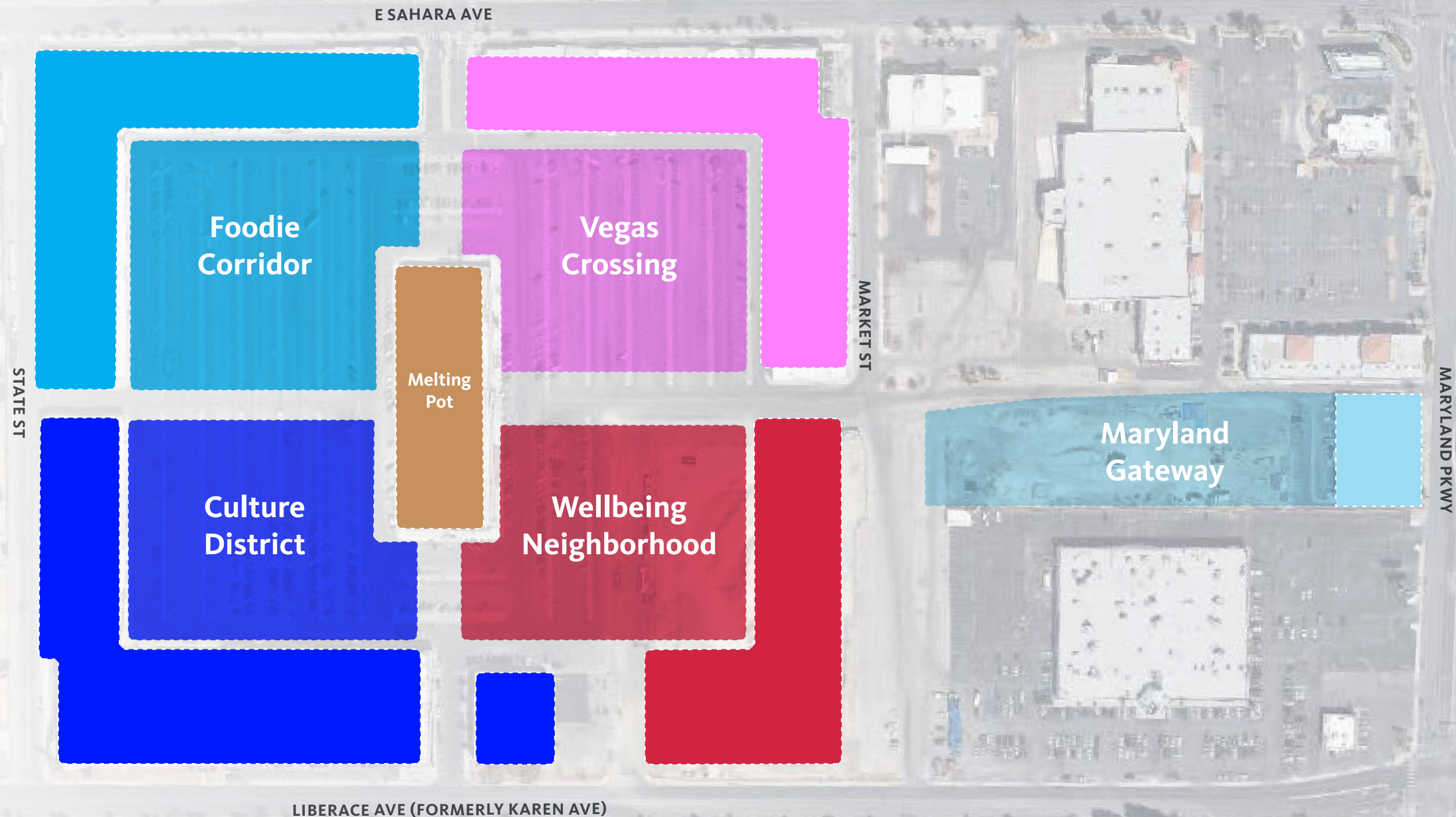
CHAPTER 5

Catalytic Projects

VISION FOR
THE WHOLE

To break down the massive scale and legibility of the Commercial Center, the Vision Plan imagines conceptual “neighborhoods” as an organizational structure. Each quadrant is organized by an overarching theme that identifies buildings and open space amenities.

While each of the buildings will continue to have an eclectic mix of tenants and services, the character of the Park(ing) Lot activation will amplify cultural offerings that differentiate the identity of each quadrant. This creates a variety of spaces that are constantly evolving to inspire visitors to keep coming back. Signage, wayfinding, public art, and other placemaking interventions will help communicate these mini-districts or neighborhoods, branding them as parts of a cohesive whole.

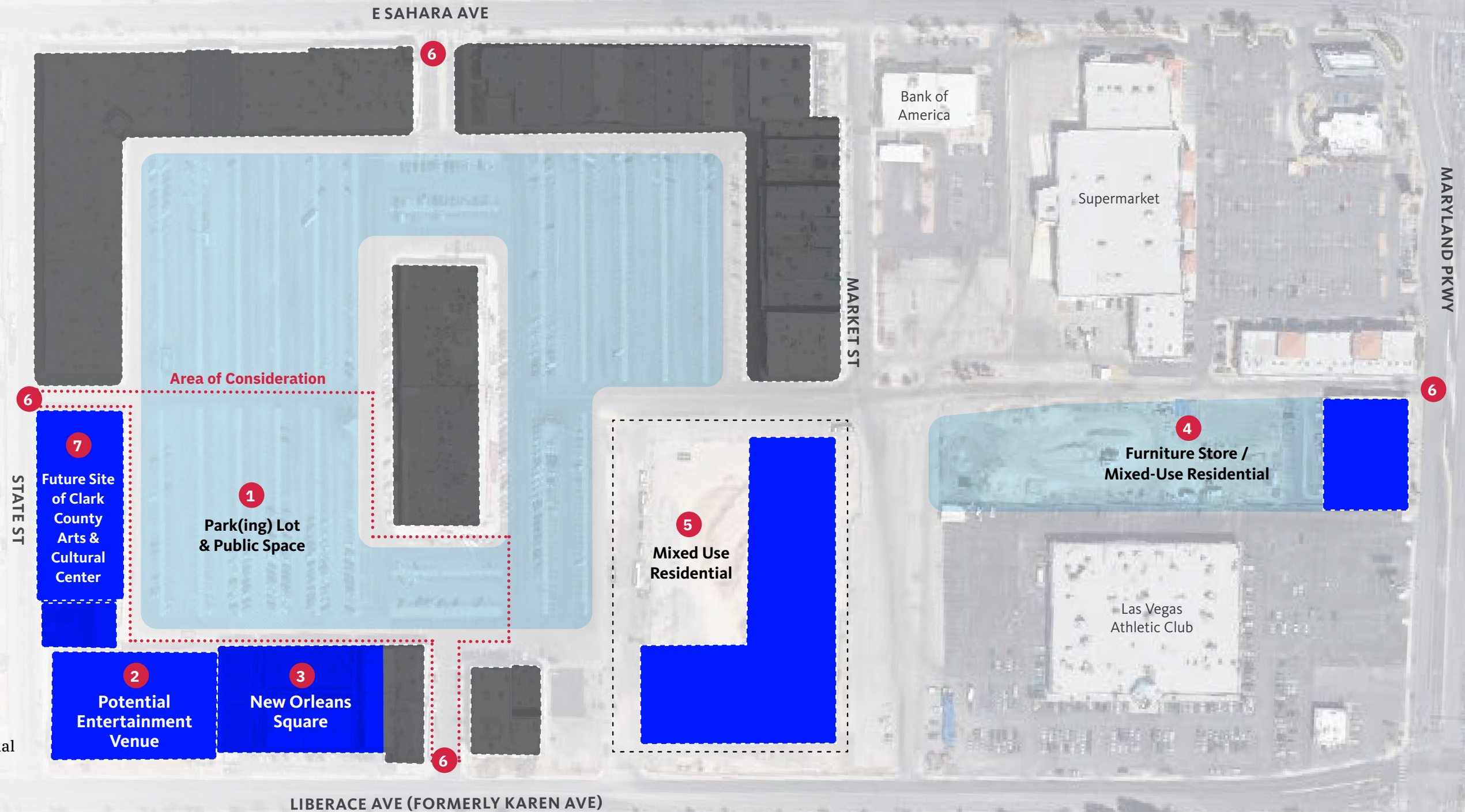


The District labels in this exhibit are shown as inspirations, the ultimate name and strategy for each are encouraged to evolve as the overall project evolves.

Catalytic Projects

KEY PLAN

This Vision Plan framework is organized around a series of key Catalytic Projects – each working synergistically together to create something greater than the sum of their parts.

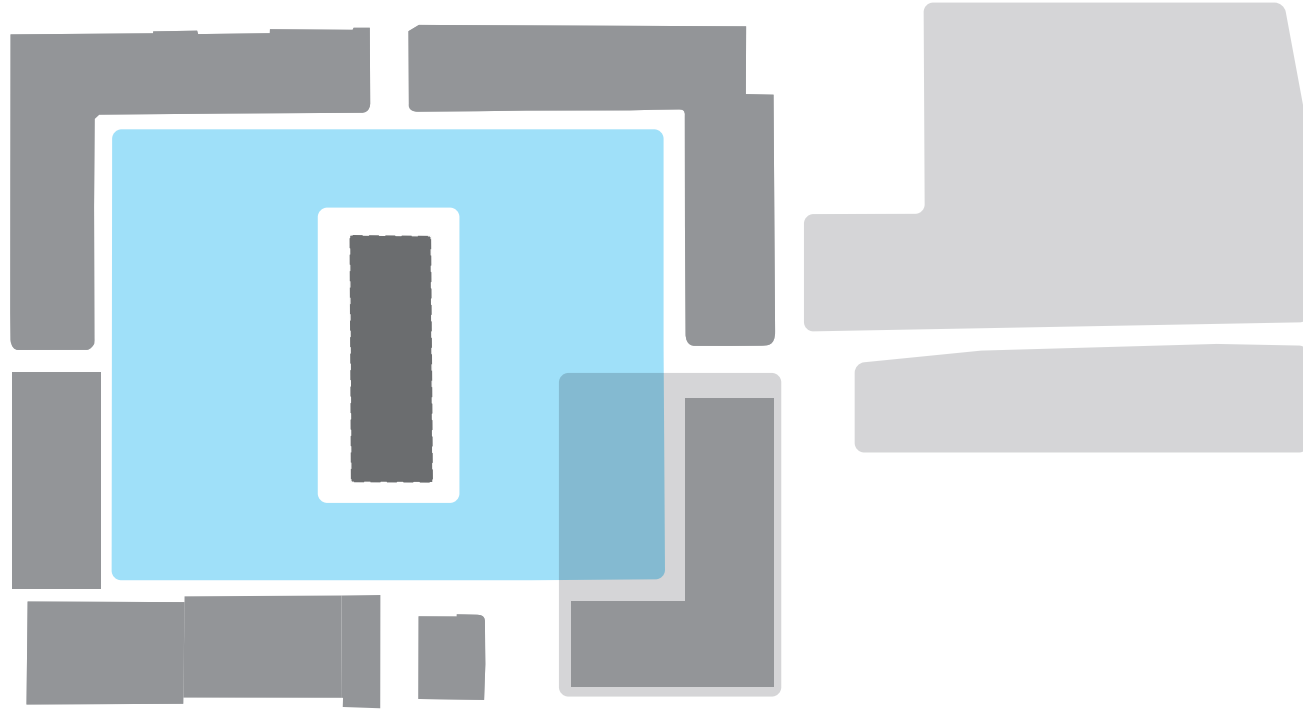


- 1 Park(ing) Lot & Public Space
- 2 Potential Entertainment Venue
- 3 New Orleans Square
- 4 Furniture Store / Mixed -Use Residential
- 5 Boich Lot / Mixed-Use Residential
- 6 Entries & Signage
- 7 Future Site of Clark County Arts & Cultural Center

CHAPTER 5: CATALYTIC PROJECTS

PARK(ING) LOT

Catalytic Projects: Park(ing) Lot INTRODUCTION



This Vision Plan includes a conceptual approach and indicative illustrations for the SW quadrant of the Park(ing) Lot.

It is recommended the County immediately move forward with the design and implementation of the project. The Park(ing) Lot will be an immediate draw in the region, and an amenity for existing businesses, the community, and future complementary uses aligned with the overall vision. The construction of the Park(ing) Lot will act as a signal to the community and the market that the County is invested in implementing the overall Vision for the Center and the district.

It is recommended the County assign a dedicated Project Manager from the County to manage the overall effort through construction, including adherence to an approved budget and assurance of quality delivery. A project budget is needed to align with funding opportunities. It is recommended that a cost estimate be developed as part of a 30% design effort, forming a key input into a budget session where an overall project budget is identified if it has not been done so already.

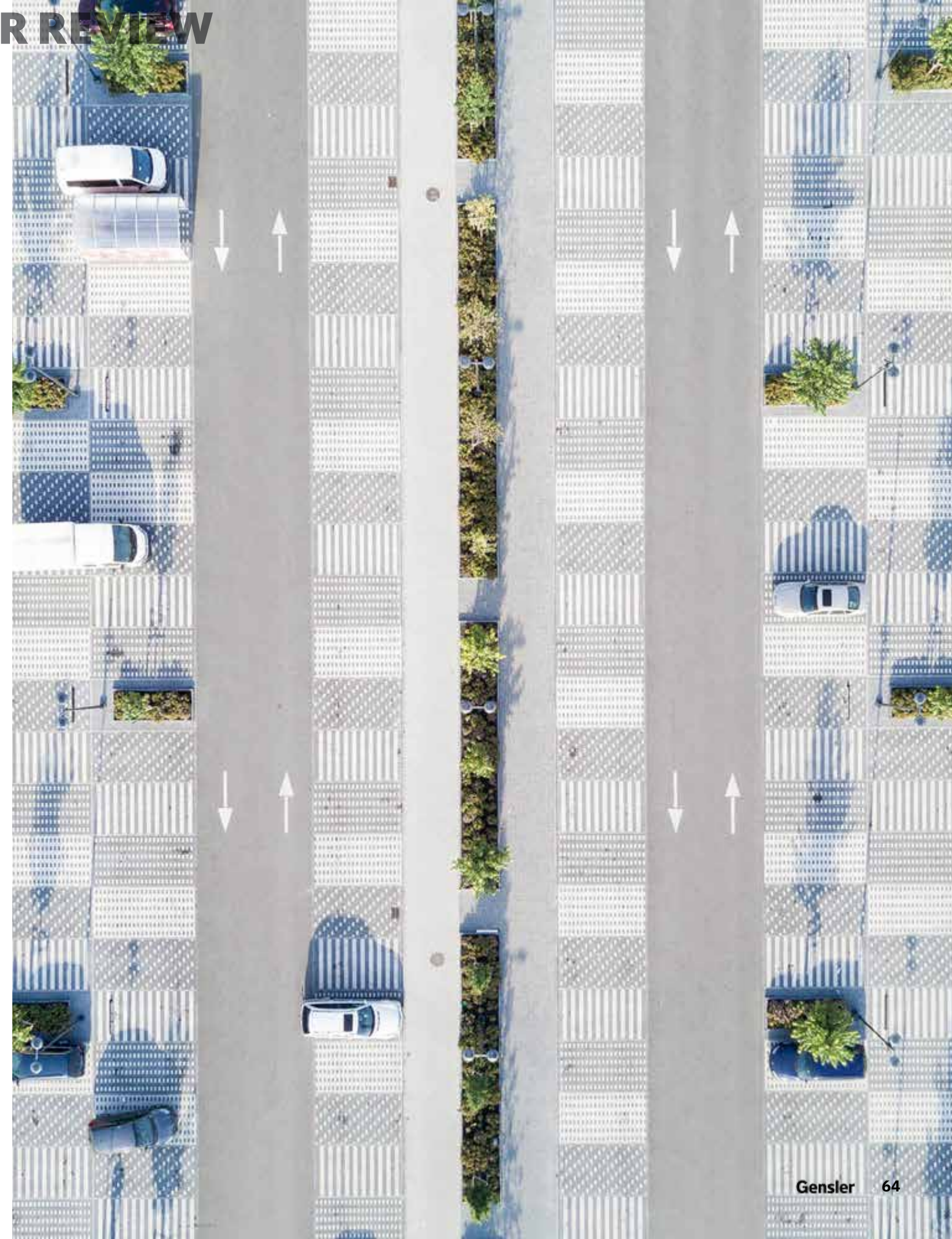
To update Covenants, Conditions, and Restrictions (CC&Rs) in Nevada, you must notify residents, obtain legal advice, and hold a vote. The amendment must then be recorded with the local authorities. It is recommended that such a vote be initiated in order to avoid any legal challenges to the project.

TABLE OF CONTENTS

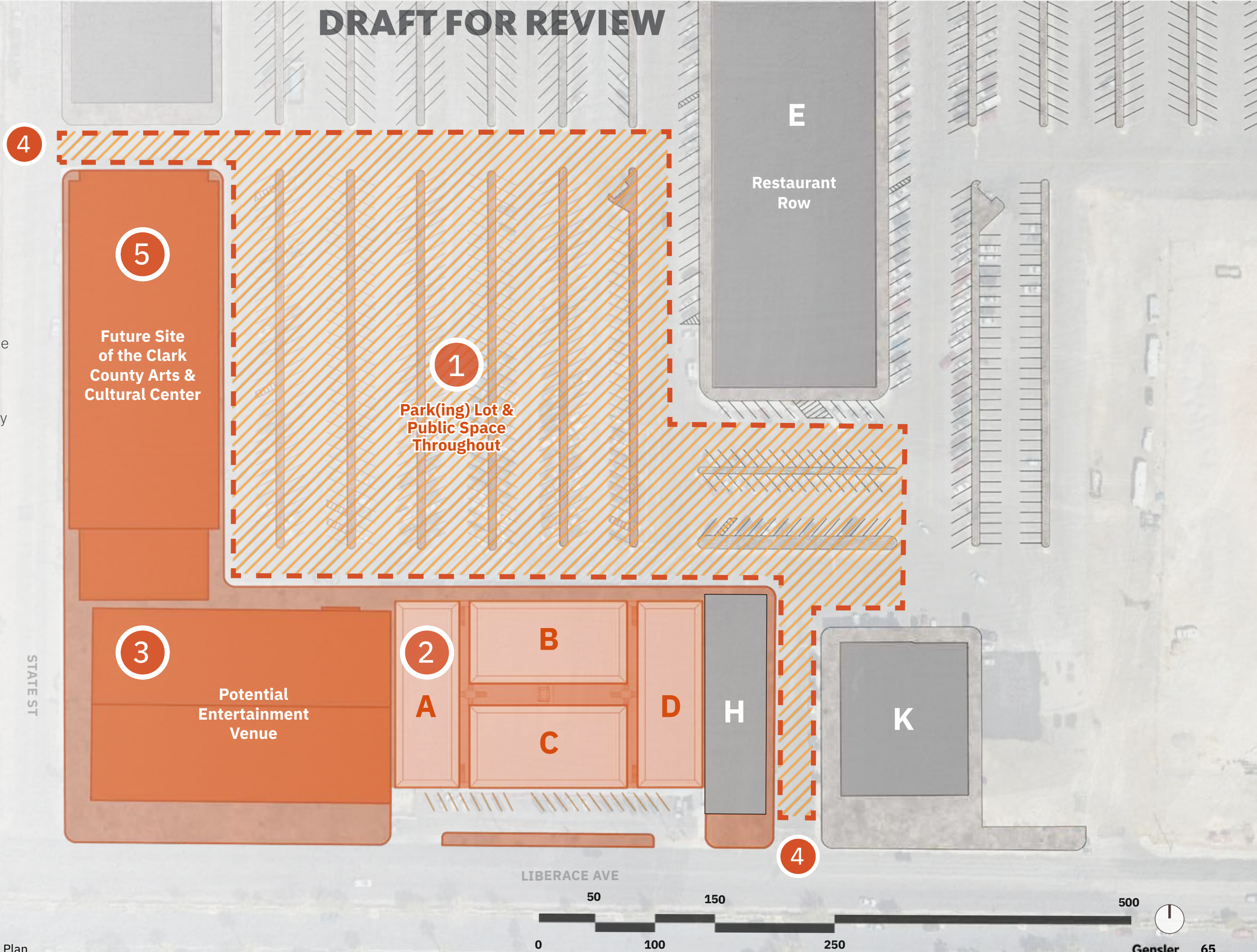
Park Scale Comparisons
Design Principles & Precedents
Parking Utilization Analysis
Parking Strategies
Park(ing) Activation Scenarios
Park(ing) Design Vision
Venue Feasibility Analysis

Catalytic Projects: Park(ing) Lot

HOW CAN UNDER-UTILIZED
SPACES BE RE-IMAGINED
TO CREATE A **UNIQUE,**
RESILIENT, AND INCLUSIVE
DESTINATION FOR THE
COMMUNITY AND BEYOND?

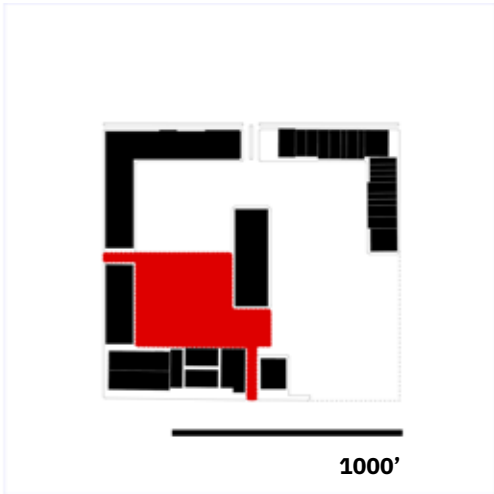


- 1 Park(ing) Lot & Public Space Throughout
- 2 New Orleans Square
- 3 Potential Entertainment Venue
- 4 Entries and Signage
- 5 Future Site of the Clark County Arts & Cultural Center



Catalytic Projects: Park(ing) Lot

PARK SCALE COMPARISONS



HISTORIC COMMERCIAL CENTER



POP COURTS CHICAGO



POZNAN CITY HALL POLAND



SUPERKILEN COPENHAGEN



LITTLE ISLAND NEW YORK

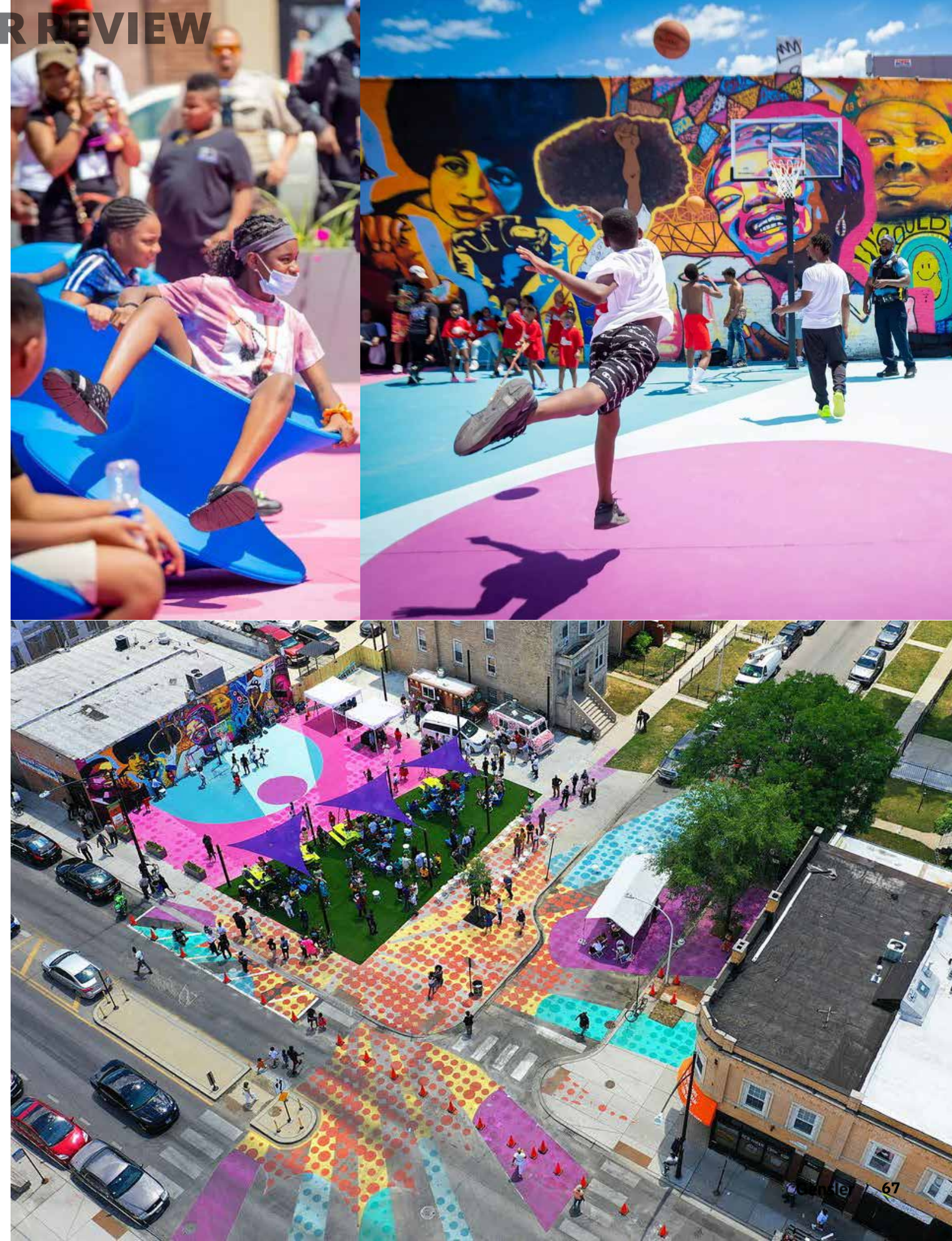


SPRINGS PRESERVE LAS VEGAS

Catalytic Projects: Park(ing) Lot

POP COURTS CHICAGO

VACANT LOT TURNED PARK - SENSE OF PLACE AND IDENTITY FOR
COMMUNITY - PLACE FOR ACTIVITY, GATHERING AND COMMERCE - FLEXIBLE
PROGRAMMING - INTEGRATED ART - TRANSFORMABLE - SHADE ELEMENTS -
LOW FIDELITY



Catalytic Projects: Park(ing) Lot

POZNAN CITY HALL POZNAN POLAND

FORMER PARKING LOT - MOVABLE STREET FURNITURE - MOBILE PLANTING
- COMMUNITY AND PUBLIC SQUARE - STREET CAFE - GREEN OASIS - MULTI-
FUNCTIONAL PUBLIC SPACE - CONFIGURABLE AMPHITHEATER - HUMAN
SCALE - INTIMATE



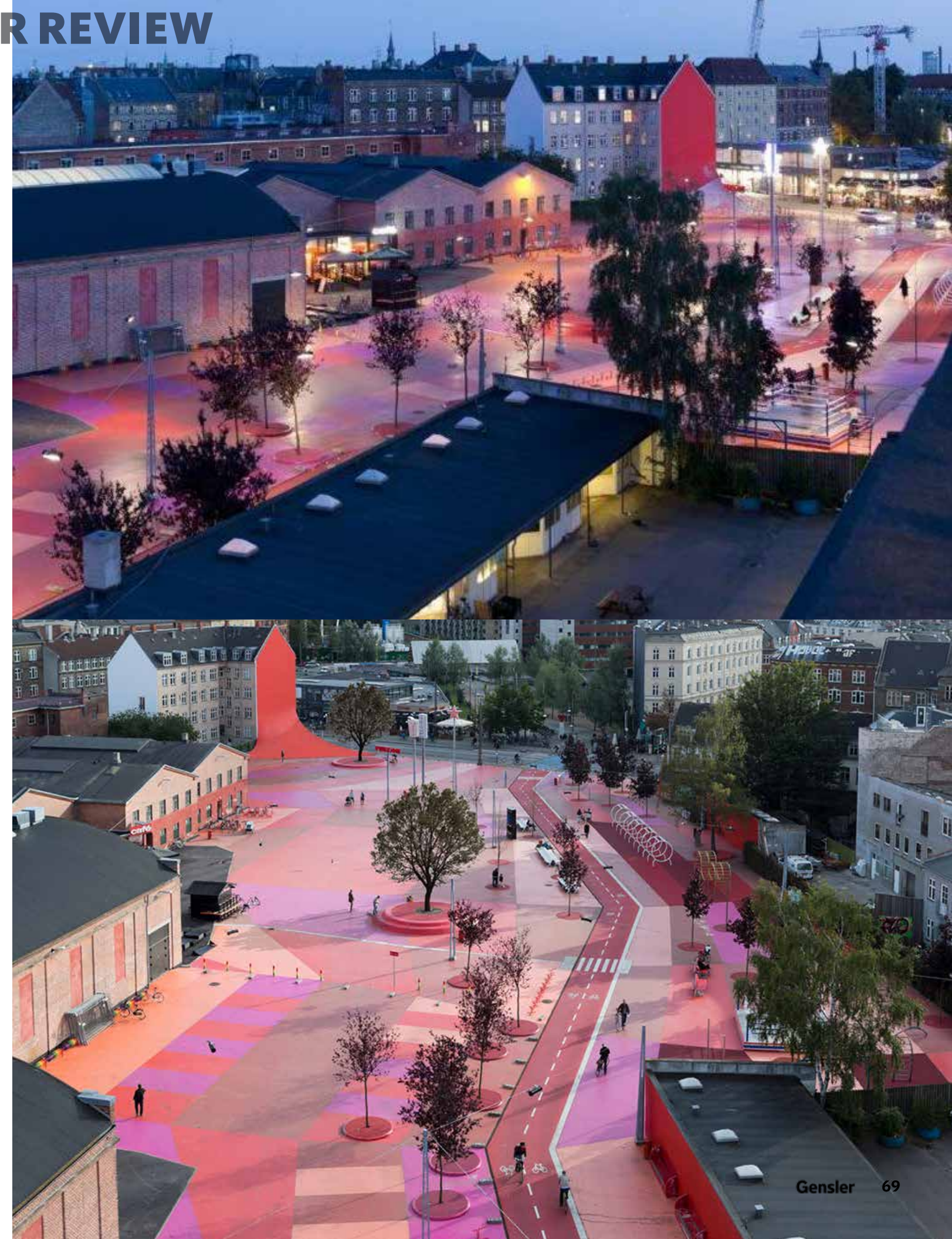
Catalytic Projects: Park(ing) Lot

SUPER KILLEN

COPENHAGEN

DENMARK

FORMER HOCKEY FIELD - INTERACTIVE URBAN LANDSCAPE - COMMUNITY
SQUARE - CELEBRATES DIVERSE CULTURAL IDENTITIES- MULTI-FUNCTIONAL
PUBLIC SPACE - POP UP MARKET PLACE - PLAYGROUND - FITNESS
AMENITIES - HUMAN SCALE - TRANSFORMABLE



Catalytic Projects: Park(ing) Lot

LITTLE ISLAND

NEW YORK

GREEN OASIS - PERFORMANCE VENUES - INDIGENOUS TREES AND
PLANTING - ORGANIC BUT STANDARDIZED - FOOD TRUCK FESTIVALS - POP
UP MARKETS - CREATIVE COMMUNITY PARTNERSHIPS - TEEN NIGHTS -
WORKFORCE DEVELOPMENT OPPORTUNITIES



Catalytic Projects: Park(ing) Lot

SPRINGS PRESERVE LAS VEGAS

DESERT OASIS - INDIGENOUS AND DESERT-ADAPTED PLANTING -
PRIORITIZING RESOURCE EFFICIENCY - ON-SITE RENEWABLE POWER
GENERATION - RECYCLED MATERIALS - BIO-FILTRATION WETLANDS
DESTINATION FOR LOCALS AND VISITORS



Catalytic Projects: Park(ing) Lot

PROJECT DESIGN PRINCIPLES:

Prioritize the **PARK** in
PARK(ING)



Inspire **ACTIVATION**
through Flexibility



Be an **ECONOMIC**
ENGINE for Local
Businesses



Serve as an **AMENITY**
for Locals and Visitors



Design for the **CLIMATE**

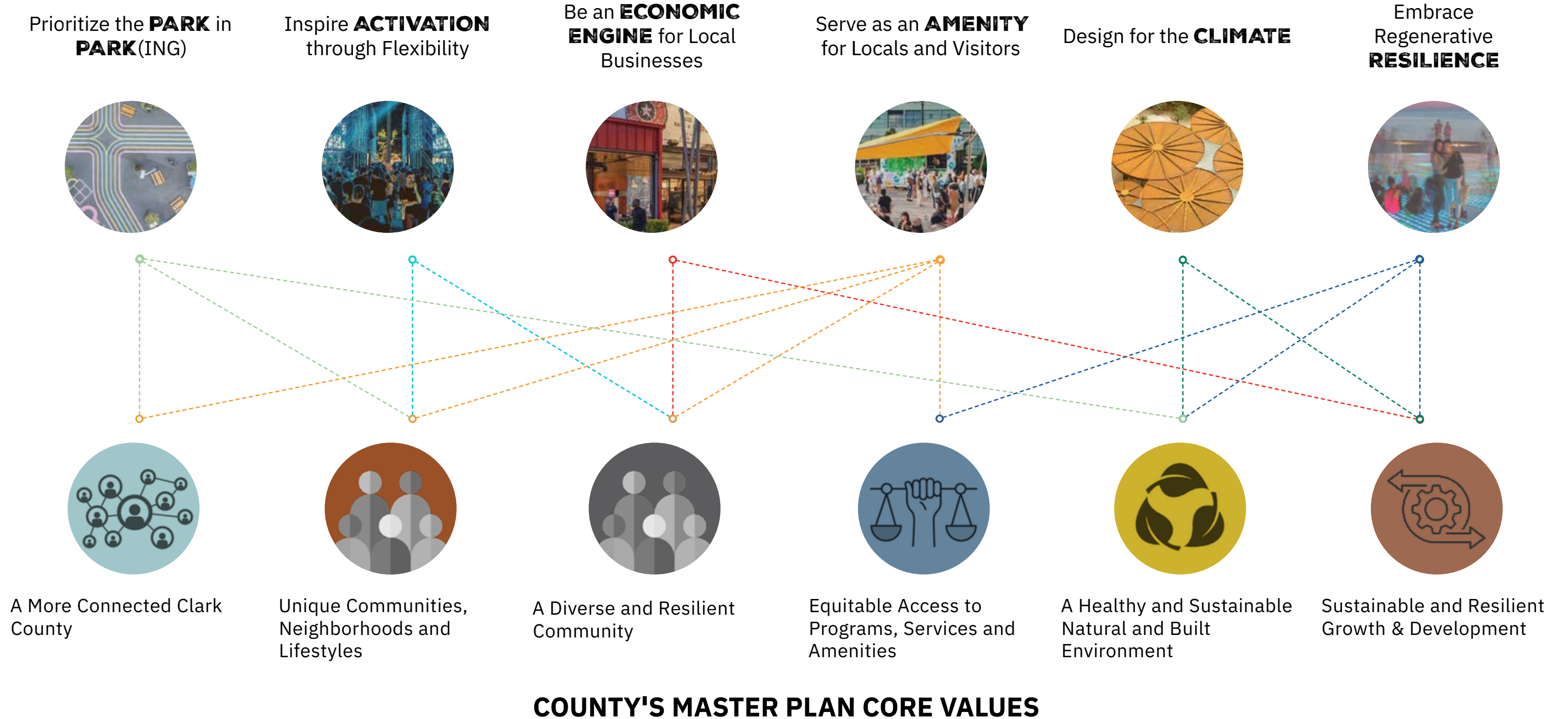


Embrace
Regenerative
RESILIENCE



Catalytic Projects: Park(ing) Lot

ALIGNING WITH COUNTY VALUES:



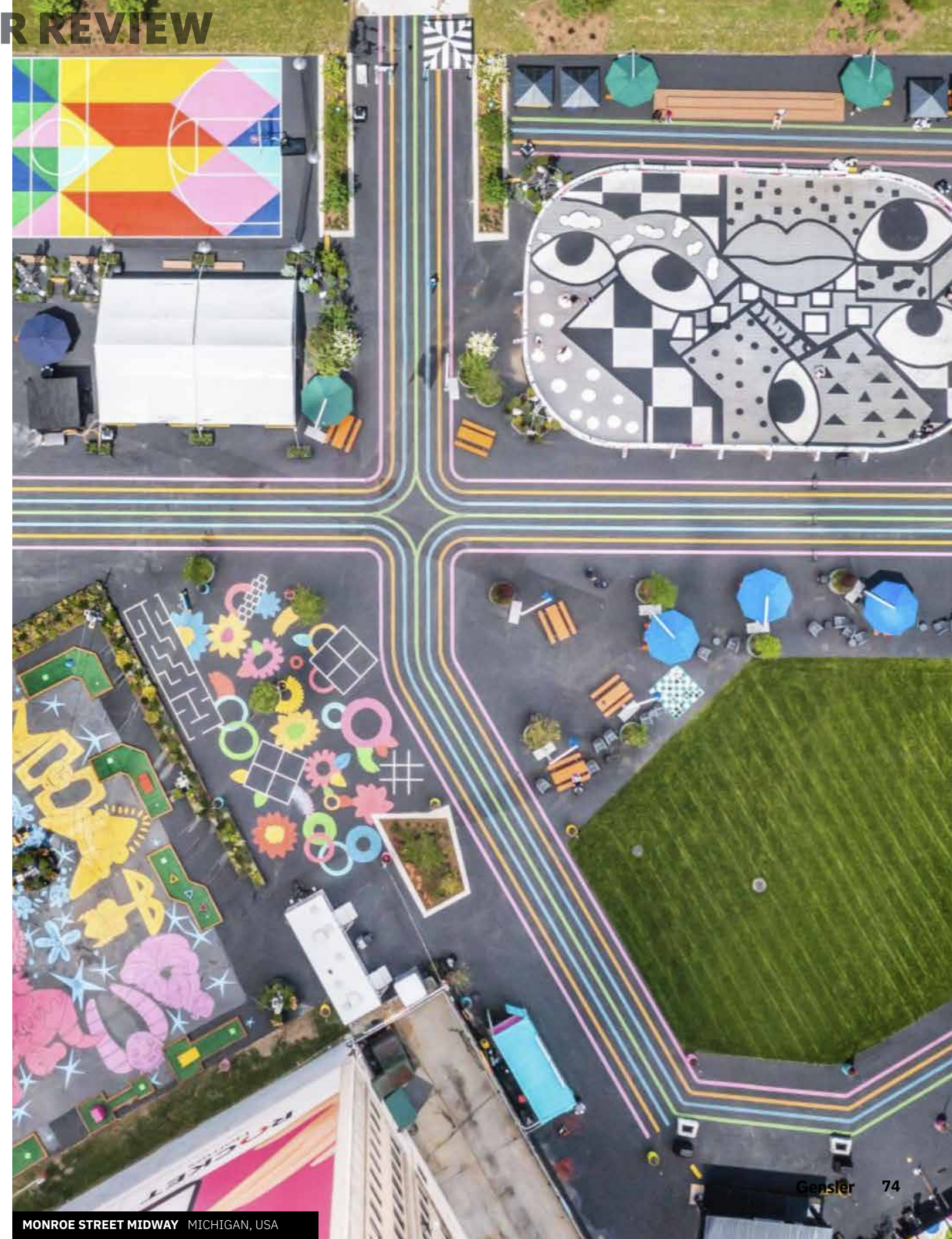
Catalytic Projects: Park(ing) Lot

PRIORITIZE THE PARK IN PARK(ING)

Reimagine the expansive under-utilized vehicular parking as a recreational park, **prioritizing a people-centric environment that fosters connectivity and activation.** Think outside of pristine green lawn and imagine our **park as a space designed for public enjoyment; a destination for moments of activation and respite.**



Historic Commercial Center Draft Vision Plan





OGMIOS PUBLIC SPACE VILNIUS, LITHUANIA



STATIONSPLEIN LEIDEN LEIDEN, NETHERLANDS



Historic Commercial Center Draft Vision Plan

THE SPOT 4MKE WISCONSIN, USA

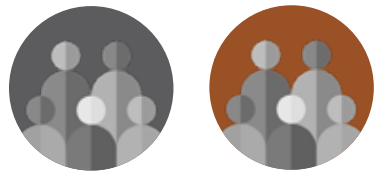


UNIVERSITY OF WATERLOO ONTARIO, CANADA

Catalytic Projects: Park(ing) Lot

INSPIRE ACTIVATION THROUGH FLEXIBILITY

Create flexible spaces that provide **platforms to accommodate a diversity of needs and use types**. A solution for evolution, flexible design enables continuous reinvention. Modular, movable, and infrastructure-ready frameworks establish a **backdrop to easily adjust to the needs of unique communities**, creating endless opportunities for adaptation, art integration and activation.





POZNAŃ CITY HALL POZNAŃ, POLAND



OCUPAÇÃO CONEXIDADE RIO DE JANEIRO, BRAZIL

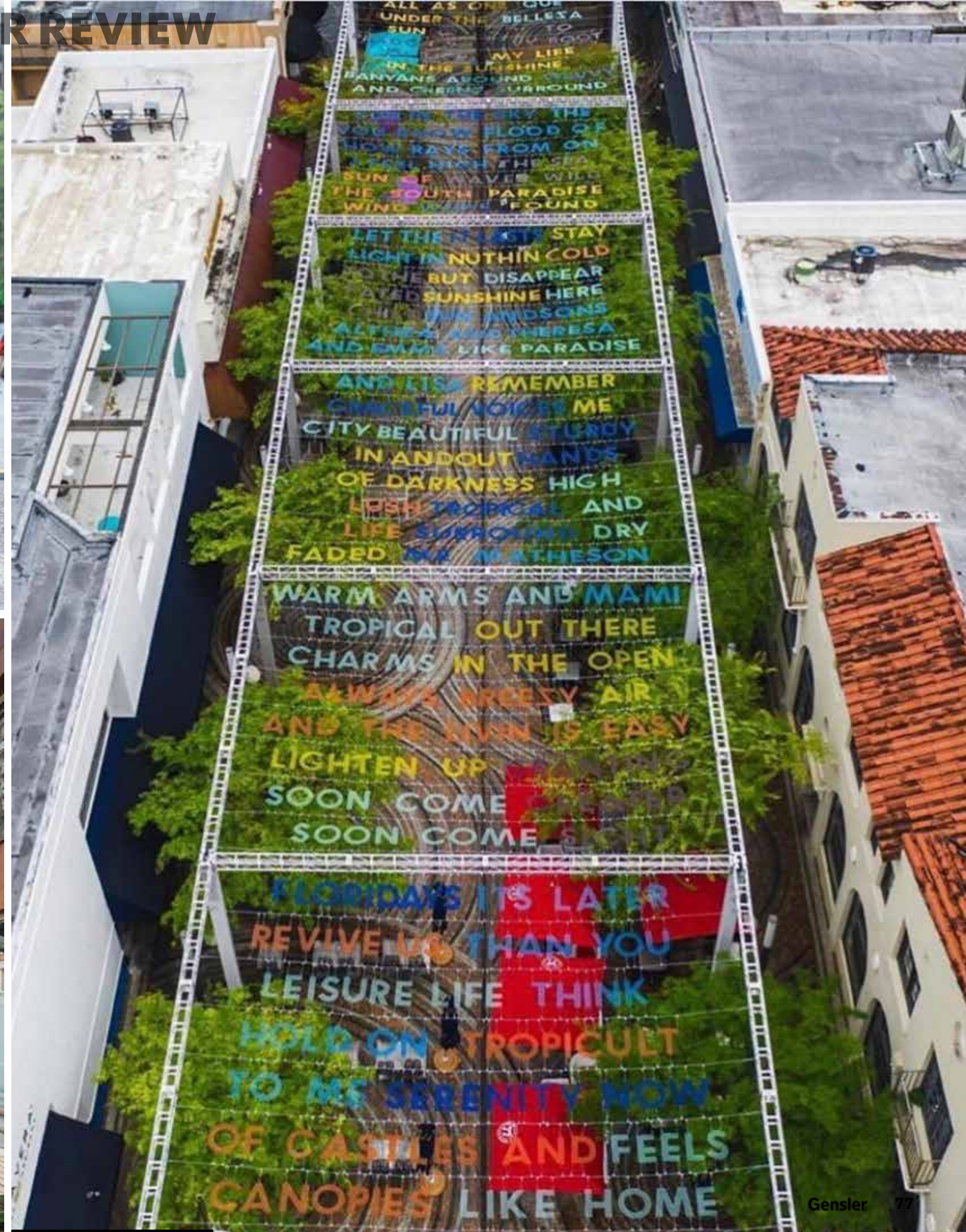


Historic Commercial Center Draft Vision Plan

OCT HARBOR PLUS FOSHAN, CHINA



URBAN BLOOM SHANGHAI, CHINA



SUN STORIES FLORIDA, USA

Catalytic Projects: Park(ing) Lot

BE AN ECONOMIC ENGINE FOR LOCAL BUSINESSES

Becoming an integral stitch in the local small business economy, our mindset is that of community serving. Engaging, **people-centric environments** increases revenue opportunities for small and entrepreneurial businesses, supporting a local circular economy with a **sustainable growth and development mindset**.





BAR FLORES LOS ANGELES, USA



MAUM MARKET (THE ROW) LOS ANGELES, USA



Historic Commercial Center Draft Vision Plan

POKETO BOUTIQUE LOS ANGELES, USA



MANIFESTO MARKET PRAUGE, CZECH REPUBLIC

Catalytic Projects: Park(ing) Lot

BE AN AMENITY FOR LOCALS & VISITORS

Create welcoming, pleasurable environments that can function both as a living room for local neighborhoods and a destination for visitors, near and far. Complementing **equitable access programs, services, and amenities** with **diverse cultural programming and events** serves to **celebrate Las Vegas's unique communities**.





LEI DAY PARADE LAS VEGAS, USA



LAVECINDAD LAS VEGAS, USA



Historic Commercial Center Draft Vision Plan

THE COMPOSERS ROOM LAS VEGAS, USA

Vk Chopan



NEON MUSEUM LAS VEGAS, USA

Catalytic Projects: Park(ing) Lot

DESIGN FOR THE LOCAL CLIMATE

Employ sustainable design strategies that consider the local climate, serving to **prioritize human comfort** while also contributing to the **conservation of natural resources**.

The implementation of native, drought tolerant planting, light colors, and shading strategies actively **reduce the heat island effect** and **minimize water usage** to support a healthy and sustainable natural and built environment.

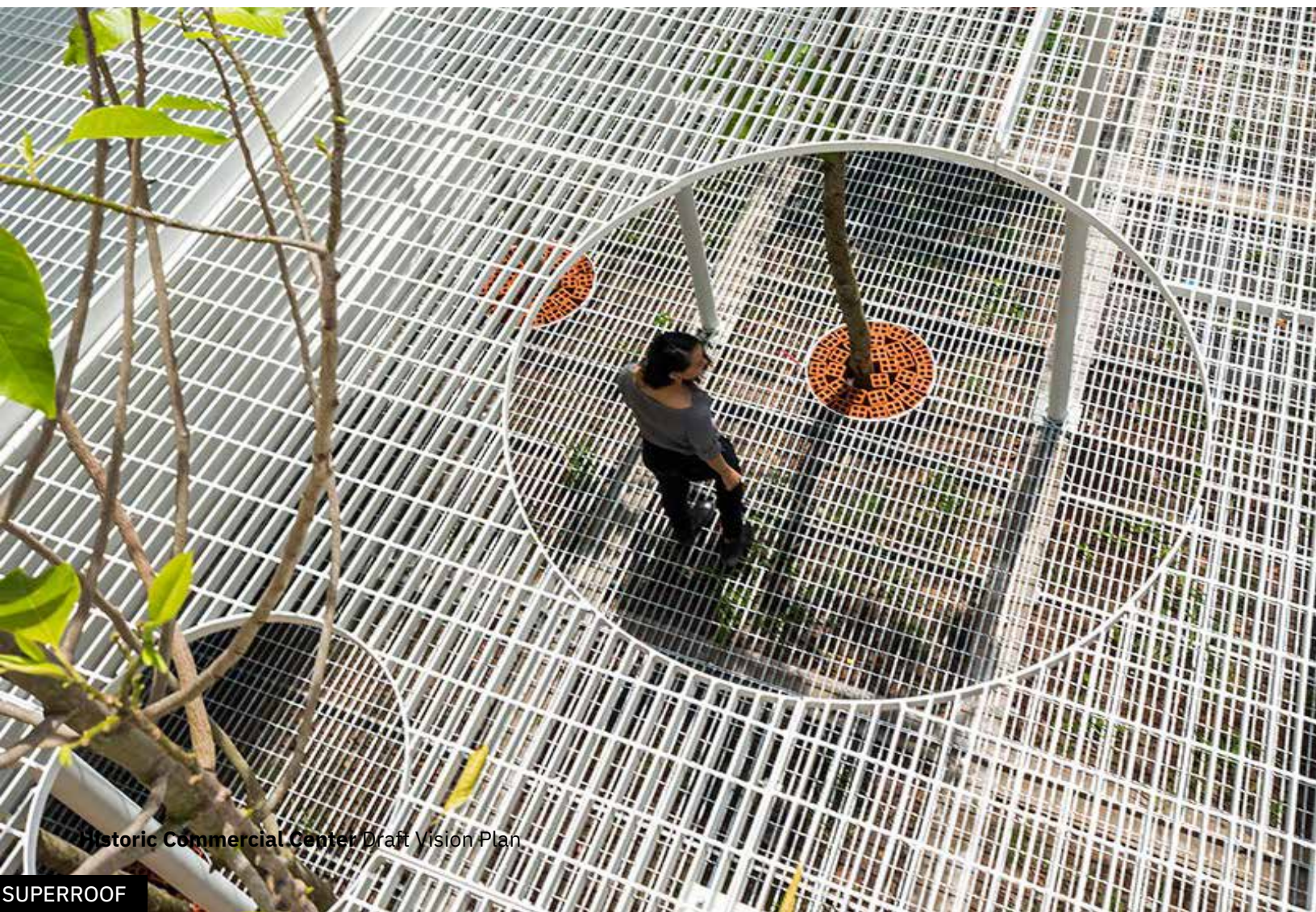




OPEN CENTER FOR CITIZENS ACTIVITIES CORDOBA, SPAIN



INDIGO PLAYGROUNDS BEIJING, CHINA



Historic Commercial Center Draft Vision Plan

SUPERROOF

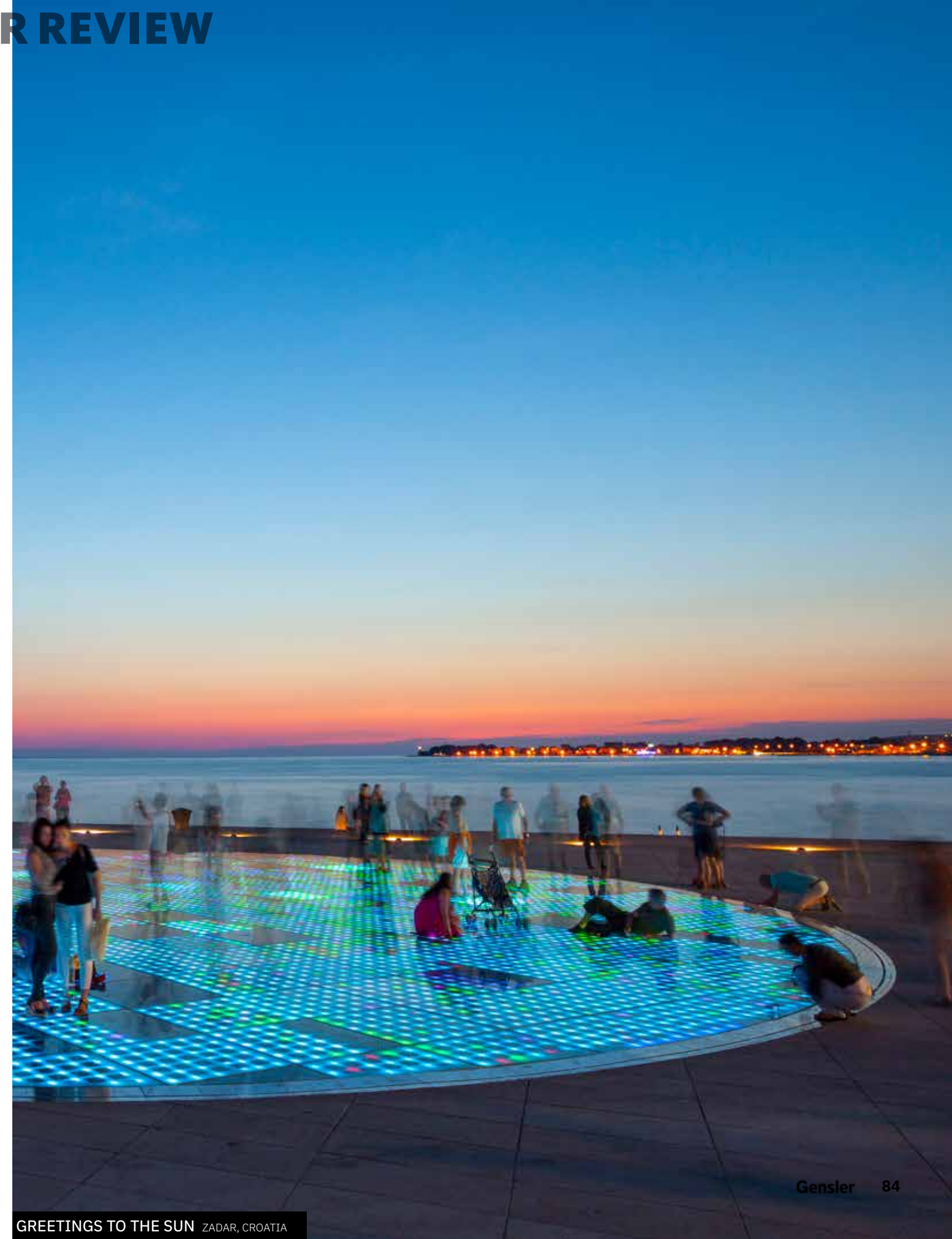
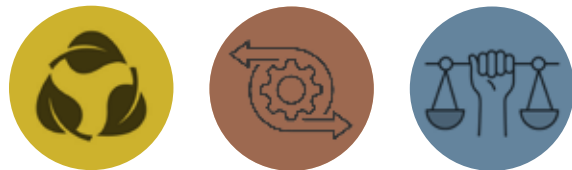


MOMA PS1 NEW YORK, USA

Catalytic Projects: Park(ing) Lot

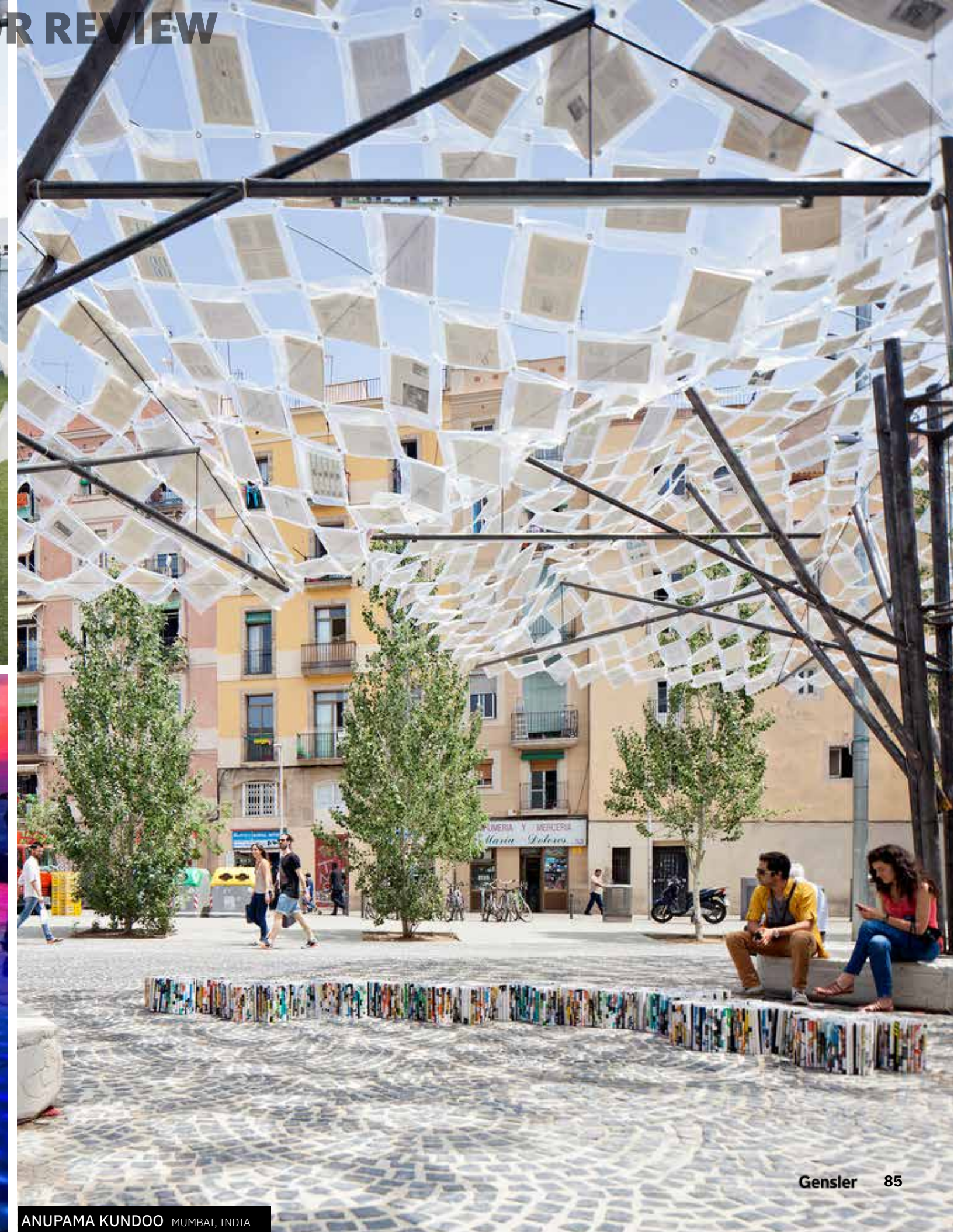
EMBRACE REGENERATIVE RESILIENCE

Engage both passive and active strategies for energy regeneration to support **community resilience**. Leverage the abundance of solar energy through the implementation of photovoltaics, innovative integration of recycled materials, or creating interactive opportunities for **energy generation** at the intersection of **participatory art and science**.





THE LAWN ON D MASSACHUSETTS, USA



Historic Commercial Center Draft Vision Plan

SPRINGS PRESERVE NEVADA, USA

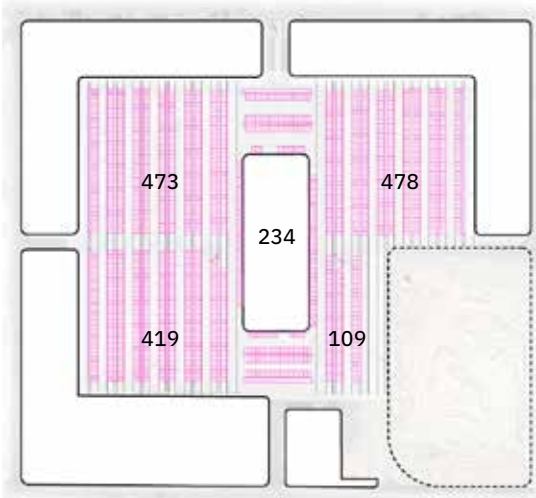


GREETINGS TO THE SUN ZADAR, CROATIA

ANUPAMA KUNDOO MUMBAI, INDIA

Catalytic Projects: Park(ing) Lot
PARKING STRATEGIES

CURRENT PARKING COUNT: **1,326 STALLS**

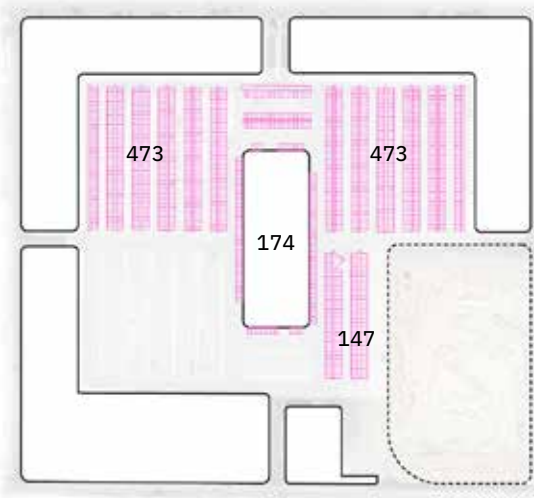


1

90°RE-STRIPE

1,685 TYP STALLS
22 ADA STALLS
6 VAN STALLS

TOTAL: 1,713
(387 ADDITIONAL STALLS)

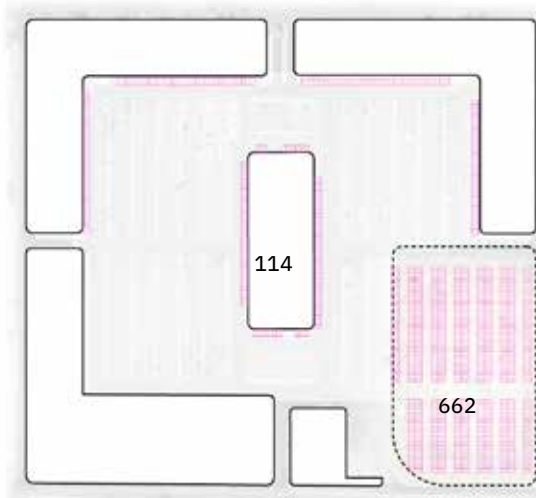


2

NO PARKING IN SW QUAD.

1,243 TYP STALLS
20 ADA STALLS
4 VAN STALLS

TOTAL: 1,267
(56 FEWER STALLS)

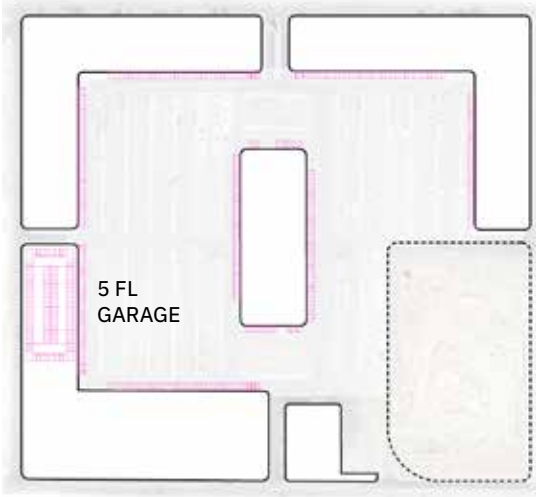


3

SURFACE PARKING ON BOICH SITE

622 SURFACE STALLS
186 CONVENIENCE
114 CONVENIENCE

TOTAL: 922
(404 FEWER STALLS)

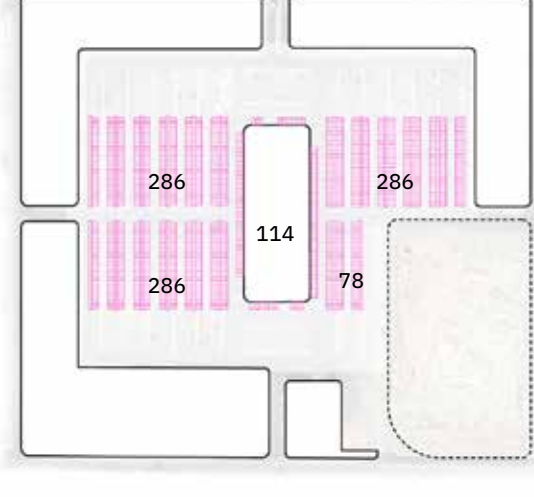


4

3 GARAGES

ASSUME 350SF/STALL
102 STALL/ FL (5 FL GARAGE)
180 STALL/ FL (4 FL GARAGE)

TOTAL: 1,230
(96 FEWER STALLS)

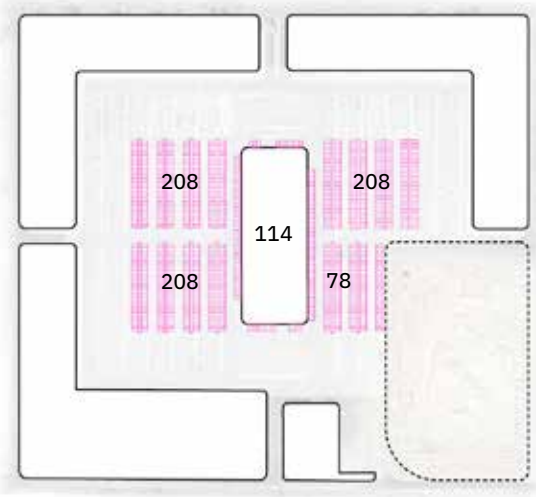


5

REDUCE SURFACE PARKING

1,026 TYP STALLS
20 ADA STALLS
4 VAN STALLS

TOTAL: 1,050
(276 FEWER STALLS)

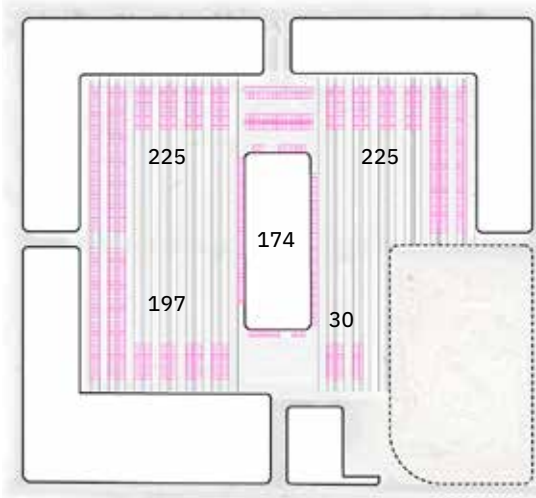


6

MINIMIZE & CENTRALIZE PARKING

892 TOTAL SURFACE STALLS
180 STALL/ FL (2 FL GARAGE)
360 TOTAL GARAGE STALLS

TOTAL: 1,252
(74 FEWER STALLS)

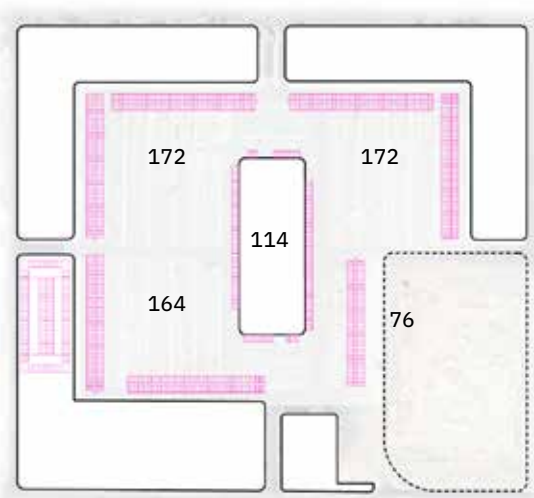


7

PARKING ALONG PERIMETER

827 TYP STALLS
20 ADA STALLS
4 VAN STALLS

TOTAL: 851
(475 FEWER STALLS)

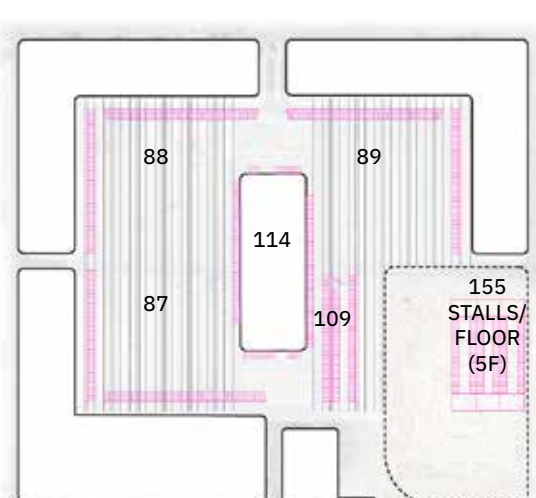


8

PARKING ALONG PERIMETER

962 TYP STALLS
22 ADA STALLS
4 VAN STALLS

TOTAL: 988
(338 FEWER STALLS)



9

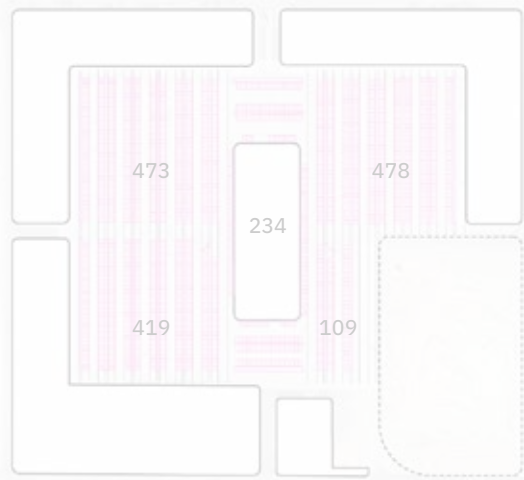
CONVENIENCE PARKING & SURFACE PARKING ON BOICH SITE

487 SURFACE STALLS
775 STRUCTURED STALLS (5F)

TOTAL: 1,262
(64 FEWER STALLS)

Catalytic Projects: Park(ing) Lot
POTENTIAL CONFIGURATIONS

CURRENT PARKING COUNT: 1,326 STALLS

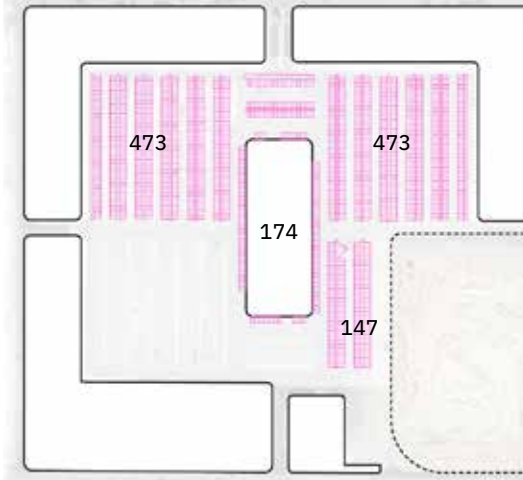


1

90°RE-STRIPE

1,685 TYP STALLS
22 ADA STALLS
6 VAN STALLS

TOTAL: 1,713
(387 ADDITIONAL STALLS)

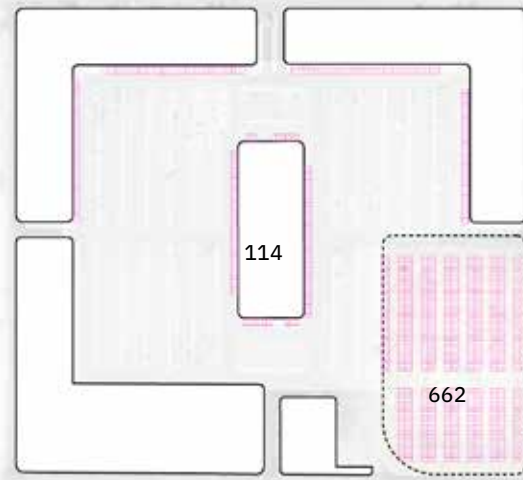


2

NO PARKING IN SW QUAD.

1,243 TYP STALLS
20 ADA STALLS
4 VAN STALLS

TOTAL: 1,267
(56 FEWER STALLS)

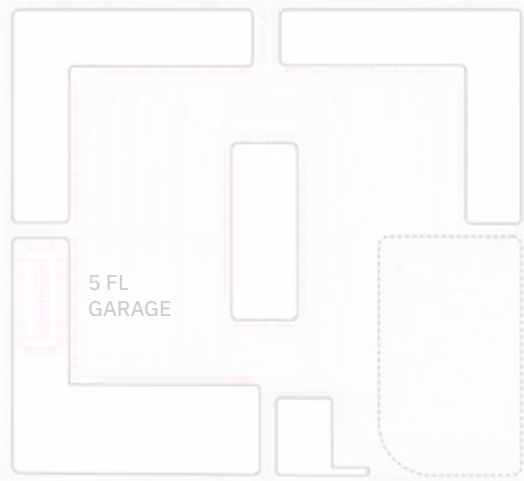


3

SURFACE PARKING ON BOICH SITE

622 SURFACE STALLS
186 CONVENIENCE
114 CONVENIENCE

TOTAL: 922
(404 FEWER STALLS)



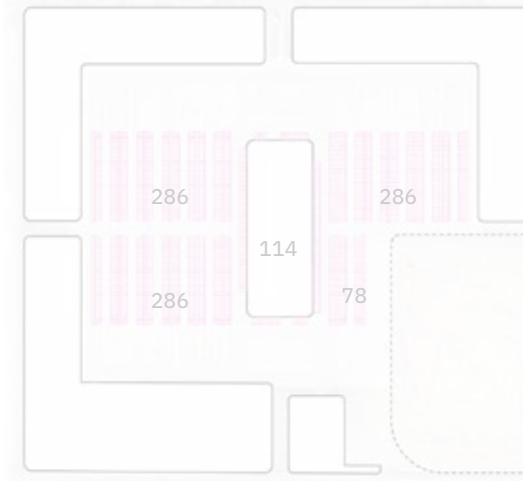
4

2 FL GARAGE

3 GARAGES

ASSUME 350SF/STALL
102 STALL/ FL (5 FL GARAGE)
180 STALL/ FL (4 FL GARAGE)

TOTAL: 1,230
(96 FEWER STALLS)

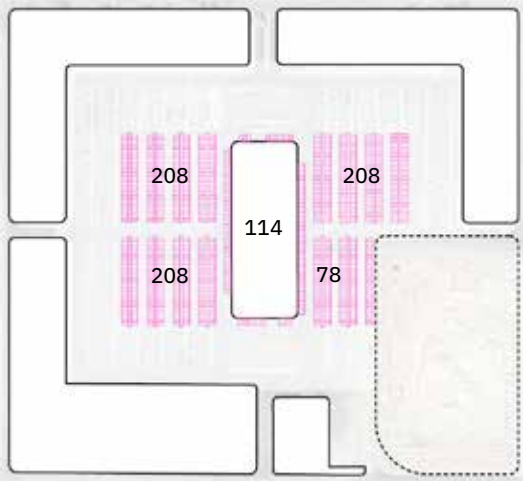


5

REDUCE SURFACE PARKING

1,026 TYP STALLS
20 ADA STALLS
4 VAN STALLS

TOTAL: 1,050
(276 FEWER STALLS)



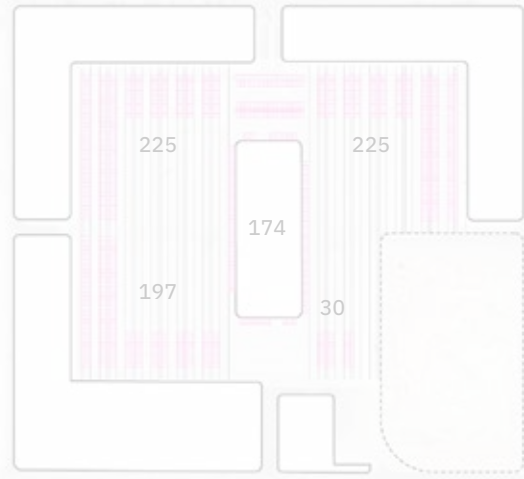
6

2 FL GARAGE

MINIMIZE & CENTRALIZE PARKING

892 TOTAL SURFACE STALLS
180 STALL/ FL (2 FL GARAGE)
360 TOTAL GARAGE STALLS

TOTAL: 1,252
(74 FEWER STALLS)

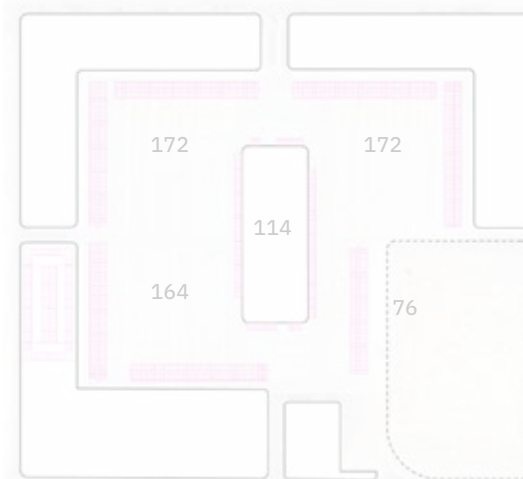


7

PARKING ALONG PERIMETER

827 TYP STALLS
20 ADA STALLS
4 VAN STALLS

TOTAL: 851
(475 FEWER STALLS)

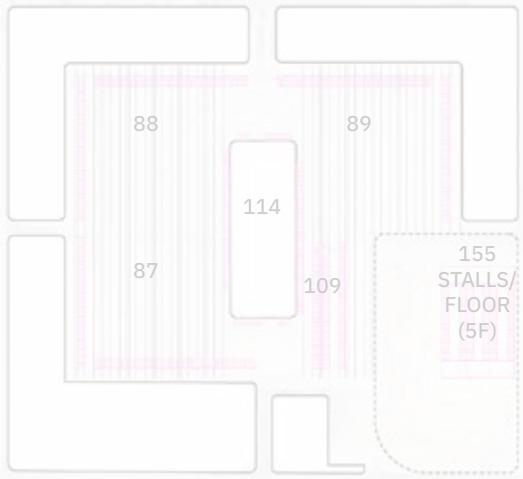


8

PARKING ALONG PERIMETER

962 TYP STALLS
22 ADA STALLS
4 VAN STALLS

TOTAL: 988
(338 FEWER STALLS)



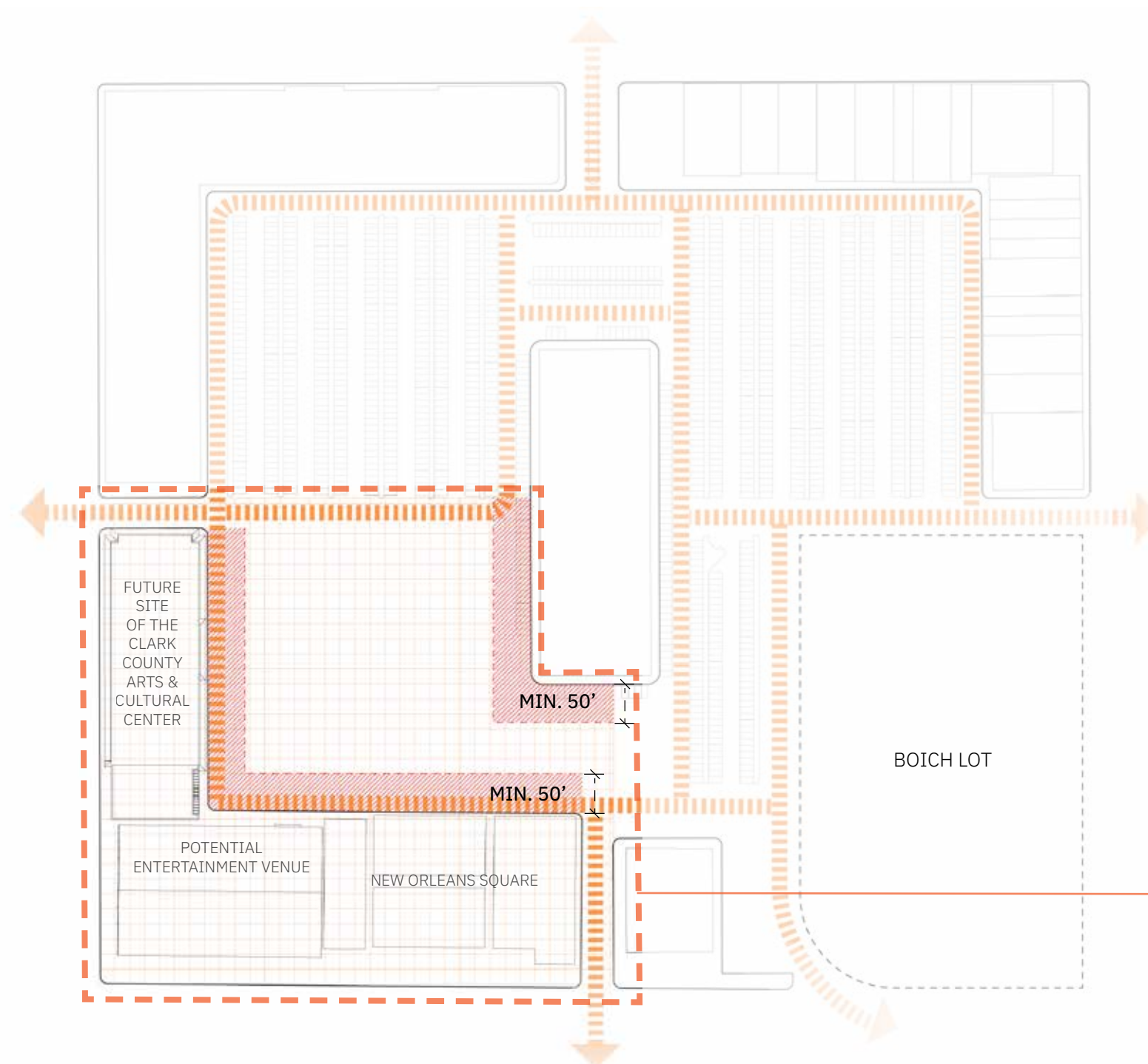
9

CONVENIENCE PARKING & SURFACE PARKING ON BOICH SITE

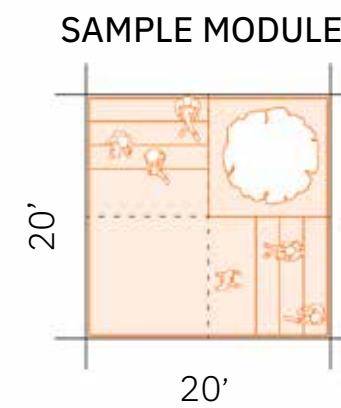
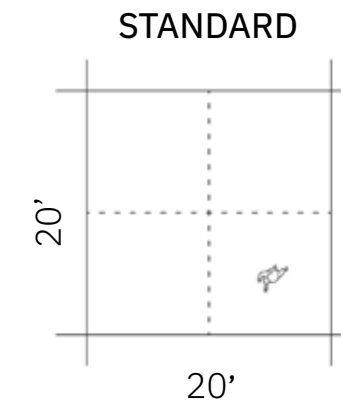
487 SURFACE STALLS
775 STRUCTURED STALLS (5F)

TOTAL: 1,262
(64 FEWER STALLS)

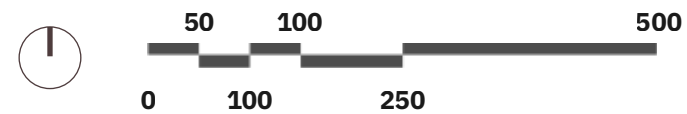
Catalytic Projects: Park(ing) Lot CIRCULATION + MODULATION



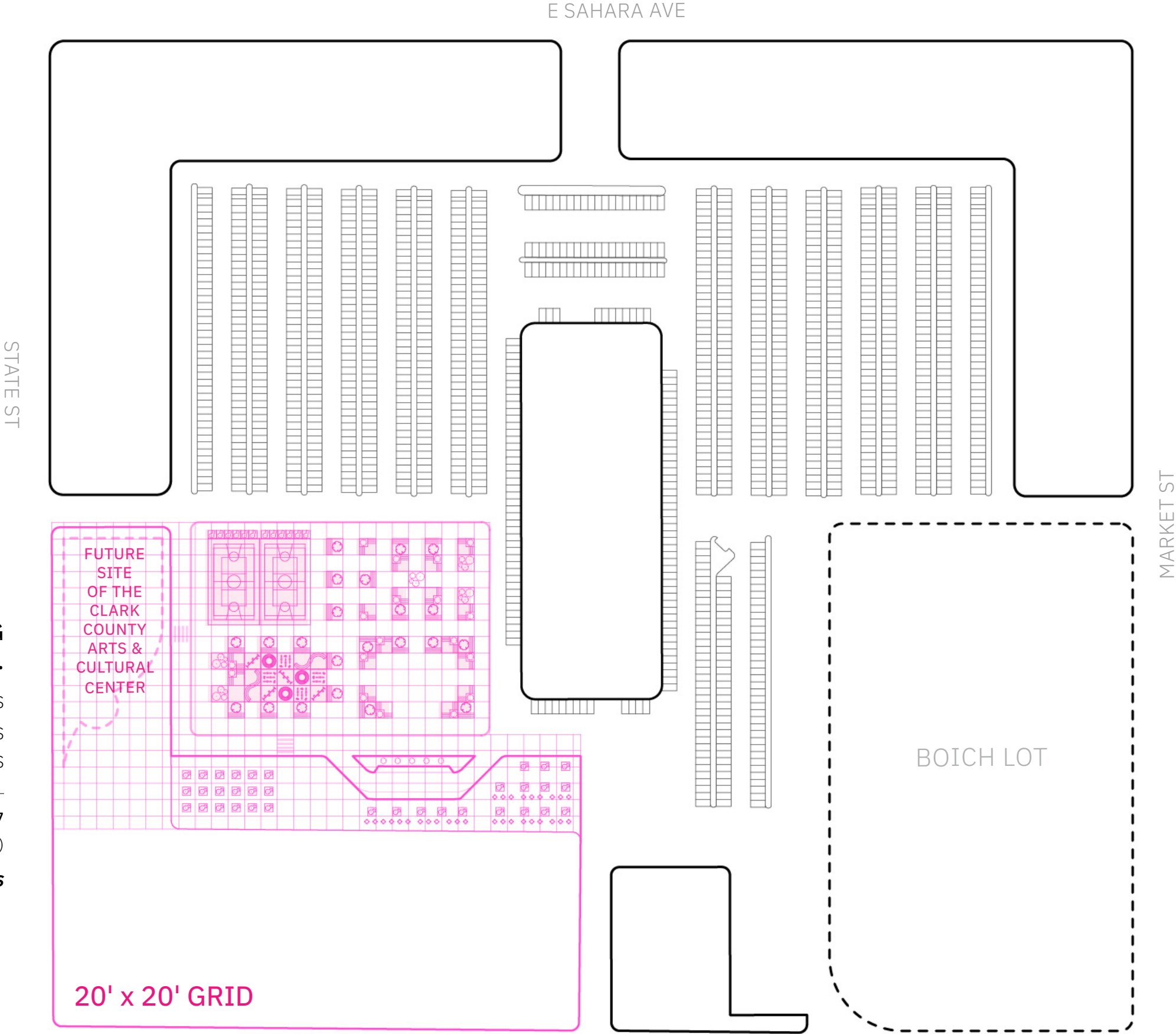
GRID MODULATION



VEHICULAR CIRCULATION FIRE DEPARTMENT ACCESS ZONE



Catalytic Projects: Park(ing) Lot
SCHEME 01:
THE PLAZA

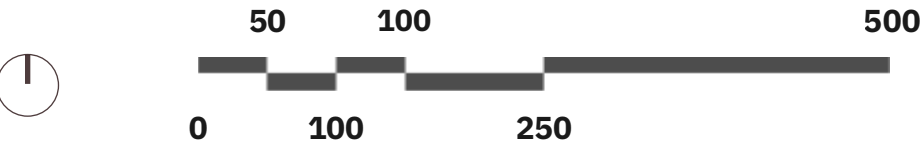


**#2: REMOVE PARKING
IN SW QUAD.**

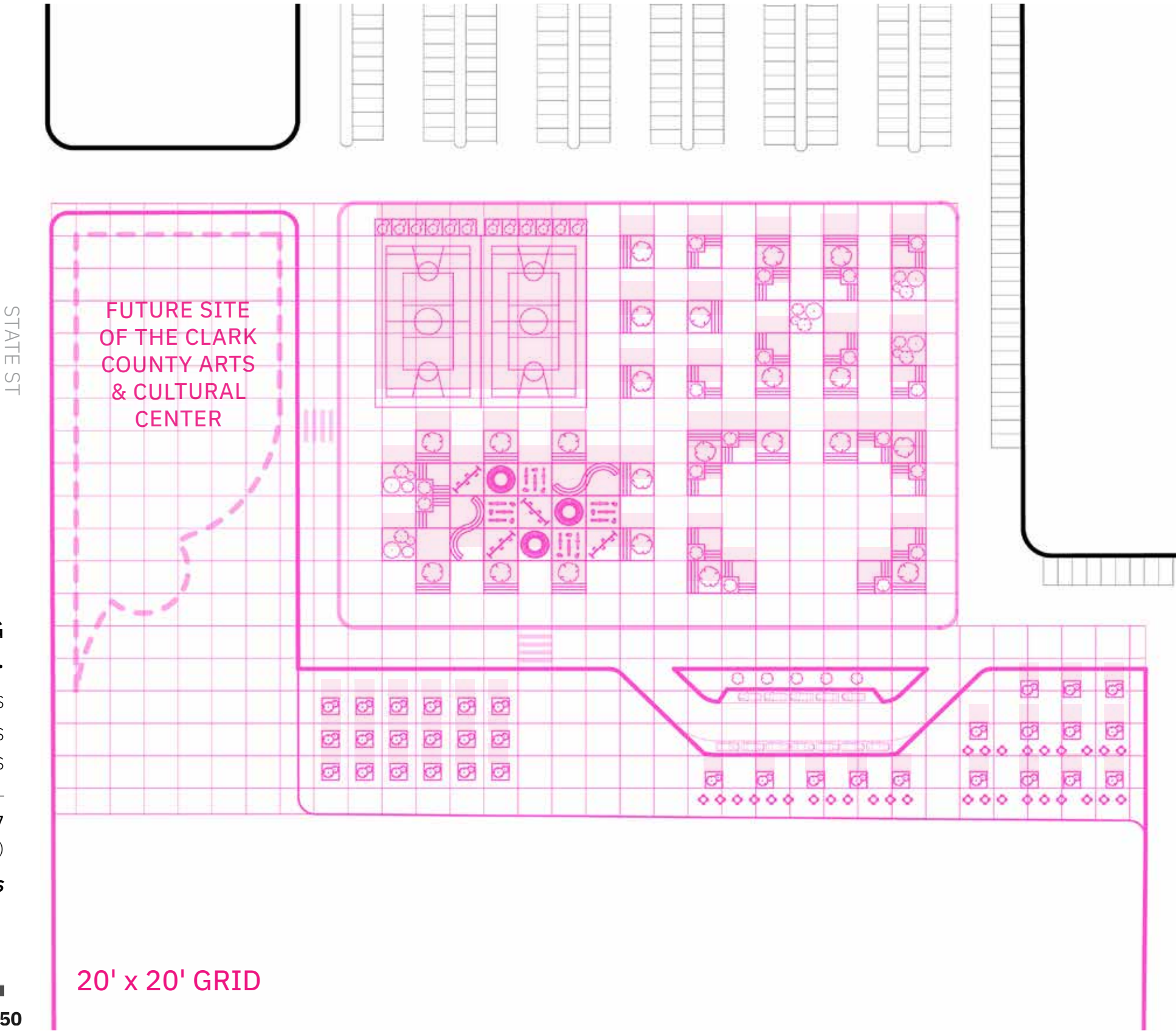
1,243 TYP STALLS
20 ADA STALLS
4 VAN STALLS

TOTAL: 1,267
(56 STALLS UNDER CURRENT)

CURRENT PARKING COUNT: **1,326 STALLS**



Catalytic Projects: Park(ing) Lot
SCHEME 01:
THE PLAZA



**#2: REMOVE PARKING
IN SW QUAD.**

1,243 TYP STALLS
20 ADA STALLS
4 VAN STALLS

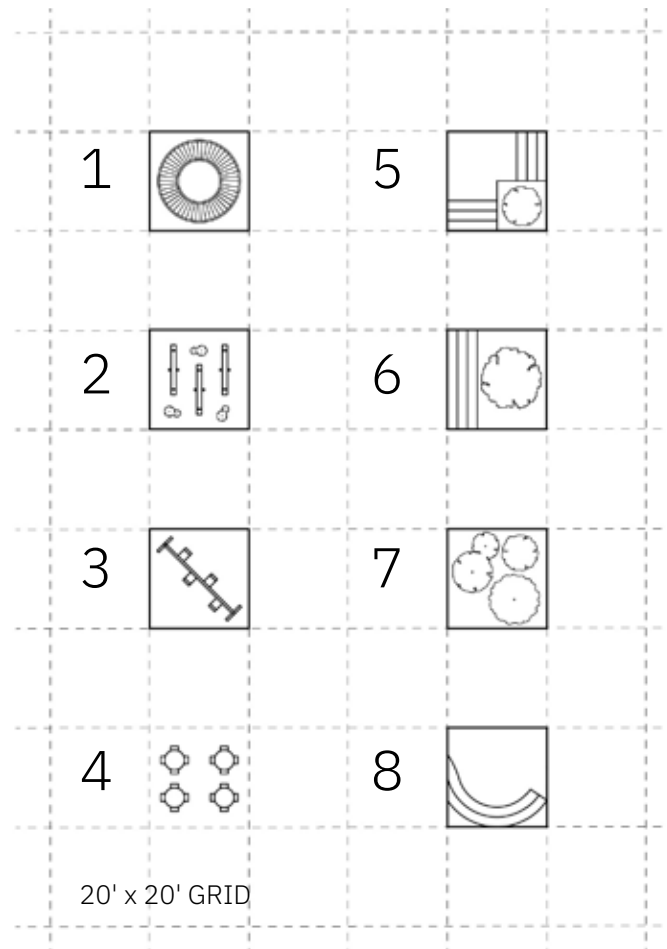
TOTAL: 1,267
(56 STALLS UNDER CURRENT)

CURRENT PARKING COUNT: **1,326 STALLS**



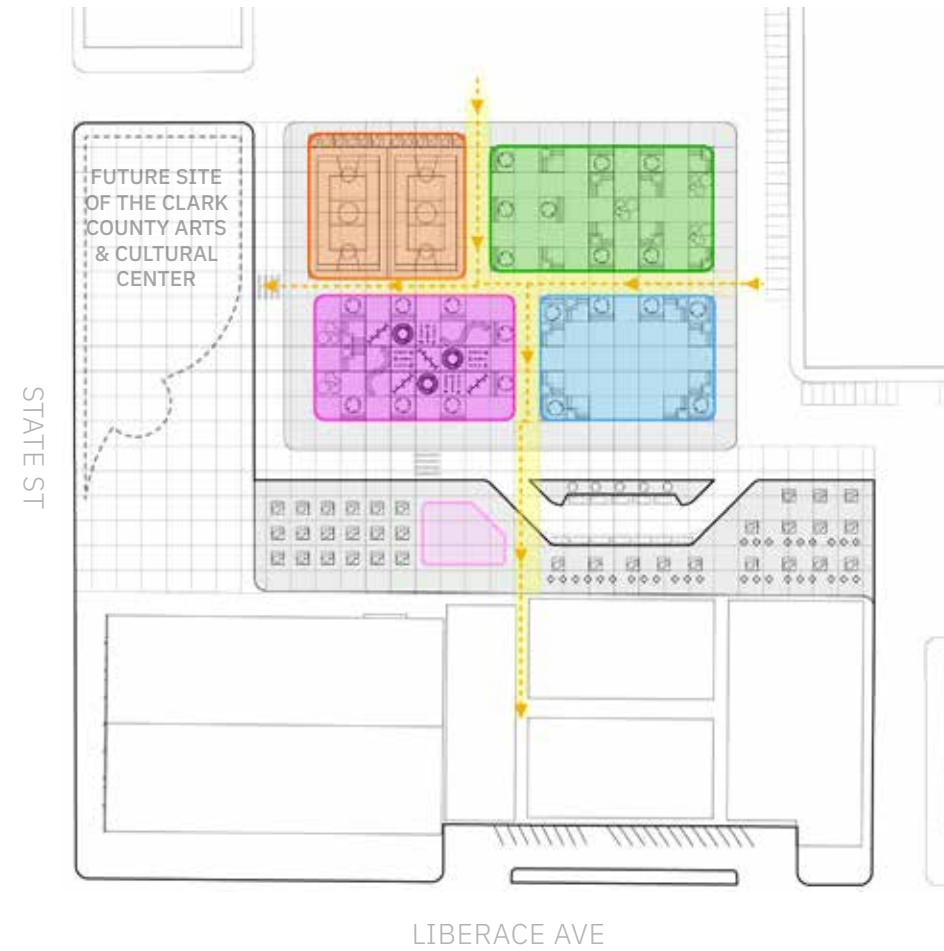
Catalytic Projects: Park(ing) Lot SCHEME 01: THE PLAZA

MODULES

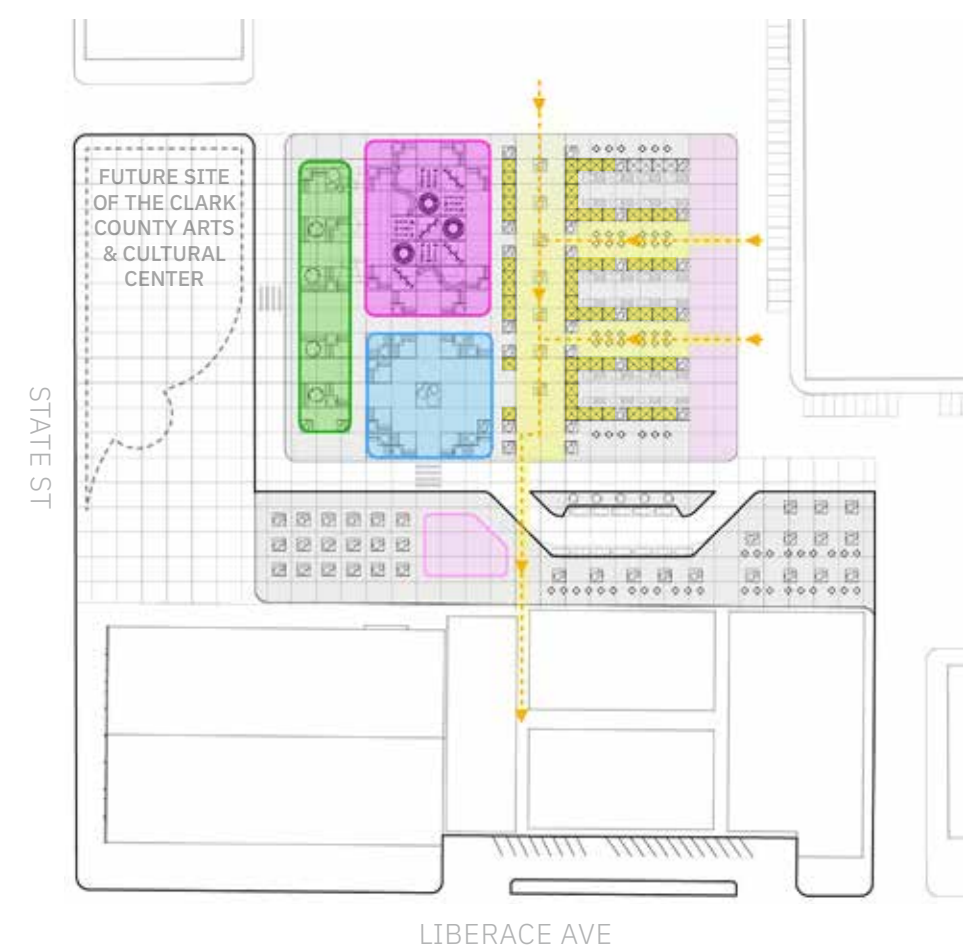


- MULTI-SPORT COURTS
- VENDOR TENTS
- PEDESTRIAN CIRCULATION
- PARK-SCAPE
- PUBLIC FORUM/ PERFORMANCE
- ART INSTALLATION
- PLAY

TYPICAL



FARMER'S MARKET



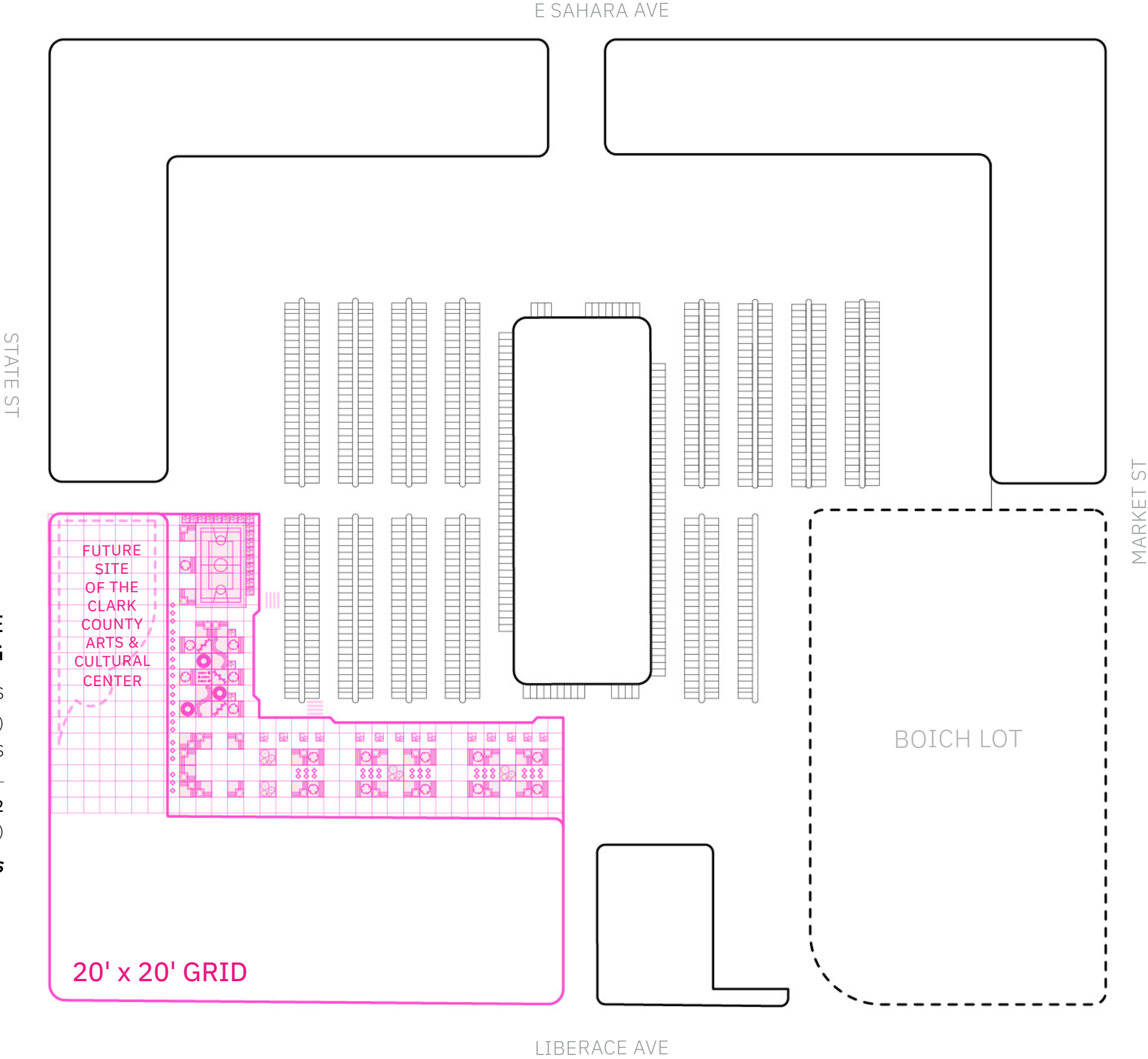
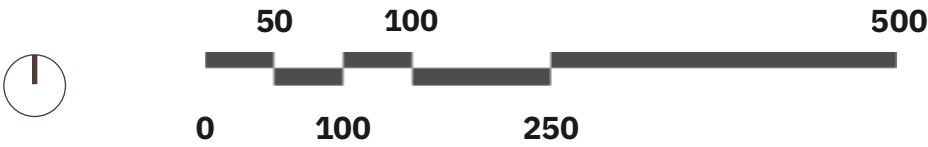
Catalytic Projects: Park(ing) Lot
SCHEME 02:
THE PORCH

#6: MINIMIZE & CENTRALIZE
PARKING

892 TOTAL SURFACE STALLS
180 STALL/ FL (2 FL GARAGE)
360 TOTAL GARAGE STALLS

TOTAL: 1,252
(74 STALLS UNDER CURRENT)

CURRENT PARKING COUNT: **1,326 STALLS**



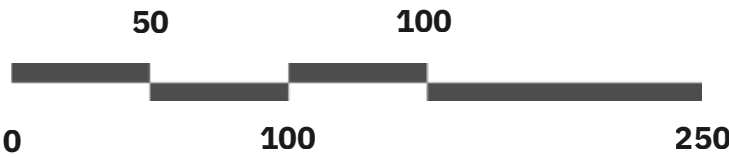
Catalytic Projects: Park(ing) Lot
SCHEME 02:
THE PORCH

#6: MINIMIZE & CENTRALIZE
PARKING

892 TOTAL SURFACE STALLS
180 STALL/ FL (2 FL GARAGE)
360 TOTAL GARAGE STALLS

TOTAL: 1,252
(74 STALLS UNDER CURRENT)

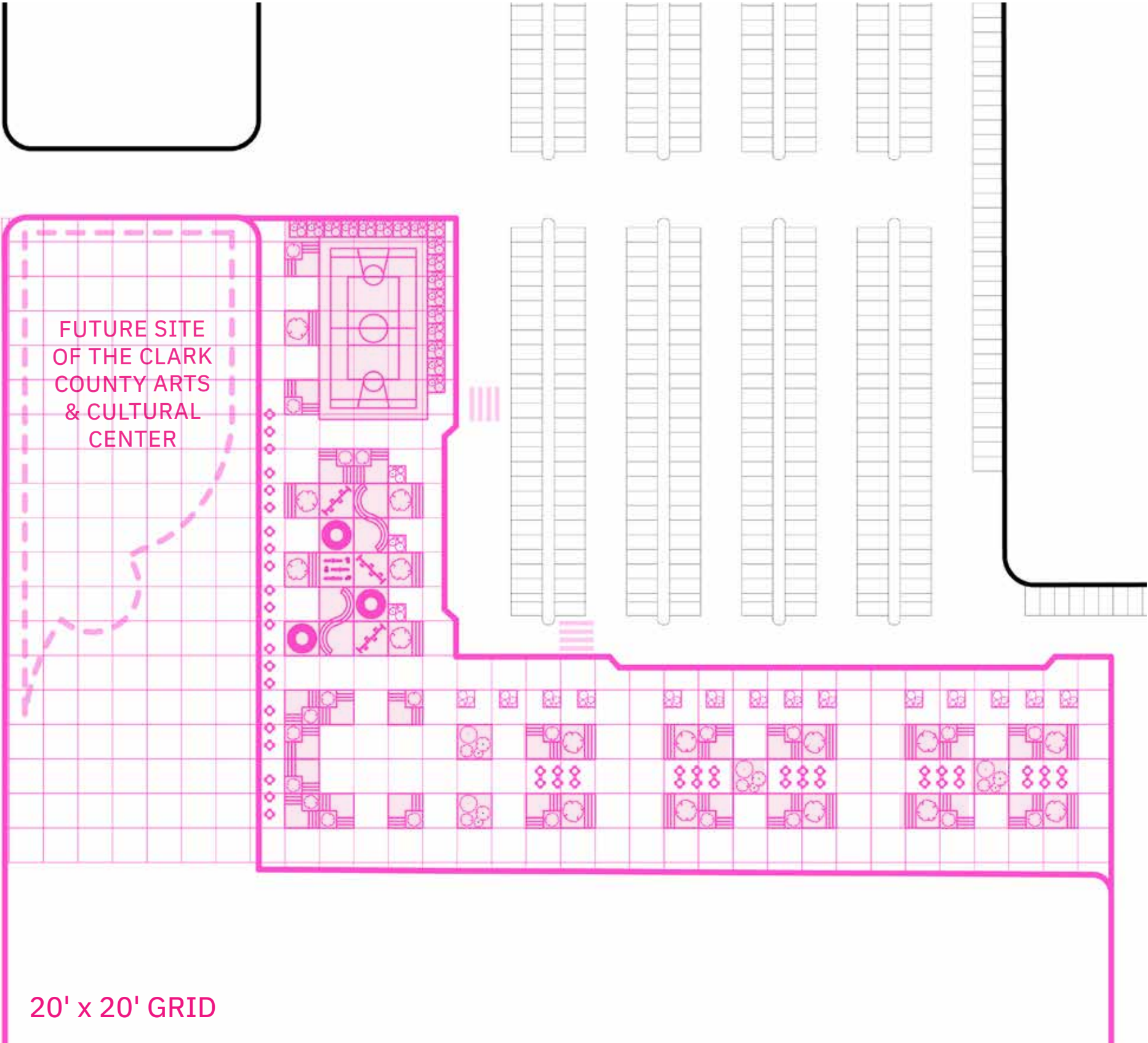
CURRENT PARKING COUNT: **1,326 STALLS**



STATE ST

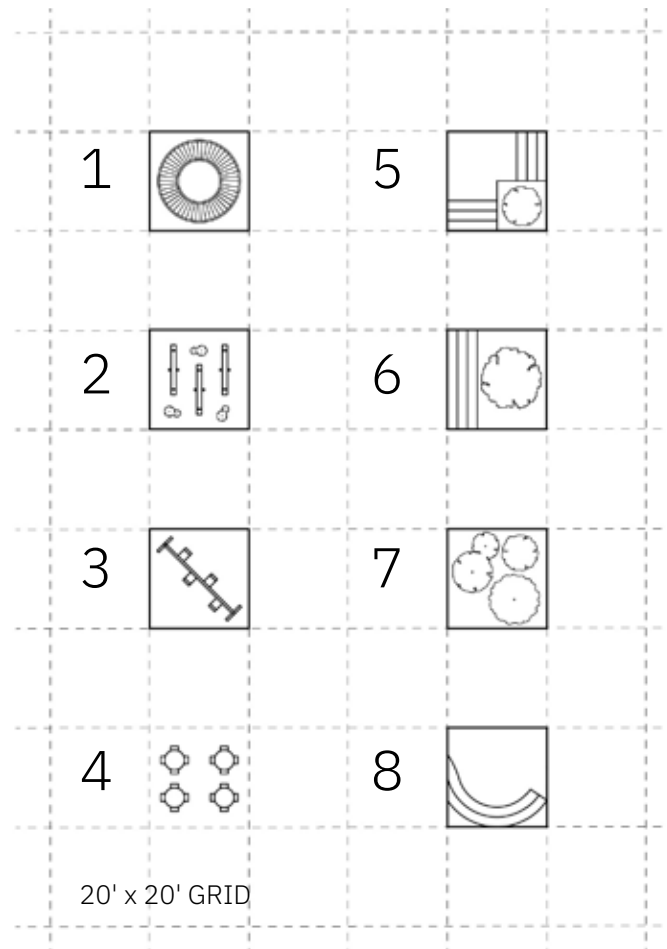
FUTURE SITE
OF THE CLARK
COUNTY ARTS
& CULTURAL
CENTER

20' x 20' GRID



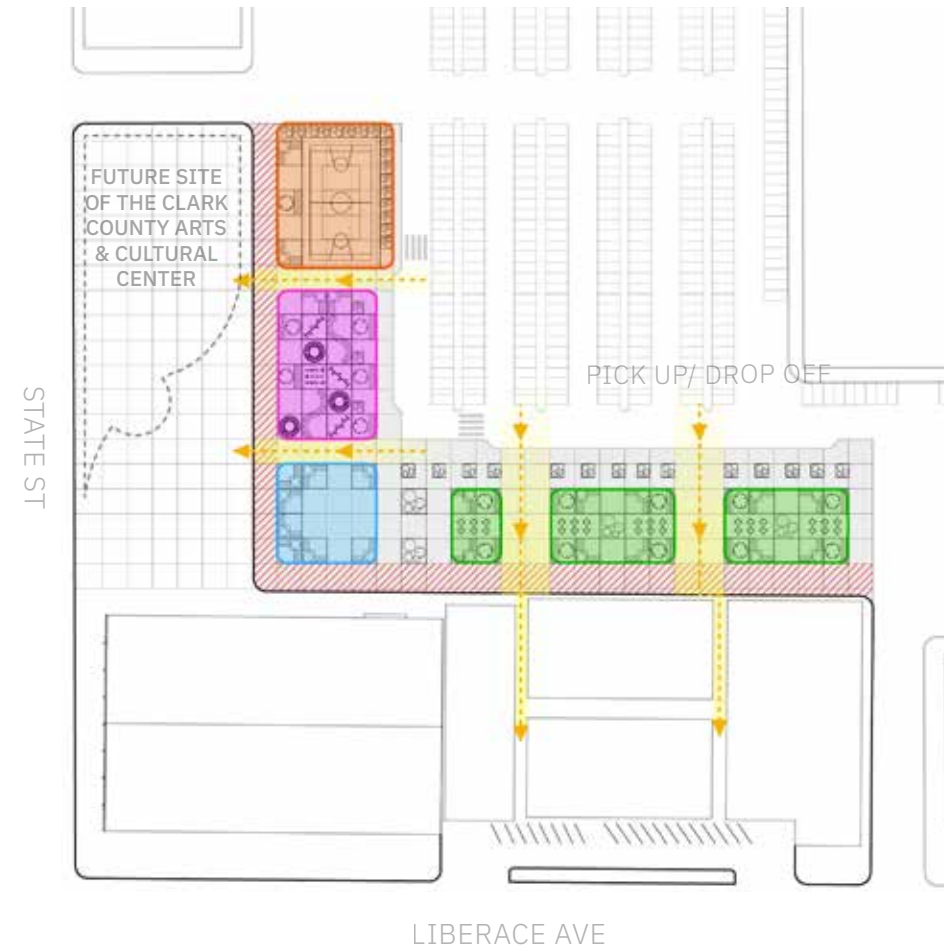
Catalytic Projects: Park(ing) Lot SCHEME 02: THE PORCH

MODULES

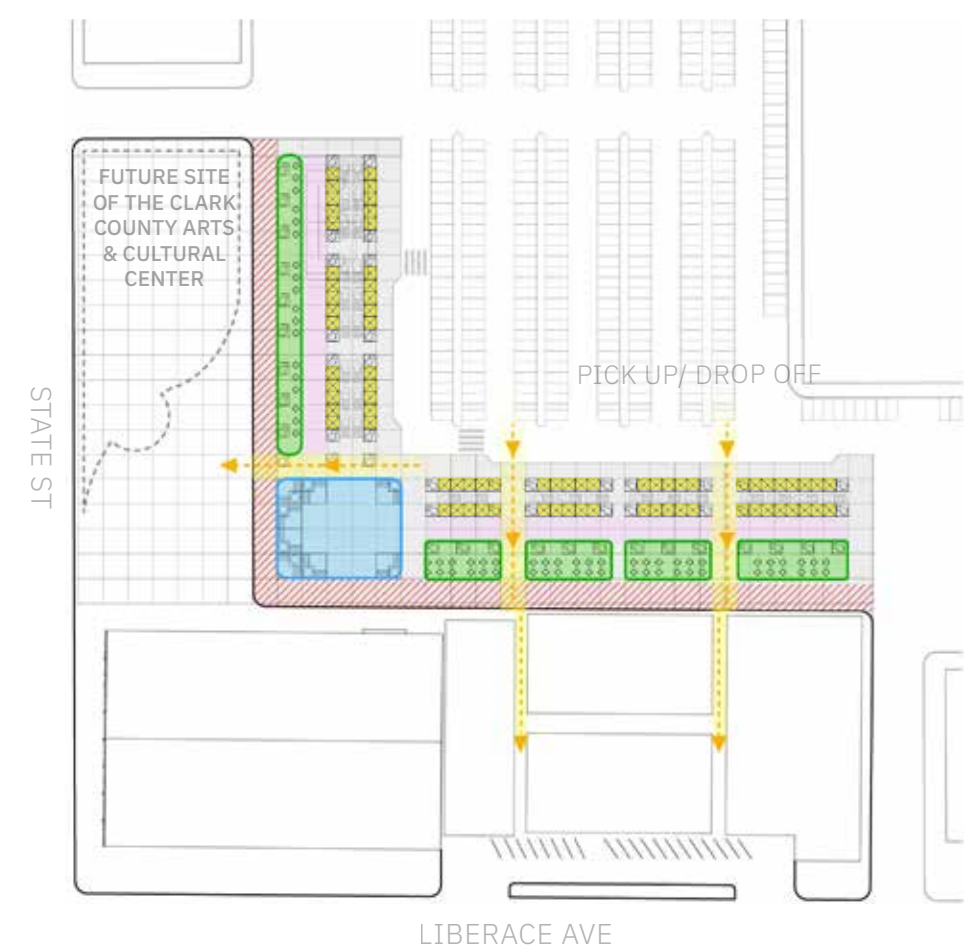


- MULTI-SPORT COURTS
- VENDOR TENTS
- PEDESTRIAN CIRCULATION
- PARK-SCAPE
- PUBLIC FORUM/ PERFORMANCE
- ART INSTALLATION
- PLAY

TYPICAL



FARMER'S MARKET



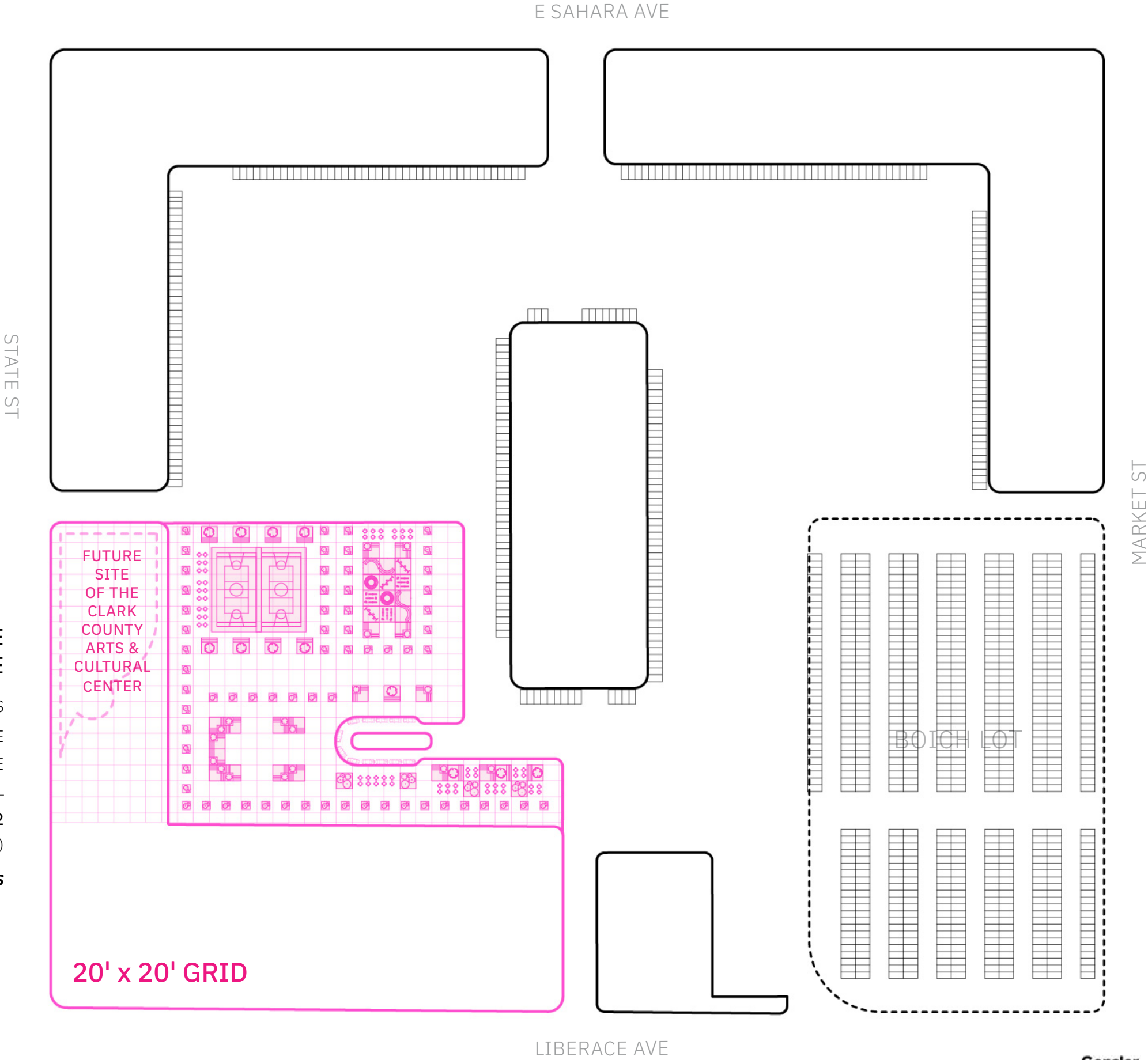
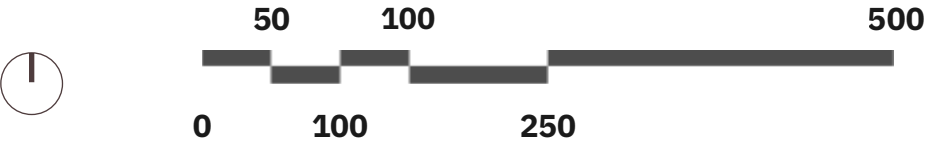
Catalytic Projects: Park(ing) Lot
SCHEME 03:
THE PROMENADE

#3: CONVENIENCE & SURFACE
PARKING ON BOICH SITE

622 TYP STALLS
186 CONVENIENCE
114 CONVENIENCE

TOTAL: 922
(404 STALLS UNDER CURRENT)

CURRENT PARKING COUNT: **1,326 STALLS**



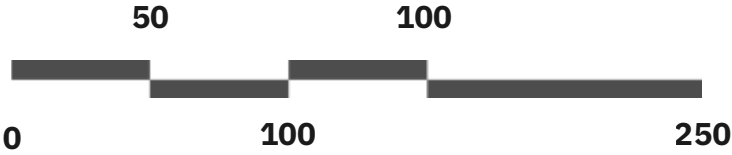
Catalytic Projects: Park(ing) Lot
SCHEME 03:
THE PROMENADE

#3: CONVENIENCE & SURFACE
PARKING ON BOICH SITE

622 TYP STALLS
186 CONVENIENCE
114 CONVENIENCE

TOTAL: 922
(404 STALLS UNDER CURRENT)

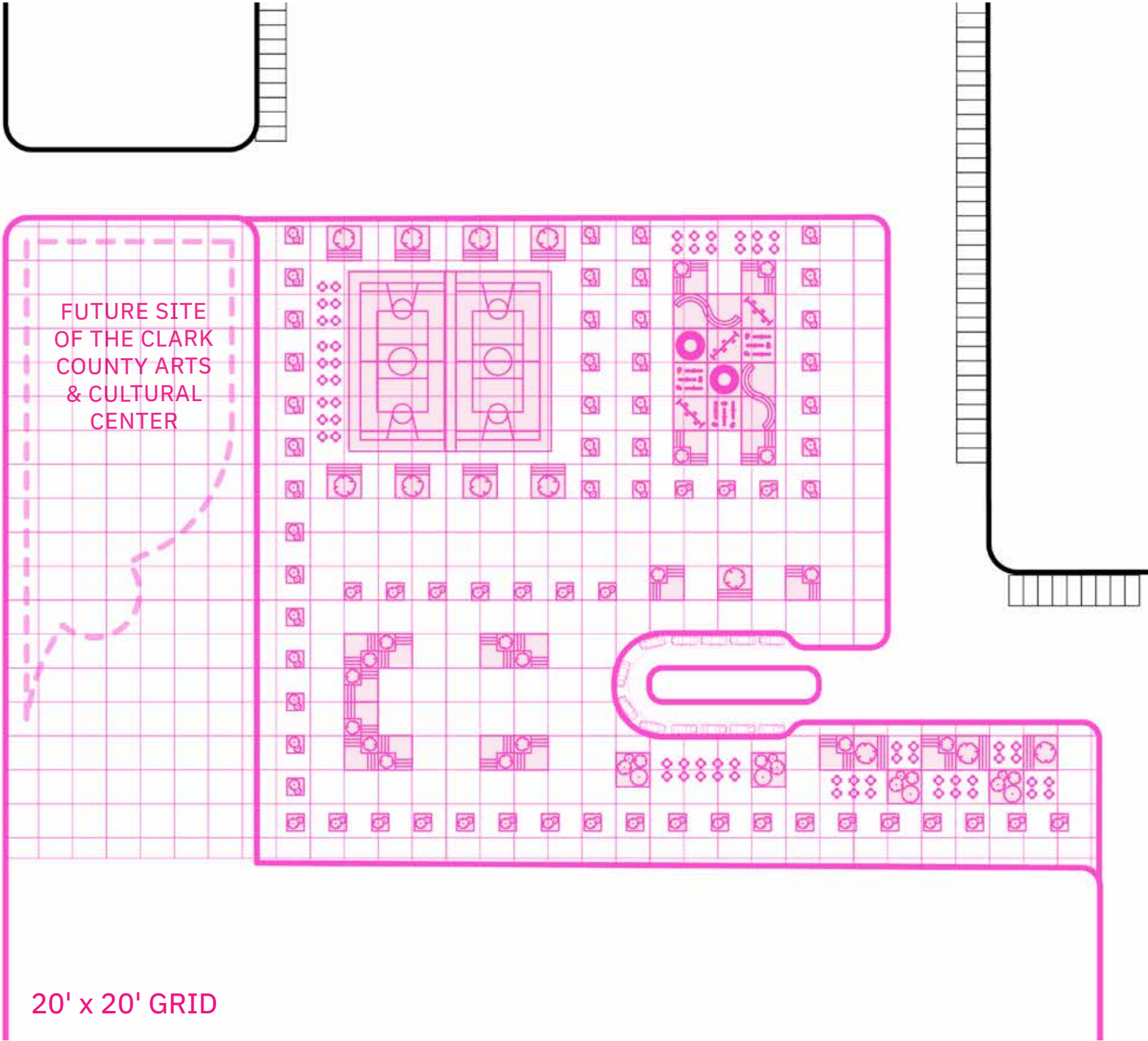
CURRENT PARKING COUNT: **1,326 STALLS**



STATE ST

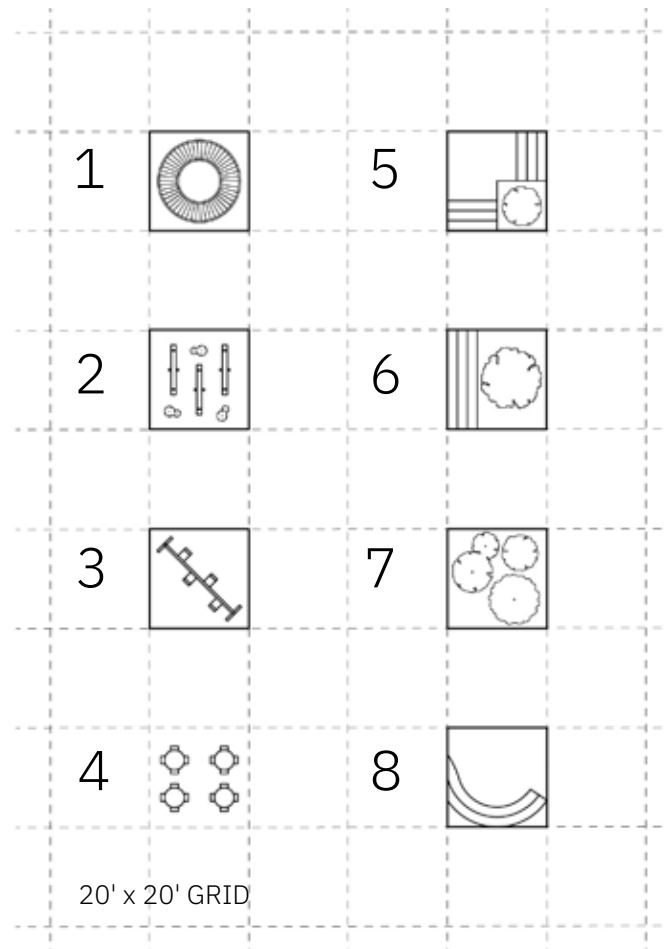
FUTURE SITE
OF THE CLARK
COUNTY ARTS
& CULTURAL
CENTER

20' x 20' GRID



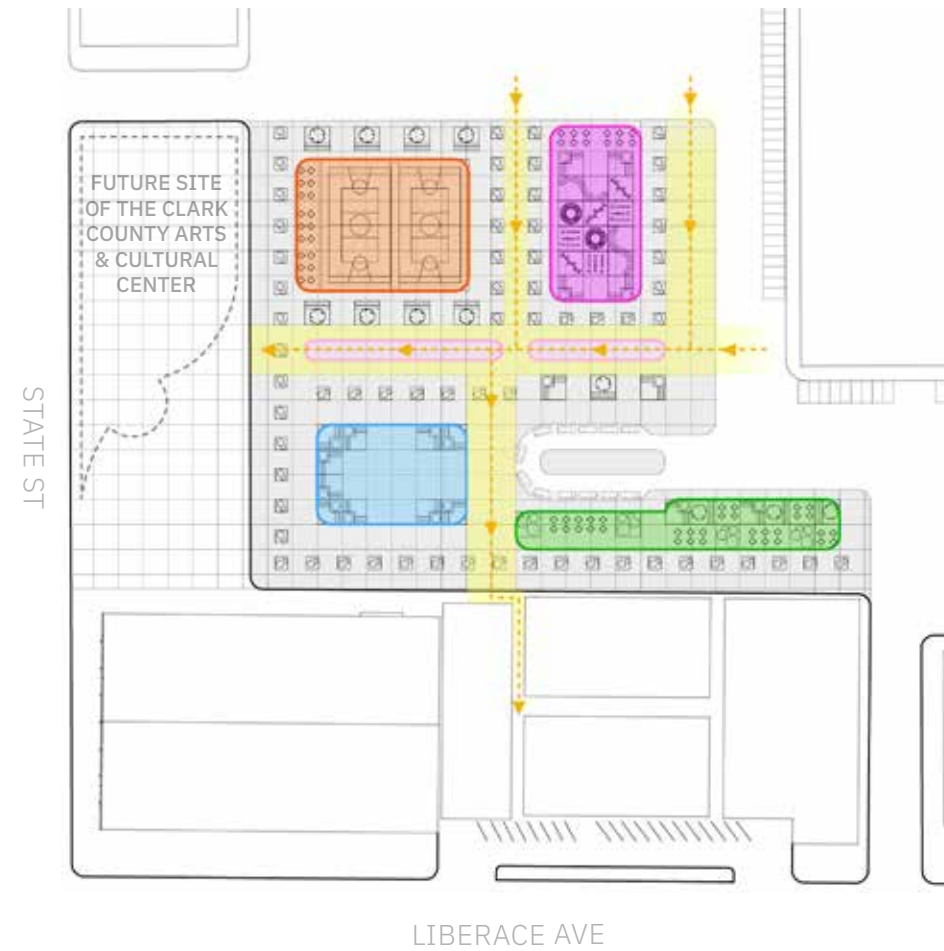
Catalytic Projects: Park(ing) Lot SCHEME 03: THE PROMENADE

MODULES

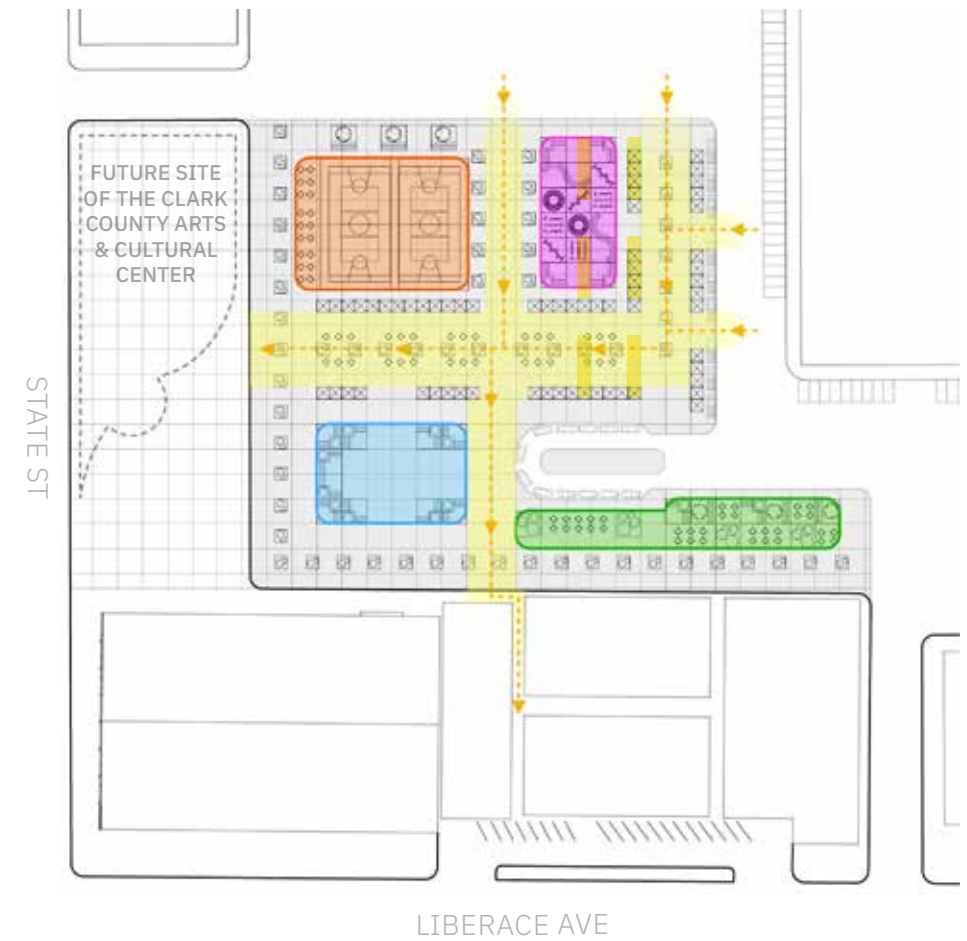


- MULTI-SPORT COURTS
- VENDOR TENTS
- PEDESTRIAN CIRCULATION
- PARK-SCAPE
- PUBLIC FORUM/ PERFORMANCE
- ART INSTALLATION
- PLAY

TYPICAL

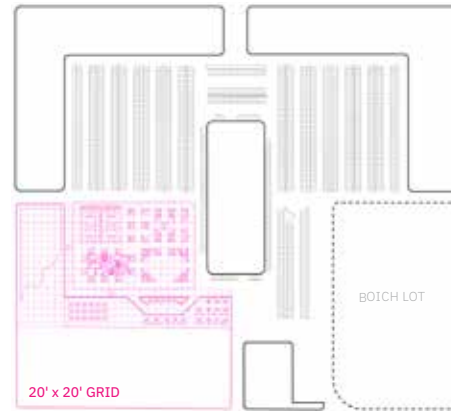


FARMER'S MARKET



Catalytic Projects: Park(ing) Lot SCHEME COMPARISON

SCHEME 01: THE PLAZA

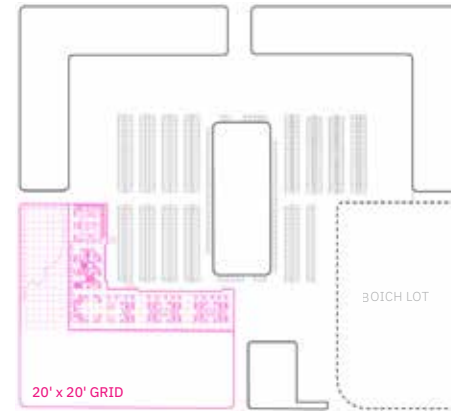


SITE STRATEGY:

1,205 TYP STALLS
20 ADA STALLS
4 VAN STALLS

TOTAL: 1,229
(97 FEWER STALLS)

SCHEME 02: THE PORCH

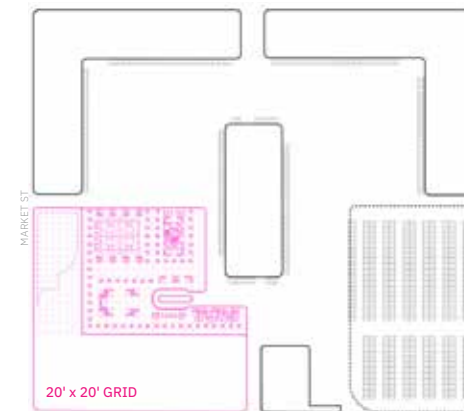


SITE STRATEGY:

892 SURFACE STALLS
180 STALL. FL (2 FL GARAGE)
360 GARAGE STALLS

TOTAL: 1,252
(74 FEWER STALLS)

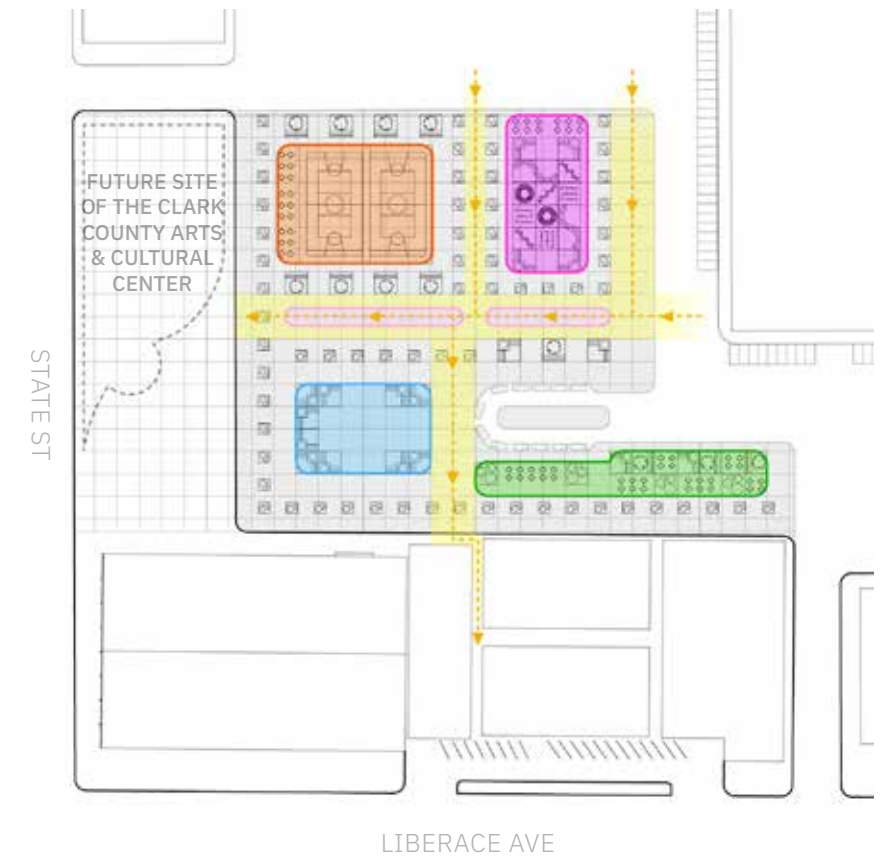
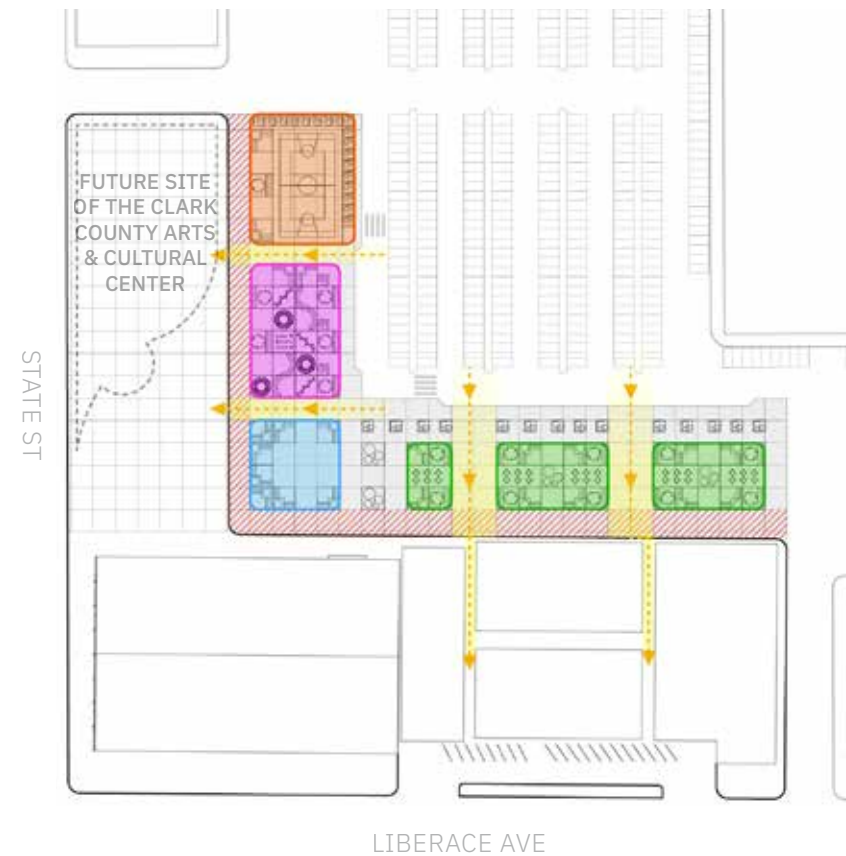
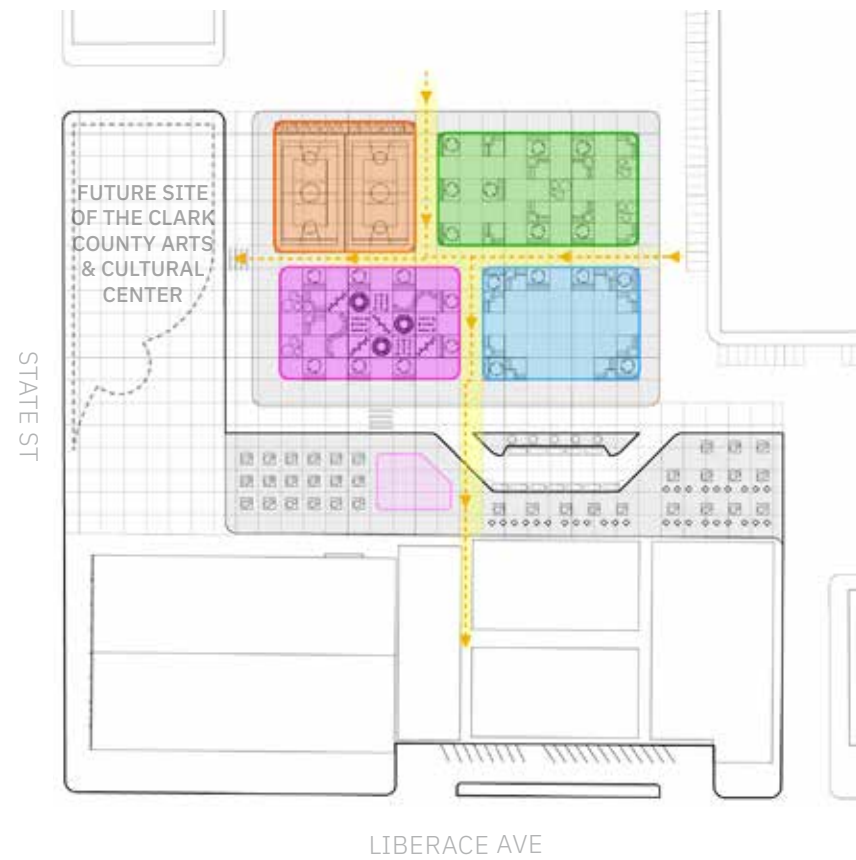
SCHEME 03: THE PROMENADE



SITE STRATEGY:

622 TYP STALLS
186 CONVENIENCE
114 CONVENIENCE

TOTAL: 922
(404 FEWER STALLS)

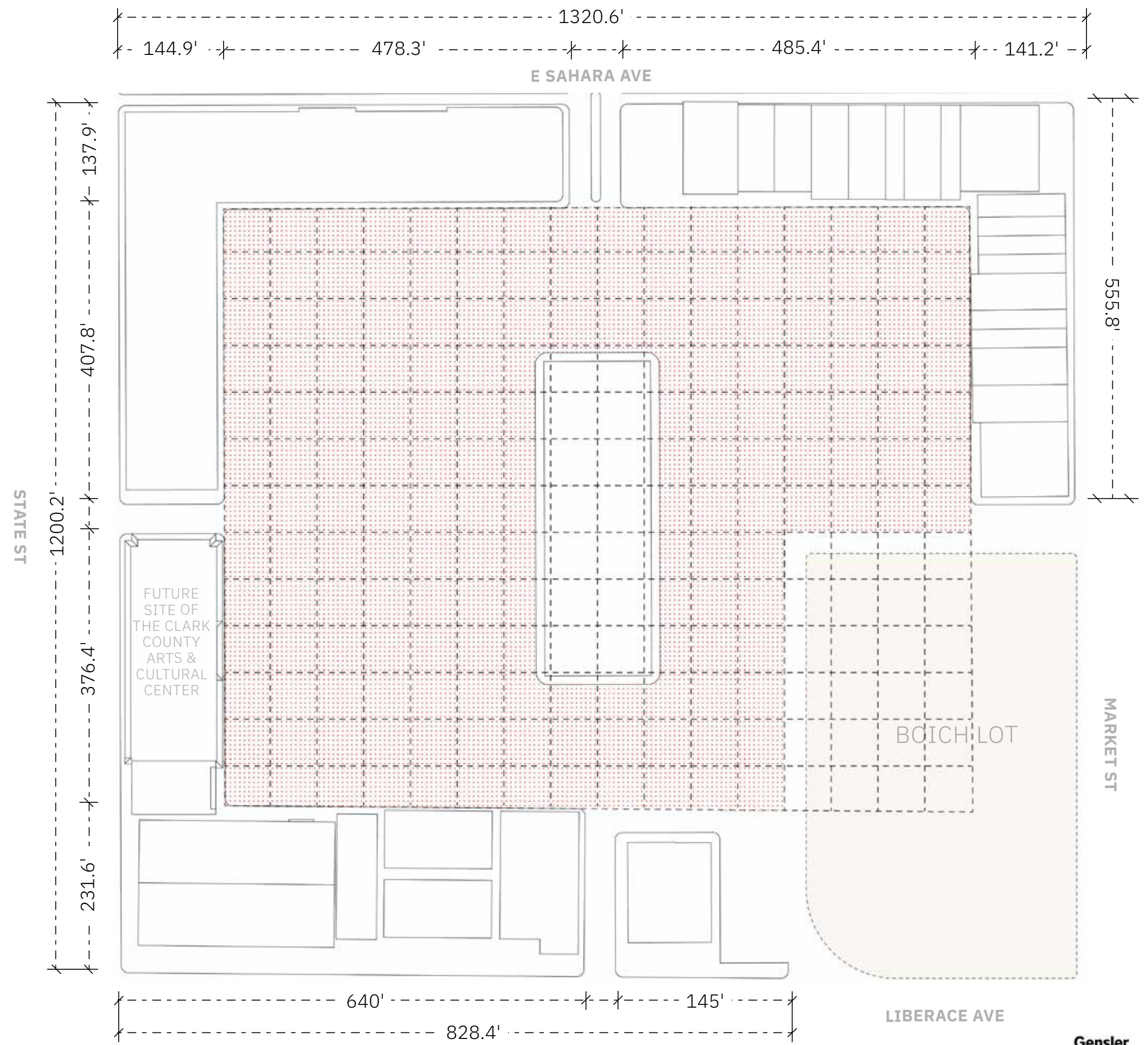
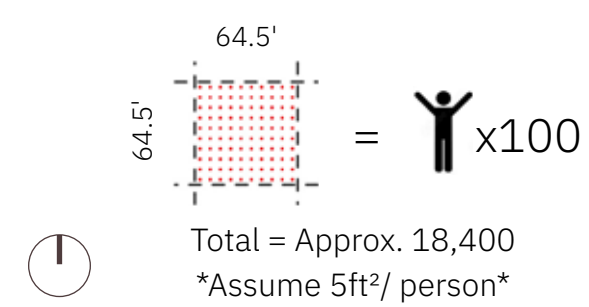


MULTI-SPORT COURTS
 PEDESTRIAN CIRCULATION
 PARK-SCAPE
 PUBLIC FORUM/ PERFORMANCE
 ART INSTALLATION
 PLAY
 VENDOR TENTS

Catalytic Projects: Park(ing) Lot

VENUE FEASIBILITY ANALYSIS

DRAFT FOR REVIEW

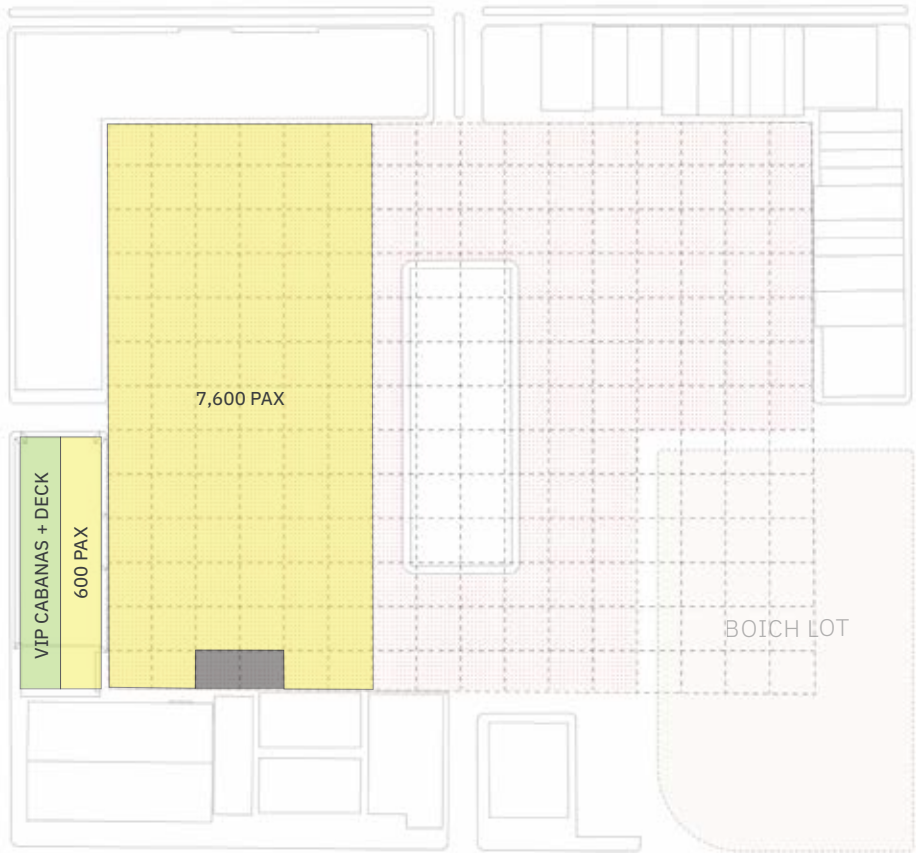


Catalytic Projects: Park(ing) Lot
VENUE STAGE CONFIGURATIONS

SINGLE STAGE

DOUBLE STAGE

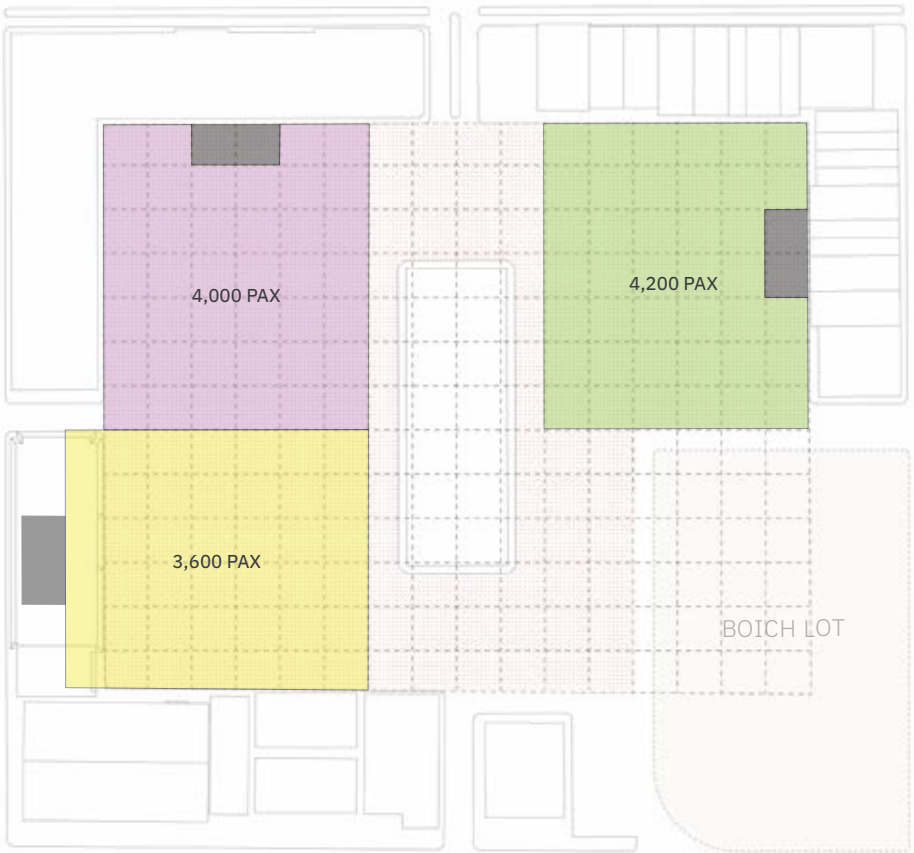
TRIPLE STAGE



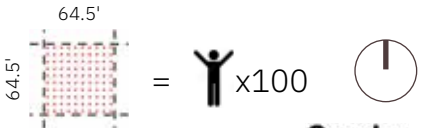
TOTAL = APPROX. 8,200 PAX



TOTAL = APPROX. 11,600 PAX



TOTAL = APPROX. 11,800 PAX



Catalytic Projects: Park(ing) Lot

SCHEME 03: DESERT VEIL

SITE PLAN

FORMER
COMMERCIAL
ARTS BUILDING
SITE (POST-
DEMOLITION)
AND FUTURE SITE
OF THE CLARK
COUNTY ARTS &
CULTURAL CENTER

- 1 Kinetic Dance Floor
- 2 Parkscape
- 3 Gateway Plaza
- 4 Welcome / Discovery Kiosk
- 5 Art Walk
- 6 Observation Deck
- 7 Public Forum
- 8 Pick Up & Drop Off
- 9 Outdoor Dining

POTENTIAL
ENTERTAINMENT VENUE

NEW ORLEANS
SQUARE

E
RESTAURANT
ROW

H

Catalytic Projects: Park(ing) Lot
SCHEME 03: DESERT VEIL
SITE PLAN PARTIAL PARKING OVERLAY



POTENTIAL
ENTERTAINMENT VENUE

NEW ORLEANS
SQUARE

H

Catalytic Projects: Park(ing) Lot

SCHEME 03: DESERT VEIL

SITE PLAN FULL PARKING OVERLAY

FUTURE SITE
OF THE CLARK
COUNTY ARTS
& CULTURAL
CENTER

E
RESTAURANT
ROW

58 STALLS

419 STALLS

POTENTIAL
ENTERTAINMENT VENUE

NEW ORLEANS
SQUARE

H

NTS

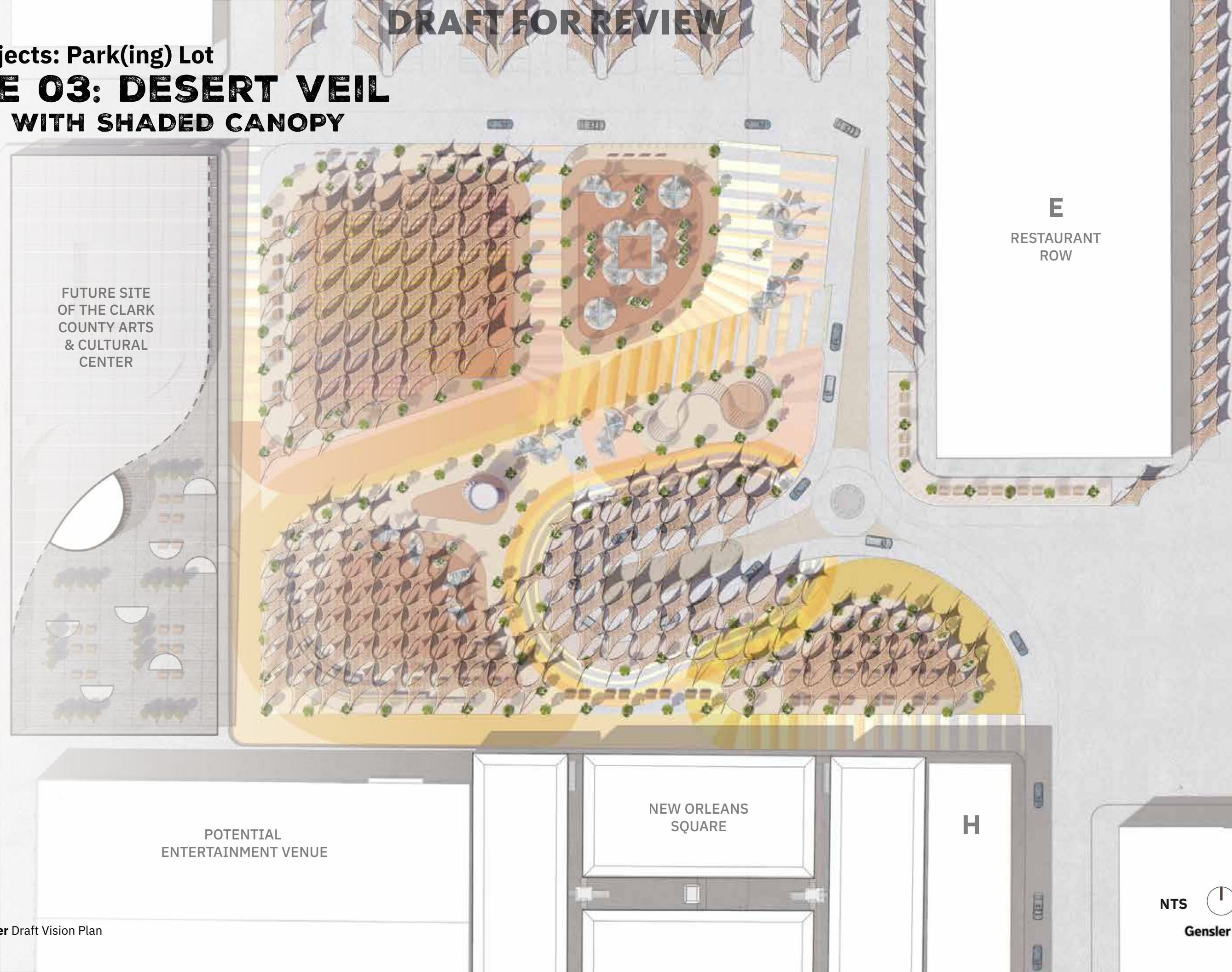


Catalytic Projects: Park(ing) Lot

South Facing Aerial Perspective

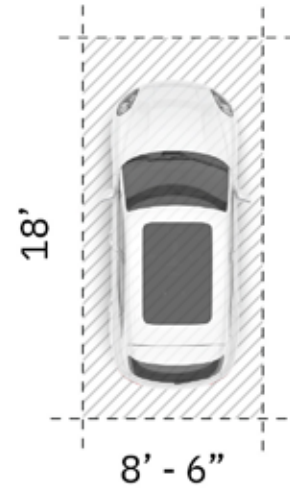


Catalytic Projects: Park(ing) Lot
SCHEME 03: DESERT VEIL
SITE PLAN WITH SHADED CANOPY

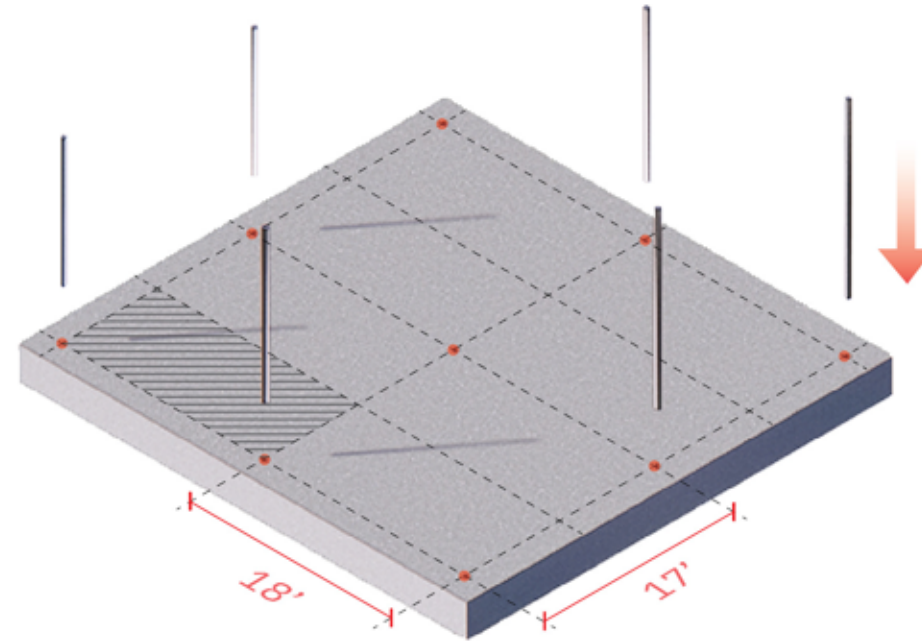


Catalytic Projects: Park(ing) Lot

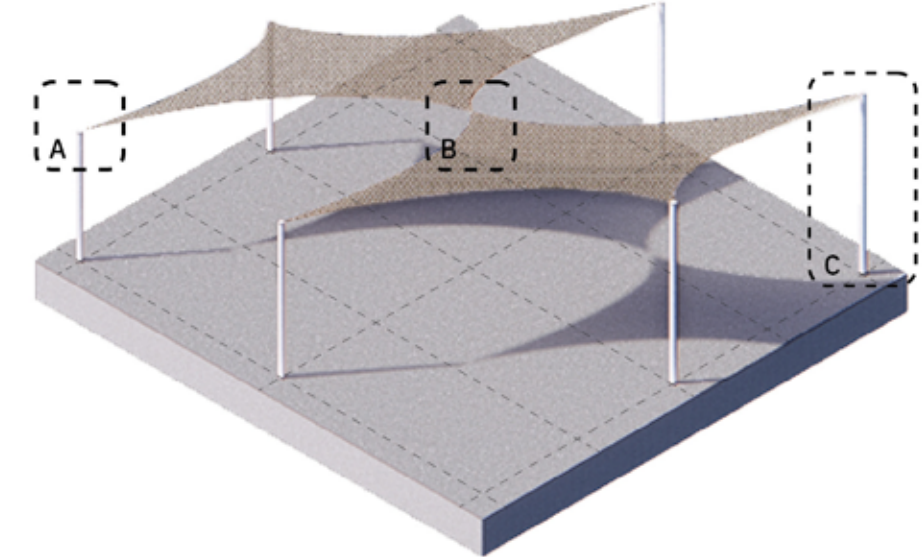
SCHEME 03: DESERT VEIL CANOPY MODULATION & ASSEMBLY



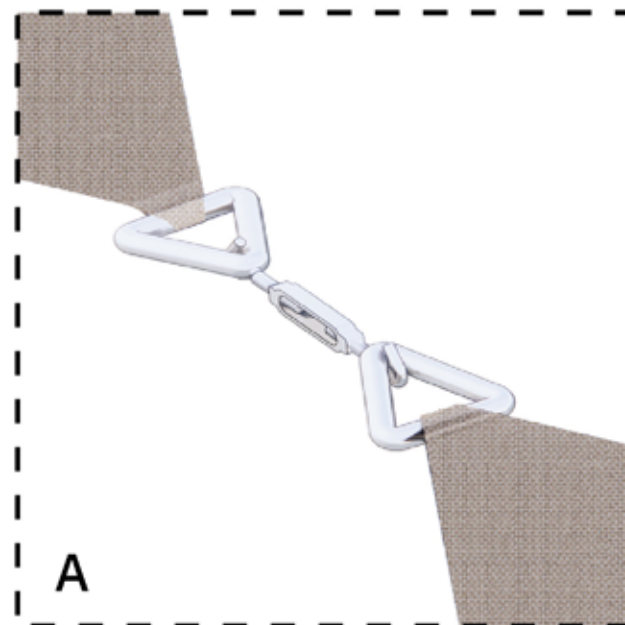
01: PARKING MODULE



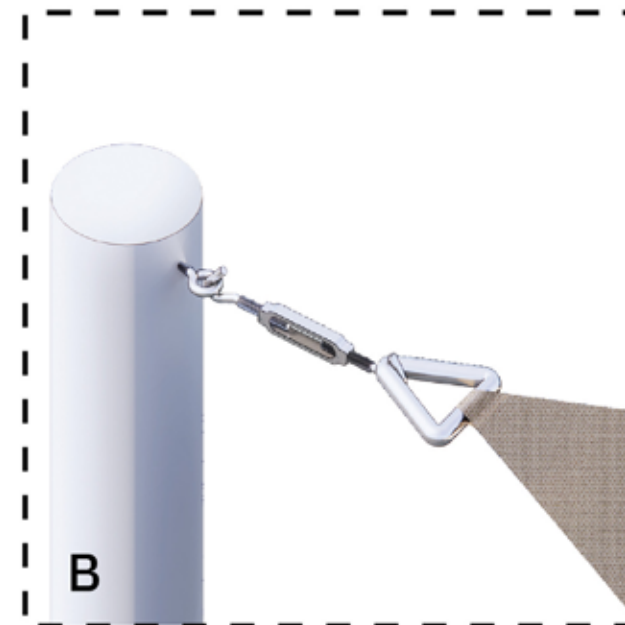
02: POLE GRID



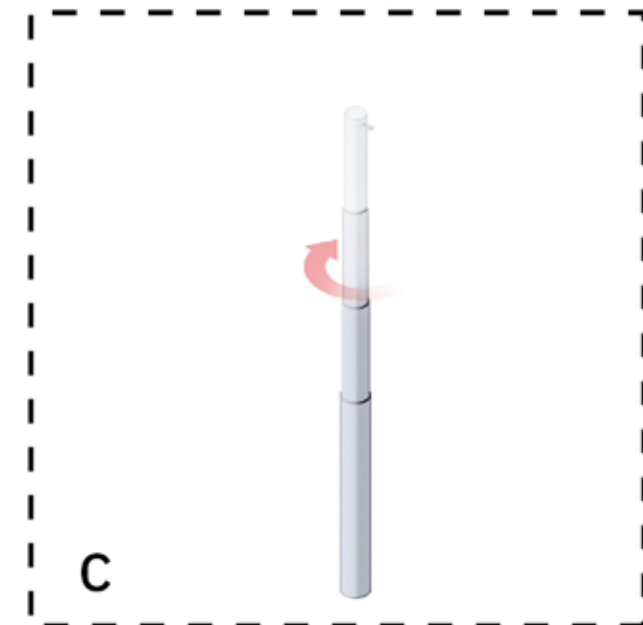
03: ASSEMBLED!



A
FABRIC TO FABRIC CONNECTION
TURNBUCKLE

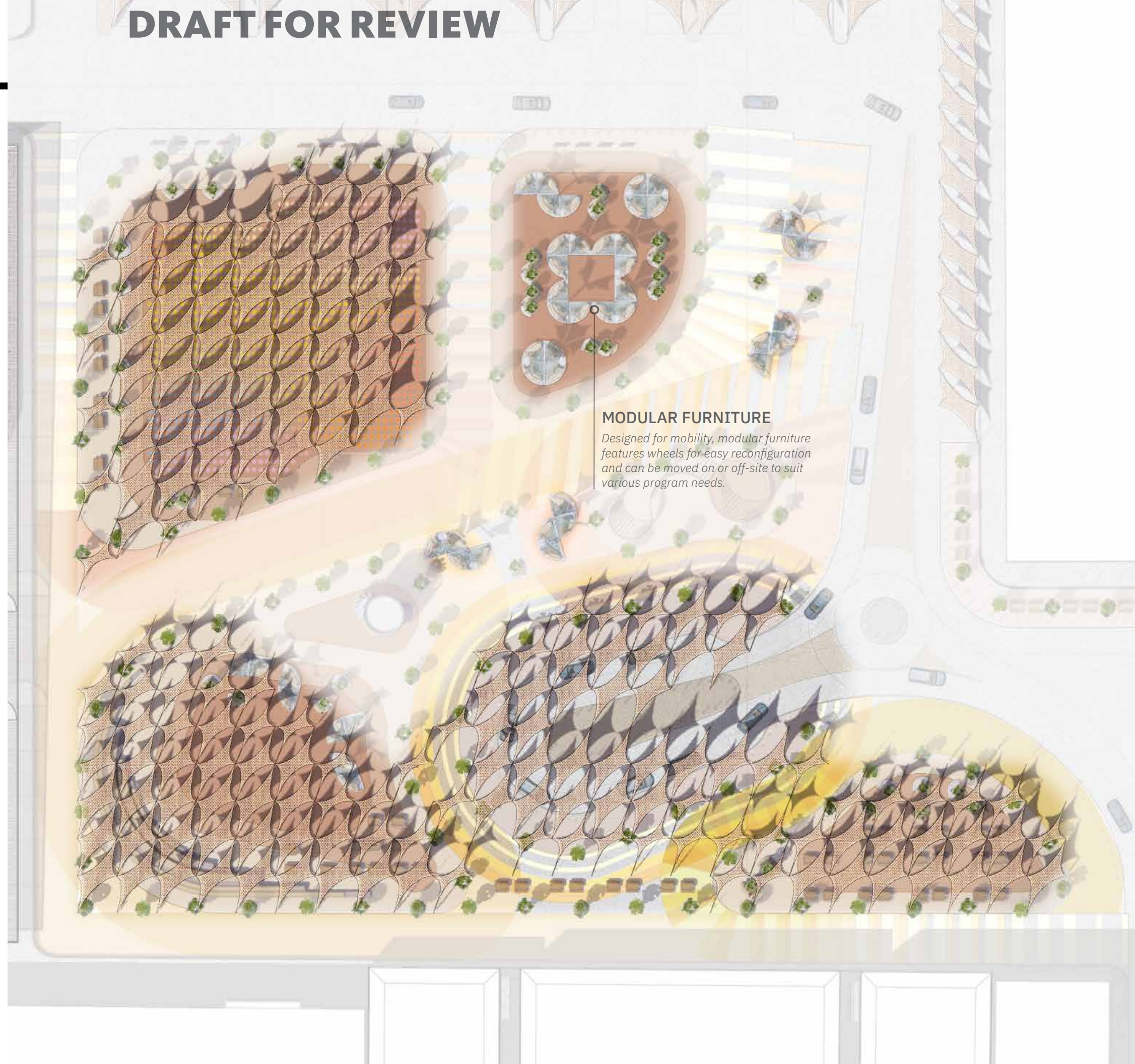
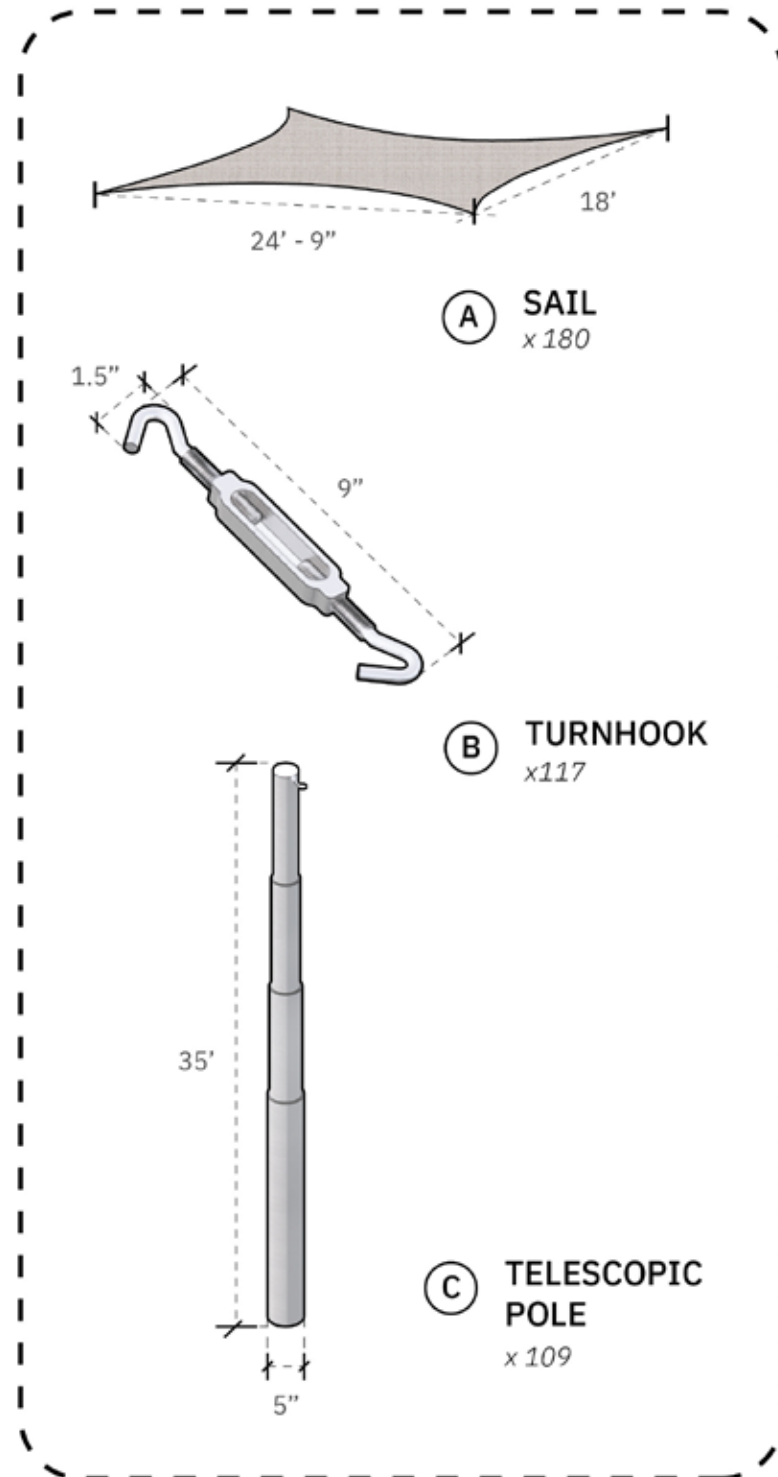


B
POLE TO FABRIC CONNECTION
EYELET BOLT & TURNBUCKLE



C
TELESOPIC POLE
ALLOWS POLE TO BE SET AT VARRYING HEIGHTS

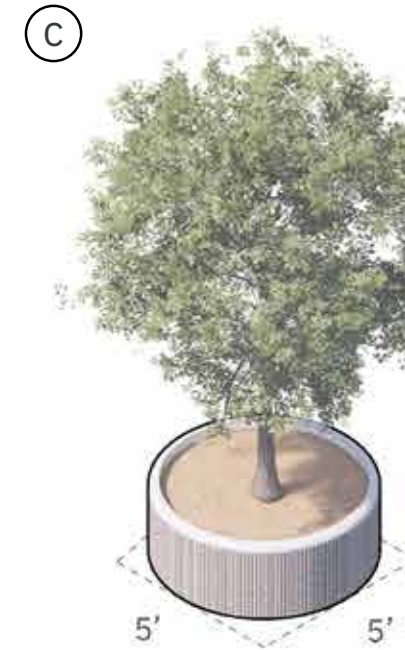
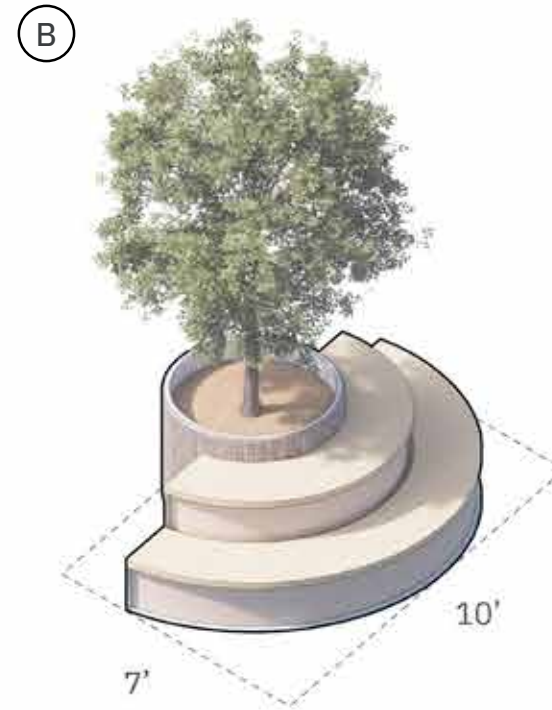
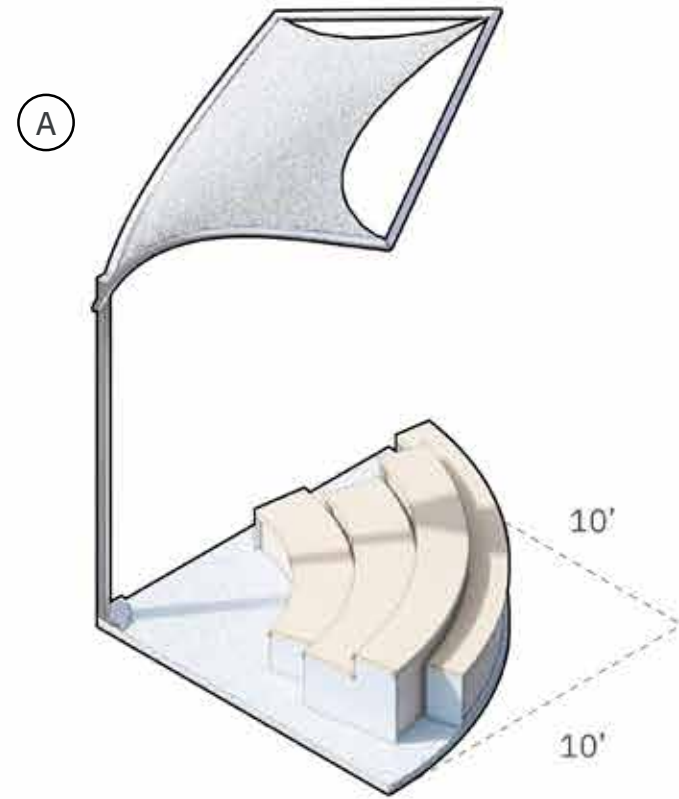
Catalytic Projects: Park(ing) Lot
SCHEME 03: DESERT
CANOPY KIT OF PARTS



Catalytic Projects: Park(ing) Lot

SCHEME 03: DESERT VEIL MOBILE FLEXIBLE FURNITURE MODULES

Designed for mobility, modular furniture features wheels with locking mechanisms for easy reconfiguration and can be moved on or off-site to suit various program needs.

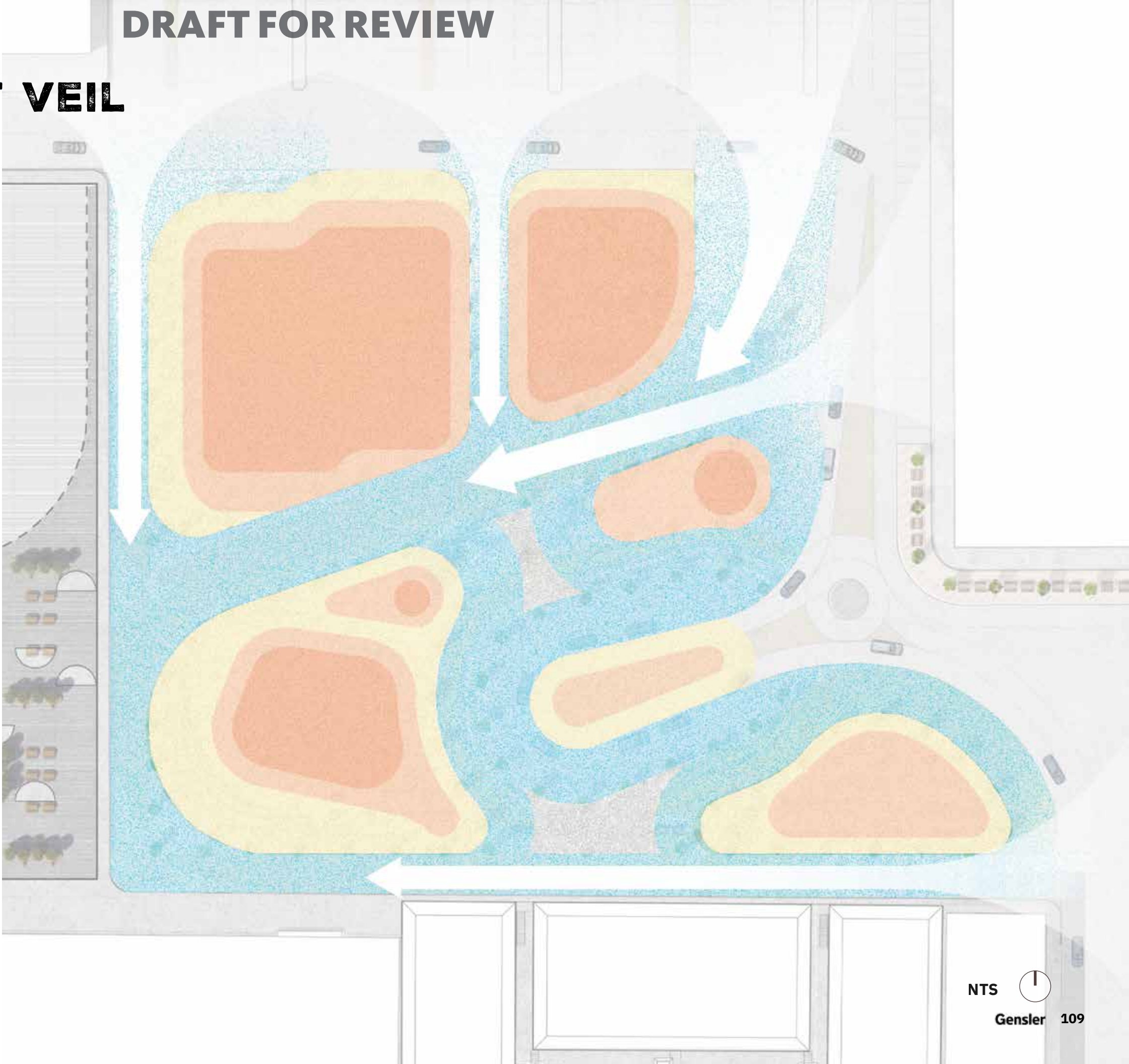


SAMPLE CONFIGURATIONS

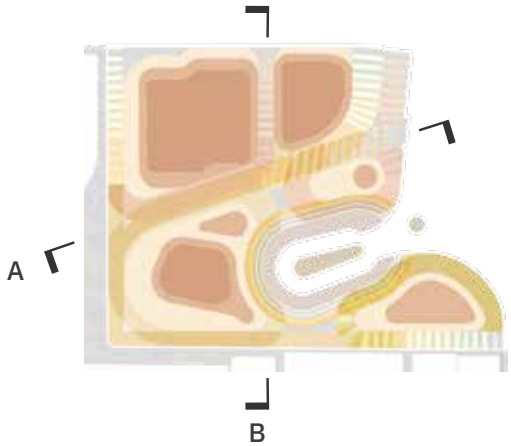
Catalytic Projects: Park(ing) Lot
SCHEME 03: DESERT VEIL
WIND EROSION INSPIRATION



Historic Commercial Center Draft Vision Plan



Catalytic Projects: Park(ing) Lot
SCHEME 03: DESERT VEIL
SECTIONS



SAND DUNE INSPIRATION



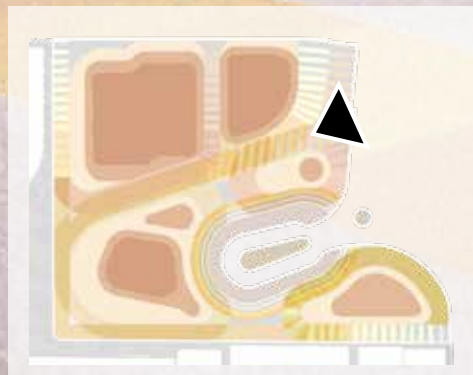
SECTION A



SECTION B

Catalytic Projects: Park(ing) Lot

Gateway Plaza



Historic Commercial Center Draft Vision Plan

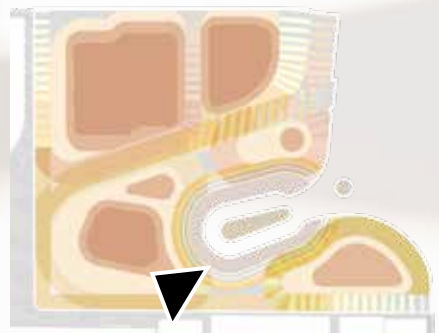
Catalytic Projects: Park(ing) Lot

Vehicle Pick Up / Drop Off & Observation Deck



Catalytic Projects: Park(ing) Lot

Outdoor Dining & Farmer's Market



Catalytic Projects: Park(ing) Lot

Kinetic Dance Floor



Historic Commercial Center Draft Vision Plan

CHAPTER 5: CATALYTIC PROJECTS

**CLARK COUNTY ARTS
& CULTURAL CENTER**

Catalytic Projects: Clark County Arts & Cultural Center

INTRODUCTION**This Vision Plan includes indicative design ideas for a Clark County Arts & Cultural Center/ Performance Center.**

Important to the realization of this project is the identification of a partner or group of partners interested in delivering and operating such a facility and concept, which itself will anchor the Center as providing creative inspiration for the Center, the district, and Las Vegas more generally.

It is recommended that the County continue outreach efforts to identify potential partners, and at the same time develop conceptual concepts for a partnering structure that could incentivize the realization of the project. This may include specific terms of a ground lease, a competitive bid and posting, or other specific incentives to attract partners that would provide significant value back to the Center and Community through its function.

WHAT COULD HAPPEN IN THE MUSEUM OF THE FUTURE?

Museums are more than archives of artifacts. Like a micro-city, the museum can become a Zocalo where ideas of past, present and future are debated and created; a knowledge institution accessible to all, where innovation and research are explored at the hands of the community.

Catalytic Projects: Clark County Arts & Cultural Center

THE EXCHANGE OF IDEAS



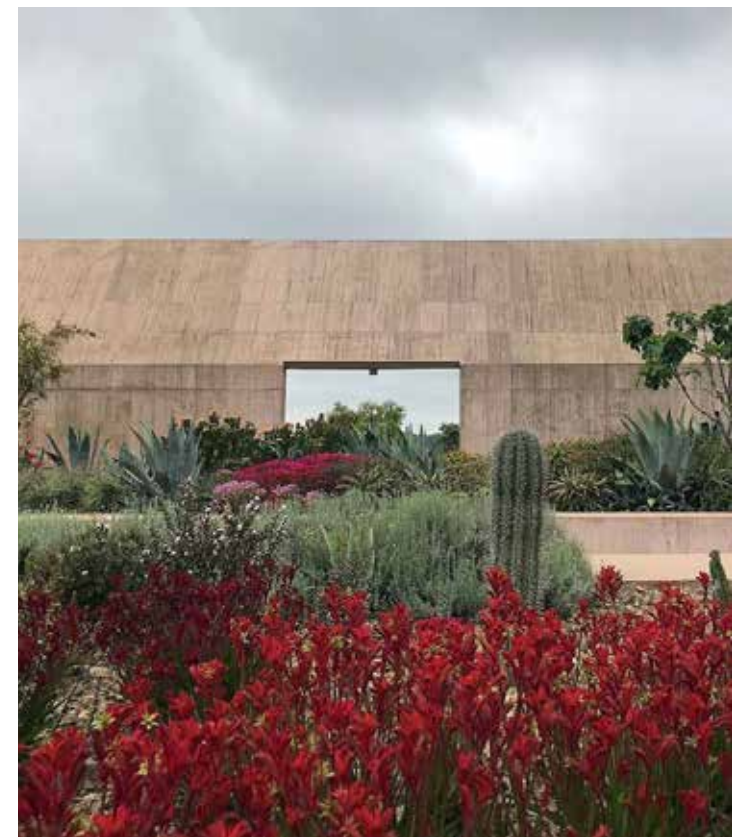
**THE EXCHANGE OF SKILLS
& KNOWLEDGE**



**A MARKETPLACE FOR
EXPERIENCES**



A REFLECTIVE SANCTUARY



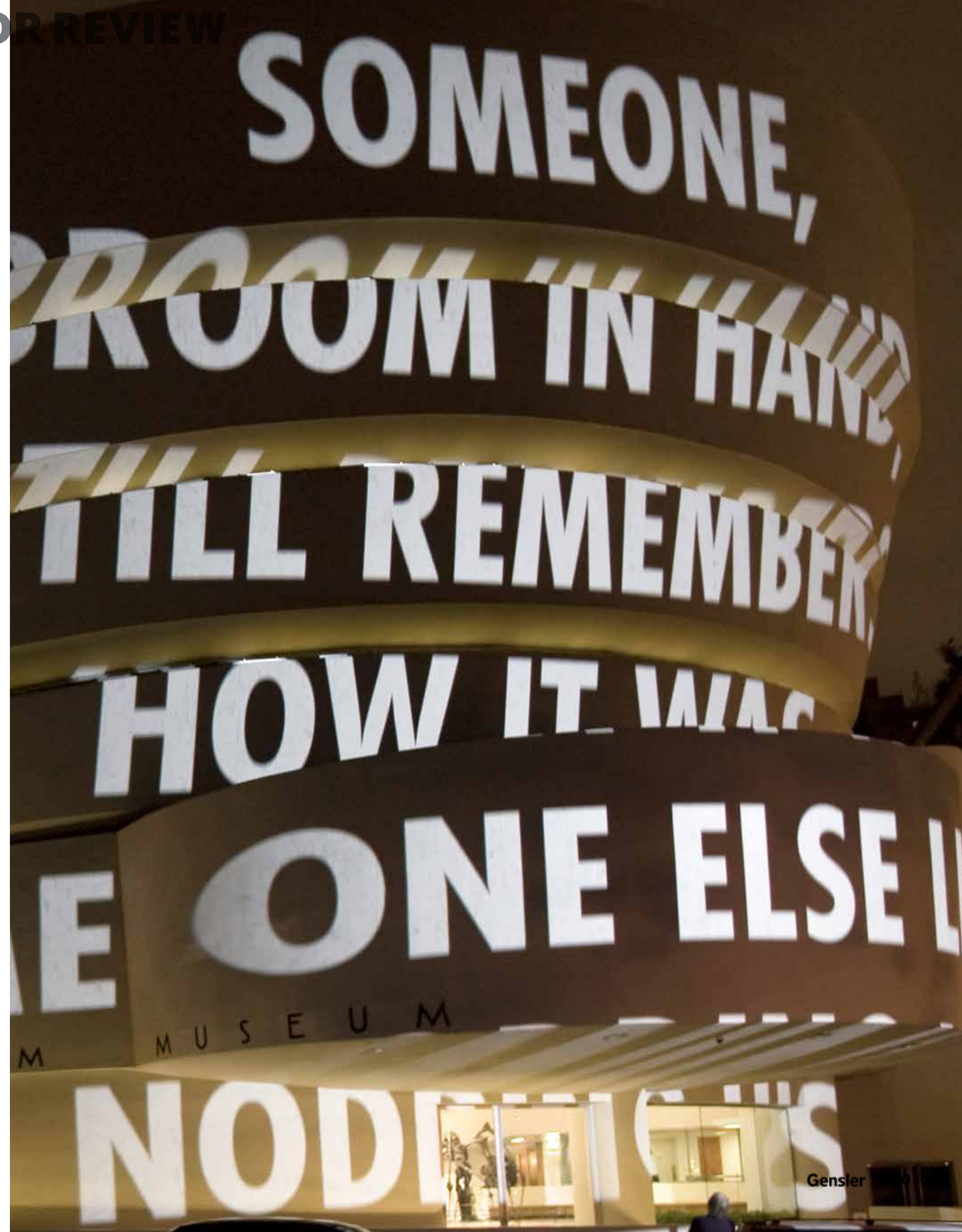
THE EXCHANGE OF IDEAS

Personal stories interweave with grand narratives to question what it means to be human through participatory action.



THE EXCHANGE OF MATERIALS

A museum can create the context for different cultures to raise dialogue within the community, juxtaposing different artifacts, experiences and viewpoints within a versatile and welcoming venue.



Catalytic Projects: Clark County Arts & Cultural Center

THE EXCHANGE OF SKILLS & KNOWLEDGE

Museums can become thriving, self-sustaining economic ecosystems, becoming a place of production, education, and inspiration for younger generations, serving as a catalyst for growth within the local economy.



Catalytic Projects: Clark County Arts & Cultural Center

MAKER SPACE AND STUDIOS

Not only a venue for display, museums can function as communal workshops for hands-on learning and discovery, interactive digital maker environments, artist studios, skills exchange, and materials libraries.



Catalytic Projects: Clark County Arts & Cultural Center

A MARKETPLACE

Like the Zocalo, Medina, or Town Square; the museum provides social spaces for connection and exchange; a platform for craft + food markets, an amphitheater for global streaming performances + events.



Catalytic Projects: Clark County Arts & Cultural Center

A REFLECTIVE SANCTUARY

Contemplative exterior spaces balance galleries with unique opportunities for reflection and relaxation.



DESERT FIRST PRINCIPLES

Catalytic Projects: Clark County Arts & Cultural Center

ARCHETYPES

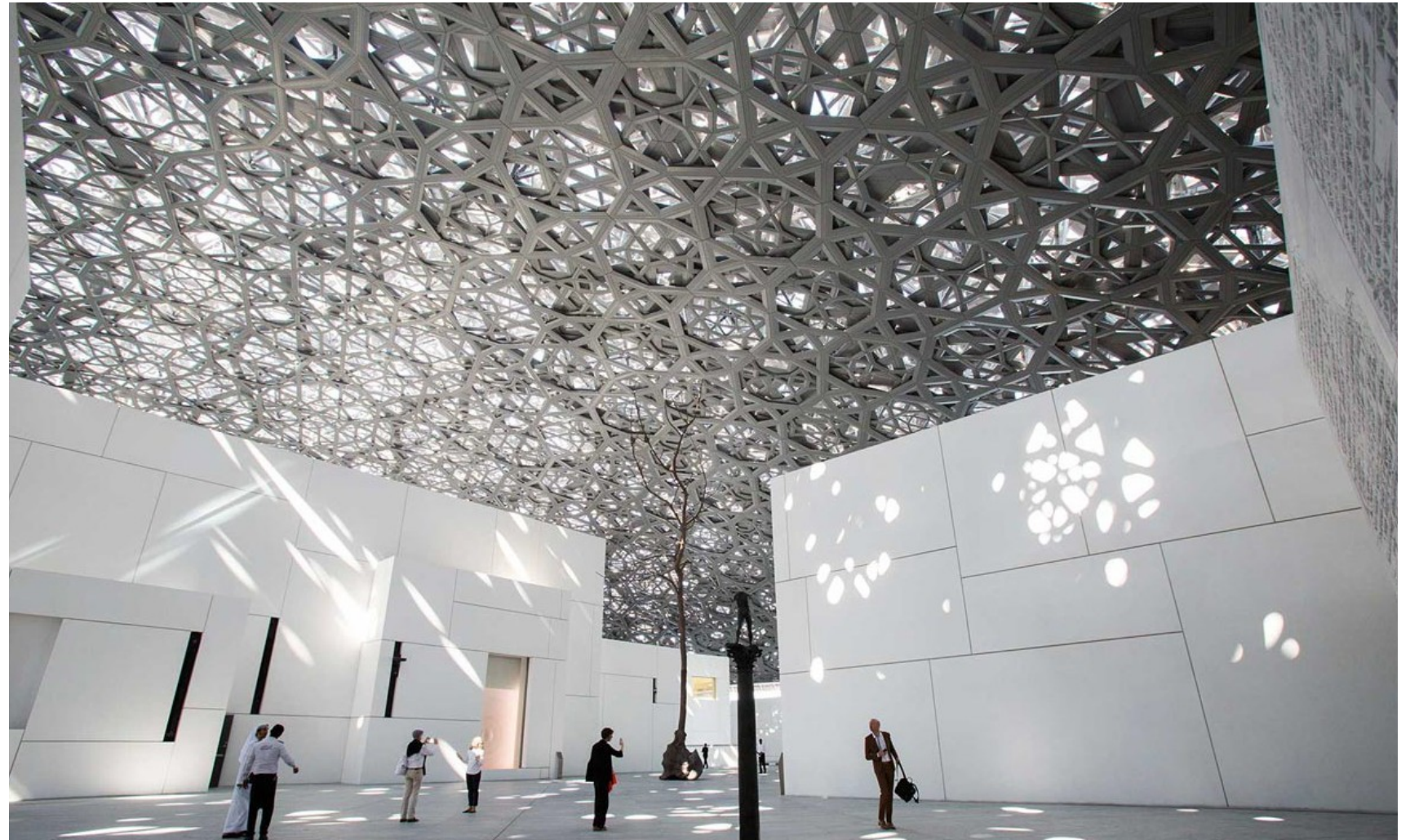
Natural forms of protection from sun, wind and sand.
Intelligent organic form.



Catalytic Projects: Clark County Arts & Cultural Center

SHADE ROOF

Lightweight roof screen, delicately designed to provide shade, protection and dappled light to outdoor spaces.



Catalytic Projects: Clark County Arts & Cultural Center

SCREEN WALL

A device to filter light, view and wind, and provide a permeable sense of enclosure. Precise and proformative light mediator.



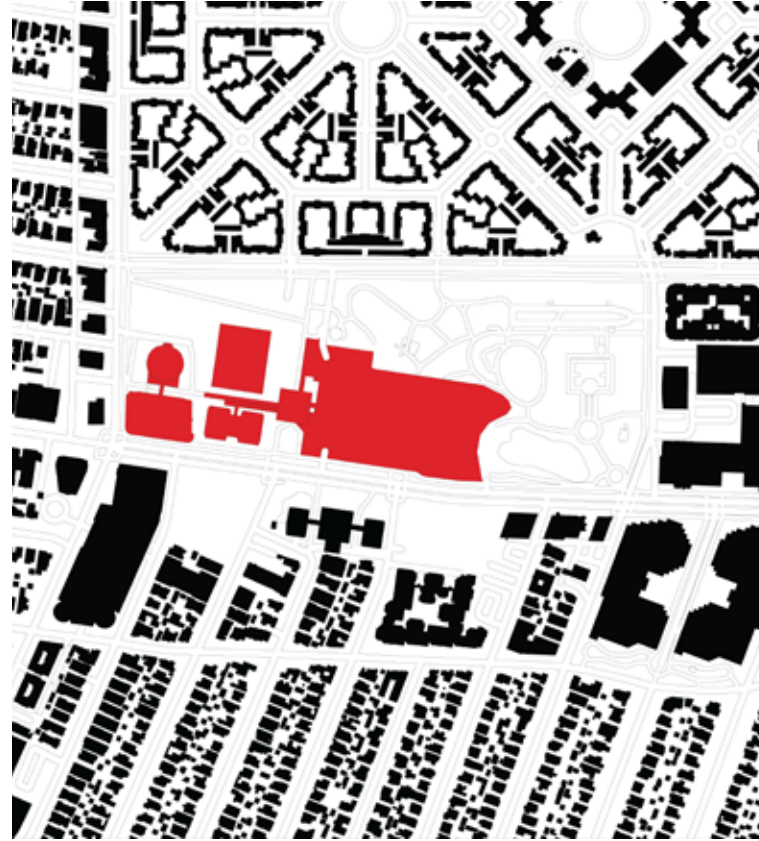
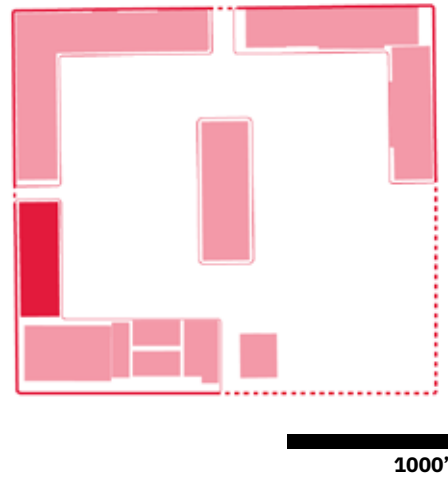
Catalytic Projects: Clark County Arts & Cultural Center

COURTYARD

A typology of merging interior and exterior worlds. A curated relationship with the sky and landscape beyond and the objects within.



Catalytic Projects: Clark County Arts & Cultural Center



HISTORIC COMMERCIAL CENTER

LACMA LOS ANGELES



MOCA GEFFEN LOS ANGELES



HAUSER & WIRTH LOS ANGELES



MOMA PS1 QUEENS NYC



MIAMI DESIGN DISTRICT FL



DESIGN DISTRICT HELSINKI



FONDAZIONE PRADA MILAN

Catalytic Projects: Clark County Arts &
Cultural Center

LACMA LOS ANGELES

**PARTNERSHIPS WITH PEER INSTITUTIONS
+ UNIVERSITIES -- ART + TECHNOLOGY LAB
SPONSORING CREATIVE ENTREPRENEURSHIP,
CONSERVATION CENTER -- ART CAMPS, JAZZ
FRIDAYS -- CRAFT WORKSHOPS -- ART + WELLNESS
PROGRAMMING -- COMMUNITY PROGRAMS --
SCHOOL + TEACHER PROGRAMS**





JAZZ SUMMER NIGHTS



OSCARS NIGHT AT THE ACADEMY MUSEUM



LACMA ART + FILM GALA



LACMA IN COLLABORATION WITH JASON WU ON THE FUTURE OF WOMENS WORK-WEAR

**Catalytic Projects: Clark County Arts &
Cultural Center**

MOCA Geffen LOS ANGELES

**CENTER OF GRAVITY FOR LITTLE TOKYO --
COLLABORATIONS WITH LOCAL COLLECTIVES --
RADIO STATIONS + CULTURAL ORGANIZATIONS
-- PERFORMANCES -- WORKSHOPS -- RESIDENCIES
-- FESTIVALS -- MUSEUM STORE -- FASHION + FOOD
EVENTS -- ART FAIRS -- BOOK FAIRS -- SCULPTURAL
+ ENVIRONMENTAL EXHIBITIONS**





MOCA BOOKSTORE



BARBARA KRUGER, UNTITLED (QUESTIONS)



Historic Commercial Center Draft Vision Plan

NANCY RUBINS, MARK THOMPSON INSTALLATION, 2002



LA ART BOOK FAIR (LAABF)

Catalytic Projects: Clark County Arts & Cultural Center

HAUSER & WIRTH LOS ANGELES

FOR PROFIT GALLERY EMBEDDED IN ARTS DISTRICT
NEIGHBORHOOD -- AUTHENTIC -- FEATURE
RESTAURANT -- COURTYARD WITH GARDEN --
CHICKEN COOP -- URBAN FOOD PRODUCTION
-- BOOKSTORE -- MUSEUM SHOP -- WORKSHOPS
-- SCREENINGS -- PERFORMANCES -- COMMUNITY +
UNIVERSITY PARTNERSHIPS





HISTORIC ADAPTIVE REUSE



URBAN FARM SUPPORTS RESTAURANT



Historic Commercial Center Draft Vision Plan

OPEN INTERIOR COURTYARD WITH SHADED CIRCULATION

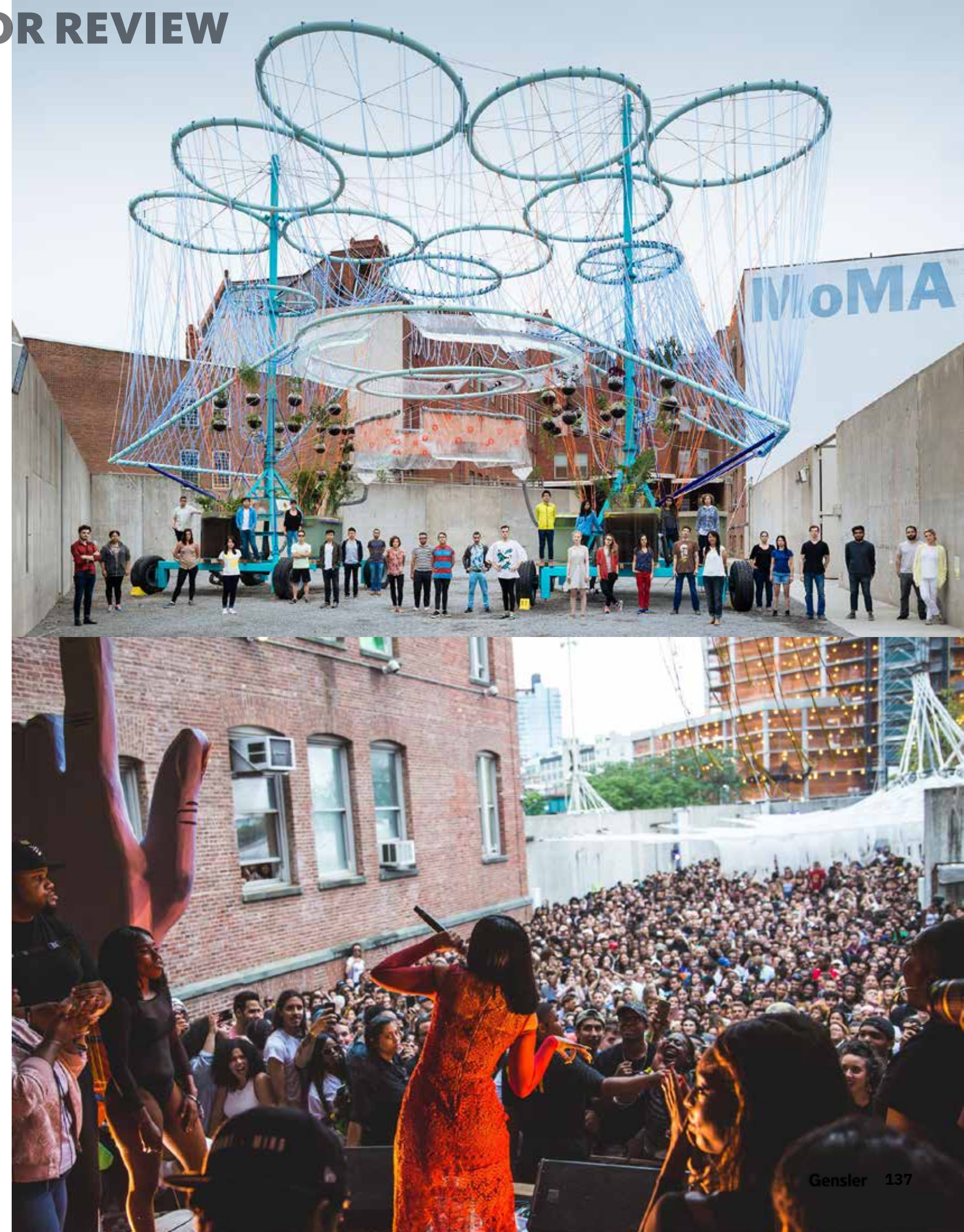


MANUELA, COURTYARD RESTAURANT

**Catalytic Projects: Clark County Arts &
Cultural Center**

MOMA PS1 QUEENS NYC

**ADAPTIVE REUSE -- COMMUNITY PARTNERSHIPS
+ COLLABORATIONS -- SUMMER MUSIC SERIES
-- ANNUAL YOUNG ARCHITECTS INSTALLATION
COMPETITION -- CREATIVE REUSE INITIATIVES
-- SUB-CULTURAL ACTIVATIONS -- SITE SPECIFIC
INSTALLATIONS -- BOOK + FOOD FAIRS -- EDUCATION
-- TALKS -- LECTURES**





WENDY, HWKN ARCHITECTS, 2012



ACTIVE OUTDOOR SPACES



HY-FI, THE LIVING 2015



Historic Commercial Center Draft Vision Plan

URBAN BEACH, TOM WISCOMBE ARCHITECTURE

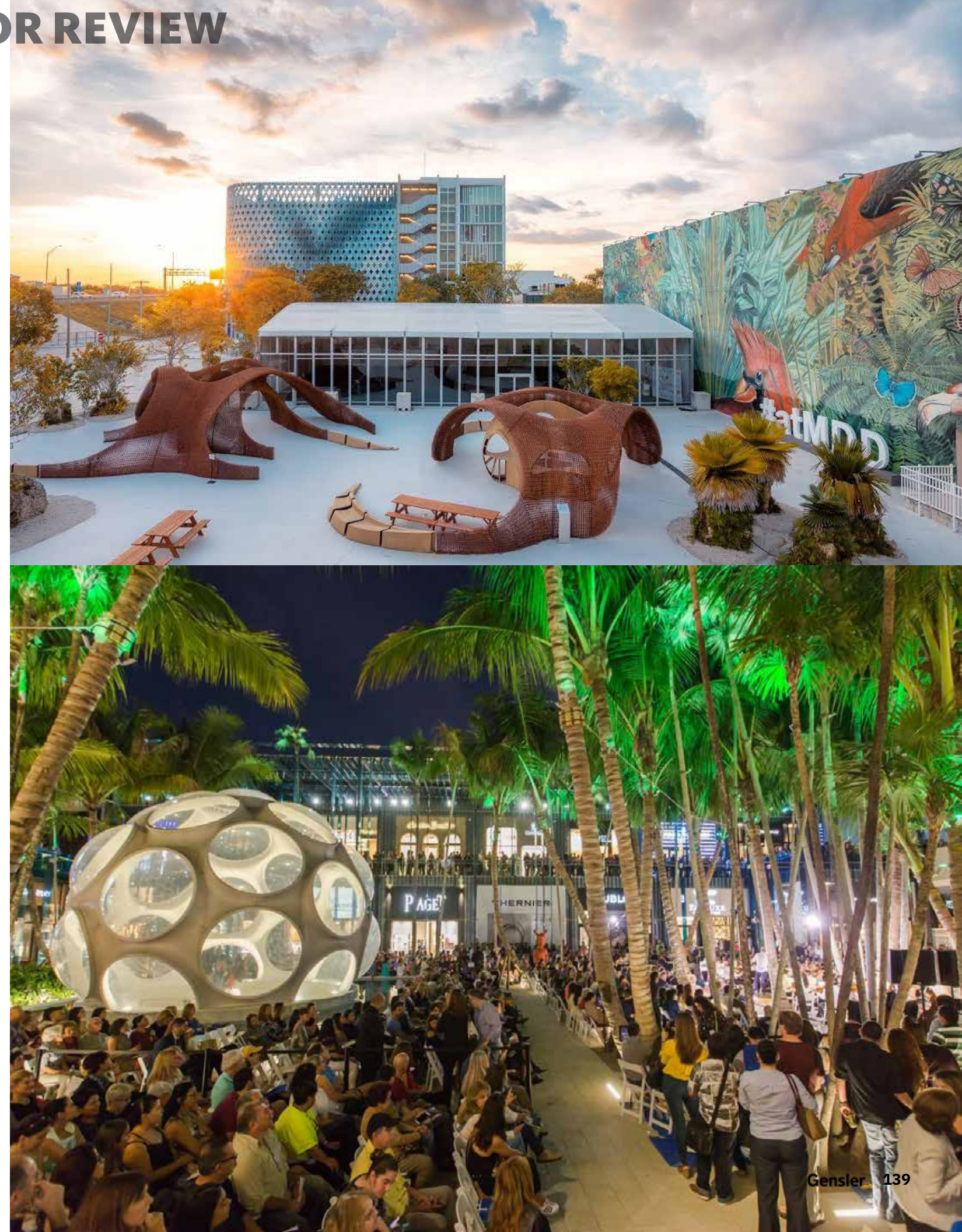


HORAMA RAMA, PEDRO & JUANA 2019

Catalytic Projects: Clark County Arts & Cultural Center

MIAMI DESIGN DISTRICT

**CULTURAL ECOSYSTEM WHERE ART, FASHION +
ARCHITECTURE COLLIDE --
COLLABORATIVE EXPERIENCES HOSTED THROUGH
PUBLIC ART INSTALLATIONS --
ART BASEL; ANNUAL EVENT THAT BECOMES A HUB
FOR DISCUSSIONS ON ART, DESIGN + CULTURE --
DISTRICT OF SHOPS + GALLERIES**





MAKERS MARKETS



Historic Commercial Center Draft Vision Plan

YOGA ART AND MUSIC EVENTS



Gensler 140

BRANDED EVENTS WITHIN THE DISTRICT

DESIGN DISTRICT HELSINKI

**COMMUNITY DRIVEN FOCUS WITH EVENTS SUCH AS
THE DESIGN DISTRICT MARKET THAT ENCOURAGE
PUBLIC ENGAGEMENT -- HANDS ON WORKSHOPS
AND CO-CREATION OPPORTUNITIES -- PUBLIC
VENUES FOR DISCOURSE AND CREATION -- OPEN AIR
CONCERTS -- DESIGN , FASHION + ARCHITECTURE
MUSEUMS**





DESIGN MARKETPLACE



LUX ANNUAL LIGHT FESTIVAL



Historic Commercial Center Draft Vision Plan

PARTICIPATORY INSTALLATION EVENTS



NIGHT OF THE ARTS FESTIVAL

Catalytic Projects: Clark County Arts & Cultural Center

FONDAZIONE PRADA MILAN

**EXHIBITION -- EDUCATION -- CINEMA -- RESTAURANT
+ MARKETPLACE CREATING DIALOGUE WITH
INTERNATIONAL AND PLURAL AUDIENCES --
LABORATORY OF IDEAS -- SCIENTIFIC PROJECTS
+ CONFERENCES -- MUSICAL EVENTS -- DANCE
PERFORMANCES -- EDUCATIONAL ACTIVITIES --
PHILOSOPHY LECTURES**



CONCEPT DESIGN

Catalytic Projects: Clark County Arts & Cultural Center

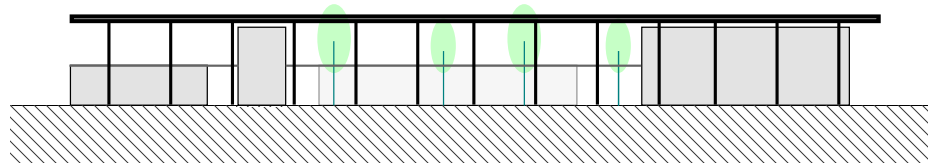
**SHORT TERM VISION
DEMOLITION OF COMMERCIAL ARTS
BUILDING AND EXTENSION OF
(PARK)ING LOT PUBLIC SPACE**



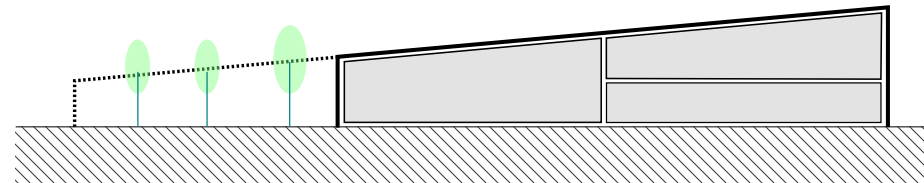
Catalytic Projects: Clark County Arts & Cultural Center

LONG TERM VISION
CONCEPTUAL DESIGN OPTIONS

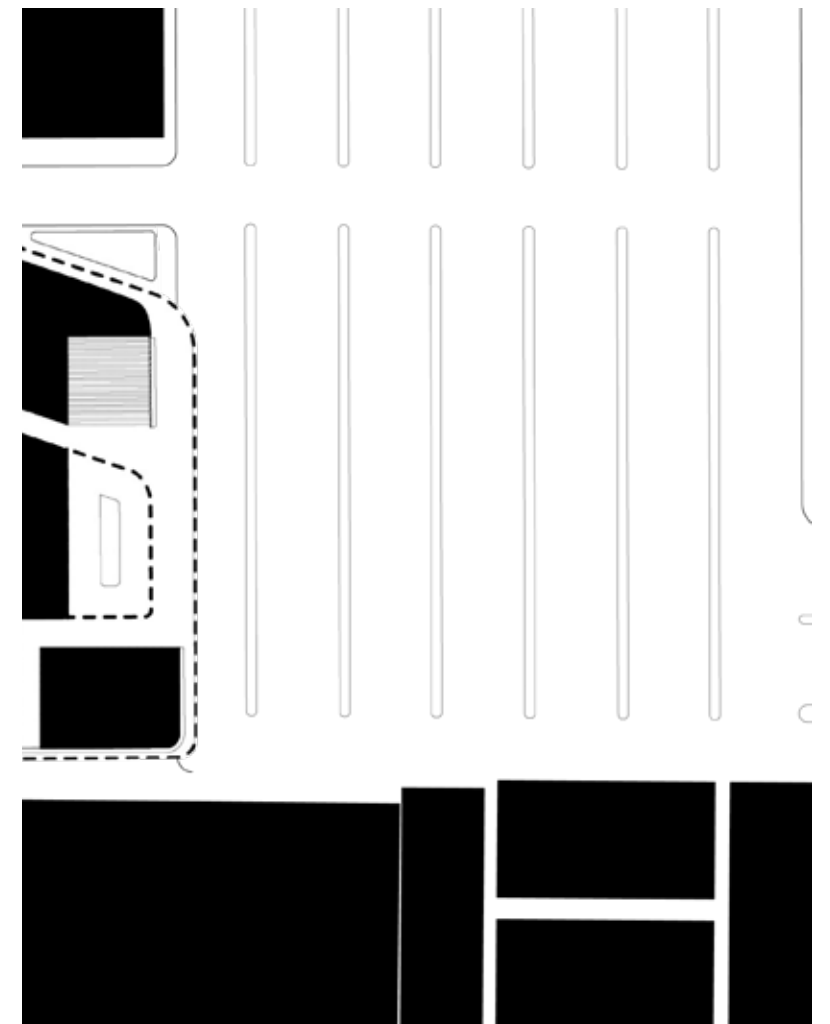
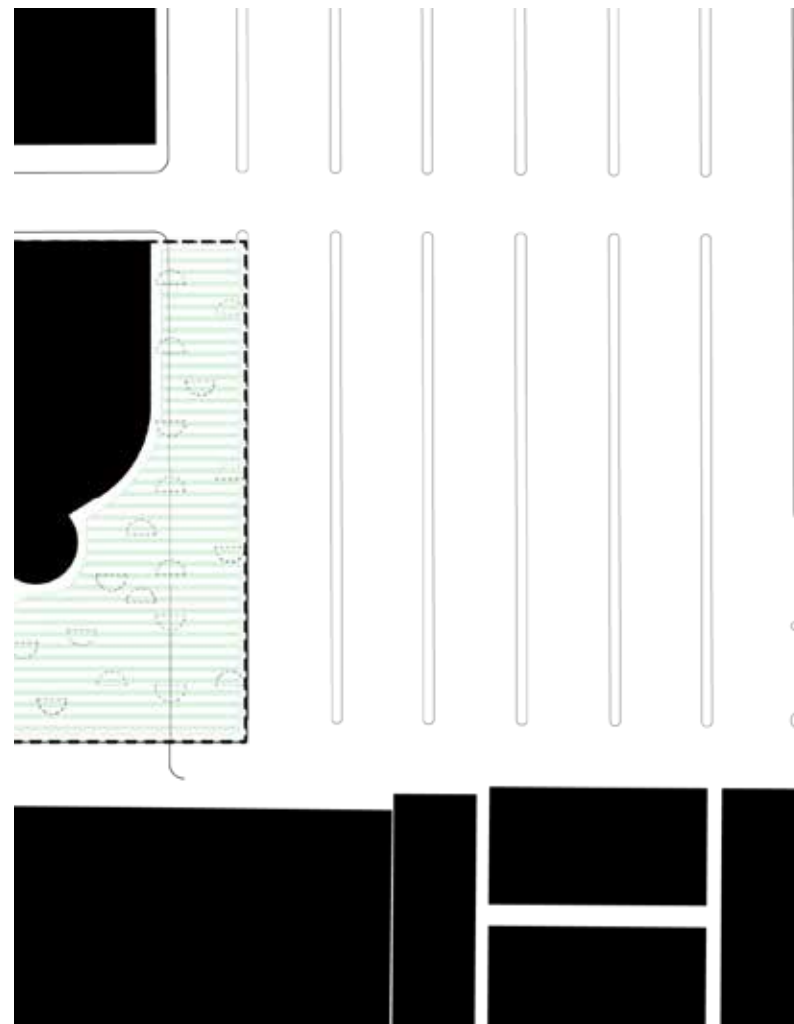
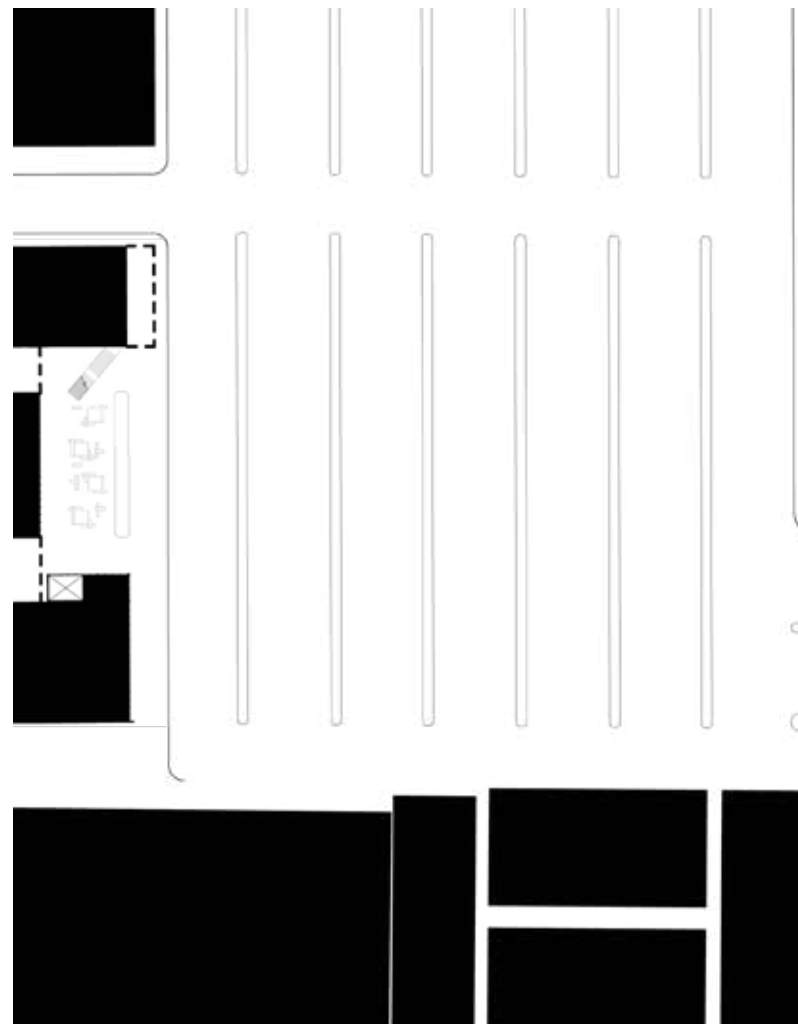
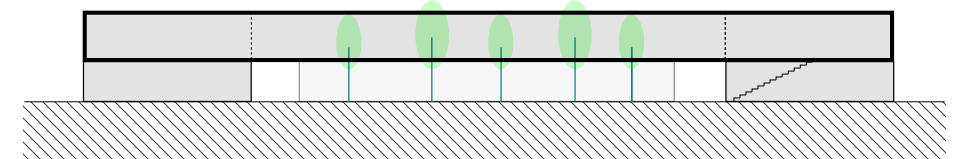
OPTION 1 | VILLAGE



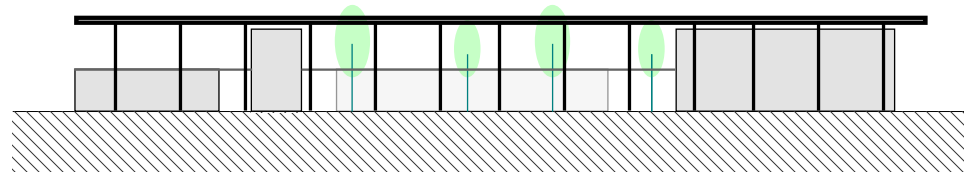
OPTION 2 | SHED



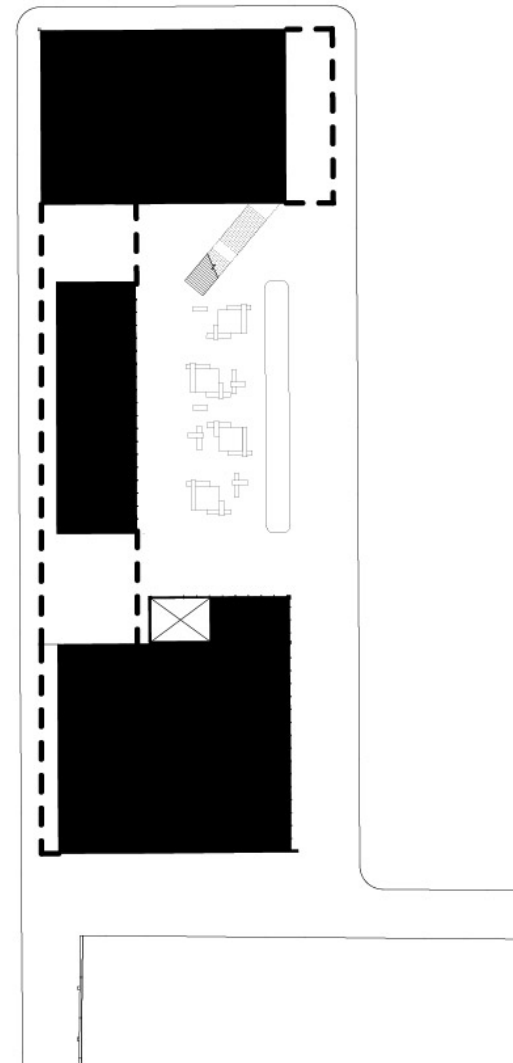
OPTION 3 | LOOP



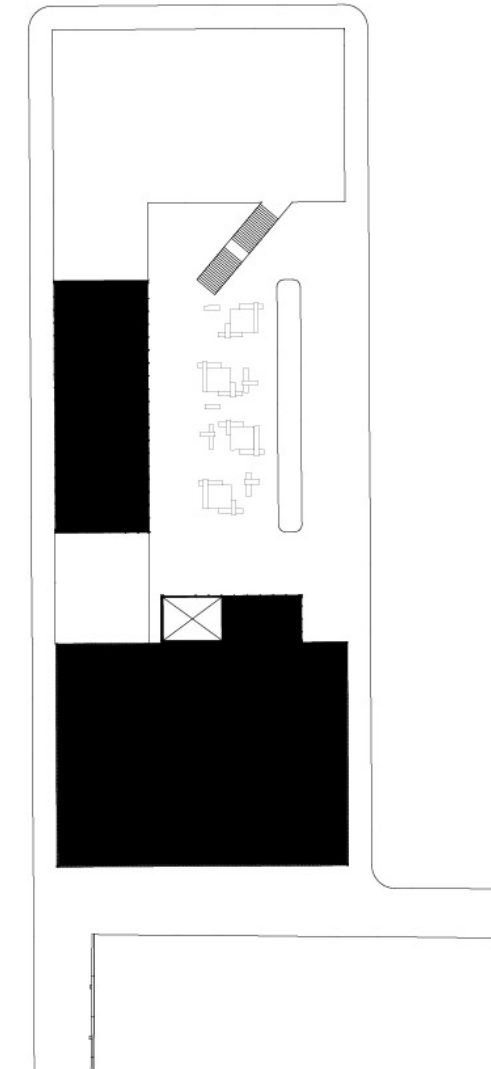
Catalytic Projects: Clark County Arts & Cultural Center



**OPTION 1 |
VILLAGE**



LEVEL 1



LEVEL 2

OPTION 1 | VILLAGE



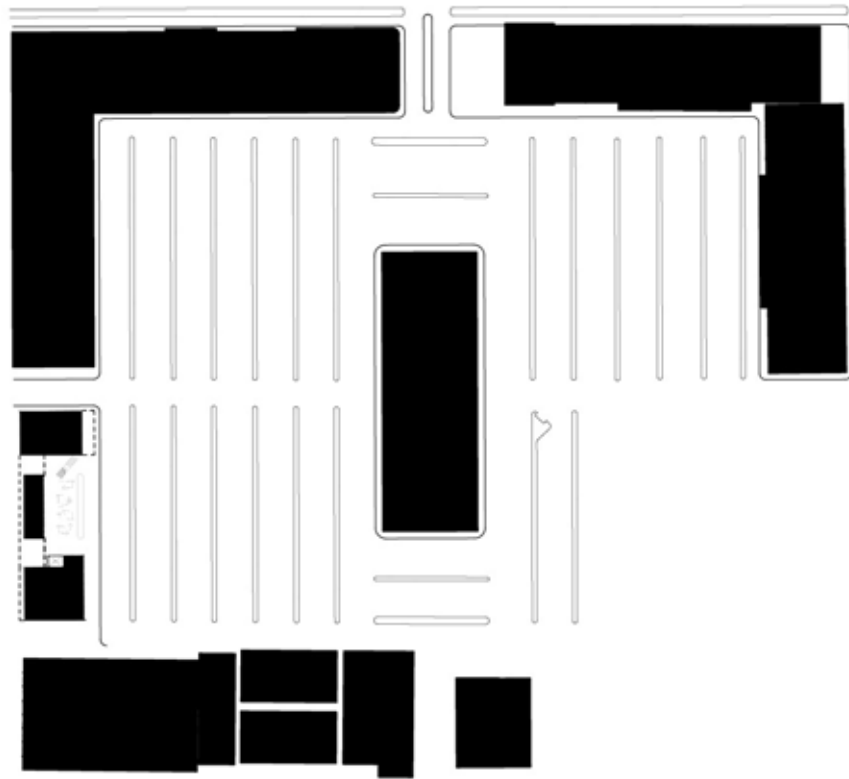
Catalytic Projects: Clark County Arts & Cultural Center

OPTION 1 | VILLAGE

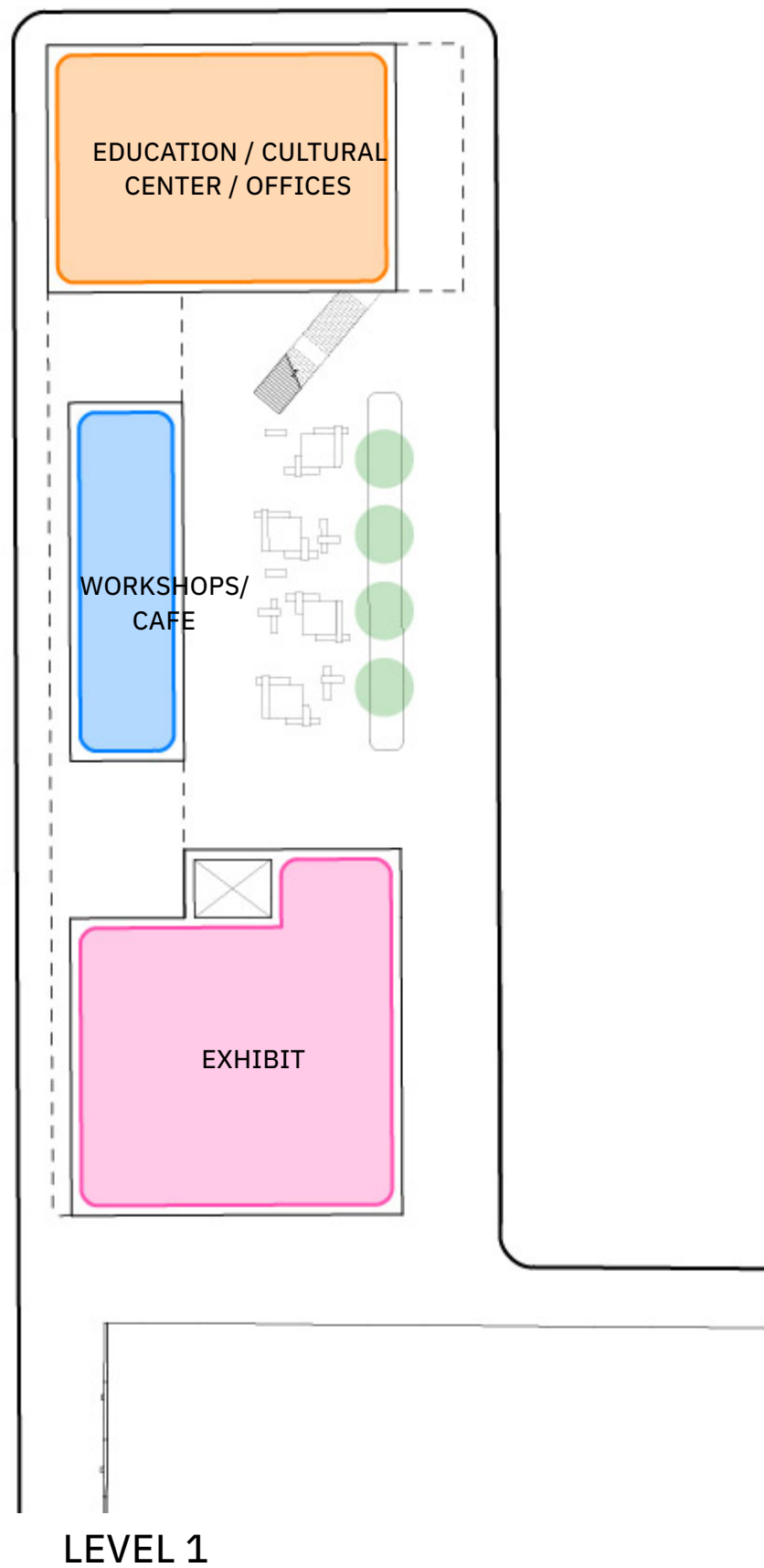
LEVEL 1: ~22,000 SF

LEVEL 2: ~18,000 SF

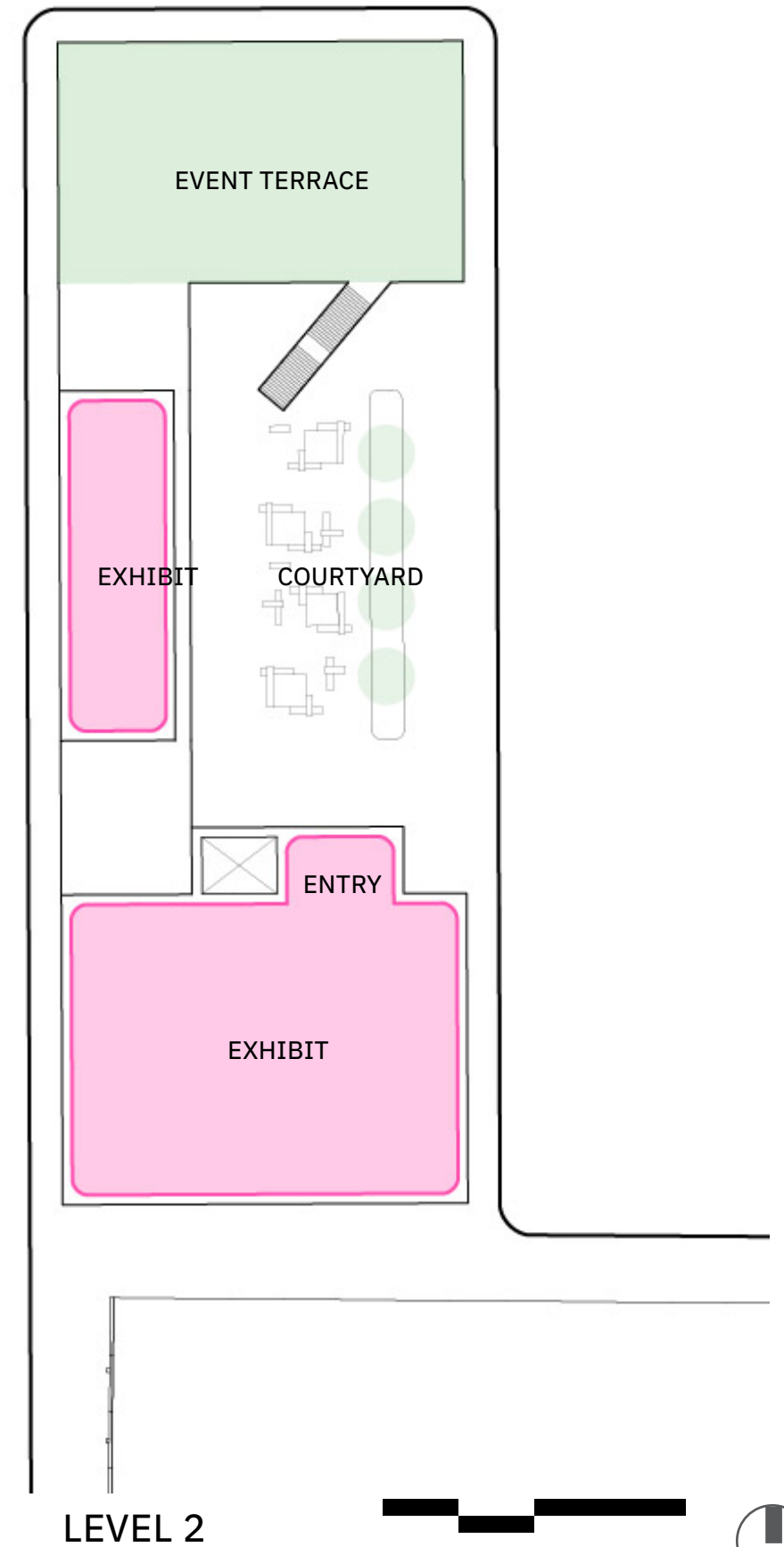
TOTAL: ~40,000 SF



SITE PLAN (NTS)



LEVEL 1



LEVEL 2



OPTION 1 | VILLAGE



OPTION 1 | VILLAGE



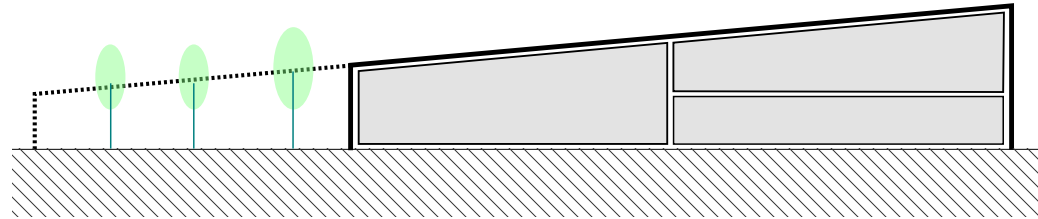
OPTION 1 | VILLAGE



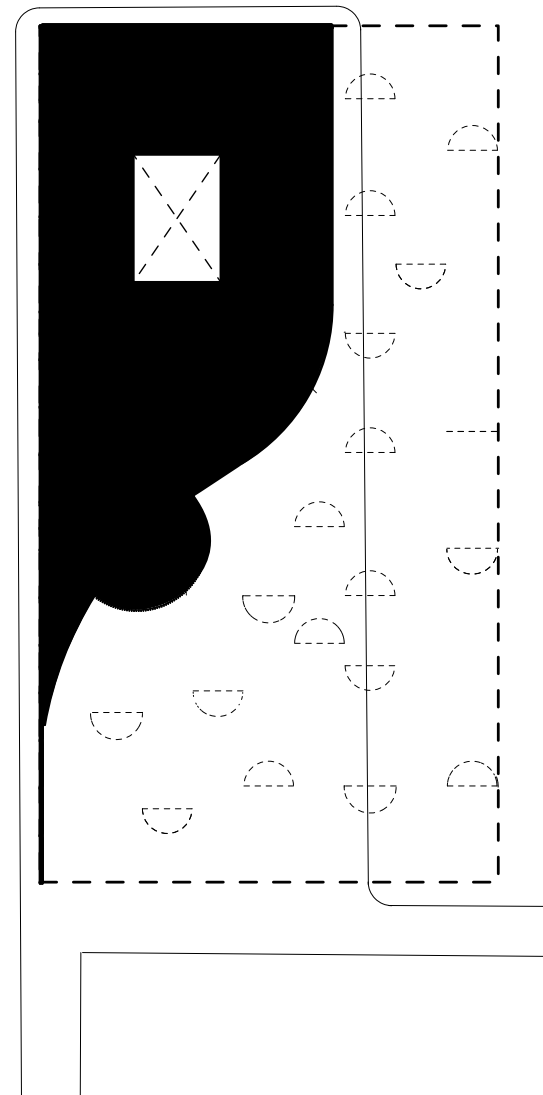
OPTION 1 | VILLAGE



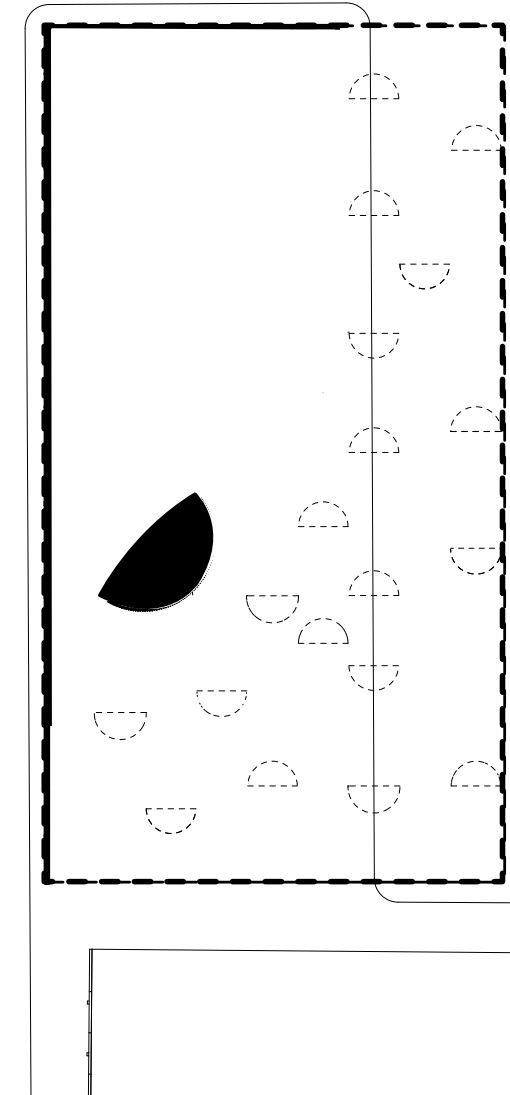
Catalytic Projects: Clark County Arts & Cultural Center



OPTION 2 | SHED

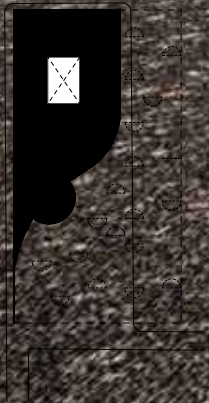


LEVEL 1



OBSERVATION DECK

OPTION 2 | SHED



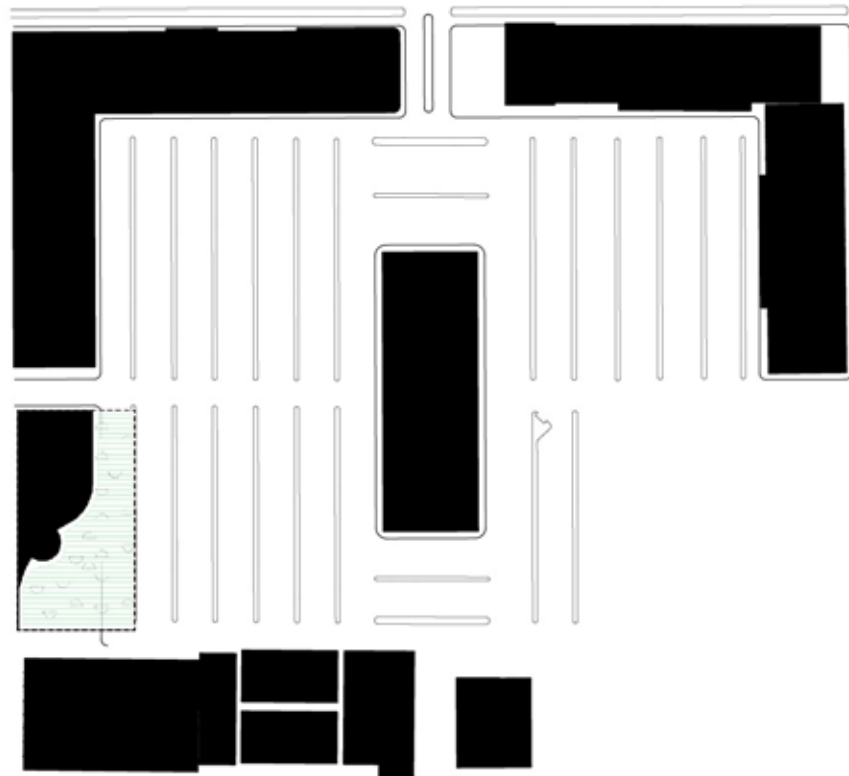
Catalytic Projects: Clark County Arts & Cultural Center

OPTION 2 I SHED

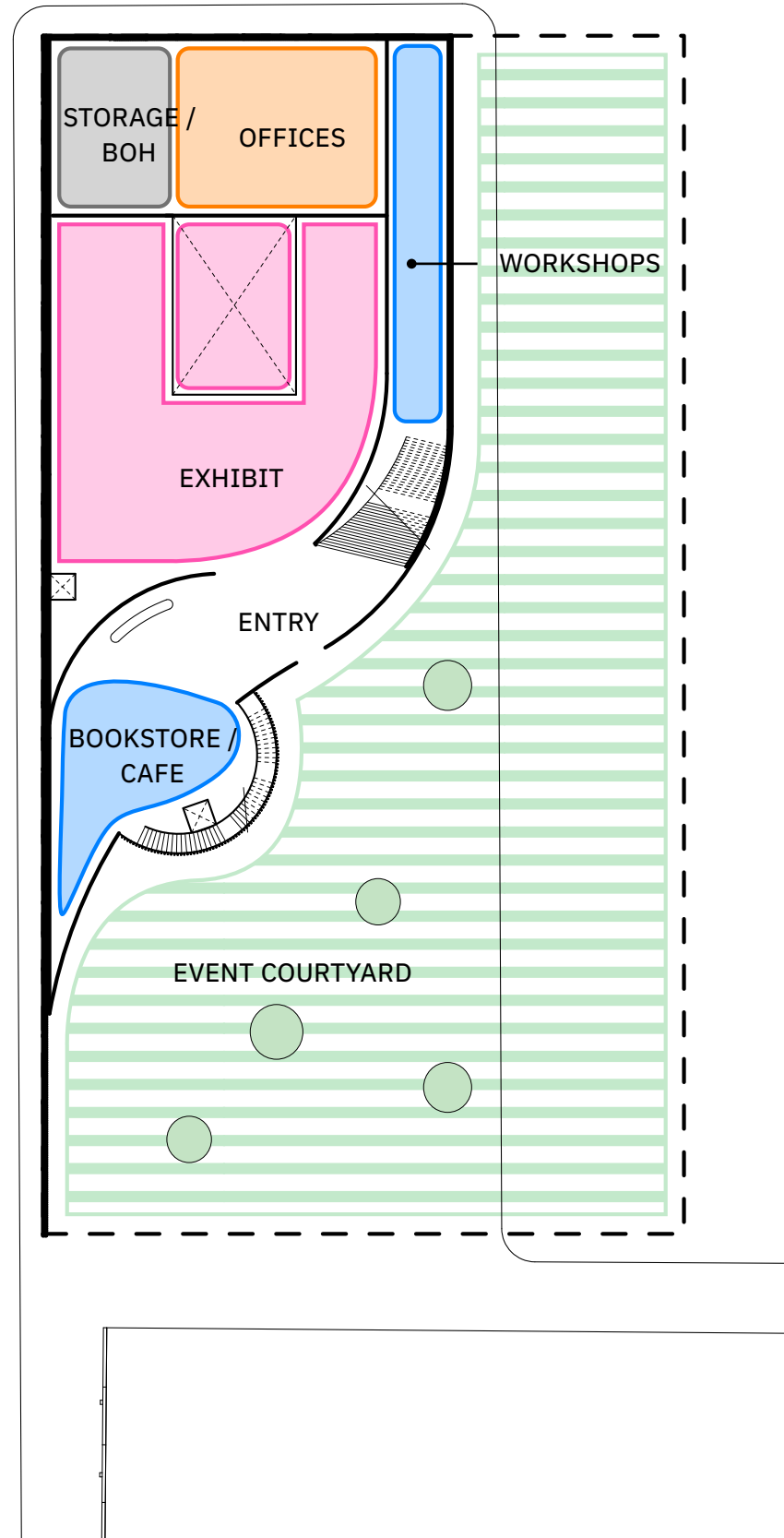
LEVEL 1: ~27,000 SF

LEVEL 2: ~17,600 SF

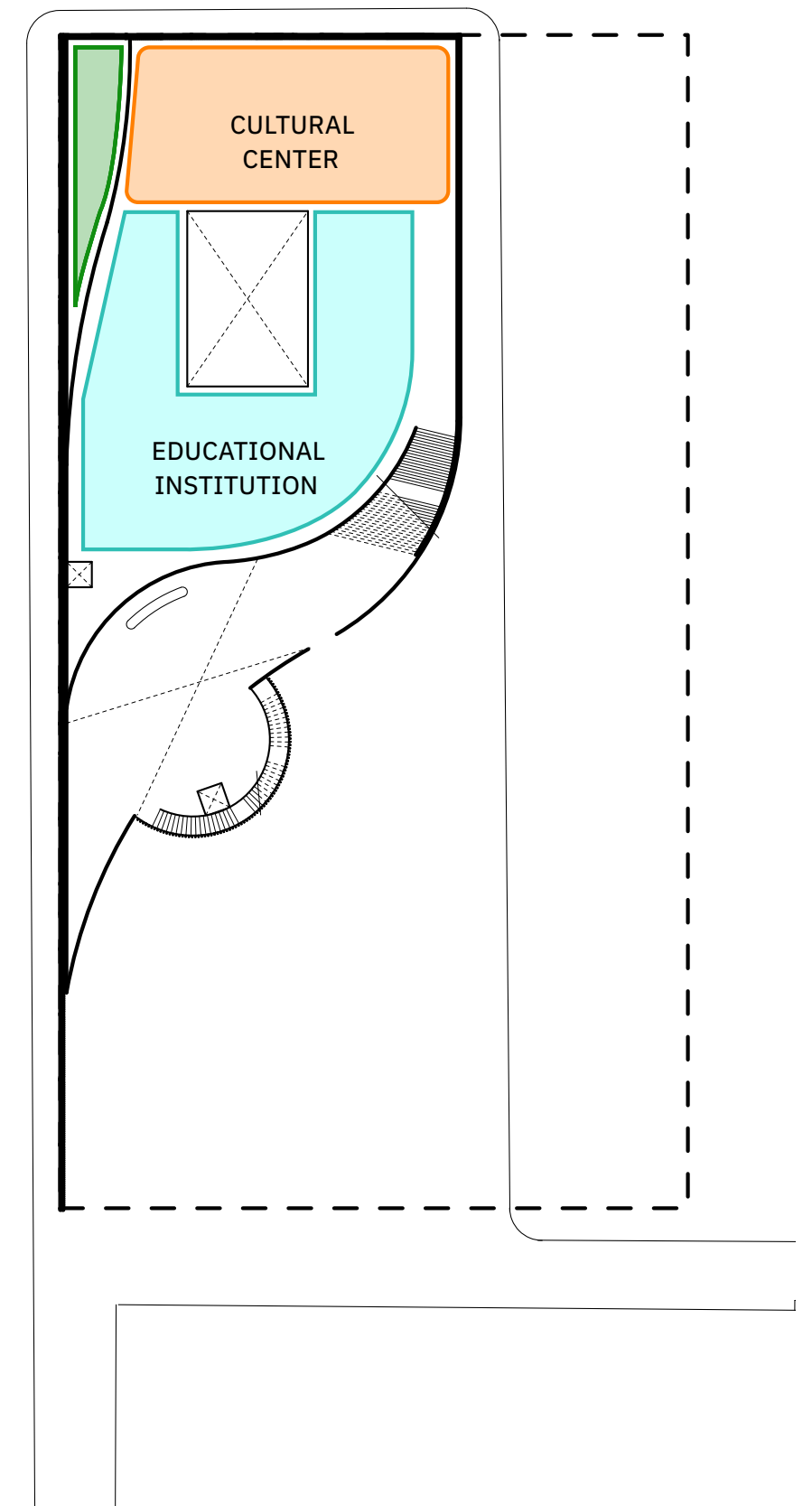
TOTAL: ~44,600 SF



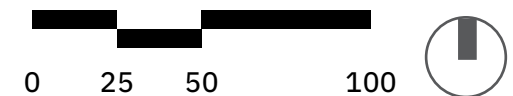
SITE PLAN (NTS)



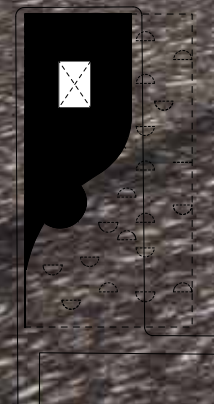
LEVEL 1



LEVEL 2



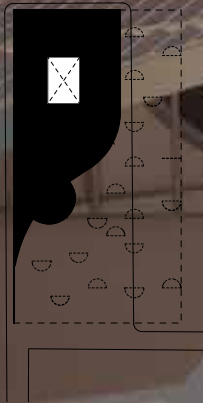
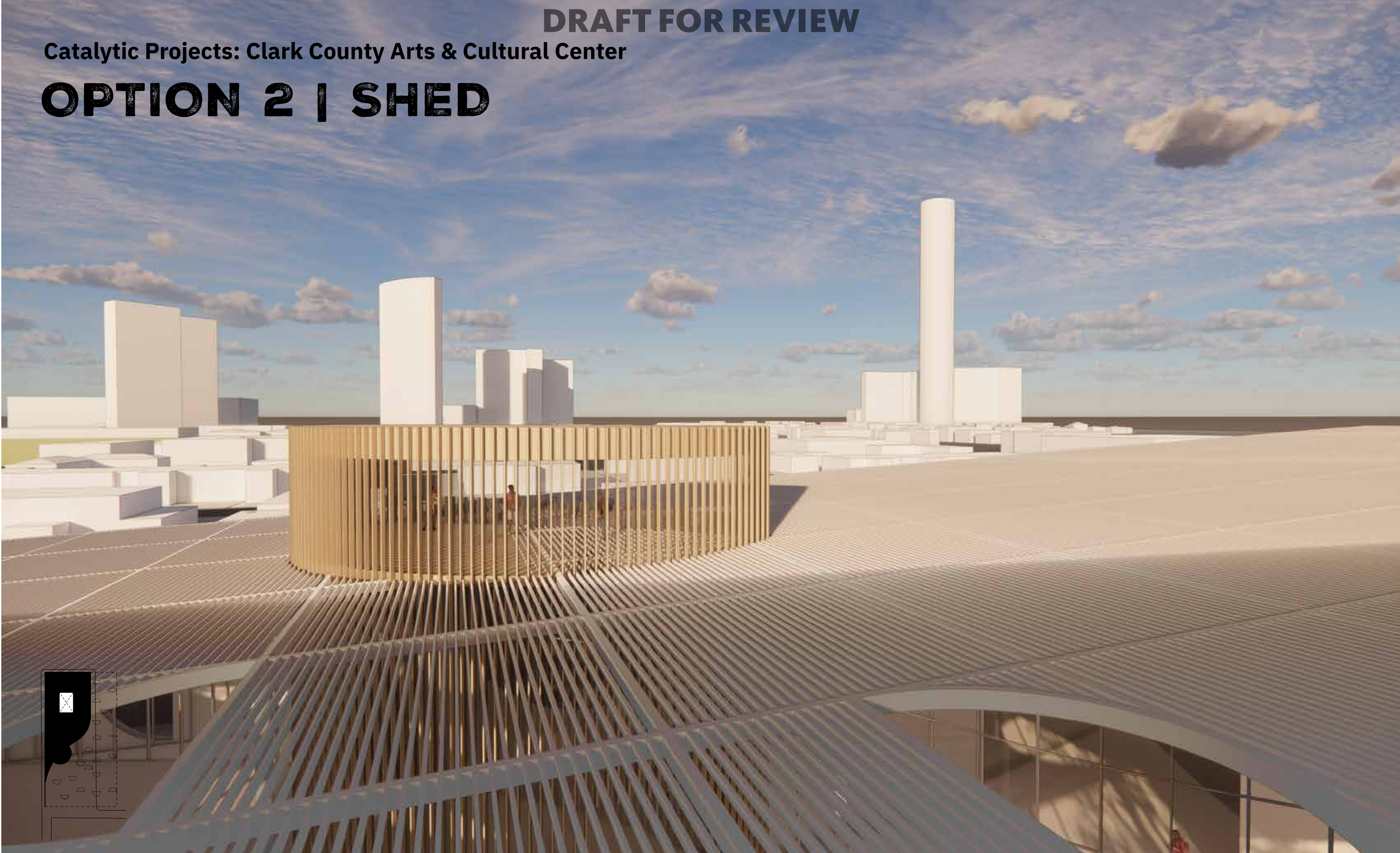
OPTION 2 | SHED



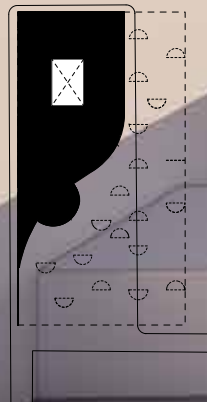
OPTION 2 | SHED



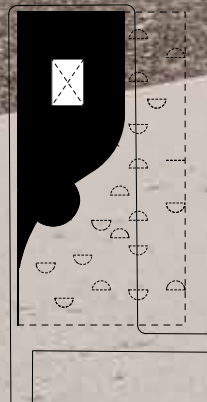
OPTION 2 | SHED



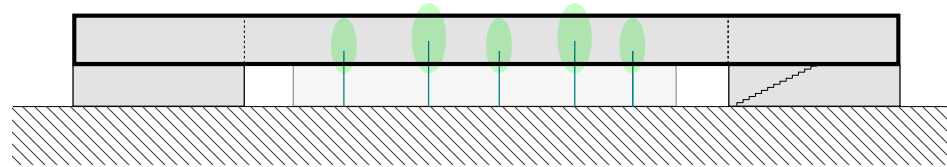
OPTION 2 | SHED



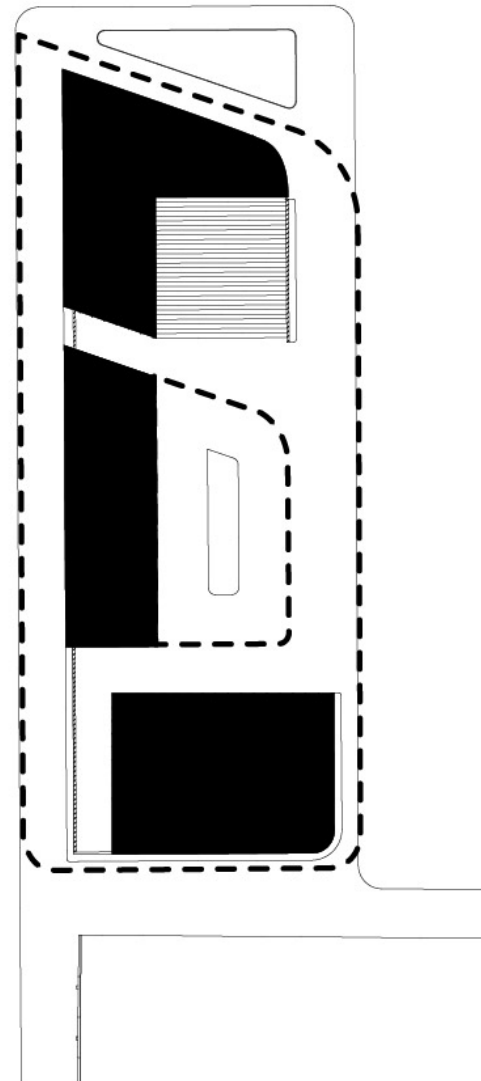
OPTION 2 | SHED



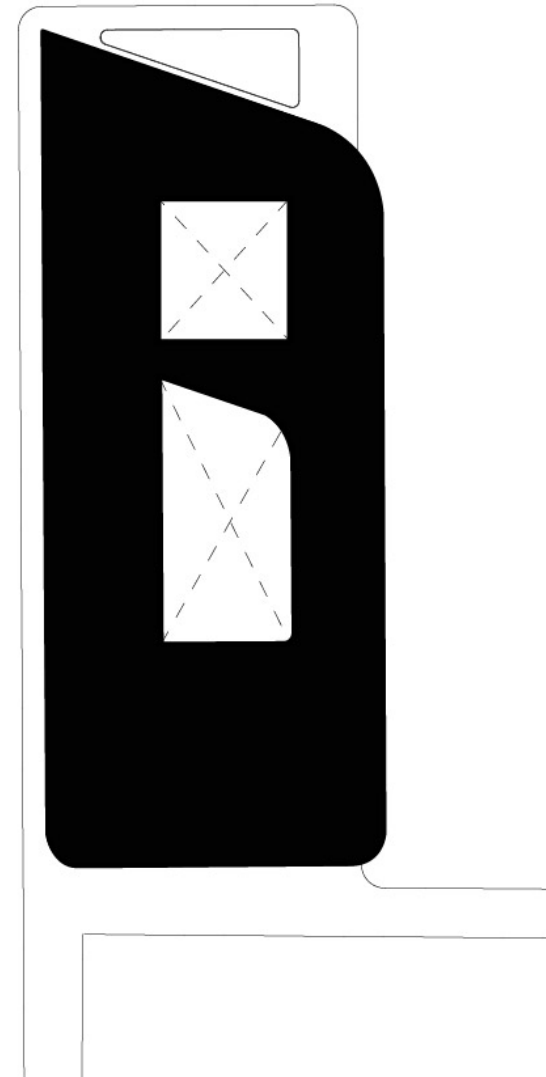
Catalytic Projects: Clark County Arts & Cultural Center



**OPTION 3 |
LOOP**

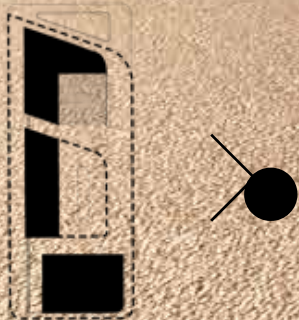


LEVEL 1



LEVEL 2

OPTION 3 | LOOP



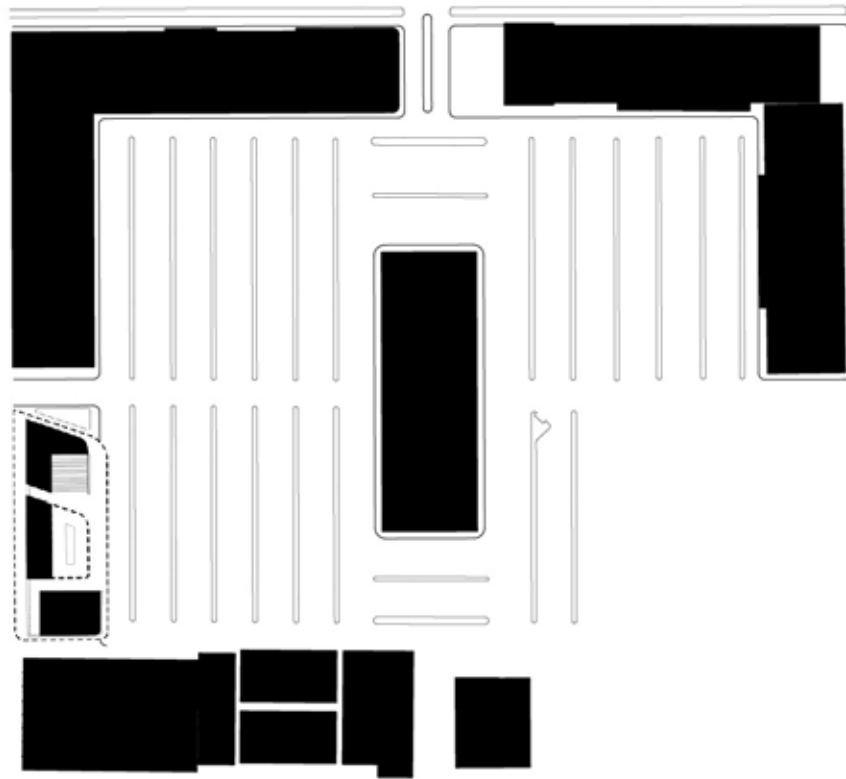
Catalytic Projects: Clark County Arts & Cultural Center

OPTION 3 | LOOP

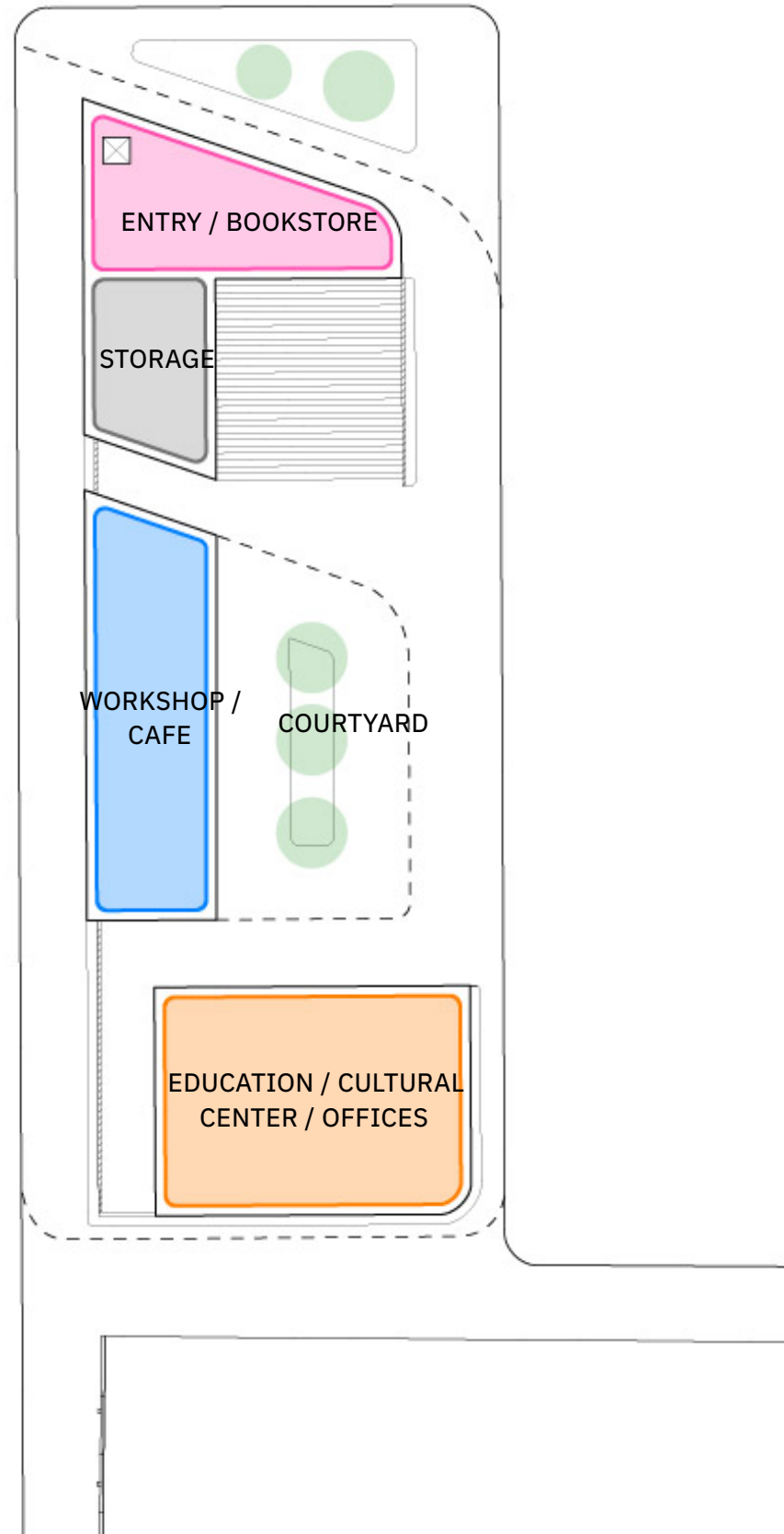
LEVEL 1: ~17,000 SF

LEVEL 2: ~40,000 SF

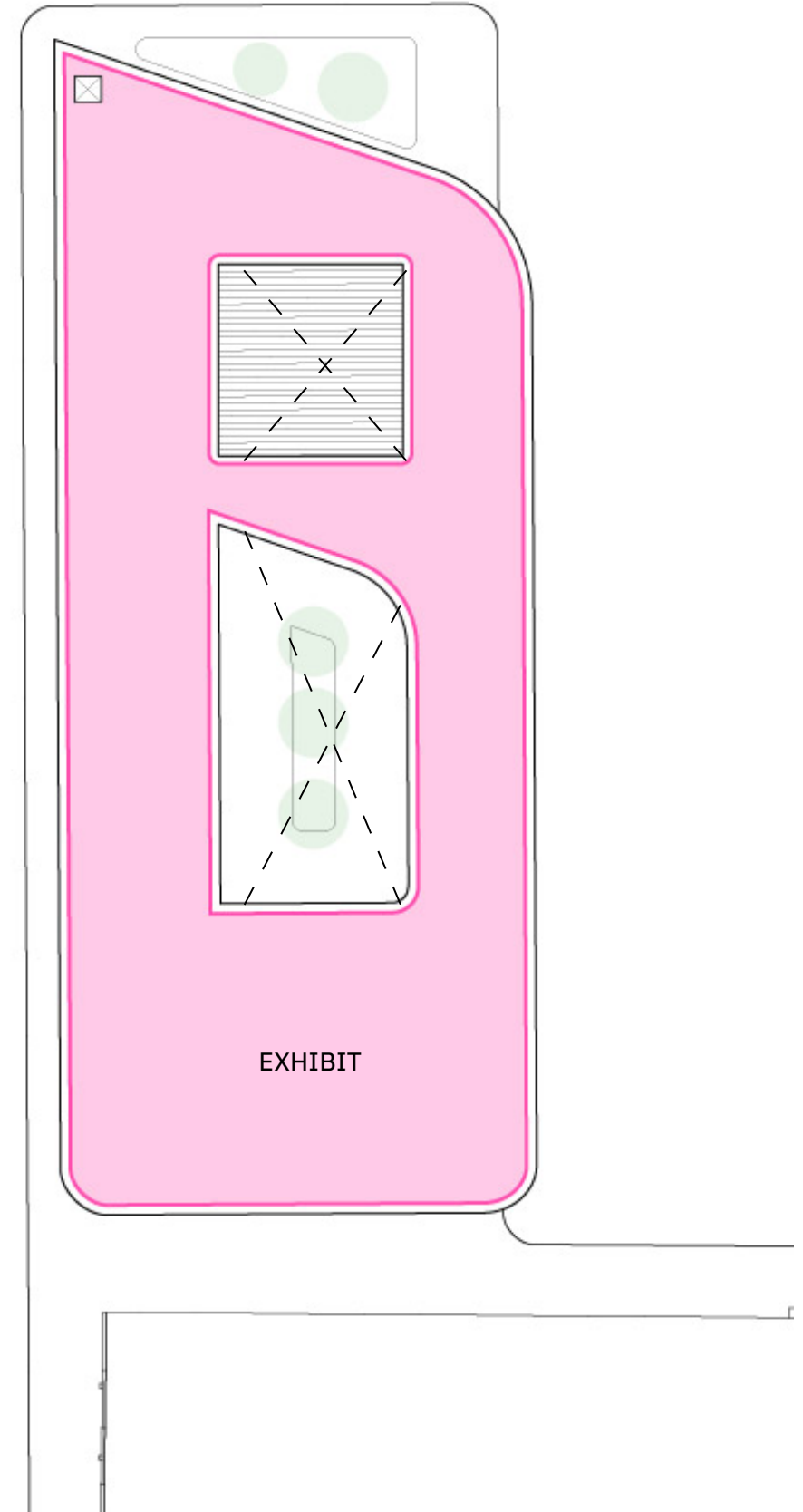
TOTAL: ~57,000 SF



SITE PLAN (NTS)



LEVEL 1



LEVEL 2



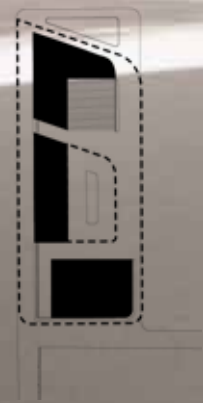
OPTION 3 | LOOP



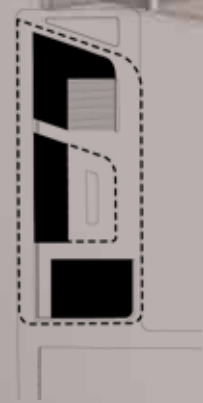
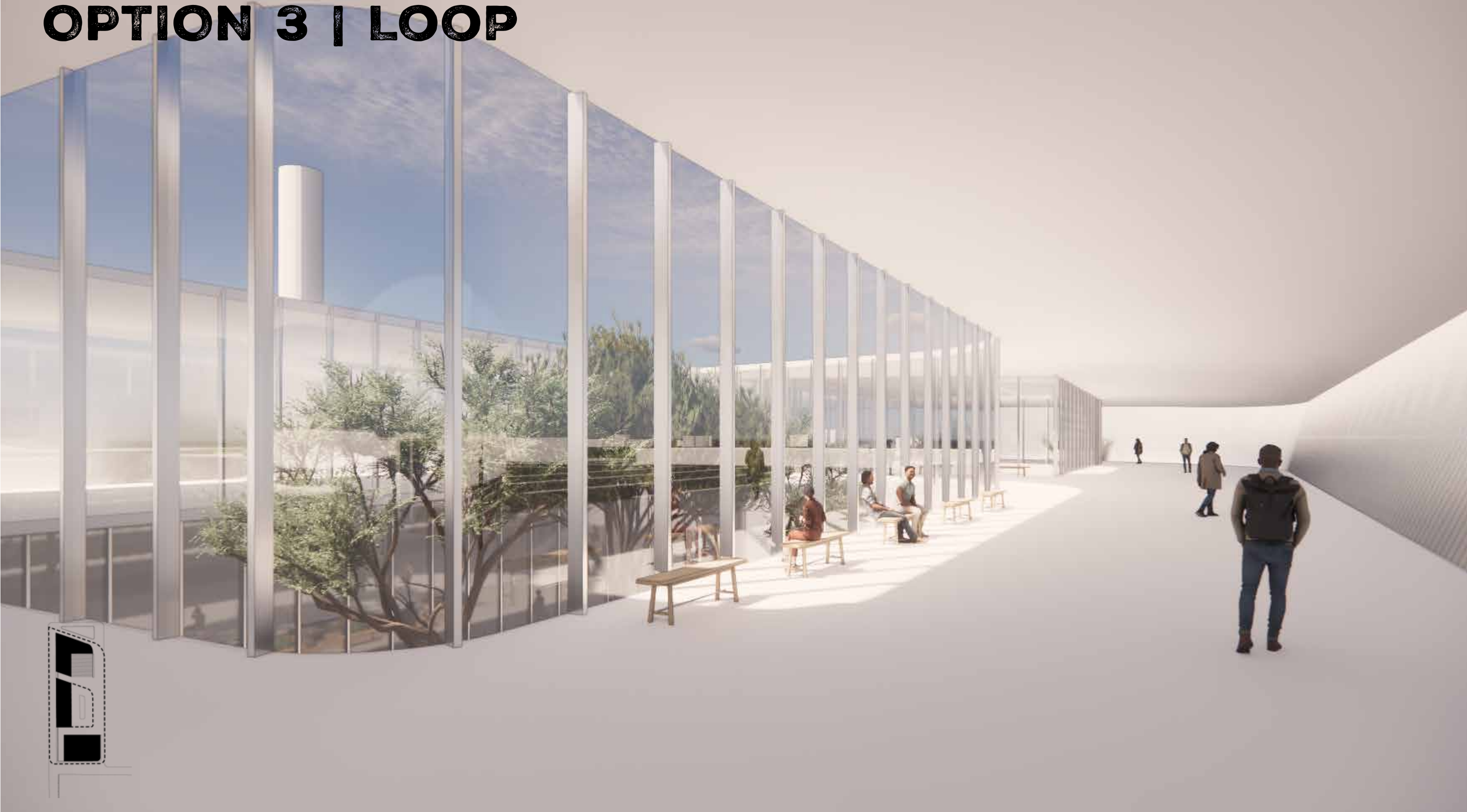
OPTION 3 | LOOP



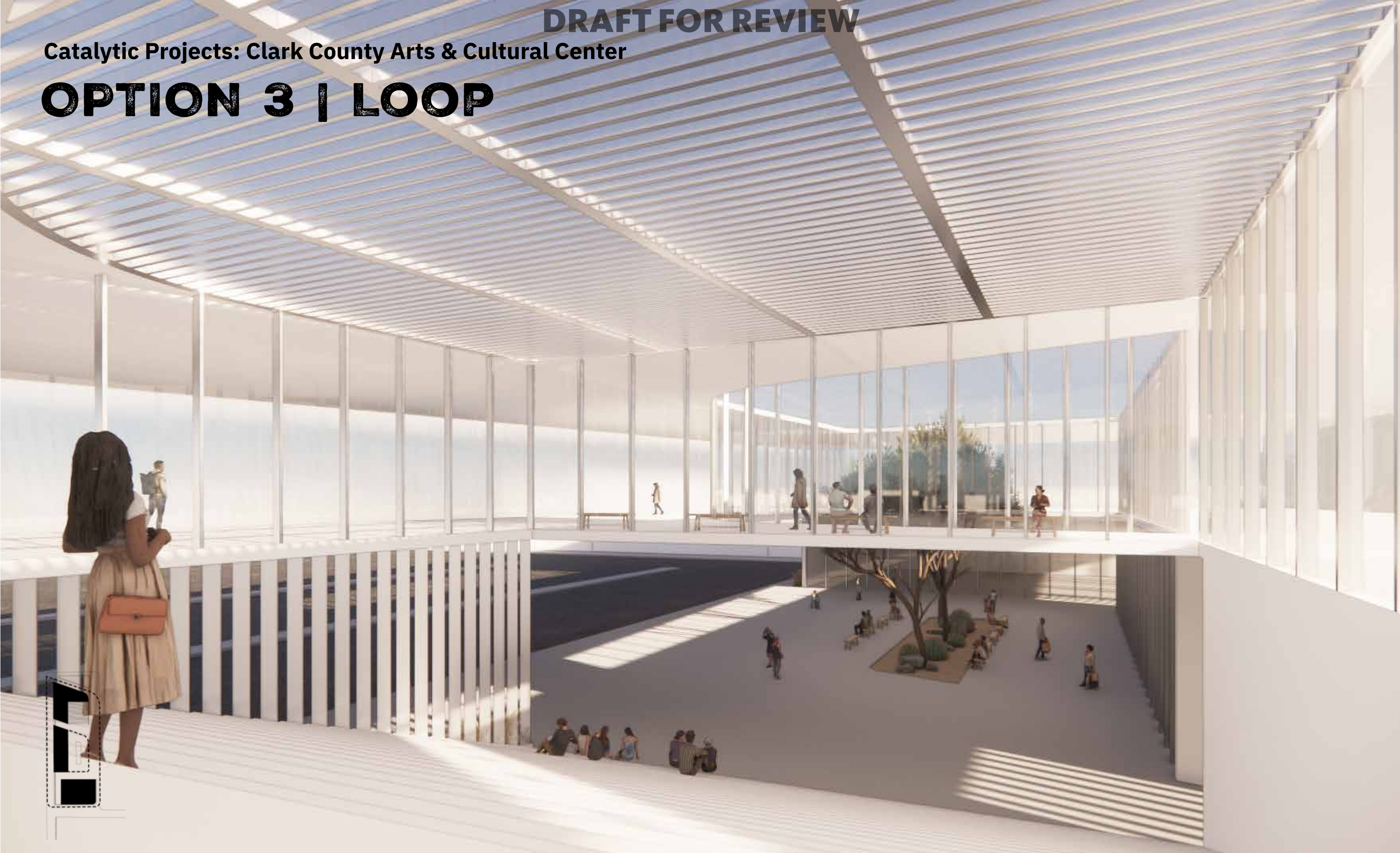
OPTION 3 | LOOP



OPTION 3 | LOOP



OPTION 3 | LOOP



Catalytic Projects: Clark County Arts & Cultural Center

COMPARISON

OPTION 1 | **VILLAGE**

~40,000 SF



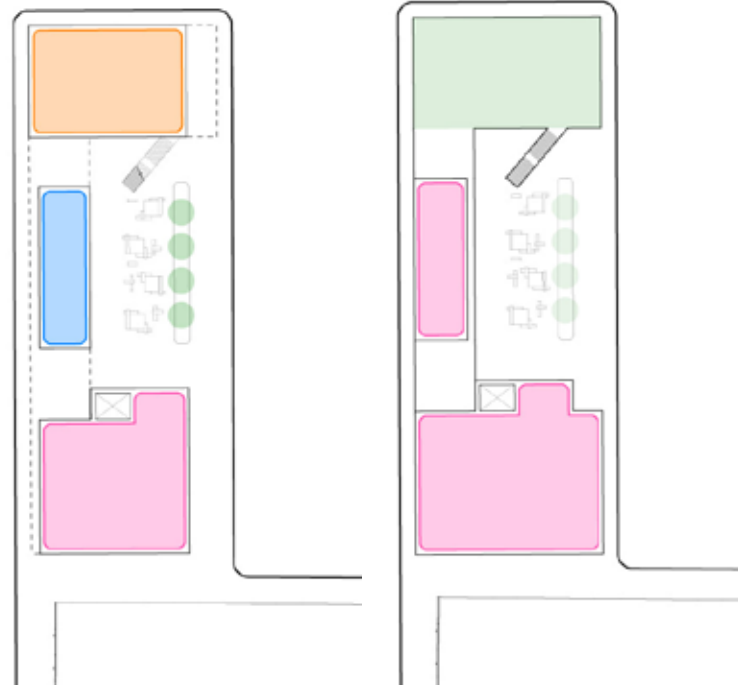
OPTION 2 | **SHED**

~44,600 SF



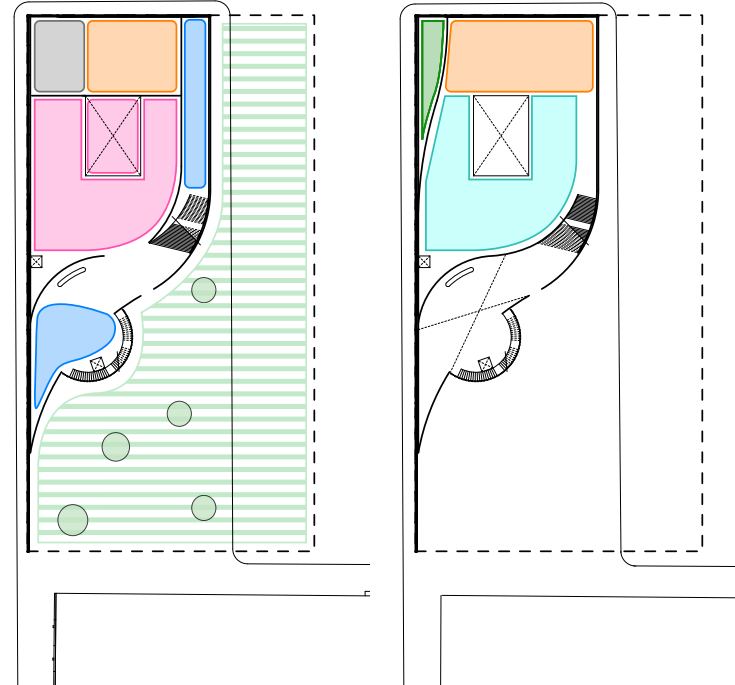
OPTION 3 | **LOOP**

~57,000 SF



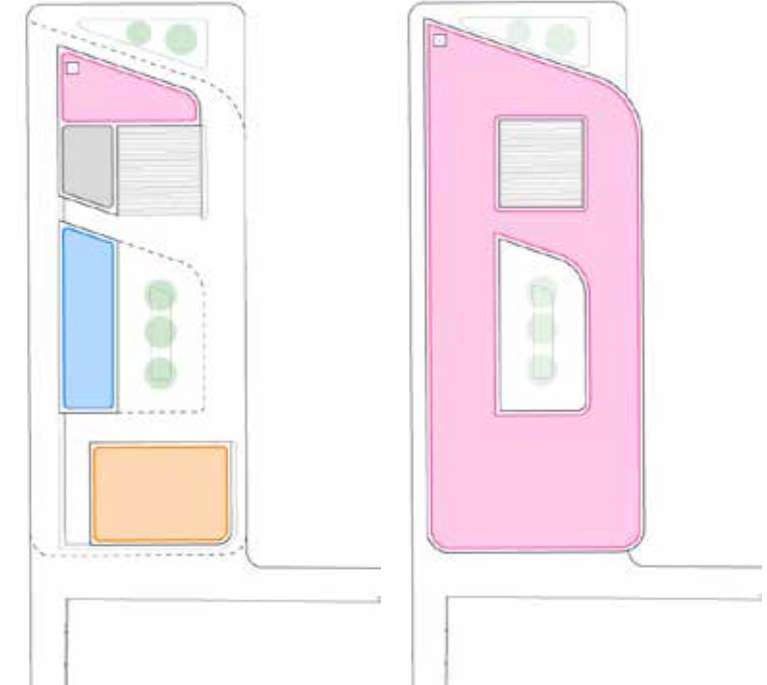
LEVEL 1

LEVEL 2



LEVEL 1

LEVEL 2



LEVEL 1

LEVEL 2

CHAPTER 5: CATALYTIC PROJECTS

NEW ORLEANS SQUARE

Catalytic Projects: New Orleans Square

INTRODUCTION

This Vision Plan includes a strategy for how to move forward with New Orleans Square, as an incubator of creative businesses that are either invested in broader Center activities, tenants that are currently leasing spaces, or other key stakeholders whose presence would enhance the overall goals of the project.

It is recommended that the County enter into a two-phased approach to upgrade the existing buildings and spaces to support the ongoing and future lease activity of New Orleans Square. The first phase includes filling in ready-to-go spaces with tenants that are in immediate need of space with minimal upgrades. The second phase involves repositioning vacant or underutilized spaces to meet the current and future market, and the desire to attract creative businesses that support the overall Vision for the Center.

**TABLE OF
CONTENTS**

- Context & History**
- Vision**
- Prospective Tenants**
- Existing Conditions**
- Tenant Opportunities**
- Adjacency Scenarios**

NEW ORLEANS SQUARE EXEMPLIFIES AN ECLECTICISM AND VIBRANCY THAT IS **UNIQUELY LAS VEGAS**. FROM IT'S START, IT HAS BEEN HOME TO A VARIED MIX OF SMALL BUSINESSES THAT REFLECT THE **DIVERSITY OF THE COMMUNITY**, PROVIDING LOCALS WITH A PLACE TO MEET FRIENDS, SHOP, AND GATHER.

Catalytic Projects: New Orleans Square

HISTORY

BUILT WITH THE INTENTION OF REPLICATING AN OLD STYLE NEW ORLEANS PLAZA, THIS **SMALL-SCALE, OPEN AIR** SHOPPING CENTER FIRST KNOWN AS ‘CARRIAGE TRADE CENTER’ ACHIEVED AN **INTIMATE** SENSE OF SCALE THAT PROMOTED **FAMILIARITY** OF INTERACTIONS IN IT’S **COMMUNAL** COURTYARDS AND BREEZEWAYS.

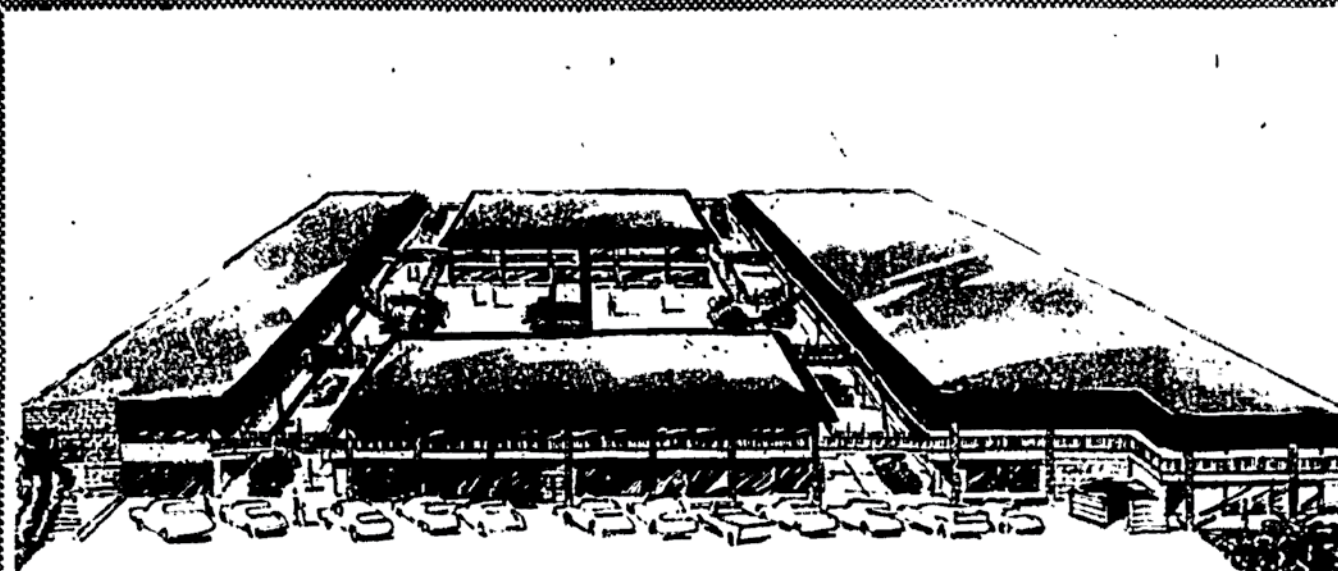


CARRIAGE TRADE CENTER
900 E. KAREN AVE.
NOW LEASING...

Retail Stores & Elegant Office Space
This new five major building complex offers these outstanding features:

- **PRIME LOCATION**—The very heart of the shopping metropolis of Las Vegas, situated in an exciting and very successful shopping center, surrounded by triple "A" tenants and large chain and department stores.
- **ARCHITECTURAL DESIGNING**—The buildings are characteristic to an Old-Fashioned New Orleans Plaza with the sloped shake shingle roofs, used brick facing, wrought iron railings, wide courtyards, and brick planter areas, thus creating a totally unique and warm atmosphere for shopper and tenant.
- **CONVENIENCE**—There are connecting balconies upstairs adjoining the different buildings for easy access, and two elevators which will serve the shopper and tenants, and help make deliveries easier. One of the elevators is particularly unique in that it is glass enclosed and situated in the center of the open mall. This will provide a distinctive appeal to the center, which will contribute to the success of the various businesses.
- An organized combination of stores and offices benefiting each tenant which will feature: Specialty shops, a variety of clothing stores, jewelry store, gift shops, a combination of restaurants, a decorator row, and much more.
- Many sizes of store and offices are available from the very small tenant to the very large.
- Ample free parking.

NOLTE REALTY
734-8696 REALTOR 953 E. SAHARA AVE.
732-2007 Exclusive Rental Agent



CARRIAGE TRADE CENTER — New four major building complex now under construction in Commercial Center, 953 E. Sahara and will be completed in November, 1974. Nolte Realty is the exclusive agent, now leasing store and office space. The buildings are characteristic to an Old-Fashioned New Orleans Plaza. With sloped shake shingle roofs, used brick facing, wrought iron railings, wide courtyards and brick planter areas. There are connecting balconies upstairs adjoining the different buildings for easy access; an added attraction, a glass enclosed elevator in center of open mall. There will be a combination of stores and offices such as specialty shops, variety of clothing stores, shoe stores, jewelry stores, gift shops, restaurants, and much more, plus ample parking.



THE CARRIAGE TRADE CENTER
900 EAST KAREN AVE. LAS VEGAS
NOW LEASING

NOW LEASING RETAIL STORES AND ELEGANT OFFICE SPACE

- **Prime Location**—The very heart of the shopping metropolis of Las Vegas, situated in an exciting and very successful shopping center, surrounded by triple "A" tenants and large chain and department stores.
- **Architectural Designing**—The buildings are characteristic to an Old-Fashioned New Orleans Plaza. With the sloped shake shingle roofs, used brick facing, wrought iron railings, wide courtyards, and brick planter areas, thus creating a totally unique and warm atmosphere for shopper and tenant.
- **Convenience**—There are connecting balconies upstairs adjoining the different buildings for easy access, and two elevators which will serve the shopper and tenants, and help make deliveries easier. One of the elevators is particularly unique in that it is glass enclosed and situated in the center of the open mall. This will provide a distinctive appeal to the center, which will contribute to the success of the various businesses.
- An organized combination of stores and offices benefiting each tenant which will feature: specialty shops, a variety of clothing stores, shoe stores, jewelry stores, gift shops, a combination of restaurants, a decorator row, and much more.
- Many sizes of store and offices are available from the very small tenant to the very large.
- Ample free parking.

NOLTE REALTY REALTORS
INQUIRE 732-8696 or 953 E. SAHARA Suite D

Thursday November 24, 1977—Las Vegas Review-Journal—14

COMMERCIAL CENTER
Your Christmas one STOP Shopping Center



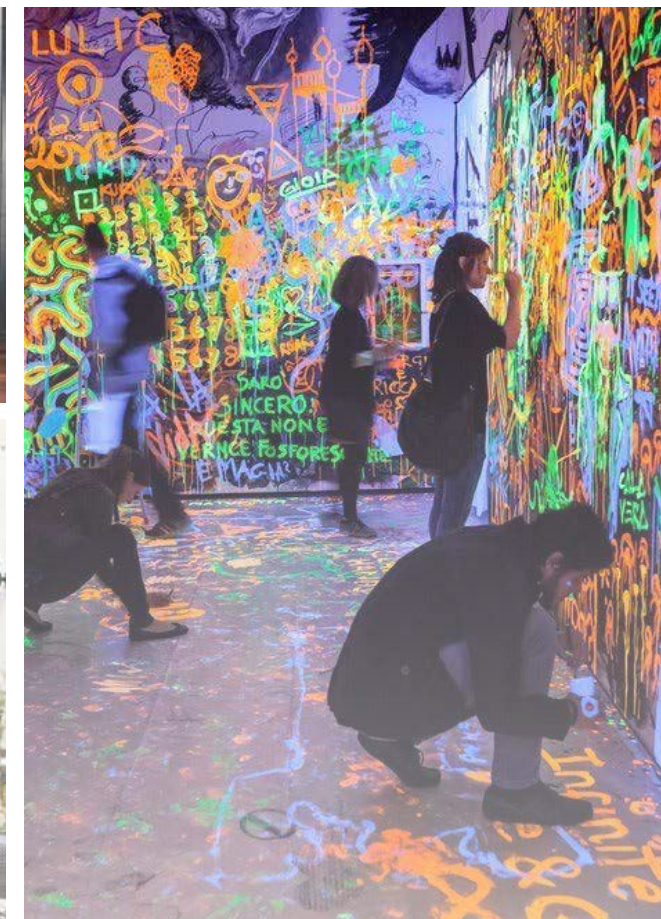
SOUTHERN NEVADA'S LARGEST SHOPPING CENTER



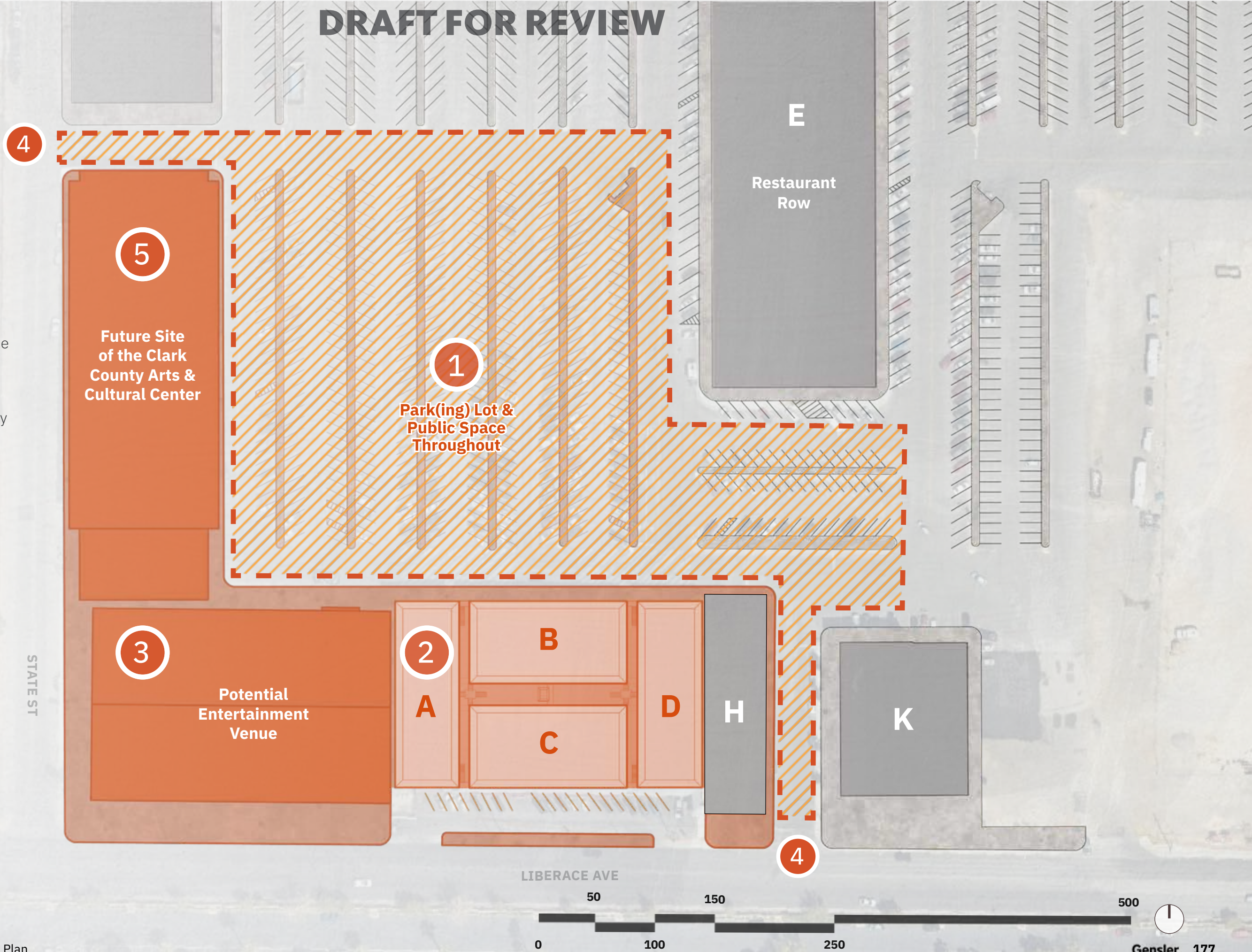
CARRIAGE TRADE CENTER VILLAGE SQUARE COMMERCIAL CENTER

VISION

TRUE TO IT'S INCEPTION, NEW ORLEANS SQUARE WILL CONTINUE TO BE A HOME FOR **LOCAL ARTISTS, SMALL BUSINESSES** AND **CULTURE** TO GROW. AS THE **CREATIVE HUB** OF COMMERCIAL CENTER, CLARK COUNTY ENVISIONS THE SQUARE AS A CELEBRATION OF **LOCAL COMMUNITY AND CULTURE** THAT FACILITATES **INTERACTION** AND **COLLABORATION** BETWEEN A DIVERSE BLEND OF TENANTS.

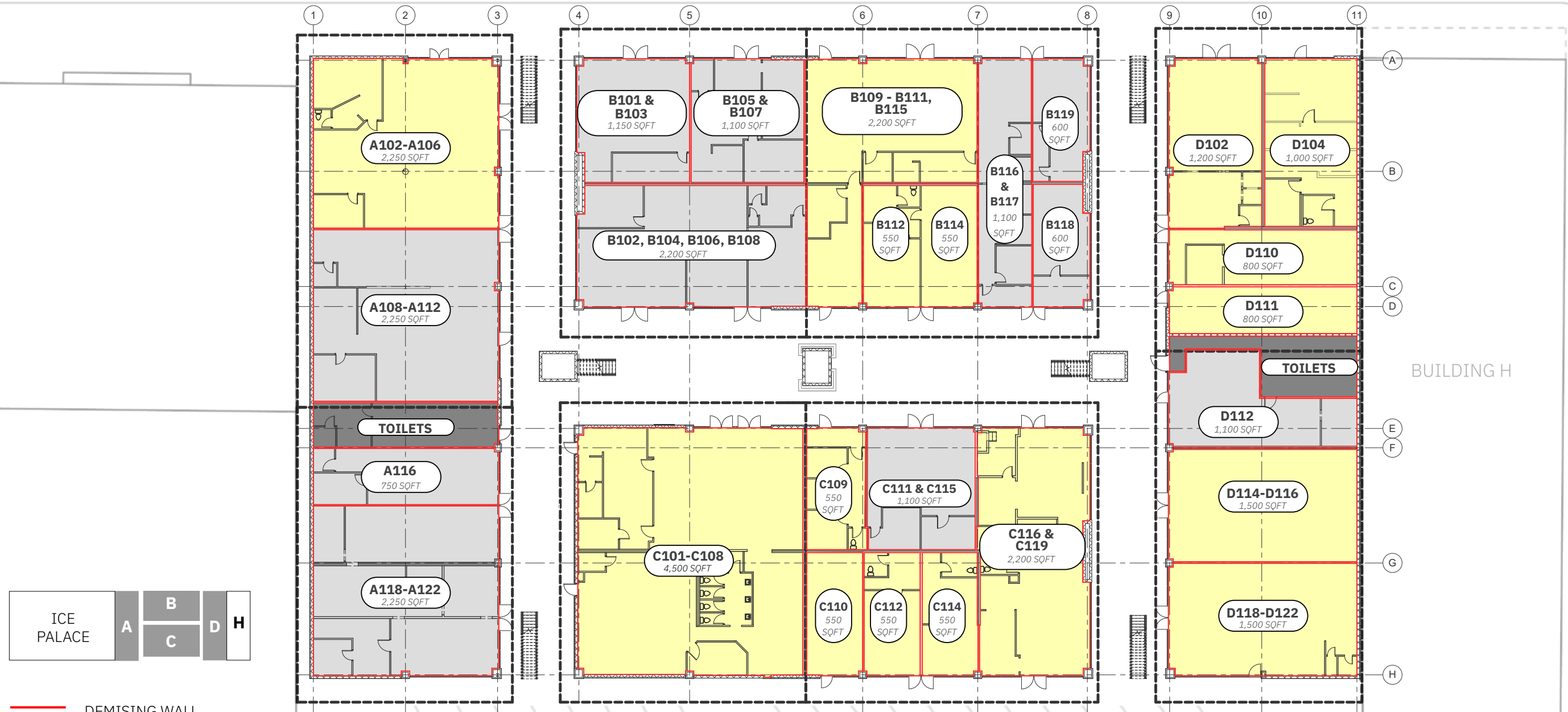


- 1 Park(ing) Lot & Public Space Throughout
- 2 New Orleans Square
- 3 Potential Entertainment Venue
- 4 Entries and Signage
- 5 Future Site of the Clark County Arts & Cultural Center



****As-builts may not reflect existing condition and must be verified in field ****

PORCH / PLAZA / PROMENADE



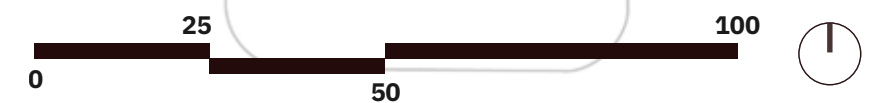
DEMISING WALL

VACANT TENANT SPACE

 OCCUPIED TENANT SPACE

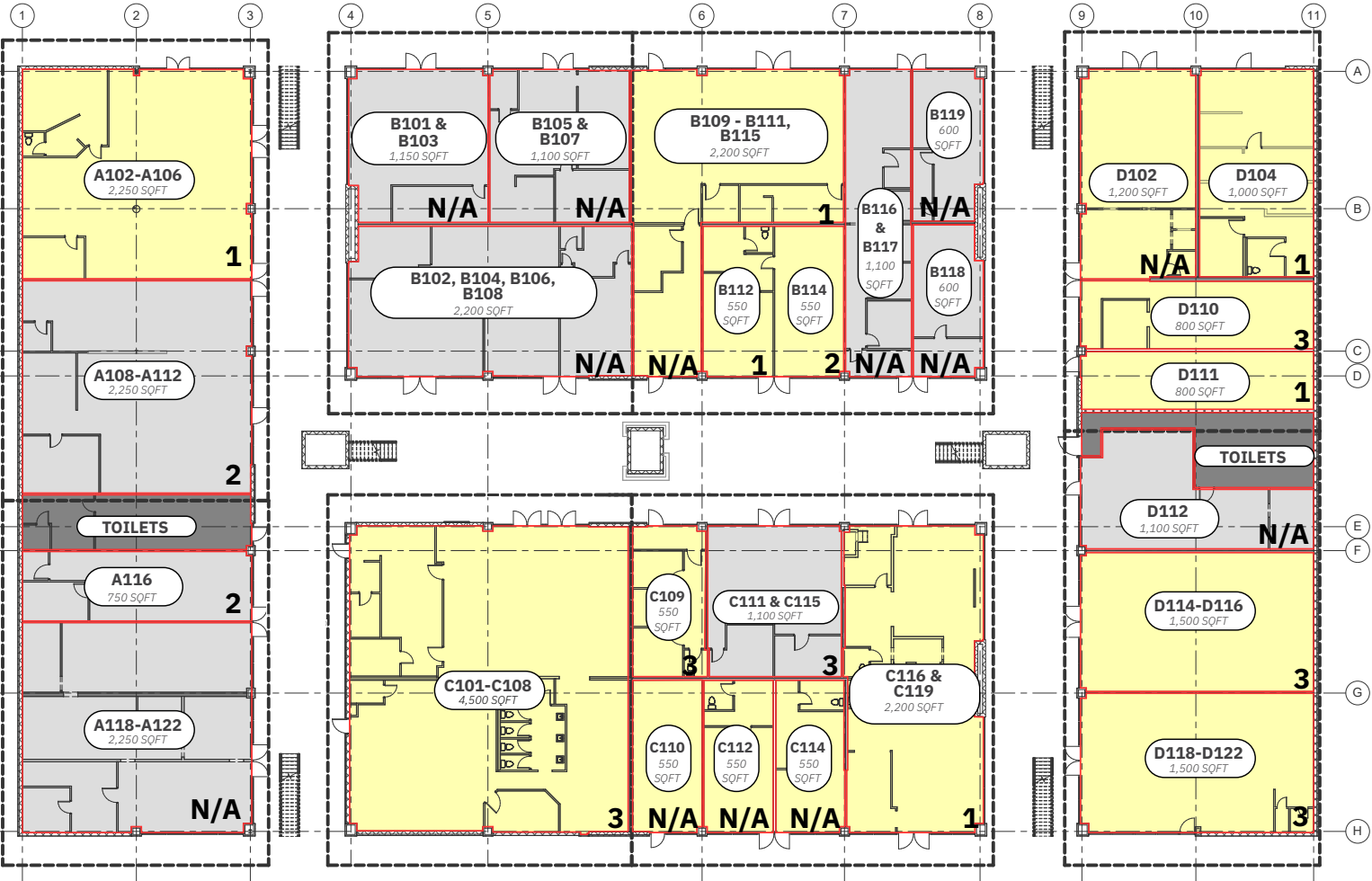
BUILDING RESTROOMS

****No tenant spaces appear to have**



Catalytic Projects: New Orleans Square
SUITE CONDITIONS: LEVEL 01

**As-builts may not reflect existing condition and must be verified in field **



SCORE:	CONDITION:
3	MOVE-IN READY
2	AESTHETIC IMPROVEMENTS
1	FULL RENOVATION
N/A	UNABLE TO ACCESS SPACE

VERIFIED:	CONDITION:
X	WALKED SPACE + PHOTOS
-	COULD NOT ENTER SPACE

VACANT TENANT SPACE

OCCUPIED TENANT SPACE

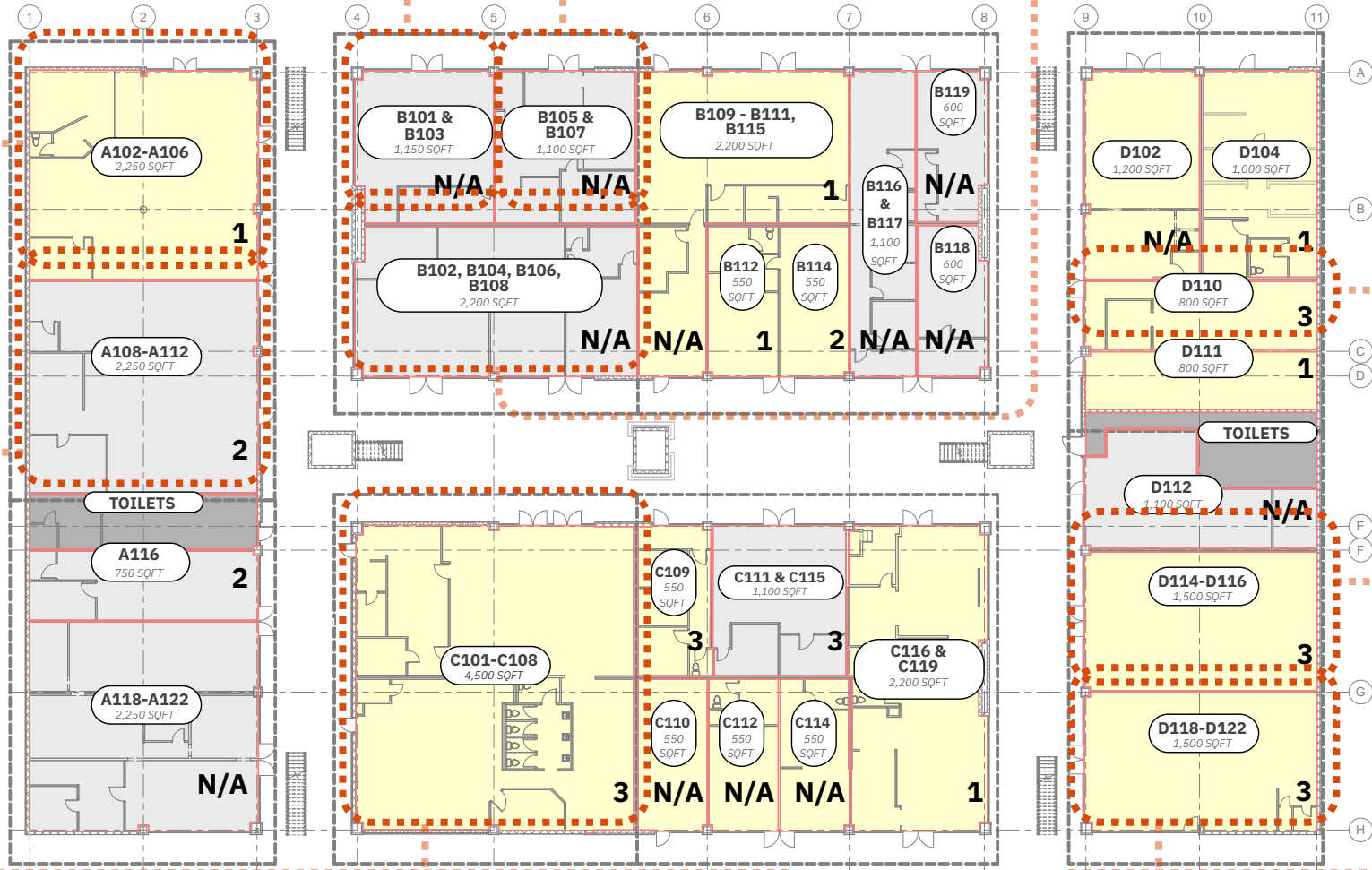
CITY TO PROVIDE CLARIFICATION

**No tenant spaces appear to have sprinklers

BUILDING	SUITE #	SF (SQ FT)	TENANT	VERIFIED	SCORE
A	A 102-106	2250 SF	VACANT	X	1
A	A 108-112	2250 SF	Michael Ta dba Artistic Grind	--	2
A	A 116	750 SF	John O'Brien and Joan Turner dba Unity Club	--	2
A	A 118-122	2250 SF	Mara Lieberman dba Violin Outlet	--	N/A
B	B 101 103	1150 SF	Jerry Jones and Traci Simon dba Get A Haircut	--	N/A
B	B 102 104 106 108	2200 SF	Curtis Joe Walker dba Photo Bang Bang	--	N/A
B	B 105 107	1100 SF	Jessica Oreck dba Office of Collecting & Design, LLC	--	N/A
B	B 109-111 115	2200 SF	VACANT	X	1
B	B 112	550 SF	VACANT	X	1
B	B 114	550 SF	VACANT	X	2
B	B 116 117	1,100 SF	Lester Perez and Amarilys dba Valdes Multiservices	--	N/A
B	B 118	600 SF	Dan Gardner dba G-Wiz Design	--	N/A
B	B 119	600 SF	VACANT	--	N/A
C	C 101-108, C 219	5050 SF	VACANT	X	3
C	C 109	550 SF	VACANT	--	3
C	C 110	550 SF	VACANT		
C	C 111 115	1100 SF	Brazen Architecture, Inc.	--	3
C	C 112	550 SF	VACANT	--	N/A
C	C 114	550 SF	VACANT	--	N/A
C	C 116-119	2200 SF	VACANT	X	1
D	D 102	1200 SF	VACANT	--	N/A
D	D 104	1000 SF	VACANT	X	1
D	D 110	800 SF	VACANT	X	3
D	D 111	800 SF	VACANT	X	1
D	D 112	1100 SF	David Jones dba AABG Services LLC "Sista Kim's"		N/A
D	D 114-116	1500 SF	VACANT	X	3
D	D 118-120	1500 SF	VACANT	X	3

Catalytic Projects: New Orleans Square
SUITE CONDITIONS: LEVEL 01

***As-builts may not reflect existing condition and must be verified in field ***



Catalytic Projects: New Orleans Square

SUITE CONDITIONS: LEVEL 01

BUILDING	SUITE #	SF (SQ FT)	TENANT	VERIFIED	SCORE	NOTES
A	A 102-106	2250 SF	VACANT	X	1	Includes Toilet Room Kitchen with sink Concrete Floors Exposed Ceilings with Crossbeams Storage Room Mop Sink near Storage Room Stage
A	A 108-112	2250 SF	Michael Ta dba Artistic Grind	--	2	Did not Walk Space Existing Tenant Tattoo Studio Concrete Flooring Exposed Ceiling *Lease until 02/28/2025
A	A 116	750 SF	John O'Brien and Joan Turner dba Unity Club	--	2	Did not Walk Space Existing Tenant Wood Look Flooring ACT Ceiling *Lease until 7/31/2028
A	A 118-122	2250 SF	Mara Lieberman dba Violin Outlet	--	N/A	Could Not Access Space
B	B 101 103	1150 SF	Jerry Jones and Traci Simon dba Get A Haircut	--	N/A	*Lease until 12/31/2025 Could Not Access Space
B	B 102 104 106 108	2200 SF	Curtis Joe Walker dba Photo Bang Bang	--	N/A	*Lease until 12/31/2025 Could Not Access Space
B	B 105 107	1100 SF	Jessica Oreck dba Office of Collecting & Design, LLC	--	N/A	
B	B 109-111 115	2200 SF	VACANT	X	1	Needs new flooring Needs new ACT ceiling Needs new Lighting Needs new wall finishes Future tenant may want to re-evaluate the current space plan / layout and demo &/ or demolish demising walls
B	B 112	550 SF	VACANT	X	1	Plans show B112 + B114 as one space *Includes Toilet Room* Connects to B114 but have separate entrances Needs new flooring + Floor Prep Needs new ceiling Needs new Lighting Needs new wall finishes B112 needs a lot of work : demising walls have cutouts and holes, concrete flooring with a lot of residue from last flooring material
B	B 114	550 SF	VACANT	X	2	Plans show B112 + B114 as one space Connects to B112 but has a separate entrance. Wood look flooring that could be reused Needs new ceiling (currently ACT) Needs new wall finishes
B	B 116 117	1,100 SF	Lester Perez and Amarilis dba Valdes Multiservices	--	N/A	*Lease until 07/31/2028 Could Not Access Space
B	B 118	600 SF	Dan Gardner dba G-Wiz Design	--	N/A	*Lease until 08/31/2028 Could Not Access Space
B	B 119	600 SF	VACANT	--	N/A	Could Not Access Space
C	C 101-108, C 219	5050 SF	VACANT	X	3	Last use of space was F&B *Five Stall + Three Sink Restroom* to verify if C219 is included in SF 70's Retro inspired and could be move in ready if the theme is reused Most of the furniture was left behind Large U Shaped Bar with center backbar Additional linear bar as you enter off the courtyard in front of the kitchen connecting to the U shaped Bar Kitchen and Storage in good condition Liquor storage Room adjacent to the bar Bar with Gaming cutouts Exposed Black Ceiling in Great Condition Walls have paint and Wallcovering in good condition if the 70s pattern aesthetic is appealing Black rubber flooring with areas painted to match wall painted murals (large retro pattern) Lockable office space accessible from Liberace and adjacent to the bar area FFE Booth/Banquettes left behind in good condition Small Stage Central DanceFloor Individual Unisex Retsroom Stalls with shared Handwashing Restrooms are very design specific (loud murals on most walls and ceiling *County

BUILDING	SUITE #	SF (SQ FT)	TENANT	VERIFIED	SCORE	NOTES
C	C 109	550 SF	VACANT	--	3	*Includes Toilet Room* Could Not Access Space Looked move in ready Gray wood look floors Fresh white paint
C	C 110	550 SF	VACANT			
C	C 111 115	1100 SF	Brazen Architecture, Inc.	--	3	Did not access Space Wood look flooring Fresh White Paint ACT Ceiling
C	C 112	550 SF	VACANT	--	N/A	
C	C 114	550 SF	VACANT	--	N/A	
C	C 116-119	2200 SF	VACANT	X	1	Needs new flooring (dated ceramic tile in front and concrete in back suites) Bathrooms are half demolished and need refinished at minimum Needs new Ceiling (currently ACT) Needs new plumbing fixtures Needs new lighting Needs New wall finish (existing paint throughout) 2 sinks in 2 back suites on Liberace 2 restrooms with water heaters Room to the right off the courtyard entrance has Upper and Lower Millwork cabinets with a double sink and a shower that is raised.
D	D 102	1200 SF	VACANT	--	N/A	Could Not Access Space
D	D 104	1000 SF	VACANT	X	1	*Includes ADA Toilet Room* Previous usage was a type of spa Plumbing throughout Needs new flooring Needs new ceiling (currently ACT) Needs new lighting Needs new wall finishes May need more work to existing plumbing depending on future tenant usage Existing Kitchen in the back
D	D 110	800 SF	VACANT	X	3	Move In Ready Would be a great art gallery Turquoise green fresh painted walls throughout - One black painted wall at the back of the space 3-4" raised plaform (stage) at the back of the space Fresh white painted exposed ceiling
D	D 111	800 SF	VACANT	X	1	Currently used as a storage room with a back office Needs new flooring Needs new ceiling Needs new Lighting Needs new wall finishes
D	D 112	1100 SF	David Jones dba AABG Services LLC *Sista Kim's"		N/A	Currently a restaurant *Lease until 03/31/2025
D	D 114-116	1500 SF	VACANT	X	3	Move In Ready Gray concrete flooring Freshly white painted walls with mirrored and blackboard areas White painted exposed ceiling
D	D 118-120	1500 SF	VACANT	X	3	Move In Ready Minor work needed to bathroom Includes closet Great daylighting Gray concrete flooring Freshly white painted walls White painted exposed ceiling

SCORE:

3

2

1

N/A

CONDITION:

MOVE-IN READY

AESTHETIC IMPROVEMENTS

FULL RENOVATION

UNABLE TO ACCESS SPACE

VERIFIED:

X

-

CONDITION:

WALKED SPACE + PHOTOS

COULD NOT ENTER SPACE

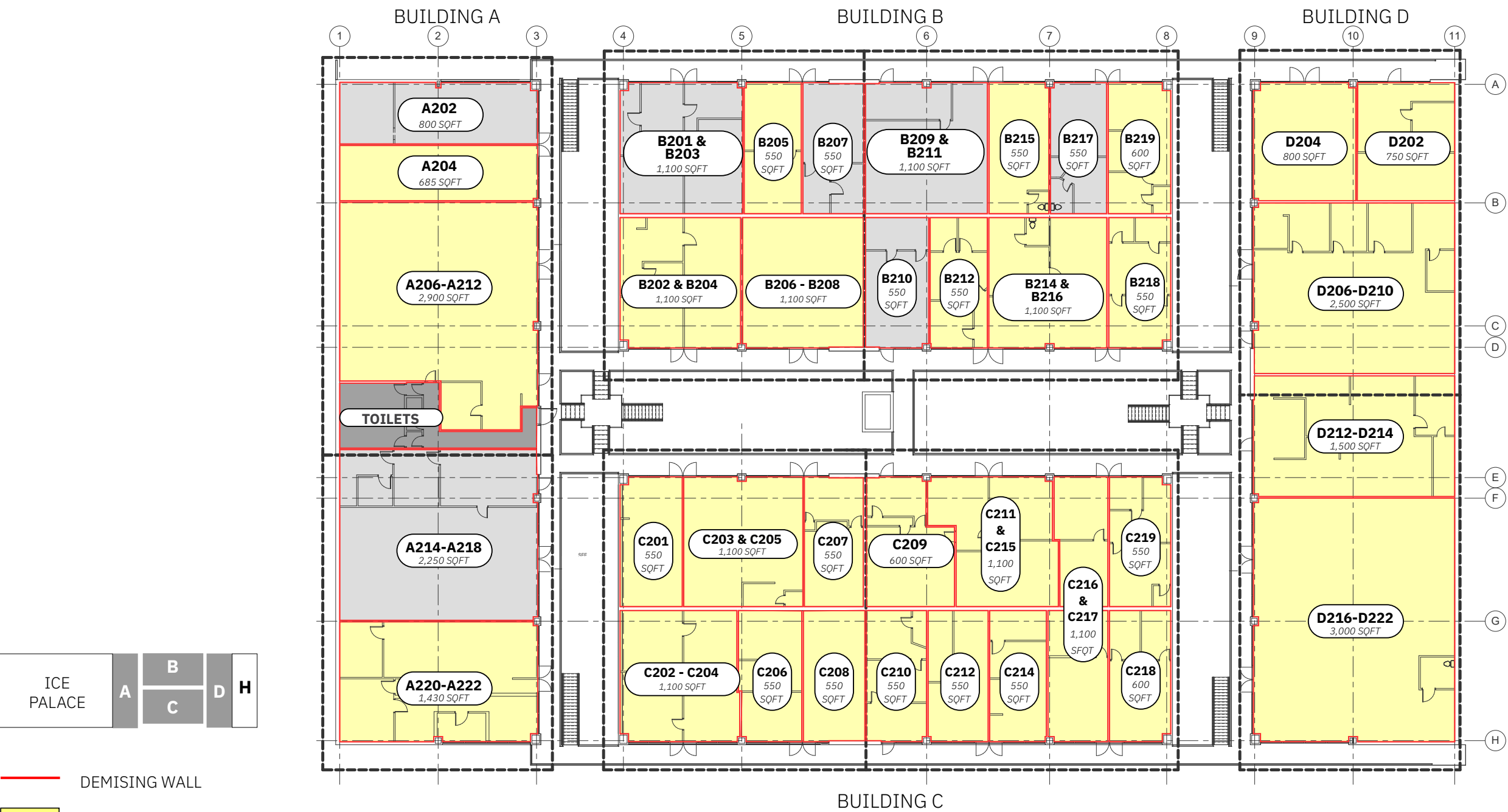
VACANT TENANT SPACE

OCCUPIED TENANT SPACE

CITY TO PROVIDE CLARIFICATION

Catalytic Projects: New Orleans Square
EXISTING TENANTS: LEVEL 02

***As-builts may not reflect existing condition and must be verified in field ***



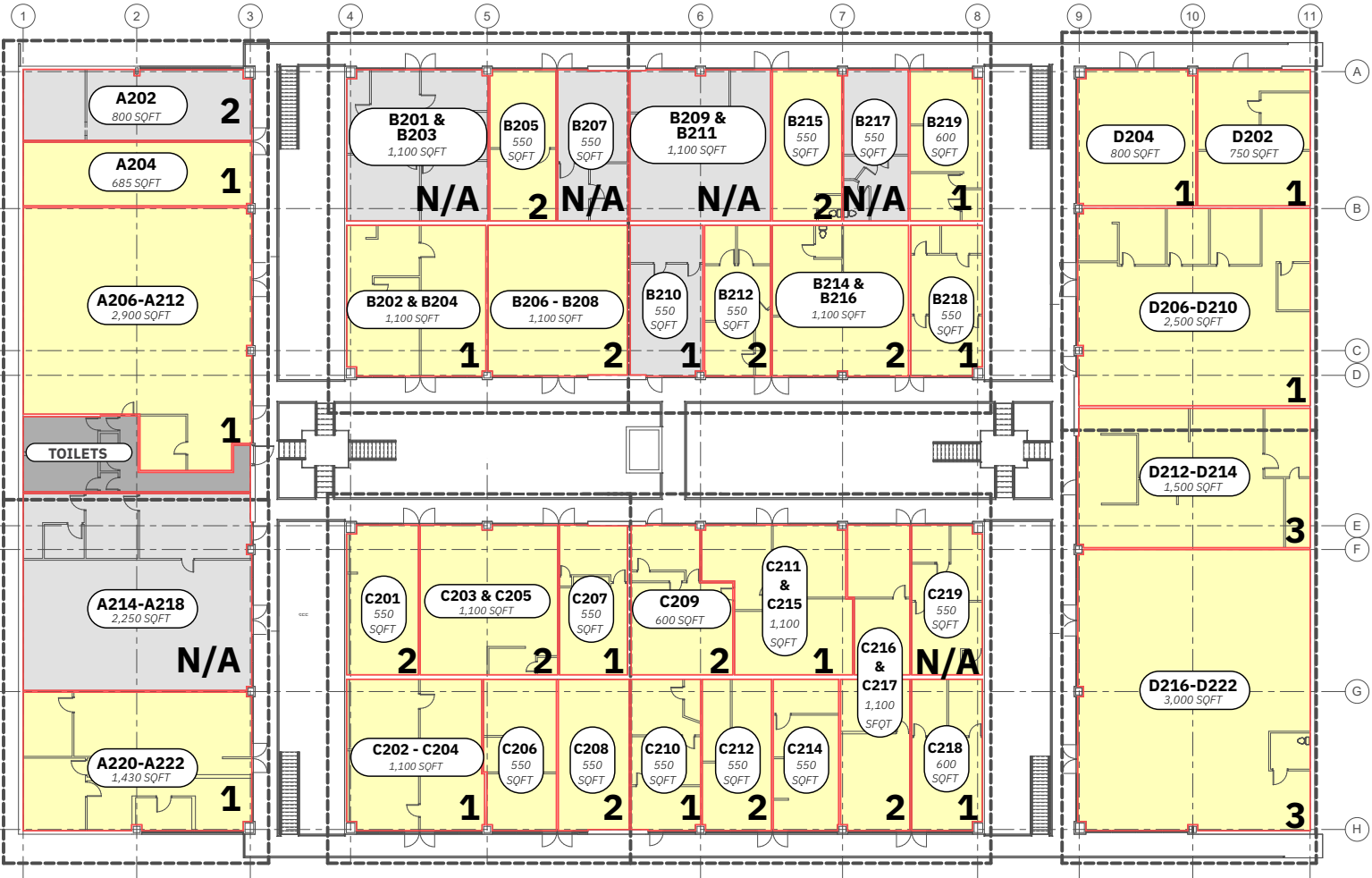
***No tenant spaces appear to have sprinklers*



Catalytic Projects: New Orleans Square

SUITE CONDITIONS: LEVEL 02

**As-builts may not reflect existing condition and must be verified in field **



SCORE:	CONDITION:
3	MOVE-IN READY
2	AESTHETIC IMPROVEMENTS
1	FULL RENOVATION
N/A	UNABLE TO ACCESS SPACE

VERIFIED:	CONDITION:
X	WALKED SPACE + PHOTOS
-	COULD NOT ENTER SPACE

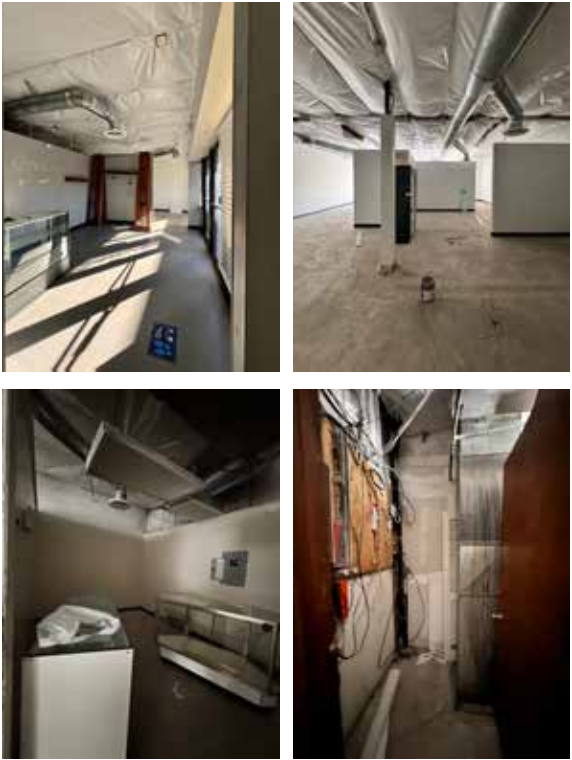
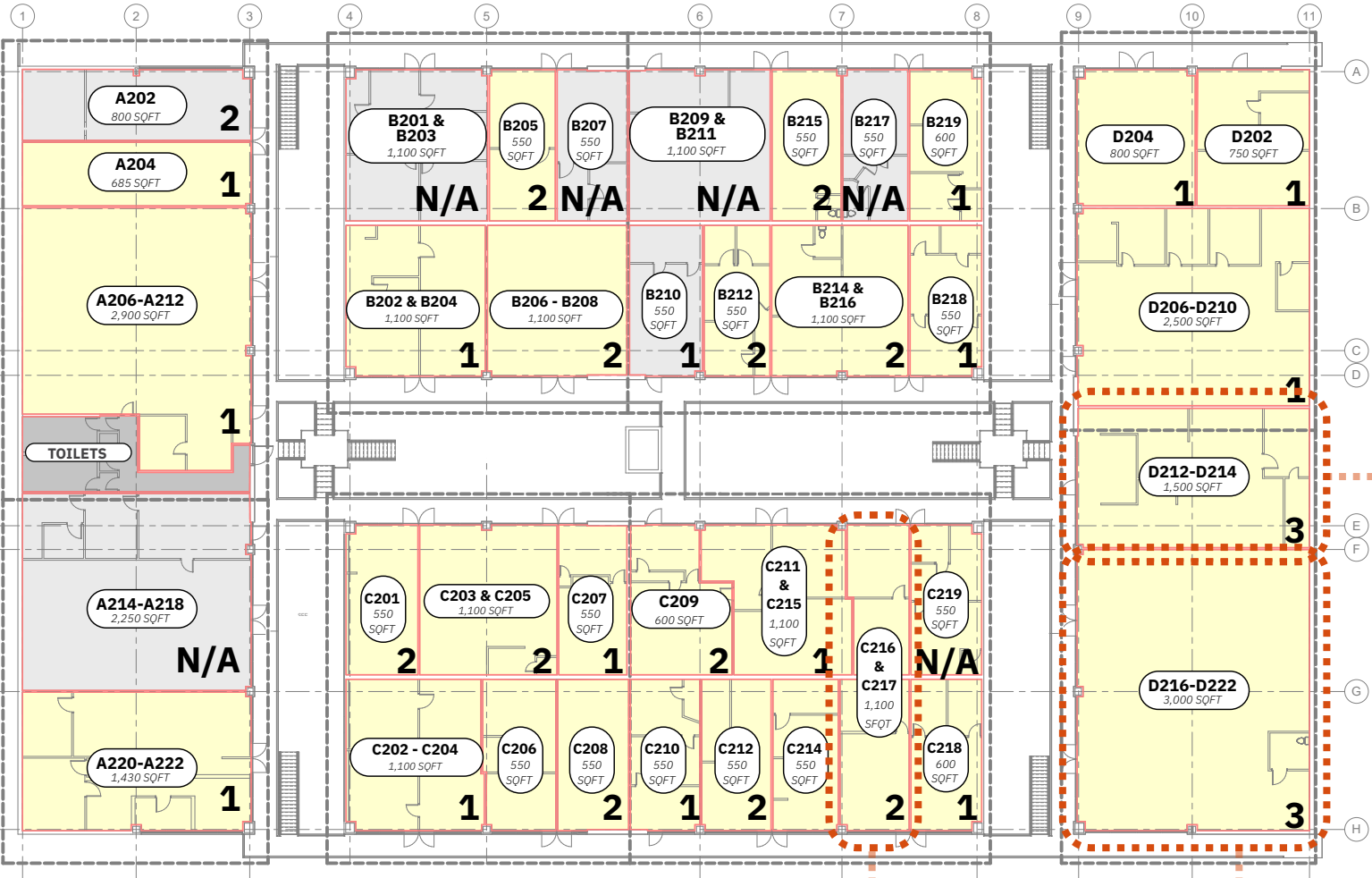
VACANT TENANT SPACE
OCCUPIED TENANT SPACE
CITY TO PROVIDE CLARIFICATION

**No tenant spaces appear to have sprinklers

BUILDING	SUITE #	SF (SQ FT)	TENANT	VERIFIED	SCORE
A	A 202	800 SF	Lambda Alano Ltd dba Alcoholics Together	--	2
A	A 204	685 SF	VACANT	X	1
A	A 206-212	2900 SF	VACANT	X	1
A	A 214-218	2250 SF	William Pierro dba The Sin Sity Sisters	--	N/A
A	A 220-222	1430 SF	VACANT	X	1
B	B 201-203	1100 SF	Edna C. Jackson dba E. Carrice Entertainment LLC	--	N/A
B	B 202-204	1100 SF	VACANT	X	1
B	B 205	550 SF	VACANT	X	2
B	B 206-208	1100 SF	VACANT	--	2
B	B 207	550 SF	Martin Quiroz dba Grupo Norte	--	N/A
B	B 209-211	1100 SF	William S Powell dba The Sci Fi Center	--	N/A
B	B 210	550 SF	Havi Mandell dba Growthspring Counseling and Wellness	--	1
B	B 212	550 SF	VACANT	--	2
B	B 214 216	1100 SF	VACANT	X	2
B	B 215	550 SF	VACANT	X	2
B	B 217	550 SF	Julian Gibbs dba Hi-Freqwentsee Studios	--	N/A
B	B 218	550 SF	VACANT	X	1
B	B 219	600 SF	VACANT	X	1
C	C 201	550 SF	VACANT	--	2
C	C 203 205	1100 SF	VACANT	--	2
C	C 202 204	1100 SF	VACANT	X	1
C	C 206	550 SF	VACANT	X	1
C	C 207	550 SF	VACANT	X	1
C	C 208	550 SF	VACANT	X	1
C	C 208A	550 SF	VACANT	--	N/A
C	C 209	600 SF	VACANT	X	2
C	C 210	550 SF	VACANT	X	2
C	C211, C215	1100 SF	Gender Justice Nevada	X	1
C	C 212	550 SF	VACANT	X	2
C	C 214	550 SF	VACANT	X	2
C	C 216 - C217	1100 SF	VACANT	X	2
C	C 218	600 SF	VACANT	X	1
C	C 219	550 SF	VACANT	--	N/A
D	D 202	750 SF	VACANT	X	1
D	D 204	800 SF	VACANT	X	1
D	D 206-210	2500 SF	VACANT	X	1
D	D 212-214	1500 SF	VACANT	X	3
D	D 216-222	3000 SF	VACANT	X	3

Catalytic Projects: New Orleans Square
SUITE CONDITIONS: LEVEL 02

***As-builts may not reflect existing condition and must be verified in field ***



Catalytic Projects: New Orleans Square

SUITE CONDITIONS + NOTES: LEVEL 02

**As-builts may not reflect existing condition and must be verified in field **

- VACANT TENANT SPACE
- OCCUPIED TENANT SPACE
- CITY TO PROVIDE CLARIFICATION

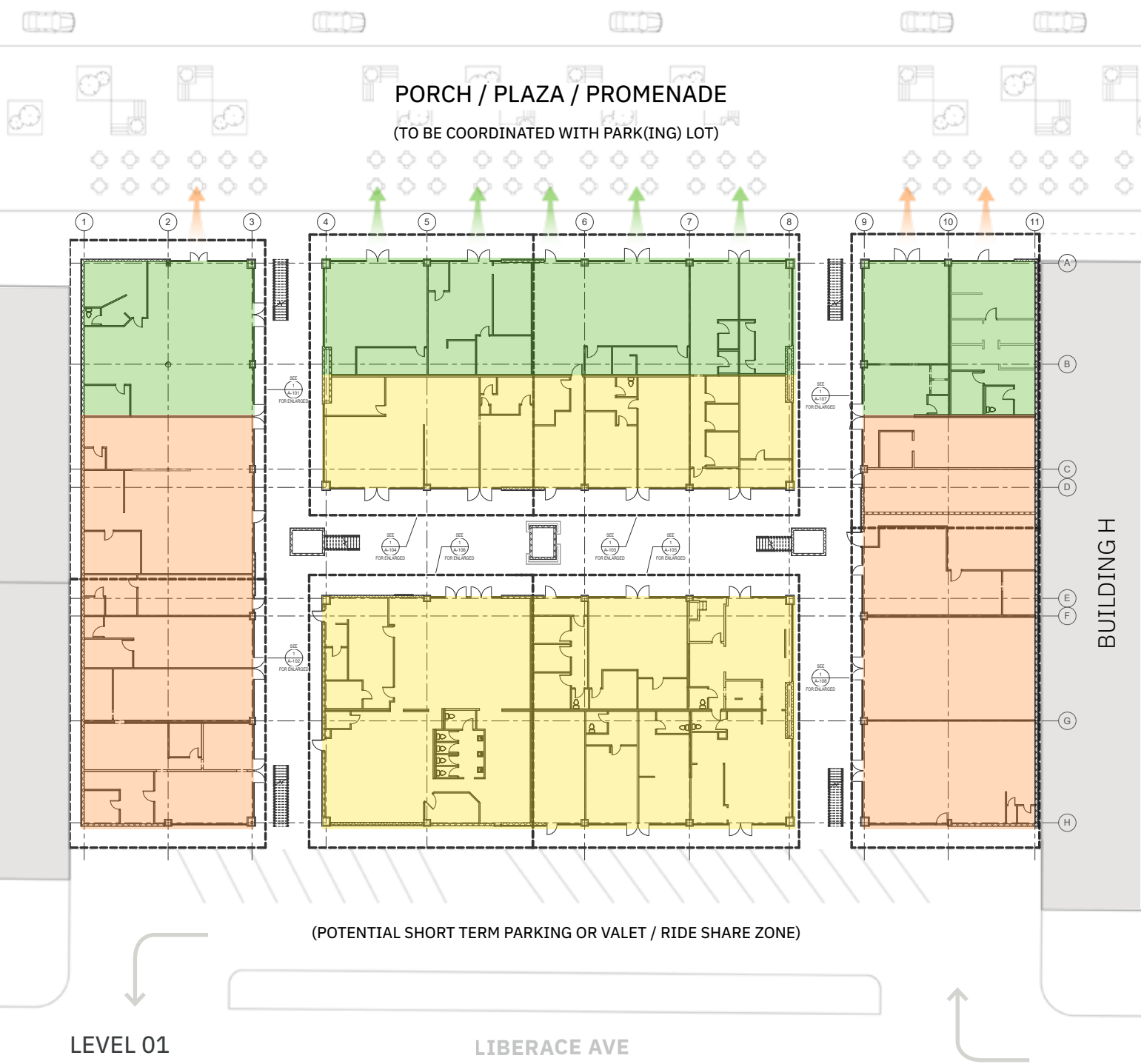
SCORE:	CONDITION:
3	MOVE-IN READY
2	AESTHETIC IMPROVEMENTS
1	FULL RENOVATION
N/A	UNABLE TO ACCESS SPACE
VERIFIED:	CONDITION:
X	WALKED SPACE + PHOTOS
-	COULD NOT ENTER SPACE

BUILDING	SUITE #	SF (SQ FT)	TENANT	VERIFIED	SCORE	NOTES
A	A 202	800 SF	Lambda Alano Ltd dba Alcoholics Together	--	2	Could Not Access Space Existing Tenant Needs new flooring Needs new ACT Needs new Lighting Needs new wall paint *Lease until 1/31/2025
A	A 204	685 SF	VACANT	X	1	Needs new flooring Needs new ACT ceiling Needs new Lighting Needs new wall paint *County to verify square footage
A	A 206-212	2900 SF	VACANT	X	1	Needs new flooring Needs new ceiling finish Needs new Lighting Needs new wall paint *County to verify square footage
A	A 214-218	2250 SF	William Pierro dba The Sin Sity Sisters	--	N/A	Could Not Access Space
A	A 220-222	1430 SF	VACANT	X	1	Needs rework of existing demising walls Needs new flooring Needs new ACT ceiling Needs new Lighting Needs new wall paint *County to verify square footage
B	B 201-203	1100 SF	Edna C. Jackson dba E. Carrice Entertainment LLC	--	N/A	Could Not Access Space Existing Tenant: HOT (Risky Talk Shows)
B	B 202-204	1100 SF	VACANT	X	1	Needs new Flooring (carpet existing) Needs new ACT ceiling Needs new Lighting Needs new wall paint Needs new doors on the interior
B	B 205	550 SF	VACANT	X	2	Wood look flooring Needs new ACT ceiling Needs new Lighting Needs new wall paint
B	B 206-208	1100 SF	VACANT	--	2	Could Not Access Space Needs new Flooring (carpet existing) Needs new ACT ceiling Needs new Lighting Needs new wall paint
B	B 207	550 SF	Martin Quiroz dba Grupo Norte	--	N/A	Could Not Access Space
B	B 209-211	1100 SF	William S Powell dba The Sci Fi Center	--	N/A	Could Not Access Space
B	B 210	550 SF	Havi Mandell dba Growthspring Counseling and Wellness	--	1	*Lease until 08/31/2026 Wood look flooring Needs new ACT ceiling Needs new Lighting Needs new wall paint
B	B 212	550 SF	VACANT	--	2	Could Not Access Space Wood look flooring Painted Walls ACT ceiling
B	B 214 216	1100 SF	VACANT	X	2	Previously an artist studio Move in ready for a future artist Sheet vinyl flooring with paint from art (splatter paint) White painted walls with paint from art (splatter paint) White painted exposed hvac ducts with white vapor barrier sheeting above Small enclosed room with a bathroom in the back of the space
B	B 215	550 SF	VACANT	X	2	*Includes Toilet Room* Wood look flooring (dark gray) Needs new ACT ceiling Needs new Lighting Needs new wall paint Black vinyl wall base
B	B 217	550 SF	Julian Gibbs dba Hi-Freqwentsee Studios	--	N/A	*Includes Toilet Room* *Lease until 08/31/2026 Could not access space
B	B 218	550 SF	VACANT	X	1	Needs New Flooring (Wood look Flooring in front room and dated linoleum in back room existing) Needs new Lighting Needs new wall paint
B	B 219	600 SF	VACANT	X	1	Needs new Flooring (carpet existing) Needs new ACT ceiling Needs new Lighting Needs new wall paint Existing office in back of space with window to the front Existing closet adjacent to the office
C	C 201	550 SF	VACANT	--	2	Could not access space Needs new flooring Existing ACT ceiling looks reusable possibly Needs new wall finish (currently paint) *County to verify square footage
C	C 203 205	1100 SF	VACANT	--	2	*These units do not exist on County Rentroll *County to verify square footage Could not access space C205 has gray sheet vinyl C203 has carpet Needs new ACT ceiling Needs new wall finish (currently paint)
C	C 202 204	1100 SF	VACANT	X	1	Needs New flooring Needs new ceiling Needs new wall finishes Needs new lighting

BUILDING	SUITE #	SF (SQ FT)	TENANT	VERIFIED	SCORE	NOTES
C	C 206	550 SF	VACANT	X	1	Needs New flooring Needs new ceiling Needs new wall finishes Needs new lighting
C	C 207	550 SF	VACANT	X	1	Needs new flooring throughout Needs new ACT ceiling Needs new lighting Depending on Tenant new wall finish throughout Entry room has white painted wood panel walls Back room has wood panel walls
C	C 208	550 SF	VACANT	X	1	Needs New flooring Needs new ceiling Needs new wall finishes Needs new lighting
C	C 208A	550 SF	VACANT	--	N/A	*County to verify location of suite. Not currently shown on plans
C	C 209	600 SF	VACANT	X	2	Connects to C211 and C215 Entry has wood look vinyl flooring Entry has worn white painted wood panelwalls Needs new ACT ceiling Needs new lighting
C	C 210	550 SF	VACANT	X	2	Needs New flooring Needs new ceiling Needs new wall finishes Needs new lighting Depending on tenant may need demolition of demising walls
C	C211, C215	1100 SF	Gender Justice Nevada	X	1	*Lease until 03/31/2025 Includes connection to C209 Space seemed vacant Needs New flooring Needs new ceiling Needs new wall finishes Future Tenant may want to rework demising walls
C	C 212	550 SF	VACANT	X	2	Existing Wood look flooring Needs new ceiling Needs new wall finishes Needs new lighting
C	C 214	550 SF	VACANT	X	2	Painted black exposed Ceiling Needs new wall finishes Needs new Flooring
C	C 216 - C217	1100 SF	VACANT	X	2	Very Cool Space that feels Industrial Painted black exposed ceilings with White painted exposed crossbeams with skylights Might need new lights depending on tentant aesthetic Needs new flooring Needs new wall finish (existing paint) Black vinyl wall base
C	C 218	600 SF	VACANT	X	1	Exposed painted white ceiling Existing wood look flooring Needs new paint on walls Small rooms in back one with sinks
C	C 219	550 SF	VACANT	--	N/A	*These units do not exist on County Rentroll. County to verify. Could not access space
D	D 202	750 SF	VACANT	X	1	Needs new flooring Needs new ACT ceiling Needs new wall finishes Needs new lighting Depending on future occupancy could need demo work to demising walls
D	D 204	800 SF	VACANT	X	1	Needs new flooring Needs new ACT ceiling Needs new wall finishes Needs new lighting Needs new doors on interior
D	D 206-210	2500 SF	VACANT	X	1	Needs new flooring Needs new ACT ceiling Needs new wall finishes Needs new lighting Needs new doors on interior
D	D 212-214	1500 SF	VACANT	X	3	*Includes Toilet Room* Move In Ready Gray concrete flooring Freshly white painted walls White painted exposed ceiling Would be a great art gallery or retail space Demising walls at front frame a check in reception area Storage Room in Back Center Hallway to Mechanical Room in back right
D	D 216-222	3000 SF	VACANT	X	3	*Includes Toilet Room* Move In Ready Great daylighting Gray concrete flooring Freshly black painted walls White painted exposed ceiling

Catalytic Projects: New Orleans Square
ADJACENCIES: SCENARIO A

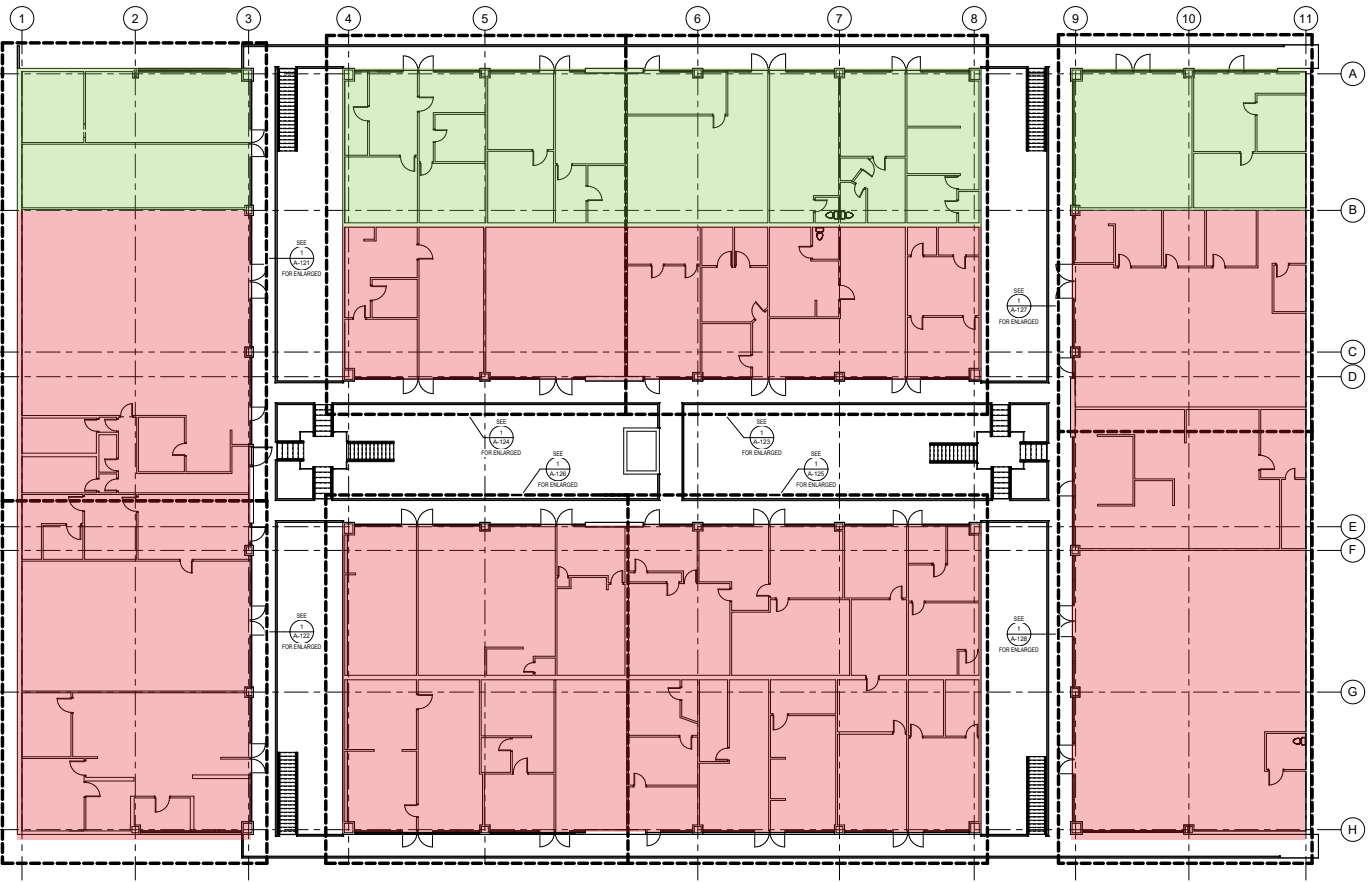
CONSIDERATIONS FOR TENANT TYPES BASED ON ADJACENT SUITES



- EXISTING RESTROOM
- EXISTING KITCHEN

**As-builts may not reflect existing

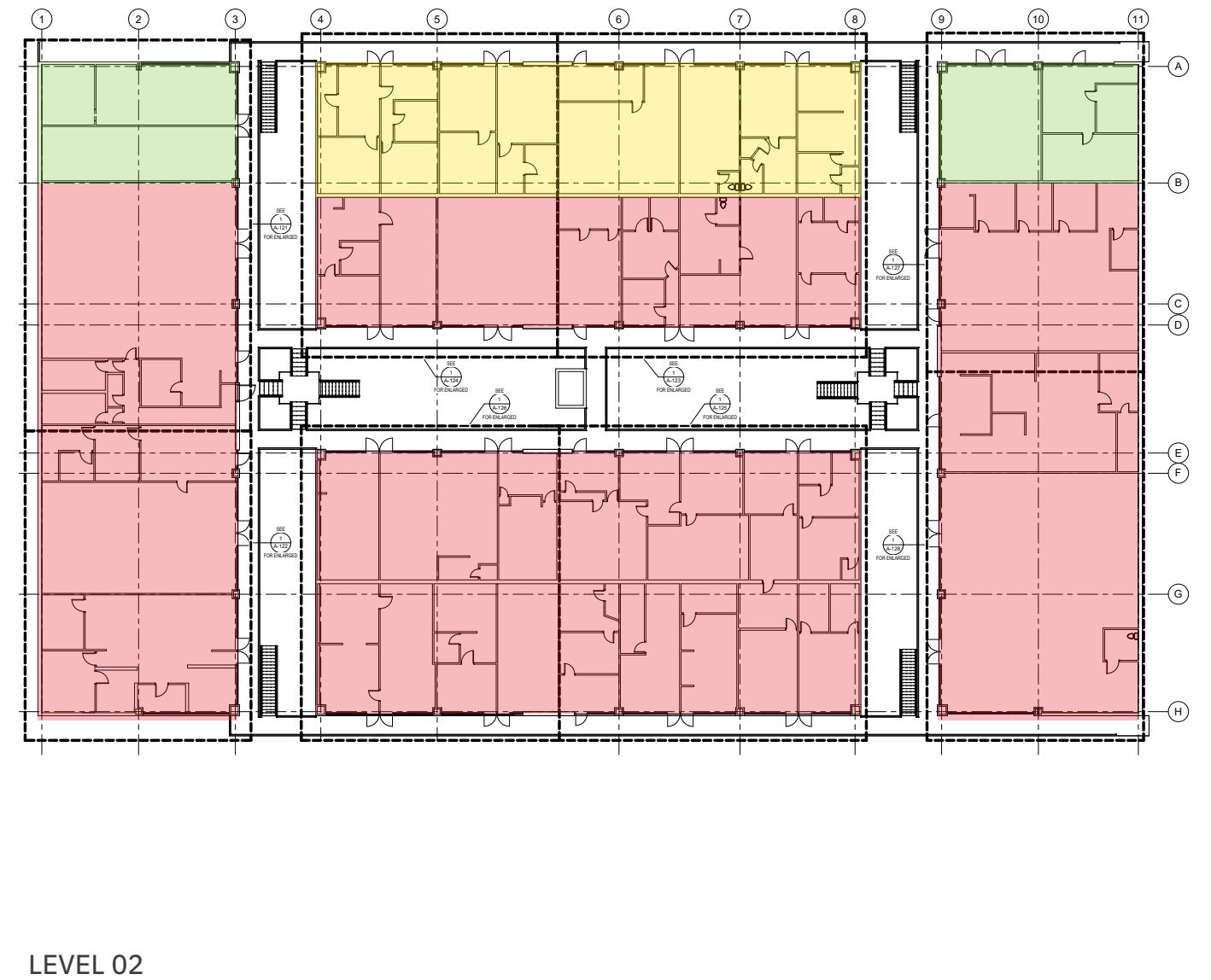
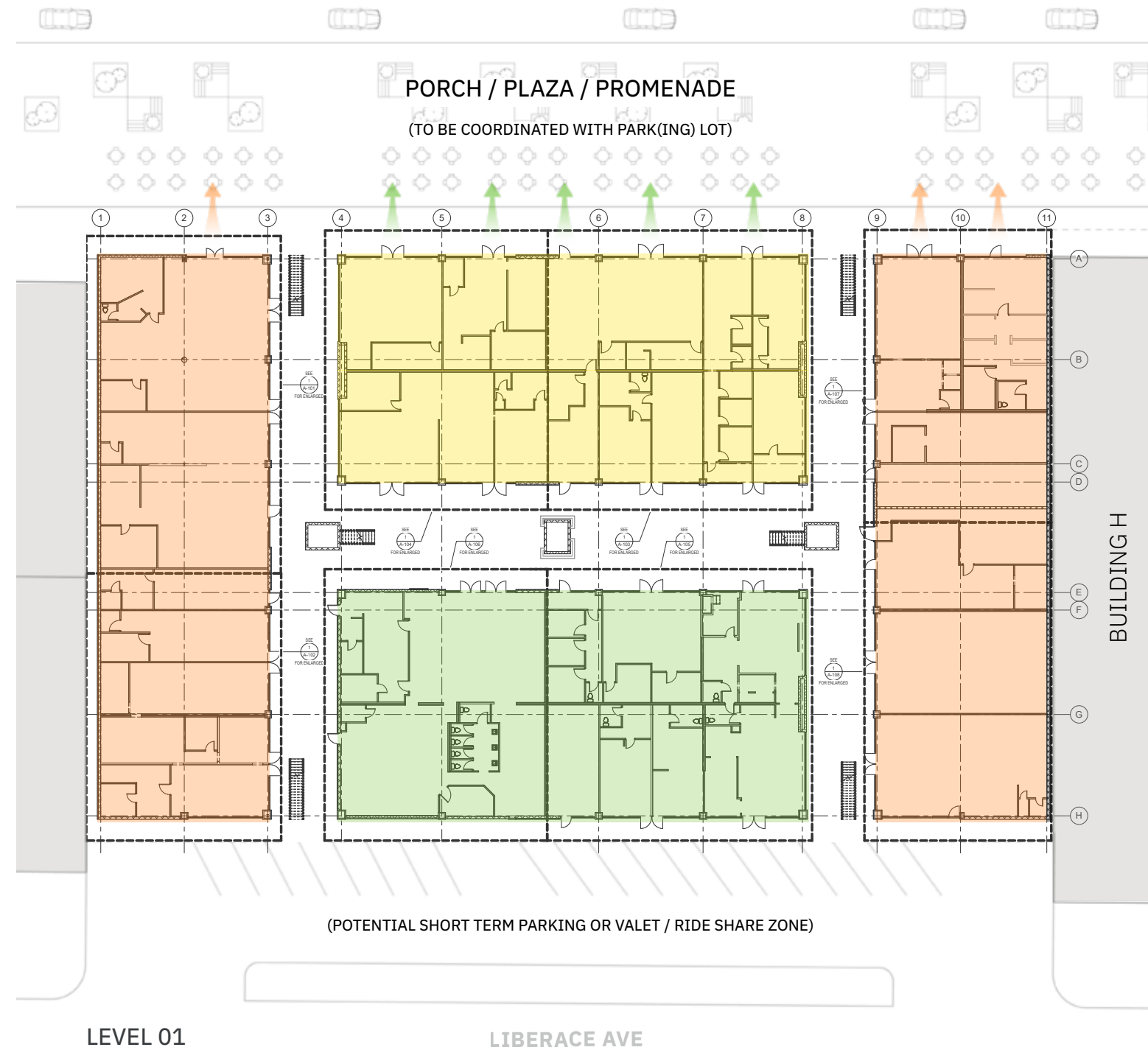
COMMERCIAL OFFICE RETAIL + ART FOOD & BEVERAGE CULTURE & COMMUNITY



Catalytic Projects: New Orleans Square

ADJACENCIES: SCENARIO B

CONSIDERATIONS FOR TENANT TYPES BASED ON ADJACENT SUITES



- EXISTING RESTROOM
- EXISTING KITCHEN

**As-builts may not reflect existing condition and must be verified in field **

COMMERCIAL OFFICE RETAIL + ART FOOD & BEVERAGE CULTURE & COMMUNITY



CHAPTER 5: CATALYTIC PROJECTS

ENTRIES & SIGNAGE

Catalytic Projects: Entries & Signage **INTRODUCTION**



The Vision Plan offers an aesthetic for Commercial Center that connects people to the history and spirit of Las Vegas, a time and place where music was played from vinyl records and neon was the future. A pre-digital analog age, that an increasing number of people are looking for as an alternative to the digital overload they experience in their lives, and at other key destinations in Las Vegas.

It is recommended that this design aesthetic be codified in updated Brand and Design Guidelines, consistent with the Vision Plan.

Catalytic Projects: Entries & Signage

BEST PRACTICES

In designing a signage and wayfinding package, we encourage the vision to include comprehensive and holistic best-practice approach to ensure accessibility and quality of design.



Entice

Designs should entice the right type of tenants and guests, while also supporting the branding of the Center as a choice destination.



Inform

Design should inform guests with intuitive and accessible wayfinding, strategic zoning, and linguistically appropriate messaging at the main points of intersection.

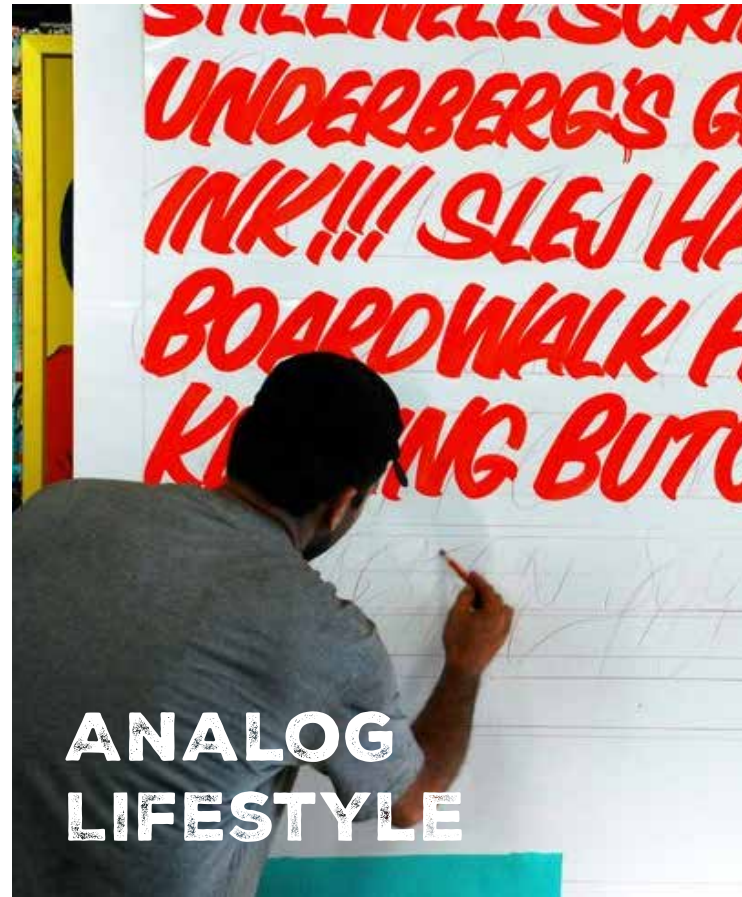


Engage

Design should engage the community with thoughtful placemaking, interactive components, and immersive installations.

Catalytic Projects: Entries & Signage

DESIGN PRINCIPLES



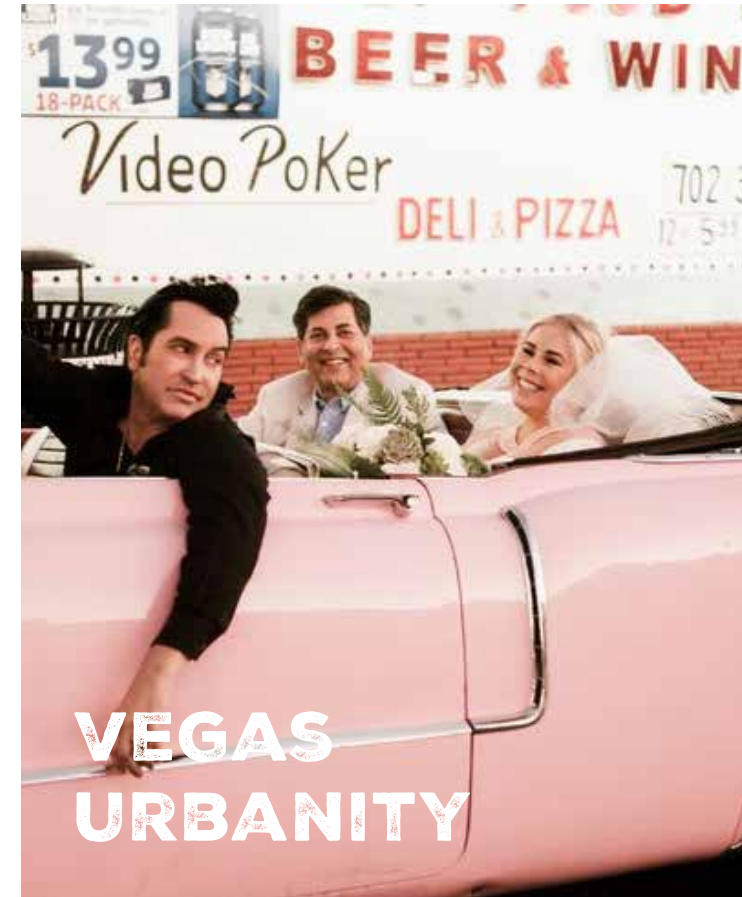
The antithesis of the digital world, our project is an opportunity to live in the present. Process is highly valued and we are a showcase of where Las Vegas has been and where we are going.

Signage should be made with a human hand component and honest materiality that relates to the analog community.



An evolution of the diversity of the center, our destination quality is grounded in our unique sense of vibrant community. Our designs step forward embodying this optimistic mindset to create a bold and playful sense of place.

Signage will evoke the vibrancy and diversity of the community the Center represents.



Built on our unique story of ordinary meets extraordinary, our urbanity is forever and always Vegas. Our sense of place is respectful of our regionality, history, and local perspective.

Signage will take advantage of the local design vernacular with an emphasis on neon, hand-painting, and bold colors.



A catalyst for one-of-a-kind collaborations and intersections, we embody the creator's mindset with an experimental approach to placemaking, prioritizing the "progress" in "work in progress".

Signage will take advantage of the unique opportunity this project poses to create bespoke and experimental design solutions.

Catalytic Projects: Entries & Signage
MESSAGING HIERARCHY

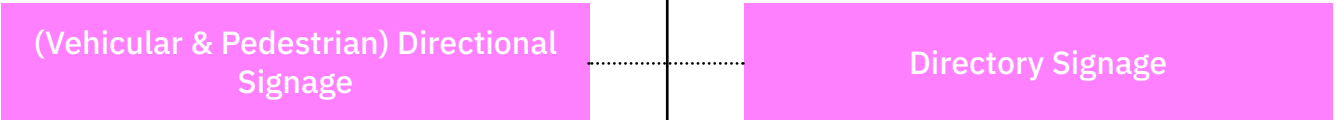
TIER 1



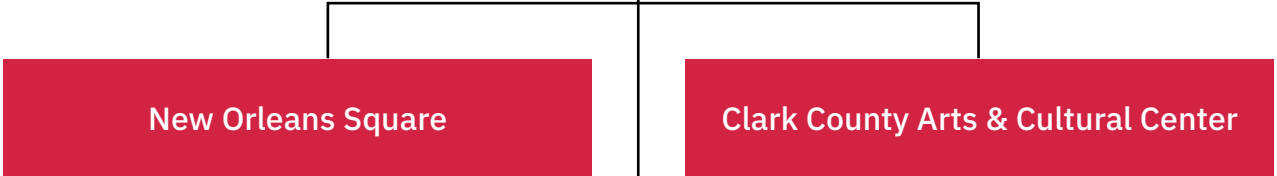
TIER 2



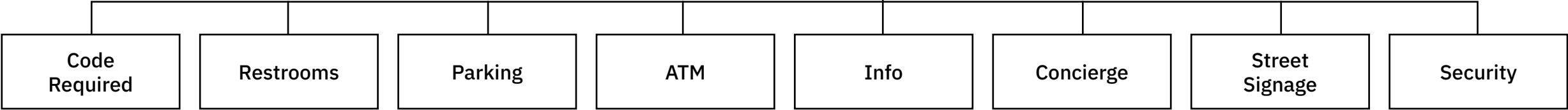
TIER 3



TIER 4



TIER 5



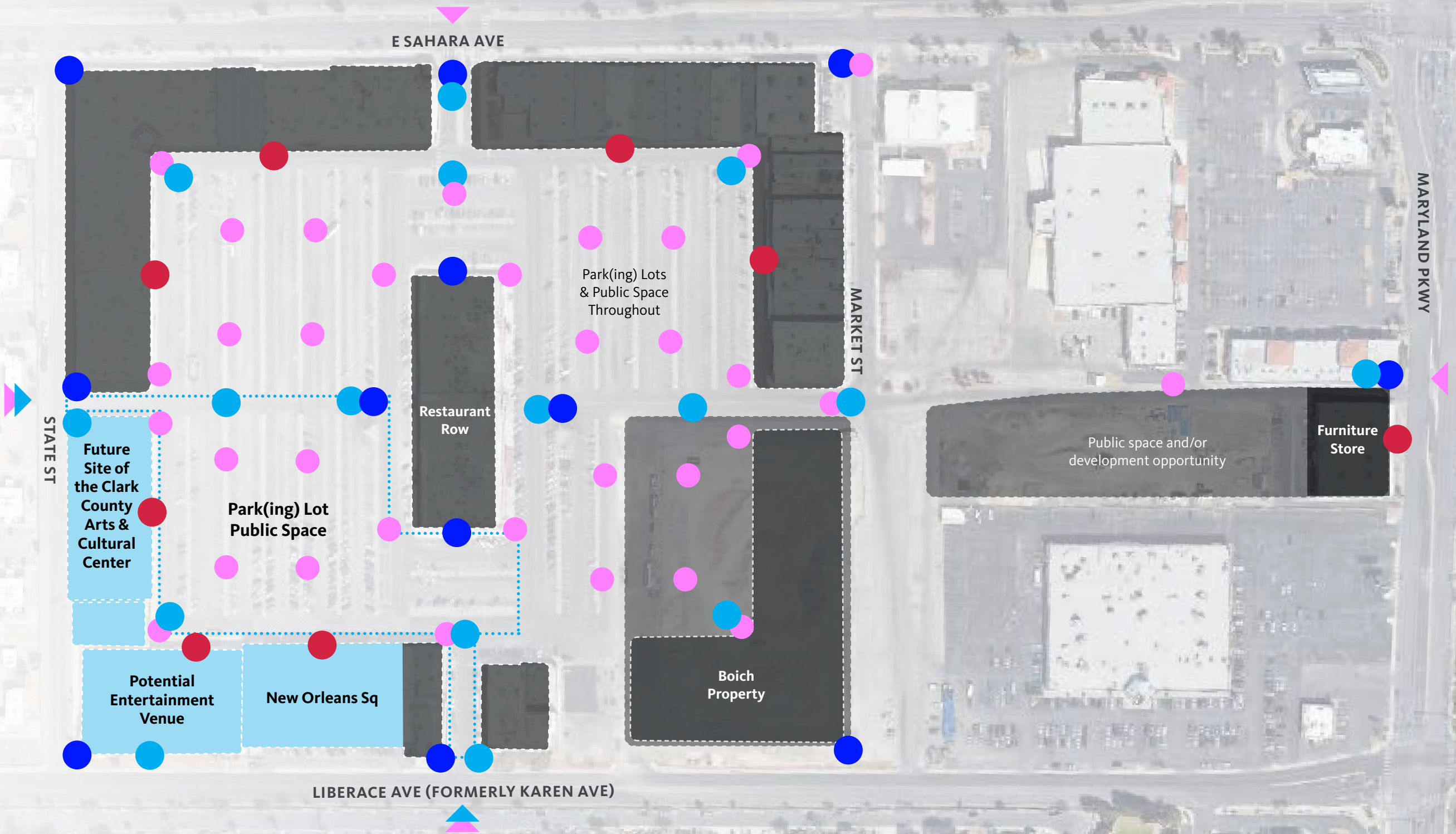
Catalytic Projects: Entries & Signage PROGRAM ZONING

Tier 1 - Historic Commercial
Center Monument / Placemaking

Tier 2 - District Signage

Tier 3 - Directional

Tier 4 - Building ID

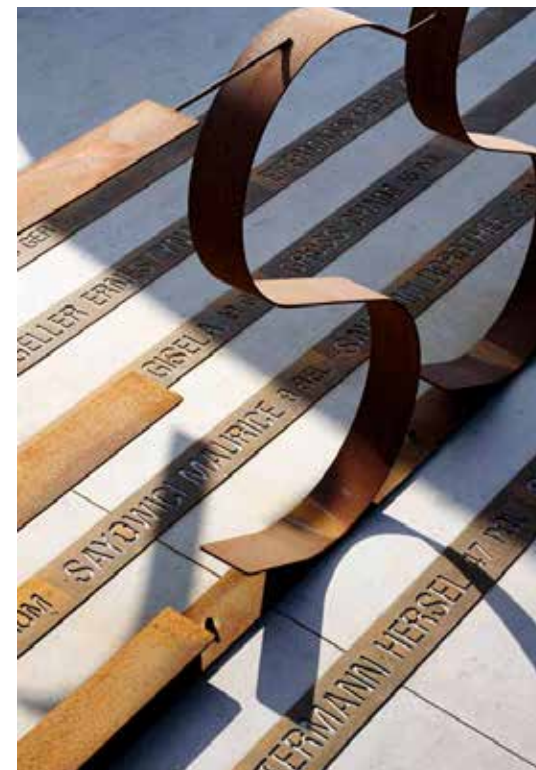


Catalytic Projects: Entries & Signage
SIGNAGE LOOK & FEEL

GATEWAY / PLACEMAKING



DISTRICT IDENTIFICATION

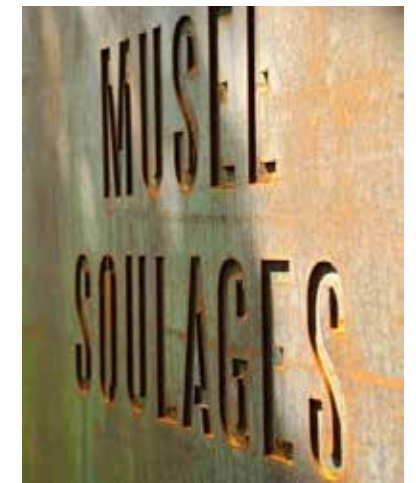


Catalytic Projects: Entries & Signage
SIGNAGE LOOK & FEEL

DIRECTIONAL / DIRECTORY

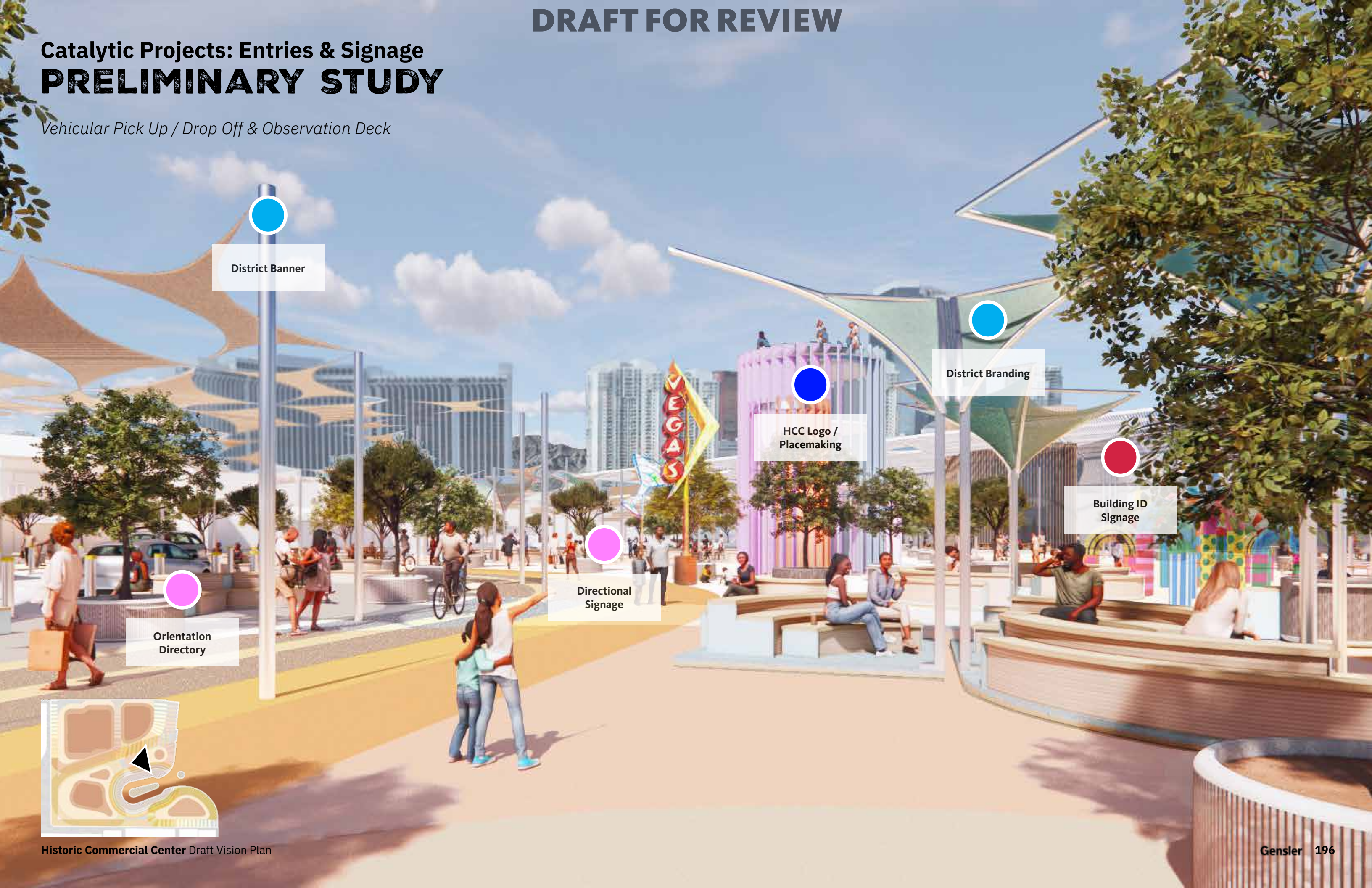


BUILDING IDENTIFICATION



Catalytic Projects: Entries & Signage
PRELIMINARY STUDY

Vehicular Pick Up / Drop Off & Observation Deck



District Banner

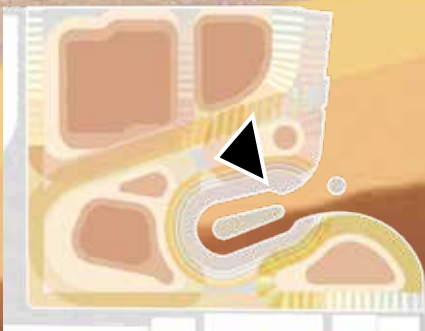
District Branding

HCC Logo /
Placemaking

Building ID
Signage

Orientation
Directory

Directional
Signage



CHAPTER 5: CATALYTIC PROJECTS

OTHER KEY SITES

Catalytic Projects: Other Key Sites

INTRODUCTION

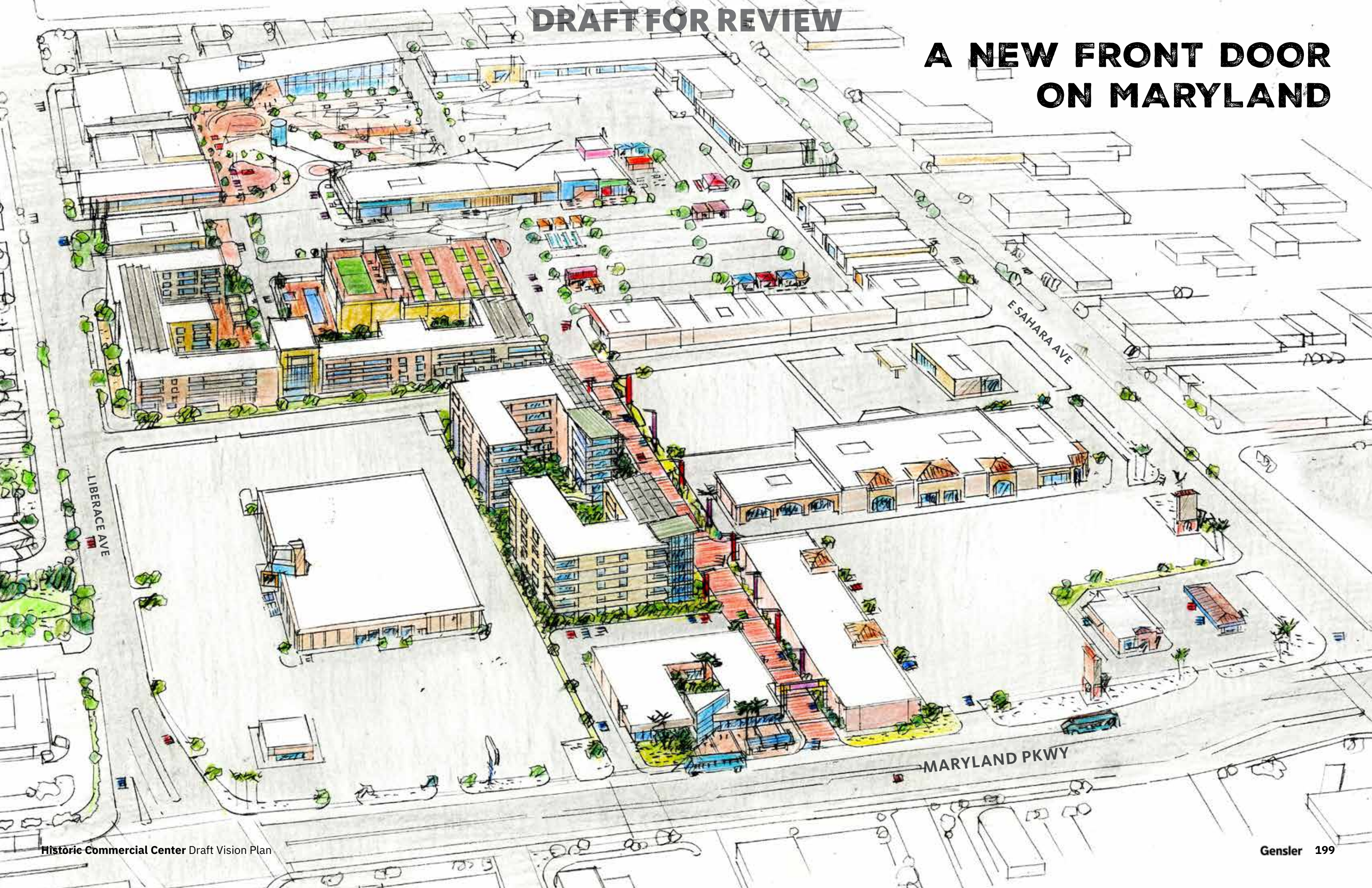


There are a number of other ideas and sites that have been identified as Catalytic Projects in this Vision Plan, and others that may yet be identified, including the privately owned Boich Lot, the Furniture Store site, and a potential Boring Company station.

It is recommended that the County continue to meet with key stakeholders associated with these various sites and support the development of planning concepts aligned with this Vision Plan and individual stakeholder goals to expedite action.

DRAFT FOR REVIEW

A NEW FRONT DOOR ON MARYLAND



RECOMMENDATIONS & NEXT STEPS

CHAPTER 6

Recommendations and Next Steps

CATALYTIC PROJECTS NEXT STEPS



Park(ing) Lot & Public Space

This Vision Plan includes a conceptual approach and indicative illustrations for the SW quadrant of the Park(ing) Lot. It is recommended the County immediately move forward with the design and implementation of the project. The Park(ing) Lot will be an immediate draw in the region, and an amenity for existing businesses, the community, and future complementary uses aligned with the overall vision. The construction of the Park(ing) Lot will act as a signal to the community and the market that the County is invested in implementing the overall Vision for the Center and the district.

It is recommended the County assign a dedicated Project Manager from the County to manage the overall effort through construction, including adherence to an approved budget and assurance of quality delivery. A project budget is needed to align with funding opportunities. It is recommended that a cost estimate be developed as part of a 30% design effort, forming a key input into a budget session where an overall project budget is identified if it has not been done so already.

To update Covenants, Conditions, and Restrictions (CC&Rs) in Nevada, you must notify residents, obtain legal advice, and hold a vote. The amendment must then be recorded with the local authorities. It is recommended that such a vote be initiated, to avoid any legal challenges to the improvements.



New Orleans Square

This Vision Plan includes a strategy for how to move forward with New Orleans Square, as an incubator of creative businesses that are either invested in broader Center activities, tenants that are currently leasing spaces, or other key stakeholders whose presence would enhance the overall goals of the project.

It is recommended that the County enter into a two-phased approach to upgrade the existing buildings and spaces to support the ongoing and future lease activity of New Orleans Square. The first phase includes filling in ready-to-go spaces with tenants that are in immediate need of space with minimal upgrades. The second phase involves repositioning vacant or underutilized spaces to meet the current and future market, and the desire to attract creative businesses that support the overall Vision for the Center.



Clark County Arts & Cultural Center

This Vision Plan includes indicative design ideas for a Clark County Arts & Cultural Center/Performance Center. Important to the realization of this project is the identification of a partner or group of partners interested in delivering and operating such a facility and concept, which itself will anchor the Center as providing creative inspiration for the Center, the district, and Las Vegas more generally.

It is recommended that the County continue outreach efforts to identify potential partners, and at the same time develop conceptual concepts for a partnering structure that could incentivize the realization of the project. This may include specific terms of a ground lease, a competitive bid and posting, or other specific incentives to attract partners that would provide significant value back to the Center and Community through its function.

Recommendations and Next Steps

CATALYTIC PROJECTS NEXT STEPS



Potential Entertainment Venue

There is tremendous opportunity to re-imagine the former Ice Palace into a new entertainment hub, attracting diverse user groups to the Center and raising the overall vibrancy of the place.

It is recommended that the County explore ways that the Park(ing) Lot design can enhance and expand the ability to host temporary music festivals and generally improve operations of events at the Center, in support of a potential entertainment venue.



Entries & Signage

The Vision Plan offers an aesthetic for Commercial Center that connects people to the history and spirit of Las Vegas, a time and place where music was played from vinyl records and neon was the future. A pre-digital analog age, that an increasing number of people are looking for as an alternative to the digital overload they experience in their lives, and at other key destinations in Las Vegas.

It is recommended that this design aesthetic be codified in updated Brand and Design Guidelines, consistent with the Vision Plan.



Other Key Sites (Boich Lot & Furniture Store, and greater Commercial Center Development Strategy)

There are a number of other ideas and sites that have been identified as Catalytic Projects in this Vision Plan, and others that may yet be identified, including the privately owned “Boich Lot,” the Furniture Store site, and a potential Boring Company station.

It is recommended that the County continue to meet with key stakeholders associated with these various sites and support the development of planning concepts aligned with this Vision Plan and individual stakeholder goals to expedite action.

DRAFT FOR REVIEW



THANK YOU

Gensler