



VISION PLAN
RDA Update Presentation | May 21, 2025

HISTORIC

COMMERCIAL CENTER

Gensler

HISTORIC COMMERCIAL CENTER TODAY



A UNIQUE LEGACY

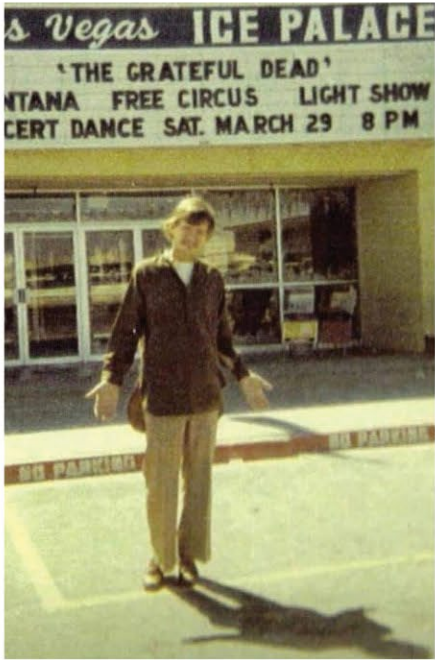
Gala Grand Opening!
Thursday, Friday, Saturday
April 23-24-25
9 A.M. to 9 P.M. Daily

Register for 100 FREE PRIZES!

Prizes Galore in Every Store fun for the whole family

• Boss & Sons Meat Co.	• Emerson's Originals	• Pat's Chinese Kitchen
• Benito of Rome	• 4 Season's Men's Wear	• Al Phillips The Cleaner
• Commercial Arts Building	• gi gi	• Sahara Shoes
• Commercial Center Barber Shop	• Topp's 'n Bottoms	• Marvin Strusser
• Cue Club	• Madeline's Lingerie	• Al Tate Beauty Academy
• Dinty Moore's Restaurant	• Merit Drugs	• Town Pump Liquor & Cocktail Lounge
	• Paradise Homes	

935 EAST SAHARA AVENUE (between Paradise Road & Maryland Parkway) FREE PARKING FOR 3000 CARS



Mac's HOUSE OF UNIFORMS
953 E. SAHARA IN COMMERCIAL CENTER
PHONE 732-4055 - 9:30 AM - 5:30 MON.-SAT.
FRIDAY NITES 'TILL 9

THE HOT PANTS UNIFORMS:
For those that want the wear of a uniform but with the style and daring of a hot pant set.

50% ACRYL-50% COTTON prewashed for lasting colorfastness and permanent press

THREE DIFFERENT STYLES and LOADS of COLORS to choose from. Sizes 6 to 28 so all you gals can look "right on".

priced by the set ... \$14.75 to \$18.75 - A DOUBLE KNIT PRINT TOO \$29.75

CHARGE WITH...

Shop us out to the YELLOW CORNER BLDG.

Presenting ...
A Shopping Center
within a Center
"VILLAGE SQUARE"
the center of
COMMERCIAL CENTER
NOW LEASING

FOR YOUR SHOPPING CONVENIENCE

Eternal Stainless Steel Corp.	Nolte Realty
Manica Ltd.	Village Auto Parts
James's Hardware	Edie Adams Cat & Car
Commercial Deli	Mystic Fashions
Las Palmas Mexican Food	Oriental Foods of Las Vegas
JADS of Vegas Gifts & Jewelry	One Hour Optical
Anita R. Brooks Interiors	Talk of the Town Sculptured
American Beauty Mattress Co.	Nails & Beauty Salon
Joan Machine - J&P Shoes	Mohr's (Jewelry & Women's fashions)

IMMEDIATE SPACE AVAILABLE
IN VILLAGE SQUARE COMMERCIAL CENTER
WEEKDAYS: 734-2696
732-2007
WEEKENDS: 736-2677
736-0938
739-6945



ELECTRONIC ACTIVITIES PRESENTS
GRATEFUL DEAD
SANTANA The Free Circus

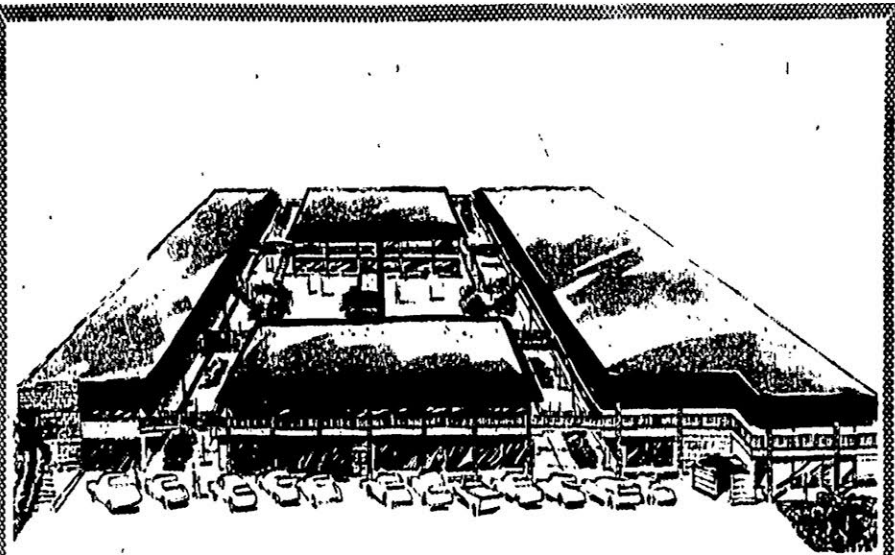
Lights by THOMAS EDISON CO. - Castle Lighting
CONCERT DANCE LIGHT SHOW
Saturday March 29 8:00-11:30 Las Vegas Ice Palace
Tickets: \$3.00 advance - \$3.50 at door

Ticket outlets:
Las Vegas Ice Palace (400 East Tropic) The Shopping Shop (Paradise Plaza)
Harwood Yacht Motel (across from the Sahara Hotel) Mother's (1445 The Strip)
Yellow Balloon (407A The Strip) Sight and Sound Center (111 West Owens)

RUBY WEISS AND DAVE HALPER'S LAS VEGAS
ICE PALACE
The World's Most Palatial Ice Arena

It's Open to Skating Fun. Excitement for all - Young and Old. Gigantic 200 foot by 85 foot Olympic size

room for private parties - snack bar - children's playground - a haven for teenagers. Relax in the accessories, sweaters, costumes, novelties. Ice skate rentals. Custom made figure, speed and



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.



COMMERCIAL ARTS BUILDING - Ultra-modern business and office complex planned for Commercial Center area.

It's time to make a stand.
STAND OUT FOR EQUALITY RALLY
Saturday • November 15, 2008 • 2:00 pm

- NOW is the time for action!
- We will NOT STOP until we have the most basic rights of equality!
- It is OUR TIME to mobilize for justice!

Join us for sign making on Thursday @ 5:30 pm
Bring your flags to the rally on Saturday @ 2:00 pm

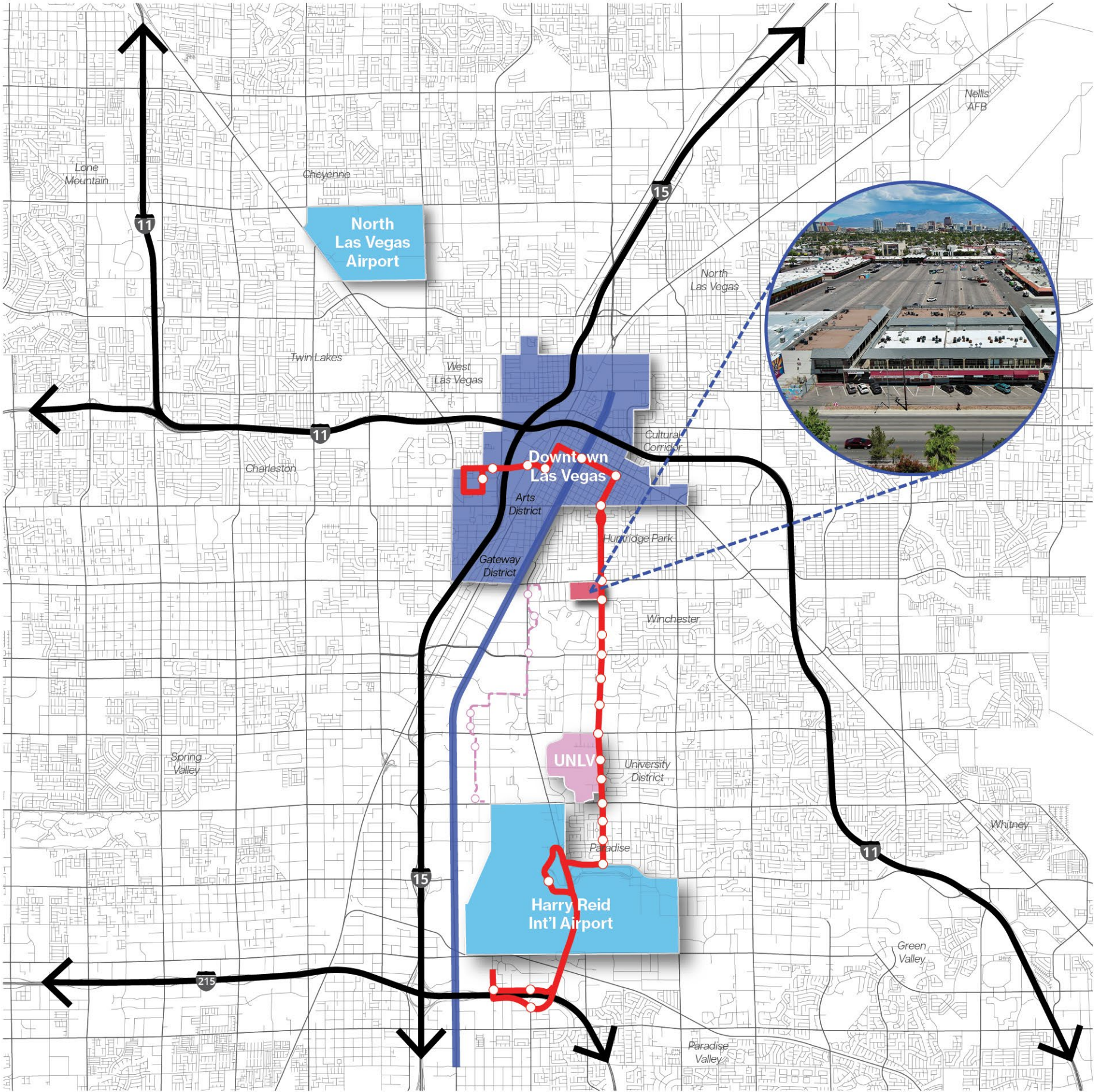
The Gay & Lesbian Center of Southern Nevada
953 East Sahara Avenue @ the Commercial Center
standoutforequality@thecenterlv.com
(702) 732-9800

CENTRALLY LOCATED
& HIGHLY CONNECTED



Rendering of Maryland Parkway Corridor
BRT infrastructure planned for 2026

DRAFT FOR REVIEW



WHO WE TALKED TO



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



Penny Chutima
Owner, Lotus of
Siam



Damian Costa
President, Pompey
Entertainment



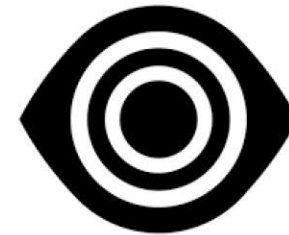
Warren Cobb
Associate Dean,
UNLV College of
Fine Arts



John Tippins
Northcap
Companies



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



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

WHAT WE LEARNED

**A CULTURAL AND
ARTS RENAISSANCE
IS HAPPENING NOW**

1



**CREATE A
DESTINATION FOR
BOTH LOCALS AND
TOURISTS**

2



**LEVERAGE LEGACY
TO RE-LAUNCH A
UNIFIED BRAND**

3



**USE TEMPORARY
ACTIVATIONS AS A
SPRING BOARD**

4



**STAY AUTHENTIC -
DON'T REPEAT THE
MISTAKES OF OTHER
ART DISTRICTS AND
RETAIL CENTERS**

5



**FOCUS ON SAFETY
AND ACCESSIBILITY**

6



ALIGNING WITH COUNTY VALUES

HCC VISION PLAN PRINCIPLES

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



Inspire **ACTIVATION** through Flexibility



Be an **ECONOMIC ENGINE** for Local Businesses



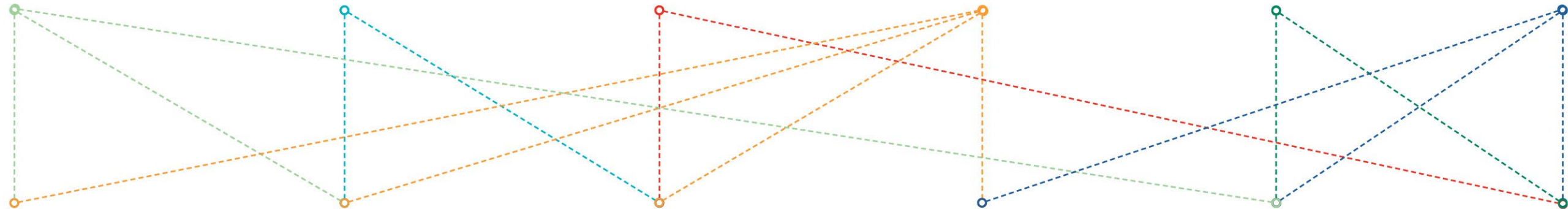
Serve as an **AMENITY** for Locals and Visitors



Design for the **CLIMATE**



Embrace Regenerative **RESILIENCE**



A More Connected Clark County



Unique Communities, Neighborhoods and Lifestyles



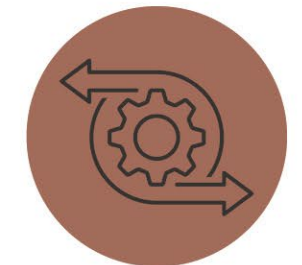
A Diverse and Resilient Community



Equitable Access to Programs, Services and Amenities



A Healthy and Sustainable Natural and Built Environment



Sustainable and Resilient Growth & Development

COUNTY'S MASTER PLAN CORE VALUES

**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.**

**Build authentic community
through arts and innovation**

**Create dynamic and uniquely
curated experiences**

**Be inclusive of both locals
and visitors**

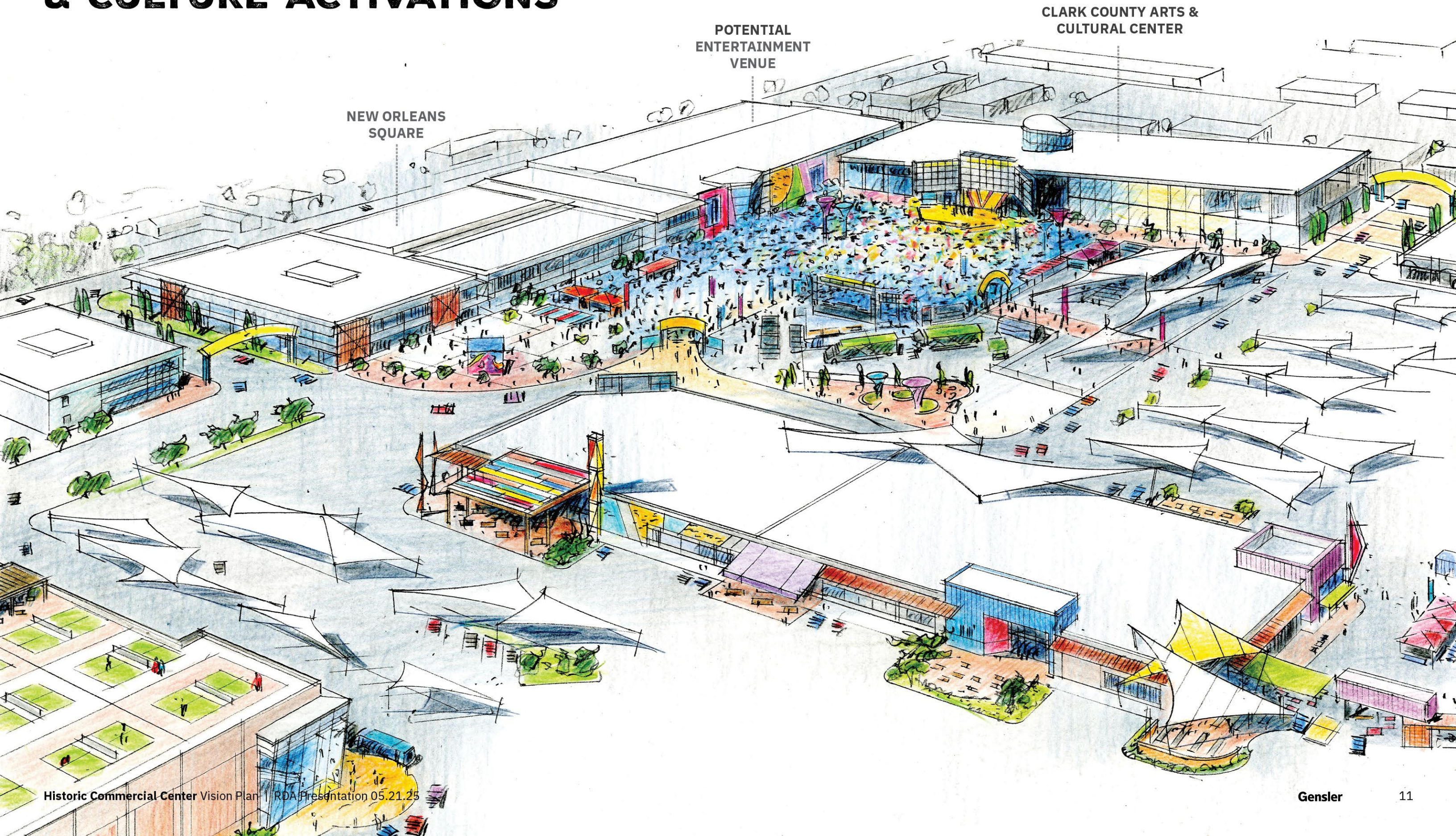
WALKABLE MIXED-USE NEIGHBORHOOD



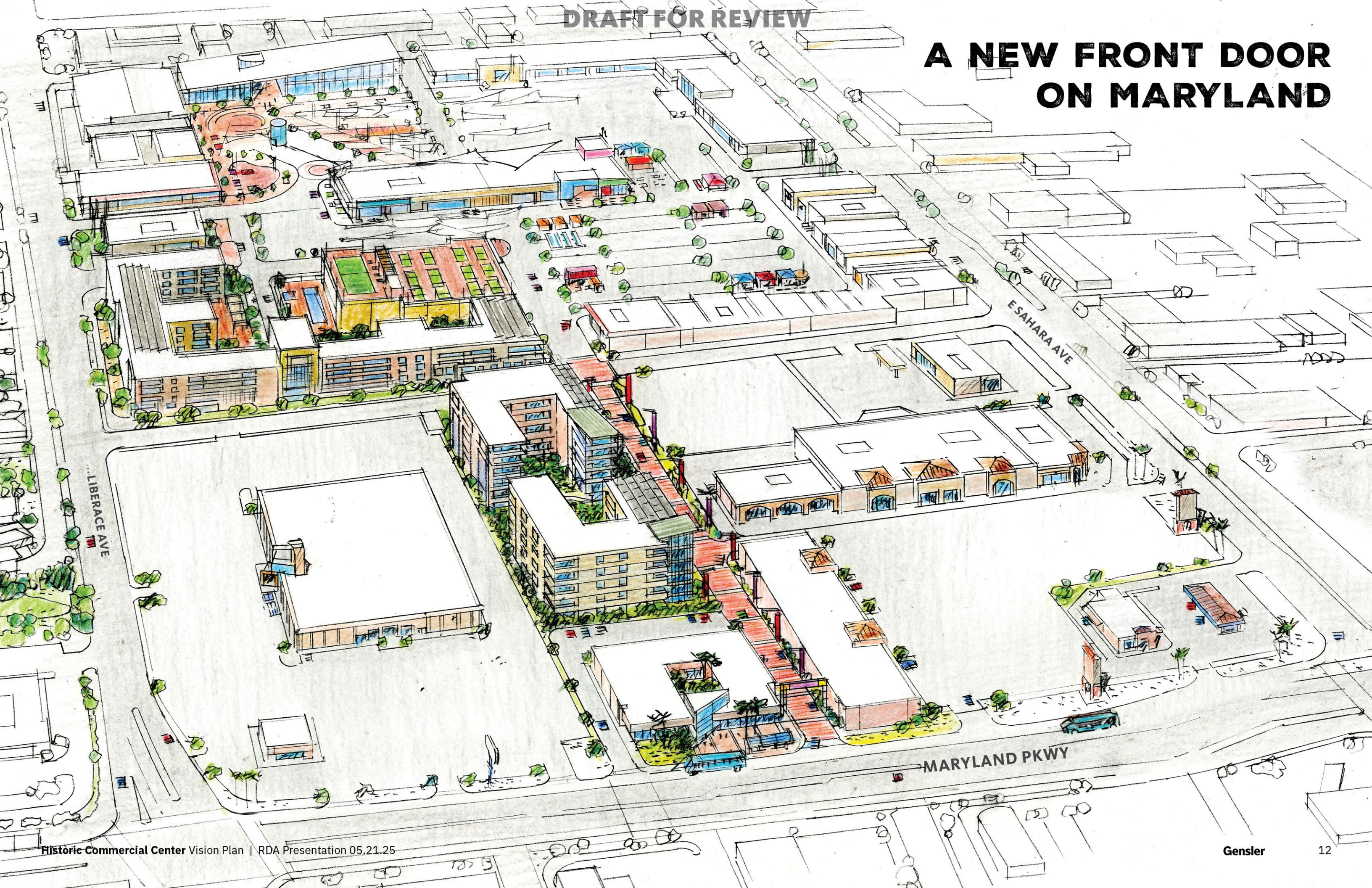
FLEXIBLE COMMUNITY PROGRAMMING



LARGE SCALE ARTS & CULTURE ACTIVATIONS



A NEW FRONT DOOR ON MARYLAND



REALIZING THE VISION: CATALYTIC PROJECTS



Park(ing) Lot & Public Space



New Orleans Square



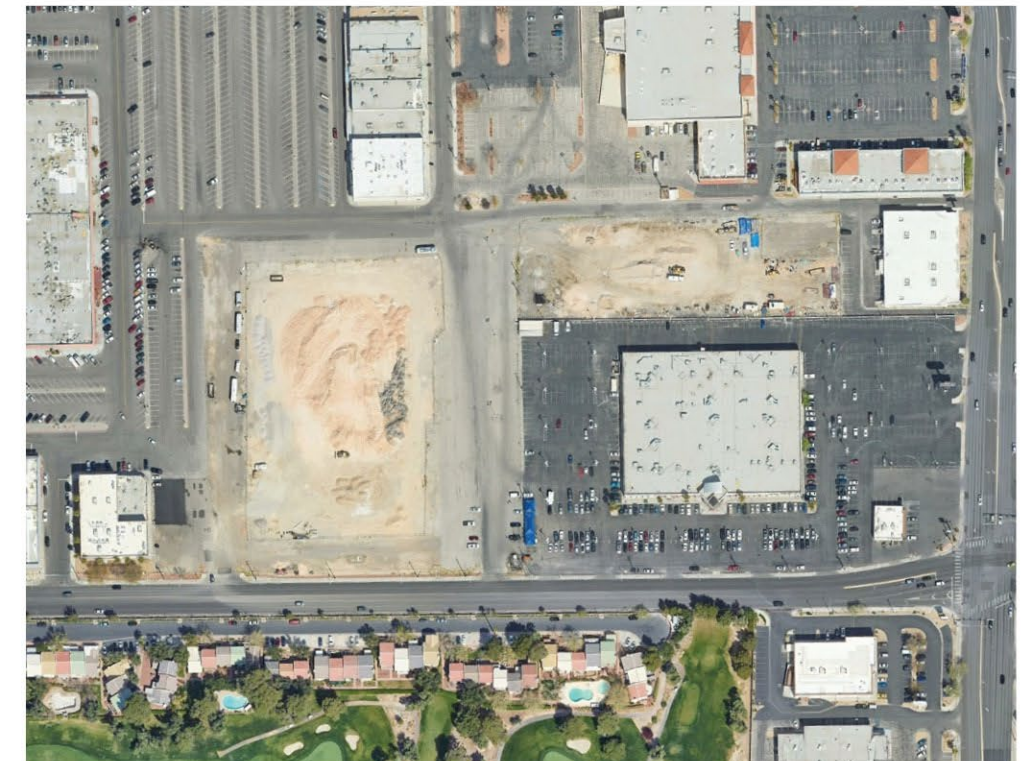
Clark County Arts & Cultural Center



Potential Entertainment Venue



Entries & Signage



Other Key Sites

REAL ESTATE ASSESSMENT & PLANNING STRATEGY



- 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

Catalytic Projects
PARK(ING) LOT & PUBLIC SPACE



Historic Commercial Center Vision Plan | RDA Presentation 05.21.25



Catalytic Projects: Park(ing) Lot TEMPORARY ACTIVATIONS & PUBLIC SPACE

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

E
RESTAURANT
ROW

NEW ORLEANS
SQUARE

H

POTENTIAL
ENTERTAINMENT VENUE

- 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

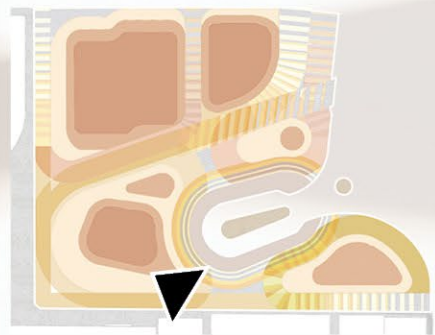
Catalytic Projects: Park(ing) Lot

TEMPORARY ACTIVATIONS & PUBLIC SPACE



Catalytic Projects: Park(ing) Lot

TEMPORARY ACTIVATIONS & PUBLIC SPACE



Catalytic Projects: Park(ing) Lot
PARKING FLEXIBILITY



Catalytic Projects

CLARK COUNTY ARTS & CULTURAL CENTER

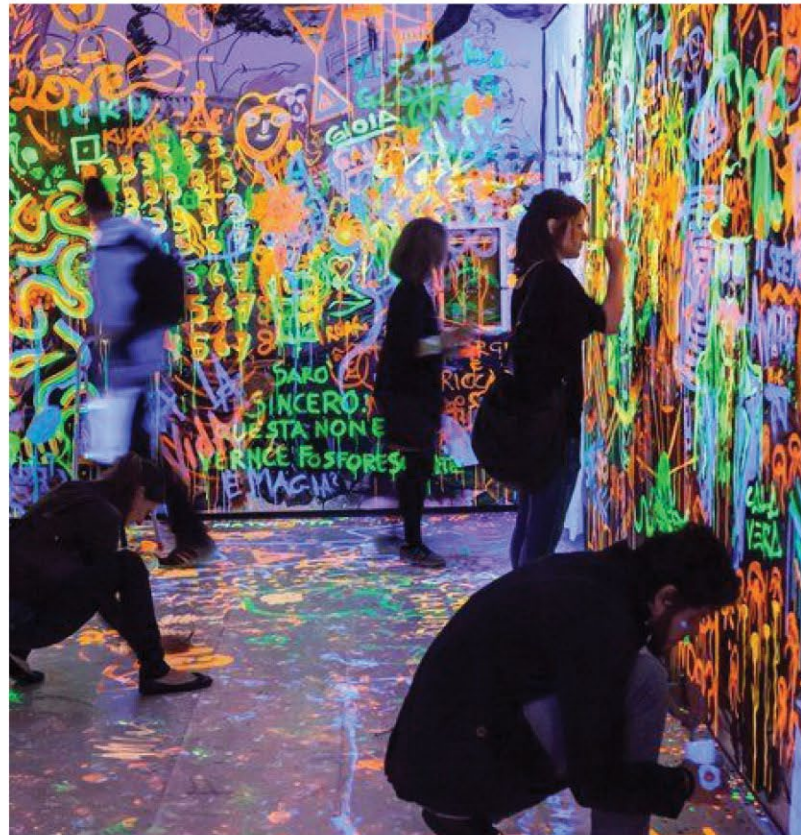


Historic Commercial Center Vision Plan | RDA Presentation 05.21.25



Clark County Arts & Cultural Center **VISION**

THE EXCHANGE OF IDEAS



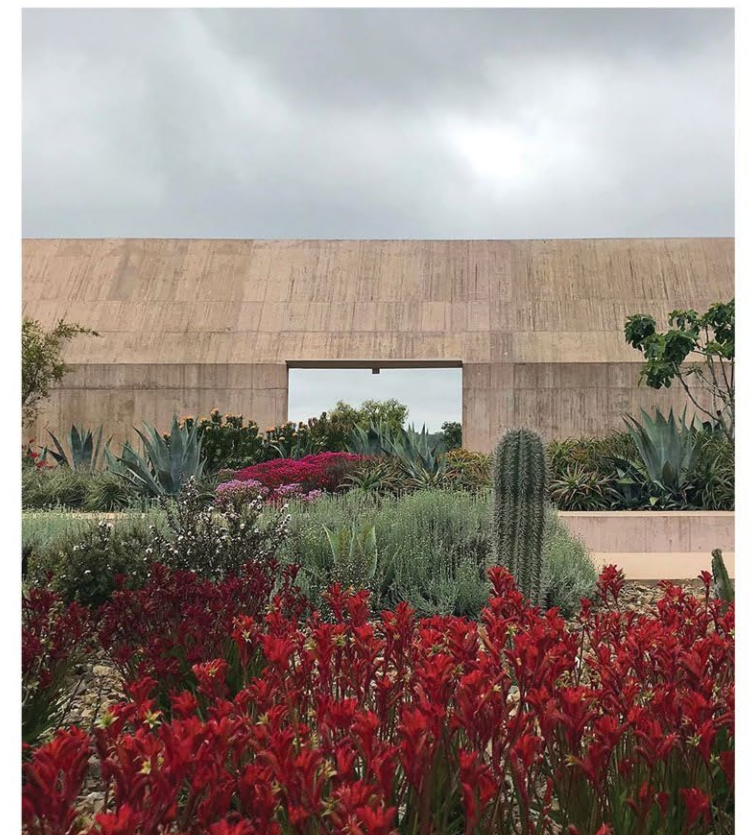
SHARING SKILLS & KNOWLEDGE



A MARKETPLACE FOR CULTURAL EXPERIENCES



A REFLECTIVE SANCTUARY



Clark County Arts & Cultural Center
CONCEPT OPTIONS

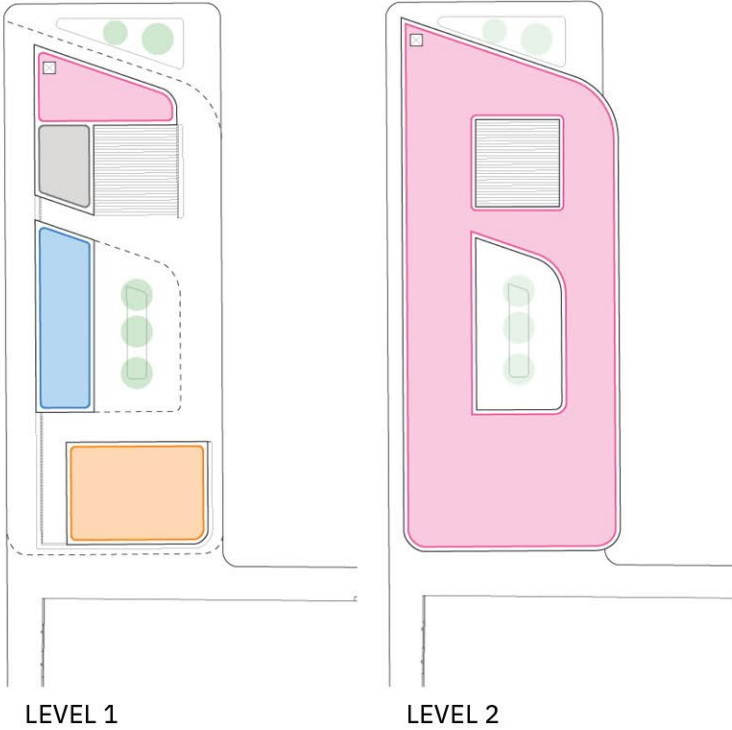
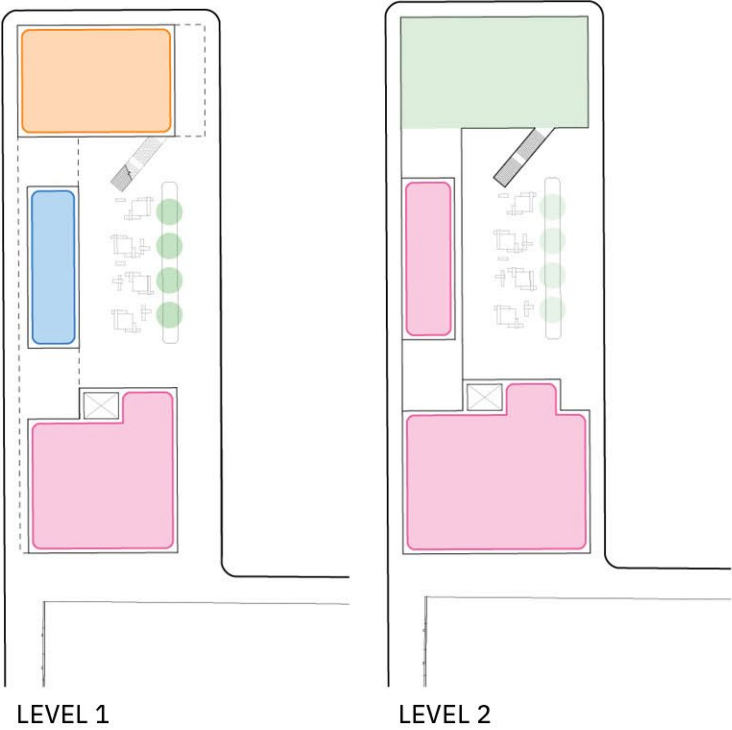
OPTION 1 | **VILLAGE** ~40,000 SF



OPTION 2 | **SHED** ~44,600 SF



OPTION 3 | **LOOP** ~57,000 SF



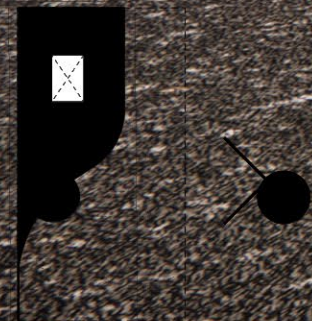
Clark County Arts & Cultural Center

OPTION 1 | VILLAGE



Clark County Arts & Cultural Center

OPTION 2 | SHED



Clark County Arts & Cultural Center

OPTION 3 | LOOP



Catalytic Projects
NEW ORLEANS SQUARE

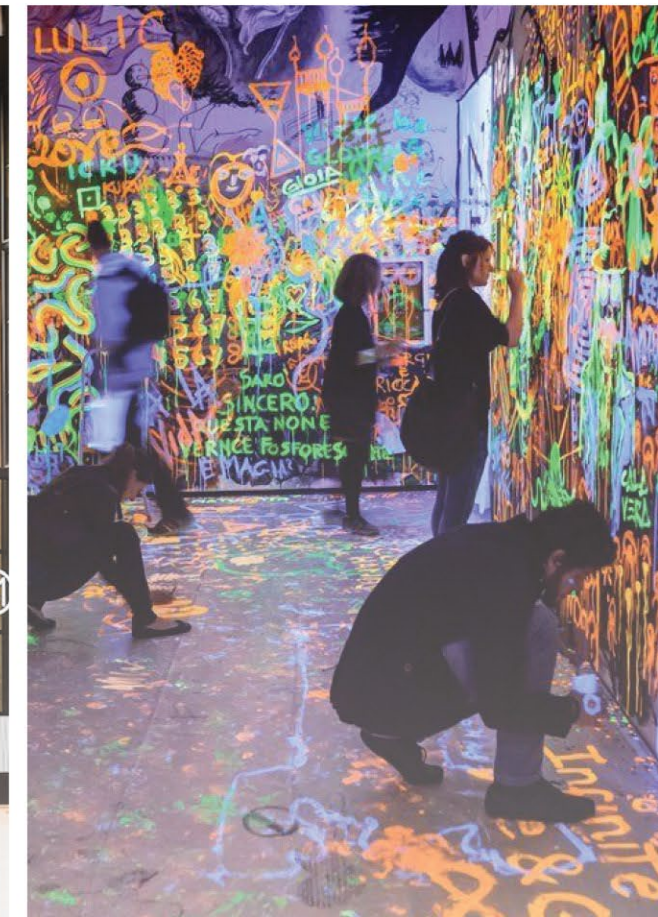


Historic Commercial Center Vision Plan | RDA Presentation 05.21.25

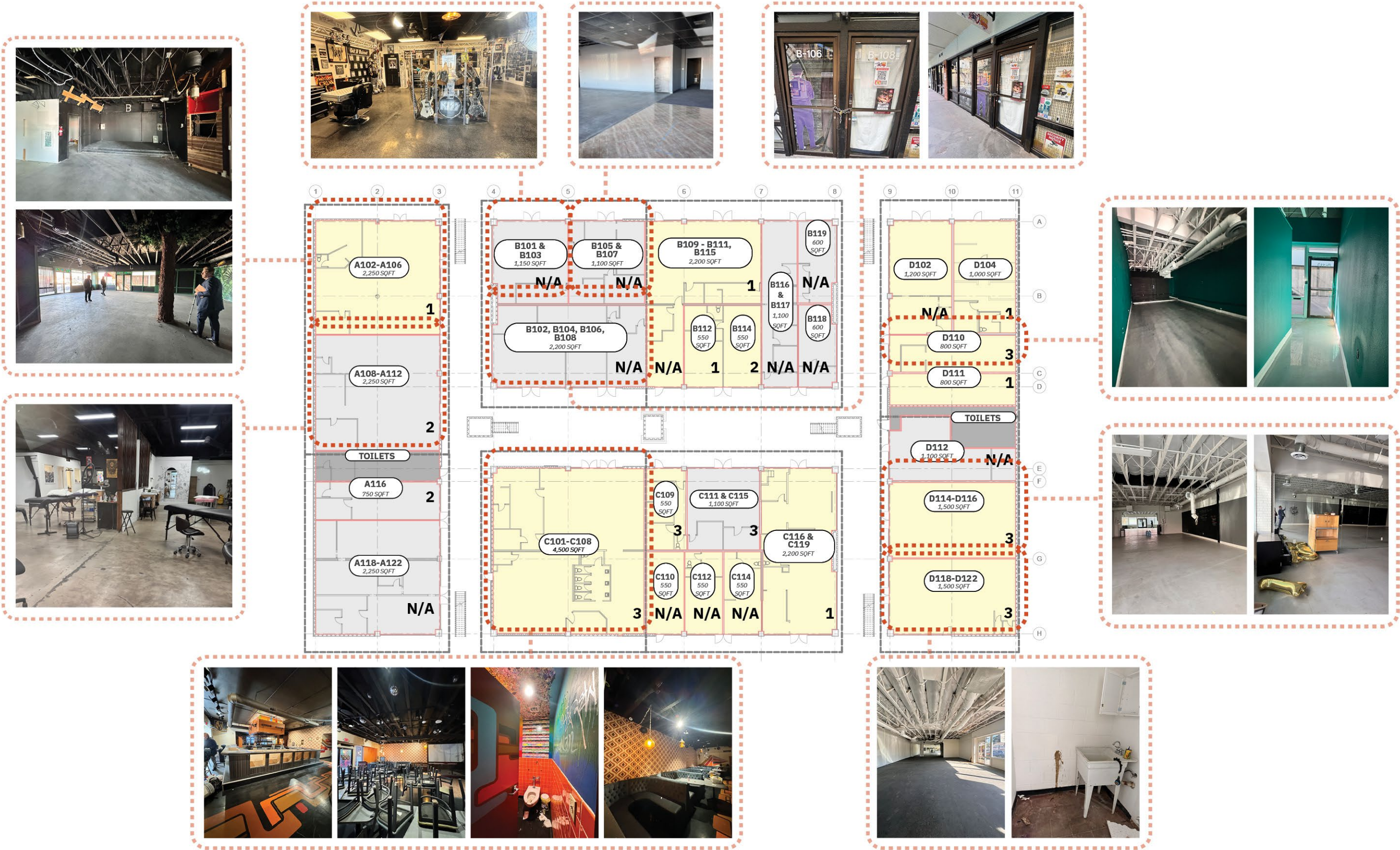


Catalytic Projects: New Orleans Square

NEW ORLEANS SQUARE WILL CONTINUE TO BE A HOME FOR **LOCAL ARTISTS** AND **SMALL BUSINESSES** TO GROW. AS THE **CREATIVE HUB** OF COMMERCIAL CENTER, IT WILL INCUBATE **COMMUNITY, CULTURE** AND **COLLABORATION** WITH A DIVERSE BLEND OF TENANTS.



Catalytic Projects: New Orleans Square
NEAR TERM ACTIVATION OPPORTUNITY



Catalytic Projects

POTENTIAL ENTERTAINMENT VENUE



Catalytic Projects
ENTRIES & SIGNAGE



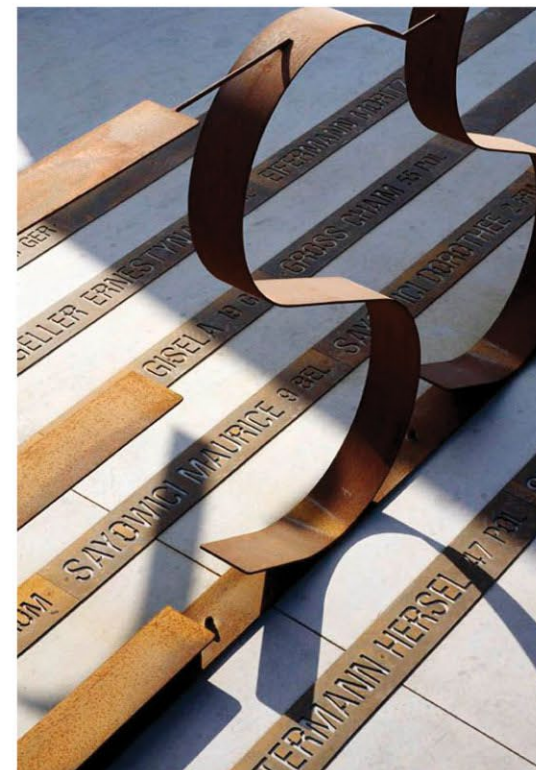
Entries & Signage

SIGNAGE LOOK & FEEL

GATEWAY / PLACEMAKING



DISTRICT IDENTIFICATION



BUILDING IDENTIFICATION



Catalytic Projects
OTHER KEY SITES



Recommendations and Next Steps

CATALYTIC PROJECTS & NEXT STEPS



Park(ing) Lot & Public Space



New Orleans Square



Clark County Arts & Cultural Center

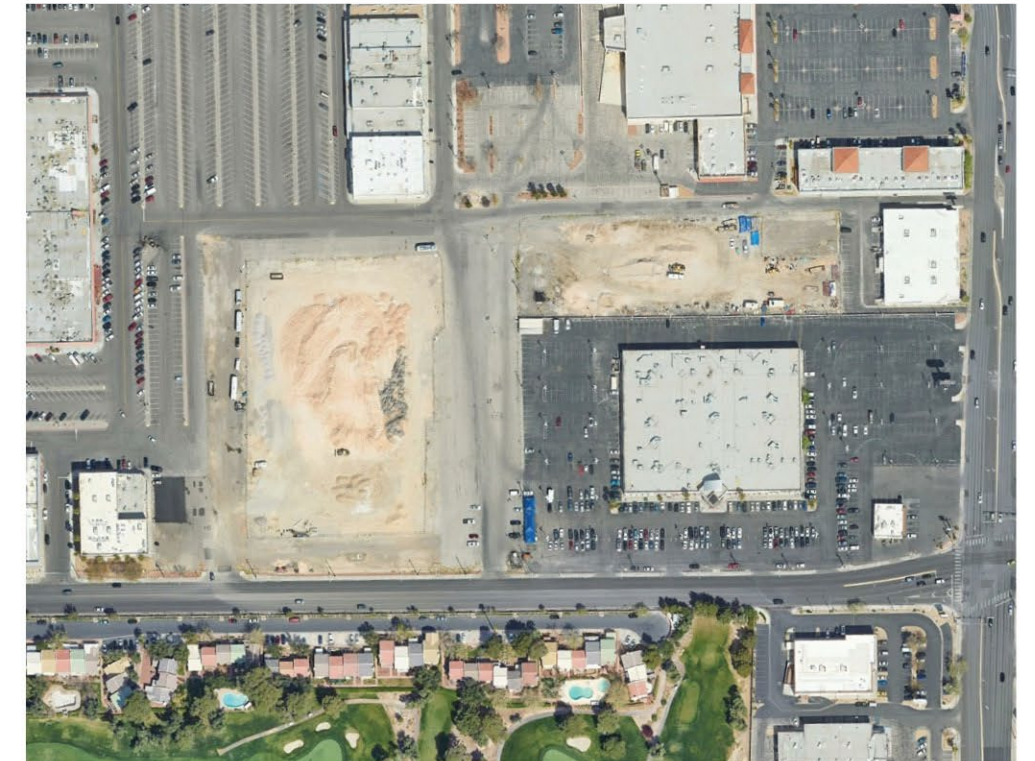


Potential Entertainment Venue

Historic Commercial Center Vision Plan | RDA Presentation 05.21.25



Entries & Signage



Other Key Sites



THANK YOU