



Inspiring Spring Mountain Redevelopment Plan

**A Vision for Mobility, Culture, Community Resilience, and Small
Business Co-Created by the Community**

December 2025

INSPIRING SPRING MOUNTAIN CORRIDOR - STUDY AREA MAP

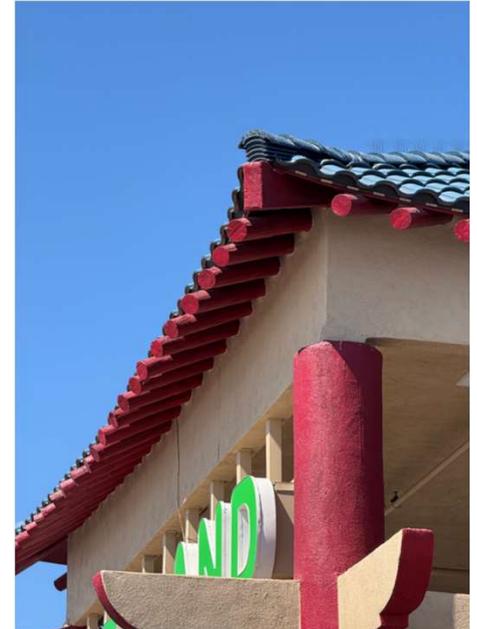


A CORRIDOR AT A CROSSROADS

Spring Mountain Road is one of the most culturally and economically significant corridors in Southern Nevada.

The Plan responds to:

- Rapid growth and increasing demand
- Mobility and safety challenges
- Aging infrastructure
- Desire to preserve cultural identity
- Need for a coordinated long-term strategy
- Community requests for investment and care

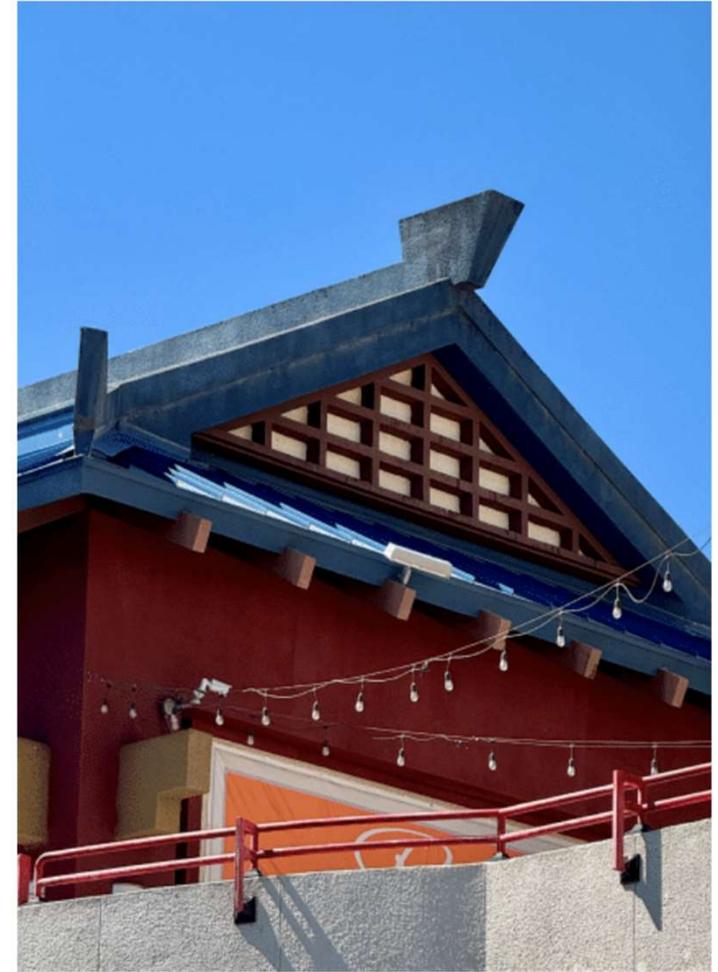




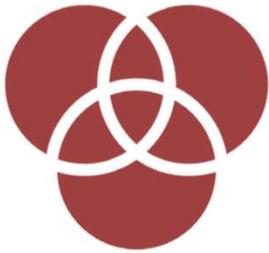
VISION STATEMENT

“The Spring Mountain Corridor celebrates the vibrant spirit of Asian culture as both a thriving community and a premier destination. This dynamic hub fosters small business growth, authentic cultural experiences, and neighborhood pride through its rich blend of cuisine, entertainment, and shopping.”

Rooted in tradition yet forward-looking, the corridor connects residents to quality housing, services, and opportunities while inviting visitors to explore its unique energy. A place where heritage and innovation meet, the corridor stands as a beacon of cultural vitality and economic resilience.”



GUIDING PRINCIPLES



Inclusivity

Proactively engaged a diverse cross-section of the community, including residents, workers, and business owners from historically underrepresented groups.



Accessibility

Prioritized multilingual materials and diverse outreach formats (in-person, virtual, and mobile) to reduce participation barriers.



Transparency

Shared project goals, milestones, and updates regularly through newsletters, media, and the project website.



Respect

Demonstrated consideration for local knowledge and time by integrating community input into draft concepts.



Accountability

Communicated how community feedback informed specific strategies within the plan.



HOW THE PLAN WAS BUILT

- **A Community-Driven Process**
 - Launch event & Community Open House
 - Over 1,100 total survey responses
 - 8 small businesses, property owners/managers, and community organizations stakeholder roundtables
 - 20+ pop-ups in plazas, shops, and restaurants
 - Youth engagement sessions
 - Multilingual engagement (English, Chinese, Spanish)
 - Collaboration with LVMPD SMART Team



WHAT WE HEARD

- **Top Challenges:**
 - Traffic + unsafe crossings
 - Lack of shade and extreme heat
 - Parking difficulties
 - Crime + lighting concerns
 - Aging buildings + infrastructure
 - Limited open space
 - Rising rents + affordability pressures
- **Top Priorities:**
 - Safer mobility for all
 - Stronger cultural identity
 - Public spaces + greenery
 - Small business support
 - Cleaner, more welcoming streets



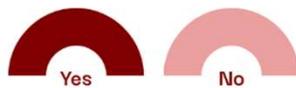
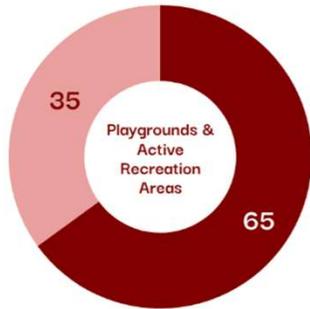
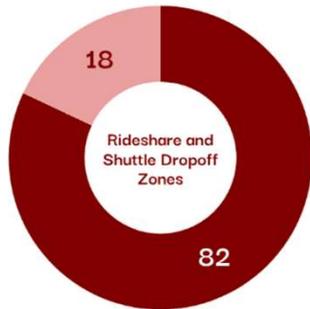
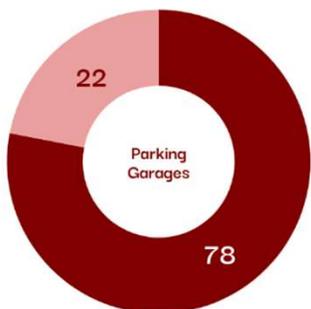
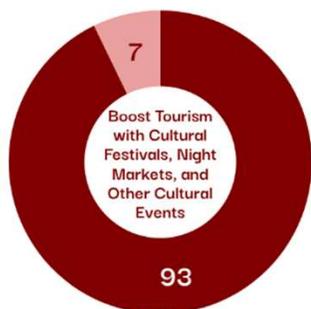
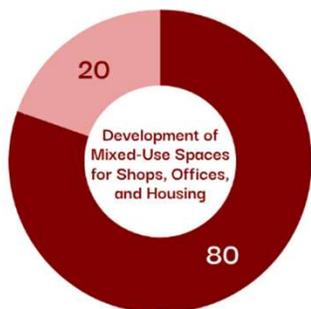
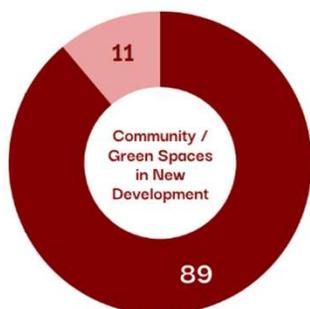
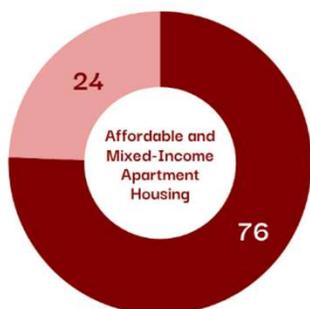
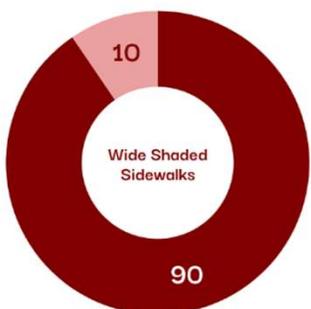
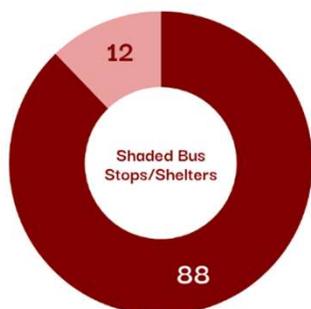
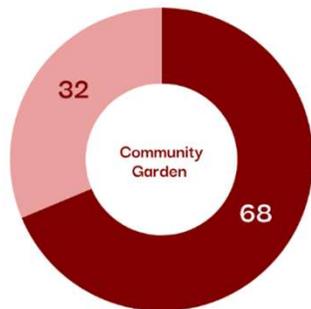
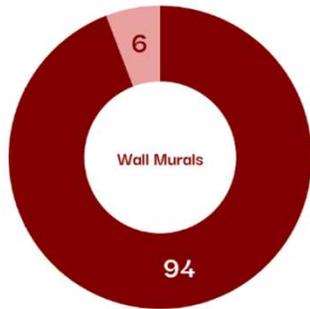
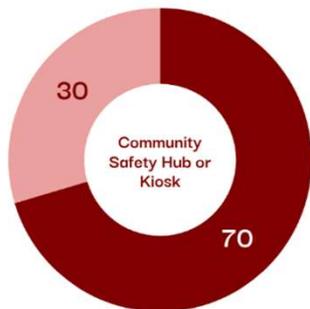
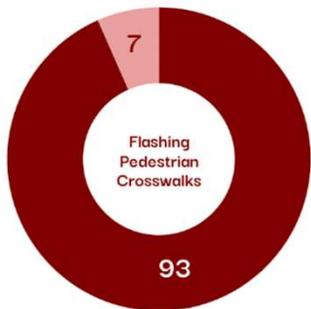
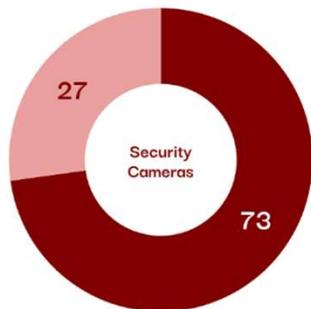
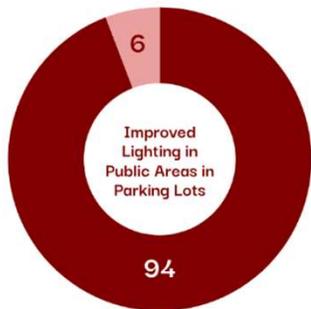
Survey #2 Public Comments



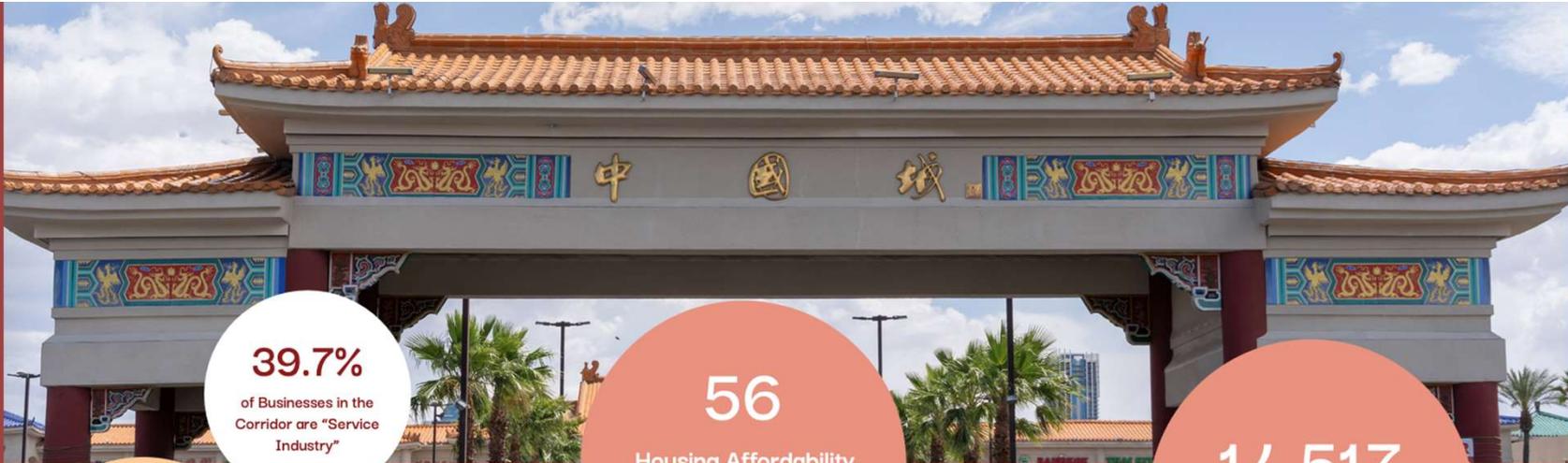
What Would You Like To See on Spring Mountain in the Future?



Launch Event Results



Survey #2 Results



39.7%

of Businesses in the Corridor are "Service Industry"

56

Housing Affordability Index
(Low Affordability)

14,517

Employees in the Corridor

4,845

Total Households

86

Projected Diversity Index by 2029, signaling continued multiethnic vibrancy

18.3%

of Households on Food Stamps/SNAP

5,207

Housing Units

1,538

Businesses in the Corridor

\$381,391

Avg Home Value
(18% lower than NV avg at \$448,911)

\$29,899

Median Net Worth

7.2%

Unemployment Rate
(5.6% Clark County Avg as of Oct 2025)

20%

of Households below the federal poverty level

*all data from Esri 2024

THE FRAMEWORK: 8 GOALS



Enhance Mobility,
Walkability + Transit
Access



Strengthen Economic
Vitality + Small
Business Reliance



Preserve + Celebrate
Cultural Heritage



Implement Sustainable
+ Resilient
Infrastructure



Create Safe +
Welcoming Public
Spaces



Promote Arts, Culture
+ Creative Spaces



Boost Tourism +
Community Identity



Expand Housing
Options

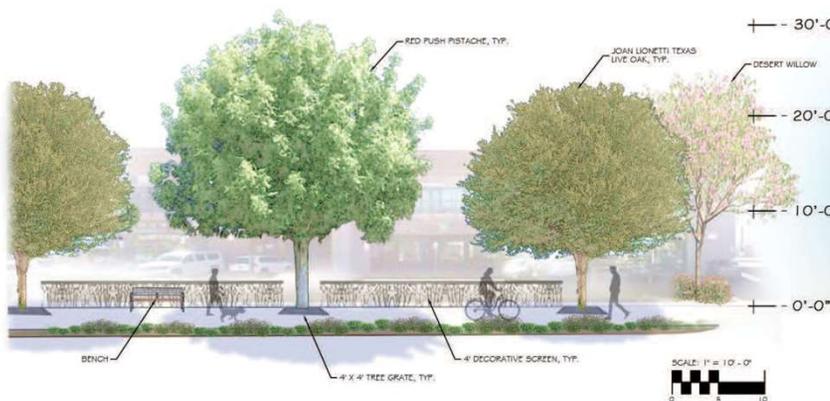
GOAL 2: ECONOMIC VITALITY

- **Strengthen Chinatown from within by investing in existing businesses and people.**
 - Support legacy and small businesses
 - Keep economic activity circulating locally
 - Improve storefronts, safety, and visibility
 - Activate vacant and underused spaces
 - Support workforce partnerships and retention
 - Prevent displacement as reinvestment occurs
- **Early Action Tools**
 - Corridor Improvement Grant Program
 - Pop-up activations and cultural uses



GOAL 4: IMPLEMENT SUSTAINABLE + RESILIENT INFRASTRUCTURE

- **Objective:** Position the corridor as a model for climate-conscious development by investing in sustainable systems that enhance livability, resilience, and business continuity.
 - Shade trees, shade structures, and green infrastructure
 - Lighting, wayfinding, and safer pedestrian crossings
 - Adaptive reuse of existing buildings
 - Reduced heat impacts and lower redevelopment costs
 - Right-sized parking and circulation strategies
- **Developed in coordination with LVMPD SMART Team**



GOAL 6: ARTS, CULTURE + COMMUNITY SPACES

- **Objective:** Arts and culture are essential infrastructure.
- **Cultural & Artistic Approach**
 - Traditional motifs + contemporary influences
 - Calligraphy, textiles, anime, car culture
 - Intersectional and evolving community identity
- **Art as Economic Infrastructure**
 - Streets become destinations
 - Increased foot traffic, longer visits, social sharing
 - Improved walkability, safety perception, and cultural tourism
- **Creative Strategy & Implementation Tools**
 - Public Art Master Plan
 - Heritage Art & Creative Grants
 - Private Development Contributions (Overlay tools)
 - Temporary activations + youth projects



GOAL 7: BOOST TOURISM & COMMUNITY IDENTITY

- **Objective:** Establish Las Vegas Chinatown as a regional and international destination through coordinated branding, infrastructure investment, and cultural programming.
- **Unified Brand & Visitor Experience**
 - Cohesive Chinatown brand identity
 - Enhanced gateways, arrival moments, and district wayfinding, multilingual welcome signage, visitor kiosks
- **Events & Cultural Programming**
 - Night markets, food festivals, and cultural celebrations
 - Artist-led and community-hosted experiences
 - Year-round activation to support local businesses
- **Regional & Tourism Partnerships**
 - Integration into LVCVA and regional tourism campaigns
 - Cross-promotion with Strip, Downtown, and airport audiences



Streetlight Banner / Advertisement or Art Piece

CATALYST PROJECT: CHINATOWN MURAL ART PROJECT

Transforming the Corridor into a Cultural Open-Air Gallery

- **What It Is**
 - Signature mural program of the Redevelopment Plan
 - Curated works by local Asian, Native Hawaiian, and Pacific Islander (ANHPI) artists
 - Highly visible, site-specific murals across the corridor
- **Why It Matters**
 - Strengthens cultural identity and sense of place
 - Drives pedestrian activity and small business visibility
 - Elevates Chinatown as a cultural destination
 - Improves walkability and perceived safety
- **Community-Driven Approach**
 - 84% of survey respondents requested more murals
 - Murals co-designed with property and business owners



CATALYST PROJECT: CORRIDOR IMPROVEMENT GRANT PROGRAM

A Redevelopment Grant Supporting Storefronts, Safety, and Cultural Identity

- **Purpose**

- Matching grant for exterior improvements
- Supports safety, mobility, aesthetics, and cultural identity

- **Eligibility**

- Must be in the Redevelopment Area
- Property owners or tenants (with owner consent)
- Tenants must have 3+ years remaining on lease
- Applicants must be in good standing (no unpaid taxes or code issues)

- **Grant Award**

- Up to \$25,000 base
- +\$5,000 per acre bonus (max total \$75,000)
- 25% cash match required (waiver possible)

- **Eligible Uses**

- Facade & storefront enhancements
- Safety + lighting upgrades, and circulation improvements
- Placemaking + public art

- **Key Protections**

- 5-year maintenance covenant
- 12-month anti-displacement clause for tenants

TOTAL GRANT AMOUNT = \$750,000



CATALYST PROJECT: CHINATOWN OVERLAY DISTRICT

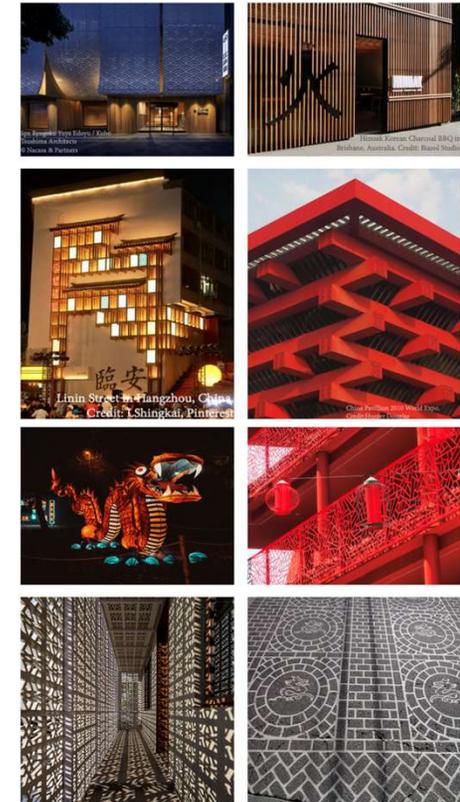
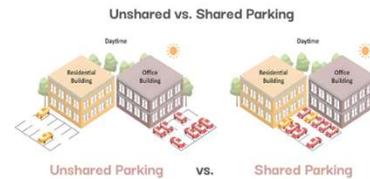
Zoning, Design Standards, and Development Tools Supporting a Culturally Vibrant, Walkable Chinatown

Key Components

- Culturally influenced architectural + signage standards
- Walkability, shade, lighting, and streetscape requirements
- Incentives for redevelopment + adaptive reuse
- Active ground floors + pedestrian-oriented design
- Night market + outdoor dining allowances
- Multilingual engagement + public outreach
- Alignment with Title 30 updates

Why It Matters

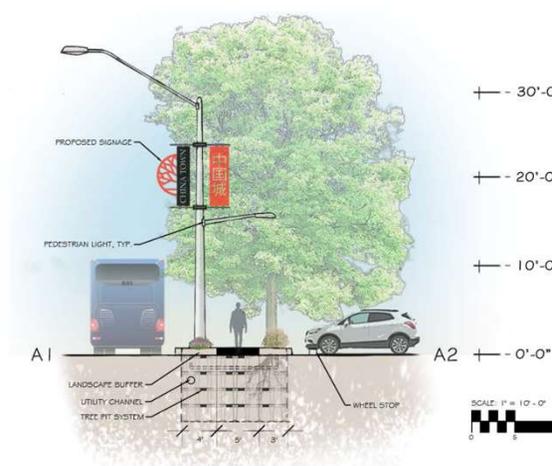
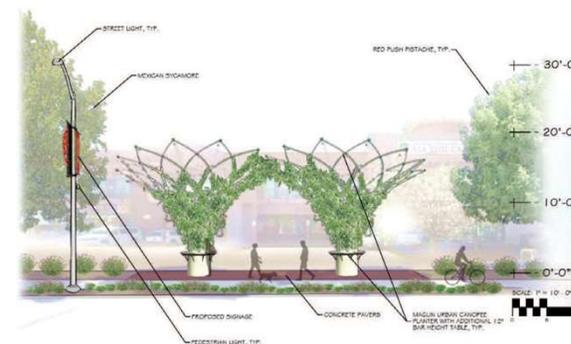
- Creates consistent development expectations
- Protects cultural character while allowing growth
- Guides reinvestment over the next decade



CATALYST PROJECT: CHINATOWN PLACEMAKING, BRANDING & WAYFINDING

A District-Wide Identity, Streetscape, and Mobility Enhancement Initiative

- **Purpose**
 - Create a unified Chinatown brand for both redevelopment areas
 - Support mobility, safety, walkability, and transit comfort
 - Translate cultural identity into the built environment
- **Key Deliverables**
 - Branding + visual identity system
 - Wayfinding Master Plan (pedestrian + vehicular)
 - Custom bus shelters + integrated trash bins
 - Metal streetlight banners + gateway elements
 - Public safety signage with LVMPD
 - Digital identity + multilingual materials
- **Why It Matters**
 - Implements major goals across the Redevelopment Plan
 - Sets the visual and cultural tone for all future investments
 - Ensures a cohesive, culturally authentic Chinatown experience



QUESTIONS?





Inspiring Spring Mountain Redevelopment Plan

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