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NEWS UPDATE NEWS UPDATE NEWS UPDATE

Survey: Public Feels Downtown Headed in Right Direction

Findings from a 400-person random telephone survey of Southern Nevadans cast a positive light on downtown Las Vegas. Sponsored by the **Downtown Las Vegas Alliance** (DLVA), a nonprofit corporation comprised of downtown Las Vegas stakeholders, the survey was conducted June 7-10 by **Strategic Solutions**. Respondents were from a cross-section of unincorporated Clark County and the cities of Las Vegas, North Las Vegas and Henderson.

More than 74 percent of respondents have an overall positive impression of downtown Las Vegas; 81 percent believe downtown is headed in the right direction; 68 percent believe things in downtown will be even better in five years; and 83.5 percent are likely to recommend visiting downtown Las Vegas to family, friends and out-of-town guests.

"There's no doubt that downtown just feels different today than it did even a few years ago," said **Sam Cherry**, developer of Soho Lofts and DLVA board member who recently opened Pop Up Pizza at The Plaza. "As someone who's been part of the area's revitalization for more than a decade, I can say the change and energy here are palpable."

More than 70 percent of respondents have visited downtown Las Vegas during the past year for leisure or entertainment purposes, with more than 82 percent visiting downtown at least once every six months. While dining, entertainment and gambling ranked high as reasons for locals to visit downtown, sightseeing and walking around was the single most popular reason cited by respondents.

For those who have visited downtown, more than 93 percent consider their experiences in downtown positive, and nearly 73 percent are likely to visit downtown in the next six months. When asked to rate downtown offerings and amenities, respondents gave good ratings to gambling, live performances, performing arts, special events, dining, lodging, art galleries, bars/nightclubs and museums.

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The currently vacant Ice House Lounge has new owners. Future plans include using it for office space.
(Photo by J. Johns.)

Downtown Developments

Leasing agents for **Allure**, the 41-story residential high-rise located near the intersection of Las Vegas Boulevard and Sahara Avenue, recently closed on the last of its 427 units and it is now sold out, according to **John Tippins**. Tippins' company, **Northcap**, oversaw the sales and marketing from April 2009 through the sellout. Tippins reported the ground-floor retail was sold separately, although the tenant has not yet been announced. Tippins is also senior vice president of **ST Residential**, which rebranded Streamline into the **Ogden** and will be re-launching **Juhl**, a downtown condominium development located at Bonneville Avenue and Fourth Street. Juhl consists of 341 residential units, live-work space and 7,000 square feet of retail. Without any marketing and a launch date planned for early September, they have already registered over 150 people interested in living and opening businesses there.

New businesses can be found in the downtown area along Charleston Boulevard. They include the **Electric Lemonade Shop** and **Simpso Sandwich**.

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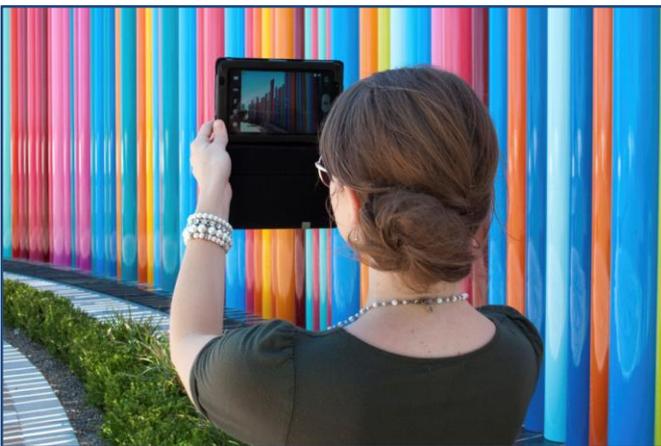
Downtown Survey Results

Public safety, cleanliness, retail, traffic and parking earned moderate scores. Predictably, the top three reasons cited for not visiting downtown were public safety, parking and distance. "While issues like parking and safety are still a concern for some, they are no longer viewed with the same level of public concern they once had," according to **Rich Worthington**, president and chief operating officer of The Molasky Group of Companies, who also serves as chairman of the board/president of the DLVA. Recent Downtown Area Command crime statistics show significant decreases in crime in 2011 as compared to 2010.

According to **Brandy Stanley**, parking services manager for the city of Las Vegas, there are more than 47,500 available parking spaces downtown with peak demand of only 30,000 spaces. "Most parking is off-street in privately owned parking structures and validations are offered in most venues," Stanley said. "By fall, we plan to upgrade most of the area's 1,200 meters to accommodate credit card payments, and we will open a new parking office at city hall under the office of economic and urban development to provide a one-stop shop and improved customer service."

The survey was funded by the Regional Transportation Commission of Southern Nevada, the city of Las Vegas Economic and Urban Development Department and the Las Vegas Convention and Visitors Authority.

The city of Las Vegas is working to reduce the time and paperwork required of area businesses. City inspection services have been expanded to include weekends and multiple licenses will no longer be required of Las Vegas Valley businesses. Details: <http://bit.ly/MIVONW>.



New this year, a Social Media Scavenger Hunt photo competition; this is going on now! You have until Aug. 16 to participate. For details, visit: <http://lvdowntown.com/>.



Pictured above is a rendering of the new **Symphony Park Bridge**. Construction is just beginning on this new bridge, which will span the railroad tracks, connecting downtown and parking with The Smith Center for the Performing Arts and Symphony Park. A pre-fabricated steel pedestrian bridge will connect the new City Hall parking garage at 500 S. Main St. to The Smith Center's parking lot. The project is expected to take about eight months.

Downtown Developments (cont.)

Two sisters/business partners opened the Electric Lemonade Shop at 220 E. Charleston Blvd. in February 2012. Vintage and contemporary clothing for men and women, as well as shoes, accessories and jewelry are sold at this boutique. Another family-owned business, the 1,400-square-foot Simpo Sandwich shop, located at 300 E. Charleston Blvd. - #101, opened in May of this year.

The former **Ice House Lounge**, located at 650 S. Main St. near the new City Hall, will soon house business offices. The building, which sat vacant for years, was recently purchased by **FC Ice House LLC**.

A host of new restaurants are now operating at the recently renovated **Plaza Hotel & Casino**. One of the latest is **Pop Up Pizza**, which opened on the south side of the casino floor in June 2012.

An official announcement went out at the end of July 2012 that the world's largest gay nightclub, aptly named **Krave Massive**, would open in downtown Las Vegas. It will occupy space that formerly housed the 14-screen, 80,000-square-foot Galaxy 11 multiplex theatres on the third floor of **Neonopolis**. The club will be located one floor above the country's first drag queen bowling alley and bar, **Drink & Drag**, which was also developed by Krave owner **Kelly Murphy**.

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