

LAS VEGAS

DOWNTOWN CENTENNIAL

plan

Prepared by:

City of Las Vegas Planning and Development Department

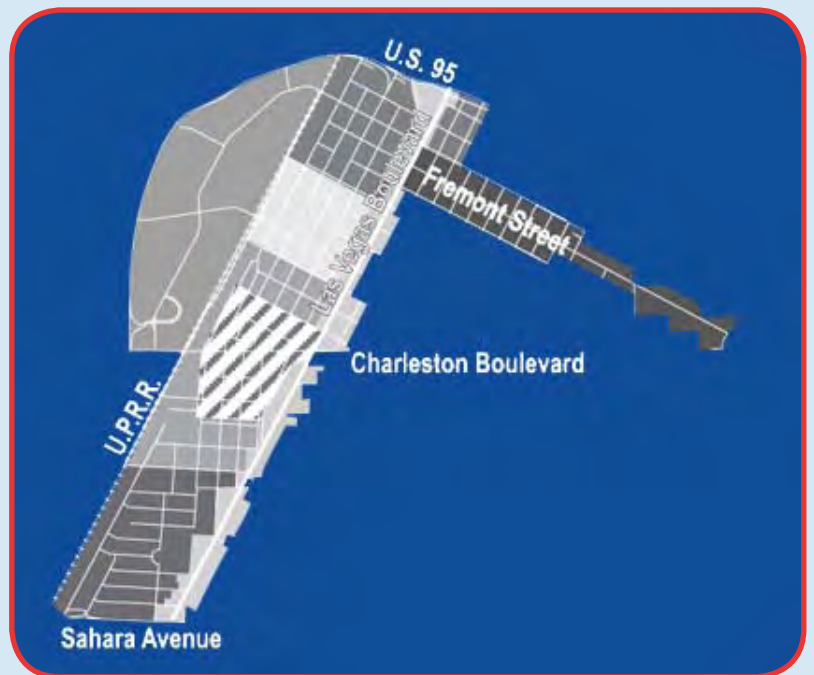
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Executive Summary

In 2000, the Las Vegas Downtown Centennial Plan was adopted. Since then, significant development has occurred allowing the city and developers to discover improvements.

On January 3, 2007 the City Council adopted the revised, updated version of the plan. The plan is formatted around the nine districts of downtown. Several districts have unique design standards, although all share sound basic urban design. The plan provides detailed information in the following areas:



- Site Planning
- Permitted Uses
- Parking Design
- Streetscape Standards
- Architectural Standards
- Signage Requirements
- Landscape Standards
- Construction Staging Guidelines

History *The heart of Southern Nevada!*



Mayor Oscar B. Goodman (lower right) and other prominent Las Vegas citizens re-enacting the Las Vegas townsite land auction in May 2005.

Downtown Las Vegas has a rich legacy of business, commerce, entertainment, lodging and culture. It ranges from the founding of the First State Bank of Las Vegas on the corner of First and Fremont streets in 1905 to the ultra high-tech entertainment spectacular of today's Fremont Street Experience. Downtown Las Vegas has long served as the hub of the entire Las Vegas region. Over the last generation though, office development has dispersed to new suburban centers like Summerlin. The original block pattern, and especially the

small parcel layout, presents the greatest challenge for downtown redevelopment. Many 25 and 50-foot wide lots across downtown still remain under separate ownership. Modern development seldom happens in 25-foot wide increments. The smallest parcels feasible for current development standards are larger than a half block, with many on a full block or larger. Recent development has been spurred by important parcel consolidations.

The Districts



District 1: Office Core

Centered around Bonneville Avenue and Casino Center Boulevard, this district's dominant feature is office buildings and justice-related institutions such as the county jail, Lloyd D. George U.S. Courthouse and the Regional Justice Center. Mixed-use housing projects are also encouraged in the district.

District 2: Las Vegas Boulevard

This district covers the properties on either side of the Las Vegas Boulevard. This area is also subject to the Scenic Byway Overlay that requires all signage to have at least 75 percent neon. Restored historic neon signs will be featured within the median.



District 3: Downtown South

This area is an eclectic area of uses. In recent years, several high rise mixed-use residential projects have been approved and may become the dominant use. This area surrounds the 18b Las Vegas Arts District.

District 3a: 18b The Las Vegas Arts District

This district is centered at Main Street and Charleston Boulevard. Art-related uses are predominate in this district. Mixed-use residential projects with ground floor retail are also encouraged. The Regional Transportation Commission's (RTC) proposed Regional Fixed Guideway (RFG) system will have two stops within this district.



District 4: Union Park

The World Market Center, Las Vegas Premium Outlets, Clark County Government Center and the city's 61 acres known as Union Park, make up this prime district. It is expected that this district will become the core of downtown in the next several years.

District 5: Central Casino Core

This district is centered around the Fremont Street Experience. Several resort and hotel casinos are found in the district. The dominant feature is the casino-related activities. New investment in the Golden Nugget and Lady Luck casino properties is re-energizing the district.



District 6: Northern Strip Gateway

This area is anchored by the Stratosphere Las Vegas hotel casino. It includes the gaming overlay that permits large casinos to be located there. Many high rise projects are being built in the district. Allure's first tower has recently topped out.

District 7: East Village

This is the east entrance to downtown via Fremont Street and is the old core of downtown Las Vegas. It is expected that the small motels will be redeveloped into larger mixed-use projects.



District 7a: Fremont East Entertainment District

This area is centered just east of Las Vegas Boulevard on Fremont Street. Projects with some form of live entertainment are

encouraged in this district. Gaming is not the dominant activity. Mixed-use projects are also becoming popular in this district.



Historic Preservation

The city of Las Vegas has several historically significant buildings and neighborhoods within its downtown that reveal and celebrate our community's unique cultural heritage. It is one of the city's priorities to preserve and maintain these invaluable

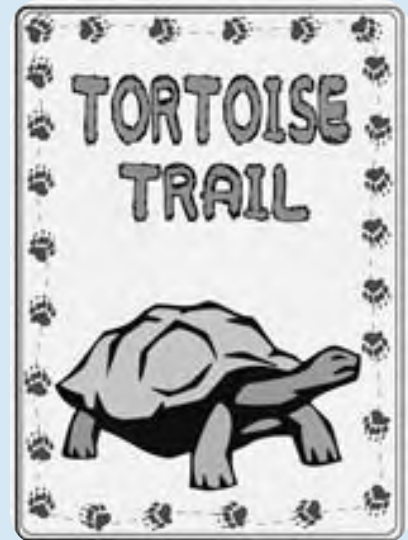
resources as elements of pride in our city and a viable planning tool for economic revitalization. The historic post office, now known as the Post Modern, and the Fifth Street school are current downtown preservation projects underway by the city.

Urban Trails and Linkages

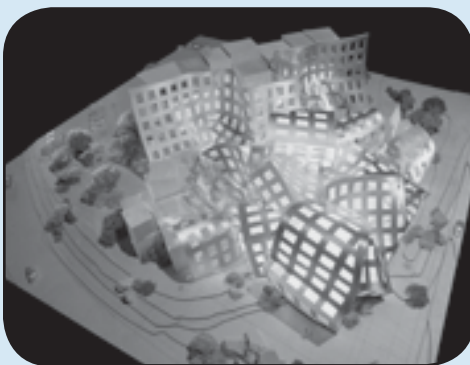


Activity node example.

Linking the nine districts of downtown Las Vegas with one another and points outside of downtown is very important. This plan highlights the existing major linkages that connect important places in the city including anchors such as the casino districts, landmarks, neighborhoods, public uses and private developments. This system connects the various cultural amenities and activity nodes located throughout downtown by a pedestrian friendly network of streets with enhanced features. A way-finding system will assist visitors in locating these downtown amenities.



Union Park Area



The 61-acre former Union Pacific railroad site to the west of the office and casino districts was rezoned in 1998 to PD (Planned Development), from its former M (Industrial) zoning. The city anticipates a variety of land uses developing on the site including hotels, retail, high-rise residential and a medical complex along with other mixed-use projects. The Las Vegas Premium Outlets and the World Market Center, the first major projects in the district, are generating a large volume of traffic into the area. The Lou Ruvo Brain Institute by the Keep Memory Alive Foundation is scheduled to break ground in 2007. The 2,200-seat Smith Center for the Performing Arts is in preliminary design.

Pedestrian linkages to Fremont Street Experience and the office core will be very important to the city; Union Park will function as a natural extension of the existing downtown to enhance the businesses that already exist there. A tremendous opportunity is now emerging to develop an intermodal transportation center that would link together the Regional Transportation Commission's proposed Regional Fixed Guideway system, high-speed train, and the CAT bus system with other existing forms of transportation.

For more information or to view the complete plan visit www.lasvegasnevada.gov or contact the Planning and Development Department at 702-229-6301.