



# HISTORIC WEST LAS VEGAS



AICP COMMUNITY PLANNING WORKSHOP

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# INTRODUCTION

The Historic West Las Vegas community is a 3.5 square-mile area centrally located in the city of Las Vegas, Nevada. Since the 1930s, the area has been commonly referred to as the “Westside” and home to a predominately African American population. The community has a rich history, which includes the first integrated casino in Las Vegas, the Moulin Rouge. Legendary celebrities including Frank Sinatra, Sammy Davis Jr., Lena Horne, Nat King Cole and Louis Armstrong frequented the Westside establishments. Much of the land in the area now stands vacant, blighted or underutilized. The residents are passionate about their community, and notwithstanding a genuine desire to see their neighborhood thrive, they are sometimes reluctant to partner with government for community development and neighborhood improvement efforts.

The history of West Las Vegas (WLV) dates back to 1904 when a surveyor named J.T. McWilliams began selling lots in the McWilliams town site. The area later became known as the “Westside” because of its location on the west side of the railroad tracks which severed it geographically from mainstream Las Vegas. Many of the early pioneers that settled the Las Vegas Valley and the McWilliams town site in particular, were African Americans. In the early 1930s, they purchased land, settled the area and began their own businesses that evolved into thriving enterprises.

The African American population in Las Vegas and West Las Vegas increased significantly during World War II when many came to work for the Las Vegas Army Air Gunnery Range (currently known as Nellis Air Force Base), Basic Magnesium, Inc. in Henderson, Nevada and the hotel casino industry, which was experiencing a boom in southern Nevada. During this time, hotels and casinos were built in West Las Vegas to provide entertainment for African Americans, including the former Carver House, the Moulin Rouge, and the long-standing New Town Tavern located on Jackson Avenue in the heart of West Las Vegas.

African American entertainers performing on the Las Vegas Strip faced segregation in hotel and casino accommodations. Westside hotels, boarding houses, restaurants and nightclubs such as the former Harlem Club, Brown Derby and the Ebony Club prospered after hours. This trend continued until the advent of Civil Rights legislation in the 1960s. When integration became an established policy, African Americans began patronizing businesses outside the Westside. As a result, economic stability and growth declined in the area. This downward trend has remained constant in this community over the past several decades.

Despite the decline, the Westside remains a historic, proud and progressive community with landmarks and properties that offer unique characteristics that set it apart from most communities. (*Appendix A*)

## GOALS

The goal of the AICP Community Planning Workshop was to create a unique and enlightening experience for participants to get hands-on exposure to Las Vegas planning techniques in a compelling, informative workshop that would ultimately establish a community vision that could set priorities for the area that would make a long-lasting, positive impact on the neighborhood.

## PLANNING PROCESS

Given the unique opportunities and challenges, the Historic West Las Vegas community was chosen as the site for the 2008 AICP Community Planning Workshop. Two prior attempts at plans for revitalizing the Westside had been produced with multiple updates and revisions. The plans had little impact while adjacent areas flourished through effective revitalization efforts. West Las Vegas remained an area in dire need of a viable community oriented planning process that would stimulate community interest, buy-in and participation to achieve vitality and economic prosperity.

Prior to the 1960's, the Historic West Las Vegas community had a thriving economy. The end of segregation contributed to a decline of the local economy. Private investment was virtually non-existent and the commercial areas began to deteriorate. From the 1960's to the 1990's, the area exhibited characteristics of urban decay, disinvestment in property, a high rate of absentee property owners and poverty.

In response to these conditions, in 1994 the city of Las Vegas embarked on developing a guide for the future development and revitalization in West Las Vegas called the West Las Vegas Plan. The goals of the plan were to promote citizen empowerment, reinvestment in housing and commercial areas and diverse employment opportunities; and improve quality of life, conditions and the image of the area.

In 2000, the West Las Vegas Plan was incorporated into the Las Vegas 2000 Master Plan, which focused on the concept of urban design centering on creating walkable neighborhoods, with a mixture of housing and commercial districts served by public transit.

In 2006, a final update of the West Las Vegas Plan was completed which continued to foster the collaboration of the community. Since the initial plan in 1994 was established, little has changed. However, community stakeholders remained committed to making changes in this community where they enjoyed living, working, worshipping and playing. (*Appendix C*)

For the purpose of the all day community planning workshop, the Historic West Las Vegas community portion comprising 1.1 miles (See map attached) was identified as the focus area.



## Historic West Las Vegas Focus Area



## AICP COMMUNITY PLANNING WORKSHOP





## Orientation Meetings

Beginning in May 2007, the city of Las Vegas and other local jurisdictions initially served as the organizing committee for the community planning workshop. It was apparent that the key to success for the workshop would be the involvement of Westside residents and other key community stakeholders. Three community stakeholders became integral members of the committee, assisted in structuring the workshop and served as hosts for two orientation meetings conducted to frame the key issues and topics for the one-day workshop. The orientation meetings were arranged with residents and community stakeholders to provide a forum to express their thoughts and feelings to the committee and elected officials. The residents were also given the opportunity to complete surveys so they could convey their thoughts confidentially. The meetings were videotaped and input was transcribed and reviewed to set the stage for the upcoming workshop.







Valuable information was garnered from the orientation meetings. The residents were clearly excited about the opportunity to work with planning professionals from across the country. They trusted the process and believed that a revitalized Historic West Las Vegas community had the potential to become an energized, viable, walk-able, urban community that celebrates its rich history, while providing a balanced mix of residential and commercial uses.

Local elected officials were invited to join the process. City of Las Vegas Councilman Ricki Y. Barlow, Clark County Commissioner Lawrence Weekly, state Senator Steven Horsford and state Assemblyman Harvey Mumford participated in either the orientation meetings and/or the community workshop.



(L) City of Las Vegas Councilman Ricki Y. Barlow  
(R) Clark County Commissioner Lawrence Weekly



City of Las Vegas Councilman Ricki Y. Barlow

The committee also organized efforts into various sub-committees that were responsible for logistics including: location, room setup, food/refreshments, sound systems, etc. Facilitators, moderators and support staff were enlisted for the daylong event. Each detail was carefully selected to reflect the objectives of the workshop.





## Setting the Stage

In order to better educate and equip the community stakeholders for optimal participation at the orientation workshops and community planning workshop, the foundation was laid by presenting 3-D digital models that illustrated the community in its current state and a hypothetical vision of what it could be. The model provided a visual overview of housing and land use in the historic West Las Vegas community. A Web page was established with a link to and from the APA conference site. It includes links to previous plans, maps aerial images of the focus area, historic photos and other relevant materials.

## 3-D Modeling

The idea of 3-D modeling was used to showcase the vision to the community stakeholders and local officials to illustrate the possibilities. This process enabled community stakeholders to get a virtual look at the possibilities of revitalizing Historic West Las Vegas. The process of 3-D modeling presented the existing buildings and vacant lots in the focus area in their present state followed by a progression of scenarios that included the widening of sidewalks, addition of landscaping, mixed-use structures, commercial structures and townhomes. (*Appendix D, 3-D Modeling*)

## Housing in Historic West Las Vegas

According to statistics from the city of Las Vegas Planning and Development Department, Historic West Las Vegas contains 573 dwelling units with 52.3 percent of the housing built

before 1960. More than half of the housing stock is close to or more than 50 years old, which is significant given that only 8 percent of the city of Las Vegas housing was built prior to 1960 and 48.9 percent of the housing stock was built from 1990 to 2000.

The largest residential category in the focus area is single-family residential, which consists of detached homes on individual lots. Predominately, most of the single-family dwellings are located in subdivisions. A majority of the subdivisions are zoned R-1 with minimum lot sizes of 6,500. (*See Appendix E for existing land use*)

Multi-family residential uses which include apartments, duplexes, triplexes, four-plexes are located throughout the Historic West Las Vegas community as well.

Owner-occupied residences comprise about 17.9 percent of the properties with a median monthly mortgage payment of \$790. Renters occupy 82 percent of the properties in the area paying a median rent payment of \$452. The median rent for Las Vegas is \$699.

The residential areas range from well-maintained houses with immaculately landscaped yards, to places with abandoned vehicles, trash, debris and no landscaping. Additionally, several housing units have additional structures that appear to be in violation of city codes and ordinances.

Vacant and/or abandoned housing has been an issue of concern for some time. Based on the 2007 data, 24 percent of the parcels in Historic West Las Vegas community are vacant. (*Appendix F*)

The affects of these vacant, abandoned and/or poorly maintained properties are devastating including:

- Loss of viable housing opportunities.
- Fiscal drain caused by disproportionate use of municipal resources with little or no tax revenue.
- Negative impact on public health and safety, including disease transmission and fire hazards.
- Increased opportunities for criminal activities.
- Reduction in property values of adjacent properties, leading to a reduction in the total value of community assets.
- Negative effect on the general quality of life, including increasingly negative perceptions of the neighborhood.

### **Housing Discussion of Stakeholders meetings**

The stakeholders were asked a series of questions relating to the current demand for housing in the neighborhood, mixed-use projects, diversifying the housing stock and unforeseen challenges presented as a result of new development. The stakeholders were primarily home and business owners in the Historic West Las Vegas community. One stakeholder had lived in the same house for over 50 years. The following is a summary of the responses:

- All types of housing are needed including single and multi-family.
- Development of a mix of housing is needed including concepts such as mixed-income housing (market rate and workforce), assisted living, rent to own, artist studios (rental or condominiums).

- Market-rate housing is needed including mid-rise (10 stories or below), different housing products such as the Harlem model with brownstones and elevations in the land. Van Buren Street to Pearson Park is an ideal geographical area for the Brownstone model.
- West Las Vegas is a part of the urban core and should be developed accordingly.
- Mixed-use projects with housing on the upper levels and business on the lower levels would be perfect for the Jackson and “D” Streets area.
- In order to create the type of retail sales desired, the community must allow the housing growth needed to sustain the businesses.
- The stakeholders were opposed to group homes, halfway houses, and high-rise low-income housing.

A summary of the suggestions and strategies devised by the community stakeholders and AICP Conference participants during the Historic West Las Vegas Planning Workshop are as follows:

- Develop a strategic implementation plan for the Historic West Las Vegas community area comprised of a long-term visionary approach with some immediate successes built in to build momentum.
- Create an environment and incentives for people to become homeowners in the Historic West Las Vegas community.
- Develop mixed-use housing and more opportunities for homeownership.
- Create community development corporations. Encourage churches and third party organizations to be proactive in the construction of housing and creating partnership opportunities.
- Create and enforce design standards for the community.
- Develop townhouses and condominiums to attract young adults.
- Provide moderate and market-rate housing.
- Increased density.
- Upgrade subsidized housing and add mixed-income housing to increase tax base.

## **Housing Development that Borders the Focus Area:**

### ***Sarann Knight Development***

Sarann Knight is a proposed project that will be on a site previously occupied by Emerald Breeze Apartments, a 100 unit project-based Section 8 development. Sarann Knight will be a family development of 82 two-bedroom/two-bath 850 square-foot units. Each unit will include ceiling fans, ceramic tile throughout, vertical blinds, central heat/air, built in microwaves, washer and dryer hookups, walk-in closets and covered patios/balconies. Common areas will include covered picnic areas, a kiddy pool, community room, recreation and workout facilities, computer room and large gathering room with fireplace. The project is scheduled to be completed by December 2009.





### ***Habitat for Humanity/Gregory Street Development***

The Gregory Street project consists of seven (one, two-bedroom; five, three-bedroom; and one, four-bedroom) single-family homes for ownership by families earning 50 percent of area median income (AMI). The homes range from approximately 979 square feet for the two-bedroom to 1,404 square feet for the four-bedroom, two-bathroom home. Energy efficient appliances including a range, dishwasher, refrigerator, washer and dryer are provided in each unit. The project was completed in April 2008.



### ***David J. Hoggard Family Community***

Additionally, the David J. Hoggard Family Community offers one, two and three bedroom apartment homes for seniors. A preference is given to for seniors who have custody of their grandchildren and/or great-grandchildren whose income is at or below 60 percent of AMI. David J. Hoggard offers exceptional amenities including: state-of-the art fitness center, elevator access to the second floor, spacious walk-in closets, gas heat and hot water system. laundry room, gas oven with range, frost-free refrigerator, dishwashers, stainless-steel sink with a garbage disposal, pre-entertainment lounge with television and DVD player, resident computer center, washer/dryer hook-up, kiddie pool area and conference room. The project completed construction in July 2006.



### Overcoming Housing Challenges:

- Community perception regarding affordable housing must be changed.
- The focus area is landlocked; any development would have to be infill. However, to achieve a substantial impact, a large area would need to be developed concurrently. The assembling of adjacent parcels is difficult to accomplish in this area.
- Cultivate a trusting relationship between the community and the city to assuage fears in the community and promote open and honest communication.
- Promote community consideration of structures exceeding three stories. Multi-family high-rises could serve as buffers between existing single-story homes and commercial areas.



Example of how area could be designed to incorporate existing structures (church to the right) with new development (3-story multi-family housing)

## **Land Use in Historic West Las Vegas**

The Historic West Las Vegas community is centrally located in the Las Vegas valley and is in close proximity to Interstate 15 and US-95. The workshop focused on the area bounded by Owens on the north, Washington on the south, I-15 to the east, and H Street on the west.

In the redevelopment area in downtown Las Vegas, large-scale commercial development is taking place south of US-95, situated close to the F Street intersection at Grand Central Parkway. These projects include the World Market Center (12 million square feet projected at build out in 2012), the Lou Ruvo Brain Institute (designed by world-renowned architect Frank Gehry) and the Las Vegas Premium Outlet Mall (one of the top centers in the Chelsea Property Group portfolio).

While the northern part of the Historic West Las Vegas community is within the redevelopment area, the southern part is not. As a result, the Historic West Las Vegas community is missing a critical link that could stimulate the burgeoning downtown redevelopment northward.

Currently, 13 percent of the acreage in the Historic West Las Vegas community is commercial. Commercial expansion and redevelopment is hampered by a number of factors. The area's labor force has graduation rates of 42.6 percent for high school and 1.2 percent for college. The customer base has poverty levels of 38.7 percent with unemployment at 15.5 percent.

Zoning in the area is 60 percent residential. Housing units consist mostly of single-family homes, duplexes and apartments. Of the 535 households in the area, roughly eighteen percent are owner-occupied. Approximately 40 percent of households do not have a vehicle.

Religious facilities account for 15 percent of the acreage and constitute ownership of many of the vacant and contiguous parcels in the Historic West Las Vegas community. The 23 religious facilities and linear city park also pose challenges to redevelopment. Current zoning restrictions prohibit commercial businesses in the Historic West Las Vegas community from attaining liquor licenses if they are within 400 feet of religious facilities, schools, childcare facilities or city parks.

In totality, vacant parcels, older housing stock and barren streetscapes affect the image of the Historic West Las Vegas community. Twenty percent of the parcels are vacant. Housing constructed between 1940 and 1959 accounts for forty five point six 45.6 percent of the total housing stock. (*Appendix G Land Uses*)

## **Framework for the Community Workshop**

After stakeholders gained a better sense of the possibilities through the use of 3-D modeling, housing and land use processes, they selected three areas of focus that would assist in the revival of the Historic West Las Vegas community: community connectivity, housing and revitalization. The following represents the stakeholders' initial framework in these areas leading up to the AICP Community Planning Workshop.

### **Community Connectivity**

The stakeholders' priority was to create a theme for the community which would include design standards. They felt strongly about creating a positive image to encourage community pride, building community trust and creating a shared vision.

### **Housing**

The stakeholders listed various housing concepts and options for the area such as mixed-income housing (market-rate and workforce), assisted-living communities, workforce housing, rent-to-own units and artist studios (rental or condominiums).

### **Revitalization**

The stakeholders expressed that they wanted the city and the residents to work together on various revitalization opportunities. For example, the Historic West Las Vegas community neighborhood lends itself to a walkable urban neighborhood. This is both a tremendous asset and a unique opportunity, given the geography of the community, the grid system and design potential for creating enclaves of desirable activities throughout the area. This concept encourages local entrepreneurial opportunities and small businesses that could be supported by residents, but would also rely on non-residents to maintain longevity and economic vitality. Specialty shops could include green grocers, cafes, bistros, bakeries, ice cream shops, coffee shops, dry cleaners, drug stores, soft goods, entertainment venues and clubs.

## **Community Planning Workshop Day in Action**

Early Sunday morning, April 27, 2008, a bus tour gave planners a first-hand look at the focus area and how it is situated. APA workshop participants were exposed to the culture and personal view of the Historic West Las Vegas community and surrounding neighborhoods. The bus tour highlighted more than 70 historical landmarks, redevelopment areas, parks, schools and neighborhoods. *(See Appendix H for route and tour narrative)*

At the conclusion of the tour, a general assembly featured opening remarks from Councilman Barlow. A documentary provided a brief history and personal perspective of West Las Vegas through interviews with those who grew up in the neighborhood. They shared their experiences and feelings for the community and set the tone for the workshop. The planners and residents were teamed to make the most of the planners' collective expertise in revitalizing communities across the country, and the residents' knowledge and intimate experience with the issues in the Historic West Las Vegas community. Three working groups (identified by colors) were established, each with a moderator to facilitate the discussion. The objectivity of the planners would give the community fresh insight to develop a unified vision and strategy to preserve the history and culture of the community and move forward to a vital economic future. Group discussions were centered on three-focus areas community connectivity, housing and revitalization. Each group creatively brainstormed and worked through issues and challenges to present ideas that addressed each of the focus areas. Teaming the planners from across the country with community stakeholders created a great synergy.

At the end of the day, the three groups reconvened for a closing general assembly where each group reported their recommendations. Below are brief summaries of each group and their suggested areas of emphasis:



### **Blue Group**

The blue group recommended the creation of a community vision and developing a strategy to ensure the implementation of key ideas. They suggested a community-based organization be created to serve as an advocate to promote the agenda. It was noted that empty lots adjacent to the churches sit idle during the week. As a result, several opportunities for multiple land uses could be considered. A suggestion was made to convert vacant lots to structured parking with residential, commercial, retail and shared parking. The group also discussed the need for better code enforcement and the ability to change codes to allow new development to occur with little or minimal challenges.

### **Yellow Group**

The yellow group recommended the development of a strategic implementation plan to revamp the community's image, join the Redevelopment Area (RDA) and participate in the Tax Increment Financing (TIF) resources. The group strongly suggested West Las Vegas become master planned. The plan should focus on multi-use, commercial use and higher density residential areas. The group felt it was necessary to provide equitably disseminated information to residents, community organizations, the faith based community and other groups. Many times, projects occur within a limited communication spectrum; as a result, further distrust impedes revitalization efforts in the community. The group emphasized the need for an association or organization that will be 100 percent focused on the implementation of the strategies for this area. This association must be willing to champion the efforts of the vision for the Historic West Las Vegas community and continue to ask the difficult questions, promote the agenda and engage the community.

### **Red Group**

The red group recognized and recommended that there was a need to build community trust and bring organizations together. They emphasized the imperative to include the current landowners, especially churches and businesses in the development process so that substantive revitalization of the community can occur. The group suggested that a general theme should be established for the neighborhood and quick wins should be celebrated to keep the momentum in the community. Branding the neighborhood and creating a new image was considered to be essential. It was noted that the area has many opportunities due to the close proximity and short commute to downtown Las Vegas, Union and Enterprise Parks.



These concepts and ideas that came from the three working groups built upon the stakeholders' initial framework in the key areas of community connectivity, housing and revitalization. These ideas will be highly considered as the community stakeholders move forward in developing the implementation plan for the area.

## **COMMUNITY CONNECTIVITY**

Branding and community organization were two key areas of emphasis. Participants felt that an immediate goal was to create a brand for the area. The community is in dire need of a positive image. Below are some areas to address and/or consider in the branding process:

- A slogan such as, “The Westside is the best side” could help promote the community.
- Streets could be re-named to compliment the brand and foster a positive image. Most streets currently are alphabet letters or presidents' names.
- There exists a need to create the “I want to live here” mentality for the area.
- The Historic West Las Vegas community should be presented as a destination and marketed as such.
- There needs to be the re-establishment of community trust. Past incidences have fostered mistrust in government.
- There must be proper signage to promote historic highlights.
- Celebrate and support community achievements.

Organization is necessary to truly connect the community. The groups listed key components and areas to address in order for the connectivity to occur:

- The city of Las Vegas must adopt a proactive approach to code enforcement. This approach would immediately address community issues and ensure compliance.
- There must be a champion of the charge. In order for the vision of the community to come to fruition, it is imperative that a community leader be identified to ensure implementation of the action plan.
- Along with a champion for the charge, there must also be a community coalition and/or organization identified to implement the action plan.
- Currently, there is a fragmented approach to community organization as well as a lack of cohesion. Landowners, businesses, the faith based community and other community groups must organize and be willing to assist one another.
- Communication is necessary to ensure that all community residents are well informed. Based on the diversity of the area, creative measures should be taken to disseminate information.

## **HOUSING**

Progressive ideas were suggested to create housing opportunities in the Historic West Las Vegas community. Two key areas were identified: home ownership and land use considerations.

Home ownership opportunities for the area include the following:

- Creation of a mind set, attitude and environment conducive to attract individuals and families to become homeowners in the Historic West Las Vegas community.
- Creative avenues should be explored to develop mixed-used housing to increase home ownership.
- Attract young professionals to the area.

Land use considerations include the suggestions below:

- The group reached consensus to develop a strategic implementation plan which would concentrate on flexibility, a long-term vision and quick wins. It is necessary to celebrate immediate successes to develop momentum.
- Community Development Corporations (CDC) should be developed through churches and third party organizations. Once established, they can build housing and continue to create additional partnership opportunities.
- Design standards for the area must be established and adopted.
- Consideration should be given to multi-land uses such as shared parking and other beneficial uses for lots especially parcels owned by churches.
- Subsidized housing should be upgraded and mixed-income housing added to increase the tax base.
- Opportunities for more density and moderate/market-rate housing should be further explored.

## **REVITALIZATION**

There were numerous recommendations to revitalize the Historic West Las Vegas community.

Below are the areas offered and warrant further exploration:

- The city must invest in attractive streetscapes, lighting, crosswalks and sidewalks for pedestrians and provide tree-lined, narrower streets. Create street design standards – realize that wide streets divide communities.
- Use a three-pronged approach incorporating the expertise of a planner, engineer and economist. The city should not serve as the lead.
- West Las Vegas must completely enter into the Redevelopment Agency to take advantage of Tax Increment Financing (TIF) opportunities.
- The planning and approval processes must be streamlined.
- Connect Union Park to the Historic West Las Vegas community and identify a main thoroughfare to accomplish same.
- Follow best practices of other cities such as Eastlake, Georgia, Sacramento, Miami and Boston to create community amenities.
- There is a value and need for public art.
- Secure appropriate funding.
- Develop a plan for a Jackson Street revitalization corridor.
- Change zoning restrictions surrounding church lots.
- Focus on mobile tourism through the Pioneer Trail.

- Promote and preserve small, local owned businesses (hat shops, music stores, restaurants, bars, clubs, and other specialty shops) with business incubators, micro loans or other resources.
- Provide opportunities for skill building, job training and hiring of local residents.
- Develop a Main Street program for market studies, internal organizing, design and joint marketing options through partnerships with local businesses and educational institutions.
- Enhance public transit including routes, facilities and amenities.

## Next Steps

To continue the positive momentum from the community planning workshop, the following next steps were developed:

- **Meeting with the stakeholders in early June 2008:** A dinner meeting was held involving the community stakeholders who were invited to the orientation meetings prior to the AICP Workshop. The final report was presented with the findings and recommendations of the workshop. It was also an opportunity to celebrate. Attendees received accolades and certificates of appreciation from City Councilman Barlow.
- **Development of an Internal City Team:** For the purposes of continuity and clear communication, it is necessary to establish an internal city team consisting of the departments of Neighborhood Services, Planning and Development, and the Office of Business and Development. These departments have key resources to ensure the action plan is implemented.
- **Organize an association to move the agenda forward:** In order for ideas to come to fruition, the resounding theme from the various groups was that there must be consistent community buy-in and connection. It is necessary to formally organize neighborhood and/or business associations to serve as a lead to keep the momentum.
- **Community meeting to discuss workshop and action plan:** The community must now be informed about the AICP workshop and the endless opportunities at hand. The community stakeholder group will serve as the host for the meeting and the internal city team will support. The action plan for the community will be further developed.

## Summary

The AICP Community Planning Workshop achieved great synergy by teaming the participating planners and residents to make the most of the planners' collective expertise in revitalizing communities across the country and the residents' knowledge and intimate experience with the issues in the Las Vegas Westside. The objective expertise of the planners gave the community fresh insight to develop a unified vision and strategy to preserve the history and culture of the community and move forward to a vital economic future.



## Appendices

# Appendix A

City of Las Vegas  
Planning and Development  
Comprehensive Planning Division

## Historic West



## Las Vegas



Phone: 702.229.5022 Fax: 702.474.7463  
[www.lasvegasnevada.gov/planning/default.htm](http://www.lasvegasnevada.gov/planning/default.htm)

### History of West Las Vegas

The history of West Las Vegas is intimately intertwined with the beginning of Las Vegas. In 1904 a surveyor named J. T. McWilliams began selling lots in the McWilliams townsite that later became known as the "Westside" because of its location on the west side of the railroad tracks. The boundaries for this townsite are Bonanza Road, Washington Avenue, A Street and H Street.



McWilliams townsite 1904

The settlement quickly became an important supply point for miners in the area when the railroad completed its connection to Las Vegas in 1905. The McWilliams townsite served as a transportation center for goods and supplies from which freight was transported by wagons to outlying areas. Additionally, the first business district in the Las Vegas Valley was established here, including the first bank, blacksmiths, wholesale houses, a drug and general store along with several restaurants. During these prosperous times the townsite population was approximately 1500.

The boom did not last, however, when in May of 1905, the railroad, owned by the Las Vegas Land and Water Co., began to auction lots in the Clark's Las Vegas townsite to the southeast across the tracks. The Las Vegas Land and Water Co. owned the majority of the water rights in the valley, forcing many residents of McWilliams townsite to relocate across the tracks, resulting in a rapid decline of the area which never really recovered.

Many of the early pioneers that settled the Las Vegas Valley, and the McWilliams townsite in particular,

were African Americans. As early as the 1930s, they purchased land and started their own businesses that thrived. However, during this time Las Vegas began to institute Jim Crow Laws which established segregation in the valley. Although African Americans had a successful established community in Las Vegas, they were forced to move to West Las Vegas, including the McWilliams townsite. Until the construction of the Bonanza Underpass in 1936, trade between the two communities was virtually cut off by the railroad tracks. Segregation and cheap land resulted in overcrowded conditions and tent subdivisions sprang up next to the McWilliams townsite to accommodate the growth.

Monroe Ave. 1943



The African American population for Las Vegas and West Las Vegas increased significantly during WWII when many came to work for the Las Vegas Army Air Gunnery Range (now Nellis Air Force Base), Basic Magnesium, Inc. in Henderson, Nevada, and the hotel casino industry which was experiencing a boom in southern Nevada. During this time African American businesses flourished in the "Westside". Hotels and casinos were built in West Las Vegas to provide entertainment for African Americans, including the former Carver House and Moulin Rouge, and the still standing Town Tavern, located on Jackson Avenue, the historic commercial strip. As African American entertainers performing on the Strip were not allowed to stay there, "Westside" hotels, boarding houses, restaurants and nightclubs such as the former Harlem Club, Brown Derby, and the Ebony Club prospered. This trend continued until the advent of civil rights legislation in the 1960s.

When integration became an established policy during the 1960s, African Americans began patronizing businesses outside the "Westside", with very little of the white population reciprocating. The resulting economic decline discouraged investment by financial institutions. For these reasons, and without any institution to address the economic and social barriers confronting this neighborhood, West Las Vegas has remained virtually unchanged since the 1970s.



Sammy Davis Jr.

In the past few years, however, West Las Vegas has seen some changes. Financial institutions have begun opening branches there, and several new residential subdivisions have been developed and are being planned. The City of Las Vegas is undergoing a historic resource survey to locate historic resources important to the cultural heritage of West Las Vegas and the African American contribution to the growth of the area. A West Las Vegas plan is being developed which will help develop guidelines to enhance the quality of life for residents, and improve economic growth and development for the area while preserving the character of existing neighborhoods.

## The Properties

**1. C and Bonanza Railroad Underpass.** Opened in 1937, this simple underpass with art deco details served as a symbolic gateway to West Las Vegas. Bonanza Road, then named Clark Avenue, was part of the Tonopah-Reno highway and served as the major link between the business center of Las Vegas and West Las Vegas, the "Original Las Vegas Townsite". Separated for 32 years by the railroad, the \$200,000 federally-funded underpass now united the two communities.



**2. The Moulin Rouge Hotel and Casino.** This local and National Register listed property was the only interracial resort in the fifties. The once-elegant Moulin Rouge was host to such stars as Sammy Davis, Jr., Ella Fitzgerald, Nat "King" Cole, Lena Horne and Eartha Kitt at a time when African American entertainers were not allowed accommodations at the Strip Hotels they performed in. The hotel was open from May to October in 1955 until forced to close due to financial troubles. Recently suffering from a devastating fire the hotel's future is uncertain.



**3. The Binion House.** Built in 1940, the home was once occupied by the Binion Family, owners of the Horseshoe Hotel and Casino. The City of Las Vegas is currently exploring options for the future redevelopment of the site for civic uses.



Wall murals at the Westside School, now home to KCEP, a non-profit radio station





**4. Westside School.** Las Vegas' oldest remaining schoolhouse, originally called "Branch No. 1, Las Vegas Grammar School" was built in 1922 on land donated by Helen J. Stewart. It was the first public school attended by Native American students from the Paiute Indian Colony. The Westside School is a historically and socially significant building for the black community, giving many black students their first experience with racially integrated education during the early 1940s. The building is now home to KCEP, a public non-profit radio station that has served the community with music and public affairs programming for more than 30 years.



**5. The Christenson Home.** Built in 1932, this home belonged to "Cowboy" Roy Christenson, a well-known wrangler and rider. Roy worked for several ranches in the West and later ran his own stable. He often rode in the Hildorado parades and supplied many of the horses and buggies that others rode. The house currently serves the community as the Catholic Worker Hospitality House.



*The map of the old townsite in relation to Las Vegas, and the original 1905 plot.*



*This is the original townsite laid out by surveyor J. T. McWilliams in 1905. None of the original buildings remain from this time, however the original block pattern with lots running both north/south and east-west, unlike the future development in the area, can still be seen in some areas.*

**6. The Town Tavern.** Built in 1955 to serve the racially segregated black population, this casino has rich history as a social gathering place for the black community.

**Jackson Avenue.** The historic commercial and entertainment district of West Las Vegas. Some of the original socially significant buildings remain, such as the Town Tavern, although most have been demolished or have changed uses and ownership.



**Religious Properties.** Religion and the use of religious meeting houses for community gathering has long been a staple in this West Las Vegas community, with several located in the historic section. Many of the church buildings are converted homes, occasionally nestled side by side with larger churches that take up entire blocks. On Sundays the streets come alive, lined with cars and people walking and socializing.

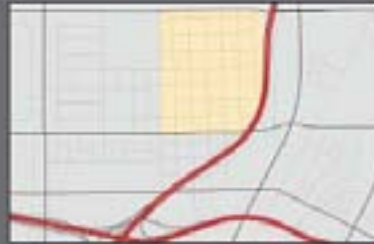




# Appendix B Demographics

## HISTORICAL WEST LAS VEGAS

Prepared by:  
City of Las Vegas Planning and Development Department  
[www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)



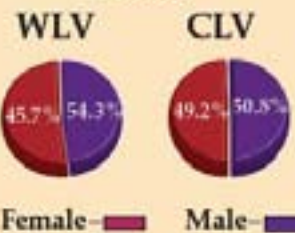
### WEST LAS VEGAS Population\*

	WLW	CLV
Population	1,326	603,093
Dwelling Units	573	232,931
Households	534	220,755

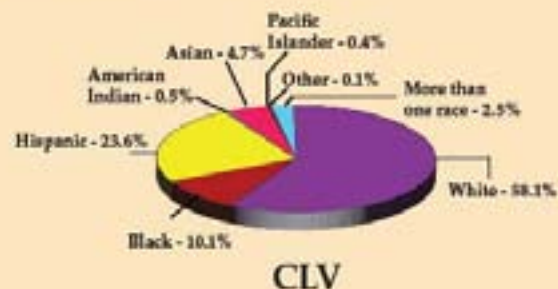
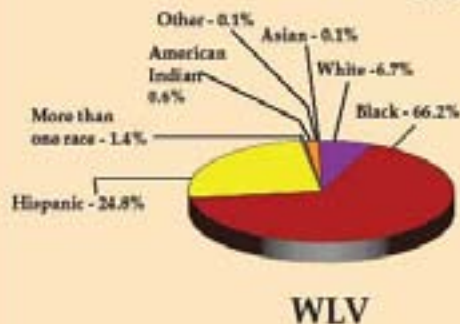
\* As of 7/1/08



### Gender



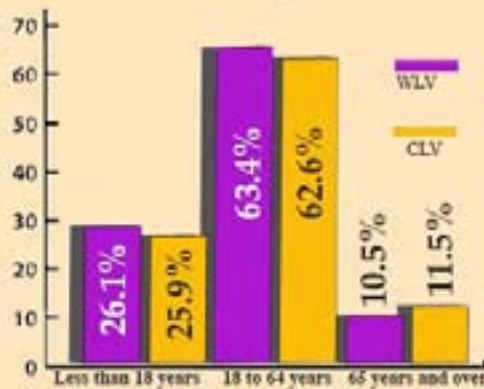
### Race and Ethnicity



## Occupation



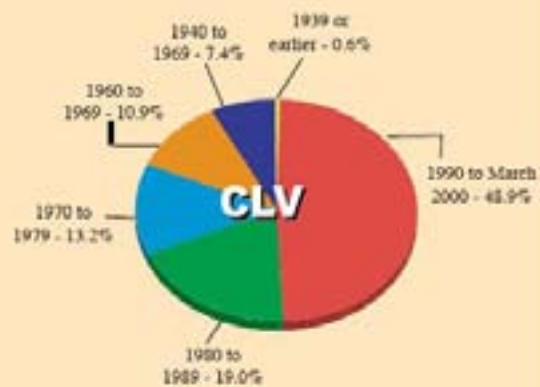
## Age



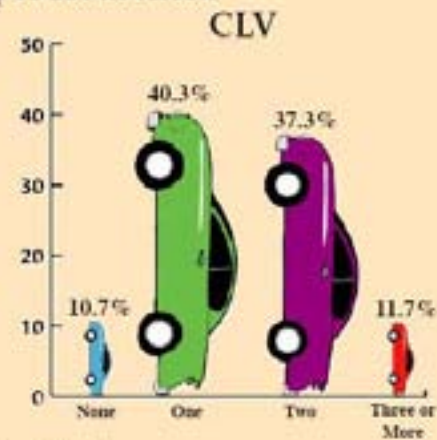
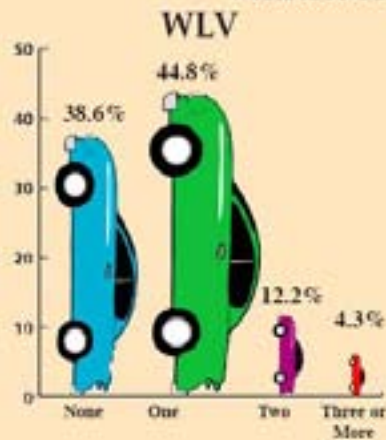
## Educational Attainment



## Residential Construction — Year Built



## Vehicles Available per Household



## Commuting to Work



Mean Time Travel to Work WLV - 25.4 minutes



Mean Time Travel to Work CLV - 25.4 minutes

## House Payment



## Rent/Own



## Median Household Income



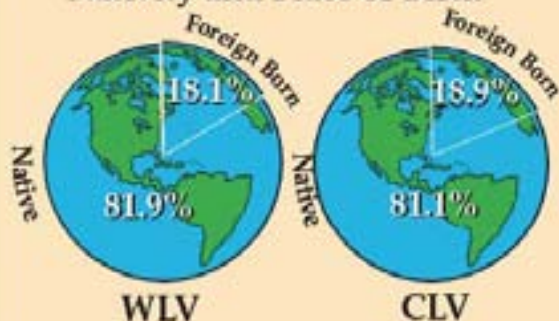
## Individuals below Poverty

Level Income	WLV	CLV
	38.7%	11.9%
Unemployment	WLV	CLV
	15.5%	7.0%

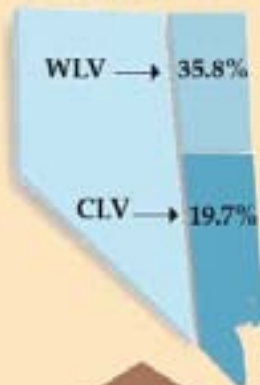




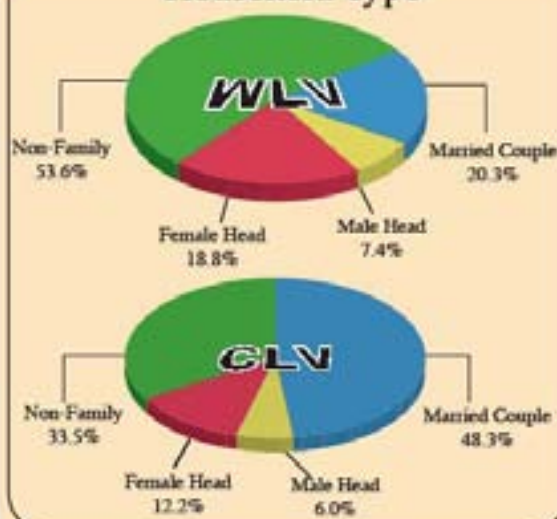
### Nativity and Place of Birth



### Born in Nevada



### Household Type



### Residence 5 years prior



### Language Spoken at Home



Data and information prepared by Richard Wasson, Statistical Analyst II  
Design and layout by Julie Ray, Graphic Artist II

## Appendix C



# West Las Vegas The Planning Process

Prepared by:

City of Las Vegas Planning & Development Department  
[www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)



**Totaling approximately 3.5 square-miles and located centrally within the city of Las Vegas is the area called West Las Vegas. Although only encompassing 2.7 percent of the total land area of the city, West Las Vegas is intimately intertwined with the history of Las Vegas. For the last 100 years, the West Las Vegas area has experienced dynamic changes within its boundaries, making it both a positive and challenging area to plan.**

### HISTORY

In 1904 a surveyor named J.T. McWilliams began selling lots in the McWilliams townsite that later became known as the "Westside" because of its location on the west side of the railroad tracks.

The settlement quickly became an important supply point for miners in the area when the railroad completed its connection to Las Vegas in 1905. The McWilliams town site served as a transportation center for goods and supplies to be transported by wagons to outlying areas. An early Las Vegas business district was also established here, including the first bank, blacksmith, wholesale house, drug and general store and several restaurants. During these prosperous times the townsite population was approximately 1,500.

Many of the early pioneers that settled in Las Vegas and the McWilliams townsite in particular, were African Americans. As early as the 1930s, they purchased land and started their own businesses that thrived. However, during this time Las Vegas began to institute Jim Crow Laws which established segregation in the valley. Although African Americans had a successful, established community in Las Vegas, they were forced to move to the West Las Vegas area, including the McWilliams town site. Until the construction of the Bonanza Underpass in 1936, the only underpass designated as a National Historic Landmark, trade between the two communities was virtually cut off by the railroad tracks. Segregation and cheap land resulted in overcrowded conditions and tent subdivisions sprang up next to the McWilliams townsite to accommodate the growth.

The African American population for Las Vegas and West Las Vegas increased significantly during World War II when many came to work for the Las Vegas Army Air Gunnery Range (now Nellis Air Force Base), Basic Magnesium, Inc.



in Henderson, Nevada, and the booming hotel casino industry. During this time African American businesses flourished in the "Westside." Hotels and casinos were built in West Las Vegas to provide entertainment for African Americans, including the former Carver House and Moulin



Rouge Casino/Hotel, and the still standing Town Tavern, located on Jackson Avenue, the historic commercial strip. African American entertainers performing on the Strip were not allowed to stay there and "Westside" hotels, boarding houses, restaurants and nightclubs such as the former Harlem Club, Brown Derby and the Ebony Club prospered. This trend continued until the advent of civil rights legislation in the 1960s.



Prior to the 1960's West Las Vegas had a thriving economy. The end of segregation eventually led to the collapse of the localized economy. Dollars which originally supported African American owned businesses

moved out of the area and notably contributed to the economic weakening of the West Las Vegas community. Private investment was virtually non-existent and the commercial areas began to deteriorate. From 1960 to the 1990's, the area exhibited characteristics of urban decay, disinvestment in property, a high rate of absentee landlords and poverty.

## THE INITIAL PLAN

In 1994, in response to these conditions, the city embarked on developing a guide for future development and revitalization in West Las Vegas called the West Las Vegas Plan. This plan was the city's effort to intervene in a positive way with a planning initiative that would foster a cooperative relationship between the city of Las Vegas and the residents of West Las Vegas.

The goals of the 1994 West Las Vegas Plan were citizen empowerment, quality of life, improving physical condition and image, reinvestment in housing and commercial areas and promoting diverse employment opportunities. Although the goals mentioned both the private and public sector, the Plan's implementation strategies were weighted towards public assistance – assistance for housing, jobs, social services and for residential and commercial development. Since 1998 a total of \$58 million in capital projects and \$16.7 million in program dollars were spent in the area, but the private investment was still lacking. An emphasis on public facilities like The West Las Vegas Library were





recommended in the 1994 plan.

The Las Vegas 2020 Master Plan was adopted in 2000, placing West Las Vegas in the Neighborhood Revitalization Area focusing on the concept of urban design. Urban design is centered upon creating walkable neighborhoods with a mixture of housing and commercial districts served by transit. In the proximity are recreation and cultural amenities within walking distance of most homes. This slight deviation in policy would become more apparent in the development of the updated West Las Vegas Plan.

## THE UPDATE

In 2006, an update of the West Las Vegas Plan was completed. As the 1994 plan fostered collaboration with the residents of the area, the same could be said with the updated 2006 plan. Integral in the development of the plan was the community's input. In the developing of the plan, six community meetings were organized in the West Las Vegas area with city staff conducting workshops and educational sessions for the attendees. Community meetings were well attended and ranged from congenial to raucous in tone. Invited to these meetings were members from the original neighborhood planning team, community groups such as Berkley Square and the West Las Vegas Advisory Board and business leaders.

Since inception of the 1994 plan, the demographics of West Las Vegas saw a significant transformation. The



area grew by over 5,000 people, or a 33 percent increase. Hispanic population expanded from 5 percent of the total to 30 percent. The population was also getting older – there was a slight shift from the less than 18 age group compared to the 18 – 64 age group. Professionals grew in the area, from 10 percent of occupations to 25 percent, while number of businesses doubled.

The goals of the updated 2006 West Las Vegas Plan were a mixture of recommendations from the 1994 plan, the Las Vegas 2020 Master Plan and public input. While goals of the plan were still centered upon public safety, employment, education, recreation and quality of life, the implementation strategies had transformed. The concern was not which public assistance program could handle the issue, but instead, what activities generated more private investment and more commercial projects and housing units in the area. Private commercial investment in developments like the Enterprise Park are outlined in the 2006 update.



The housing implementation strategies of the 1994 plan encouraged affordable housing, generating a housing fund for non-profits and programs for senior housing. Conversely, the updated 2006 plan's land use strategy focused on supporting the need for more housing units to support and attract commercial projects. The updated plan does not separate housing from land use, rather it incorporates urban design features such as proposing that mixed use development be introduced into existing commercial areas while also maintaining multi-family residential land use to serve as buffers between existing homes and commercial areas.



The land use strategies of the updated 2006 West Las Vegas Plan also attempted to correct some of the land use barriers that exist in West Las Vegas. Religious facilities comprise 3 percent of West Las Vegas compared to 0.6 percent of the city as a whole, while 90 percent are located east of Martin Luther King Boulevard. The updated plan seeks to examine this issue by studying the overabundance of religious facilities in West Las Vegas and determining if placing a distance separation requirement between religious facilities would positively impact economic development.

The updated 2006 West Las Vegas Plan pursued strategies in the existing Redevelopment Area as well as adding additional land to it. The Redevelopment Area is managed by the Redevelopment Agency which promotes and encourages the redevelopment of the downtown urban core and surrounding older commercial districts by working with developers, property owners and community associations to accomplish beneficial revitalization efforts. Inclusion in the Redevelopment Area was particularly contentious as many residents fear eminent domain. Ultimately all single family residential areas were removed from the Redevelopment Expansion Area.

West Las Vegas has yet to define its niche. Prior to the 1960's West Las Vegas had a strong local economy. Local economies thrive off their respective niches within the greater regional economy. These types of developments create jobs, rotate consumer dollars within the community, and serve as incentives for medium/large business recruitment by serving their "lunchtime" populations. It is an emphasis of the 2006 West Las Vegas Plan to integrate the West Las Vegas economy into the regional economy by encouraging the development of commercial and office space to raise the median income and lower unemployment.

A lot has changed in West Las Vegas since the

1994 plan, and yet the issues that we address today are very similar. This is true of most communities across the country. The things people care about – public safety, employment, education, recreation, quality of life – don't change. What does change is the way we implement our plans to achieve these goals. The city in partnership with the West Las Vegas residents, strives to successfully plan for their unique future.

#### TIMELINE

Year	Plan	Description
1994	West Las Vegas Plan	A land use plan weighted more towards public assistance than promoting private investment.
1996	Las Vegas Redevelopment Plan (later updated in 2006)	A plan to encourage growth and eliminate blight in areas designated in the Redevelopment Area.
2000	Las Vegas 2020 Master Plan	Placed West Las Vegas in the Neighborhood Revitalization Area which focused on the concept of urban design.
2003	West Las Vegas Neighborhood Plan	A community plan that reflects the visions and aspiration of the neighborhood.
2006	Update West Las Vegas Plan	A land use plan, integrating previous plans, guiding activities to generate private investment, commercial projects and housing units in the area.

For more information contact the Planning & Development Department  
731 S. Fourth Street, Las Vegas, Nevada 89101  
phone: (702)-229-6301 • fax: (702)-384-1394

[www.lasvegasnevada.gov/planning](http://www.lasvegasnevada.gov/planning) • Select E-mail under the Contact Information on the right side of the screen.

## Appendix D

### 3-D Modeling

#### Jackson Avenue-West View

Current View



Future View (Mixed-use)



The Vision (mixed-use & landscape)





**Jackson Avenue-West View**  
Current View



Future View (widening sidewalks)



Future View (mixed-use with existing buildings)



The Vision (mixed-use with landscape)



## B Street-North View

Current View



Future View (Sidewalks)



Future View (Townhomes)



The Vision (Townhomes & Landscape)





**B Street-South View**  
Current View



Future View



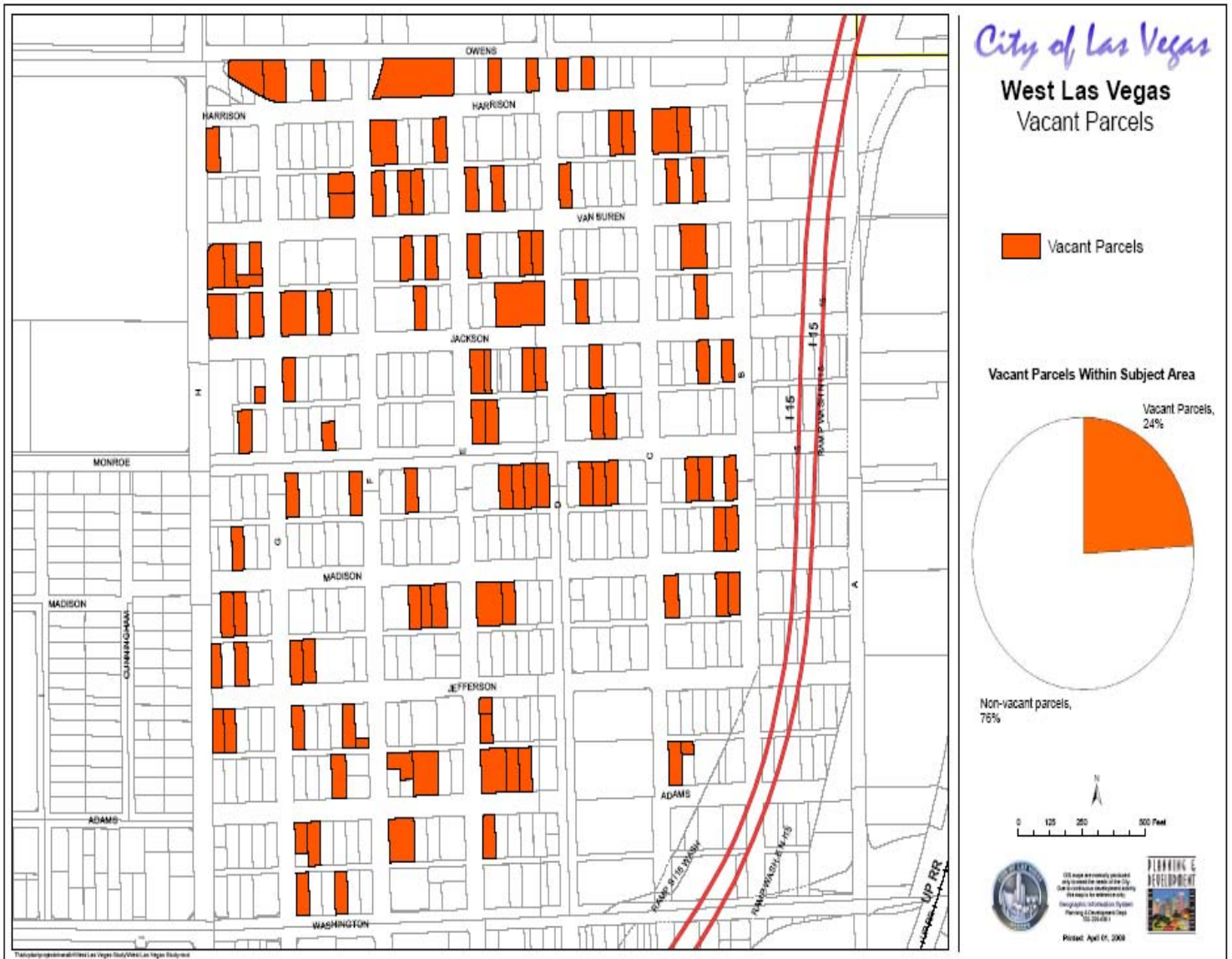
**B Street-South View (continued)**  
Future View (Townhomes)



**The Vision**  
(Townhomes & Landscape)

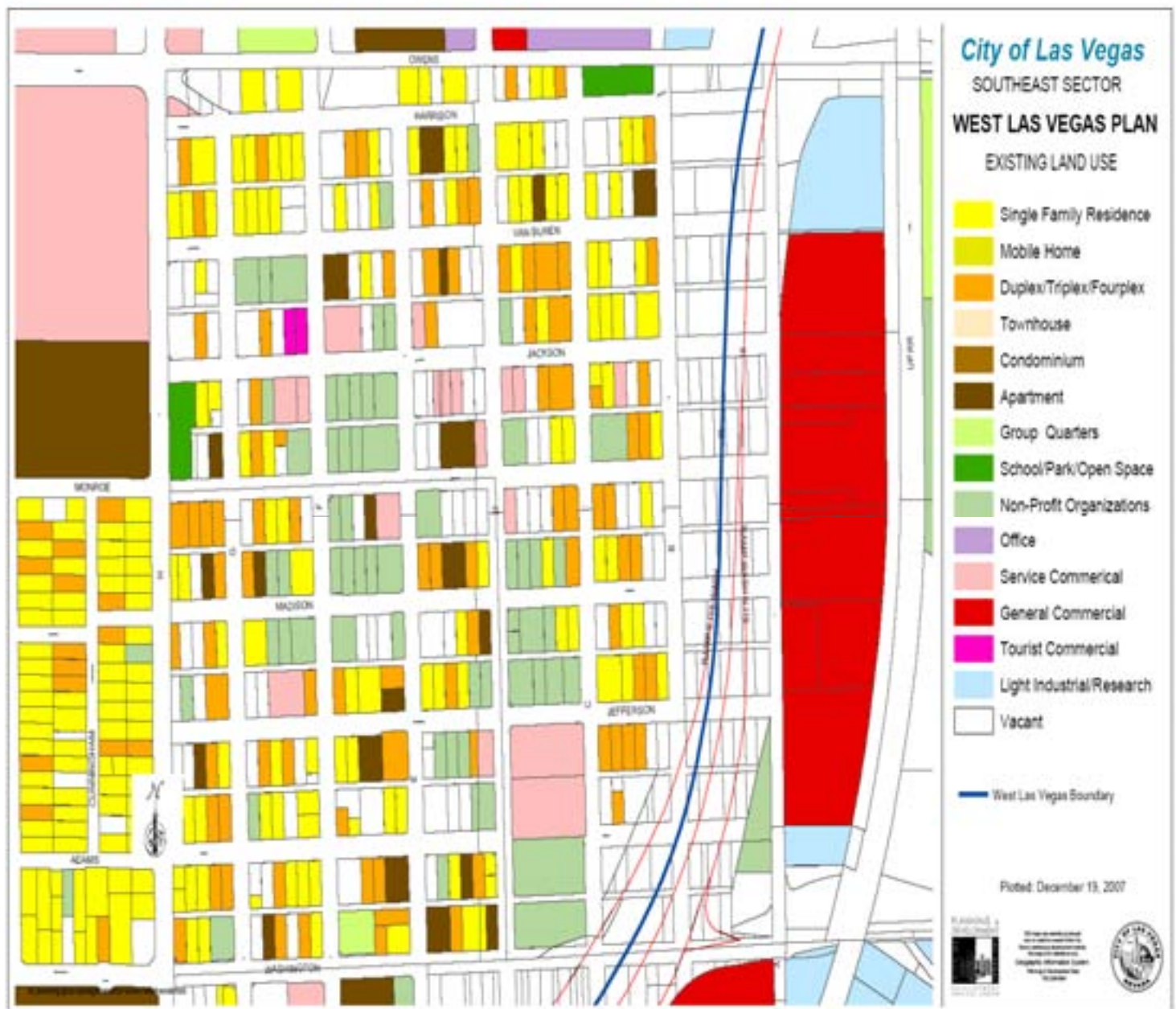


## Appendix E



## Appendix F





# Appendix G



GIS maps are internally produced  
only to meet the needs of the City.  
Due to continuous development activity,  
this map is for reference only.

Geographic Information System  
Planning & Development Dept.  
702.224.0300

## City of Las Vegas West Las Vegas



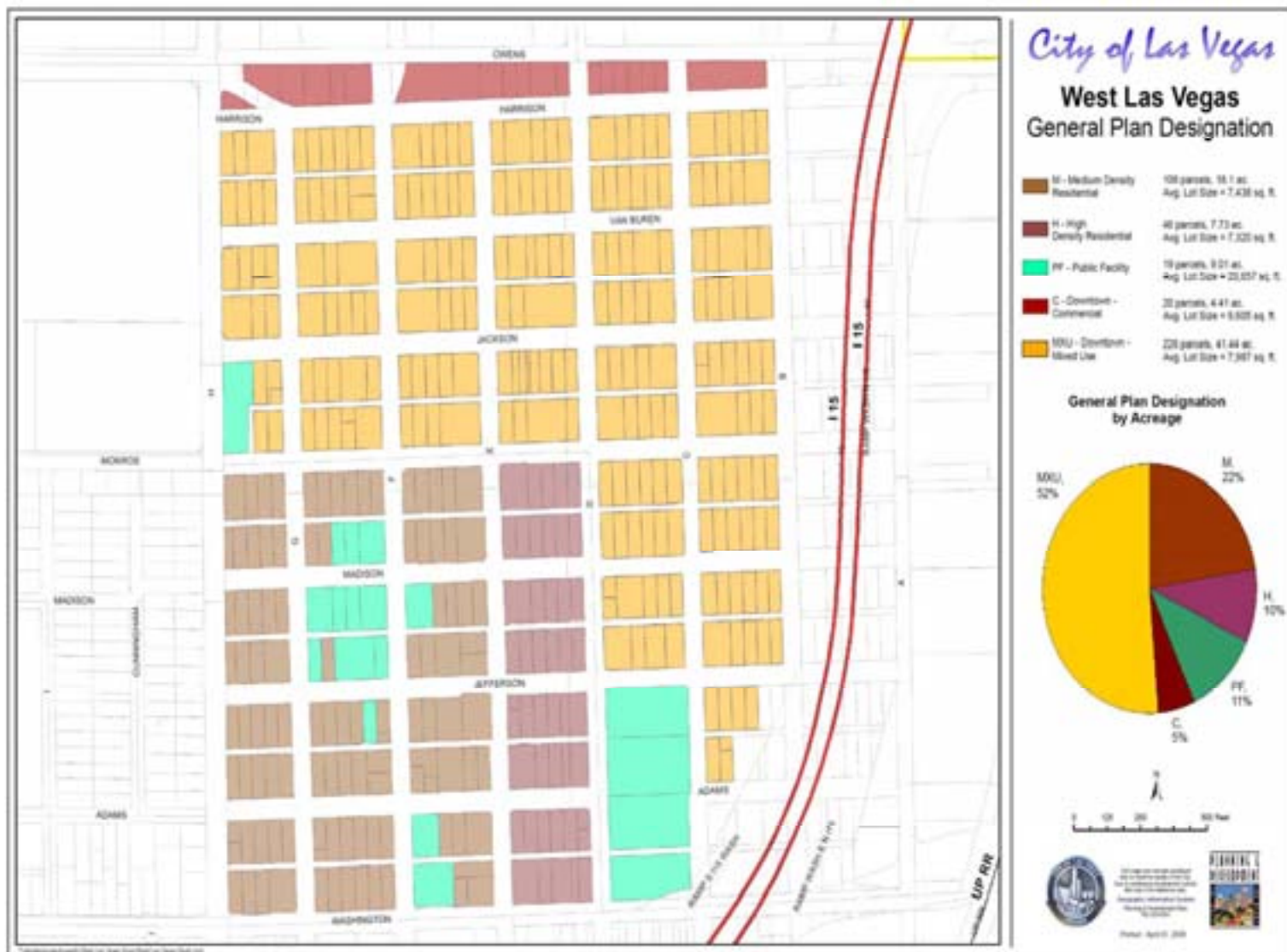
### Existing Land Use

 Duplex	 Group Quarters Facility
 Historic	 Service Commercial
 Single Family	 Non-Profit Organization
 Apartment	 Tourist Commercial

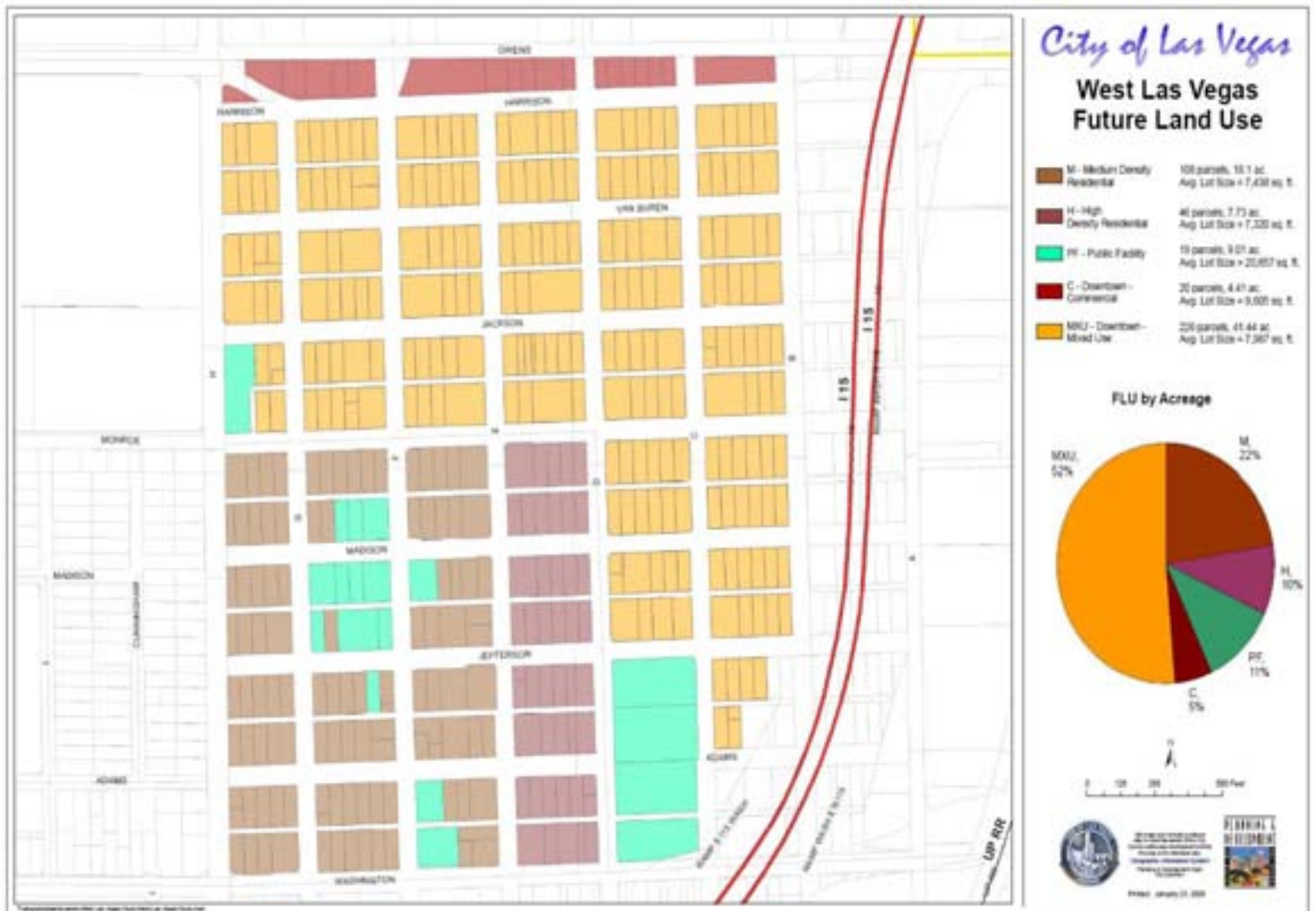
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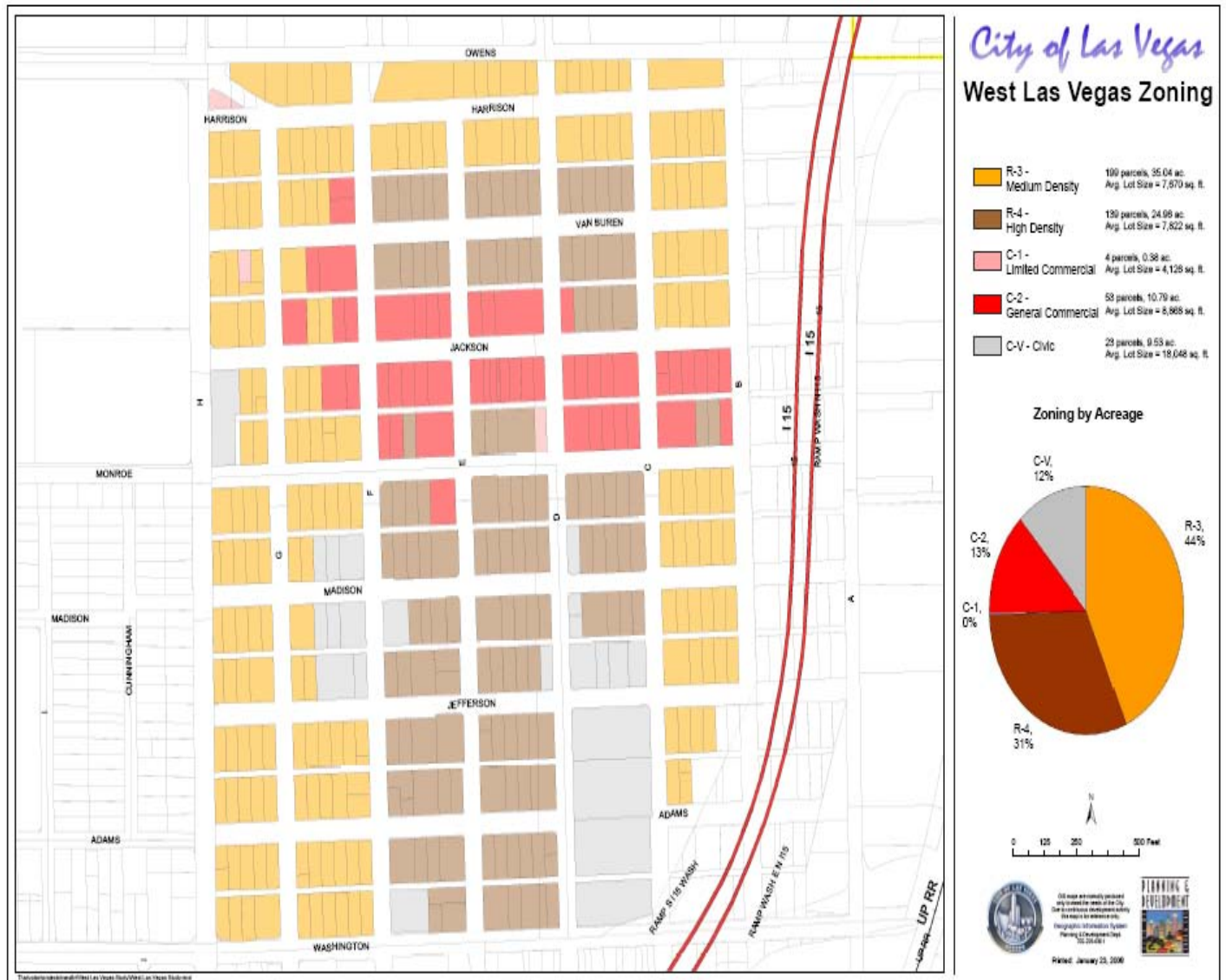




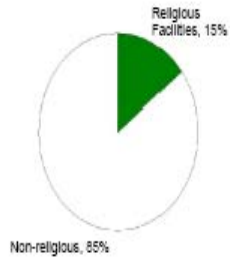






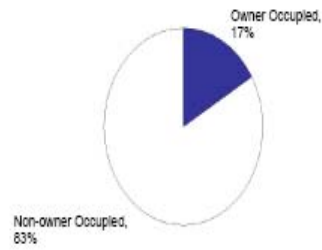


### Religious Facilities



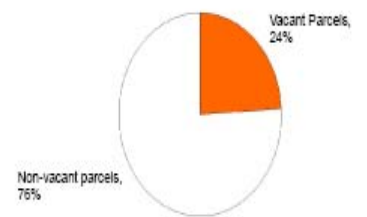
Usage	Acres
Religious Facilities	11.97
Non-religious	68.73

### Owner Occupied



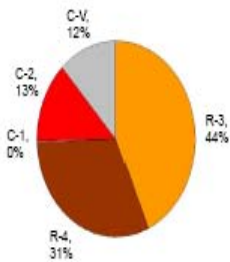
Parcels	Acres
Owner Occupied	13.36
Non-owner Occupied	67.34

### Vacant Parcels



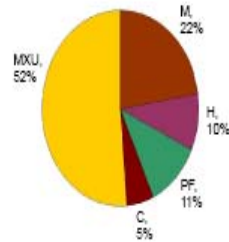
Parcels	Acres
Vacant	19.48
Non-vacant	61.22

### Zoning Districts



Zone	Acres
C-1 (Limited Commercial)	0.38
C-V (Civic)	9.53
C-2 (General Commercial)	10.79
R-4 (High Density Residential)	24.96
R-3 (Medium Density Residential)	35.04

### General Plan Designation



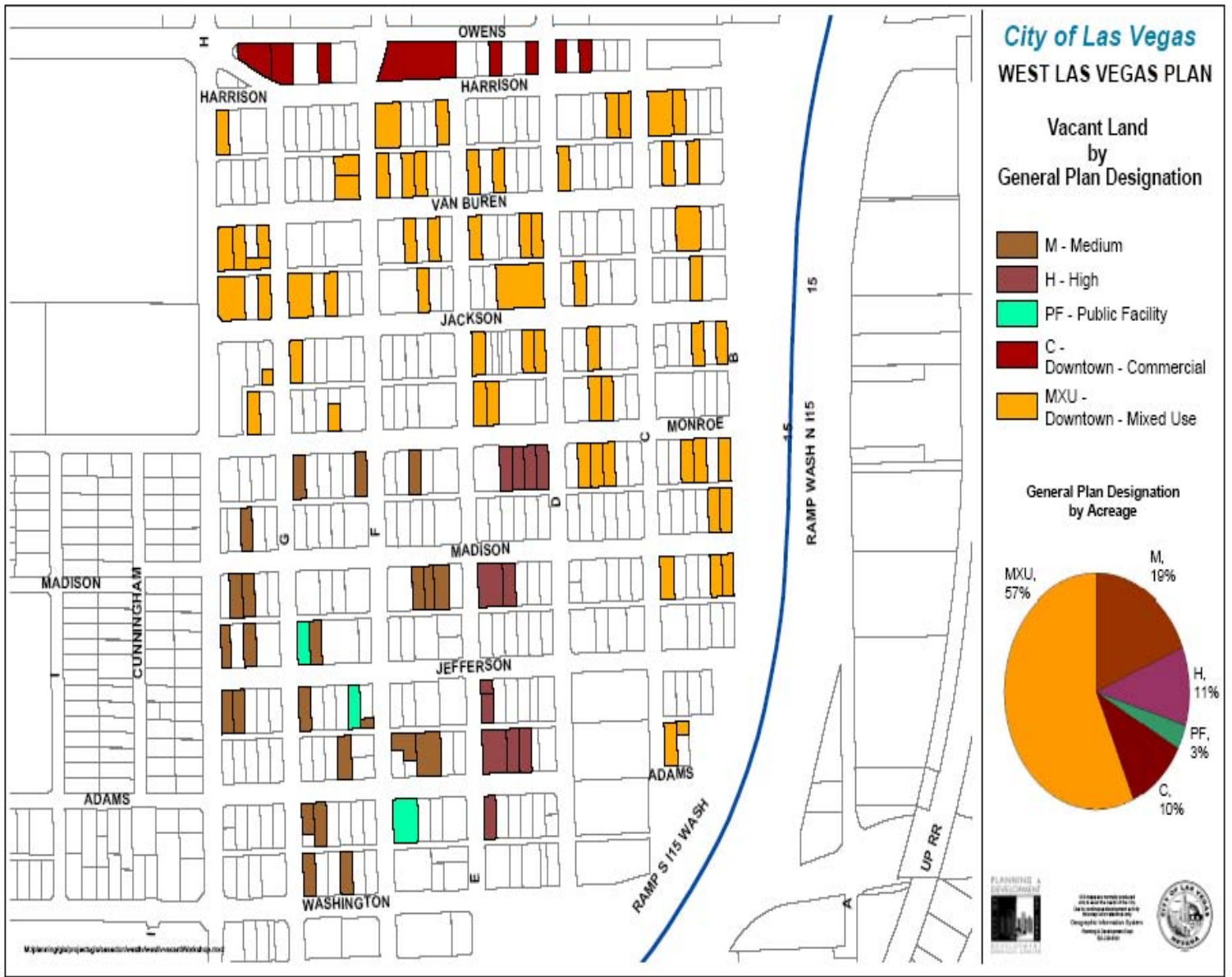
General Plan Designation	Acres
C (Commercial)	4.41
H (High Density Residential)	7.73
PF (Public Facilities)	9.01
M (Medium Density Residential)	18.10
MXU (Mixed Use)	41.44

*City of Las Vegas*



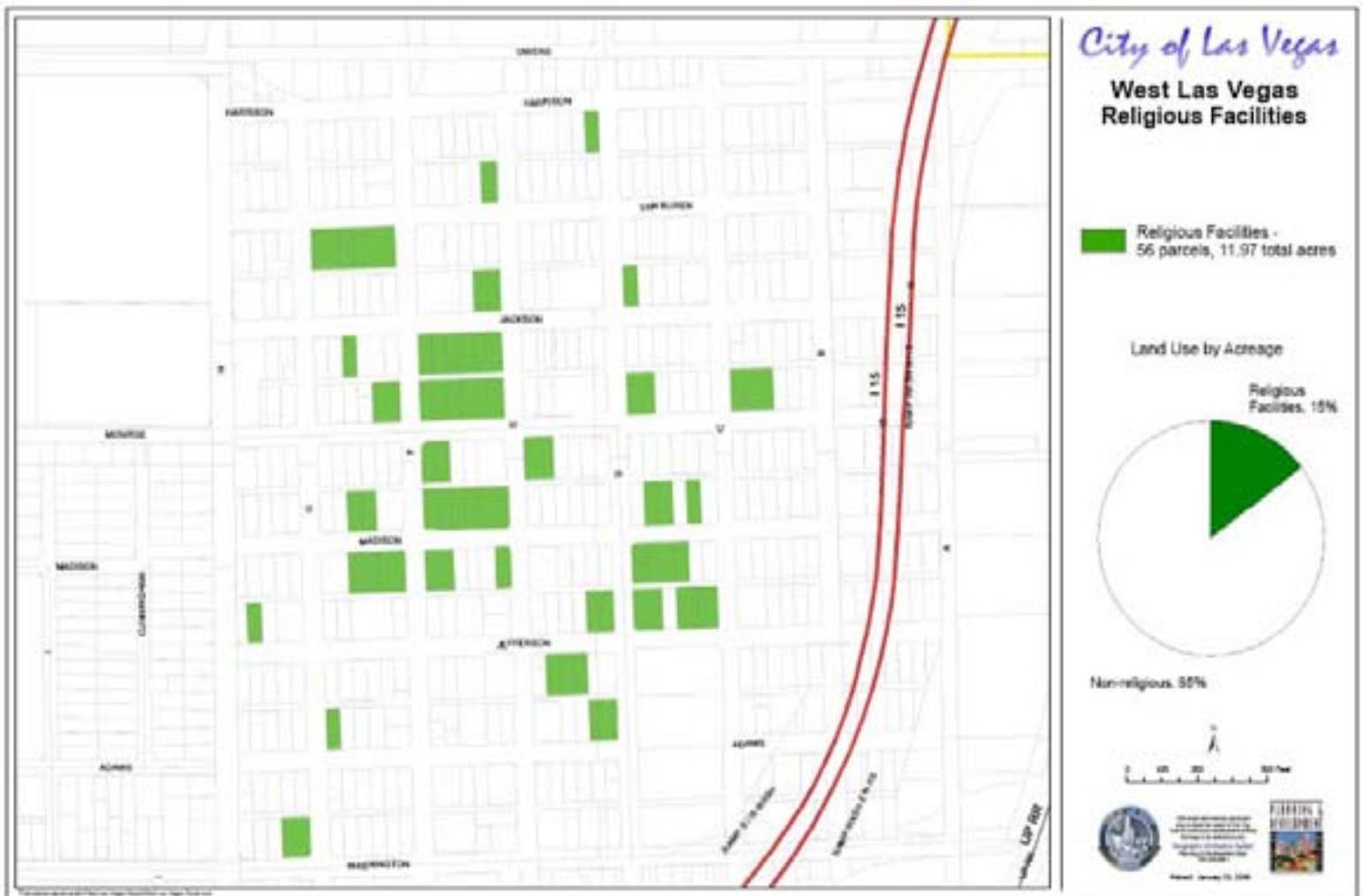
2017 maps are publicly produced  
and are available for use at no cost.  
They are not to be used for commercial  
purposes, or for distribution.  
Planning & Development Dept.  
4/1/2018







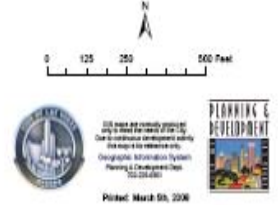






City of Las Vegas

# West Las Vegas Contiguous Property Owners



## DESCRIPTION OF MASTER PLAN LAND USE CATEGORIES

The following is a description of the various land use categories within the city of Las Vegas. Because some designations are exclusive to particular plan areas, designations have also been categorized according to their respective Master Development Plan.

**Rural Neighborhood Preservation (RNP)** – The predominant residential life-style of these areas is single-family homes on large lots, many including equestrian facilities. This is generally a rural environment that permits greater privacy and some non-commercial raising of domestic animals. In accordance with an Interlocal Agreement signed January 2, 2002, the City and Clark County designate those areas recognized for the above-described lifestyle as Rural Neighborhood Preservation areas. The Interlocal Agreement describes areas within the Centennial Hills Sector as "Excepted Areas." The "Excepted Areas" are those that will be annexed into the City only by request of the individual property owners. This category allows up to 2 units per acre.

**Desert Rural Density Residential (DR)** – The predominant lifestyle is single-family homes on large lots, many including equestrian facilities. This is a generally rural environment that permits greater privacy and some non-commercial raising of domestic animals. It is expected that in the Desert Rural Density Residential Category there generally would be no need for common facilities such as recreation, with the exception of maintaining an existing water system. This category allows up to 2.49 units per acre.

**R (Rural Density Residential)** – The Rural Density Residential category is a rural or semi-rural environment with a lifestyle much like that of the Desert Rural, but with a smaller allowable lot size. This category allows up to 3.59 units per acre.

**L (Low Density Residential)** – The Low Density category generally permits single family detached homes, manufactured homes on individual lots, gardening, home occupations, and family child care facilities. This category allows up to 5.49 units per acre.

**ML (Medium Low Density Residential)** – The Medium Low Density Residential category generally permits single-family detached homes, including compact lots and zero lot lines, mobile home parks and two-family dwellings. Local supporting uses such as parks, other recreation facilities, schools and churches are allowed in this category. This category allows up to 8.49 units per acre.

Description of Land Use Categories

**MLA (Medium Low Attached Density Residential)** – The Medium Low Attached Density Residential category includes a variety of multi-family units such as plexes, townhouses, condominiums, and low-density apartments. This category is an appropriate use for the residential portion of a Village Center or Town Center area. It is also an appropriate transitional use. Local supporting land uses such as parks, other public recreational facilities, some schools, and churches are also allowed in this district. This category allows up to 12.49 units per acre.

**M (Medium Density Residential)** – The Medium Density Residential category includes a variety of multi-family units such as plexes, townhouses, and low-density apartments. This category allows up to 25.49 units per acre.

**H (High Density Residential)** – Depending on the location of the parcel, the High Density Residential category allows development such as multi-family plexes, townhouses, high-density apartments, and high-rise residential. This category allows over 25.5 or more units per acre.

**O (Office)** – The Office category provides for small lot office conversions as a transition along primary and secondary streets from residential and commercial uses, and for large planned office areas. Permitted uses include business, professional and financial offices as well as offices for individuals, civic, social, fraternal and other non-profit organizations.

**SC (Service Commercial)** – The Service Commercial category allows low to medium intensity retail, office, or other commercial uses that serve primarily local area patrons, and that do not include more intense general commercial characteristics. Examples include neighborhood shopping centers, theaters, and other places of public assembly and public and semi-public uses. This category also includes offices either singly or grouped as office centers with professional and business services. The Service Commercial category may also allow mixed-use development with a residential component where appropriate.

**GC (General Commercial)** – The General Commercial category generally allows retail, service, wholesale, office and other general business uses of a more intense commercial character. These uses may include outdoor storage or display of products or parts, noise, lighting or other characteristics not generally considered compatible with adjoining residential areas without significant transition. Examples include new and used car sales, recreational vehicle and boat sales, car body and engine repair shops, mortuaries, and other highway uses such as hotels, motels, apartment hotels and similar uses. The General Commercial category allows Service Commercial uses, and may also allow mixed-use development with a residential component where appropriate.





**LI/R (Light Industry / Research)** – The Light Industry / Research category allows areas appropriate for clean, low-intensity (non-polluting and non-nuisance) industrial uses, including light manufacturing, assembling and processing, warehousing and distributions, and research, development and testing laboratories. Typical supporting and ancillary general uses are also allowed. This category may also allow mixed-use development with a residential component as a transition to less-intense uses where appropriate.

**PF (Public Facilities)** – The Public Facilities category allows for large governmental building sites and complexes, police and fire facilities, hospitals and rehabilitation sites, sewage treatment and storm water control facilities, and other uses considered public or semi-public such as libraries and public utility facilities.

**PR-OS (Parks/Recreation/Open Space)** – The Parks/Recreation/Open Space category allows large public parks and recreation areas such as public and private golf courses, trails, easements, drainage ways, detention basins, and any other large areas or permanent open land.

**PCD (Planned Community Development)** – The Planned Community Development category allows for a mix of residential uses that maintains an average overall density ranging from two to eight dwelling units per gross acre, depending upon compatibility with adjacent uses (e.g. a density of two units per acre will be required when adjacent to DR designated property). In addition, commercial, public facilities and office projects may be used as buffers (depending on compatibility issues) within the PCD. Residential streets shall be designed to discourage through traffic, provide maximum privacy, and avoid the appearance of lot conformity. In order to protect existing lifestyles, adjacency standards and conditions may be required for new development.

**TC (Town Center)** – The Town Center category is intended to be the principal employment center for the Northwest and is a mixed-use development category. As compatibility allows, a mix of uses can include: mall facilities; high-density residential uses; planned business, office and industrial parks; and recreational uses.

**TND (Traditional Neighborhood Development)** – The Traditional Neighborhood Development category is a mixed-use development type that allows for a balanced mix of housing, commercial, and civic uses. The TND shall be organized as a series of pedestrian-oriented neighborhoods with a mixture of housing types, with the uses of daily living within proximity of dwellings. Vehicular systems shall be organized as a hierarchy of interconnected streets, and shall demonstrate an appropriate relationship between street hierarchy, building type, and use. Streets within the TND shall incorporate facilities for pedestrians, bicycles, transit, and vehicles.

Description of Land Use Categories



Master Plan Land Use Designations	RESIDENTIAL										COMMERCIAL				OTHER		
	BNP	DB	R	L	ML	MLA	M	H	PCD	TC	O	SC	GC	U-R	PR-GS	PF	
Master Plan Designation																	
Maximum Density Per Acre	2	2.49	3.59	5.49	8.89	12.89	25.89	>25.5	0	See Town Center Chart	N/A	N/A	N/A	N/A	N/A	N/A	
Allowable Zoning Categories	RA RE	U R-PC2	R-D	R-1 R-MH	R-2 R-CL R-MPH	R-2	R-3	R-4 R-5	PD	See Town Center Chart	O R-R	G-1 R-5 C-D	G-2	M CM C-PB	CV	CV	

Town Center	RESIDENTIAL					COMMERCIAL					OTHER	
	L-TC	ML-TC	MLA-TC	M-TC	EC-TC	MS-TC	SC-TC	UC-TC	GC-TC	PF-TC		
Maximum Density Per Acre	3.6-5.5	5.6-8	8.1-12	12.1-25	N/A	N/A	N/A	N/A	N/A	N/A		
Allowable Zoning Categories	T-C	T-C	T-C	T-C	T-C	T-C	T-C	T-C	T-C	T-C		

City's Edge Master Plan Area	RESIDENTIAL					COMMERCIAL		OTHER	
	L	ML	Residential Small Lot	M	Village Commercial				
Maximum Density Per Acre	Up to 5.5	Up to 8	Up to 15	Up to 25	N/A				
Allowable Zoning Categories	PD	PD	PD	PD	PD				



Future Land Use

# Appendix H

## Bus Tour



## Historic West Las Vegas Tour Narrative

#	Location	Description
1.	Las Vegas Premium Outlets	435,000 sq.ft. of retail space, with 120-store shopping complex. Due to merchant and customer demand, the outlet mall is undergoing an expansion that will add about 30 additional stores. Two new, multi-level parking garages just opened. One of the most successful outlet stores in the country.
2.	Clark County Government Center Campus	<p>The Government Center is a 385,000-square-foot, six-story facility built on 38.8-acres. The site was the former Union Pacific Railroad freight yard, which the County purchased from the City of Las Vegas for \$10. The building centralizes 1,100 employees who comprise 29 County departments, divisions, and agencies previously situated in 12 different locations.</p> <p>The Campus also includes the Regional Transportation Commission and the Clark County Regional Flood Control District</p>
3.	World Market Center	When fully built-out the World Market Center will encompass 8 buildings and 12 million sq. ft. It is estimated that the complex will contribute 45,000 direct and indirect jobs to the local economy upon completion, which is planned for 2012.
4.	Union Park	Touted as “the new downtown Las Vegas” Union Park is a 61-acre, mixed-use parcel that will offer distinct neighborhoods with overlapping uses. It is estimated that Union Park will employ some 8,700 people and have an annual economic impact of approximately \$1.4 Billion. The UP site will be home to the Lou Ruvo Brain Institute, The Smith Center for the Performing Arts, World Jewelry Center, Charlie Palmer Hotel and a host of exciting projects.
5.	Molasky Corporate Center	This \$107 million, 16-story, 285,000 square foot building has earned a Leadership in Energy and Environmental Design (LEED) certification by incorporating such elements as energy-efficiency glass, electricity-producing photovoltaic panels and other environmental friendly aspects.
6.	IRS Regional Headquarters	Built by the Molasky Group of Companies offers 85,000 sq. ft of office space which is leased by the Internal Revenue Services.
7.	Las Vegas Rescue Mission	Homeless Shelter (Men, Women & Children) and Substance Abuse Treatment and Recovery Center. Currently the mission is rehabilitating the Shelter of Hope Women’s Shelter and Expanding the cafeteria. The mission is the only organization in Las Vegas that provides shelter to single fathers.
8.	Moulin Rouge	The first integrated hotel and casino in Las Vegas opened in May 1955. The hotel was only open for 5 months, but during that timeframe Entertainers from the Strip and Hollywood flocked to its showroom. Much of the original casino burned in 2003, but there are plans to build a new hotel & casino that will include a 1,727 hotel rooms, 72,596 sf. Casino and 381,734 of commercial space. The project is estimated at \$700 million.
9.	Las Vegas Review Journal	The Las Vegas Review-Journal is published in Las Vegas. It is the largest circulating daily newspaper in Nevada, and one of two daily newspapers in Las Vegas (the Greenspun Media Group-owned Las Vegas Sun is distributed with it).
10.	AHERN Corridor	AHERN has three projects in the planning process that will include retail sales, a restaurant, child care, office building, light industrial facility, covered storage and repair shop. The combined value of the projects is estimated at \$62,020,000.



1	MLK Blvd. Expansion	The Martin Luther King Blvd. widening project will create six travel lanes. The \$45 million project will take two years to complete.
1	Andre Agassi Boys & Girls Club (Home of the A.D. Guy Center)	The Center is a collaborative effort between the Community College of Southern Nevada, Las Vegas Housing Authority and the Boys & Girls Club. The center's commitment is to strengthen the educational, social, and economic, goals of community. The primary focus is on providing access to information technology and training. The center is named after Judge Addeliar Guy III, the first black Chief Deputy District Attorney for Las Vegas.
1	Bank of America	Bank of America is relocating from their temporary structure and reinvesting \$3,500,000 at 920 N. Martin Luther King Blvd. & Washington Street to construct a 4,500 SF full service banking facility.
1	Bonanza Village	Bonanza Village is a development of single family homes in what is known as the "West Side" of the City of Las Vegas. The development was established in 1946 with 168 lots zoned Ranch Estates. Many of the houses in Bonanza Village were built in the 1950s and 1960s, and a substantial number are still occupied by the original owners.
1	Yvonne Atkinson Gates Early Childhood Development Center	Made possible through federal funds administered by Clark County, This center is part of an ongoing movement to ensure that quality education is made available to children at the early stages of development.
1	Mabel Hoggard Elementary School	Mabel Hoggard had a long and distinguished career in education as one of Nevada's earliest Black teachers. In a tribute on June 15, 1989, Mrs. Hoggard was honored by the United States House of Representatives, Hon. James H. Bilbray.
1	Revival Temple	Church of God In Christ (COGIC)
1	Diamond Point	Single-family Homes Subdivision, built in 1996.
1	Hillcrest	Single-family Homes Subdivision, built in 1998.
2	Summit Hills Subdivision	Single-family Homes Subdivision, built in 1996.
2	Buena Vista	Future proposed development site offering 67 2-story affordable townhomes.
2	West Prep	Preparatory Institute, School for Academic Excellence at Charles I. West Hall, Former Charles I. West Middle School, offering grades K-12. The school was named after Dr. West who was the first black physician admitted to practice in Nevada and the first black surgeon at UMC.
2	Enterprise Park	<ul style="list-style-type: none"> <li>• Las Vegas Business Center</li> <li>• FBI Building</li> <li>• Foundation For An Independent Tomorrow</li> <li>• Expertise Cosmetology Institute/Gritz Cafe</li> <li>• LVMPD Bolden Area Substation</li> <li>• Unique Enterprises</li> <li>• Cox Communications Headquarters</li> <li>• University Medical Center</li> <li>• McDonald's Training Center</li> <li>• U.S. Post Office</li> <li>• Urban Chamber of Commerce- under construction</li> </ul>
2	St. James Catholic Church	St James was the second Catholic Church in Las Vegas, opening in 1940 in a small concrete building. Originally mostly Latino, by the mid-1960's the parish had become largely black. In the 1990's, St. James moved to its new home on MLK at Lake Mead. It remains a vibrant, lively church that celebrates its black identity and is renowned for its fine gospel choir.
2	Mario's Westside	Small urban market specializing in Southern and ethnic foods.

	Market	
2	CVS Pharmacy	Built in 2003
2	Whispering Timbers	Built in 2003, Whispering Timbers, a gated community, with more than 100 single-family homes, whose initial prices were \$105,000 to \$120,000, were built at the site of the former Gerson Park housing development, that area endured the worst of the 1992 Rodney King rioting in West Las Vegas.
2	Louise Shell Apartments	100 unit senior apartments built in 2003. Seniors must be at or below 60% AMI.
2	Sunset Park	48 affordable apartments built in 2000.
3	Kermit R. Booker ES	After years of urging by educators and community members, the Clark County School replaced Kermit Booker Elementary School with a \$16.7 million facility that combines the latest in architecture with the community's demands for a safer learning environment. Named after Kermit Roosevelt Booker, Sr. an exceptional and active community member, Booker is now an Empowerment School designed to improve learning and student performance.
3	Housing Authority of City Las Vegas	Proposed Senior Housing Project.
3	100 Academy of Excellence	The academy is a nine-month school designed to serve about 600 students. The facility offers full-day kindergarten through fifth grade. The school is set to expand in order to include grades 6 to 8 next year.
3	Habitat for Humanity	Future non-profit development providing 6 single family homes.
3	Buena Vista Springs	Future mixed-use project with a grocery store, retail and housing.
3	North Valley Community (formerly known as the 40-Block Area)	A major revitalization project in partnership with Las Vegas Clark County Urban League, Nevada Bankers Collaborative, United Way, the city of North Las Vegas, along with the community stakeholders in the area.
3	Doc Pearson Community Center	The Pearson Community Center, at 40,000 square feet, will serve the entire family. Programs will focus on health, education, computer-based literacy, remediation, job skills training, arts, crafts and recreation. Dr. William U. Pearson, for whom the center is named, was a long-time county commissioner and respected leader in the African-American community. A dentist with a practice of long standing, he served on the County Commission from 1985 to 1992. The center is administered by the Las Vegas-Clark County Urban League.
3	Early Childhood Development Center	Developed by Clark County
3	Clark County Community Resources Center	This campus currently houses the Justice Court Center, Senior Center, Family and Youth Services Building (FYS), and Social Service Building. As a community-based center, these facilities provide numerous services including arts and crafts activities and exercise and computer rooms in an effort to bring recreational services to the entire community.
3	Vegas Heights	Homes built between the 1940's and 1960's. In the late 90's this area became part of the Vegas Heights Revitalization Strategy in which infill lots were purchase and single-family homes were built. Additionally many of the residents participated in the residential rehabilitation program.
4	Ebenezer Church	Renovation of the original church.
4	Greater Mt. Sinai Church	
4	Lubertha Johnson Park	In approximately 1999 the city rehabilitated and rededicated Lubertha Johnson Park. To accommodate the increasing patronage of Lubertha Johnson Park by the community, in 2006, a 260 square foot restroom

		facility was installed. Additionally, two shade structures were installed. Named after Lubertha Johnson, who instrumental in opening Marble Manor, Las Vegas' first public housing project, in 1952. During the 1950s and 1960s, she worked in the nursing field and was involved in many community activities. Ms. Johnson was president of the local NAACP chapter and one of the signatories to the Consent Decree ending employment discrimination in the Las Vegas hotel and casino industry.
4	Educational Corridor	<ul style="list-style-type: none"> <li>• Andre Agassi College Preparatory Academy</li> <li>• West Las Vegas Library</li> <li>• West Las Vegas Performing Arts Center</li> <li>• Rainbow Dreams Academy</li> </ul>
4	Doolittle Campus	<ul style="list-style-type: none"> <li>• Community Center</li> <li>• Senior Center Expansion</li> <li>• Park</li> </ul>
4	Matt Kelly ES	
4	Sherman Gardens Annex	Housing Authority of city of Las Vegas property
4	Edmunds Town Center	Owens Avenue Commercial Corridor, formerly the home of the Magic Johnson Von's Supermarket.
4	Nucleus Plaza	Owens Avenue Commercial Corridor
4	Westside New Pioneer Housing Development	6 single-family In-fill Housing Development
5	Historic WLV Gateway	A monumental ceramic tile gateway structure designed, constructed, and installed for west Las Vegas. This artistic monument is a vibrant landmark that celebrates the history of west Las Vegas, promoting community pride and creating a permanent visual legacy to the Las Vegas Centennial Celebration.
5	Homeless Services Corridor	<ul style="list-style-type: none"> <li>• Salvation Army</li> <li>• Shade Tree</li> <li>• Catholic Charities</li> <li>• Various housing development projects</li> </ul>
5	State of Nevada Casual Labor Center	Provides employment, job training and development and vocational rehabilitation.
5	Historic Westside School	Las Vegas' oldest remaining schoolhouse was built in 1922. The building is historically and socially significant for the Black Community giving many black students their first experience with racially integrated education during the early 1940's. The building is now home to KCEP a public non-profit radio station that has served the community for more than 30 years.
5	Ethel Pearson Park	Ethel Pearson has been a long-standing member of the West Las Vegas community. In 1955 she was honored with the creation of this park in the community. The park was designated as a children's park on July 12, 1999.
5	Variety Day Home	Variety Day Home is a private catholic school offering affordable pre-kindergarten and kindergarten services for up to 164 children. In 2000, the city of Las Vegas allocated federal funds to construct a 5,000 sq. ft. addition to facility, which enlarged the infant/toddler and preschool program by adding 3 additional classrooms and training room.
5	Churches	Religion and the use of religious meeting houses for community gathering has long been a staple WLV. Many of the church building are converted homes, occasional nestled side by side with larger churches that take up entire blocks.
5	New Bethel Baptist	Owens 9 parcels within the focus area
5	Greater New	Owens 13 parcels within the Focus Area

	Jerusalem Baptist Church	
5	"D" Street Commercial	Business/Store Fronts
6	Victory Missionary Baptist Church	Owens 11 parcels within the Focus Area
6	Hamburger Heaven	Originally owned by Morse & Katherine Johnson. A family owned eatery since the late 50's.
6	Emerald Breeze Development Project	Phased Redevelopment project which will include demolishing current 100 units and replacing with approximately 150 new affordable units. The city assisted developer with the purchase and contributed more than \$2 million.
6	Fitzgerald Tot Lot	The park was named after H.P. Fitzgerald who came to Nevada from Virginia in 1940. After graduating from the University of Nevada, Reno in 1960, he had a career as a teacher and school administrator. In 1956, he became the principal of Kit Carson School, making him the first black school administrator in Nevada. The park was designated as a Children's Park.
6	Jackson St. Corridor	The Historic commercial and entertainment district of West Las Vegas. Some of the original socially significant buildings remain, such as the New Town Tavern built in 1955 which holds a Unlimited Gaming License. Most of the building have been demolished or have changed uses and ownership, such as the Uptown Choppers.
6	Muhammad Mosque #75	Former site of the West Las Vegas Library. It was also a night club prior to becoming the Mosque.
6	James Gay Park	Mr. James A. Gay III was Nevada's first black mortician. He began as an employee of Palm Mortuary in 1957 and retired in 1984. He held important positions in several casinos, including positions as the Recreation Center Director at the Aladdin Hotel and Assistant General Manager at the Union Plaza Hotel.
6	Second Baptist Church	Owens 17 parcels within the Focus Area.
6	Pentecostal Temple	Owens 13 parcels within the Focus Area.
6	Berkley Square	Berkley Square was named after from Thomas L. Berkley, of Oakland, California. Berkley was a distinguished African American attorney, media owner, developer, civil rights advocate, and a frequent guest at the White House during the Kennedy and Johnson administrations. The area was designed by the famed Paul R. Williams who was the first black architect to become a member of the American Institute of Architects. The development has 148 lots on 22 acres.
7	Sherman Gardens	This property is owned by the Housing Authority of Las Vegas.
7	Veterans of Foreign War Post #10057	Former El Rio Club offering gaming, food and spirits.





## Appendix M

### HISTORIC WEST LAS VEGAS COMMUNITY PLANNING WORKSHOP SUNDAY, APRIL 27, 2008

#### LOCAL HOST COMMITTEE

##### CO-CHAIRS

Mary Kay Peck, FAICP  
Adrian Freund, FAICP  
Greg Toth, AICP

##### PLANNERS GUIDE

Deborah Reardon, AICP  
Ben Sticka

##### MOBILE WORKSHOPS

Bob Genzer  
Irene Navis, AICP  
Richard Serfas, AICP

##### SPECIAL EVENTS & HOSPITALITY

Sherri McMahon  
Sean Robertson, AICP

##### MEDIA

Tina Past  
Carolyn Boyle

##### MERCHANDISING

Laura Jane Spina  
Susan Johnston, AICP  
Laura Martin, AICP

##### ORIENTATION TOURS

Flinn Fagg, AICP  
Meggan Holzer

##### LOCAL PROGRAMS

Nancy A. Lipski, AICP  
Michael A. Harper, FAICP

##### LOCAL EXHIBITS & SPONSORSHIP

Dave Clapsaddle, AICP  
Lucy Stewart  
Caron Richardson

##### STUDENT/VOLUNTEER

Scott Majewski, AICP  
Robert Summerfield, AICP

##### COMMUNITY PLANNING WORKSHOP

Stephen K. Harsin, AICP  
Lisa Morris, DPA

##### TREASURER

Patrice Echola

#### AGENDA

8:30 AM

Workshop orientation at Paris Hotel  
Boudreaux Room (Planners Only)

9:00 AM-10:00 AM

Workshop Bus Tour Departure  
(Planners Only)

10:00 AM- 10:25 AM

Welcome at Nevada Partners

- Introduction and acknowledgment of distinguished guests
- Review of agenda, purpose, participants and their roles, expected outcomes
- Heart & Soul of West Las Vegas (5 min. Video)

10:30 AM-Noon

First Work Session (3 Teams)

- Overview of existing conditions and resource materials
- 3-D technology demonstration
- Each of the teams will discuss and analyze information in order to formulate conceptual strategies

Noon-1:00 PM

Lunch

Nevada Partners Tour (Optional)

12:45 PM-1:15 PM

Group Sharing

1:15 PM-2:30 PM

Second Work Session (3 Teams)

- Continue discussion on conceptual strategy recommendations
- Prepare team presentations

2:45 PM-4:00 PM

Team Presentations (3 Teams)

- Each team will present conceptual strategy recommendations
- Q & A

4:00 PM-4:20 PM

Workshop Wrap-up

4:30 PM

Bus Departs for Bally's/Paris Hotel

# Appendix N



## Acknowledgment Community Planning Workshop Participants 2008 National APA Conference

Collectively, these individuals worked many long hours (day and night) to design an informative and interactive workshop for your experience and benefit.

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Lisa Morris, DPA

#### TREASURER

Patrice Echola

### Committee Members:

Stephen Harsin, city of Las Vegas (Neighborhood Services Department)  
*Co-Chair of Community Planning Workshop Committee*  
Lisa Morris, city of Las Vegas (Neighborhood Services Department)  
*Co-Chair of Community Planning Workshop Committee*

Ms. Brenda Williams, former Councilwoman and West Las Vegas Community Stakeholder  
*Co-Chair of Community Stakeholder's Sub-Committee*  
Ms. Hannah Brown, West Las Vegas Community Stakeholder - Workshop Facilitator  
*Co-Chair of Community Stakeholder's Sub-Committee*  
Mr. Ken Evans, West Las Vegas Community Stakeholder  
Mr. Ed Watson, West Las Vegas Community Stakeholder

Steve Brooks, city of Las Vegas (Council Liaison to Ward 5)  
Kristin Cooper, Clark County (Community Resources Management) - Logistics  
Earlie King, city of Las Vegas (Neighborhood Services Department) - Moderator  
James Marshall, city of Las Vegas (Planning and Development Department)  
Mary Ann Price, city of Las Vegas (Neighborhood Services Department)  
Kathy Somers, city of North Las Vegas (Neighborhood Services) - Moderator  
Tyrone Thompson, city of Las Vegas (Neighborhood Services Department)  
Greg Toth, city of Henderson (Community Planning and Development Department)  
*APA Conference Co-Chair*

Tim Whitright, city of Las Vegas (Neighborhood Services Department)  
Harry Williams, city of Las Vegas (Neighborhood Services Department) - Moderator  
Deanne Woodbury, Henderson

### Planning Workshop Professional Assistance:

Romeo Betea, city of Las Vegas (Office of Business Development)  
Flinn Fagg, city of Las Vegas (Planning and Development Department)  
Jacque Haas, Nevada HAND (Non-profit)  
Michael Howe, city of Las Vegas (Planning and Development Department)  
Jim Pegues, city of Las Vegas, (Office of Business and Development)  
Tom Perrigo, city of Las Vegas (Planning and Development Department)  
Peggy Proestos, city of North Las Vegas (Office of Business and Development)

### Technical and Support Staff:

Michael Campbell, city of Las Vegas (Neighborhood Services Department) - graphics  
Joyce Davis, city of Las Vegas (Neighborhood Services Department)  
Leonard Dixon, city of Las Vegas (Neighborhood Services Department)  
Jason Lewis, city of Las Vegas (Neighborhood Services Department) - maps  
Jorge Morteo, city of Las Vegas (Planning and Development Department) - maps  
Julie Ray, city of Las Vegas (Planning and Development Department) - graphics  
Cheryl Ross, city of Las Vegas (Neighborhood Services Department)  
Rita Schoonmaker, city of Las Vegas (Planning and Development Department) - graphics



## ***Special thanks to***

### **Elected Officials:**

Councilman Ricki Y. Barlow, Ward 5 - City of Las Vegas  
Commissioner Lawrence Weekly, District D - Clark County  
Senator Steven Horsford, District 4, (Clark County) and  
Executive Director of Nevada Partners

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Lisa Morris, DPA

#### **TREASURER**

Patrice Echola

### **Community Stakeholders:**

Judge Karen Bennett  
Marion Bennett  
Joel Brown  
Q.B. Bush  
Lessie Collins  
State Regent Cedric Crear  
Ruth D'hont  
John Edmonds  
Melvin Ennis  
Charles Foger  
Rev. Dr. Robert Fowler, Sr.  
Byron Goynes  
Frank Hawkins  
Tara Jackson  
Sharon Jamerson  
Pastor Namon Johnson  
Walter Jones  
Agnes Marshal  
Bill Murphy  
Duke Muhammad  
Christian Now  
Bishop James Rogers  
Detrick Sanford  
Pastor Leon Smith  
Sam Smith  
Beatrice Turner  
Jonathan Warren  
Isadore Washington  
Joanne Wesley

## Special Welcome and thanks to 2008 National Planning Conference Attendees:



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Lisa Morris, DPA

#### TREASURER

Patrice Echola

Thea Agnew Bemben – Anchorage, Alaska  
Lee Brown, FAICP – Evanston, Illinois  
William Burdick – Worcester, Maine  
Terence Capers – Las Vegas, Nevada  
Mahlon Chute – Albany, California  
Peter Cohen – San Francisco, California  
Jeremy Earle, AICP – Wellington, Florida  
Rose Hamilton – Los Angeles, California  
Terrance Harrington, AICP – Yorktown, Virginia  
Harold Helsey – Los Angeles, California  
Cynthia Hoyle, AICP – Urbana, Illinois  
Eileen Kwan – Calgary, AB  
Sarah More, FAICP – Oro Valley, Arizona  
Collette Morse, AICP – Irvine, California  
Pamela Murad – Diamond Bar, California  
Florence Parker – Cincinnati, Ohio  
Jeremiah Petsas – San Bernardino, California  
Cassandra Pruett – Los Angeles, California  
Suzanne Rhee, AICP – Minneapolis, Minnesota  
Deborah Roberts – Pomona, California  
Zunilda Rodriguez – North Brunswick, New Jersey  
Thomas Rounds, AICP – Denver, Colorado  
Sue Schwartz, FAICP – Greensboro, North Carolina  
Dustin Smith, AICP – Parkville, Missouri  
William Washburn, AICP – Upper Marlboro, Maryland