

REQUEST FOR PROPOSALS DOWNTOWN CORE ASSEMBLAGE

CITY OF
Las Vegas



The city of Las Vegas is seeking a developer for approximately 11 acres in the heart of downtown Las Vegas. This is a once-in-a-generation opportunity at the center of one of the most recognized entertainment destinations in Las Vegas. The site is within walking distance of the Fremont Street Experience, the Mob Museum, Container Park and East Fremont, with Symphony Park and the 18b Arts District just minutes away.

THE NEIGHBORHOOD

Downtown Las Vegas is the original entertainment hub with a mix of old-school glamour and trendy development. The city of Las Vegas began with a land auction in 1905 and was incorporated in 1911. Starting as a rail stop on the San Pedro, Los Angeles and Salt Lake line, it became the place for entertainment for Hoover Dam construction workers in the early '30s. The influx of workers also supported gambling establishments and created a new demand for entertainment. Fast forward to today, downtown Las Vegas is a thriving entertainment district and civic center, surrounded by vibrant commercial districts where people live, work and play. In addition to the vibrant entertainment district, downtown is also home to Southern Nevada's court systems and cultural hub.

Fremont East is one of the most active food, beverage and entertainment corridors in the region, with a density of bars, restaurants and venues that generates foot traffic around the clock. More than 26 million Las Vegas visitors annually come downtown for the gaming, museums, restaurants and entertainment concentrated on and around Fremont Street.

The area is already home to a growing residential base. Approximately 32,000 people live in the greater downtown area, with a median age of around 34. Residences like The Ogden, Ely on Fremont, Urban Townhomes and shareDOWNTOWN Fremont East showcase downtown core's evolution into a place people choose to live and feel alive.

The site also offers exceptional connectivity: freeway on- and off-ramps are adjacent and the broader downtown ecosystem includes Symphony Park (half a mile, home to The Smith Center for the Performing Arts, the forthcoming Las Vegas Museum of Art and Cleveland Clinic Lou Ruvo Center for Brain Health), the 18b Arts District (one mile), the Las Vegas Medical District with a Level 1 trauma center and the Kirk Kerkorian School of Medicine at UNLV (1.3 miles) and the planned Cashman Field residential development – more than 1,000 new homes – less than a mile to the north.



DOWNTOWN RENAISSANCE

Downtown Las Vegas is experiencing a resurgence fueled by significant public and private investment — in infrastructure, hospitality, housing, cultural anchors and job growth. The city has invested over \$221.5 million in infrastructure improvements including new stormwater and sewer lines plus streetscape upgrades on Main Street, Las Vegas Boulevard and Charleston Boulevard.

Las Vegas Civic Center — the city's two-building expansion of City Hall — features a popular public gathering space and a business hub housing Workforce Connections, the Vegas Chamber of Commerce and the Secretary of State's Las Vegas offices. The city is in active negotiations with UNLV on additional programming in the building. The city is also partnering on a broader set of higher education healthcare initiatives involving UNLV, Touro University, Roseman University of Health Sciences and the College of Southern Nevada.

The Medical District is attracting new residential, hotel and medical office development. On the Historic Westside, the city and the College of Southern Nevada have opened the Westside Educational Training Center for job skill development; shareWESTSIDE is the first new workforce housing in the neighborhood in years; and The Good Word Social Club, a food hall and small business incubator, opens this winter.

Symphony Park has added 924 residential units, with 150 multifamily and 240 for-sale condominiums in the pipeline, plus more than 40,000 square feet of new retail. The AC by Marriott/Element by Westin Symphony Park opened in September 2025 and the Las Vegas Museum of Art — backed by the Elaine Wynn & Family Foundation — breaks ground in 2027. The Arts District is adding over 600 market-rate residential units in the coming months alongside a food and beverage scene that keeps expanding.



THE SITE

The Assemblage consists of approximately 11 acres at the northeast corner of Las Vegas Boulevard and Stewart Avenue, extending north to the highway and east to include a half-block at Seventh Street. The street grid separating the parcels may be modified — including vacating sections — to create a unified development site.

The city envisions a mixed-use urban neighborhood with a potential 2.03 acre civic and public safety component at the southeast corner of Stewart Avenue and Seventh Street.

The site is governed by a form-based code and is zoned T6 Urban Core and T5 Main Street. T6 Urban Core is intended to reinforce and enhance the downtown urban core by providing the highest-intensity compact, walkable and vibrant urban environment. Form elements for T6 UC include but are not limited to, large footprint/lot coverage, buildings placed at or near the edge of right-of-way, small to no setbacks, 5 to 20 stories. T5 Main Street is intended to provide a compact and walkable urban environment. Form elements for T5 MS can include large footprint/lot coverage, zero lot lines, and a diverse mix of building frontages. A link to the city's form-based code is included in the attachments section.

Stewart Avenue infrastructure has been updated in recent years, with multiple connections available to the site. The city will work with the selected developer and Nevada Energy to underground or relocate electrical infrastructure to maximize the development footprint.

The city will consider mixed-use projects that both contribute to the existing neighborhood character and establish a bold new presence. Desired uses include hospitality, entertainment, retail, office, sports, green space and residential — with a civic and public safety component. The city is looking for architecture that draws people in from the surrounding district and makes a statement on Las Vegas Boulevard.



PROPOSAL PROCESS

PROPOSAL REQUIREMENTS:

- Commercial development with a targeted tenant mix and a marketing strategy aligned with desired uses
- An identified anchor tenant, if applicable — a Letter of Intent (LOI) should be signed by the time an agreement is finalized with the city
- High-quality, preferably mixed-income residential
- Green space and landscaping that creates a gathering place for the development and the broader downtown
- Adequate parking
- Steps to create a local employment plan in collaboration with the city, to target redevelopment area residents.

PROPOSAL COMPONENTS

The following must be addressed and/or included in your proposal:

- Project description including site layout, tenants, uses, parking, landscaping and conceptual elevations
- Economic impact and community benefit
- Proforma including financing and construction elements
- Purchase price and terms
- Project timeline from entitlements through opening of the entire project
- Developer background, financial capacity and comparable project portfolio
- Biographies of the developer and active project team members

The selected developer will enter into a Disposition and Development Agreement (DDA) with the city. Land transfers only after the project is permit-ready and proof of financing is provided. The city anticipates a signed DDA within 120 days of selection.

SUBMITTAL DEADLINE: 5 P.M. DEC. 16, 2026

Submit proposals electronically to: treich@lasvegasnevada.gov

Any supporting materials can be sent to:

City of Las Vegas - Economic and Urban Development
Attn: Tracy Reich, Redevelopment Manager
495 South Main Street, 6th Floor
Las Vegas, NV 89101

Attachments

- Site Map
- Summary Document
- Form Based Code



Proposal Evaluation

The city will evaluate proposals based on the requested elements, proposed use and economic impact, timelines, viability and readiness to commence. All elements will be weighed as follows:

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Developer background, financial capacity and comparable portfolio	25%
Project description — layout, tenants, uses, parking, landscaping, elevations	25%
Economic impact and community benefit	15%
Proforma, financing, purchase price and terms	15%
Project timeline — entitlements through opening	15%
Developer and team biographies	5%

Finalists will be requested to present to the evaluation team. Presentation scheduling will follow finalist selection.

The city reserves the right to accept or reject any or all submittals.



Economic and Urban Development Department
702-229-6551
CLVEconDev@lasvegasnevada.gov
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