

SYMPHONY  PARK

# Request for Proposals Symphony Park Parcels J/K

**THIS IS LAS VEGAS: WHERE GROUNDBREAKING VISIONS  
BECOME ICONIC REALITIES.**

City Parkway V and the city of Las Vegas are accepting proposals for 3.44 acres in Symphony Park, commonly known as a portion of parcels J/K. This is your opportunity to develop a one-of-a-kind mixed-use development in the unique cultural center located in the heart of Downtown Las Vegas.



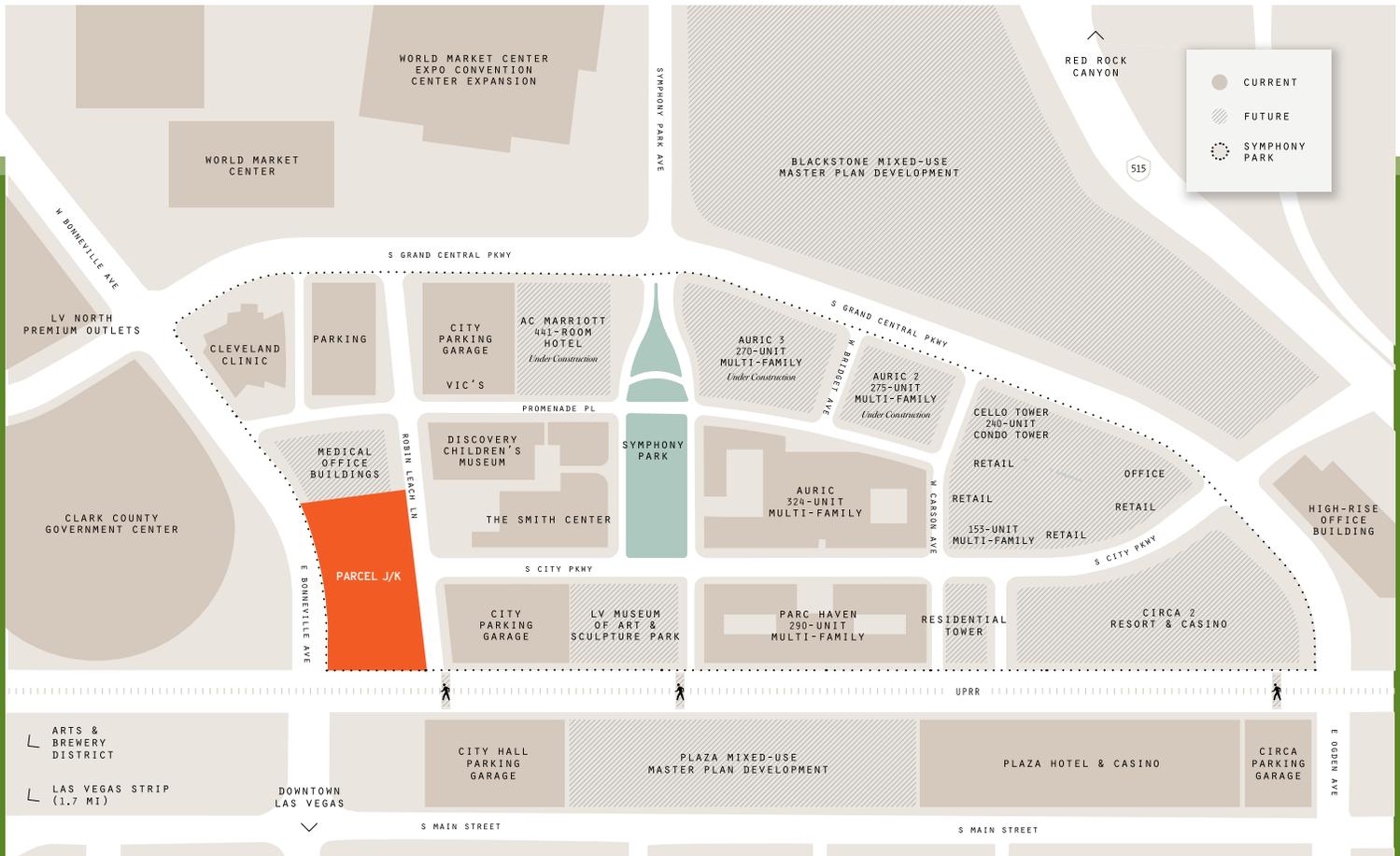
# BACKGROUND

## A CULTURAL AND ARCHITECTURAL LANDMARK IN THE HEART OF DOWNTOWN

Symphony Park is a harmonious blend of mixed-use development including residential, office, retail, hotel, art and entertainment. Symphony Park is home to some of downtown Las Vegas' most iconic landmarks, helping define the city's distinctive skyline. At its heart is The Smith Center for the Performing Arts, a premier cultural venue featuring Broadway touring productions, concerts, lectures and dance performances. Nearby, the striking Frank Gehry-designed Cleveland Clinic Lou Ruvo Center for Brain Health leads in innovative treatment and research for neurodegenerative diseases—and also serves as a unique event venue available to

the public. Symphony Park also includes a growing residential presence, bringing new energy and life to this vibrant downtown district.

Whether it's the Bavington Pipe Sculpture, the Domsky Musical Notes or one of the other public art installations, iconic art is a staple in Symphony Park. Developers are required to include public art as part of their development which contributes to the overall aesthetic of the cultural center of Las Vegas.



# CURRENT AND FUTURE DEVELOPMENT

## CURRENT DEVELOPMENT

*In the fall of 2025, three projects will open.*

Developed by Jackson Shaw, the AC by Marriott/Element by Westin dual branded hotel will offer 441 rooms with 20,000 sf of ballroom and meeting space along with a full-service restaurant.

Bria, by Southern Land Company, is a five-story residential complex with 275 units, amenities and a parking garage.

Capella is Southern Land's third building, a 22-story apartment tower with 270 units of housing and approximately 20,000 sf of commercial space.

## FUTURE DEVELOPMENT

Origin at Symphony Park will break ground summer 2025 featuring a 32 story 240-unit condominium project – Cello Tower – a 30,000 sf grocery store, 150 apartments, 40,000 sf of office, 20,000 sf of commercial/retail and a 700 stall parking garage.

Located on parcels L North and M4, the Las Vegas Museum of Art will be developing a three story 90,000 sf modern art museum in partnership with the Los Angeles County Museum of Art and the Elaine Wynn Foundation. The project also includes an outdoor sculpture park.

On 1.34 acres of Parcel J, adjacent to the Lou Ruvo Center, Prospect Street Capital will break ground on a 100,000 sf medical office building in 2026. This project is part of the overall development of Parcel J/K but not part of this RFP.

Parcel O2 will be a mixed-use condominium project by Red Ridge Development with a yet to be determined construction start.

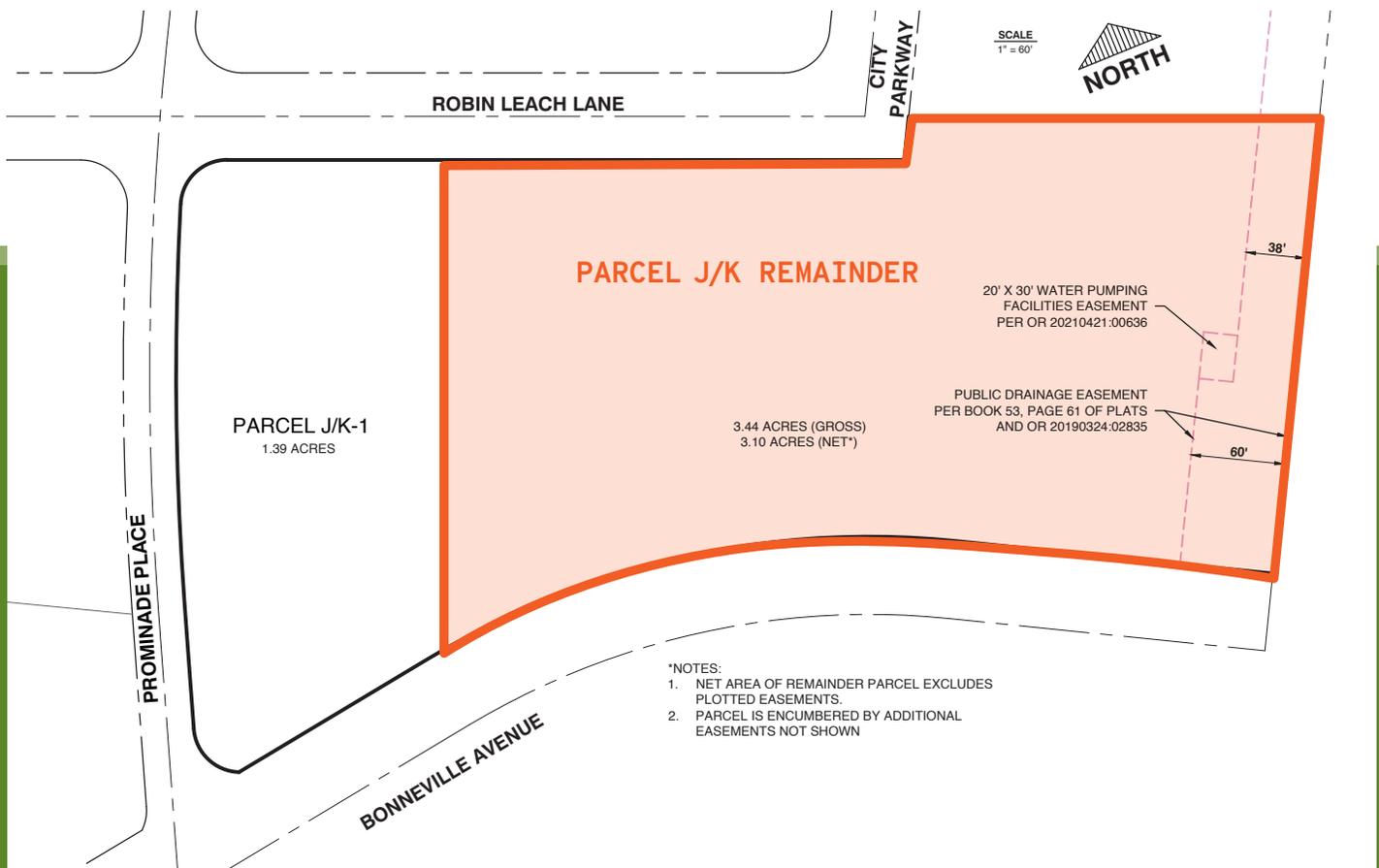


# ADDITIONAL INFORMATION

All landowners in Symphony Park belong to the Symphony Park Master Association (SPMA) and pay annual assessments. The assessments pay for the common area maintenance, insurance, financial audits, Association Management as well as other items the Master Association budgets for.

The site has been remediated once to a six-foot depth and is currently undergoing additional environmental remediation per a grant from the Environmental Protection Agency.

There are several easements on the site. The Las Vegas Valley Water District easements were set for a building that was not built; these can be right sized to the new development. There is a sewer easement along the southern boundary that cannot have a structure on it and the SE corner contains the water pumping station for all of Symphony Park and the surrounding areas to keep ground water seepage under control. All of these easements are shown in the Easement Exhibit attached to the RFP.



*Site: 3.44 acres with utility easements*

# SCOPE OF WORK

Symphony Park is an oasis within Downtown Las Vegas. It's an established, thoughtfully planned district that serves as the cultural heart of the city. Distinct from the energy of the Strip and the bustle of downtown, it offers a more measured, upscale atmosphere that reflects Las Vegas' vision and commitment to quality, design and community.

The City invites proposals that align with this character: developments that contribute lasting value through timeless architecture, exceptional design and a strong sense of place. This is an opportunity to be part of the continued evolution of one of Las Vegas' most distinctive neighborhoods.

## MANDATORY REQUIREMENTS

- Compatible with the rest of Symphony Park
- Minimum of 3 stories; midrise or high-rise encouraged
- Self-Parked within the design of the building
- Include parking for the Medical Office Building on the west side of the parcels:
  - Negotiated between the City, the developer, and the developer of the MOB
  - Minimum requirement of the MOB is 200+/- spaces, with ground floor and ground floor handicap spaces
- Ground floor retail or other active use per the Symphony Park Design Standards and Symphony Park Master Association Charter
- Show how it will work with adjacent MOB building and entrance to create a seamless look for that block
- Include a landscaping plan

## PROPOSAL COMPONENTS

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

- A description of the project including site layout, tenants, uses and landscaping
- How parking is incorporated for this project
- How you will address parking for the adjacent MOB building:
  - 200+/- spaces
  - Potential terms for start of negotiations with MOB Developer
- A Proforma including financing and construction elements
- Purchase price and terms
- Project timeline
- Biographies of the developer and development team (*actual members working on the project*)
- Background on Development entity/firm and sample of the developer's portfolio of previous projects

Proposed uses must be allowed in the Symphony Park Charter and compatible with the balance of Symphony Park plus adhere to the Symphony Park Design Standards. The selected developer will enter into a Disposition and Development Agreement with the City for the project. Land will transfer only after the project is permit ready and proof of financing has been provided. A start date for construction is anticipated to be 14-16 months after selection of developer.

# SUBMITTAL



## SUBMITTAL DEADLINE: AUGUST 28, 2025 BY 5 PM

Submit Proposals

(One Hard Copy and One Electronic Copy) to:

Economic and Urban Development  
Attn: Tracy Reich, Redevelopment Manager  
495 S. Main Street, 6th Flr  
Las Vegas, NV 89084

**And electronically to:** [treich@lasvegasnevada.gov](mailto:treich@lasvegasnevada.gov)

## ATTACHMENTS

- Symphony Park Design Standards
- Site map
- Easement map
- Symphony Park brochure
- Symphony Park Master Association Charter

The listed attachments are available at [lasvegasnevada.gov/SymphonyPark](http://lasvegasnevada.gov/SymphonyPark)

## PROPOSAL EVALUATION

The City will evaluate proposals based on the requested elements, proposed use and applicability to Symphony Park, timelines and readiness to commence. The City may request a presentation of your proposal. If the City chooses to have presentations, those will be scheduled early September with your development team.

Your proposal for Parcels J/K represents an opportunity to contribute to a vibrant, culturally rich future. Join us in shaping the next chapter of the city of Las Vegas.

**We eagerly await your vision.**

THIS IS LAS VEGAS.  
YOUR OPPORTUNITY TO  
BUILD THE EXTRAORDINARY.

PHOTO BY ROBERT LONGSDORF