

# SYMPHONY PARK

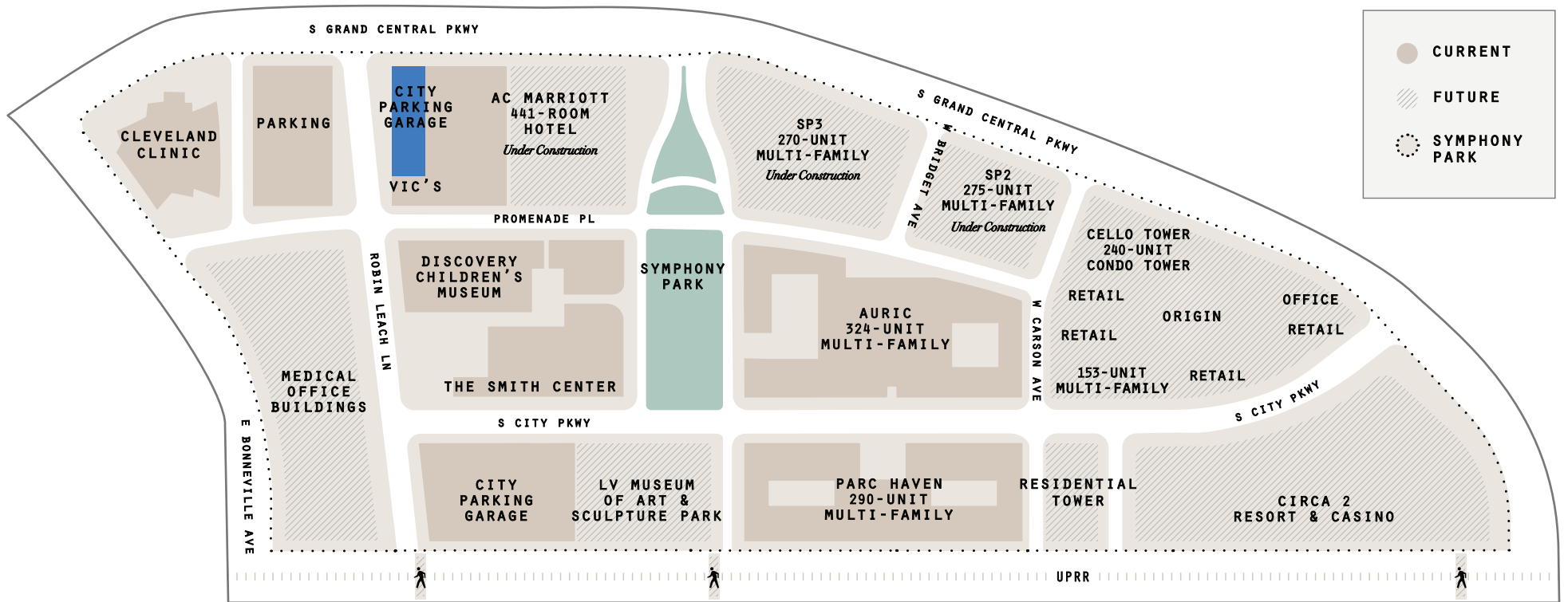
From Brownfield to Center of Culture and Art

SYMPHONY  PARK®



The crown jewel of Downtown Las Vegas, Symphony Park, like its name suggests, is a harmonious blend of mixed-use development, including residential, office, retail, medical, hotel, art and entertainment.

Home to iconic buildings which create downtown's most memorable skyline, Symphony Park is anchored by **The Smith Center for the Performing Arts**, hosting Broadway touring productions, concerts, lectures and dance performances; and the Frank Gehry-designed **Cleveland Clinic Lou Ruvo Center for Brain Health**, offering cutting-edge treatment and research for neurodegenerative diseases, and offering the community a spectacular special event venue available for public use



**SYMPHONY PARK DISTRICT - A SYMPHONY OF WORLD-CLASS DEVELOPMENT**

**61 total acres**

**RESIDENTIAL - COMPLETE:**

**Parc Haven**, a development of Aspen Heights Partners - 290 luxury for-rent units, opened in 2021. Utilized Opportunity Zone Funding. Amenities include a pet spa, bike shower, bike storage with maintenance stations, pool area, gym, business/remote work rooms, and lounge area. Retail opportunity available.

**Auric Symphony Park**, a development of Southern Land Company – 324 luxury for-rent units, opened in 2021. Utilized Opportunity Zone Funding. Amenities include resort-style pool area with bar, top floor bar/lounge, gym, and entertainment area. Two retail opportunities available.

**RESIDENTIAL – UNDER CONSTRUCTION:**

**Symphony Park II**, a development of Southern Land Company – five-story mid-rise apartment building with 275 units, planned completion by year-end 2025

**Symphony Park III**, a development of Southern Land Company – 22-story mixed-use luxury high rise with 270 units, approximately 20,000 SF of ground-floor retail, planned completion by year-end 2025.

**MIXED USE – COMING SOON: ORIGIN AT SYMPHONY PARK**

**Origin at Symphony Park** a development of Red Ridge Development, LLC, creates a slice of walkable neighborhood living within the already burgeoning Symphony Park mixed use district. Groundbreaking scheduled winter 2024/25.

**Origin consists of:**

- **Cello Tower**, – 30-story, 240-unit luxury condominium tower
- 150 Class-A multifamily housing units
- 700-space parking structure
- Approximately 90,000 SF of retail/commercial, grocery and office space.

**HOTEL – UNDER CONSTRUCTION:**

Dual-branded **AC Hotel by Marriott Symphony Park/Element by Westin Symphony Park** – five-story luxury hotel with 441 rooms, 20,000 SF of ballroom and meeting space, ground-floor full-service restaurant, planned completion year-end 2025.

**MEDICAL – COMPLETE:**

**Cleveland Clinic Lou Ruvo Center for Brain Health** – operated by Cleveland Clinic that opened in 2010; architecture by Frank Gehry, offers treatment and houses cutting-edge research for those suffering from neurodegenerative diseases, including Alzheimer’s and Parkinson’s.

**ART/CULTURE – COMPLETE:**

**The Smith Center for the Performing Arts** – 2,050-seat performing arts center that opened in 2012 to house Nevada Ballet Theatre, Las Vegas Philharmonic, Broadway touring productions, concerts, lectures and more. The Smith Center is also home to Myron’s Jazz Cabaret and the Trosch Theater, a black box theater venue. Considered the center of art and culture and a significant architectural landmark in Las Vegas.

**DISCOVERY Children’s Museum** – Opened in 1990 as the Lied Discovery Children’s Museum, the Discovery Children’s Museum relocated to Symphony Park in 2013 and is considered the region’s premier museum dedicated to the education of children.

**ART/CULTURE – COMING SOON:**

**Las Vegas Museum of Art** - \$150 million project; planned as a three-story museum of modern art in partnership with the Elaine P. Wynn and Family Foundation and the Los Angeles County Museum of Art; (LACMA); 60,000-90,000 SF; estimated development timeline includes 2026 start with 2028 completion.

**Symphony Park Sculpture Park** – located between the Las Vegas Museum of Art and Parc Haven. This roughly one-acre sculpture park is under consideration in conjunction with the Art Museum.

**RETAIL – COMPLETE:**

**Vic’s Las Vegas** – upscale Italian restaurant/lounge/bar featuring top-notch jazz programming.

**PREMIER RETAIL OPPORTUNITY**

**A premier retail development opportunity** (B1 +/- 15,536 SF) exists on the ground-level of a 700-space parking structure at the corner of Grand Central Parkway and Robin Leach Lane.

**UNDER NEGOTIATION:**

- Medical office & mixed use
- Condominium mixed use





## FROM RAIL YARD AND BROWNFIELD TO CULTURAL, WALKABLE URBAN NEIGHBORHOOD

Once the home of the Union Pacific Railyard's refueling station around the turn of the century (1905), Symphony Park's humble and industrial beginnings stand in stark contrast to its vibrancy today.

The city acquired the 61 acres brownfield site in 2000 with the thought of redeveloping the site into a new neighborhood for downtown and a distinct contrast to the other downtown districts. After a \$30 million brownfield cleanup, Symphony Park is easily considered one of the most significant pieces of the ongoing revitalization of Downtown Las Vegas. In 2008 Symphony Park, then known as Union Park, was awarded LEED Gold certification status under stage 2 Neighborhood Development (ND) certification by the U.S. Green Building Council – a new designation at the time. Several community charrettes were held, resulting in the name change from Union Park to Symphony Park, reflective of the iconic Smith Center for the Performing Arts that would make the destination the true center of culture for the valley. The name change was also the catalyst for new branding and design standards to uphold the property's vision. A Design Review Committee was also established to ensure Symphony Park would continue to take shape as envisioned.

Symphony Park development was also a catalyst for large-scale revitalization of the downtown Las Vegas area that had been brewing for years. It signaled the beginning of a new era for downtown - where the city of Las Vegas and the region's embrace of gaming and hospitality got its start more than 100 years ago and is today a collection of diversified neighborhoods.

The site's physical location adjacent to major nearby development, including the Las Vegas Premium Outlets North, the World Market Center and Las Vegas Expo, along with proximity to I-15 and US 95 give it high visibility and ease of access to just about anywhere in the valley. Symphony Park is also located just around the corner from Fremont Street and the burgeoning downtown entertainment district, and adjacent to the Arts District, giving residents immediate access to a plethora of amenities minutes from their front door.

Of note are iconic art installations that have become synonymous with Symphony Park, including the colorful "Pipe Dream" sculpture by Tim Bavington; "Larger than Life" musical note sculptures by Barbara and Larry Domsky; and a sculpture of former Mayor Oscar Goodman. When the new Las Vegas Museum of Art, along with a planned outdoor sculpture garden opens in 2028, it will reinforce Symphony Park's moniker as the city's true center of culture.

From its historic beginning as a rail yard and brownfield, today, Symphony Park is growing in popularity as a place to live for those seeking a vital, energetic, and walkable urban environment in the historic heart of Las Vegas.

### FOR MORE INFORMATION:

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