

# HUNDRED PLAN IN ACTION

**ALIGNING THE IMPLEMENTATION STRATEGY  
FOR THE HISTORIC WESTSIDE**

*Created in partnership between the  
Historic Westside Community and the city of Las Vegas.*



## UPDATE

September 2024



# CONTENTS



Historic Westside F Street Underpass, PhotoCredit: Las Vegas Sun



Historic Westside Sign, Photo Credit: ?



Westside Mural, Photo Credit: ?



Marble Manor Illustration- Credit: ?



Historic Westside Workshop, Photo Credit: city of Las Vegas

## Background

- 3 ..... Acknowledgements
- 4 ..... Creating the **Hundred Plan in Action**
- 5 ..... Connecting to the **Hundred Plan**
- 6-7 ..... History of the Historic Westside

## Implementing The Plan

- 8 ..... Community-Led Investment
- 9 ..... The Impact of Investment
- 10-11 ..... Telling the Story
- 12-13 ..... Transforming the Historic Westside

## Completed Investments

- 14-15 ..... Overview of Completed Investments
- 16 ..... Honoring Our History
- 17 ..... Investing in Histori Jackson Avenue
- 18 ..... Growing Healthy Food
- 19-20 ..... Providing Education, Training and Jobs
- 21 ..... Adding Housing to the Neighborhood
- 22 ..... Investing in the Community
- 23-24 ..... Public Art Investments

## Projects In Progress

- 25-26 ..... Overview of Projects in Progress
- 27 ..... College of Southern Nevada Workforce Education and Training Center
- 28 ..... SHARE@Downtown Westside + Westside Market Hall
- 29 ..... Marble Manor Redevelopment
- 30 ..... Reimagined James Gay Park
- 31-32 ..... Complete Street Improvements
- 33 ..... Jackson Avenue Redevelopment
- 34 ..... Investments in Community Spaces
- 35 ..... Historic Westside Healthcare Center
- 36 ..... Creating Community Job and Wealth
- 37 ..... Investing in Transit
- 38 ..... A New Vibe for the Westside

## Looking Ahead

- 39 ..... Our Historic Westside is Back
- 40-41 ..... Summary of Projects

# ACKNOWLEDGMENTS



September 10, 2024

To the Historic Westside Community:

When I was elected to office in 2018, my first priority was to advocate for the people of the Historic Westside and shepherd the implementation of the vision set forth by the community in the *HUNDRED Plan*. Six years ago, we took our first steps towards putting words into action, uniting civic leaders and community members to develop the *HUNDRED Plan in Action*, a catalytic implementation strategy that would be the first step towards revitalizing, reimagining and reinvesting in this beloved, historic community... my community.

Fast forward to today, and we have changed the narrative of the Historic Westside and set it on an extraordinary new trajectory. As I say, we have "changed the course of the river." Guided by the *HUNDRED Plan in Action*, the city of Las Vegas staff and leadership prioritized significant catalytic investments, leveraging not only city funds but federal and state funding as well as local philanthropy. We have seen ground being broken, dirt being turned, ribbons being cut, food being grown, and new opportunities and hope for the Historic Westside community being realized in every corner of the neighborhood.

The city's leadership and continued investment in the Historic Westside has done exactly what we set out to have it do with the *HUNDRED Plan in Action*; we have catalyzed investments from the private sector, and as we celebrate the sixth year of our work, the significance of what is underway in this moment cannot be underestimated. It is – and will be – transformational. Not just from a physical and economic perspective, but for the lives of the people who are here, and in memory of those who made the Historic Westside what it is.

This update to the *HUNDRED Plan in Action* serves two purposes. First, to celebrate just how far we have come; and second, to remind us that the work underway is just the beginning of the commitment we have made and that there continues to be more to do. This is some of the most important work I have done in my tenure as councilman, and I believe it stands as some of the most powerful and impactful work we have done as a city. We are leaving an indelible mark that you all have been an important part of, and as the work continues, my hope is that we all continue to stay true to the vision, values and fortitude of the Historic Westside. To everyone who has brought us this far, and to those who will continue to lead the way – thank you.

With Gratitude,

Cedric Crear  
Las Vegas Councilman, Ward 5



# CREATING THE HUNDRED PLAN IN ACTION



In December 2019, a group of some 60 Historic Westside stakeholders, city staff and design professionals came together at the Historic Westside School to help advance the implementation of the HUNDRED Plan, which was developed in 2016 by the Historic Westside Community and the UNLV Design Center. At this gathering, they:

Focused on immediately implementable projects from the HUNDRED Plan in the areas of identity, economy, housing, and civic investments including a new library, theatre and historical museum; and

Identified physical locations for these projects, funding needed to support them, partners who could come together in both the physical and programmatic development of the projects, and next steps.

From these meetings the **Hundred Plan in Action** was created. Since that time, it has been utilized as the guiding document by which investments are made to implement the community's vision for the Historic Westside.

The last five years, investment in the Historic Westside has been focused on addressing critical needs (e.g. housing, food and jobs) and targeting investment to catalytic areas where the city had land and/or resources to advance projects quickly. In some cases, the physical location of projects or project concepts shifted per feedback from the community or as opportunities emerged through available resources.

Ongoing implementation will continue to build on the vision set forth in the HUNDRED Plan and move towards complete implementation of the community's vision. The **Hundred Plan in Action** is a living document and will continue to evolve to meet the ever-changing needs of the Historic Westside.



# CONNECTING TO THE HUNDRED PLAN

The HUNDRED Plan was developed in 2016 as a plan for community-led investment in the Historic Westside. Through a community visioning process, a series of key steps known as the eight big moves were identified:

**1 Welcome to the Historic Westside**  
Establish a sense of arrival to the community in order to define the neighborhood as a district. This includes creating a series of gateways and unique Historic Westside signage to establish the boundaries of the neighborhood in the context of the city.

**2 Revitalize Jackson Street**  
Invest in catalyst projects, revitalize existing buildings and bring neighborhood activity and a local economy back to the street.

**3 Small Steps: Vacant No More**  
Make the most of opportunities for infill to add new and diverse housing types, parks, plazas, greenhouses and community gardens as well as community facilities and parking.

**4 Establish Washington Live**  
Develop live music venues, restaurants and other entertainment facilities along Washington Avenue, between D and H streets, in order to create the African American Music Experience.

**5 Repairing the Edges**  
Establish much-needed community amenities and housing in mixed-use developments that activate the key corridors surrounding the neighborhood.

**6 Establish Compete and Safe Streets**  
Ensure all streets in the Historic Westside are designed for pedestrians, cyclists and motorists.

**7 Reclaim James Gay Park**  
Reopen and reclaim the park with mixed-use facilities as well as public space and park amenities.

**8 Moulin Rouge Entertainment District**  
Honor the history of this site with new development that creates a new kind of Moulin Rouge landmark. Residents envision a mixed-use site welcoming housing, entertainment and workforce/education components.



## WHO WAS INVOLVED IN THE CREATION OF THE HUNDRED PLAN?

The UNLV Design Center and the Historic Westside community partnered together to develop the plan. A series of community and stakeholder workshops were organized by the UNLV Downtown Design Center (DDC). Through those workshops, the DDC and its multidisciplinary team of local and international consultants, and UNLV School of Architecture students, were able to listen to the community's vision and aspirations. This approach helped bring these decision makers together and generate solutions based on neighborhood say.

This process also served to ensure that the unique qualities of the Historic Westside are enhanced through the proposed moves. The participants worked together to explore the opportunities and challenges facing the neighborhood. By the conclusion of a charrette, three concept plans were developed and presented to the community by the DDC with participation from almost 200 community members and stakeholders.

The connection between each *Hundred Plan in Action* project, and original HUNDRED Plan recommendations, is highlighted on each of the project pages.



## 1900s-1930s

## 1940's-1950s



Early Housing in the Historic Westside - at Jefferson and D

The Historic Westside has played a unique and pivotal role in the history of Las Vegas. Segregation practices in the early 1900s pushed the Black community to the Westside, the only place they were allowed to own businesses.



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Man in front of Cove Hotel on Jackson Ave.

A thriving neighborhood emerged – by 1950, the Westside was filled with homes, businesses, and entertainment venues. Entertainers who performed on the Strip would end their evenings at one of the Westside's many nightclubs.



KTOO Radio Station on Jackson Ave.



Craps Table at the El Rio Club



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# HISTORY OF THE HISTORIC WESTSIDE

## 1960s-1970s

## 1980s and beyond



Exterior of Moulin Rouge

In 1955, the Moulin Rouge Hotel Casino became the first integrated gaming establishment to rival those on the strip.



Entertainers at the Moulin Rouge



NAACP Desegregation Meeting at the Moulin Rouge

The 1960s would bring fights for desegregation. The Moulin Rouge Agreement, signed in 1960, integrated public accommodations; the consent decree of 1971 provided Blacks new employment opportunities.



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The next four decades in the Historic Westside would see disinvestment, but continued community pride. Today, we celebrate the pioneers who saw opportunity in the Westside, many of whom continue the work of championing its rebirth.

To learn more on the full history of the Historic Westside, visit the city's Historic Westside Timeline via this QR code.



All photo courtesy UNLV Special Collections and Archives.

# COMMUNITY-LED REINVESTMENT



The HUNDRED Plan has been supported because it was community-led. From its inception, the intent of the Plan was to capture the community's vision, dreams, aspirations and hopes for the Historic Westside and turn them into implementable ideas. The **Hundred Plan in Action** began to lay out the concrete steps and catalytic projects that would begin the neighborhood's transformation based on the community's work.

Over the last five years, the commitment to keep the community both at the table and informed has continued and expanded. This has included:

- Regular door-knocking, flyering and outreach to residents, businesses and property owners to keep them aware and apprised of new developments or opportunities available
- Meetings in the neighborhood about specific projects to ensure the community has a voice in what's happening in the Historic Westside
- Signage and notifications about projects and programs that are happening
- Special community events that bring together the neighborhood to celebrate, and serve to inform them of Historic Westside happenings. This includes city-created events as well as supporting community events designed by other organizations.
- An ongoing Historic Westside e-mail newsletter that is used to communicate about meetings, special projects and more. The public can sign up for this newsletter at [lasvegasnevada.gov/HundredPlan](https://lasvegasnevada.gov/HundredPlan).

Continued engagement through outreach and special events will be a priority of the city of Las Vegas to ensure all neighbors have a voice in the Historic Westside's future.

In addition, the city has launched a number of celebratory events and activations in partnership with the community to commemorate holidays and create opportunities for community-building, including:

- **Love on Jackson Block Party:** An event celebrating the spirit of historic Jackson Ave., Love on Jackson has been held twice and will be established as an annual event happening each February beginning in 2025. The event unites the community around events, activations and programming happening on Jackson Ave. The city funds the event at an annual cost of approximately \$7,500.
- **Holiday Lights on Martin L. King Boulevard:** In 2022, the city of Las Vegas and Cox Communications partnered together to install holiday lighting along Martin L. King Boulevard, celebrating the flipping of the switch with holiday music and children's events. The installation expanded in 2023 and is expected to continue to be an annual holiday celebration. The total investment by the city of Las Vegas into the lights is \$184,000 to date. Cox Communications donates the venue for the lighting ceremony each year.





# THE IMPACT OF INVESTMENT



**5 Years**  
since launching the *HUNDRED Plan in Action*.

The Historic Westside has seen:

**\$15M**  
*This number should be \$35.5*  
in completed investments (\$15M from city leveraged \$20.5M from other sources)

**\$368M**  
in committed investment to projects underway (\$83M from city leveraged \$285M from other sources)

Total of **\$405M**  
investment in the Historic Westside since launching the *HUNDRED Plan in Action* - \$98M from the city and \$305.5M from other sources - for every \$1 the city put in, it leveraged \$3.11 in additional investment

# TELLING THE STORY



## BRANDING AND SIGNAGE

Building the brand for the Historic Westside has consistently been part of the work since launching the **Hundred Plan in Action**. In 2021, the city of Las Vegas installed the first Historic Westside branding and wayfinding signs throughout the neighborhood, and continues adding more. In 2021, the Historic Westside Parquee was installed bringing visibility from the highway to the Historic Westside. Collectively, the city has invested more than \$133,500 in these signage projects, with additional investment to come.

## MEDIA AND STORYTELLING

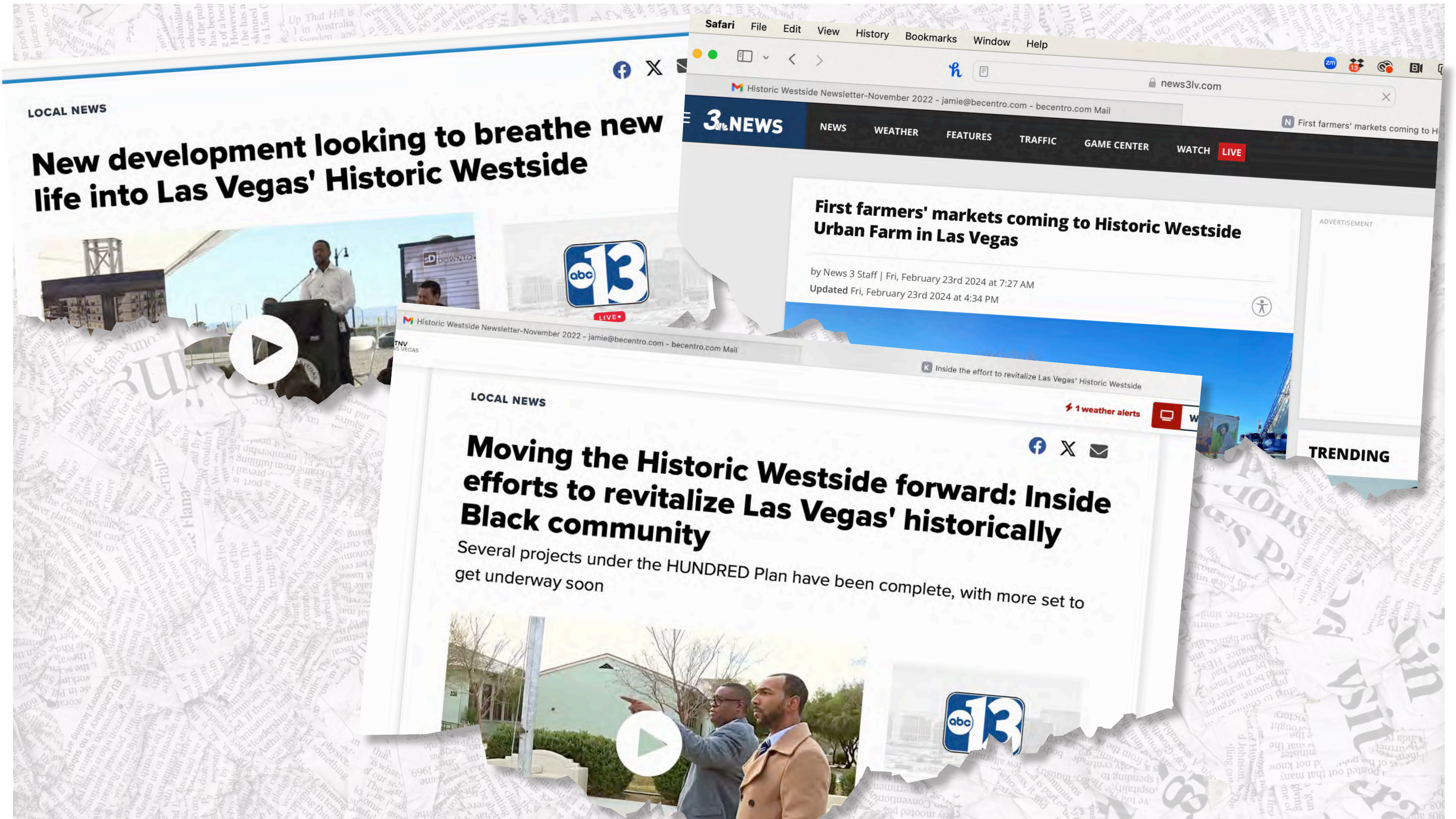
- The Historic Westside has been making headlines since the launch of the **Hundred Plan in Action**, generating:
- More than 150 stories across more than 20 platforms
- social media posts by the city of Las Vegas
- A feature documentary on the Westside’s history, called Across the Tracks: A Las Vegas Westside Story which was previewed at the Sundance Film Festival and premiered at the Plaza Hotel and Casino in February 2024 with a run at the Boulevard Mall Galaxy Theater
- A Super Bowl pre-game feature on the Historic Westside featuring Usher

These articles, documentaries and features have not only helped showcase the history of the Historic Westside, but also the work we are doing today to revitalize it.

## WEBSITE AND NEWSLETTER

Additionally, in 2020 the city of Las Vegas established a section of its website dedicated to the Historic Westside and launched a newsletter in 2021 that features regular updates on Historic Westside stories and initiatives. More than 6,195 subscribers view that newsletter on a regular basis, helping to bring awareness to the work underway.



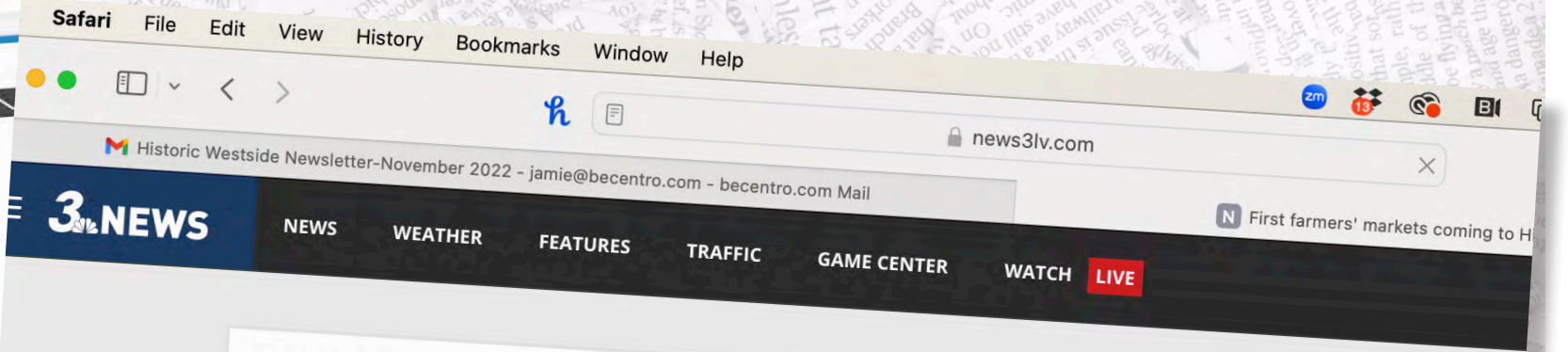


LOCAL NEWS

## New development looking to breathe new life into Las Vegas' Historic Westside



LIVE



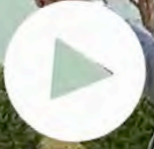
## First farmers' markets coming to Historic Westside Urban Farm in Las Vegas

by News 3 Staff | Fri, February 23rd 2024 at 7:27 AM  
Updated Fri, February 23rd 2024 at 4:34 PM

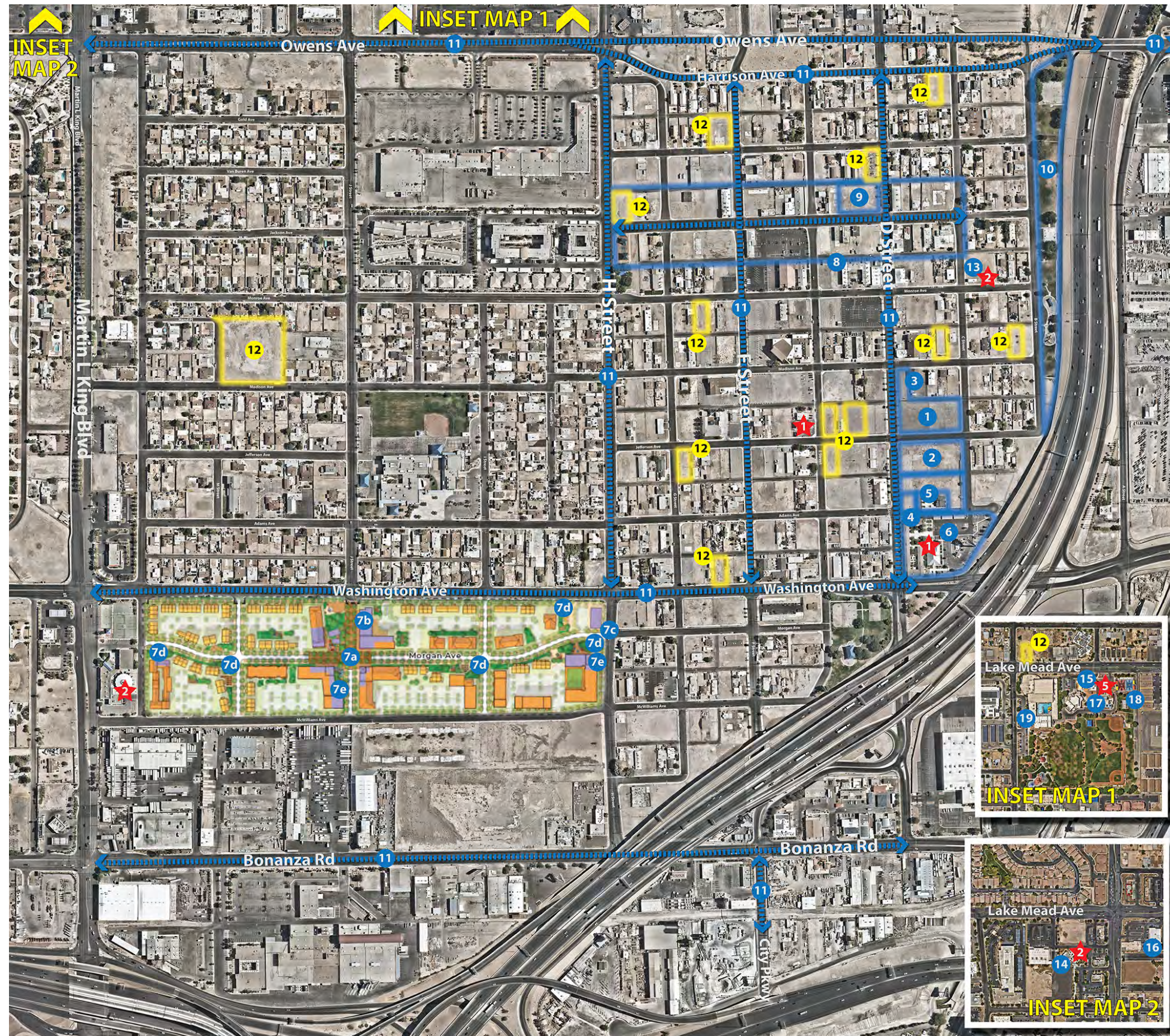
LOCAL NEWS

## Moving the Historic Westside forward: Inside Black community efforts to revitalize Las Vegas' historically

Several projects under the HUNDRED Plan have been complete, with more set to get underway soon



# TRANSFORMING THE HISTORIC WESTSIDE



## Historic Westside

### HUNDRED Plan in Action Projects

- 1 SHARE@Downtown Westside
- 2 College of Southern Nevada Westside Education and Training Center
- 3 Market Hall and Small Business Incubator
- 4 Career Connections Hub
- 5 Cox Innovation Lab at the Strong Future Technology Training Center
- 6 Historic Westside School Campus
  - a. Employ NV Career Hub
  - b. City of Las Vegas Small Business Support Center
  - c. Strong Start Mobile Pre-K Academy
  - d. Historic Westside Design Center
  - e. Culinary Innovation Programs
- 7 Marble Manor Housing Redevelopment
  - a. The Heart at J Street
  - b. Early Learning Center
  - c. Marble Manor Gateway Marker
  - d. Green Spine Amenity
  - e. On-site Commercial
- 8 Jackson Avenue Development Strategy
- 9 West Las Vegas Holistic Wellness Center
- 10 Reimagining James Gay Park
  - a. Co-operative Grocery Store
  - b. Urban Orchard
  - c. Public Art & Gateway
- 11 Complete Streets Improvements
  - a. Completed
    - i. D Street
    - ii. Jackson Ave
    - iii. Owens Ave UPRR Bridge Rehabilitation
    - iv. Owens Ave/Harrison Ave Rehabilitation
    - v. Lake Mead - Losee to Simmons
    - vi. H Street - Bonanza to Owens
    - vii. Washington Ave - MLK to D Street
    - viii. F Street - Washington to Owens
    - ix. Bonanza - MLK to D Street
    - x. City Parkway
- 12 Infill Housing
- ★ Public Art  
\*denotes number of installations
- 13 Odobo Collective
- 14 Historic Westside Legacy Park
- 15 NEW Westside Library
- 16 Mario's Westside Market
- 17 West Las Vegas Arts Center Expansion
- 18 Shaq Courts
- 19 Doolittle Active Adult Center

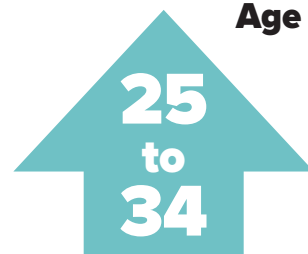




# TRANSFORMING THE HISTORIC WESTSIDE

## Historic Westside Population

3,988

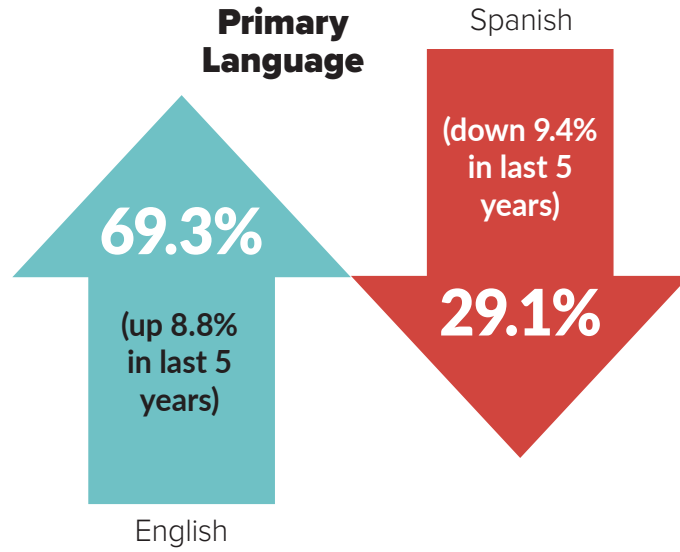


19.1%  
Highest Population

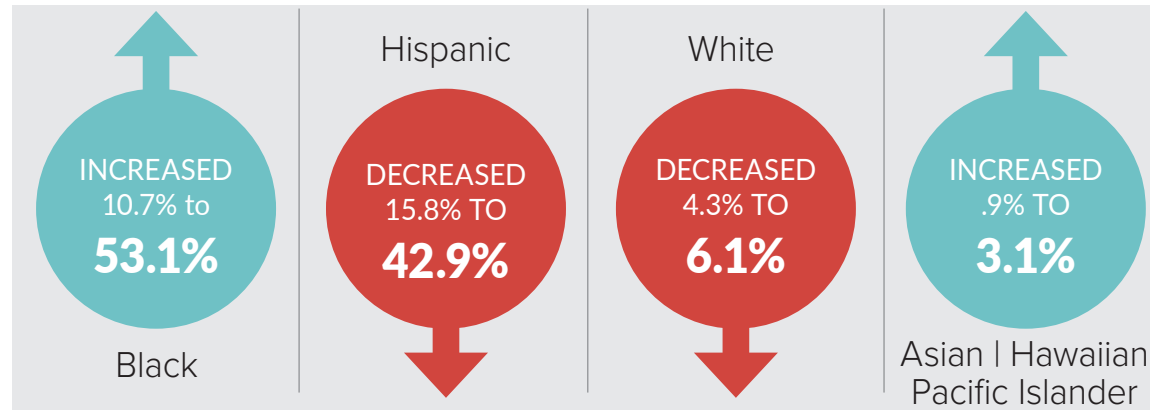
Median Age

31.8

down from 32.9  
5 years ago

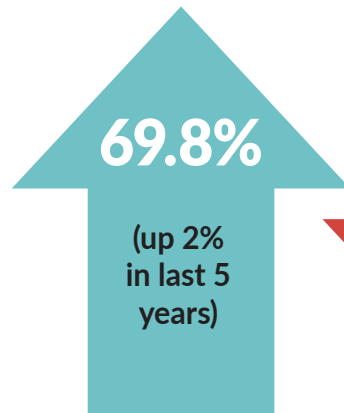


## Ethnicity



## Educational Attainment

Ages 25+



High School Diploma

Bachelor's Degree

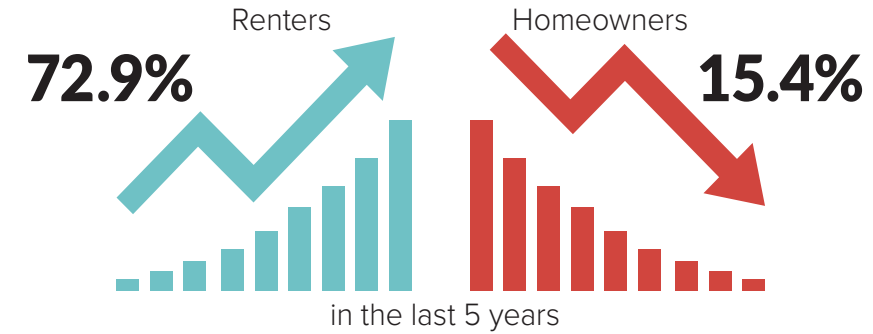
(down .6% in last 5 years)

5.6%



## Housing Cost Burden

more than 30% of income



## Median Household Income

down in the last 5 years

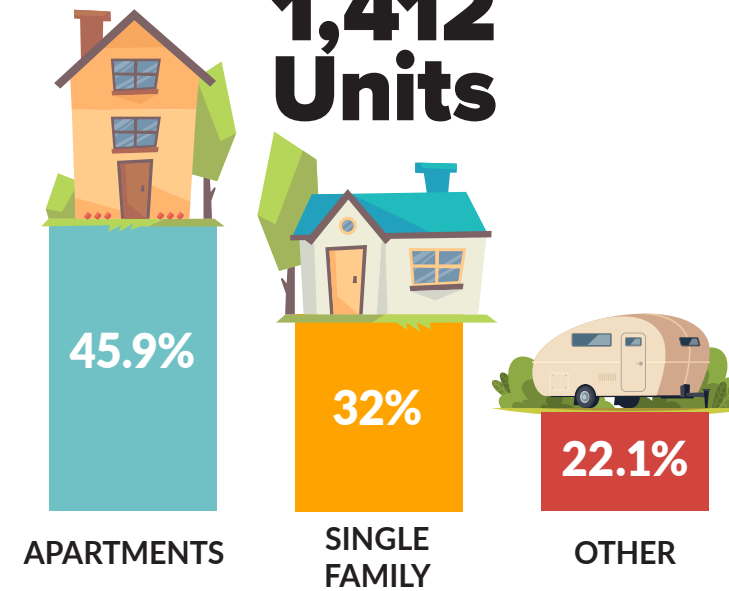


\$30,583

\$24,910\*

## Housing

1,412 Units



## Homeownership



## Transportation



HOUSEHOLDS WITH NO VEHICLES

32%

# COMPLETED INVESTMENTS



## Pages 16

- Honoring Our History
- Historic Westside Legacy Park
- African American Museum and Cultural Center Master Plan
- Historic Westside School Centennial Celebration
- Inventory and Preservation of Historic Westside Buildings

## Page 17

- Investing in Historic Jackson Avenue
- Jackson Ave. Complete Street Improvements
- Jackson Street Alliance

## Page 18

- Growing Healthy Food
- Historic Westside Urban Farm
- Historic Westside Farmers' Markets
- Mario's Westside Market Expansion
- Obodo Collective in the Historic Westside



# COMPLETED INVESTMENTS



## Pages 19-20

Providing Education, Training and Jobs

Historic Westside School Campus

Historic Westside Design Center

Employ NV Career Hub

City of Las Vegas Small Business Support Center

Culinary Training and Leadership Academy

Strong Start Go Mobile PreK

Cox Innovation Lab at the Strong Future Technology Training Center

Health Equity and Literacy Program (H.E.A.L.)

Advanced Connectivity for Community and Economic Development (ACCED) Phase 1

## Page 21-22

Adding Housing to the Neighborhood

Neighborhood Housing Services of Southern Nevada (NHSSN)

Housing Project

City of Las Vegas Infill Housing projects

Investing in Community Facilities and Services

Shaquille O'Neal Icy Hot Basketball Court

Doolittle Active Adult Center Renovations

Advancing Policies to Address Displacement

Amending Zoning to Support New Investment

## Page 23-24

Historic Westside Mural Program

Contemporary Public Art Program

# HONORING OUR HISTORY



## Historic Westside Legacy Park

This Historic Westside Park is a \$3.2 million city of Las Vegas park which opened December 4, 2021 to honor past and future leaders of the Historic Westside community. The park was funded by Clark County with a contribution of land from the city of Las Vegas, and features exhibits and sculptures that honor the Westside's history. Each year new inductees are added, and to date 78 individuals have been honored. The park is located at 1600 Mount Mariah Drive and is open from 7:00 AM to 11 PM daily.



## African American Museum and Cultural Center Master Plan

On December 6, 2023 the city of Las Vegas City Council was presented with a master plan to develop an African American Museum and Cultural Center, funded by the city of Las Vegas at a cost of \$235,400. The plan – developed by Gallagher & Associates – was developed after listening sessions, a collection of oral histories, workshops, and surveys, which collectively reached over 300 participants. Master plan recommendations based on this input include:

- A Visitor Experience Strategy, with themes including migration stories, trials and triumphs, and music;
- “A museum of NOW” – a resident-led concept that celebrates the Historic Westside today and as it evolves
- An iconic exterior, welcoming entryway, exploration of history, focus on the future, cultural center for informal and formal performances, art gallery, and education and programming spaces, places to gather, and community activation.

Securing a suitable site of approximately 1.5 acres in the Historic Westside is the next step, followed by a fundraising campaign. The museum is expected to be 30,000-45,000 square feet, with a budget of \$50-\$75 million. Development of a mobile pop-up exhibit to help catalyze fundraising and awareness is underway.

## Historic Westside School Centennial Celebration

In September 2023 the city of Las Vegas and the Westside School Alumni Foundation presented the Historic Westside School Centennial Celebration, funded by a \$70,000 contribution from the Commission for the Las Vegas Centennial. The event—a vibrant and memorable celebration that honored a century of history, community pride, and cultural preservation – began with a lively parade featuring 46 entries and notable presenters, highlighting the legacy of the Historic Westside School and its contributions to the community. Following the parade, a festival on the school campus offered diverse cultural performances, food vendors, and family-friendly activities, drawing 3,000 attendees. The event concluded with performances by the EC Adams Band, Native Paiute Tribe dancers, Ballet Folklórico de mi Tierra, and Mariachi Alma del Sol, celebrating unity and heritage in a dynamic atmosphere.



## Inventory and Preservation of Historic Buildings

In August 2021 the city of Las Vegas was awarded a \$50,000 grant from the National Park Service's Underrepresented Community Grant Program to complete an intensive level architectural inventory and survey of historic-aged buildings associated with the African American community in West Las Vegas. A total of 45 properties were surveyed to determine their eligibility for listing on the National Register of Historic Places and the Las Vegas Historic Property Register. The survey identified nine properties eligible for listing on the national register and six properties eligible for the Las Vegas register. Since the completion of the survey, the 1938 Christensen House located at 500 West Van Buren Avenue was listed on both registers, and discussions are in progress to register the additional properties.



### CONNECTIONS TO THE HUNDRED PLAN

- Big Move #1: Welcome to the Historic Westside
- Big Move #2: Revitalize Historic Jackson Street
- Big Move #4: Establish Washington 'Live' Avenue: An African American Music Experience



# INVESTING IN HISTORIC JACKSON AVENUE



## Jackson Avenue Complete Street Improvements

On September 8, 2023, the Historic Westside community and the city of Las Vegas came together to cut the ribbon a \$7 million Jackson Avenue Complete Streets project. The total transformation of the street includes complete infrastructure improvements, widened sidewalks, improved pedestrian crossings, new lighting, new trees and bicycle lanes. Funding for the project included \$5 million from the Regional Transportation Commission (RTC) and \$2 million from the city of Las Vegas, and the project took approximately one year to complete. The work sets the stage for the continued transformation of Jackson Avenue that is being catalyzed by a significant grant awarded to the city by the U.S. Economic Development Agency (more information can be found on page 33).

## Jackson Street Alliance

The Jackson Street Alliance formally launched itself to the Historic Westside community in July 2024 as an organization of property owners focused on restoring Jackson Street (its historically used name) to its former glory as a vibrant, bustling center known as the “Black Las Vegas Strip.” Their goal is to transform Jackson into an economic powerhouse for the entire Historic Westside, celebrating and leveraging the rich legacy of Black America via cultural tourism. Revitalizing Jackson Street as a cultural and economic hub will not only honor its historical significance but also serve as a catalyst for broader community upliftment. Their goal is to generate jobs, attract investment, and foster a thriving, inclusive community that stands as a testament to the enduring legacy and future potential of Black America in Las Vegas.



The Jackson Street Alliance

## CONNECTIONS TO THE HUNDRED PLAN

- Big Move #2: Revitalize Historic Jackson Street
- Big Move #6: Establish Complete and Safe Streets

# GROWING HEALTHY FOOD



## Historic Westside Urban Farm

The Historic Westside Urban Farm opened in April 2023 in James Gay Park in the Historic Westside. The Farm consists of two fully-enclosed growing containers that can grow greens, and vining fruits and vegetables. The Farm was installed at a total cost of \$1.5 million, funded via a \$500,000 contribution from MGM Resorts International and a match from the city of Las Vegas. The Farm is operated by the city of Las Vegas, and food grown at the Farm is being distributed to the Historic Westside community via senior centers on a weekly basis. In its first full year of operations, more than 2,129 pounds of herbs and vegetables was been grown and distributed to the community. 1,230 families have been served and 47 young adults have volunteered and gained knowledge about hydroponic farming. The Farm will continue to operate and distribute food while other supporting investments are made at James Gay Park (see page 30). Once the Historic Westside Co-operative Market is completed the food grown at the Farm will be distributed via the Market.



## Historic Westside Farmers' Markets

In 2024, the city began a partnership with community vendors and local growers to offer fresh food for purchase at a series of Historic Westside Farmers' Markets. The entire community is invited to the markets and market vendors welcome the use of Senior Farmers' Market Nutrition Program (SFMNP) vouchers. The markets are expected to continue and be a regular offering at James Gay Park as new investments occur there.

## Mario's WestSide Market Expansion

After 20 years operating at the corner of Martin Luther King and Lake Mead Boulevard (and ten additional years in operation), Mario's WestSide Market went through a major expansion in renovation in 2023, increasing from 10,000 square feet to over 15,000 square feet in size, growing the produce section, bringing in more nutritious, healthy food options and adding a bakery and a drive through. Operationally, Mario's also was able to expand their Supplemental Nutrition Assistance Program benefits as part of the expansion. Mario's is currently the only supermarket in the neighborhood and its expansion allows it to better serve the community to meet all their needs. The expansion cost approximately \$6 million and was supported by a \$2.5 million grant from the city of Las Vegas and Clark County's American Rescue Plan Act funds, as well as a \$500K Las Vegas Community Investment Corporation loan. The expanded Mario's opened in October 2023.



## Obodo Collective in the Historic Westside

In 2023, The Obodo Collective – a nonprofit organization – turned dirt on a new urban farm in the Historic Westside, located on a half-acre property at 1300 C Street. The once-vacant lot now grows fresh fruits and vegetables year-round, and contains 26 garden beds and 26 fruit trees. In a 45-day span in Fall 2023, the farm yielded about 500 pounds of good. Obodo hosts farmers' markets on Saturdays, as well as cooking classes and gardening classes, and serves as a community gathering and event space. A small 600 square foot building serves as a small market for the community. In addition to the farm, the Obodo Collective provides emergency assistance to help with rent and groceries.



Obodo Collective



Obodo Collective

## CONNECTIONS TO THE HUNDRED PLAN

- Big Move #3: Small Steps: Vacant No More
- Big Move #5: Repairing the Edges
- Big Move #7: Reclaim James Gay Park



# PROVIDING EDUCATION, TRAINING AND JOBS



### Historic Westside School Campus

The first school to open in Las Vegas, the Historic Westside School underwent a \$12.5 million restoration by the city of Las Vegas in 2016, and recent investments have activated it as a community center and workforce/small business hub. The following services currently call the Historic Westside School home:

- **Historic Westside Design Center** – The Design Center opened in March 2023, funded by the city of Las Vegas to serve as a community gathering and informational space for learning about the work underway in the Historic Westside. The Center features a history wall, a community imagery wall and information about all the projects proposed for the Historic Westside, and it has served as a hub for many community events. The center will undergo an imagery update in 2024 to showcase all the new investments being made in the Historic Westside. 61 community workshops, meetings and activities have been hosted at the Center.
- **Employ NV Career Hub** – The city of Las Vegas, in partnership with Workforce Connections, opened the Employ NV Career Hub at the Historic Westside School in September 2021. Staffed by two full-time employment professionals, the Hub helps connect job seekers to employment opportunities, as well as provide resume and interview help, career exploration and potential paid training to upskill into a new career. Supportive services to help job seekers overcome barriers while finding employment also are available through the hub. The Hub is part of the network of One-Stop centers located throughout Southern Nevada. 105 individuals have received job counseling since the Hub opened.
- **City of Las Vegas Small Business Support Center** – The Small Business Support Center helps entrepreneurs and small businesses in developing and expanding their business concepts. The Center assists with business set up and licensing and offers business related course for entrepreneurs and small business owners. In February 2022, the city of Las Vegas launched a program called “Business of Success and Sustainability (B.O.S.S.)” featuring workshops to support a cohort of Historic Westside business owners. The program was financially supported by a \$437,000 grant from the U.S. Small Business Administration, with financial support from the city of Las Vegas. This grant helped to support 397 small businesses. Of those served, 27 businesses secured contracts, over 50 obtained business licenses, 119 jobs were created, and 63% of program participants reported a growth trajectory throughout the program.

- **Culinary Training and Leadership Academy** – A Culinary Training Program for system-impacted youth funded by a \$1.8 million U.S. Economic Development Administration (EDA) grant launched with mobile facilities at the Historic Westside School in late 2022. The program is being delivered in partnership with the Chef Jeff Program. Buildout of a learning café and outdoor cooking and education space at the Historic Westside School is in progress and expected to open in 2025. 501 youth were served through the program and 37 community events were held that provided hands-on catering experience. 137 youth were referred through the program for work and six jobs were created.



# PROVIDING EDUCATION, TRAINING AND JOBS



## Strong Start Go Mobile PreK

The Strong Start Go Mobile PreK is a classroom on wheels located at the Historic Westside School that started delivering classes for kids in 2021. This program provides families with a unique opportunity to attend a high quality early learning program at no cost within their neighborhood. The Mobile PreK provides half-day early education services, family engagement workshops and activities, and community advocacy to bring awareness to the importance of early learning and kindergarten readiness.



## Cox Innovation Lab at the Strong Future Technology Training Center

The \$1 million Cox Innovation Lab at the Strong Future Technology Training Center opened April 2021 funded in part by a \$25,000 contribution from Cox Communications as well as funding from the city of Las Vegas. The Center hosts free classes and training for all ages in technology and programming. The Lab, which includes state-of-the-art computers and software, helps to prepare teens and young adults for employment opportunities, ensuring they are well prepared to enter the workforce. 1,286 individuals have been served in the community, including more than 500 being introduced to STEAM, 450 completing career-related project experience and 107 receiving certification in technology-based industries.



## Health Equity and Literacy Program (HEAL)

The city of Las Vegas was awarded a \$1.6 million grant in 2021 from the Department of Health & Human Services to work with community partners to build organizational health literacy in primary care and community settings in communities of color. Key components of the program were focused on increasing the proportion of adults whose health providers included them in decisions, decreasing the proposal of adults who report poor communications with health care providers, and increasing the proportion of adults whose health provider checked their understanding

## Advanced Connectivity for Community and Economic Development (ACCED) Phase 1

The ACCED network provides free internet access for K-12 education via a partnership with the Clark County School District and was deployed in the Historic Westside in 2021, funded by a \$1.4 million EDA grant, \$1 million from the State of Nevada and \$500,000 from the city of Las Vegas. The project coverage area is more than 1,000 acres across the Historic Westside and adjacent areas. A second phase of the project will target access for workforce training and job placement. More on Phase 2 investments can be found on page 36.

### CONNECTIONS TO THE HUNDRED PLAN

- Big Move #3: Small Steps: Vacant No More
- Big Move #5: Repairing the Edges



# ADDING HOUSING TO THE NEIGHBORHOOD

PROJECT/LOCATION	PROJECT DETAILS	DEVELOPER	STATUS
<b>Group 1:</b> 600 W. Van Buren Avenue (.33 acres)	17 Units 4 Story Building .15 acres	Oikos Development	Development agreement in progress
<b>Group 2:</b> M & Madison	41 Townhomes 3 Story Buildings	CDPCN	In progress
<b>Group 3:</b> 610 W. Washington (.16 acres) 1016 G Street (.16 acres) 1012 E Street (.11 acres) & 1014 E Street (.06 acres)	In progress	Not Awarded	Working with developer to rezone 410 & 412 Jefferson
<b>Group 4:</b> 410 & 412 Jefferson Ave. 422 Jefferson Ave.	7 Townhomes 2 Stories	Neighborhood Housing Services of Southern Nevada	NEED TO GET
<b>Group 5:</b> 204 Madison Ave.	In progress	Gigacrete	NEED TO GET
<b>Other Lots to be Developed:</b>			
<ul style="list-style-type: none"> <li>H Street &amp; Jackson Avenue; 0.36 acres</li> <li>204 Madison Avenue (.15 acres)</li> <li>305 Harrison Avenue; 0.17 acres</li> <li>304 Madison Avenue; 0.18 acres</li> <li>401 W. Van Buren Avenue (.15 acres)</li> <li>415 W Adams Avenue; 0.16 acres</li> </ul>		<ul style="list-style-type: none"> <li>613 W. Monroe Avenue (.17 acres)</li> <li>1460 Hart Avenue (.12 acres)</li> <li>610 W. Washington Avenue (.16 acres)</li> <li>1012 E Street (.11 acres)</li> <li>1014 E Street (.05 acres)</li> <li>1016 G Street (.16 acres)</li> </ul>	

**Neighborhood Housing Services of Southern Nevada (NHSSN) Housing Project**  
NHSSN, with the help of the city of Las Vegas, completed the renovation of a six-unit residential building at Jefferson Avenue and E Street in February 2023. NHSSN purchased the property in 2019 and completed the renovation as an affordable housing project. The units are under 600 square feet, one bedroom, one bath with a kitchen and a washer and dryer. Rent starts as low as \$491 and goes as high as \$971. Eligibility is income based, with tenants making between 30% and 80% of the area’s median income with financial support from the city of Las Vegas..



Neighborhood Housing Services of Southern Nevada Housing in the Historic Westside

### City of Las Vegas Infill Housing Projects

The Department of Neighborhood Services at the city of Las Vegas owns approximately 25 parcels in and around the Historic Westside that are the focus of infill housing projects. Infill housing is defined as inserting additional housing units into the community. All infill housing units must be affordable and must align with the vision of the **Hundred Plan in Action**. The city intends to complete the infill housing by competitively partnering with developers. The table shows the infill housing projects in progress, and planned for the future.

### CONNECTIONS TO THE HUNDRED PLAN

- Big Move #3: Small Steps: Vacant No More
- Big Move #5: Repairing the Edges

# INVESTING IN THE COMMUNITY



## Shaquille O'Neal Icy Hot Basketball Court

The Shaquille O'Neal Foundation and Icy Hot donated \$200,000 to renovate the Westside basketball courts at the Doolittle Community Center. The courts, now named The Shaq Courts at Doolittle, were unveiled during a ceremony in October 2021 headlined by basketball legend Shaquille O'Neal. The basketball court renovation was an initiative of The Shaquille O'Neal Foundation and Icy Hot as part of their program that refurbishes existing public basketball courts throughout the country to ensure young athletes can get back into the game. Improvements to The Shaq Courts at Doolittle included new surfacing, custom colors and floor graphics, shade structures, seating areas, new basketball standards and a state-of-the-art Daktronics LED scoreboard. Two special art installations are also part of new additions: a life-sized pair of O'Neal's shoes and a six-foot LED lighted basketball.

## Doolittle Active Adult Center Renovations

The Doolittle Active Adult Center reopened in February 2024 following a six-month, \$1.5 million renovation, funded by the city of Las Vegas. Renovations to the Center included upgraded restrooms, new heating/air conditioning equipment, LED lighting, painting, flooring, casework and upgraded finishes, as well as the installation of new furnishings.

## Advancing Policies to Address Displacement

The city of Las Vegas completed an effort in 2021 to establish a citywide policy for preventing the displacement of low-income residents, seniors on fixed incomes and small businesses owned by people of color, women, and veterans due to gentrification in redeveloping neighborhoods, including the Historic Westside. This effort involved all city departments that participate in any way in neighborhood revitalization through: Public improvements; Land acquisition; Land disposition; Providing developer incentives; Zoning changes; Issuing building permits; and/or Construction of public facilities. Recommendations for each department, and the City Council, were adopted.

## Amending Zoning to Support New Investment

In 2020, the city of Las Vegas completed an effort to rezone the entire Historic Westside neighborhood under a new Form-Based Code (FBC). An FBC is a placed-based planning approach that supports walkable, mixed-use, and compact urban environments rather than suburban development and sprawl, and is an alternative to a conventional zoning code. The move was done in order to support thoughtful forthcoming development in the Historic Westside, and also addressed thoughtful solutions to development restrictions in the neighborhood.



Ribbon Cutting of the Shaquille O'Neal Icy Hot Basketball Court



## CONNECTIONS TO THE HUNDRED PLAN

- Big Move #3: Small Steps: Vacant No More
- Big Move #5: Repairing the Edges



TITLE	ARTIST	YEAR	LOCATION / PHYSICAL ADDRESS
Proud Of My Crown	X. Darvi	2022	West Las Vegas Arts Center, 947 W Lake Mead Blvd, Las Vegas, NV 89106
I Rise	landry Randriamandroso	2022	West Las Vegas Arts Center, 947 W Lake Mead Blvd, Las Vegas, NV 89106
Quantum Connectedness	Michelle Graves	2022	West Las Vegas Arts Center, 947 W Lake Mead Blvd, Las Vegas, NV 89106
Architects of Community	Mario Smith & Courtney Haywood	2023	West Las Vegas Arts Center, 947 W Lake Mead Blvd, Las Vegas, NV 89106
WE, WESTSIDE	landry Randriamandroso	2023	Neighborhood Housing Services of Southern Nevada, Jefferson West. 500 Jefferson Ave, Las Vegas NV 89106
OBODO	Malachi Williams & Dyron Boyd	2023	OBODO Collective, 1300 C St, Las Vegas NV 89106
I Can, I Will	Malachi Williams & Dyron Boyd	2023	A.D. Guy Knowledge Center, 817 N St, Las Vegas, NV 89106

### Other Completed Public Art Installations

Other public art installations that have been completed include:

TITLE	ARTIST	YEAR	LOCATION / PHYSICAL ADDRESS
Davoud	Nima Abkenar		
Enriched Heritage	Adolfo Gonzalez		
Historic Westside School Mural	Lee Lanier	2022	Historic Westside School, 330 W Lake Mead Blvd.
Living Black Pillars	Chase McCurdy Stainless Steel Sculpture	2021	Historic Westside Legacy Park, 1600 Mt. Mariah Dr.
HOPE	Brian Hanlon Cast Bronze Sculpture	2021	Historic Westside Legacy Park, 1600 Mt. Mariah Dr.
Queen of the Arts	Gus and Lina Ocamposilva	2019	West Las Vegas Arts Center, 947 W Lake Mead Blvd.

### Historic Westside Mural Program

The Historic Westside Mural Program launched in 2021 as a community collaboration that brought together multiple artists, community members, and property owners to create a series of murals celebrating and honoring the Historic Westside. The program demonstrates the power of artwork in invigorating a community, including the building of relationships within privately owned and community spaces. The Mural Program was funded by the Mayor's Fund for Las Vegas LIFE, with a budget of \$184,000.

In 2021, after conducting a competitive process, Chase McCurdy, an artist with deep roots in the Historic Westside, was selected to coordinate the project with city Public Art Program staff. McCurdy began the process by engaging with the community, through surveys and in-person meetings. Community members were asked for their input on mural locations, themes, styles and content. Based on the community feedback, McCurdy and staff got to work selecting mural locations and artists, and making sure that the final designs were reflective of the neighborhoods, people and history of the Historic Westside. The program was completed in 2023, and resulted in the creation of seven original murals throughout the core of the Historic Westside. The completed murals include:



*I Rise by landry Randriamandroso at the West Las Vegas Arts Center*

### CONNECTIONS TO THE HUNDRED PLAN

- Big Move #1: Welcome to the Historic Westside
- Big Move #2: Revitalize Jackson Street
- Big Move #7: Reclaim James Gay Park

# PUBLIC ART INVESTMENTS



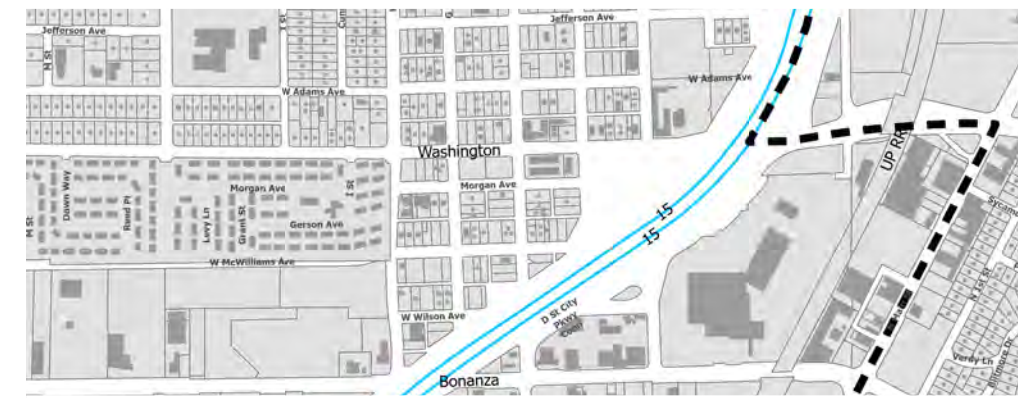
*I Can, I Will by Malachi Williams and Dyron Boyd at the A.D. Guy Knowledge Center*



*Quantum Connectedness by Michelle Graves at the West Las Vegas Arts Center*



*OBODO by Malachi Williams and Dyron Boyd at the OBODO Collective*



## Pages 28-30

College of Southern Nevada  
Workforce Education Training Center  
SHARE@Downtown Westside and  
the Historic Westside Market Hall  
Marble Manor Redevelopment  
and Choice Neighborhoods

## Page 31

A Reimagined James Gay Park  
Co-op Grocery Store  
Food Production  
Public Art

## Page 32-33

Complete Streets Projects  
Jackson Avenue Redevelopment



## Pages 34-35

Investments in Community Spaces  
Historic Westside Healthcare Center



## Page 36

Creating Community Jobs and Wealth



## Page 37-38

Investing in Transit  
A New Vibe for the Westside

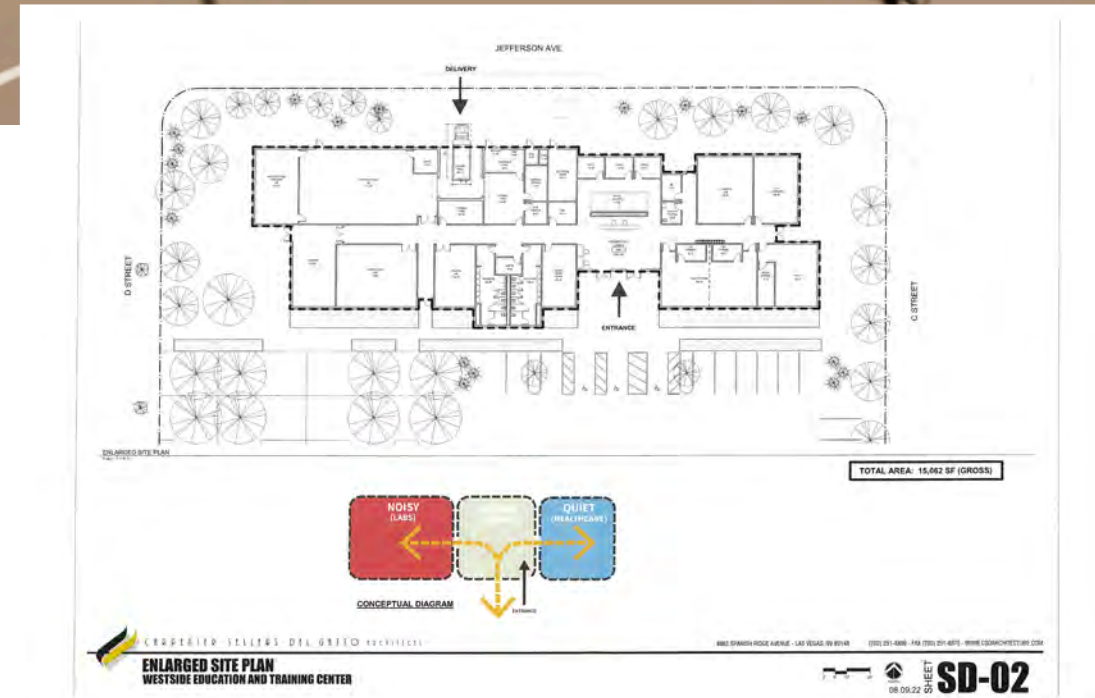


# CSN NEVADA WORKFORCE EDUCATION AND TRAINING CENTER

The College of Southern Nevada (CSN) and the city of Las Vegas broke ground in May 2024 on the \$16.4 million, 15,000 square foot CSN Westside Education and Training Center (WETC), located at 1099 C Street adjacent to the Historic Westside School campus. The WETC is expected to open in August 2025.

Once open, the WETC will provide credentialed training programs in several areas, including advanced manufacturing, information technology, construction trades and health care. The WETC will also provide English as a Second Language, High School Equivalency, job readiness and other training with help from community partners.

The city is responsible for construction of the WETC and CSN will be responsible for providing furniture and equipment and the programming once the Center is open. The project is backed by a nearly \$7 million federal grant, which was awarded to CSN by the U.S. Department of Commerce’s Economic Development Administration in 2021, as well as funding support and the contribution of land from the city of Las Vegas. Upon its completion, the WETC will serve 450 students annually, a vast majority of whom will qualify for scholarships or sponsored tuition.



## CONNECTIONS TO THE HUNDRED PLAN

- Big Move #3: Vacant No More



The city of Las Vegas and Cherry Development broke ground on the \$28 million SHARE@Downtown Westside workforce housing project in May 2024, with completion scheduled for Spring 2026. The project is located at D Street and Jefferson Avenue, immediately adjacent to the College of Southern Nevada Workforce Education Training Center (see page 27), and has multiple components, including:

**Housing**

The project includes 100 1-bedroom multi-family residential apartment units with 84 of them classified as workforce housing. The units will feature a uniform floor plan encompassing nearly 500 square-feet and will feature modern design elements. The building will offer shared public spaces such as an open-air courtyard and the HQ, a free workspace with private conference room, wireless printer/scanner and more.

**Ground Floor Commercial Space**

Cherry Development will construct 15,595 square feet of retail space on the ground floor of the development, with the city of Las Vegas’ Redevelopment Authority leasing back 7,016 square feet for a base term of 15 years, at a base lease rate of \$3.00 per square foot. The Redevelopment Authority will be responsible for tenanting the space with commercial uses.

**Historic Westside Market Hall**

The city of Las Vegas will also lease an additional 6,165 square feet of space to launch a food hall-style business incubator, which will be operated to attract, support and help grow new businesses focused on food and market goods. The Market Hall will be operated by the city of Las Vegas and will offer small busiennses an opportunity to launch concepts with a low-risk approach, providing discounted rents and tenant support to grow and evolve the business.

**HISTORY**

The site which these projects will occupy was formerly home to the Greater New Jerusalem Church, a 70-year old church located in the Historic Westside. It was one of the oldest buildings in the Historic Westside, and was sold to the city in 2018 after significant and costly repairs were deemed too extensive to address. The church built on a new site in the Historic Westside, while the city contemplated efforts to repair the building. Ultimately, after historic and structural assessments, the building was determined to be beyond saving. Many elements of the building were preserved and will be incorporated into the new SHARE@ Downtown Westside project, as will public art projects by local artists.



**CONNECTIONS TO THE HUNDRED PLAN**

- Big Move #2: Revitalize Historic Jackson Street
- Big Move #3: Vacant No More
- Big Move #4: Establish Washington Live



# MARBLE MANOR REDEVELOPMENT | CHOICE NEIGHBORHOODS



The Southern Nevada Regional Housing Authority (SNRHA) and the city of Las Vegas were awarded a \$50 million Choice Neighborhoods Implementation (CNI) grant in July 2024 from the U.S. Department of Housing and Urban Development to support redevelopment of the Marble Manor public housing site located along W. Washington Avenue between H Street and N. Martin Luther King Blvd. Additionally, SNRHA and the city leveraged over \$212 million in public and private sources to support the transformation of Marble Manor. This implementation grant follows the award of a \$450,000 Choice Neighborhoods Planning Grant awarded in January 2022 to support the planning work that will now move forward into implementation.

Over the course of the eight-year grant term (2024-2032), Brinshore Development will build a total of 627 mixed-income units, replacing all 235 highly distressed Marble Manor units with nearly 400 additional affordable and market rate units. This strong income mix is intended to help stabilize the neighborhood while also deconcentrating poverty for future generations. The redevelopment will also include new ground-floor community and commercial spaces, green spaces and parks, and a new early learning center as well as a new market plaza and small performance area that offers space for community events. Grant funding also includes financial support for other projects in the **Hundred Plan in Action**, including the Co-op Grocery, Market Hall and Jackson Avenue Redevelopment, as well as funding for signage and art. The grant will be implemented with substantial support for residents to ensure that throughout the development their needs are met and families are supported.



## CONNECTIONS TO THE HUNDRED PLAN

- Big Move #1: Welcome to the Historic Westside
- Big Move #2: Revitalize Jackson Street
- Big Move #3: Vacant No More
- Big Move #4: Establish Washington Live
- Big Move #5: Repairing the Edges

# A REIMAGINED JAMES GAY PARK



Photo courtesy city of Las Vegas

James Gay Park is envisioned as a new hub for community activity in the HUNDRED Plan, and work is well underway to make that vision a reality. Elements of the park will include:

## Co-operative Grocery Store and Plaza

A new co-operative grocery store featuring fresh produce and packaged goods will be built in the center of the park. The grocery is proposed to be 15,000 square feet and will provide needed produce and goods in the community, as well as provided job opportunities. \$1 million in funding for architecture and design is committed to the project, and the city will be working in 2024 to secure an operating partner. An additional \$1.6 million in funding for the project is committed through the Choice Neighborhoods Implementation grant (see page 29).

## Urban Farms and an Urban Orchard

Fresh food will continue to be grown in the park via the Historic Westside Urban Farms, with that produce eventually being distributed through the co-operative grocery store. Other food production will be added including an urban orchard planned for the north end of the park.

## Playground Equipment and Restrooms

The existing playground equipment and restrooms at the park will remain.

## Public Art

New public art will be installed throughout the park, including the creation of a new gateway entrance for the park at Jackson Avenue and B Street.

## Trail Connections

The city of Las Vegas will create a trail walkway between James Gay Park and the Historic Westside School campus as well as the College of Southern Nevada Workforce Education Training Center Campus. The trail will incorporate art and storytelling about the park.

## Broadband

Cox Communications is covering the construction costs to bring service to the park, and the city – via \$150,000 funding from the Cox Foundation – will provide the work and funding to distribute the connectivity, acquire hardware, and add other infrastructure needed to support the co-op grocery store, growing activities, security cameras and other needed access.



## WHO IS JAMES GAY?

The park is named after James Arthur Gay III, one of the best-known and most-admired local black leaders of his generation who played a fundamental role in desegregating the Las Vegas Strip, among other things. In the early 1950s Jimmy Gay was a black hotel executive at a time when blacks – including his longtime friends Sammy Davis Jr., Nat “King” Cole and Billy Eckstine – were not allowed to stay in Las Vegas Strip hotels. And Gay risked his high standing in the white establishment to play a vital role in desegregating the Las Vegas Strip. He also was admired in his West Las Vegas community for his leadership, beginning when he established the first youth recreational activities for black children. Art installations to be made at the park will continue to honor his legacy and tell his story.

## CONNECTIONS TO THE HUNDRED PLAN

- Big Move #2: Revitalize Jackson Street
- Big Move #7: Reclaim James Gay Park

## HISTORIC WESTSIDE INFRASTRUCTURE PHASING PLAN



### 5 Year, \$97.7M Infrastructure Investment Plan

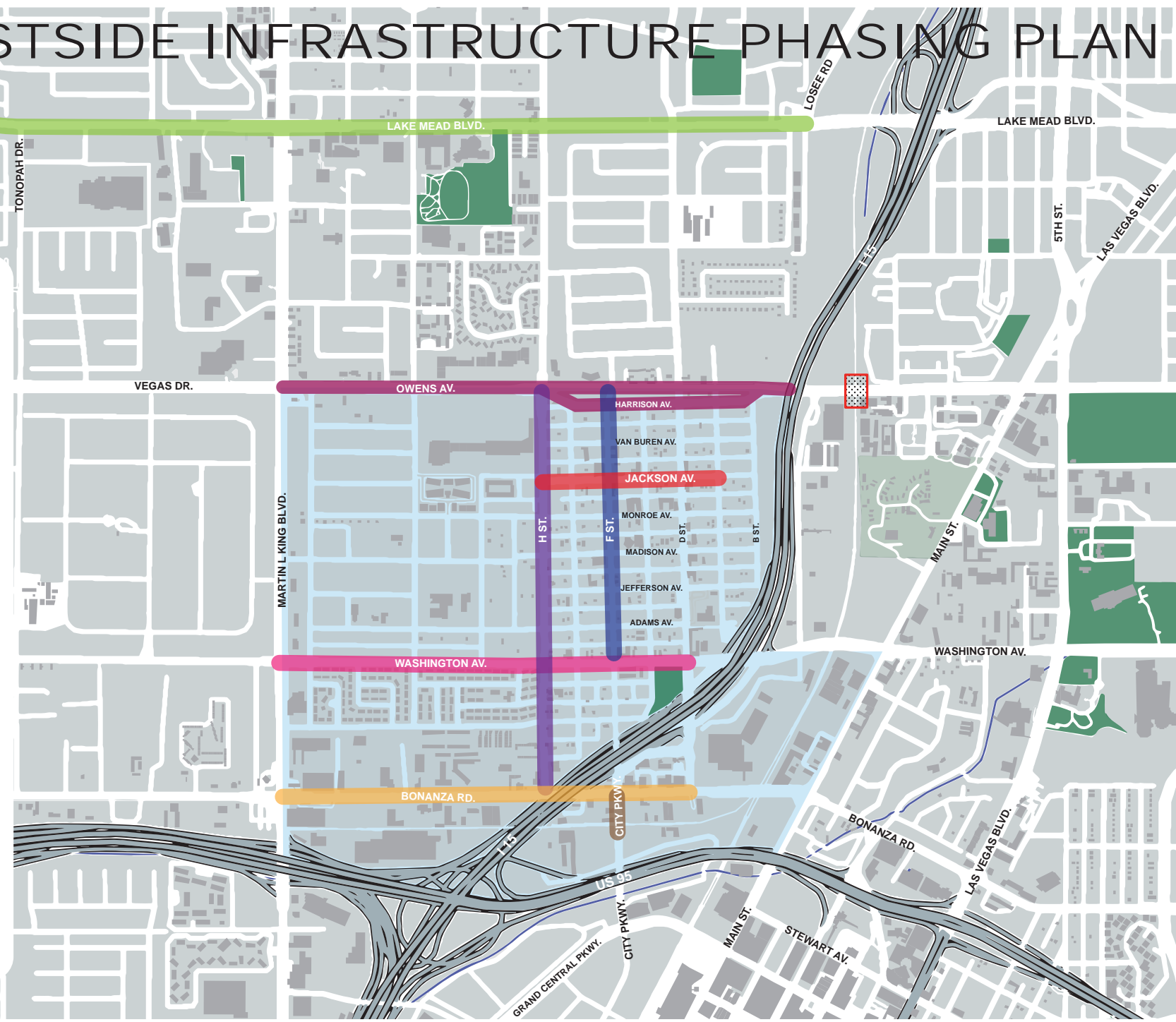
- Historic Westside District
- Jackson Avenue – H Street to C Street: \$6.3M  
Construction Completed 2023
- Owens Avenue UPRR Bridge Rehab: \$1.5M  
Construction Completion 2024
- Lake Mead – Losee to Simmons: \$37.7M  
Construction Completion 2025
- Owens/Harrison Street Rehab: \$1.2M  
Construction Completion 2024
- \*H Street – Bonanza to Owens: \$10M  
Construction Completion 2028
- City Parkway: \$4M  
Construction Completion TBD (NDOT DAP)
- \*Washington – MLK to D Street: \$15M  
Construction Completion 2028
- \*F Street – Washington to Owens: \$9M  
\*Construction Completion 2028
- \*Bonanza – MLK to D Street: \$13M  
\*Construction Completion 2028

\* Design funded by FY22 Congressional Community Project Funding allocation (\$3M); Construction funding TBD

† Design funded by Bipartisan Infrastructure Law Reconnecting Communities grant (\$2M); Construction funding TBD



7/22/2024



The city of Las Vegas has committed \$97.7 million to improving both the safety and the aesthetics of streets throughout the Historic Westside through its five-year Complete Streets projects program. Complete Streets is a transportation policy and design approach that requires streets to be planned, designed, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. Pedestrians, cyclist, automobile and transit users get the same considerations in the design of the street. The following outlines Complete Streets projects in the Historic Westside that are completed and underway:

# COMPLETE STREET IMPROVEMENTS

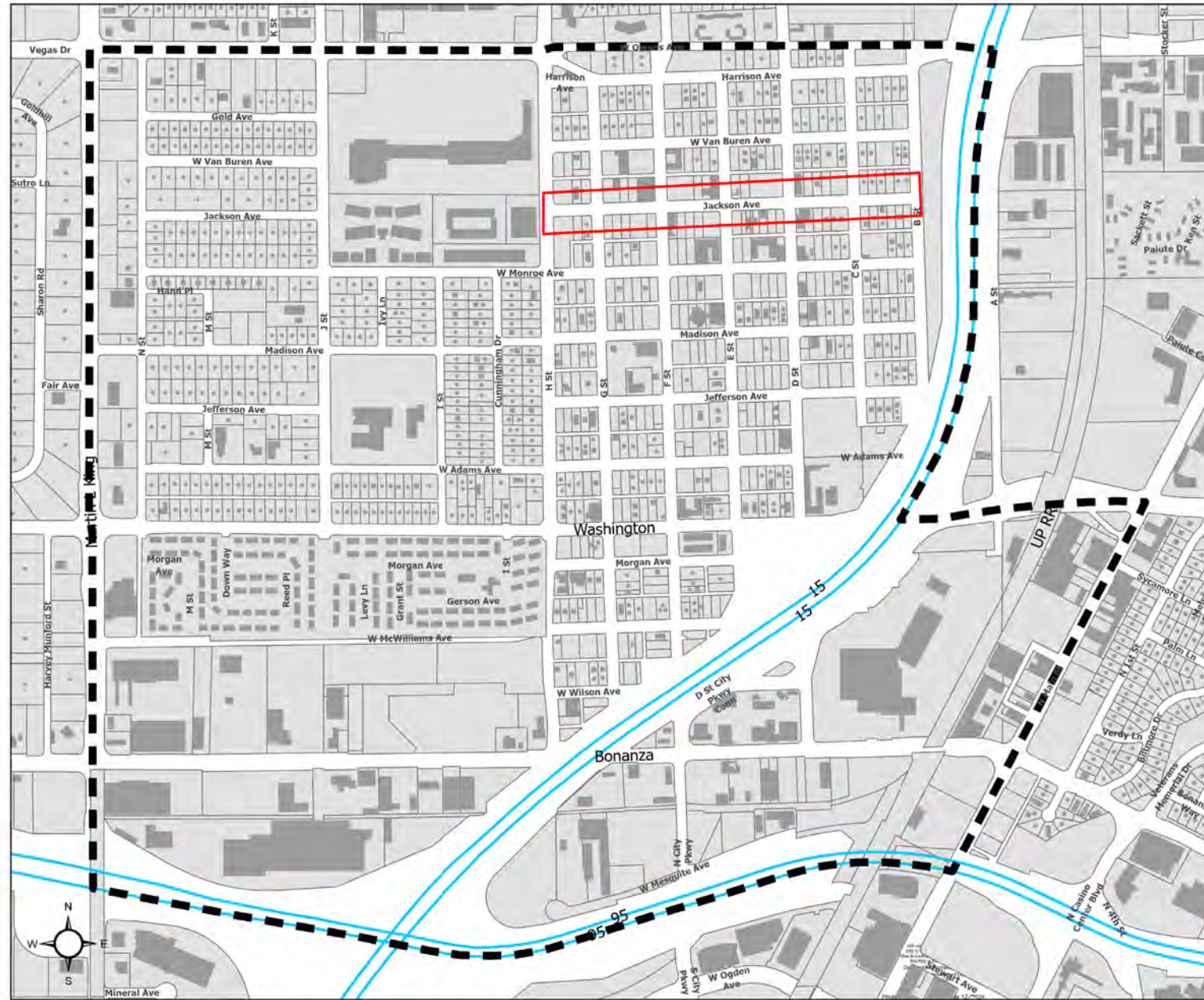


PROJECT LOCATION	STATUS	COST	FUNDING SOURCES
D Street – From Washington to Owens	Completed – 2014	\$2.4M	Construction funded by Federal TAP and STBG, also city of Las Vegas in matching funds via local fuel tax
Jackson Avenue – From C Street to H Street	Completed – 2023	\$6.3M	City of Las Vegas and local fuel tax
Owens Avenue UPRR Bridge Rehabilitation	Completion in 2025	\$1.5M	City of Las Vegas local fuel tax
Owens Avenue/Harrison Avenue Rehab	Completion in 2024	\$1.2M	City of Las Vegas and local fuel tax
Lake Mead Blvd. – Losee Road to Simmons Street >Roadway and safety improvements >Pavement replacement >Addition of bike lanes >Addition of new medians and landscaping >Upgrade of lighting to LED >Upgrades to existing pedestrian crossing as well as the addition of new pedestrian crossings at Lexington and Pink Rose Streets >New sidewalk ramps	Completion in December 2025	\$37.7M	City of Las Vegas sanitation fund and local fuel tax
H Street – Bonanza Road to Owens Avenue	>Design and engagement began Spring 2024 >Reconnecting Communities Grant for implementation submitted Sept 2024 >Construction beginning 2026 >Completion in 2028	\$10M	Design funded by FY22 Congressional Community Project Funding allocation (\$3M) Construction funding TBD

PROJECT LOCATION	STATUS	COST	FUNDING SOURCES
Washington Avenue – Martin Luther King Blvd. to D Street	>Design and engagement beginning late 2024 >Reconnecting Communities Grant for implementation submitted Sept 2024 >Construction beginning 2026 >Completion in 2028	\$15M	Design funded by FY22 Congressional Community Project Funding allocation (\$3M) Construction funding TBD
F Street – Washington Avenue to Owens Avenue >Wider sidewalks >Shade trees >Lighting >Curb extensions to make pedestrian crossings safer and shorter	>Design and engagement beginning late 2024 >Construction beginning 2026 >Completion in 2028	\$9M	Design funded by Bipartisan Infrastructure Law Reconnecting Communities grant (\$2M) and \$500,000 from city of Las Vegas in matching funds via local fuel tax Construction funding TBD
Bonanza Road – Martin Luther King Blvd. to D Street >Wider sidewalks >Shade trees >Lighting >Curb extensions to make pedestrian crossings safer and shorter	>Design and engagement beginning late 2024 >Construction beginning 2026 >Completion in 2028	\$9M	Design funded by Bipartisan Infrastructure Law Reconnecting Communities grant (\$2M) and \$500,000 from city of Las Vegas in matching funds via local fuel tax Construction funding TBD
City Parkway	Completion TBD – Tied to the NDOT Downtown Access Project	\$4M	Preliminary planning and design funded via local fuel tax



# JACKSON AVENUE REDEVELOPMENT



## City of Las Vegas

### Legend

- Jackson Ave
- Historic Westside Boundary
- Building Footprint
- Parcel

0 0.05 0.1 0.2 Miles



GIS maps are normally 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. 702-259-6301

In 2023, the U.S. Economic Development Administration awarded the city of Las Vegas a \$1.3 million grant to support the redevelopment of historic Jackson Avenue, supported by a city match contribution of \$328,000. The grant funding is designed to support private property owners in developing/redeveloping their properties and opening businesses within them. The intent is to avoid displacement and keep ownership of Jackson Avenue in the hands of local/legacy owners.

The grant is helping to fund three components of work:

- I. Hiring a Program/Project Manager
  - a. To manage the grant program, liaise between the city and community, identify barriers to success, foster analysis and studies to support the work, and establish strong foundational relationships with owners to ensure success
- II. Conduct an Enhanced Feasibility Study of the Historic Westside – including:
  - a. Development Analysis
    - i. Zoning and density for sustainable development
    - ii. Environmental analysis
    - iii. Utilities and infrastructure
  - b. Market Analysis
    - i. Trade area
    - ii. Population characteristics and trends
    - iii. Sales gaps, spend recapture
    - iv. Business inventory
    - v. Competitive context
    - vi. Perceptions and attitudes
    - vii. Transformation strategies
  - c. Government/Internal Analysis
    - i. Assessment of current programs to support development
    - ii. Create of tailored programs and incentives
    - iii. Streamline processes
- III. Technical Assistance and Land Development Program
  - a. Ideation and initial planning
  - b. Pre-Design
  - c. Business Planning
  - d. Design
  - e. Financing
  - f. Business Construction
  - g. Construction and Opening

The ultimate goal of this three-year grant is to spur development and new investment on Jackson Avenue in a way that fosters new entrepreneurial opportunities. The Jackson Street Alliance (see page 17) has organized to support this work.

### CONNECTIONS TO THE HUNDRED PLAN

- Big Move #2: Revitalize Jackson Street
- Big Move #3: Small Steps: Vacant No More

# INVESTMENTS IN COMMUNITY SPACES



## New West Las Vegas Library

The Las Vegas-Clark County Library District and the city of Las Vegas broke ground on the new 43,400 square foot, \$39.2 million West Las Vegas Library at 1861 N. Martin Luther King, Jr. Blvd. in West Las Vegas in February 2024. The new state-of-the-art library – slated to open in Fall 2025 – will double the size of the current West Las Vegas Library and will serve as a new hub for literacy, learning and community. The expansion will allow the Library District to provide more robust educational resources and materials, and there will be spaces for employment readiness, small business development and digital literacy as well as separate computer labs for adults and children. The Library District will also be providing free WiFi access, English language instruction, cultural performances, and community gatherings.

## Expansion of the West Las Vegas Arts Center

The current West Las Vegas Library located at 951 W. Lake Mead Blvd. has served as a community anchor to the Historic Westside, and the space will continue to do so in the future as the expanded West Las Vegas Arts Center. The current Arts Center – located immediately adjacent to the current library – will expand into the space. Design is underway now, funded by the city of Las Vegas, and the project is expected to cost \$600,000 and be completed by 2027.

## Doolittle Complex Improvements

Plans to improve the area around the Doolittle Community Center are moving ahead, with \$150,000 committed by the city of Las Vegas to advance design on the ballfields and other improvements at Doolittle (Kiana Isoke Palacio) Park. The improvements are expected to be completed by August 2027.

## Westside Café

The Westside Café, to be located in the Historic Westside School, will serve as a training venue for all types of cooking skills and will serve a full menu for tenants in the facility and the surrounding community, as well as providing a broad range of catering and special events. The city is funding the build out of the space, which will be operated by the Chef Jeff Program. The total cost for buildout is \$1.2 million and the Café is expected to open September 2025.



Rendering of the new West Las Vegas Library



Groundbreaking of the new West Las Vegas Library



Youth performing at the West Las Vegas Arts Center

### CONNECTIONS TO THE HUNDRED PLAN

- Big Move #1: Welcome to the Historic Westside
- Big Move #5: Repairing the Edges



# HISTORIC WESTSIDE HEALTHCARE CENTER

Historic Westside Healthcare Center will provide quality, culturally competent health care and wellness services that extend throughout an individual's life span, with a focus on specific health disparities experienced by medically underserved communities—particularly African-American and Latino communities.

The Center will be located at 400 Jackson Ave. The site, which is .62 acres in size, will house 30,000 square feet of space over 3 floors. The facility is proposed to include:

- Retail space on the ground floor
- Health care and community space
- Adjacent parking

The facility is expected to cost approximately \$30M, and will be developed by the city of Las Vegas.

The Center will be a welcoming facility hosting multiple specialties/offices with one check-in area. Services will include (but not be limited to):

- Primary care health services
- Chronic disease management—to address health disparities like diabetes, hypertension, etc.
- Cancer care hub to support patients on their recovery journey
- Child + maternal health collaborative—prenatal care, birthing center, doulas, OBGYN, family planning, pediatric care
- Dental care
- Occupational and physical therapy
- Mental health
- Laboratory services
- Pharmacy
- Dialysis
- Legal Services

The Center will also engage with other sectors – such as faith and community organizations, education, business, transportation and housing—to create social and economic conditions that promote health starting in childhood.

The retail space on the ground floor of the facility provides opportunities for other community-serving businesses to support the Historic Westside.



## CONNECTIONS TO THE HUNDRED PLAN

- Big Move #2: Revitalize Jackson Street
- Big Move #3: Small Steps: Vacant No More

# CREATING COMMUNITY JOBS AND WEALTH



## Career Connections Hub

The Career Connections Hub will be located on the Historic Westside School campus, adjacent to the College of Southern Nevada Workforce Education and Training Center (WETC) (see page 27). The Hub is anticipated to cost \$4 million to deliver.

## Workforce Development Efforts

Two distinctive workforce development efforts are underway to support the growing need for employees in different sectors:

- The city of Las Vegas is exploring opportunities to provide targeted technical support and training to disadvantaged contractors and connect them to project opportunities, specifically in the Historic Westside. The city will be seeking grant funding to support development of a program, specifically looking at how to ensure local contractors get opportunities to work on redevelopment projects in the Historic Westside.
- The city of Las Vegas is also exploring workforce development opportunities in renewable energy and battery storage with a specific focus on both West and East Las Vegas. Efforts currently are focused on building the relationships needed to achieve our goal of helping train citizens how to build renewable energy, EV charging and battery storage technologies.

## Advanced Connectivity for Community and Economic Development (ACCED) Phase 2

The ACCED network (see page 20) is expanding. Currently primarily providing free internet access for K-12 education via a partnership with the Clark County School District, the expansion will allow for use of the network to support workforce development. The city is currently working to identify partners to support the creation of workforce content and plans to complete the expansion of services by 2025.

## Jobs Plus Grant

In July 2024, the Southern Nevada Regional Housing Authority was awarded a \$3M Jobs Plus Grant from the U.S. Department of Housing and Urban Development (HUD). The grant funds targeted services to help connect housing authority residents at Marble Manor, Marble Manor Annex, Sherman Gardens, Sherman Gardens Annex, Villa Capri, and Jones Gardens, to education, training, credentialing, employment and also provides supportive services to get them to work, including the elimination of “benefits cliffs.”



### CONNECTIONS TO THE HUNDRED PLAN

- Big Move #3: Small Steps: Vacant No More



As the Historic Westside community develops, and welcomes more residents, businesses and visitors, the demand for transportation options will increase. The city of Las Vegas is committed to addressing this in a number of ways:

### Las Vegas Historic Westside Mobility Plan

The city of Las Vegas developed this plan in 2024 as a transportation-focused action plan, addressing access to transportation options and status updates to proposed mobility improvements within the Historic Westside. The plan contemplates the continued implementation of Complete Streets Programs, climate adaptive bus shelters, the implementation of microtransit and mobility hubs, a bike share program and electric vehicle charging stations.

### Complete Streets Investments

Complete streets project throughout the Historic Westside (see page 32) continue to be prioritized with a five-year nearly \$100 million commitment to bring multi-modal access and safety improvements that encourage access by transit, car, foot and bike.

### Equitable Access to Mobility Plan

In 2023, the Regional Transportation Commission (RTC) was awarded an Areas of Persistent Poverty (AoPP) transit grant from the Federal Transit Administration to develop an Equitable Access to Mobility Plan that will explore how to build equitable and sustainable transit and mobility infrastructure in, and around, the Historic Westside. The Action Plan will identify mobility hub locations and opportunities to improve transit amenities, and develop conceptual design options. A prioritized project list will be developed, along with the cost estimates and quantitative benefits of those projects. The project kicks off September 2024.

### Expanding Other Modes of Transit

The city of Las Vegas continues to work with community partners to identify other modes of transit to support the Historic Westside. Within the next three to five years, RTC's Bike Share program is expected to expand to the neighborhood, and the city continues exploration of expansion of The Boring Company's transit line to the Historic Westside as well as the inclusion of EV charging stations throughout the neighborhood. New technologies and modes will continue to be explored.



### CONNECTIONS TO THE HUNDRED PLAN

- Big Move #6: Establish Complete and Safe Streets

# A NEW VIBE FOR THE WESTSIDE



Much of the original built environment of the Historic Westside has been lost over time, though cues to its unique character remain around the neighborhood. Given that significant new development is underway in the Historic Westside, efforts to ensure the past is represented in the future have been a critical part of the work. A number of efforts are underway to ensure the buildings, the art and the public realm tell a story about how the Westside has evolved and set the stage for a vibrant and colorful future.

## Historic Westside Design Guidebook

The intent of the Historic Westside Design Guidebook – funded by a \$200,000 grant from the Commission for the Las Vegas Centennial – is to support new development in paying homage to the past while building for the future. The idea is not to be overly prescriptive, but rather to influence character and form in a way that pays homage to the neighborhood’s past, while embracing a vital future. The guidelines will consider everything from the form and character of new buildings and facilities, to streetscape elements and design, keeping at the forefront ideas for how to celebrate the rich cultural history of the community. The Guidebook will also provide “patterns” for future development. The final document will be an inspirational guide that can help developments connect to the community in authentic and creative ways. The Guidebook is expected to be complete at the end of 2024.

## Historic Westside Signage and Gateways

When Westside artist Harold Bradford designed the Historic Westside logo, he did so with the intent of creating an iconic symbol that reflected the history of the community and demonstrated its potential. Five years on, the logo has taken on a life of its own, utilized in signage throughout the neighborhood, on commemorative materials, on t-shirts and more. As the neighborhood continues to evolve, more identification signage will emerge along with it, ensuring that those arriving in the Westside know exactly where there are.





## Five years. \$403.5 million in investment. Our Historic Westside is back.

For decades it thrived as a safe haven for our Black residents. It welcomed folks of all colors, entertained some of the most famous names in the world, and was self-made by the very residents who – to this day – remain invested in its future. As the world changed and opportunities opened up, the Black community may have left to seek new futures, but their hearts never left the Westside. They would watch as it changed, decayed, lost some of its soul. But the impacts on the physical fabric never broke the resolve of the community to reimagine a hopeful, brighter future for the Historic Westside.

The HUNDRED Plan – established in 2016 – clearly defined what the people of the Westside wanted. It has been our collective work and responsibility to stay true to that vision and commit fully to realizing it. Not for them, but with them.

Five years on, as demonstrated in this update to the plan, the work has been significant, the investment substantial and the lift to get movement on the vision has never been easy. But our commitment has never wavered. Nor is our commitment over. The plans and work shared here are just the beginning – they are the catalytic projects that will ignite continued investment in the decades to come. We must work diligently to guide the change ahead to ensure everyone is lifted with it.

Together, we can. Together, we will.



# SUMMARY OF PROJECTS



COMPLETED PROJECT NAME	CITY OF LAS VEGAS	CLARK COUNTY	STATE OF NEVADA	FEDERAL FUNDING	PHILANTHROPIC FUNDS	PRIVATE INVESTMENT	OTHER FUNDS	
Love on Jackson Event	\$15,000							
Holiday Lights on Martin Luther King. Blvd.	\$184,000							
Branding and Signage	\$133,500							
Historic Westside Legacy Park	\$600,000	\$3,200,000						
African American Museum and Cultural Center Master Plan	\$235,400							
Historic Westside School Centennial Celebration							\$70,000	
Intensive Level Survey of Historic African American Resources in the Historic Westside				\$50,000				
Jackson Avenue Complete Street Improvements	\$2,000,000						\$5,000,000	
Jackson Street Alliance								
James Gay Park Master Plan				\$20,000				
Historic Westside Urban Farm	\$1,100,000				\$500,000			
Historic Westside Farmers Markets	\$2,500							
Mario's Westside Market Expansion	\$1,500,000	\$1,000,000				\$3,000,000	\$500,000	
Obodo Collective in the Historic Westside	\$25,000					\$200,000		
Historic Westside Wellness Center	\$1,600,000							
Historic Westside Design Center	\$20,000							
EmployNV Career Hub							\$5,000	
City of Las Vegas Small Business Support Center				\$437,000				
Culinary Training and Leadership Academy	\$145,000	\$124,000	\$250,000	\$1,800,000				
Strong Start Go Mobile Pre-K	\$2,200,000							
Cox Innovation Lab at the Strong Future Technology Training Center	\$975,000				\$25,000			
Health Equity and Literary Program				\$1,600,000				
Advanced Connectivity for Community and Economic Development - Phase 1			\$1,000,000	\$1,400,000				
Neighborhood Housing Services of Southern Nevada Housing Project	\$436,950							
City of Las Vegas Infill Housing Projects	\$2,087,395							
Shaquille O'Neal Icy Hot Basketball Court	\$250,000				\$200,000			
Doolittle Master Plan + Active Adult Center Renovations	\$1,500,000							
Advancing Policies to Address Displacement								
Amending Zoning to Support New Investment								
Historic Westside Mural Program					\$184,000			
	\$15,009,745	\$4,324,000	\$1,250,000	\$5,307,000	\$909,000	\$3,200,000	\$5,575,000	\$35,574,745.00



# SUMMARY OF PROJECTS

PROJECTS IN PROGRESS - CONFIRMED	CITY OF LAS VEGAS	CLARK COUNTY	STATE OF NEVADA	FEDERAL FUNDING	PHILANTHROPIC FUNDS	PRIVATE INVESTMENT	OTHER FUNDS	
College of Southern Nevada Workforce Education and Training Center	\$9,500,000			\$6,900,000				
SHARE@Downtown Westside + Market Hal	\$15,400,000			\$2,850,000		\$27,000,000		
Redevelopment of Marble Manor				\$45,650,000			\$143,000,000	
James Gay Park - Grocery Store, Trail Connections, Broadband	\$1,150,000							
Single Family Housing Rehab	\$5,000,000			\$5,000,000				
Complete Streets Improvements	\$48,200,000			\$6,400,000				
Jackson Avenue Redevelopment	\$328,000			\$2,750,000				
New West Las Vegas Library							\$39,200,000	
Expansion of the West Las Vegas Arts Center	\$600,000							
Doolittle Complex Master Plan	\$150,000							
Westside Café	\$1,200,000							
Career Connections Center	\$1,100,000							
Workforce Development Efforts								
African American Museum Traveling Exhibit	\$50,000							
Advanced Connectivity for Community and Economic Development Phase 2	\$225,000	\$224,000	\$250,000	\$1,700,000				
Equitable Access to Mobility Plan								
Jobs Plus				\$3,000,000			\$957,831	
Historic Westside Design Guidebook							\$200,000	
	\$82,903,000	\$224,000	\$250,000	\$74,250,000	\$0	\$27,000,000	\$183,357,831	\$367,984,831.00

## **Las Vegas City Council**

Carolyn G. Goodman, *Mayor*

Mayor Pro Tem Brian Knudsen, *Ward 1*

Cedric Crear, *Councilman Ward 5*

Victoria Seaman, *Councilwoman Ward 2*

Olivia Díaz, *Councilwoman Ward 3*

Francis Allen-Palenske, *Councilwoman Ward 4*

Nancy E. Brune, *Councilwoman Ward 6*

Mike Janssen, *City Manager*

**Developed for:**



**Consultant:**

