

**Final – Rafael Rivera Historic Context and
Reconnaissance Survey Report, Las Vegas, Nevada**

City of Las Vegas Contract No. 230010-JH
Federal Grant No. P22A00298
Broadbent Project No. 22-11-143

August 2024



Creating Solutions. Building Trust



Final – Rafael Rivera Historic Context and Reconnaissance Survey Report, Las Vegas, Nevada

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Appendix A: Maps

Appendix B: Community Outreach Materials

Appendix C: Survey Photographs

Appendix D: National Register of Historic Places Nomination Form (LULAC Multi-Purpose Senior Center)

1.0 ADMINISTRATIVE SUMMARY

Broadbent and Associates, Inc. performed a reconnaissance level survey of the Rafael Rivera Study Area, also known as the East Las Vegas Neighborhood Revitalization Strategy Area (NRSA) and referred to herein as the Study Area. The 512-acre Study Area contains 1,166 parcels in an area bounded by East Cedar Avenue at the north, Wengert Avenue at the south, Spencer Street at the west, and Atlantic Street at the east (Appendix A, Map 1).

1.1 PURPOSE AND SCOPE

The City of Las Vegas is a Certified Local Government (CLG), and this project is part of an ongoing effort to survey and inventory the historic neighborhoods in the city. The results of such efforts are used as planning tools by the City of Las Vegas Historic Preservation Commission, Department of Neighborhood Services, and Department of Planning. This project is one component of a broader effort that is being undertaken by the City of Las Vegas Department of Neighborhood Services as the result of the Study Area's designation as the East Las Vegas Neighborhood Revitalization Strategy Area (NRSA). As part of the NRSA efforts to create opportunities in the Eastside, this report was prepared *for* the Eastside community and the broader Las Vegas area. This report is intended to be used by all stakeholders as a guidance document for future placemaking and preservation work in and around the NRSA.

This Historic Context and Reconnaissance Survey project is partially funded by the National Park Service (NPS) Underrepresented Community (URC) Grant Program, which is supported by the Historic Preservation Fund (HPF) and administered by the Nevada State Historic Preservation Office (SHPO). As a project funded by a NPS URC Grant, the purpose of the project is to survey, inventory, and designate historic properties that are associated with communities currently underrepresented in the National Register of Historic Places and among National Historic Landmarks, specifically the Latino community. The goals of the project are to prepare a detailed history of the Study Area between 1940 and 1969, including any connections to the Latino community, and to develop an architectural baseline for the Study Area that identifies the timeline of development, distribution of types/styles, and potentially eligible historic resources and/or historic districts. Furthermore, because the project is funded by the URC Grant Program, it must result in the submission of a new nomination to the National Register of Historic Places (NRHP) or National Historic Landmark (NHL) Program, or an amendment to an existing National Register or National Historic Landmark nomination to include underrepresented communities (i.e., the Latino community).

1.2 STUDY AREA

The Study Area for the Historic Context and Reconnaissance Survey is equivalent to the East Las Vegas NRSA (Figure 1.1). The Study Area is in Las Vegas' Ward 3 and overlays three community planning areas, East Las Vegas (the north half of the Study Area, defined at the south by Sunrise Avenue/Isabella Avenue), Downtown South (the southern portion of the Study Area, defined at the north by E. Charleston Boulevard), and Downtown Las Vegas (the portion of the Study Area centered around Fremont Street, between Sunrise Ave./Isabella Ave. and E. Charleston Blvd.). This area is broadly known in the community as the Eastside. Community understanding of the area that comprises the Eastside is variable and fluid, but it is generally understood as extending significantly north and east of Study Area. Formally, the Study Area encompasses only the portion of East Las Vegas that is within the City of Las Vegas. There is a block at the southeast portion of the Study Area which, while contiguous with the NRSA boundaries, is not included in the NRSA as it is in unincorporated Clark County (as opposed to the City of Las Vegas).

Generally centered around the convergence of Eastern Avenue, East Charleston Boulevard, Fremont Street, and Eastern Avenue (knowns as Five Points), and Interstate 515, the Study Area is defined by the

commercial, residential, and municipal centers that are clustered along and in-between these major transportation corridors. The layout of the Study Area is somewhat irregular (i.e., not a uniform grid pattern), as subdivisions were laid out around the east/west East Charleston Boulevard corridor *and* the curved Fremont Street/Boulder Highway corridor. There are dense concentrations of mid-twentieth century single-family houses adjacent south of Interstate 515, south of East Charleston Boulevard, and southwest of the Interstate 515 and North Eastern Avenue intersection. In the southwest portion of the Study Area, historic- and modern-aged commercial properties and motels generally line Fremont Street and East Charleston Boulevard. The east portion of the Study Area (east of North Eastern Avenue) consists of a mix of modern and historic-aged schools, parks, community centers, apartment buildings, and a small pocket of single-family homes.

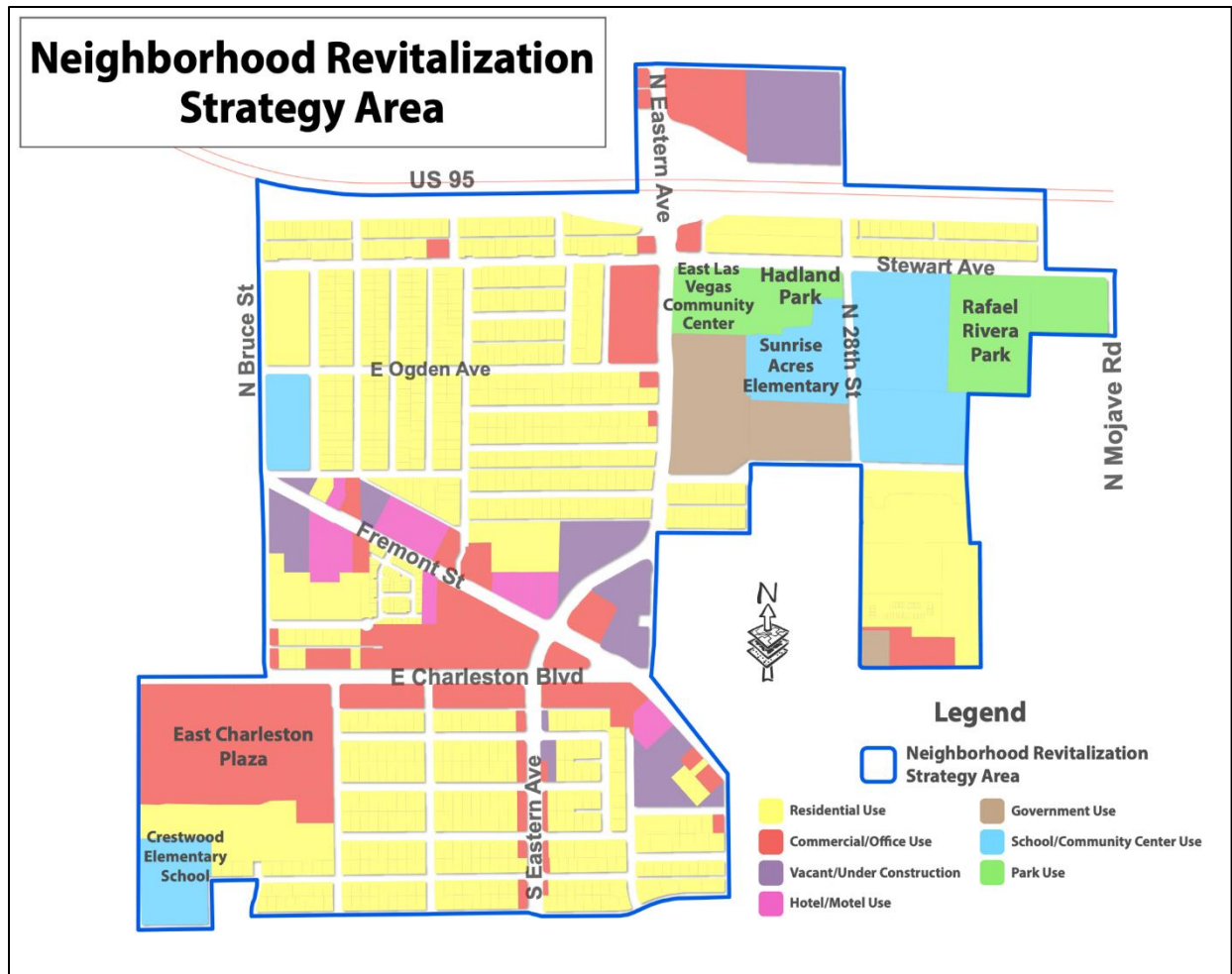


Figure 1.1: The Study Area as depicted in the East Las Vegas NRSA PLAN (Giellis 2023:3).

1.3 A NOTE ON TERMS

The history of Latino communities in the Las Vegas Valley stretches back to the nineteenth century. Although immigration patterns have shifted over time, with immigration from Central and South America increasing since the 1980s, most Latinos in Las Vegas trace their ancestry to Mexico. In this report, the terms Mexican and Mexican American are used when referring specifically to people of Mexican descent. The terms Chicano and Chicana refers specifically to Mexican Americans who were members of the

Chicano Movement, which was a 1960s-1970s Mexican American civil rights movement. These terms are markers created by scholars to define different generations, and their use in the report is based on self-identification in archival and contemporary data.

The term Latino generally refers to anyone of Latin American origin. It emerged in the late twentieth century as immigration from Central and South America grew. Latino is differentiated from the term Hispanic, which generally refers to people from Spanish speaking countries, including Spain. Many of the primary sources that were consulted for this project use the term Hispanic, a term that was defined in the early 1970s as part of efforts by the Mexican American Legal Defense and Education Fund (MALDEF) and other organizations to count their communities in the census (until that point, all Latinos had been counted as white on the census). Hispanic is used in this report when citing reference data that uses it.

This report uses Latino as an all-encompassing term to reference the communities in Las Vegas that are Spanish-speaking or descended from Spanish-speaking ancestors. Use of this term is meant to emphasize the shared history of the people from the Americas rather than Europe while acknowledging the multi-cultural and multi-national diversity of Latino communities in Las Vegas.

2.0 REGULATORY CONTEXT

One overarching goal of this project is to identify potential historic resources in the Study Area. A property can be designated a historic resource in the City of Las Vegas by meeting the evaluation criteria for listing in the NRHP, the Nevada State Register, or the City of Las Vegas Historic Property Register, or as an NHL, as outlined below. In many cases, the text below is taken from relevant statutes verbatim.

2.1 NATIONAL PARKS SERVICE

The National Parks Service (NPS) administers the NHL and the NRHP Programs. The NHL Program was established in 1935 as part of the Historic Sites Act and is the list of properties that are nationally significant. NHL nominations are often prepared under Theme Studies, which examine a national historic context for specific topics in American history or prehistory so that national significance may be evaluated for a number of related properties. The Secretary of the Interior (SOI) is responsible for designating National Historic Landmarks. All National Historic Landmarks are listed on the National Register of Historic Places (National Park Service 2022).

Authorized under the National Historic Preservation Act of 1966, the NRHP is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect historic and archeological resources. The National Register is administered by the NPS under the SOI and through State Historic Preservation Offices (SHPO). The Keeper of the National Register is responsible for listing properties on the National Register, but any person can nominate a property to the NRHP. Properties listed in the National Register include districts, sites, buildings, structures, and objects that are significant in American history, architecture, archeology, engineering, and culture (National Park Staff 1997).

To be considered eligible for listing in the NRHP, a property must meet the National Register Criteria for Evaluation. This involves examining the property's significance, age, and integrity. According to the NPS, the quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association and:

- A.** That are associated with events that have made a significant contribution to the broad patterns of our history; or
- B.** That are associated with the lives of persons significant in our past; or

C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or

D. That have yielded or may be likely to yield, information important in prehistory or history (National Park Staff 1997:2).

The NPS also defines categories of properties that the Register declines to list unless they meet special considerations; these listing factors are known as Criteria Considerations, presented below:

Ordinarily cemeteries, birthplaces, graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria or if they fall within the following categories:

A. a religious property deriving primary significance from architectural or artistic distinction or historical importance; or

B. a building or structure removed from its original location, but which is primarily significant for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or

C. a birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building associated with his or her productive life; or

D. a cemetery that derives its primary importance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or

E. a reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or

F. a property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or

G. a property achieving significance within the past 50 years if it is of exceptional importance (National Park Staff 1997:2).

Listing properties in the National Register provides recognition that a property is of significance to the nation, the state, or the community and requires consideration in the planning for federal or federally assisted projects. National Register listing also provides opportunities for tax benefits, preservation grants, and building code alternatives. Furthermore, listing properties in the National Register often changes the way communities perceive their historic places and strengthens the credibility of efforts by private citizens and public officials to preserve these resources as vital parts of communities. National Register status does not interfere with a private property owner's right to alter, manage, or dispose of property (Nevada State Historic Preservation Office 2023a).

2.1.1 UNDERREPRESENTED COMMUNITIES GRANT PROGRAM

This project is funded in part by the NPS's Underrepresented Communities (URC) Grant Program, which is an initiative aimed at diversifying the nominations submitted to the NRHP by funding projects that survey, inventory, and designate historic properties associated with underrepresented groups of people. URC grants are funded by the Historic Preservation Fund (HPF) and are administered by the NPS. Projects include surveys and inventories of historic properties associated with communities underrepresented in the National Register, as well as the development of nominations to the National Register for specific sites. All funded projects, including this one, must result in the submission of a new or amended nomination to the NRHP to include underrepresented communities (National Park Service 2023a).

2.2 STATE OF NEVADA

The State of Nevada administers the Nevada State Register of Historic Places (NVSHP), which is Nevada's official list of historical and archaeological resources worthy of preservation. The NVSRHP was authorized by an amendment (§383.085) to the Nevada Revised Statutes in 1979. The statute directs the Nevada SHPO to prepare and maintain the state register of historic places, establish procedures, qualifications, and standards for listing historic places in the state register; and prepare a list of eligible sites, structures, objects, and districts on public and private land (Nevada State Historic Preservation Office 2015:3).

In order to be eligible for listing in the NVSRHP, a property must demonstrate historical or cultural significance under one or more of the following five criteria:

- A.** Associated with events contributing to the broad patterns of the state's history and culture.
- B.** Associated with historically important people.
- C.** Embodies distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master.
- D.** Has the potential for yielding important information in Nevada's history or prehistory.
- E.** Property reflects cultural traditions important to historic or pre-historic peoples of Nevada (Nevada State Historic Preservation Office 2015:4).

The Nevada SHPO defines religious properties, reconstructed properties, and properties less than 50 years old as categorically ineligible for the NVSRHP unless certain conditions apply. A religious property must be primarily significant for its architectural distinction, the only remaining or best remaining resource from an historic community, or a contributing part of an historic district. Reconstructed properties must be an accurately executed reconstruction of the original property and located in an environment that replicates its historic setting. Reconstructed properties that are older than fifty years may be exempt from this consideration as they can be evaluated under the five criteria listed above for the reconstruction's significance to preservation history in the period it was constructed. Properties that have achieved significance in the past fifty years are ineligible for the NVSRHP unless the property is rare or exceptional or is a contributing element in an historic district whose period of significance begins more than fifty years ago, and in which the majority of contributing elements achieved significance more than fifty years ago (Nevada State Historic Preservation Office 2015:5).

Listing a property on the NVSRHP can help recognize, promote, and protect resources of architectural, historical, archaeological, and cultural significance. The NVSRHP can assist with the identification of historical resources for state and local planning purposes, and in the determination of eligibility for certain

grant programs. It can also facilitate the use of the International Existing Building Code in communities that have adopted it (Nevada State Historic Preservation Office 2015:3). Listing a property in the NVSRHP does not place any property restrictions on the owner, limit the use of the property, or require the owner to maintain or preserve the property (Nevada State Historic Preservation Office 2015:6).

2.3 CITY OF LAS VEGAS

The City of Las Vegas participates in the Certified Local Government (CLG) Program, which was established in 1980, through amendments to the NHPA. The 1980 amendments created a federally funded, federally overseen, but state-administered grant program for local governments that were willing to make a local commitment to historic preservation by meeting federal and state preservation standards. The program is overseen by the NPS through State Historic Preservation Offices. In order to become certified, a local government must establish an historic preservation program that includes, at minimum an ordinance included in their Planning & Zoning code that supports historic preservation; the creation of an historic preservation commission to oversee the local government's preservation program; and provisions for complying with Nevada's Open Meeting Law and including the public in the development and maintenance of the preservation program (National Park Service 2023b; Nevada State Historic Preservation Office 2023b:4).

The City of Las Vegas Unified Development Code has a Historic Designation Overlay District that provides protection for significant properties and archaeological sites that represent important aspects of the City's heritage. The City of Las Vegas also has a Historic Preservation Commission (HPC), which acts in an advisory capacity to the Planning Commission and the City Council in matters concerning historic preservation. The Director of the HPC appoints an Historic Preservation Officer (HPO) who implements and manages preservation activities in the City. Finally, as a CLG, the City of Las Vegas, through the HPO, maintains the Las Vegas Historic Property Register (City of Las Vegas 2011:293–295).

An individual landmark, district, site, building, structure or object may be designated on the City of Las Vegas Historic Property Register if it meets the criteria for listing on the State or National Register of Historic Places; *or* it is determined to be of exceptional local significance and expresses a distinctive character because a significant portion of it is at least 40 years old *or* it is reflective of the City's cultural, social, political or economic past; *and* is either associated with a person or event significant in local, state or national history; *or* it represents an established and familiar visual feature of an area of the City because of its location or singular physical appearance (City of Las Vegas 2011:295–296).

An area may be designated as an Historic District if the area includes a substantial concentration of contributing buildings, structures, objects or archaeological sites which individually meet the criteria outlined above, as well as other buildings, structures or archaeological sites which contribute generally to the overall distinctive character of the area and are united historically or visually by plan or physical development; is bounded by documented historic boundaries such as early roadways, canals, subdivision plats or property lines, or by boundaries which coincide with logical physical or man-made features and reflect recognized neighborhood or area boundaries; and includes non-contributing properties or vacant parcels only to the extent necessary to establish appropriate, logical or convenient boundaries (City of Las Vegas 2011:296).

2.4 U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

This project is one component of a broader effort that is being undertaken as the result of the Study Area's designation as the East Las Vegas Neighborhood Revitalization Strategy Area (NRSA). The NRSA program is a place-based program that was established by the U.S. Department of Housing and Urban Development

(HUD) in 1995 to create opportunity in distressed neighborhoods by stimulating investment that economically empowers low-income residents. NRSA's are intended to create partnerships among federal and local governments, the private sector, community organizations and neighborhood residents (Giellis 2023:2). Historic preservation can be an important part of an area's economic development strategy, as preservation generally enhances real estate values, fosters local businesses, and provides impetus for heritage tourism. As a NRSA, the Study Area may qualify for funding for future projects that recognize the Latino experience in the Eastside with designations that might not qualify for the programs described above.

The underrepresentation of communities of color on national, state, and local historic registers is caused, in part, by the incongruity between the procedural framework of historical designation and the nature of the resources that are significant to these communities. While such resources may lack integrity, may not meet minimum age requirements, or may otherwise not align with preservation standards and practices, they are, nonetheless, the places where the historic fabric of the city is created through the practice of everyday life. For example, the Westside (a NRSA that is associated with Black history in Las Vegas) has implemented a program known as the Historic Urban Neighborhood Design Redevelopment, or HUNDRED, Plan, which provides funds to identify physical locations for projects that spotlight the community's identity. While such a program does not yet exist for Latino identity and history, the East Las Vegas NRSA designation provides the framework for such an initiative.

Furthermore, the East Las Vegas NRSA Report proposes a Placemaking Plan that would "address critical needs and issues while also designing spaces and places that reflect the culture of the community and contribute to their health, happiness and wellbeing" (Giellis 2023:23–24). While it has not yet been developed, an Eastside Marker Program, similar to the one being implemented on the Westside, would be an important component of the NRSA Placemaking Plan. Broadbent considered such an initiative as part of the regulatory context for this project, and we included this potential in our management recommendations.

Additionally, listing two buildings on the local register was identified as a measurement of success in the East Las Vegas NRSA Report (Giellis 2023:26).

3.0 METHODS

All cultural resources work for this project was completed by Broadbent staff members who qualify under the Secretary of the Interior's (SOI) Professional Qualifications Standards for their respective tasks. Background research, fieldwork, and reporting tasks were completed by Broadbent architectural historian Lauren King, M.A., RPA, with assistance from Broadbent archaeologist Kaitlyn Mansfield, M.A., RPA. Ms. King meets the Secretary of the Interior's (SOI) Professional Qualifications Standards in the fields of Architectural History and Archaeology. Ms. Mansfield meets the SOI Professional Qualifications Standards in the field of Archaeology. Spatial data for this project was managed by Mr. Jeramie Memmott, Project Scientist. Mr. Memmott has 18 years of professional experience in preparing maps, graphs, and spatial analysis for reports and publications. He generated the GIS data and project area maps used during the survey and presented in this report. Ms. Margo Memmott, M.A., RPA, who meets the SOI Professional Qualifications Standards in the fields of Architectural History, History, and Archaeology provided oversight and quality assurance review for all tasks.

All work was carried out in accordance with the applicable guidelines and standards, including the State Office of Historic Preservation guidance on survey and historic resource identification and documentation, the *Secretary of the Interior's Standards for Archaeology and Historic Preservation*, and National Park Service Bulletin No. 15, *How to Apply the National Register Criteria for Evaluation*.

3.1 RESEARCH

Research for this project drew on a broad range of available primary and secondary sources, including oral histories, historic photographs, maps, city directories, census data, historic newspapers, organizational pamphlets, and unpublished manuscripts. Research was conducted based on a two-pronged approach that addressed the material development of the Study Area alongside the Latino experience/influence in the Study Area. In the first realm, subdivision plat maps, Clark County Assessor's data, historic building sketches, and historic aerial photographs were consulted to develop a timeline for the Study Area's physical development. These data were contextualized using a variety of secondary sources, including the following monographs, which outline the history of Las Vegas:

- *Resort City in the Sunbelt: Las Vegas 1930-1970*, Eugene P. Moehring, 1989
- *Sun, Sin, & Suburbia: The History of Modern Las Vegas*, Geoff Schumacher, 2015

In addition to the primary sources described above, the Architecture and Community Planning and Development contexts also drew on the following studies, which were developed by local, state, and federal agencies to serve as guidance documents for evaluating the ubiquitous property types found in the Study Area:

- *Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places*, David L. Ames and Linda Flint McClelland, National Park Service, 2002
- *NCHRP Report 723: A Model for Identifying and Evaluating the Significance of Post-World War II Housing*, Transportation Research Board, 2012
- *World War II Era Residential Housing in Las Vegas, Clark County, Nevada (1940-1945)*, Greta Rayle and Helana Ruter, 2015
- *Public Housing in the United States, 1933-1949; A Historic Context Volume*, Judith Robinson, Laura Bobeczko, Paul Lusignan, and Jeffrey Shrimpton, 2004

There has been a recent, slow-moving push from within the fields of history and historic preservation to address the dearth of attention paid to communities of color, minority communities, and other communities that are underrepresented in mainstream preservation practices (e.g., this URC-funded project). These communities, however, are *their own* history keepers, and members of Las Vegas's diverse Latino community have themselves created an archive of oral and written histories that document important events, places, and people. Las Vegas's burgeoning Latino activist community published a range of materials, including pamphlets, museum installations, and books during the 1970s and 1980s, many of which are gathered in the Tom Rodriguez Professional Papers at UNLV Special Collections. Several monographs were published during and after this period of activism, including M.L. Miranda's *A History of Hispanics in Southern Nevada*, and Rodriguez's *Raising Hell and Making a Difference*. More recently, Miranda published an edited volume, *Immigration, Ethnicity, and the Rise of Las Vegas*, which adds nuance to the heterogeneous Latino community. Efforts by community members to keep their own history are ongoing. For example, there is an ambitious initiative known as the *Latinx Voices of Southern Nevada*, which collects oral histories of Southern Nevada's Latino residents and preserves them at the UNLV Libraries. Also sponsored by the UNLV Libraries is a series called *We Need to Talk: The Eastside*, which is an educational series in which panelists discuss the importance of Eastside's Latino history. The City of Las Vegas is also undertaking a community project called *Celebrate Your Story*, a campaign to collect stories of experiences, memories and places related to the history of the East Las Vegas NRSA. Local acts of history-keeping also include an exhibit at the East Las Vegas Library entitled 28th Street, which was a compilation of documentary photographs by photographer, UNLV instructor, and conservationist Checko

Salgado. All these sources informed the historic context for Latinos in the Eastside; however, the period of study (1940-1969) predates much of the history described in these sources, particularly with reference to the Study Area. As a result, much of this data is only briefly summarized in Section 4. If the City of Las Vegas undertakes a Latino context study with a broader period of study, these resources will be invaluable.

Several studies conducted at the national level also inform the discussion of Ethnic Heritage: Latinos on the Eastside. These include:

- *American Latinos and the Making of the United States: A Theme Study*, National Park Service, 2013
- *Hispanic Reflections on the American Landscape: Identifying and Interpreting Hispanic Heritage*, Brian D. Joyner, 2009
- The Hispanic Access Foundation's white paper presenting "An Inclusive Approach to Protecting Latino Heritage Sites, *Place, Story & Culture*", Manuel G. Galaviz, Norma Hartell, and Ashleyann Perez-Rivera, 2021

Finally, the Nevada Department of Transportation (NDOT) is undertaking a project focused on solely on Latino history in Nevada. NDOT is in the process of preparing a *Multiple Property Documentation Form (MPDF) for Historic Places Associated with Latinos in Nevada*. The MPDF will present historic contexts and registration requirements and will provide guidance that is specific to properties associated with the Latino community. The unpublished draft of NDOT's MPDF was reviewed for this project and was particularly helpful for outlining relevant themes and for identifying potential NRHP-eligible resources.

3.2 RECONNAISSANCE SURVEY

A two-person survey team conducted a reconnaissance survey of the Study Area from May 3-6, 2023 (inclusive), with follow up visits in September, October, and November. The survey followed the methodology that is presented in the National Cooperative Highway Research Program (NCHRP) Report 723, *A Model for Identifying and Evaluating the Significance of Post-World War II Housing* (Pettis et al. 2012).

Prior to the survey, Broadbent divided the 512-acre/1,163-parcel Study Area into Management Units based on historic subdivision boundaries. In the cases where modern subdivisions had overwritten historic subdivisions, and when subdivisions had multiple adjacent tracts or additions, these subdivisions were combined into one Management Unit. There are 88 parcels in the Study Area that are not associated with a planned subdivision; they are generally commercial properties located along major thoroughfares, schools, parks, and an occasional multi-family housing complex. These unassociated parcels were grouped into Management Units based on the associated transportation corridor (e.g., Fremont Street Corridor) or functional association (e.g., Municipal Properties). A total of 28 Management Units were surveyed. Based on the results of field efforts and background research all transportation corridors were combined into one Management Unit, and other unassociated parcels were rearranged when appropriate. This reorganization resulted in a final total of 21 Management Units.

The survey was organized based on Clark County Assessor's Office data. The survey team walked through each Management Unit noting architectural styles, specific architectural details, and widespread modifications across Management Units for the purpose of making recommendations for places of interest, potential historic resources, and future surveys. The documentation for each Management Unit included a description of the overall characteristics of neighborhoods, overview photographs of streetscapes, descriptions and photographs of representative architectural forms and styles, and GIS data

for representative properties. This level of documentation was sufficient to establish the defining characteristics of each Management Unit as a whole.

3.3 COMMUNITY OUTREACH ACTIVITIES

The City of Las Vegas organized a neighborhood meeting at the Rafael Rivera Community Center on May 23, 2023. A flyer announcing the meeting was mailed to all residents in Ward 3 and was posted on City web platforms prior to the meeting. During the meeting Broadbent outlined the background and goals of the project and presented preliminary findings. Utilizing strategies from the National Trust for Historic Preservation's *This Place Matters* initiative, Broadbent also engaged attendees in a mapping activity during which participants identified places of significance on one of two large maps. Broadbent's presentation and the results of the participatory exercise are in Appendix B.

The project team also engaged several stakeholders during the course of the project. Stakeholders included city employees that either had lived in or were familiar with the history of the Study Area, community members that expressed an interest in participating in the project during earlier NRSA phases, and individuals that were identified during background research as having some connection to and/or familiarity with the history of the Study Area. Interactions with these community members include informal conversations and a drive through of the Study Area in which one participant identified places of significance. Information gleaned from these conversations are incorporated into this report and the accompanying NRHP nomination.

4.0 HISTORIC CONTEXTS

A primary goal of this project is to develop a detailed history of the Study Area and its development during the 1940s, 1950s, and 1960s, including any connections to the Latino community. The Study Area consists of 42 subdivisions that largely reflect Las Vegas's postwar suburban housing boom and the subdivision development trends that were common across the U.S. during the second half of the twentieth century. While the Eastside is presently associated with a rich and diverse Latino community, this community did not coalesce in the Eastside until the late-1970s, and connections to the Study Area were deepened beginning in the 1980s. The contexts presented herein are intended to frame the development of the Study Area during the period of study with specific reference to Latino history and are therefore threefold: the first two address the themes relevant to the overall material development of the Study Area (i.e., the trends in subdivision and neighborhood development and architecture) while the later addresses themes related to the Latino experience in the Eastside. In all cases, the contexts pertain to local history; their geographic boundaries are limited to the City of Las Vegas, focused specifically on the Study Area defined in Section 1. The periods of significance vary by context and are described below. The themes that relate to the properties in the Study Area are Architecture; Community Planning and Development; and Ethnic Heritage.

The context for Architecture examines the types of residential architectural styles that, while manifested in Las Vegas, were developed at the national level as the result of broad thematic trends. The context covers trends in specific architectural styles and types (e.g., single family homes, public housing) as well as overall neighborhood development (e.g., subdivisions, barrios). It encompasses the period from 1934, when the National Housing Act was established through the 1990s, when barrios continued to be established throughout the American southwest.

The context for Community Planning and Development of East Las Vegas examines the factors that led to the development of the study area during three periods between 1914 and 1969: the period leading up

to and including the construction of the Boulder Dam (1914-1939); the period encompassing World War II (1940-1945); and the postwar period (1945-1969).

The context for Ethnic Heritage: Latinos on the Eastside examines the factors that led to the development of the Study Area into a Latino enclave. It discusses the factors that contributed to exponential growth in the Latino population during the 1980s and 1990s. While the National Register Criteria indicates a historical context study should concentrate on the development of the project area prior to 1975 (i.e., fifty years before project completion), the period of significance must consider not only general demographic trends (e.g., construction and population booms), but also the ongoing struggles for equality and the growth of political involvement that has shaped Las Vegas's Latino community into what it is today. The time period encompassed in following contexts, therefore, extends into the 1990s, when various trends, events, and organizations played a significant role in development of the Latino community of the Eastside. Because the period of significance for the Ethnic Heritage context extends beyond the period of study defined for this project, the context presented herein is necessarily broad. It provides an overview and framework to better understand the history of Latinos in the Study Area and focuses on themes that relate most to the property types in it.

4.1 ARCHITECTURE OF THE EASTSIDE

The following sections provide the architectural contexts that are relevant to the Architecture of the Eastside. The categories are derived from the National Park Service National Register Bulletin on Historic Residential Suburbs (Ames and McClelland 2002), Virginia and Lee McAlester's *A Field Guide to American Houses* (2017), and the National Cooperative Highway Research Program's (NCHRP) *A Model for Identifying and Evaluating the Historic Significance of Post-World War II Housing* (Pettis et al. 2012). The discussion of Latino Urbanism and Latino Vernacular architecture draws from urban planner James Rojas's seminal work in East Los Angeles and the work of David Diaz and others in exploring the impact of Latinos on American cities (Diaz 2005; Rojas 1991). The brief discussion of Housing Projects is informed by the U.S. Department of Housing and Urban Development context for public housing (Robinson et al. 2004).

4.1.1 SUBDIVISION DEVELOPMENT

Based on the scope and scale of the current project, research and field efforts were directed at the subdivision level (as opposed to parcel or building level). Described as the "basic landscape unit of residential suburban development" by the National Park Service, subdivisions generally begin with a parcel of undeveloped land that is subdivided into individual lots and improved with streets and utilities (i.e., water, sewer, electricity, gas, telephone lines). The Park Service describes the evolutionary phases of the subdivision process based on the practices of developers, categorizing these developers as The Subdivider, The Home Builder, The Community Builder, The Operative Builder, and the Merchant Builder. In each phase, the role of the developer became more complex (Ames and McClelland 2002:26–29).

During the early years of subdivision planning (prior to 1920s) The Subdivider platted streets and lots and made limited infrastructure improvements, but the task of developing the lots (i.e., building homes) was often left to individual buyers. Home Builders, on the other hand, sometimes constructed a few homes to convince potential buyers that their subdivision was on its way to becoming a neighborhood (although their primary focus was still on selling land, not houses). In these early subdivisions, it took years for neighborhoods to materialize. It wasn't until developers took on the role of The Community Builder that subdivisions were developed as planned neighborhoods, with a broad range of design professionals working together and taking into consideration long-term planning issues like transportation and economic development. During the 1930s, Operative Builders took control of, standardized, and

streamlined the entire process of development by taking advantage of FHA-secured funding while applying the emergent principles of mass production and standardization in their projects. Finally, as federal incentives were introduced to address the increased housing demands during and after World War II (e.g., increased credit lines for builders, liberal FHA mortgage terms for buyers, and broadly applicable FHA standards), Merchant Builders initiated the final evolutionary phase of subdivision development, rapidly constructing entire neighborhoods throughout the country (Ames and McClelland 2002:26–29).

This evolution was only possible because Americans were able to *purchase* the homes that were being constructed through a series of federal laws and programs that encouraged homeownership. Beginning in 1932, initiatives like the Federal Home Loan Bank Act and the Home Owners Loan Act (which introduced the idea of standardized mortgage practices) set the stage for the National Housing Act of 1934. The objective of the 1934 Act was to make funds available for home repair and construction while providing jobs and improving the economic conditions wrought by the Great Depression. The National Housing Act created the Federal Housing Administration (FHA), authorized the FHA to insure private mortgages for homes and subdivisions, and established national standards for the home building industry (Ames and McClelland 2002:30; Pettis et al. 2012:54–55). The FHA restructured the home financing system in the hopes of stimulating private investment in housing. It guaranteed loans that allowed homebuyers to secure low-cost mortgages and developers to secure private financing. Between 1936 and 1940, the FHA also established a set of design principles that could be uniformly applied to neighborhoods throughout the U.S. These standards outlined general requirements for location, accessibility, utilities, zoning compliance, deed restrictions, and financing. They also provided a detailed set of “desirable standards” that were expected to result in neighborhoods that were not only safe and livable, but would ensure a stable real estate market in which lending (and in turn, FHA mortgage insurance) was viable (Ames and McClelland 2002:48–49).

4.1.2 MINIMAL TRADITIONAL (C.1935-1950)

The Minimal Traditional house form was developed as a small house that could be built quickly with FHA-insured loans during the midst of the Great Depression, and during and after World War II. Because of its simplicity and affordability, the Minimal Traditional was a popular form for large tract developers, particularly during the postwar housing boom.

The McAlester’s define two principal subtypes of the Minimal Traditional house: the gable-and-wing and side-gabled (Cape Cod), with hipped and front-gabled houses also found (hipped-roof versions being more widespread). The identifying features of Minimal Traditional houses are:

- Rectangular or L-shape plan,
- Small size (rarely larger than 1,000 square feet),
- One story,
- Low or moderate gable or hip roof,
- Little or no roof overhang,
- Asymmetrical fenestration,
- Picture, double-hung, and casement windows,
- Small inset entrance or exterior stoop, and
- Little or no applied ornamentation or detailing.

4.1.3 TRANSITIONAL RANCH (C. 1935-1955)

The Transitional Ranch is the intermediate house form between the Minimal Traditional house and the Ranch house of the 1950s. The McAlester's include this as a subtype of the Ranch house, calling it a minimal Ranch or Ranchette (McAlester 2017:604). Because of the ubiquity of this form in the Study Area, it is given a separate category as defined by the Transportation Research Board of the National Academies (Pettis et al. 2012:102). Like the Minimal Traditional house, the Transitional Ranch had a compact floor plan and was inexpensive and constructed in large numbers throughout the country. It differs from the Minimal Traditional in the horizontal massing that foresees the Ranch form, with a shallow roof pitch and overhanging eaves. Similar to other forms of the period, clapboard, stone and brick veneer, and stucco were popular cladding materials. The identifying features of Transitional Ranch houses are (Pettis et al. 2012:102):

- Horizontal massing,
- Compact size,
- One story,
- Low-pitched roof,
- Moderate to wide roof overhang,
- Asymmetrical fenestration,
- Picture, double-hung, and casement windows,
- Some corner windows,
- Combination of siding materials, and
- Carport or garage (attached *or* detached).

4.1.4 RANCH (C.1935-1975)

The Ranch house is loosely based on the low, rambling courtyards of Spanish Colonial Ranch houses and is modified by influences borrowed from the Craftsman and Prairie styles. The Ranch form is elongated and rambling, reflecting the interior separated living zones. The Ranch form quickly replaced previous forms and styles, and during the 1950s and 1960s, it was by far the most popular housing type built throughout the U.S. (McAlester 2017:602; Pettis et al. 2012:102). The McAlester's define four principal subtypes of the Ranch house: the hipped roof, cross-hipped roof, side-gabled roof, cross-gabled roof, and split levels, with the cross-hipped and -gabled being the most popular (McAlester 2017:597–598). The identifying features of Ranch houses are:

- Horizontal massing,
- Broad, one-story shape,
- Built low to the ground,
- Low-pitched roof,
- Moderate to wide roof overhang,
- Off-center front entry,
- Asymmetrical façade,
- Large expanses of windows,
- Combination of siding materials,
- Wide or prominent chimneys,
- Colonnaded porches along façade,
- Integrated wingwalls,
- Attached garage, and

- Integration of indoor and outdoor space.

A variety of architectural styles may be applied to the Ranch form, including Storybook, Colonial Revival, and Spanish Colonial Revival. The only variants that were identified in significant concentrations in the Study Area are the Storybook and Spanish Colonial Revival Styles.

4.1.5 STORYBOOK RANCH

The Storybook Style was popular for a brief period in the mid- to late-1950s. It maintains the horizontal massing and low profile of a typical Ranch house but has decorative embellishments. Architectural details of the Storybook Style are:

- Fanciful architectural details,
- Scalloped or shaped bargeboards,
- Sweeping gables,
- Diamond pane and decorative leaded and stained-glass windows,
- Decorative window trim and shutters, and
- Planter boxes or shelves below the windows.

4.1.6 SPANISH COLONIAL REVIVAL

The Spanish Colonial Revival Style was introduced before the post-war period but was also applied to post-war forms. It was commonly used in the southwest and decorative elements draw on the traditions of Southwest frontier and Spanish Colonial architecture. Architectural details of the Spanish Colonial Revival Style are:

- Adobe, adobe-type brick, or stucco exterior,
- Red tile or built-up roofs,
- Arched entrances and windows, and
- Decorative wrought iron details.

4.1.7 CONTEMPORARY (C.1945-1970)

Subdivisions were rarely successfully built in the Contemporary style, however, there are some modest examples in the Study Area (McAlester 2017:632). Virginia and Lee McAlester define two subtypes of the Contemporary house, the front-gabled, side-gabled, gabled-roof variation (e.g., with extensions, wings), flat roof, and butterfly and slant roofs. The identifying features of the Contemporary style are:

- Simple, geometric massing,
- One or one-and-a-half story,
- Low-pitched gabled or flat roof,
- Widely overhanging eaves,
- Exposed roof beams,
- Windows in gable ends or just below roof lines,
- Modern and/or natural materials (wood, stone, brick, concrete block)
- Broad expanse of uninterrupted wall surface,
- Recessed or obscured entry door, and
- Asymmetrical.

4.1.8 PUBLIC HOUSING

Public housing loosely describes dwellings that are funded by the federal government and administered by a local authority. Public housing units are subsidized by a form of public assistance, extended either to tenants or to developers or owners who provide discounted rent. The federal public housing program was introduced during the New Deal as a part of the Housing Act of 1937. The purpose of the act was to assist unemployed working- and middle-class families reeling from the effects of the Great Depression. The act was designed to provide a solution to urban poverty *and* stimulate the ailing construction industry. The act established the United States Housing Authority (USHA), which provided loans to local Public Housing Authorities (PHA) to develop low-rent housing (and for slum clearance). The USHA acted as a financial agent and, like the FHA, provided technical guidance, design assistance, and project review. Local housing authorities, however, were responsible for initiating, designing, constructing, and managing local housing projects. World War II provided a similar impetus as the Great Depression, with war production centers like Las Vegas requiring a significant increase in decent and inexpensive housing for defense industry workers and their families. Such projects were designed to easily convert to low-rent use after the war (Robinson et al. 2004).

4.1.9 BARRIO URBANISM

The term *barrio* has been used in historic and current public discourse to pathologize Latino communities in similar ways as the term *ghetto*. It is used here as a framework for understanding and connecting the histories and contemporary realities of Latinos in Las Vegas (Perez et al. 2010:2). Existing scholarship on barrios discuss the space in countless ways. They are neighborhoods that are created as a result of segregation, repression, failed urban renewal efforts, uneven development, economic inequality, and racial injustice. They are frequently characterized by high rent, low wages, and insufficient housing, yet they are also defensible, ethnically bounded, cultural sanctuaries where independence, resistance, cultural solidarity, and political mobilization are practiced (Diaz 2005; Diaz and Torres 2012).

Barrios were established during the late sixteenth century in present day-Mexico and in what would become the American Southwest in response to a lack of provisions from the Mexican government. Barrios were formed based on a *mutualista* social structure in which a community, through social networks, pooled their resources to provide collective forms of civic administration, construction, agriculture, social welfare, and defense. Similar to a welfare state, the barrio provided support in the form of medical and life insurance, loans, collective labor, and infrastructure. Such systems of mutual support continued to serve communities when their land was ceded to the U.S. following the Mexican American War (Diaz and Torres 2012:3).

In cities throughout the American Southwest, discrimination and informal segregation around the turn of the twentieth century led to the formation of dual towns, where both Mexican and white sections retained distinct residential and commercial cores (Irazabal and Farhad 2008:210). Because they were formed as a result of segregation, marginalization, and exclusion based in race, class, ethnicity, and citizenship, they were (and are) often inferior places spatially and socially distanced from a dominant majority group (Perez et al. 2010:1). Since the early 1900s and as late as the 1990s, common characteristics of barrios are unpaved streets, a lack of infrastructure (e.g., sewer systems, water, gas), undermaintained amenities, a lack of parks, and lenient land use (e.g., industry, landfills). These conditions result in lower property appreciation rates among minority land owners, ongoing deterioration, weak commercial districts, and uneven development in barrios throughout the Southwest (Diaz 2005:4). Land clearance for freeways, land banking, targeted disinvestment, racism in public policy, and the use of

eminent domain all contributed to the destruction of poor and minority neighborhoods during the second half of the twentieth century (Diaz and Torres 2012:11)

Despite these inequities, the barrio became an organizing platform for the Chicano and other movements of the twentieth century, as it provided a place where networks of solidarity, support, and self-determination could be formed (Diaz and Torres 2012:4). Beginning during the 1960s, such movements addressed the inequities faced by residents of barrios, advocating for improvements like sewer and water systems, paved roads, recreational facilities, and overall planning reform. Continued underdevelopment of barrios in the Southwest is an indication that while such efforts may have resulted in individual improvements, they did not result in sweeping, systemic changes (Diaz 2005:16; Diaz and Torres 2012:7).

Although barrios are *created* through systems of marginalization, they are *transformed* by residents into places of great value (Perez et al. 2010:2). This history is reflected in distinctive features of the barrio today – the social use of semi-public space, the prevalence of vernacular architecture, a vibrant retail economy, and an abundance of venues for socialization (Irazabal and Farhad 2008:210). Other characteristics of the barrio include civic plazas, integrated business districts, food production (gardens), and public art (Diaz 2005:11–12; Diaz and Torres 2012:5). They have been and continue to be important settlement communities for immigrants, as community oriented spaces that reflect social networks (Diaz and Torres 2012:12).

4.1.10 LATINO VERNACULAR

Mid-twentieth century housing was designed and built to accommodate the values and needs of the American middle and working classes. Latino immigrants, like any other immigrant group, brought their own cultural values and attitudes toward housing and land use patterns already extant in Las Vegas, adding “cultural living patterns to American spatial forms” to create what urban planner James Rojas has coined “Latino vernacular” (Rojas 2014:1).

This vernacular architecture is based on the traditional Mexican courtyard home, which is built to the street (i.e., there is no front yard) and has an interior courtyard; in the Mexican house, one is either inside or outside. This is in contrast to the American house, which has a linear arrangement, beginning at the front (public) part of the house and moving to the back (private); in the American house, one is either in the front or the back (as the household is not extended outside) (Rojas 2014:1). Like the traditional Mexican house and courtyard, the Latino household extends its presence to all four corners of the lot. The most visible implications of this notion are the enclosure of the front yard with a fence and personalization of the front yard (as a courtyard).

Fences are ubiquitous in Latino neighborhoods and they stand out as almost a challenge to the green, park-like setting that symbolizes American suburbia (Rojas 2014:29). Rojas contends that in Latino neighborhoods, fences are not static objects but, as the threshold of the home, are places for social interaction. He further suggests that when all or most of the yards in a neighborhood are enclosed, they change the scale of a neighborhood and create an atmosphere that is simultaneously urban *and* intimate (Rojas 2014:29–30). Front porches are also prominent spatial elements of the Latino home. While porches are not uncommon on mid-twentieth century houses, their use and importance has generally declined during the modern period. In many Latino neighborhoods, however, the porch, although outside, is a *part* of the home that provides a place for social, civic, and even economic activities (Rojas 2014:30).

Homes in post-war suburban neighborhoods that experienced significant growth in the Latino population during the 1980s and 1990s may exhibit concentrations of Latino Vernacular Architecture. Alterations to the common mid-century architectural forms in these neighborhoods serve as character-defining features of such vernacular architecture and include (Matuk et al. 2000:E49; Rojas 1991:77–88):

- Bright colored exterior,
- Front yard enclosures,
- Arched openings at front gate or between porch supports,
- Front yard structures and objects such as religious shrines or fountains,
- Expanded front porch (typically applied with stucco), and
- French-style double-doors at the primary facade that open to the front yard.

4.2 COMMUNITY PLANNING AND DEVELOPMENT OF THE EASTSIDE

The first non-indigenous explorers began emigrating through the Las Vegas Valley along what became the Old Spanish Trail during the 1820s. Members of a Mexican trading Caravan led by Antonio Armijo were the first non-native people to travel through present-day Las Vegas, establishing the Old Spanish Trail route between Abiquiu, New Mexico to Los Angeles in 1829 (Moehring 1989:1–3; National Park Service 2023c; Rodriguez 2012; Spanish Trails History Board n.d.). This route was popularized by mapmaker and “Great Pathfinder” John C. Fremont in 1844, and by 1855 Mormons built a mission in Las Vegas (then in northwestern New Mexico Territory) (Green 2015:70–74). The Mormon mission was abandoned in 1858, and by 1865, entrepreneur and miner Octavious Gass acquired rights to the old Mormon Fort and established a ranch to serve the surrounding mining districts. Gass’s ranch was acquired by Archibald Stewart in 1882, whose wife sold it to Montana Senator and railroad magnate William Clark in 1902 (Moehring 1989:1–3; Schumacher 2015:23–24).

Despite the oasis that the water supply and relatively fertile ground the Las Vegas Valley provided travelers along the Old Spanish Trail and early settlers, the area was relatively unsettled by the turn of the twentieth century. It would take a singular event – the construction of a railroad – to entice significant settlement in the Las Vegas Valley (Burbank 2009). Las Vegas was conceived in 1902 as a division point for the San Pedro, Los Angeles & Salt Lake Railroad (SPLA&SL). Speculators invested in large swaths of land and two townships were developed between 1904 and 1905, McWilliams’ Original Las Vegas Townsite (later known as the Westside) and Clark’s Las Vegas Townsite (Green 2015:169–171). Developers platted additions east of these townsites nearly immediately, however, factors like a small population and scant water contributed to slow subdivision growth much beyond the center of town (the railroad hub at Fremont and Main) (Schumacher 2015:28). Thanks to the railroad, the town served as a supply point for all southern Nevada, but by 1920, there were still only 2,300 people in Las Vegas, and opportunities for substantial growth were limited until the Black Canyon was selected as the site for the Boulder Dam in the 1928 (Fitzgerald 1980:1; Moehring 2005:5). Because the earliest development efforts in the Study Area date to the irrigation efforts associated with this period, the context for Community Planning and Development begins there.

4.2.1 BOULDER DAM/PREWAR PERIOD (1914-1939)

By the first decade of the twentieth century, much of the American West was in the throes of “irrigation mania” as changes in land policy and the promise of government funding prompted a flurry of agricultural efforts (Weber 1995:33-34,114). Politicians and entrepreneurs set their sights on the Colorado River as a water source for the West as early as 1914, with the prospect of a dam on the Colorado River near Boulder Canyon raising the hopes of ranchers and farmers throughout the Las Vegas Valley. The U.S. Congress passed the Boulder Canyon Progress Act in 1928 and the following year, passed the Swing-Johnson Bill, which authorized the construction of a dam at Black Canyon on the Colorado River (Fitzgerald 1980:1). The Boulder Dam was constructed approximately 40 miles southeast of Las Vegas between 1931 and 1936. The project not only brought significant employment opportunities (and thus, job-seekers) to the

area, but the cheap power it provided, coupled with inexpensive land, fueled large projects throughout the valley for decades (Paher 2014:140).

Infrastructure Development

Thanks to the Boulder Dam, southern Nevada flourished during the Depression while the rest of the country was in economic and social turmoil. The statewide legalization of gambling in 1931 energized the Las Vegas economy even more, as dam workers were a ready market for casinos. Las Vegas became an overnight boom town as people fled from areas devastated by the Wall Street Crash of 1929 to the unrivaled economic opportunity that the project provided. During 1930 alone, the population of Las Vegas ballooned from around 5,200 people to around 7,500, prompting a surge in the public and private development sectors. The local government undertook a variety of infrastructure improvements using New Deal funds (e.g., sewer systems, roads, recreational facilities, schools, energy), and local developers invested over \$1.2 million in new construction (Moehring 1989:15–30). By 1920, the eastern boundary of Las Vegas reached as far east as present-day Eastern Avenue and as far south as Charleston Boulevard. In 1929, the City of Las Vegas proposed to expand the city limits by about two to three miles in all directions, however, this effort was unsuccessful, and the city did not grow to encompass any more of the Study Area until 1953 (Baker 1929; Campbell Realty Company 1953; McWilliams 1920).

Commercial Development

The architectural marvel of the dam itself and the Boulder Dam Recreation Area (including Lake Mead) that was created by the dam, along with Nevada's gaming and divorce industries, all shaped Las Vegas's nascent recreational tourist economy and created a market for the industry's attendant accommodations (e.g., hotels, restaurants, casinos). To accommodate the Boulder Dam workforce and the throngs that flocked to Las Vegas to visit the dam and/or to gamble, a new highway to the dam was constructed and opened in 1931. The Boulder Highway extended Las Vegas's commercial district farther east along the existing Fremont Street. Scores of new commercial buildings (restaurants, bars, motels) catering to employees and tourists were constructed immediately, densely clustered in the city limits and becoming sparser as one travelled east along the 25-mile route to Boulder City. While these accommodations were scarce east of Maryland Parkway, there were several scattered clubs and motels along the route by 1931. Examples include the Meadows Club, which was constructed in 1931 east of the convergence of Fremont Street and Charleston Boulevard (outside of the city limits at the time) and the Green Shack, which was moved from its original location to Fremont Street in 1932 (just south of its convergence with Charleston Boulevard). The Green Shack was a popular restaurant known for its comfortable, rural atmosphere, while the Meadows Club was one of Las Vegas's first casinos and a forerunner to the modern casino resort complexes that followed in the 1940s. Both businesses served a clientele that ranged from dam workers to politicians (Burbank 2010; Moehring 1989:21; Wright 1993).

Institutional Development

Las Vegas endured a modest economic decline when dam workers and their families left in search of new employment after the project was completed in 1935. New Deal agencies, however, were active throughout the 1930s, funding federal buildings, schools, recreational facilities, and an airport. As these projects grew Las Vegas during the first decades of twentieth century, the resulting change of land use from residential to commercial-recreational forced many pioneer families into the nearby suburbs (Moehring 1989:22). The creation of the Federal Housing Administration in 1934 coincided with this trend, providing incentives for home construction and home ownership in undeveloped urban fringes.

Residential Development

While the Clark’s Las Vegas Townsite, which overtook McWilliams’ earlier townsite in popularity, was laid out in a grid pattern around the town center, subdivisions east of the city limits had to defer to the irregular Boulder Highway corridor and the commercial properties along it. Nine subdivisions were platted in the Study Area during the Boulder Dam period, but only two were laid out along the Boulder Highway (the Church Addition and the Fisher’s Fremont Street - Boulder Dam Highway First Subdivision). Newspaper advertisements boasted the natural setting of the farther flung additions, suggesting that while the convenience of the road may have been a boon, developers anticipated (perhaps accurately) that people would not want to live too close to it.

Throughout Las Vegas, the residential housing growth associated with the construction of Boulder Dam was manifested in small houses built by local businessmen in newer additions south and east of town. They were often developed irregularly over many years by a variety of small investors who simply partitioned houses into several small apartments that they then offered for rent. In parts of the city that already had municipal services, developers could simply and inexpensively connect to the public water system and other utilities. Throughout the first half of the twentieth century, however, developers east of Maryland Parkway would have to invest significant resources into all aspects of site improvement (i.e., roads, electricity, and above all, water), and this likely impacted the rate in which additions were developed.

Nine subdivisions were platted in the Study Area during this period, but none were developed during this period (Table 4.1 and Appendix A, Maps 2a, 2b, 2c). In the Study Area, the residential development associated with construction of the Boulder Dam is generally reflected in a small flurry of land subdivision, road and infrastructure improvement during the 1930s but little actual *home* construction until the late 1940s.

Table 4.1: Subdivisions Platted during the Boulder Dam Period

Subdivision	Platted
Artesian Acres	1921
Boulder Dam Homesite Addition Tract No. 2	1929
Boulder Dam Homesite Addition Tract No. 3	1929
Boulder Dam Homesite Addition Tract No. 2/3	1929
Boulder Dam Homesite Addition Tract No. 4	1929
Gibson & Jones Addition	1929
Sunrise Park Tract No. 1 Supplemental Map	1931
Church Addition	1931
Fisher’s Fremont Street Boulder Dam Highway First Subdivision	1931
Noblitt Addition Amended	1933

Artesian Acres

The earliest subdivision in the Study Area, Artesian Acres, was platted in 1921 when much of the American West was in the throes of “irrigation mania” and the federal government was initiating large-scale reclamation efforts (Weber 1995:33-34,114) (Figure 4.1 and Map 2a). A group of Tonopah men doing business as the Desert Securities Company claimed 6,000 acres in and around the Study Area, intending to sell large tracts of land for farms. Between 1920 and 1921, Luther Brentner purchased and subdivided a portion of these claims northeast of Las Vegas’s original townsite, about one half mile east of the

SPLA&SL railroad line. He partitioned one quarter of the subdivision into five- and ten-acre homesites, which he advertised as places where “you can grow your own family orchard of fig trees, almonds, English walnuts, peaches, apricots and other fruit trees, raise your own patch of alfalfa for the family cow and chickens, establish a nice country home within easy walking distance of town” (Weber 1995:113–114) (Figure 4.2).

Initiated during the early irrigation mania that swept the west, this was the first known attempt at developing the Study Area. Based on aerial imagery, however, only around four small farms were ever established in Artesian Acres, and the subdivision was never developed as originally planned (Figure 4.3). Beginning in December 1932, Brentner’s wife unsuccessfully tried to sell the entire 400 acres that comprised Artesian Acres, and five and 10 acre tracts of land were still being sold into the mid-1940s (LVRJ 1932:4, 1946) (Figure 4.4). The entire subdivision was largely undeveloped until the early 1960s, when it was re-subdivided into Shenandoah Square Units No. 1 and 2 (discussed in detail in Section 4.2.3) (Figure 4.5).





Figure 4.2: 1920 Las Vegas Age Article for Artesian Acres (December 4, 1920)



Figure 4.3: 1950 Aerial Image of Artesian Acres (North Eastern Avenue Left, East Bonanza Road Top, and East Cedar Avenue Center; Study Area is South of Red Boundary)

A Night Spot

That can show a more than satisfactory income, as per investment. The right party with the proper background, can make unusual financial arrangements. Owner retiring.

Tracts for large homesites in Artesian Acres cheap.

Peter Poncin

215 Bridger St.

Las Vegas
a 10-12

Figure 4.4: 1946 Las Vegas Review Journal Advertisement for Artesian Acres (April 10, 1946)



Figure 4.5: 1965 Aerial Image of Artesian Acres (North Eastern Avenue Left, North Mojave Road Right, East Bonanza Road Top, Stewart Avenue Bottom, and East Cedar Avenue Center; Study Area is South of Red Boundary; Shenandoah Square Units at Bottom)

Boulder Dam Homesite Addition

The Boulder Dam Homesite Addition was conceived in 1929 by John P. Mills Organization (Map 2b). In its entirety, the Boulder Dam Homesite consisted of six tracts, with Tracts 1, 2, 3, and 4 being platted in 1929 and Tracts 5 and 6 being platted significantly later, in 1947 by Chauncey and Ann Van Patten and in 1953 by the Madsen Construction Corporation, Inc., respectively (Figure 4.6, Figure 4.7, Figure 4.8, Figure 4.9, Figure 4.10, Figure 4.11). The addition was anchored at the south by Stewart Avenue, about one-half-mile north of the Boulder Highway and directly east of Artesian Acres. Only small southern portions of Tracts 2, 3, and 4 (and several parcels north of present-day Interstate 515) are in the Study Area.

[illegible]

Figure 4.6: 1929 Boulder Dam Homesite Addition Tract No. 1 Plat Map

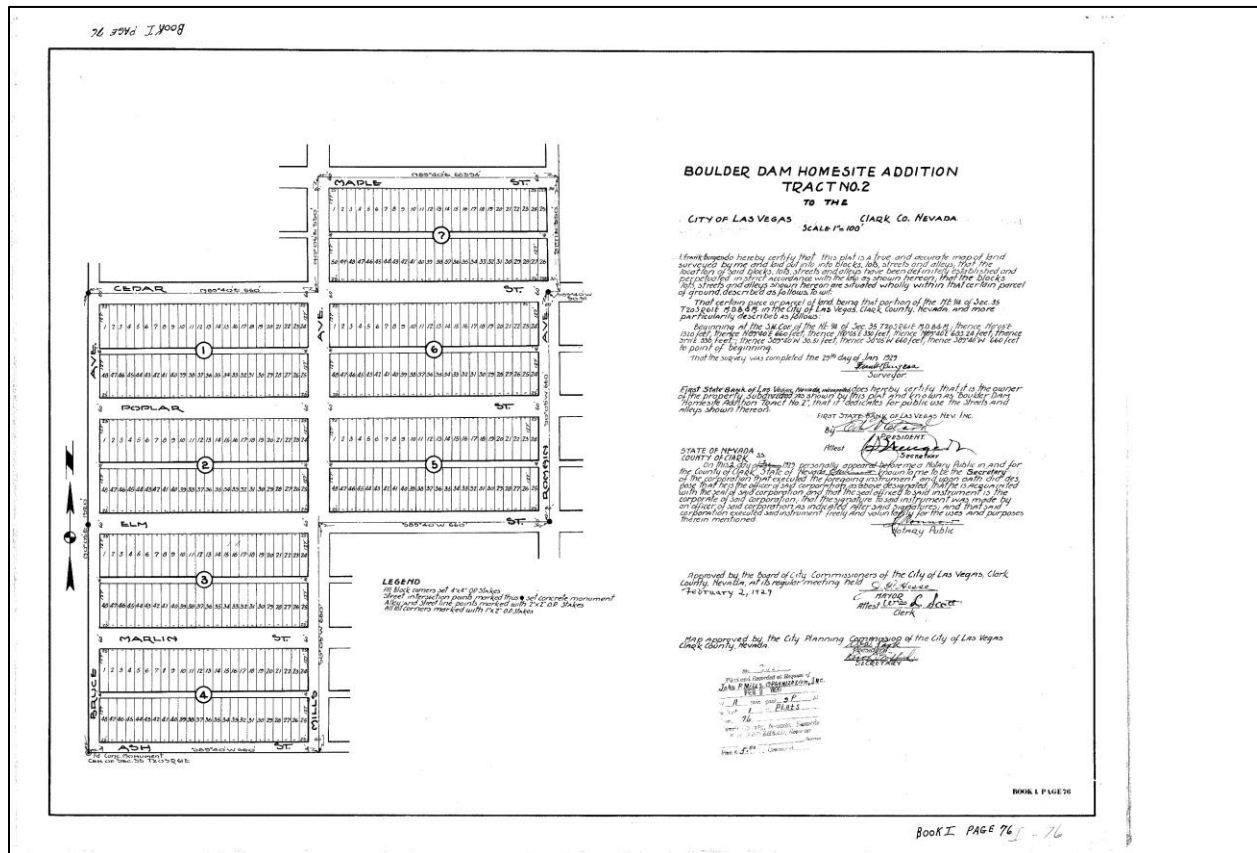


Figure 4.7: 1929 Boulder Dam Homesite Addition Tract No. 2 Plat Map









CONFIDENCE

CONFIDENCE coupled with credit is the foundation on which our entire business world rests today. The days of "wampum" have passed forever. In olden days not only did one have to create their own opportunities but also had to carry the entire financial burden in order to take advantage of the opportunity created. How different is the situation today. It is a simple matter to profit by opportunity, even tho' created by others.

The construction of the Boulder Dam in Black Canyon has created an opportunity for Las Vegas people to participate in the real estate profits which are certain to be created by the demands of an ever increasing population. Confidence in Las Vegas and its people has created for them a credit which they should use to participate in these profits.

Our Homesite Addition we believe offers the ultimate in Las Vegas real estate profits for the amount invested. These properties located within the city limits are reasonably restricted, have not been spoiled by non descript building are being served by city water, and are priced within the reach of all. Prices are \$295 for inside lots and \$345 for corners; \$75 down and \$10 per lot per month.—City water—rolled and graveled streets and electricity are included in these prices. These improvements are now being installed.

Buy Now, Prices Will Be Advanced as Development Progresses.

John P. Mills Organization
INCORPORATED

Figure 4.12: 1929 Las Vegas Review Journal Advertisement for Boulder Dam Homesite Addition (April 6, 1929)

Water Assured for New Subdivisions

Contracts between the John P. Mills organization and the Fourteenth Street Addition realtors and the Las Vegas Land & Water company are being drawn today providing for the connection of the real estate tracts of these two concerns with the city water mains of the water company, it was learned this morning.

The pipe lines have all been laid and are ready for turning in the water as soon as the necessary papers are signed and approved.

Figure 4.13: 1929 Las Vegas Review Journal Article for Boulder Dam Homesite Addition (April 10, 1929)



Figure 4.14: 1950 Aerial Image of Boulder Dam Homesite Tracts 1-6 (North Bruce Street Left, North Eastern Avenue Right, East Bonanza Road Top, Stewart Avenue Bottom, and East Cedar Avenue Center; Study Area is South of Red Boundary)



Figure 4.15: 1965 Aerial Image of Boulder Dam Homesite Tracts 1-6 (North Bruce Street Left, North Eastern Avenue Right, East Bonanza Road Top, Stewart Avenue Bottom, and East Cedar Avenue Center; Study Area is South of Red Boundary)

Gibson and Jones Addition

The Gibson & Jones Addition was platted directly south of the Boulder Dam Homesite in February 1929 by F.A. Gibson and A.S. Jones (Map 2b). Two blocks of 24 lots each were separated by Mesquite Street (present-day Ash Avenue) and were each split in half by an unnamed ally. The 48 lots that made up the subdivision were generally uniform (except for the larger corner lots), rectangular parcels, oriented north/south (Figure 4.16). Beginning in March of 1929, real estate firm Honrath & Wilson advertised the sale of 50-by-140-foot lots ranging in price from \$275 to \$350 each (LVRJ 1929b:2) (Figure 4.17). Earl Honrath was a “pioneer realtor” in Las Vegas and is credited with developing the city’s first modern subdivision, Mayfair Homes, in 1942 (LVRJ 1968). Although the Gibson & Jones Addition was subdivided during the construction of the Boulder Dam, only one home was constructed during this period, and the

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GIBSON & JONES ADDITION TO CITY OF LAS VEGAS-NEVADA

IN NW¹NE¹SE¹ SEC. 35, T20S, R6E.
M.D.B.M., CLARK COUNTY, NEV.

I, G.D. BAKER, Civil Engineer, hereby certify that this plat has been an accurate map of the land surveyed by me and laid out under my supervision into blocks, lots, streets, alleys and public places of the Addition of A.S. GIBSON & A.S. JONES; that the location of said blocks, lots, streets, alleys and public places are definitely established and perpetuated in strict accordance with the law as shown herein; and are situated wholly within the right-of-way of the NE¹4th SEC. 35, T20S, R6E, CLARK COUNTY, NEVADA; that the survey was completed on the 14th day of February, 1928.

G.D. Baker
Civil Engineer

Know All Men by these Presents, that
Ray A. Gibson, and E.W. Jones wife,
and Alice S. Jones, and Kate B. Jones, his wife,

owners of the property in said plat, hereby dedicate and transfer to the public for public use the streets and alleys in the plat herein annexed; and authorized said public to use same forever as streets and alleys as shown on the accompanying plat which they have caused to be made. IN WITNESS WHEREOF, I, the undersigned, have hereunto set my hand and the date of this my signature, to-wit: 14th day of February, 1928.

Ray A. Gibson
E.W. Jones
Alice S. Jones
Kate B. Jones
owners.

County of Clark
State of Nevada } ss

On this 14th day of February, 1928, before me, a Notary Public in and for said County of Clark, State of Nevada, did personally appear *Ray A. Gibson* and *E.W. Jones*, the said owners of the property in said plat, and they acknowledged to me to be the persons whose names are subscribed to the foregoing instrument; and acknowledged to me that they are said same freely and voluntarily for the use and purposes therein stated; and in WITNESS WHEREOF, thereunto set my hand and seal this 14th day of February, 1928.

Thomas C. McLeod
Notary Public.

Commission expires
on 14th day of February, 1930

APPROVED this 14th day of February, 1928, by the Board of Commissioners of the City of Las Vegas, Nevada.

BOOK 1 OF PLATS

President

Secretary

APPROVED this 14th day of February 1928, by the Board of Commissioners of the City of Las Vegas, Nevada, and by resolution adopted at regular meeting of the Board.

W.E. Gibson
City Clerk

State of California
County of Los Angeles } ss
On this 14th day of February, 1928, before me, a Notary Public in and for said County of Los Angeles, did personally appear *Ray A. Gibson* and *E.W. Jones*, the said owners of the property in said plat, and they acknowledged to me to be the persons whose names are subscribed to the foregoing instrument; and acknowledged to me that they are said same freely and voluntarily for the use and purposes therein stated; and in WITNESS WHEREOF, thereunto set my hand and seal this 14th day of February, 1928.

"Notary Public"
a notary public
of the State of California
my commission expires
on 14th day of February, 1930

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Figure 4.16: 1929 Gibson & Jones Addition Plat Map

**50x140 Ft. LOTS in Gibson &
Jones Addition. Inside lots \$275,
corners \$350. For few days only.
HONRATH & WILSON
Real Estate Specialists
113 So. First St. Phone 316
cm26tf**

Figure 4.17: 1929 Las Vegas Review Journal Advertisement for Gibson and Jones Addition (March 30, 1929)



Figure 4.18: 1965 Aerial Image of the Gibson and Jones Addition (North 21st Street Left, North 23rd Street Right, Stewart Avenue Top, East Ogden Avenue Bottom, Ash Avenue Center)

Sunrise Park Tract No. 1

Sunrise Park Tract No. 1 was platted by realtor E.A. Clark on land that was once part of L.L. Brentner's vast holdings. The 1931 plat map defined the boundaries of the subdivision as View Street (not extant) at the north, Charleston Boulevard at the south, First Avenue (present-day and North 25th Street) at the west, and Second Avenue (present-day North 25th Street/Eastern Avenue) at the east (Figure 4.21 and Map 2c). When it was platted, the newly defined First Avenue (which had to be developed by Clark himself) marked the City's eastern limits. Based on aerial imagery, View Street and Lake Street were never constructed,

but all other roads in the addition were extant by 1950 (Figure 4.22). Only the north half of the subdivision is in the Study Area.

When Clark announced Sunrise Park Tract No. 1 in the Las Vegas Review Journal in May of 1931, he highlighted the proximity of the new development to the newly constructed Meadows Hotel, east of the addition, and even congratulated its owners (LVRJ 1931:3; Rathers 1931) (Figure 4.20). A subsequent advertisement in the Las Vegas Age claimed that 20 percent of all the lots in the Sunrise Park Tract No. 1 were sold in the first week (LVA 1931a:6) (Figure 4.23). Unlike many of the other subdivisions in and around the Study Area prior to World War II, homes were constructed in Sunrise Park Tract No. 1 during this period. Adjacent to the Sunrise Park Tract is Sunrise Acres (plated in 1942 and developed during World War II), another early subdivision, which remains outside of the Las Vegas city limits until this day (it is still part of Clark County). Because the City of Las Vegas was never responsible for providing municipal services to this unincorporated area, Sunrise Acres established its own water district (Sunrise Acres Water Association) (Figure 4.19). There is at least one extant historic age water tank in Sunrise Acres.

Sunrise Acres was an early community that retained a rural feeling even as the city developed around it; during the 1940s, the last paved road was Eastern (then 25th Street), and west and south of Eastern Avenue and Charleston Boulevard was desert. In the early 1940s, Sunrise Acres was an area that permitted Latinos (as opposed to downtown areas, where blacks and Mexicans were not allowed to live), and residents experienced it as a diverse neighborhood with a “mishmash of different cultures.” By as late as 1950, Sunrise Park Tract No. 1 and Sunrise Acres represented the eastern extent of residential development in Las Vegas (Figure 4.22) (Pacheco 2018).

Sunrise Park Tract No. 1 was not developed as originally planned, as Sunrise Acres Elementary School was constructed in the north two blocks (which were platted as residential lots) around 1947 (LVRJ 1947). Nearby residential development was largely restricted to unincorporated Sunrise Manor (namely Sunrise Acres subdivision), which is not included in the Study Area.



Figure 4.19: Early Sunrise Acres resident (Marcelina Sandusky) with the community well and water tower in the background, circa 1980s. Photo Courtesy of UNLV Special Collections (ID PH-00442_015).

Friday, May 1, 1931 LAS VEGAS EVENING REVIEW-JOURNAL, LAS VEGAS, NEVADA PAGE THREE

**CONGRATULATIONS to the MEADOWS
HOTEL and CASINO**

On Their Choice of Location, The Design and Architecture of Their New Beautiful Building and Their Auto Park, and
Wish Them The Best of Luck and Success in Their New Undertaking.

**ANNOUNCEMENT
TO HOME BUILDERS AND INVESTORS**

SATURDAY MORNING, MAY 2, 1931

OUR BEAUTIFUL

SUNRISE PARK ADDITION

LOCATED AT THE END OF FREMONT STREET ON THE
ROAD TO THE NEW CASINO.

WILL BE OPEN TO THE PUBLIC

ALL LOTS WILL BE SOLD
CASH or TERMS

\$150 TO \$250

The size of these lots are 50x140 feet, with 60 foot streets and 20 foot Alleys.
Each Lot is Furnished with Plenty of Water and Lights

This is An Investment You Cannot Overlook

When you drive out to the the Hotel Meadows and Casino, Be sure to look over these wonderful
Bargains, or See

E. A. CLARK

107 So. Second St. Phone 357

Figure 4.20: 1931 Las Vegas Review Journal Announcement for Sunrise Park Addition (May 1, 1931)

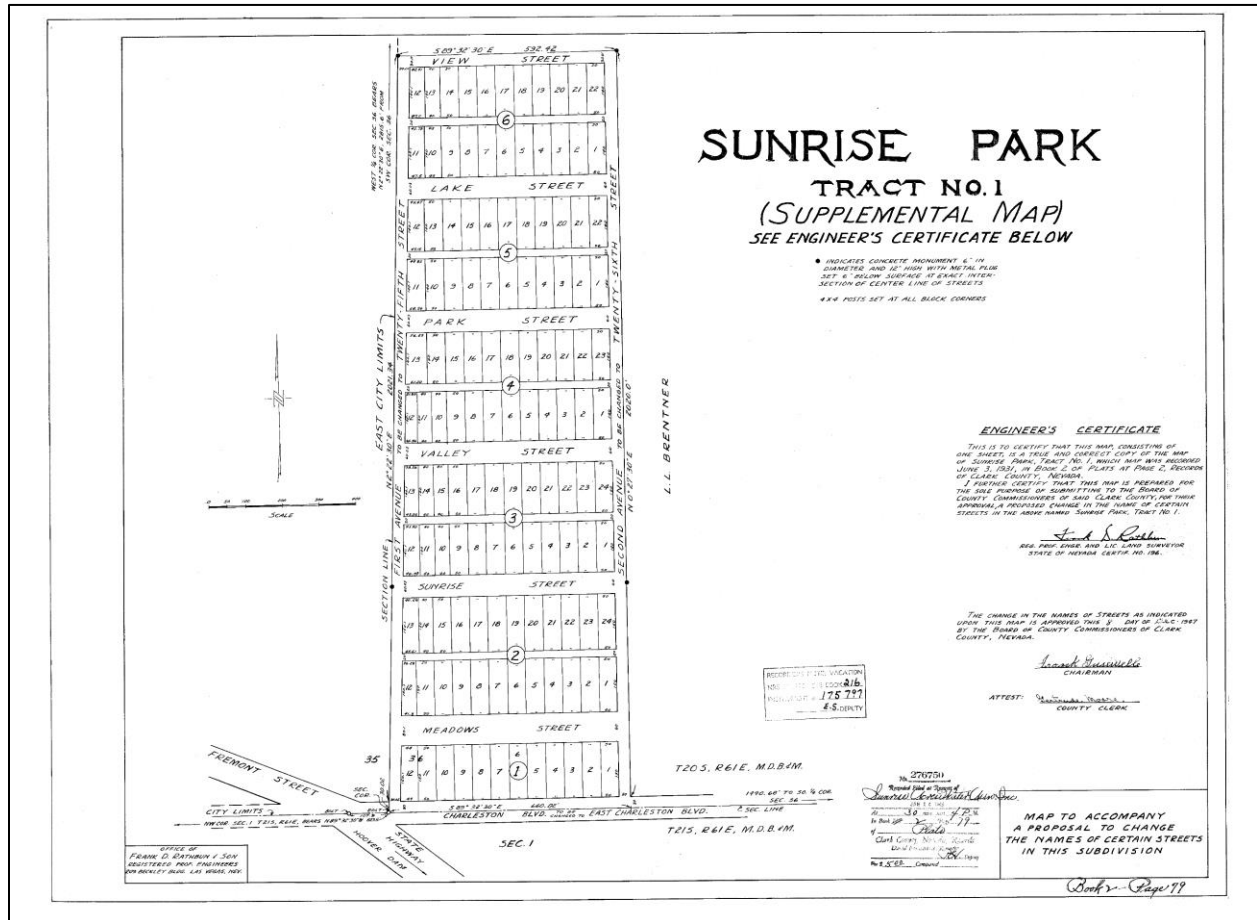


Figure 4.21: 1931 Sunrise Park Tract No. 1 Plat Map



Figure 4.22: 1950 Aerial Image depicting Study Area North and West of Red Boundary. Sunrise Park and Sunrise Acres are center.

20 Per-
cent

OF ALL THE LOTS IN TRACT NUMBER ONE
OF

SUNRISE PARK ADDITION

WERE SOLD THE FIRST WEEK

Lots in **SUNRISE PARK ADDITION** are all 50 feet wide by 140 feet deep. Water and electric power are served to all lots.

Lots in **SUNRISE PARK ADDITION** are priced so that as an investment they are particularly attractive.

Per Lot \$150 to \$250 Cash or Terms

Drive out today and look over this tract. You can't afford to pass up this investment.

Call at our office. We will be only too glad to show you the Fastest Selling Addition in or near Las Vegas.

If you live away from here, write to us. We will send you more information.

E. A. CLARK

107 SOUTH SECOND STREET TELEPHONE 359

"Invest In Las Vegas the Fastest Growing Town In America"

Figure 4.23: 1931 Las Vegas Age Advertisement for Sunrise Park Addition (May 10, 1931)

Church Addition

The Church Addition was subdivided by Walter H. Church in 1931 (Baker 1931; LVA 1931b, 1933). Its boundaries were Ash Street (present-day Stewart Avenue) and Fremont Street at the north and south, and Church Avenue (present-day North 18th Street) and Mills Avenue (present-day North 19th Street) at the west and east (Map 2c). The parcels in the Church Addition were oriented towards the cardinal directions and diagonally along Fremont Street (Figure 4.24). The Church Addition is one of only two Boulder Dam period subdivisions in the Study Area that were laid out along Fremont Street/Boulder Highway.

The Church Addition was never developed as a cohesive subdivision, and Walter Church seems to have had a hard time selling his land, as newspaper advertisements indicate that by 1933 he was selling parcels for less than originally advertised in 1931 (Baker 1931; LVA 1931b, 1933). Only one parcel was developed during the 1930s, an early motor court along Fremont Street/Boulder Highway. Most of the addition was re-subdivided in 1949 into the Church Tract Amended. The small portion of the original Church Addition along East Fremont Street that wasn't re-subdivided contained only the motor court until at least 1950 (Figure 4.25).



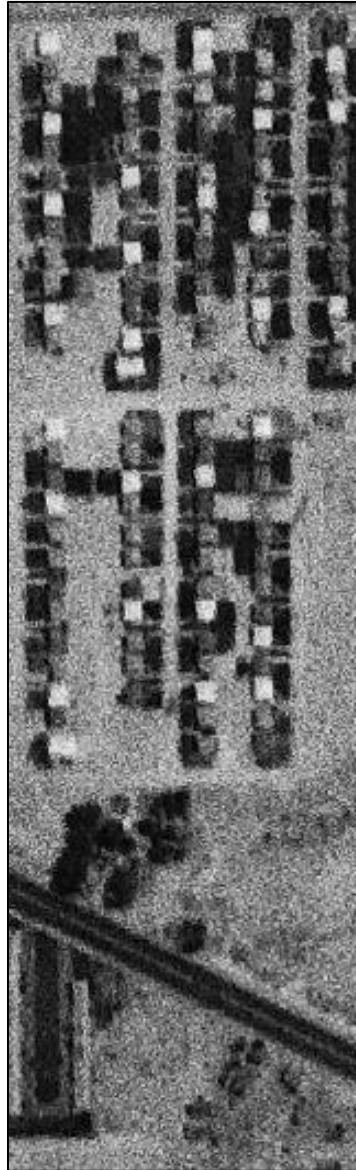


Figure 4.25: 1950 Aerial Image of Church Addition (Stewart Avenue Top, East Fremont Street Bottom, and East Ogden Avenue Center)

Fisher's Fremont Street - Boulder Dam Highway First Subdivision

The Fisher's Fremont Street - Boulder Dam Highway First Subdivision was subdivided in 1931 at the convergence of Fremont Street/Boulder Highway and Charleston Boulevard by J.C. Fisher from 626 acres he had purchased decades earlier in 1911 (Figure 4.26 and Figure 4.27). The 1931 plat map defines the boundaries of the subdivision as Charleston Boulevard at the north, Atlantic Street at the east, Clifford Street (present-day Clifford Avenue) at the south, and Euclid Avenue at the west. The subdivision was divided into six blocks with Block 1 divided from the other Blocks by Fremont Street/Boulder Dam Highway; only the portion of Fisher's subdivision south of Fremont Street/Boulder Highway is in the Study Area.

Demonstrating the typical confidence of a land developer, J. C. Fisher & Co. likened Fremont Street to the Broadway of Las Vegas, declaring that “it requires no prophet to predict the rapid increase in the value of the property in this Subdivision” (Figure 4.27). By 1932, Fisher had drilled a well and connected electrical utilities, and 37 of the 163 lots in the addition had been purchased (LVA 1931c, 1931d, 1932; Thompson 1931) (Figure 4.28). While Fisher insisted that home construction was imminent, only one commercial property, the Green Shack, appears to have been developed immediately. Russel Avenue and Olive Street were present by 1950, but there were only a handful of properties along them. Euclid Avenue and Clifford Street (present-day Clifford Avenue) were constructed sometime between 1950 and 1963, when one multi-unit apartment complex was constructed on the north side of Clifford Avenue (Figure 4.29 and Figure 4.30).



SUNDAY MORNING, OCTOBER 11, 1931
LAS VEGAS AGE
PAGE FIVE

FISHER'S

Fremont Street Boulder Dam Highway

FIRST SUBDIVISION

CALL FOR BIDS FOR LOTS

**To the Businessmen, Women,
and Home Builders of Las Vegas**

1.—We have platted and put on the Market for sale
148 Lots in
**FISHER'S FREMONT STREET—BOULDER DAM
HIGHWAY—FIRST SUBDIVISION**

THIS TRACT BEING A PART OF 626 ACRES, fronting
about one mile on the Boulder Dam Highway and about
one mile on Charleston Boulevard was purchased by J.
C. Fisher on the 15th day of September, 1911—or about
20 years ago. It was sold by the State of Nevada to W. F.
Popp and by W. F. Popp to J. C. Fisher. The title by war-
rant deed, also the Insurance, is perfect, free of
all taxes and other liens and encumbrances.

2.—**WE WANT TO SELL THESE LOTS** to the business
people and home builders of Las Vegas, instead of non-
resident Speculators. With this end in view we will
receive from **SUNDAY, OCTOBER 11th to SUNDAY,
OCTOBER 18, 1931**, both days inclusive, written, sealed
bids in Confidence, for any one or more lots in this valu-
able Subdivision.

THE PERSON OR CORPORATION Whose bids are re-
ceived and accepted, should State the price they are will-
ing to pay for each lot, giving numbers and block, the
down Cash payment, and the terms of Monthly pay-
ments. Bidders must give their names and Post Office
Address.

BIDDERS WHOSE BIDS ARE ACCEPTED Will be
notified in writing by mail and must make their Cash
Down Payment on or before the 24th day of October 1931
ALL REAL ESTATE AGENTS are particularly invited
to submit bids for their Clients and should State the
Commission desired. The Sale is under the Charge of
the owners.

3.—**NO BIDS OFFERING** less than \$25.00 down payment
and \$10.00 monthly on any lot will be considered. Interest
at the rate of 8 per cent will be charged on all unpaid
balances until fully paid.
The right to reject any and all bids is reserved. No
obligation or liability attaches to any bidder or the Sell-
er hereunder by reason of such bid.
This Subdivision is in the Artesian Water belt and water
is guaranteed to all purchasers at the very earliest date
possible.

4.—**FREMONT STREET** is the Broadway of Las Vegas,
the Boulder Dam Highway. It requires no prophet to
predict the rapid increase in the value of the property in
this Subdivision. The future of Las Vegas, The Magic
City of Destiny, is Great.

5.—**ALL BIDS SHOULD BE ADDRESSED TO**

J. C. FISHER & CO.

POSTOFFICE BOX 63

Las Vegas, Nevada

Figure 4.27: 1931 Las Vegas Age Article for Fisher's Fremont Street Boulder Dam Highway – First Subdivision
(October 11, 1931)

WELL JOB LET ON FISHER TRACT

J. C. Fisher has let to Carr and Miser his first contract for drilling an artesian well on Fisher's Fremont street and Boulder dam highway first subdivision.

These lots have been on the market for only two weeks and thirty-seven of them have been sold to persons who will improve them at once.

Mr. Fisher is stopping at the Nevada hotel, but has a field office on the tract at the corner of Fremont and Charleston Boulevard

Figure 4.28: 1931 Las Vegas Age Article for Fisher's Fremont Street Boulder Dam Highway – First Subdivision (October 31, 1931)

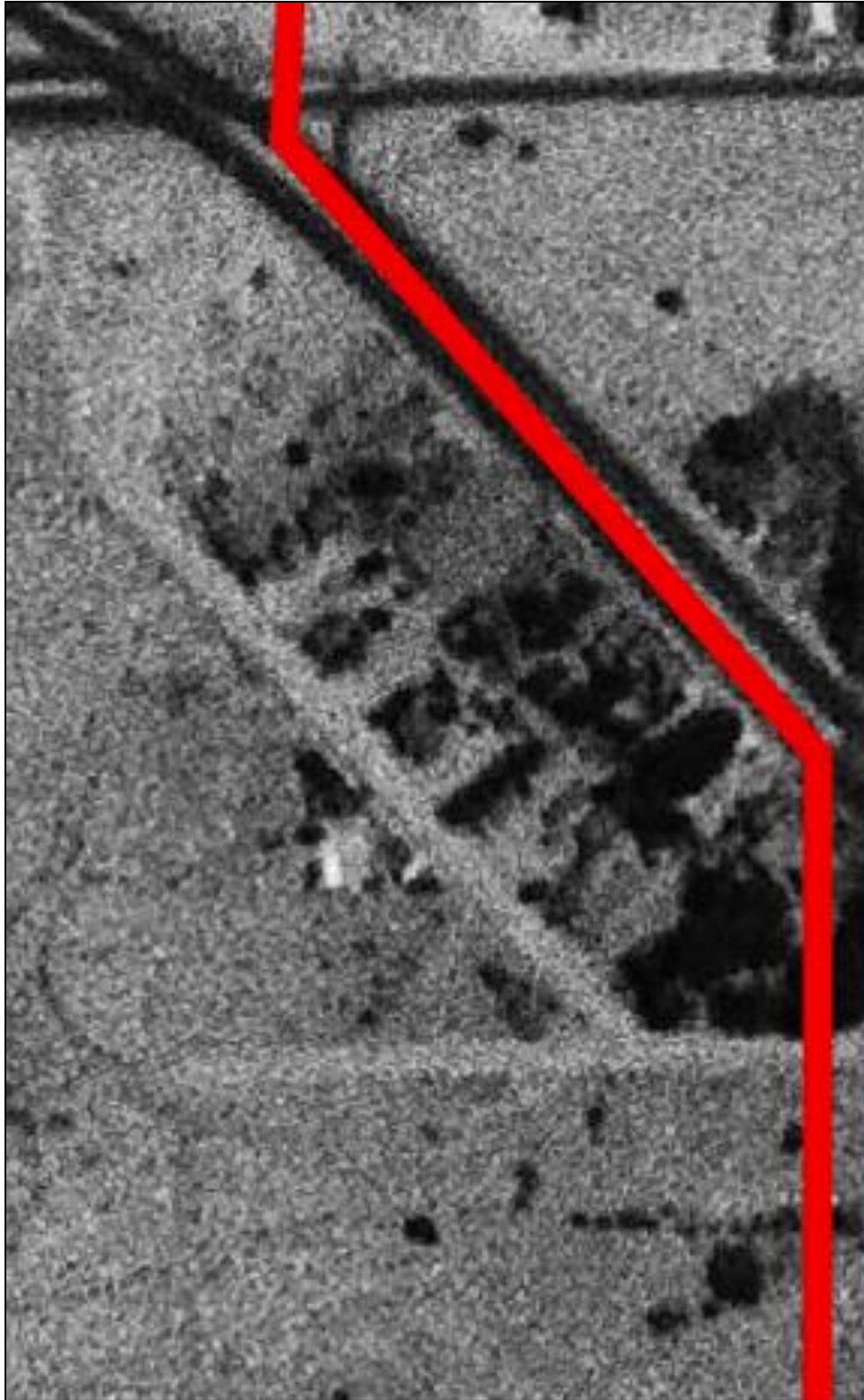


Figure 4.29: 1950 Aerial Image of Fisher's Fremont Street Addition (Fremont Street Diagonal, Charleston Boulevard Top, Russel Avenue and Olive Street Visible; Study Area is South and East of Red Boundary)

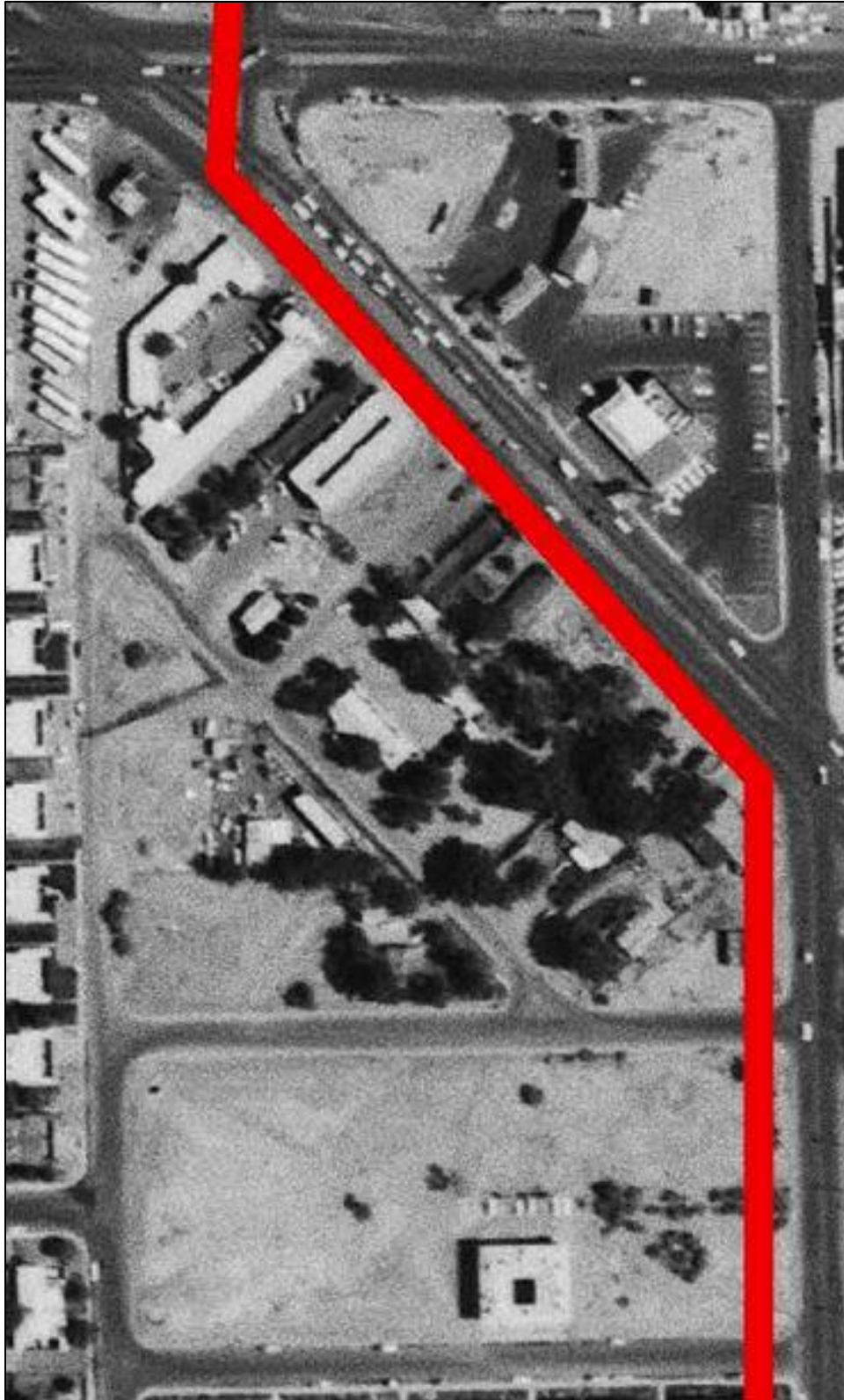


Figure 4.30: 1965 Aerial Image of Fisher's Fremont Street Addition Still Minimally Developed (Study Area is South and East of Red Boundary)

Noblitt Addition

The Noblitt Addition was subdivided in March 1933 by Cora J. Noblitt, and originally consisted of two discontinuous areas (separated by the Gibson & Jones Addition) of five blocks at the southeast corner of Mills Avenue (present-day North 18th Street) and Ash Street (present-day Stewart Avenue) and three blocks at the southwest corner of Ash Street and Euclid Avenue (present-day North Eastern Avenue) (Thompson 1933) (Map 2c). The 369 lots depicted on the subdivision's plat map were narrow, rectangular lots oriented east/west toward the north/south streets in the subdivision. The Noblitt Addition was developed cohesively between 1948 and 1950. Because the history of the subdivision is best understood in the context of Las Vegas's postwar development, is discussed in detail with the Church Tract Amended (Section 4.2.3).

4.2.2 WORLD WAR II (1939-1945)

With the onset of World War II in 1939 and the imminent American involvement by the following year, the Roosevelt Administration set its eyes on western cities as ideal locations for defense plants and military installations. The U.S. Army Corps of Engineers had already established a Gunnery School in Las Vegas in 1936, but between 1940 and 1941, the installation was greatly increased to incorporate over three million acres in what would become the largest training range in the country, the Las Vegas Bombing and Gunnery Range. In 1941, the Tonopah Army Airfield was constructed at the north end of the range and the Las Vegas Army Air Force Gunnery School (later Las Vegas Army Air Field and Nellis Air Force Base) was constructed at the south end of the range (Henderson-Elder and Myhrer 2010:3; Myhrer 2012:1; Warnock 2004:24). During the same year, the U.S. Reconstruction Finance Corporation selected a site for the Basic Magnesium, Incorporated (BMI) processing plant to be located halfway between Las Vegas and Boulder City, in what would become Henderson (Green 2015:256–260).

Opportunities in this growing sector brought an influx of workers who were eager patrons of the bustling tourism scene that had emerged along Fremont Street by the onset of the war. This scene only grew during the 1940s, with the expansion of existing casinos and the opening of several new ones like El Cortez, Pioneer Club, and Golden Nugget (Schumacher 2015:68–69). Despite high construction costs associated with wartime restrictions, the Las Vegas Strip was essentially born during the war, with the El Rancho and the Last Frontier constructed in 1941 and 1942, and the Flamingo shortly after, breaking ground in 1944 (Moehring 1989:45–48; Schumacher 2015:68–69).

While it was a boon to the city's economy, Las Vegas's wartime population growth also resulted in a critical housing shortage. The housing crisis was mitigated by several programs initiated by the FHA during World War II that continued to expand Americans' opportunities for homeownership. In 1941, President Roosevelt amended the Federal Housing Act with the addition of Title VI, which provided mortgage insurance for the construction of homes in areas classified as "critical defense area" (of which Las Vegas had just been designated). Title VI also permitted the FHA to expand financing beyond owner-occupied homes and permit builders to secure financing for as many houses as the builder could construct. While this initiative prioritized housing that supported war industries, the subsequent Serviceman's Readjustment Act of 1944 (commonly called the G.I. Bill) eased the burden on returning veterans by guaranteeing their mortgages and allowing them to use their G.I. benefits for down payments. While the VA administered this program separately from the FHA, it closely followed FHA practices (Ames and McClelland 2002:31; Pettis et al. 2012:56). Mass production techniques, standardized housing components, and standardized methods of construction also made homes more affordable during this period. The confluence of these national and local factors created an atmosphere that allowed Las Vegas

to continue to expand through the war despite restrictions that hampered development throughout most of the country (Moehring 1989:39).

Wartime development east of downtown was generally centered around the newly constructed Maryland Parkway (e.g., Mayfair, Biltmore, and Huntridge Additions), about one-half-mile west of the Study Area boundary at Wengert Avenue. An exception to this trend was Sunrise Acres a housing tract that was developed one mile east of the city limits in 1942 (LVRJ 1942). Despite the boom that the Las Vegas Army Air Force Gunnery School and the BMI plant brought to Las Vegas, development was scant in the Study Area during World War II. No new subdivisions were developed in the Study Area during the U.S. involvement in the war and only 19 homes that date to this period are extant in the Study Area.

4.2.3 POSTWAR PERIOD (1945-1969)

When World War II ended, the United States was in a better economic position than any other country in the world. In the decades following the war, many Americans generally held a sense of optimism and confidence. Building on the economic base that the war had provided, Americans became more affluent; public policies provided money for veterans to attend college, to purchase homes, and to buy farms.

Las Vegas participated in this postwar optimism thanks again, in large part, to the employment opportunities offered by ongoing military operations and the growing tourism industry, namely the massive development of the Strip during the 1950s. When the Flamingo opened in 1947 four miles south of downtown, on what would become Las Vegas Boulevard, it ushered in a new era in Las Vegas, establishing the Strip as the city's economic center, broadening the city's target tourist demographic, and setting the standard for subsequent resorts. While the early casino resorts like El Rancho and Last Frontier played up the image of the Old West, the Flamingo and the resorts that followed were designed to convey luxury and elegance to attract an upscale clientele. Roughly one dozen extravagantly themed resorts were constructed in rapid succession during the late 1940s and 1950s. While resort construction slowed during the 1960s, the construction of a convention center in 1959 ensured a broad enough tourist/visitor base that resorts were able to keep their rooms filled throughout the year (Schumacher 2015:69–74).

With continuing operations at the BMI complex, the ongoing growth of Henderson, and the popularity of the Boulder Dam Recreation Area, the roadside commercial development along Fremont Street/Boulder Highway also continued to grow during the postwar period. While the new Strip offered a luxury experience, motels along Fremont Street offered a more affordable option. By the mid-1940s, Fremont Street/Boulder Highway was an automobile oriented commercial corridor that was flanked by residential suburban neighborhoods and associated schools and parks.

Nuclear testing at the Las Vegas Bombing and Gunnery Range (renamed Nellis Air Force Base) and the classification of the Las Vegas Valley as a critical defense area again in 1952 had similar effects as the previous wartime defense initiatives. Thanks to this classification, the U.S. Home and Housing Finance Administration coordinated with the city and county to facilitate a watershed of projects through the 1960s, including sanitary improvements for Paradise Valley, Pittman and Whitney; five miles of new streets; citywide flood control measures; a new fire station for the growing East Charleston area; and improvements to the Las Vegas Water District's system including the construction of a pipeline connecting Las Vegas with Henderson's supply of Lake Mead's water (Moehring 1989:99). Furthermore, as a critical defense area, the city again qualified for FHA mortgage loan money and funding for one new elementary school.

Infrastructure Development

The private sector built the hotels, golf courses, tennis courts, swimming pools, and middle- and upper-class housing for service employees that made Las Vegas a mecca for tourism. While the public sector funded the airport, highways, and roads, it is common for fast-growing cities to lag in infrastructural development, public works, and municipal services, and by 1951, developers were complaining that the city was still relying too heavily on them to improve the city (Moehring 1989:106). In a large newspaper advertisement, Howard & Hassett Developers complained that the city had not lived up to its agreement to improve streets if developers constructed homes. Incumbent mayor Ernie Cragin reportedly expected the developers to make these improvements (and Howard & Hassett insist they did, in fact, construct the curbs and improve the streets that lined their developments) (Howard & Hassett 1951). Perhaps in response to the developers demands the city undertook a giant street improvement project in 1952 that included everything unpaved east of 13th Street and north of Charleston, and west of 16th south of Charleston (LVRJ 1952b). The area from Charleston Boulevard as far south as East Sahara Avenue, between Spencer Street/the Nevada Power Company right-of-way and South Eastern Avenue was transformed from vacant desert in 1950 to a gridiron of regular lots and homes before the end of the decade. By the postwar period, the major thoroughfares through the Study Area were 25th Street (present-day Eastern Avenue), Charleston Boulevard, Stewart Avenue, and Fremont Street/Boulder Highway. All of the Study Area was annexed by the City of Las Vegas by 1953 (Campbell Realty Company 1953).

Commercial Development

Despite the massive residential development that occurred in the Study Area during the early postwar period, by 1950 commercial development was generally limited to Charleston Boulevard and Fremont Street, as Eastern Avenue was barely constructed, and Stewart Avenue did not extend past the boundaries of the Boulder Dam Homesite and the city commission reportedly “frowned on” home-operated businesses, (LVRJ 1954d). The Study Area (and Las Vegas writ large) achieved a major milestone when the city’s first shopping mall was constructed along Charleston Boulevard in 1959.

Institutional Development

Although the population of Las Vegas had reached over 24,600 people by 1950, the city still struggled to finance the infrastructure needed to support its growing resident and tourist population. As apartment and hotel-motels were constructed in dense clusters along Fremont Street as far east as Five Points, Las Vegas grew beyond its 1911 sewer line and the New Deal networks of the 1930s. Under the management of long-time mayor Ernie Cragin, the city initiated a series of much-needed improvements to roads and sanitary systems immediately following the war, however, with a limited ability to annex more areas into Las Vegas (which would have increased the city’s tax base) public services like libraries, welfare, and medical care for the indigent remained meager into the late 1940s (Moehring 1989:57–72).

In order to accommodate the children in the dozens of dense residential tracts developed in the Study Area during the postwar period, four schools were constructed (Crestwood Acres Elementary School, Sunrise Acres Elementary School, Roy W. Martin High School, and Variety School). The first school in the Study Area was the Sunrise Acres School, which was constructed around 1948 at the northeast corner of Eastern Avenue and Sunrise Avenue. By 1951, the existing school building could not accommodate all of the students in the area, and the nearby Civilian Conservation Corps (CCC) barracks were being converted into classrooms (also used by an initiative called the Youth-town project) (REG 1951). The barracks burned down, and it is likely that Roy W. Martin Middle School, constructed on the south side of Stewart Avenue sometime before 1965 relieved some of the overcrowding.

By 1965, a large block of land at the southeast corner of Eastern Avenue and Stewart Avenue was occupied by three schools, the Clark County School District bus yard, and a large park. There was at least one public housing complex in the area, Ernie Cragin Terrace, directly southeast of Sunrise Acres Elementary School. To the north, at Cedar Avenue and North 28th Street, another public housing complex was constructed around 1970.

Residential Development

The FHA and VA mortgage programs had significant influence on housing loans and construction during the postwar period. Additional amendments to the Housing Act, new housing acts, and other housing policies encouraged private housing development through 1970. Prioritizing the new construction of single-family homes outside of the urban cores, FHA and VA programs encouraged the development of entirely new suburbs by large-scale builders. The FHA played a significant role in post-war subdivisions in Las Vegas, as it continued to provide financing and design construction standards. Subdivisions that did not require FHA approval were often still laid out in the mode of the modern American housing tract that the FHA developed through its depression era policies (Jackson 1985; Rothwell Harmon et al. 2010:48).

Because the goal of FHA financing was to fill a real housing shortage, FHA-backed projects were usually undertaken in areas where large areas of affordable land was available (as opposed to parts of the city that were already densely developed) (Pettis et al. 2012:63–64). As a result, the post-war FHA boom had a significant impact on the Study Area, which was relatively undeveloped by 1950. Development in the Study Area followed a national pattern of low-density, high-income neighborhoods that were created as a result of FHA subsidies, freeways, inexpensive land, and rising incomes (Moehring 1989:109).

By the end of World War II, dense residential development generally ended at the west boundary of the Study Area at Bruce Street. The subdivisions that reached this far east by 1950 (west of the Study Area) were the Mayfair Tracts (which stretched from Charleston Boulevard to present-day Stewart Avenue), the Boulder Dam Homesites, Sunrise Park, and Sunrise Acres. During the Postwar period, the Study Area grew as a result of large, master planned developments as well as unplanned neighborhoods that experienced slow development. Small development companies seized the opportunity presented by the post-war housing shortage, and 24 subdivisions were platted in the Study Area during the postwar period. A flurry of these occurred between 1948 and 1953, and again between 1957 and 1962 (Table 4.2, Appendix A, Maps 2d. 2e. 2f. 2g). The lull in land subdivision between 1953 and 1957 was offset by home construction. The Study Area was developed as a downtown-adjacent community, and the neighborhood reflects the automobile-oriented development patterns of the time, with a network of wide roads, and residential plats of uniform parcels laid out around major thoroughfares (e.g., Boulder Dam Highway/Fremont Street, Charleston Boulevard).

Table 4.2: Subdivisions Platted during the Postwar Period

Subdivision	Platted
Crestwood Homes Tract No. 1	1948
Crestwood Homes Tract No. 2	1948
Church Tract Amended	1949
Crestwood Homes Tract No. 3	1949
Crestwood Homes Tract No. 4	1950
Crestwood Homes Tract No. 5	1950
Lawrence Love Tract	1950
Columbia Heights Addition No. 1	1951
Sunnyside Addition Tract 1	1952

Subdivision	Platted
Moss Tract No 2 Parcel No. 1	1952
Moss Tract No 2 Parcel No. 2	1952
Moss Tract No 3	1952
Charleston Village Tract 1	1952
Eastwood Tract No. 1 Amended	1952
Moss Tract No 4	1953
Moss Tract No 5	1953
Jubilee Tract	1953
Sunrise Association Stocks Subdivision No. 1	1953
Sunrise Association Stocks Subdivision No. 2	1953
Bel Air Subdivision Tract 3	1957
Bellevue Subdivision	1959
Shenandoah Square Unit No 1	1960
C.D.L. Subdivision	1961
Shenandoah Square Unit No 2	1962

Crestwood Homes (Tract Nos. 1 through 5)

The earliest postwar neighborhood in the Study Area is Crestwood Homes, a series of five residential tracts (four single-family and one multi-family) that were subdivided and developed by Phil Shipley & Associates, Inc. between 1948 and 1950 (Figure 4.31, Figure 4.32, Figure 4.33, Figure 4.34, and Figure 4.35). The five tracts were laid out on the south side of Charleston Boulevard, between Burnham Avenue and Eastern Avenue (Map 2d). The southern extent of Crestwood Homes was defined by the south row of lots in Tract No. 4 (along Houston Drive). When the Crestwood Homes tracts were subdivided, this area was entirely undeveloped (except for the Charleston Boulevard alignment). Before constructing the subdivision, Shipley and Associates had to extend the Las Vegas Land and Water Company mains into the tracts (at a cost of around \$6,000) and had to construct all of the internal roads (Folger 1948).

Tract No. 1 was approved by the Planning Commission in August of 1948, building permits for the first nine homes were issued in September of that year, and Tract No. 2 was platted in December (LVRJ 1948a:3; von Tobel 1948a, 1948b). These first two tracts were so successful that Shipley and Associates announced the “Crestwood Village” would be expanded in February of 1949, and Tract No. 3 was surveyed and platted by July of that year (LVRJ 1949d:1–2; von Tobel 1949a). In 1950, Shipley and Associates expanded the Crestwood Homes subdivision with another four blocks of single family homes (Tract No. 4) and two blocks of triplexes (13 triplexes in total) (Tract No. 5) (LVRJ 1950a:14; von Tobel 1950a, 1950b). Advertisements for Tract No. 4 suggest they were constructed for the same target consumer as the previous tracts, as they boasted all the same amenities (Figure 4.38). The triplexes were likely designed for families with a smaller budget, and renters were given the option of furnished and unfurnished units. The triplexes were designed in “...a ‘U’ fashion with the open-end facing Charleston Highway...[and] in the center of the ‘U’ a 63 x 90-foot landscaped court will be placed for the use of the families.” They also had fireplaces, a shared laundry room, and children’s play area (LVRJ 1950a:14).

The single-family Crestwood Homes qualified for G.I. Bill loan provisions and FHA financing and were priced at around \$12,000 (Figure 4.36). The subdivision boasted paved streets and sidewalks, grass parkways, street lighting, and ample yards, and it was reportedly the first development in southern Nevada with a mix of Colonial, Modern, and Ranch styles. The homes themselves were outfitted with all the modern amenities, including overhead garage doors, tabletop water heaters, copper tube plumbing,

sub-floors, heat, and air conditioning. Shipley & Associates offered five basic floor plans and an impressive choice of eighteen exterior variations (LVRJ 1949a:2, 1949b:13). Prospective buyers were given the opportunity to view two model homes, the "Farm House" and the "Modern Home" (LVRJ 1949c:2) (Figure 4.37). Among the early homebuyers were a state assemblyman, a deputy sheriff, and other local officials; small business owners; and various professionals in the hotel and gaming industries. While it was reported that several lots in the original three tracts were set aside for school buildings, these never materialized, and Crestwood Elementary School was constructed directly west of the subdivision in 1952 (LVRJ 1949d).

By 1954, a contractor and furniture retailer had teamed up to enclose and furnish existing carports into bedrooms or dens, and advertisements for such services were aimed at homeowners in Crestwood as well as other neighborhoods like Huntridge, Mayfair, and Hyde Park (LVRJ 1950b). A cursory review of building sketches indicates that many homeowners had converted their carports and/or constructed additions from as early as the early 1950s through the modern period.











Crestwood Homes

Finer Homes and Gardens for Las Vegas

F. H. A. and G. I. Approved

VETERANS PREFERENCE

A quality-type sub-division that represents the first development in Southern Nevada of colonial, modern, and ranch-style residences together in one village of individually decorated structures.

Features Include . . .

63x140 lots . . . 36 foot paved streets, curbs and gutters, grass parkways, sidewalks . . . ornamental street lighting . . . attached garages with overhead door . . . modern kitchen . . . built-in town steel cabinets and table top water heater . . . copper tube plumbing . . . sub-floor (off the ground), hardwood floors . . . plenty of closet space . . . large windows . . . individually decorated interiors . . . colored stucco, paint and wallpaper . . . rear yard entirely enclosed with steel wire fence . . . redwood siding exteriors . . . electric heat and air-conditioning . . . **LAWN SHRUBS AND SHADE TREES IN BOTH FRONT AND REAR YARDS.**

Priced from \$11,175 to \$11,500 (2 bedrooms)

Watch for Announcement of Model Home Opening

For Further Information, Contact

PHIL SHIPLEY & ASSOCIATES, Inc.

900 South Fifth—Room 15 Phone 4503

Compare any home with a CRESTWOOD HOME for Quality, Design, Price . . . You'll Buy a CRESTWOOD HOME.

Figure 4.36: 1949 Las Vegas Review Journal Advertisement for Crestwood Homes Tracts No. 1 and 2 (January 11, 1949)

The Developers of **CRESTWOOD HOMES** Cordially
Invite You to the Opening of



2 MODEL HOMES

Open Sunday—Jan. 30th

Tract Located on East Charleston Blvd.
Office Phone 4503 - Tract Phone 2379-J

FHA and GI Approved

GI Down Payments as low as \$750.00, Including Impounds and Escrow Charges. Vets. Preference.

FARM HOUSE	MODERN HOME
Interior by WOOD'S MAPLE HOUSE AND NEVADA ELECTRIC	Interior by ROSE, LTD., AND HOUSEHOLD APPLIANCE
	

SPECIAL FEATURES

- 50x100 lot, lot — water and sewer.
- 38 foot paved streets — curb and gutters — grass parkways — sidewalks.
- ornamental street lighting.
- Electric floor plans with 18 entirely different exteriors.
- Attached garages with overhead doors.
- Modern Kitchens with Youmanswood-Steel Cabinets and table top water heater.
- Plenty of closet space — large windows.
- Copper tube plumbing — air floor (all the ground), hardwood floors.
- Individually decorated interiors — raised stucco — paint and wallpaper.
- Rear yard entirely enclosed with steel wire fence.
- Lawn — shrubs — and shade trees in both front and rear yards.
- Redwood siding exteriors.
- Electric heat and air conditioning.

900
S. Fifth
Room 15

Phil Shipley and Associates, Inc.

Phone 4503

Fine Homes and Gardens for Las Vegas

Figure 4.37: 1949 Las Vegas Review Journal Advertisement for Crestwood Homes Tracts No. 1 and 2 (January 30, 1949)

Crestwood Home Project



Development of Crestwood Village Continued Immediate With Addition of Triplex Units and Western style homes

Further development of the Crestwood Village is due to be undertaken in the immediate future, with the addition of more two and three bedroom homes, and construction of 13 new triplex housing units.

Phil Shipley announced this week that in addition to the triplex rental units, 40 two and three bedroom homes will be started early this summer.

The new homes will be a continuation of the Crestwood tract, and are designed to present the latest modern living in ranch style homes.

The triplex dwellings will be located north of the present tract site, facing Charleston highway. The units will be constructed in a 'U' fashion with the open end facing Charleston highway.

Each unit will feature a central laundry room, equipped with the latest in electric washing machinery. A paved service yard will be a feature of each unit.

A fenced childrens' play area will be another feature of the modern units.

The dwellings will be two bedroom, and can be rented either furnished or unfurnished as the occupant desires. In some of the landscaping included in the original purchasing price.

Prices will range from \$9,500 to \$10,350 for these homes. The houses will feature fireplaces in the living rooms, large picture windows, connecting garages,

triplex homes fireplaces are being installed.

In the center of the 'U' a 63x90 foot landscaped court will be placed for the use of the families. Service drives are being installed for each of the triplex units.

The housing projects are being set back off the highway, and will have their paved streets running parallel with the Charleston highway.

The units will feature large picture windows facing out onto the landscaped courts.

The new homes, both two and three bedroom styles, will feature all the features of the Crestwood homes. They will be built on 63 foot lots, and will have paved streets, sidewalks, curbs, street lights, shade trees, steel fences, driveways, walks and landscaping included in the original purchasing price.

steel kitchen cabinets, dining rooms with built in cupboards, colored bath fixtures, tiled bathrooms, electric heat in all rooms, modern duct air conditioning, and large closets.

Veterans will be able to buy the homes with a small down payment, \$400.

Additional features of these new homes will be service rooms in each house, beam ceilings, complete insulation, and each house completely decorated.

Prospective home owners are being allowed to select their own

building site on the Crestwood tract. Nine of the homes have been sold, and construction will be started immediately.

Homes will be constructed in the frame fashion, or with brick, concrete block, according to the tastes of the buyers.

Northern Nevada hand made bricks will lend a picturesque

Heat and sparks from a defective wiring short-circuit cannot ignite a house if the wiring is surrounded by non-combustible thermal insulation in walls and other concealed spaces. Because it is a non-conductor, mineral wool thermal insulation in walls, ceilings and other spaces around electrical wiring complies with the National Electrical code.

When a woman buys a home, its "little things" that count, like flower boxes, book niches, porches, closets, pleasing colors?

Eighty thousand new homes were started in January, 1950—30,000 more than in January of 1949?

Enough wood was destroyed by fire in the USA in 1949 to build 200,000 five room homes?

In January, 1950, fire destroyed \$58,823,000 worth of property?

air to the exterior of the modern ranch style dwellings.

Contractors for the Crestwood addition, Phil Shipley and Associates Incorporated have offices on the tract, 2000 East Charleston boulevard.

Privately financed dwelling units built in 1949 totaled 983,700; 937,000 in 1925 previous high?

Cost of home furnishing bought in 1950 will total nearly \$9,900,000,000?

We spent 9½ billion for new autos in 1949, 8 billion for new homes?

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Figure 4.38: 1950 Las Vegas Review Journal Article for Crestwood Homes Development (April 16, 1949)

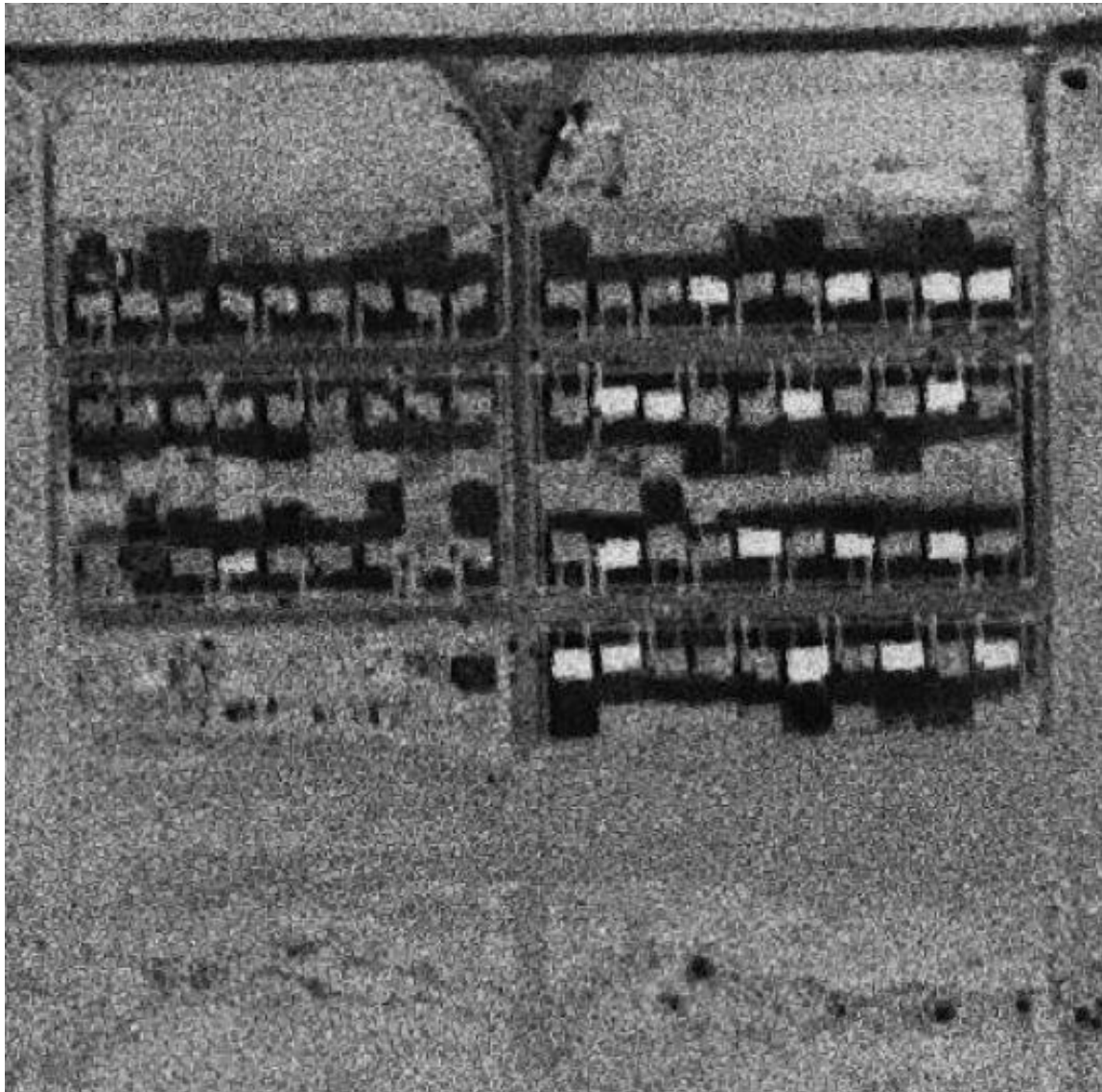


Figure 4.39: 1950 Aerial Image of Crestwood Homes Tracts 1-5 (Burnham Avenue Left, South Eastern Avenue Right, Charleston Boulevard Top, Peyton Drive Bottom, and Crestwood Avenue Center)



Figure 4.40: 1965 Aerial Image of Crestwood Homes Tracts 1-5 (Burnham Avenue Left, South Eastern Avenue Right, Charleston Boulevard Top, Peyton Drive Bottom, and Crestwood Avenue Center)

Church Tract Amended

In 1949, Kay Howard and Thomas T. Beam platted the Church Tract Amended by re-subdividing portions of both the Church and Noblitt Additions, with only a small southern portion of Church Addition (along East Fremont Street) not included in the new subdivision (von Tobel 1949b). When the Church Tract was amended it incorporated the three western blocks of the Noblitt Addition (Figure 4.41, Figure 4.42 and Map 2d).

The Amended Noblitt and Church Additions were both developed by Howard & Hassett, Inc. between 1948 and 1950. Howard & Haskett marketed the Noblitt Addition homes to returning war veterans who could take advantage of the G.I. Bill loan provisions and FHA financing. With a selling price of \$8,500, the two-bedroom homes in the Noblitt Addition boasted tile and linoleum fixtures, hardwood floors, hot water heaters, heating and air conditioning, and an enclosed garage (LVRJ 1948b:3) (Figure 4.43). In the Amended Noblitt and Church Additions, all but the east blocks of the Noblitt Addition were improved with single family homes between 1949 and 1950 (Figure 4.44 and Figure 4.45). The east blocks of the Noblitt

[illegible]

Figure 4.41: 1933 Noblitt Addition Plat Map



NEW
TWO BEDROOM HOMES
With Enclosed Garage

Total Price for Vets, GI and FHA Loans
\$8500 **100% Financed**

Only \$350.00 down payment for costs and impounds.
Low down payment for nonveterans.

Total Monthly Payments — Approx. \$62.00

See these homes now being built at Noblitt Addition. Everything complete. Includes tile and linoleum in kitchen and bath. Hardwood floors, air conditioning, hot water heater, electric heaters.

HOWARD & HASSETT, INC.
Developers

2016 Stewart Street Telephone 1555-J Day or Night

Figure 4.43: 1948 Las Vegas Review Journal Advertisement for Noblitt Addition (December 8, 1948)

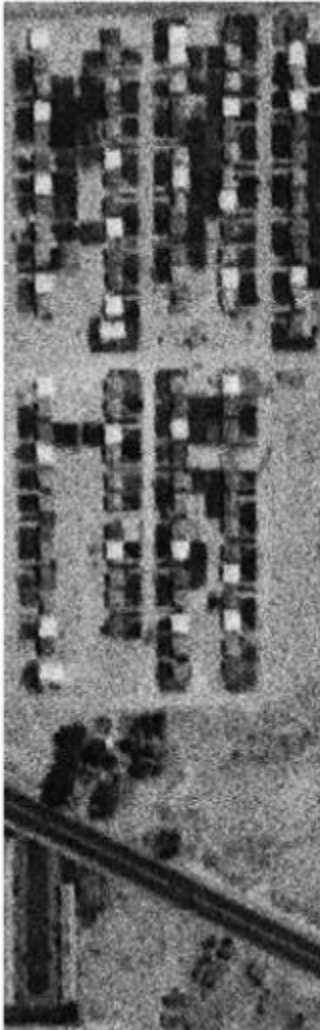


Figure 4.44: 1950 (left) and 1965 (right) Aerial Image of Church Addition (North 18th Street Left, North 20th Street Right, Stewart Avenue Top, East Fremont Street Bottom, and East Ogden Avenue Center)

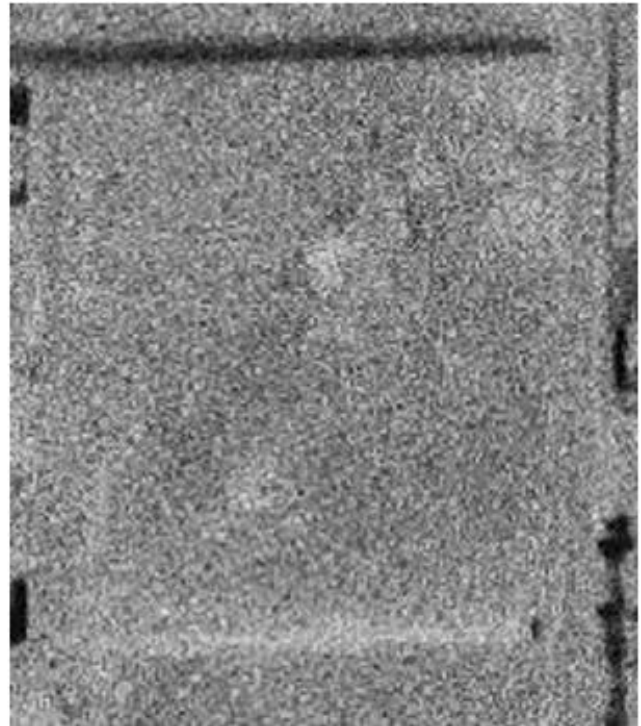
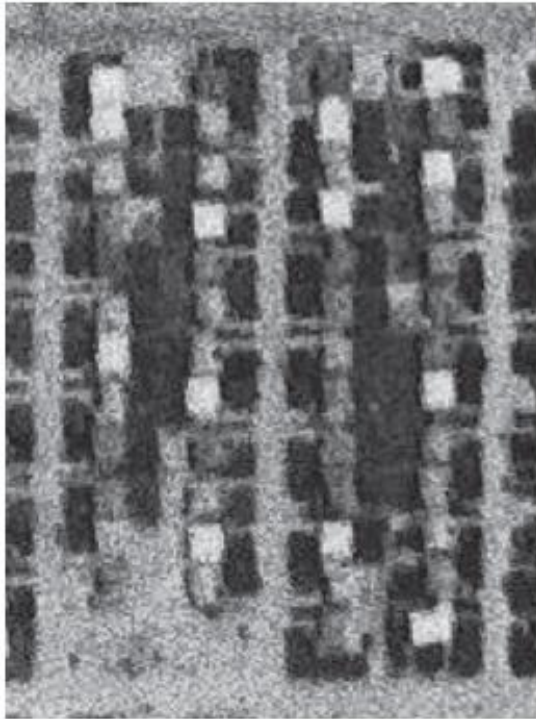


Figure 4.45: 1950 Aerial Image of Noblitt Addition (West Portion at Left, East Portion at Right)

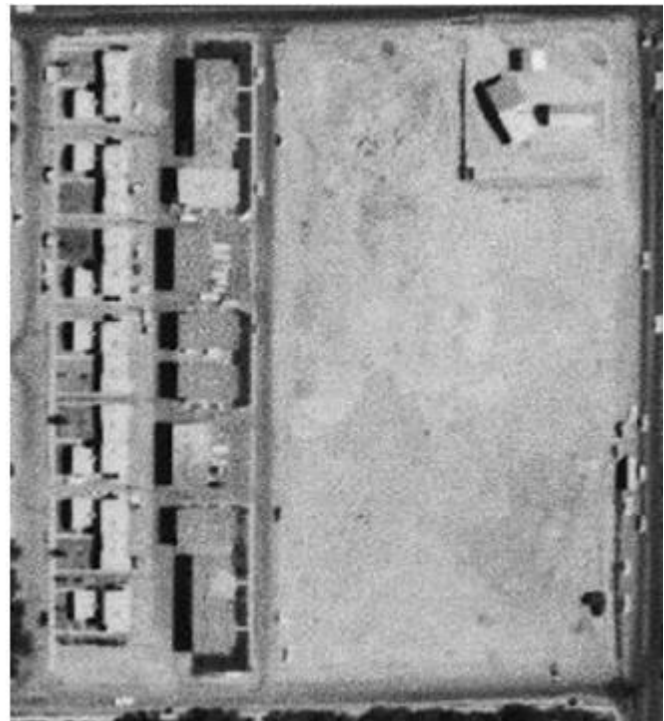


Figure 4.46: 1965 Aerial Image of Noblitt Addition (West Portion at Left, East Portion at Right)



Figure 4.47: 1985 Aerial Image of Noblitt Addition (West Portion at Left, East Portion at Right)

Lawrence Love Tract

The Lawrence Love Tract was platted in 1950 by Las Vegas Realtor Vera Love, and the subdivision was approved by the City of Las Vegas City in January of 1951 (Eaton 1950; LVRJ 1951c, 1974). The 1950 plat map defines the subdivision boundaries as Lewis Avenue at the north, Charleston Boulevard at the south, Bruce Street at the west, and adjacent parcel boundaries at the east (Figure 4.48 and Map 2d). The subdivision originally consisted of 20 lots, each of which were intended to be improved with one duplex or triplex (Figure 4.49) (LVRJ 1951d). The buildings were reportedly designed by the firm Zick and Sharp and most were to be built by contractor George W. Ingram. Walter Zick was the second architect to be licensed in the state of Nevada, and by the time the Lawrence Love Tract was being developed, Zick had been elected the first president of the Nevada State Association of Architects. Zick and Sharp, however, had not yet developed the portfolio that would credit them with helping to define the aesthetic of postwar Las Vegas during much of the 1950s. By the time Zick retired in 1980, that portfolio included notable projects like the Moulin Rouge and Union Plaza hotels, Clark County Courthouse, Southern Nevada Memorial Hospital, Maude Frazier Hall at UNLV, and a slew of high schools, including Hyde Pary Jr., John C. Fremont Jr., Western, Valley, and Clark (AIA Las Vegas 2006).

The first building constructed in the Lawrence Love Tract was a triplex at the corner of Bruce Street and Charleston Avenue, constructed in early 1951 for E. H. Burnett (Figure 4.50). This triplex served as a model for what was then considered a novel architectural form (LVRJ 1951f). Within months, news of the investment potential in the Lawrence Love Tract travelled as far as Saudi Arabia, and an employee of the Arabia-America Oil Company purchased two lots in the subdivision and constructed two triplexes (LVRJ 1951e). Based on aerial photographs and Clark County Assessor's data, Lawrence Love Tract was not developed cohesively upon its subdivision, and it is unclear if Zick and Sharp designed any of the duplexes or triplexes (Figure 4.51).

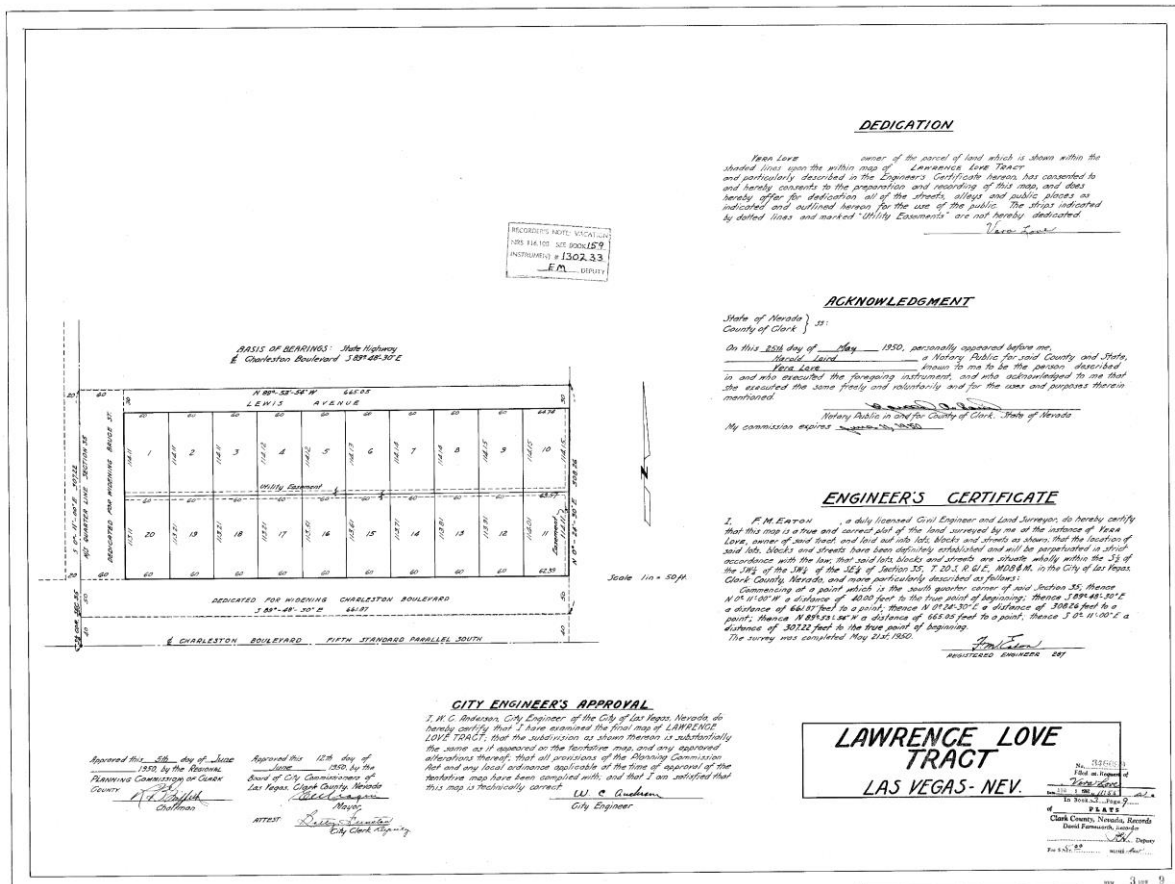


Figure 4.48:1950 Lawrence Love Tract Plat Map

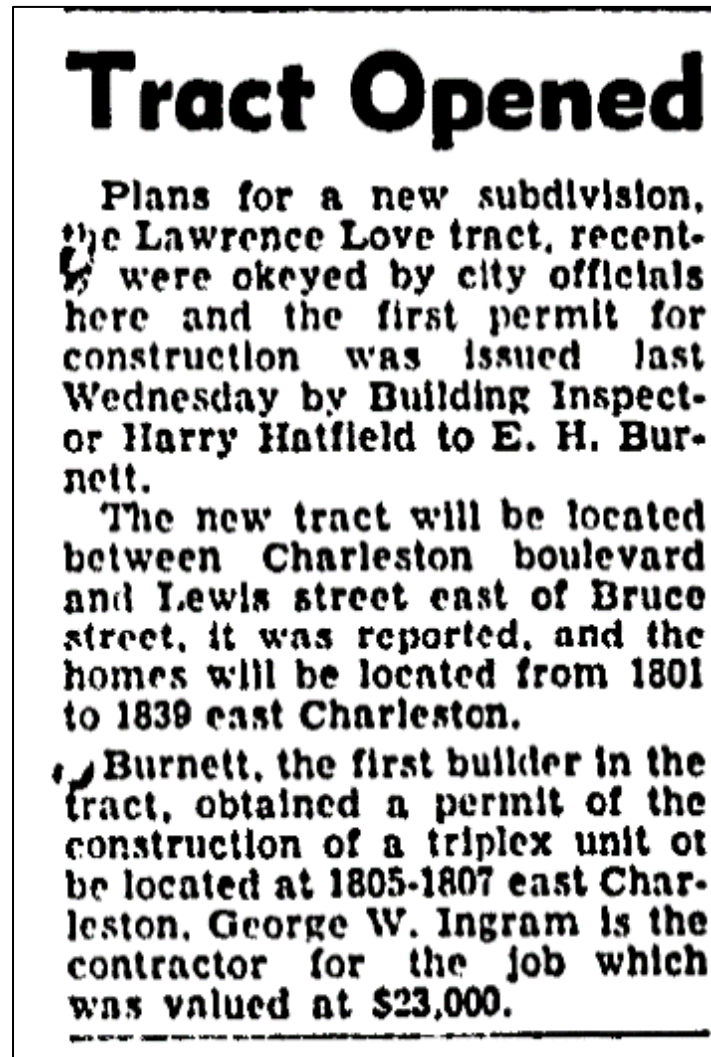


Figure 4.49: 1951 Las Vegas Review Journal Article of Lawrence Love Tract (January 28, 1951)



Figure 4.50: 1951 Las Vegas Review Journal Article of Lawrence Love Tract (April 08, 1951)



Figure 4.51: Aerial Photograph Showing Lawrence Love Tract circa 1963 (Charleston Boulevard at Top). Photograph Courtesy of UNLV Special Collections (Digital ID: pho008354)

Columbia Heights Addition No. 1

Columbia Heights Addition No. 1 is a small residential tract that was subdivided by K.H. and Kathryn Vitt in 1951, designed by Model Homes of Las Vegas, and brokered by Elstner Realty, Inc. The 1951 plat map defines the boundaries of the subdivision as Burnham Avenue and Eastern Avenue at the west and east and the directly adjacent lots to the north (in the Crestwood Homes subdivision) and south (in the as-yet undefined Bellevue subdivision)(Figure 4.52 and Map 2e) (Bronken 1951). The 38 lots in the subdivision are all roughly the same size, around 6,000 square feet, and were all developed at the same time in 1951. When Columbia Heights was subdivided, the only other nearby development was the nascent Crestwood Homes and its associated roads (Figure 4.53 and Figure 4.54).

The Columbia Heights Addition was announced in the Las Vegas Review-Journal in January of 1951 as Hidden Village, a place where “Your Dreams Can Come True” (Figure 4.55). Prospective buyers could choose a two- or three-bedroom home with one of six elevations designed by Model Homes of Las Vegas. All homes were concrete constructed and had amenities like a paved driveway, landscaping, casement windows, and heating and air conditioning (LVRJ 1951a). Homes in Hidden Village were marketed to returning veterans, who, upon approval by the VA, could purchase a home for \$600 down and \$65 per month (Figure 4.56) (LVRJ 1951b). While the name suggest that more additions would follow, research did not identify any subsequent Columbia Heights additions.

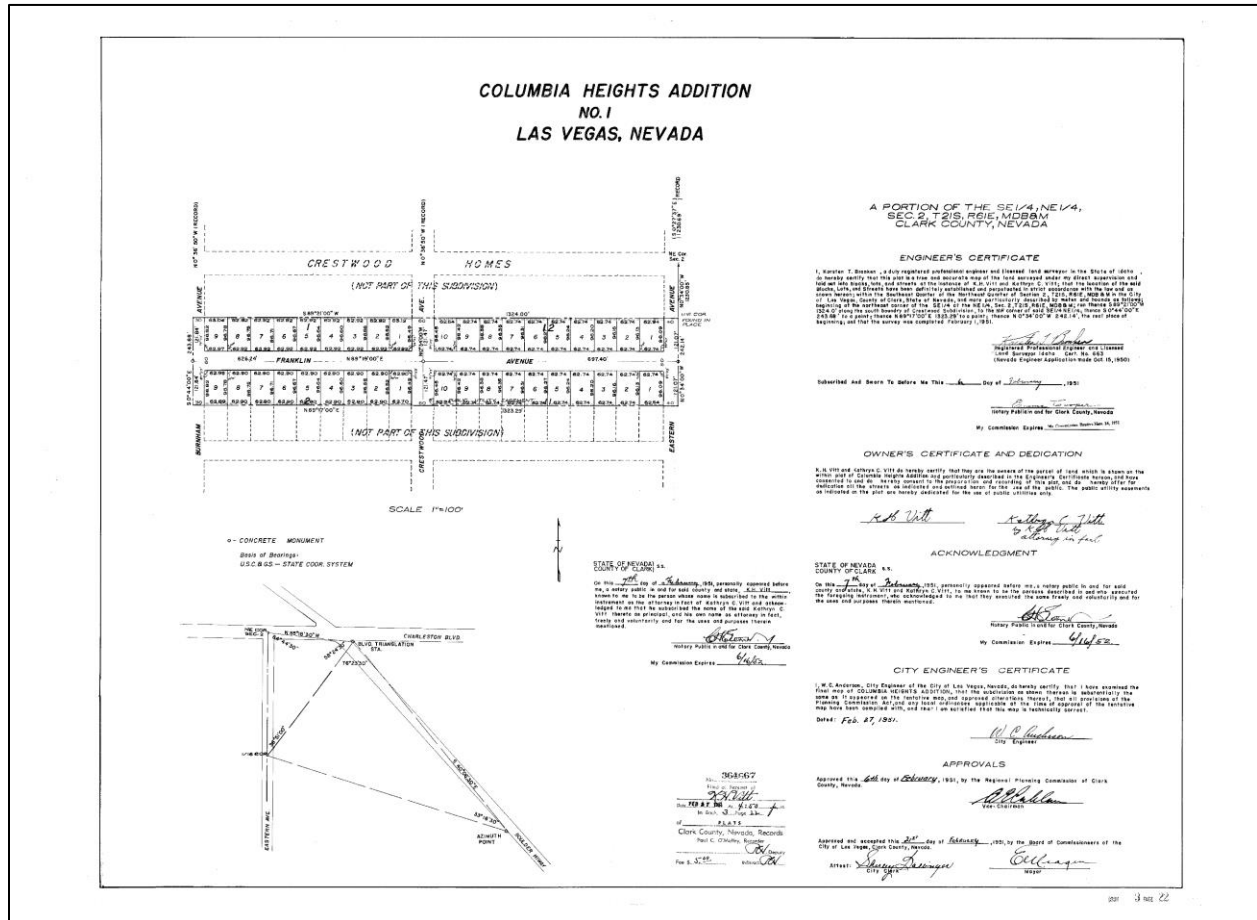


Figure 4.52: 1951 Columbia Heights Addition No. 1 Plat Map

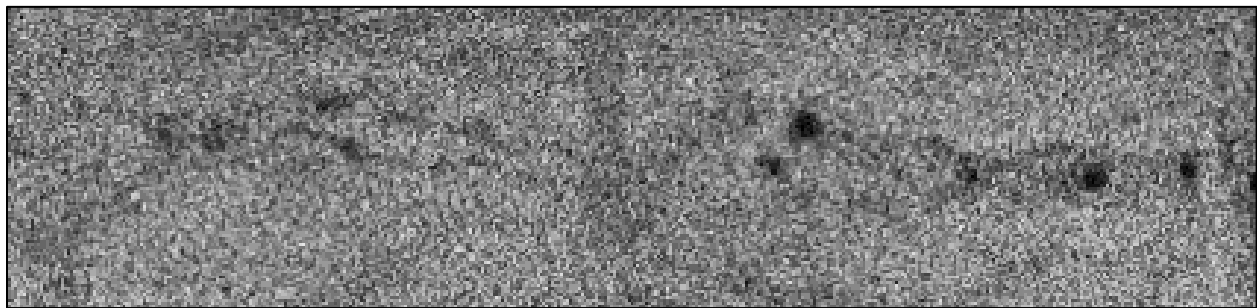
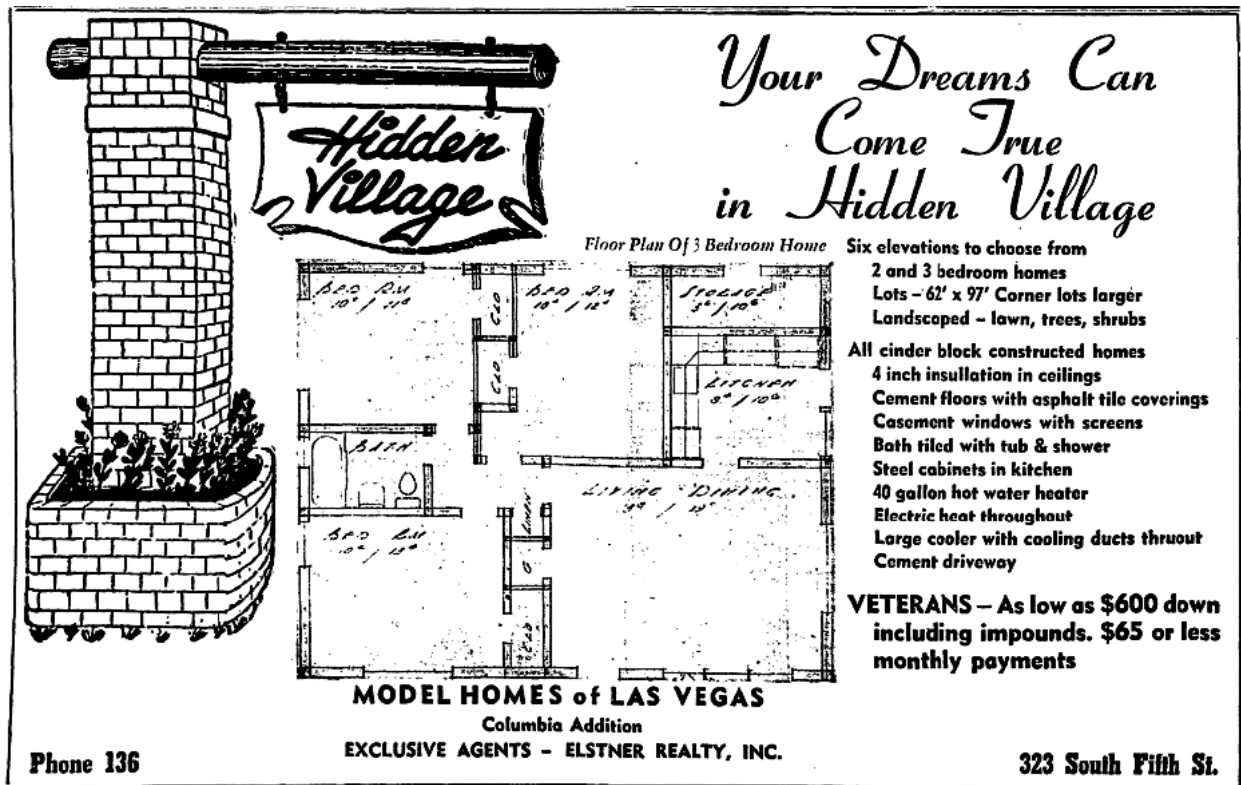


Figure 4.53: 1950 Aerial Image of Columbia Heights Addition No. 1



Figure 4.54: 1965 Aerial Image of Columbia Heights Addition No. 1 (Burnham Avenue Left, South Eastern Avenue Right, Franklin Avenue Center [Parallel], and Crestwood Avenue Center [Perpendicular])



Hidden Village

Your Dreams Can Come True in Hidden Village

Floor Plan Of 3 Bedroom Home

Six elevations to choose from
2 and 3 bedroom homes
Lots - 62' x 97' Corner lots larger
Landscaped - lawn, trees, shrubs

All cinder block constructed homes
4 inch insulation in ceilings
Cement floors with asphalt tile coverings
Casement windows with screens
Both tiled with tub & shower
Steel cabinets in kitchen
40 gallon hot water heater
Electric heat throughout
Large cooler with cooling ducts thruout
Cement driveway

VETERANS - As low as \$600 down including impounds. \$65 or less monthly payments

MODEL HOMES of LAS VEGAS
Columbia Addition
EXCLUSIVE AGENTS - ELSTNER REALTY, INC.

Phone 136

323 South Fifth St.

Figure 4.55: 1951 Las Vegas Review Journal Advertisement for Hidden Village (Columbia Heights Addition No. 1) (January 08, 1951)

Live in Delightful

Hidden Village

Las Vegas' Newest Residential Section

— Featuring —

- New 2 and 3 Bedroom Homes
- Cinderblock Construction
- Landscaped with lawns, trees, shrubs
- Lots — 62.5 x 96' (corner lots larger)
- Cement floors with Asphalt Tile
- Casement Windows with Screens
- Tiled Bath with Tub and Shower
- 40 Gallon Hot Water Heater
- Electric Heating and Cooling Throughout
- Cement Driveway

VETERAN'S ATTENTION:

These lovely homes may be purchased for as little as \$600 down including impounds, with \$65 or less on monthly payments. When approved by the Veterans Administration.

MODEL HOMES OF LAS VEGAS

Columbia Addition

Exclusive Agents — Elstner Realty, Inc.

Phone 136 323 South Fifth St.

Figure 4.56: 1951 Las Vegas Review Journal Advertisement for Hidden Village (Columbia Heights Addition No. 1) (January 17, 1951)

Sunnyside Addition Tract 1

The Nevas Corporation filed a plat for the Sunnyside Addition Tract in October 1952. When it was platted, the subdivision was surrounded by undeveloped land except around its eastern boundary, which abutted the newly developed Columbia Heights Addition and what would become Bel Air Tract Nos. 1 and 3 (Map 2e). The Crestwood Elementary School property, which was also constructed in 1952, was carved out of the subdivision at the northwest corner (Figure 4.57). The subdivision consisted of 821 parcels that were generally oriented north-south along the east/west roads; the exception was the block of parcels that fronted onto the curved alignment of Bruce Street. Parcel sizes varied but were generally around 6,300 square feet. The construction of all 821 parcels in 1953 coincided with a burst of new land subdivision and home construction that occurred that year (e.g., Alta Vista Addition No. 3, Hyde Park No. 2, Eastwood Tract No. 1, Moss Tract No. 2, Ivanhoe, Bell Air, Berkley Plaza Homes, Westleigh Addition, Madson Manor,

and Hyde Park) (LVRJ 1953a:3). The Charleston Plaza shopping center was constructed directly north of the Sunnyside Addition around 1963, by which time the area had been densely built out with dozens of other postwar subdivisions.

Background research revealed few details about the subdivision, except that it was connected to a lawsuit brought by a group of Las Vegas sheet metal and plumbing firms seeking damages from labor unions because of work stoppages on the site of Sunnyside Addition and other contemporaneous housing developments (LVRJ 1953b). Despite the stoppage, the homes in the subdivision were all constructed in 1953. While the name suggest that more additions would follow, research did not identify any subsequent tracts in the Sunnyside Addition. An aerial photograph dating to 1965 shows a relative uniformity of setbacks in the subdivision, although building plans and sizes were not identical (Figure 4.58)



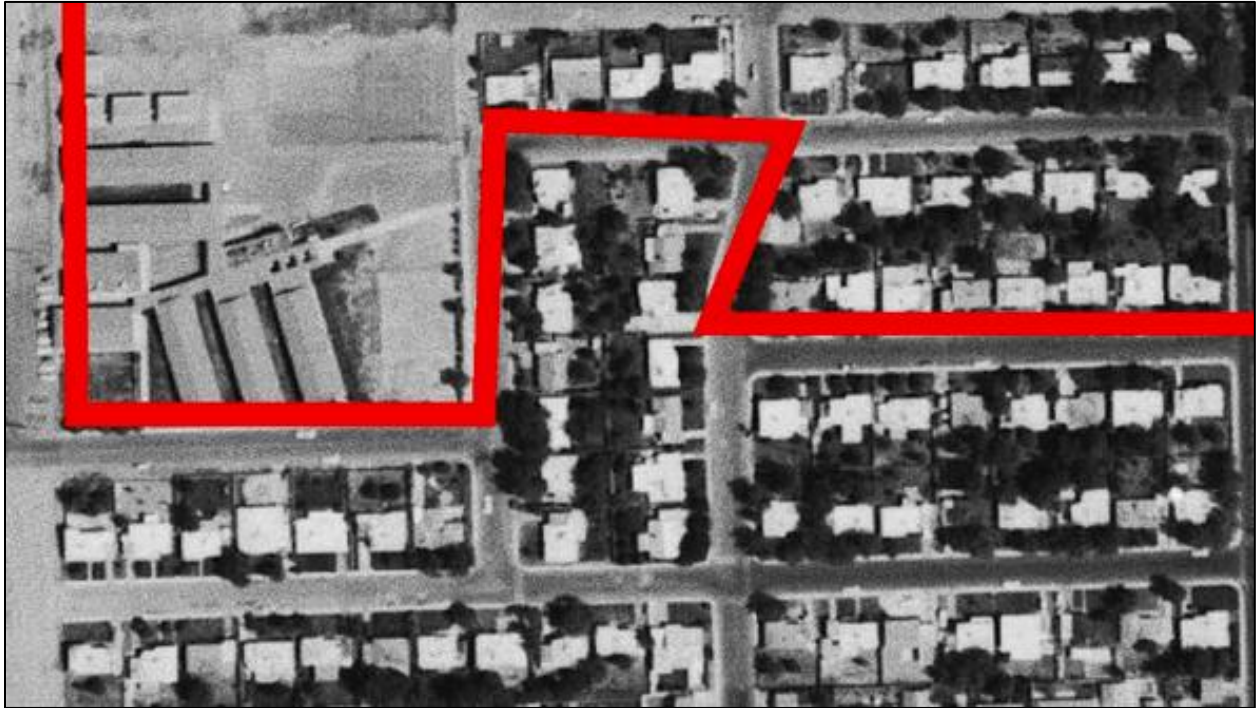


Figure 4.58: 1965 Aerial Image of Sunnyside Addition Tract 1 with Crestwood Elementary at top left (Burnham Avenue Right, Charleston Plaza site top, Sweeney Avenue Bottom, and South Bruce Street Center; Study Area Boundary in Red)

Moss Tract Nos. 2 through 5

The Moss Tracts are a series of five residential tracts (three single-family and two multi-family) known as Berkley Plaza Homes that were developed by Rex Moss on the west side of North Eastern Avenue, directly south of the Noblitt Addition (Figure 4.59, Figure 4.60, Figure 4.61, Figure 4.62, and Figure 4.63 and Map 2e). When the Moss Tracts were constructed, the Church and Noblitt Additions had been built out directly north and west, the Sunnyside Addition and Sunrise Acres were southeast, but there was large swath of vacant land between the Moss Tracts and the extant motels along Fremont Street to the south, and Eastern Avenue was generally undeveloped beyond Sunrise Acres. It cost Moss around \$13,000 to have the Las Vegas Land and Water Company install a water main and four fire hydrants through his subdivision (Las Vegas Land and Water Company 1952).

Rex Moss had been a developer in Los Angeles since the early 1920s but moved his business to Las Vegas during the 1950s. He was a frank advocate of the FHA, noting that its liberal financing had revolutionized the home building industry (LVRJ 1952f). By the time Moss platted his first three tracts in 1952 the FHA had reportedly allocated 1.48 million dollars in financing for the project. The initial homes were built on demand, with Moss advertising guaranteed occupancy within sixty days of qualifying for an FHA loan (Figure 4.64). If a buyer purchased prior to construction, they could expect to spend between \$11,520 and \$12,520 on a one- or two-bedroom home with their choice of a range of floor plans and elevations. The subdivision boasted paved streets, sidewalks, driveways, street lighting, sewers, bus service, and a great location. It was near markets and across the street from the newly expanded Sunrise Acres School. Homes were outfitted with steel windows with casement and sash operations, Youngstown kitchens, water heaters, garbage disposals, and laundry facilities (LVRJ 1952c, 1952e). While Moss Tract Nos. 1 through 3 were single family homes, Tract No. 4 consisted of two multi-family housing complexes that each had nearly identical buildings in them. While multi-family complexes were being constructed in the Lawrence

Love already, they did not have the uniformity of those in the Moss Tract Nos. 4. Moss Tract No. 5 was also a multi-family tract but was built out over several years (1956-1961) and had a variety of styles and forms.



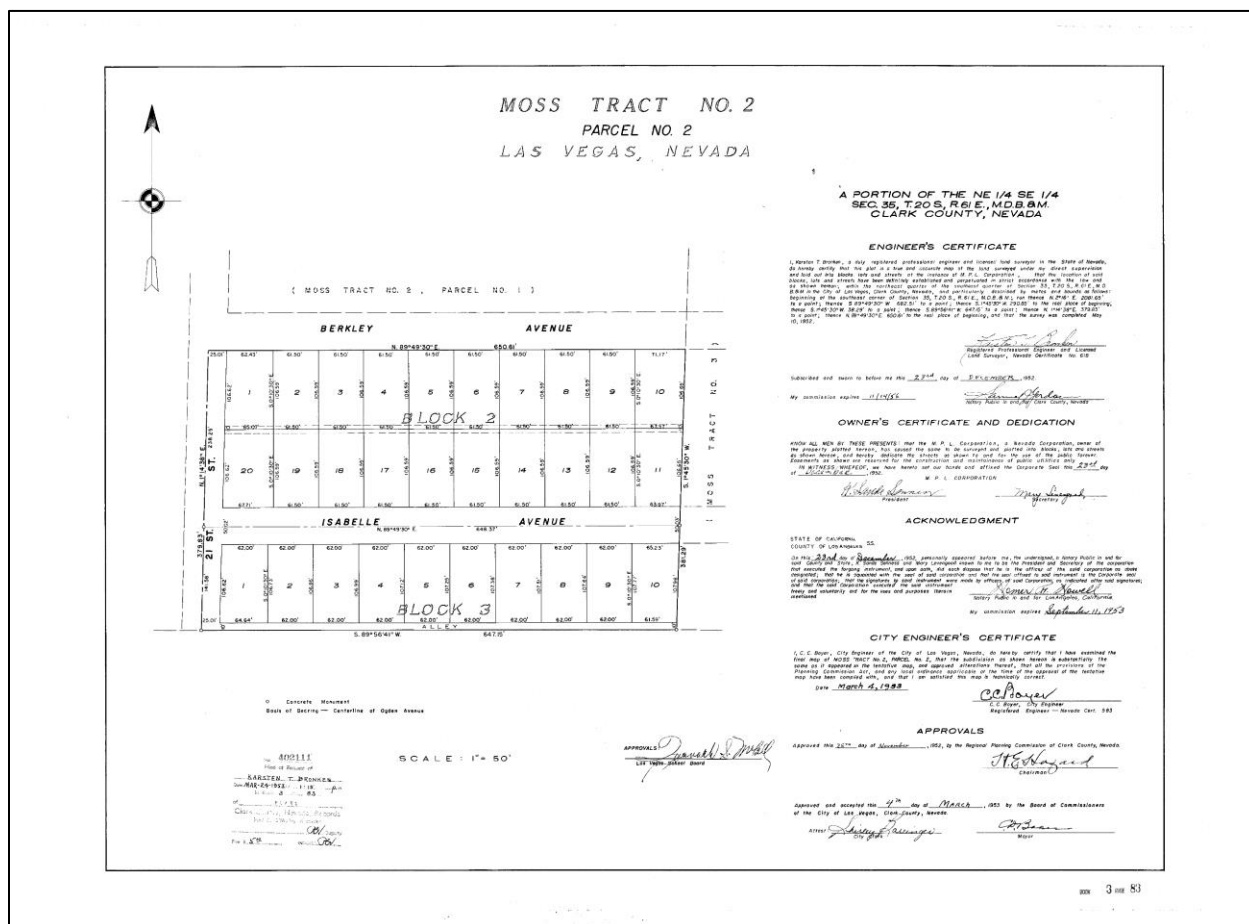
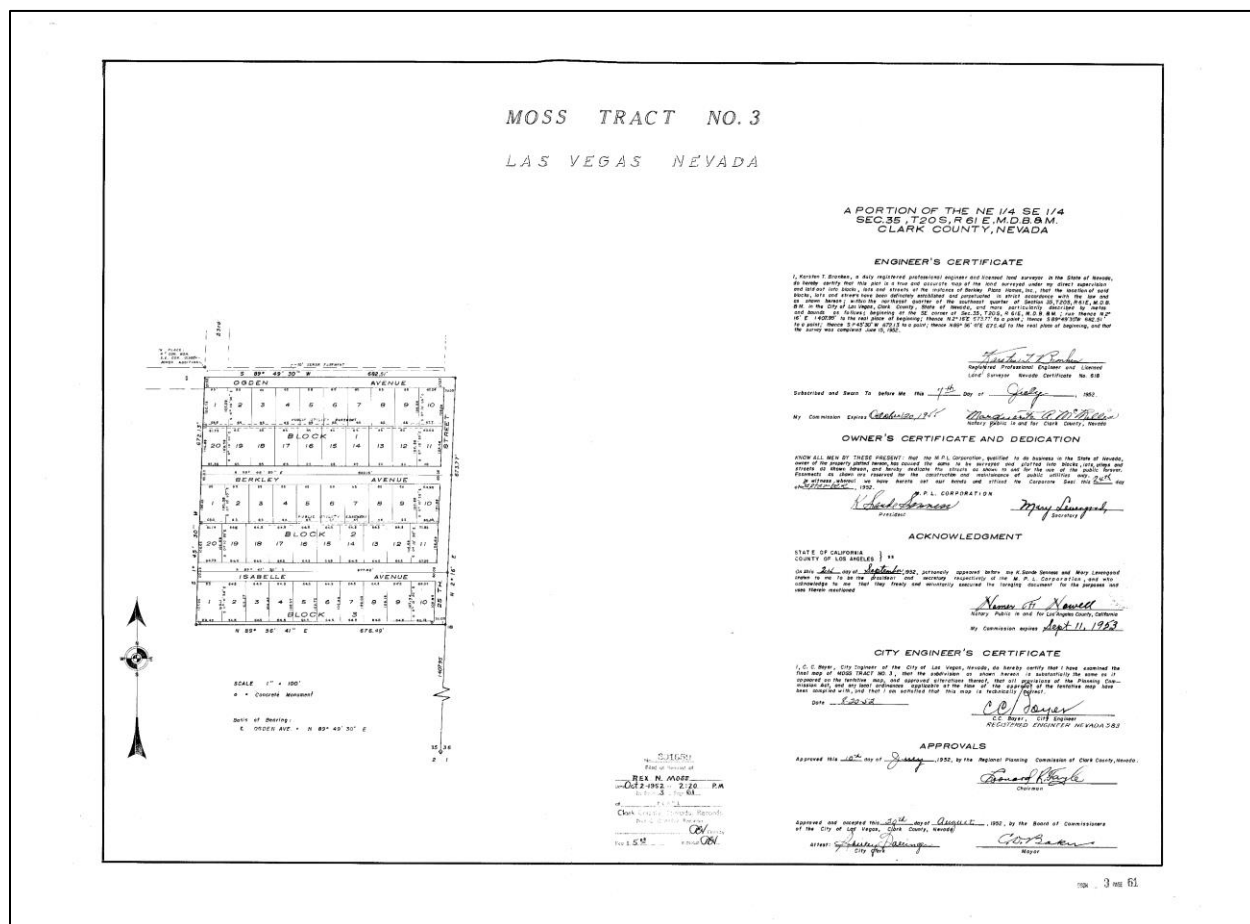
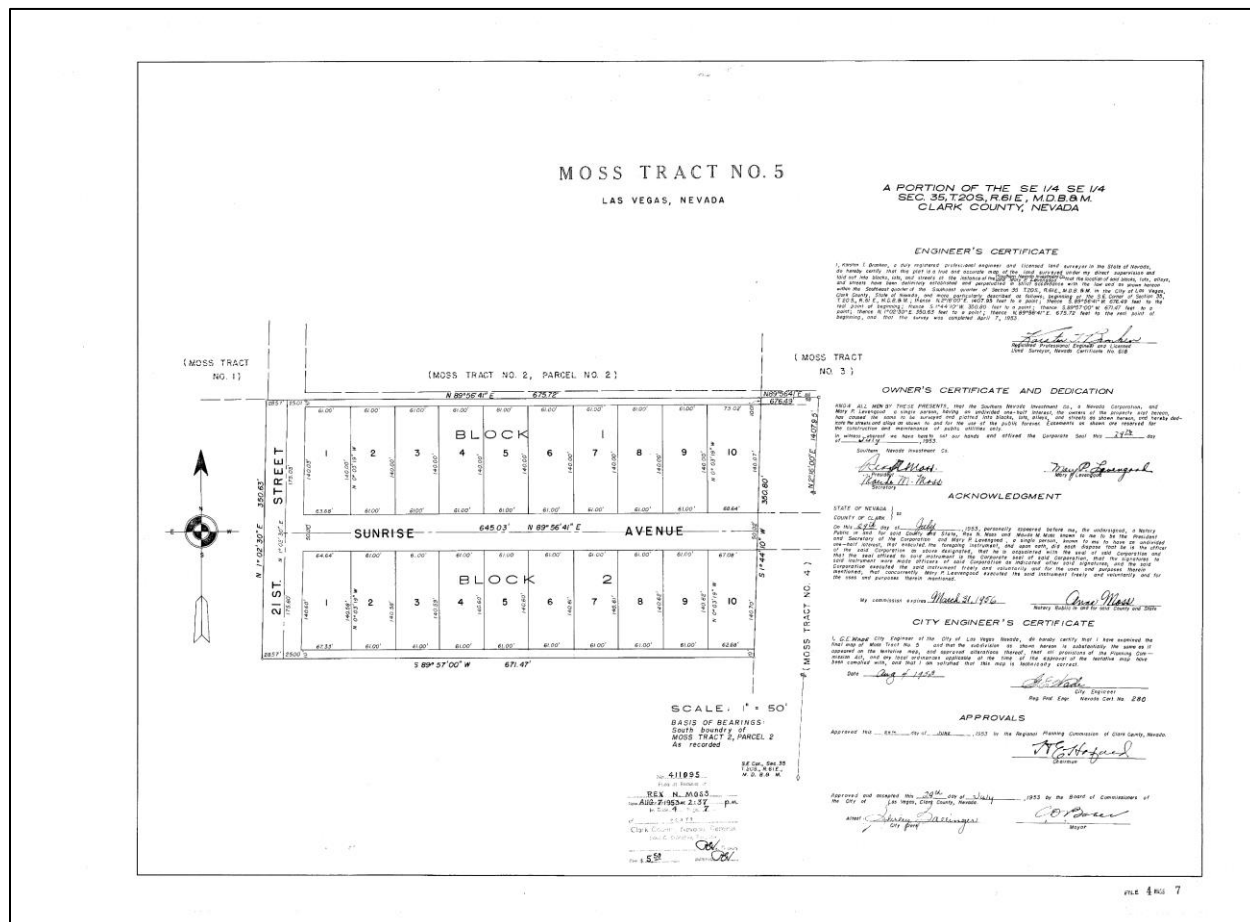


Figure 4.60: 1952 Moss Tract No. 2, Parcel No. 2 Plat Map







Berkley Plaza Homes
An Adventure in Good Living

Stop Saving Rent Receipts

MAKE THOSE PAYMENTS ON A NEW HOME OF YOUR OWN

CONSIDER THESE FEATURES . . .

Featuring
WESTINGHOUSE

- Refrigerator
- Range
- Laundromat
- Water Heater
- Garbage Disposal

Our Finest 2-BEDROOM HOME	Our Finest 3-BEDROOM HOME
Equipped with Westinghouse	Equipped with Westinghouse
Range Refrigerator Laundromat Water Heater Garbage Disposal Oak Flooring	Range Refrigerator Laundromat Water Heater Garbage Disposal Oak Flooring
Total Price . . . \$11,520	Total Price . . . \$12,520
Down Payment \$2,270	Down Payment \$2,670
Plus Escrow and Impounds	Plus Escrow and Impounds
Monthly Payment \$72	Monthly Payment \$76

as low as

\$1450⁰⁰

DOWN

Same Floor
Plans Minus
Some Kitchen
Extras . . .

- Steel Casement Sash
- Youngstown Kitchens
- Landscaping
- Bus every 20 minutes
- Close to Markets
- Across Street from School
- Insulated Walls and Ceilings
- Choice of Colors
- Paved Streets, Sidewalks
- Street Lights
- Sewers

\$1,480,000⁰⁰ F.H.A. Loans Now Available

Occupancy Guaranteed on or before 60 days
after you qualify for your loan!

These are Introductory Low Prices! Only a few days left! See or call

BERKLEY PLAZA HOMES

REX N. MOSS—BUILDER and DEVELOPER

2000 E. Fremont "Quality Construction Since 1922" Phone 6572
9 to 5:30 Week Days — 10 to 5 Sundays

Figure 4.64: 1952 Las Vegas Review Journal Advertisement for Berkley Plaza Homes (Moss Tract No. 2, Parcel No. 1 and 2, and 3) (September 14, 1952)

Charleston Village Tract 1

In March of 1952, Madsen Development (also known as Madsen Homes) proposed to develop 320 duplexes and single-family homes in what they called Charleston Village (Map 2e). The new subdivision was proposed for the southwest corner of Charleston Boulevard and Burnham Avenue, directly north of the Sunnyside Addition and west of the Crestwood Home and Columbia Heights tracts (Figure 4.65). The project, which was expected to cost around 2.5 million dollars and would have required rezoning to accommodate the duplexes, was vetoed after six months of debate, when 200 nearby residents lobbied city commissioners. Despite the fact that Charleston Village was expected to relieve the pressure on the rental market caused by a housing shortage and high rents, Madsen reportedly had no choice but to allow their property to “go to desert” (LVRJ 1952a, 1952d). In November, the subdivision was resurveyed for the development of single-family residences, and four homes (likely model homes) were constructed at the southwest corner of Peyton Drive and Burnham Avenue around that time (Bronken 1952). By 1954, however, Madsen faced another set of hurdles, this time unsurmountable. The City of Las Vegas filed a lawsuit against the developers that argued that Madsen hadn’t conducted the improvements they were responsible for (streets, curbs, gutters, sewers, street lighting, sidewalks, and other utilities) (LVRJ 1954c:3). No additional homes were ever constructed in the subdivision.

In 1959, a supermarket (Thriftmart) with attached drugstore (Skaggs Drug Center) was constructed to the north of the planned Charleston Village, at southwest the corner of Charlston Boulevard and Burnham Avenue. Three years later, a strip-type shopping center was added to the supermarket by Las Vegas developer (and regional planning commissioner) William Peccole, and by 1963 Peccole had constructed a fully enclosed shopping concourse known as Charleston Plaza (Figure 4.66). Charleston Plaza was the first shopping mall in Las Vegas and grew to include around 320,000 square feet of commercial space by 1965 (including 104,500 square feet at the west end that housed a Woolco discount store). As other larger malls opened in Las Vegas, Charleston Plaza became underused and dilapidated (Mall Hall of Fame 2023). By 1987, the owners of Charleston Plaza Mall, Westar Associates, proposed to redevelop the mall with Downtown Redevelopment Agency funds, and in 1988, the Charleston Plaza Mall was resurveyed, and several plat maps were produced (Russell 1987). All but the 1965 western addition was demolished that year, and construction on what would become the present-day Charleston Plaza Mall began. A Police Protection Association building was constructed south of the original four Charleston Village homes in 1971 but was demolished (along with the four homes) in 1989. A new commercial complex was quickly constructed in the place of the original Police Protection Association building; the association occupies space in the new building. The area directly south of the mall, between the rear of the shopping center and Crestwood Elementary School/Sunnyside Addition, remained vacant until the Villa Monterey senior apartment complex was constructed in 1993. The only remaining portion of the 1965 addition to Charleston Plaza currently houses the Bonanza Indoor Swap Meet.





Figure 4.66: Charleston Plaza Mall, circa 1963, with Crestwood Elementary School at the top right. Photograph Courtesy of UNLV Special Collections (Digital ID: pho008354)

Eastwood Tract No. 1 Amended

In December of 1952, Eastwood Tract Nos. 1 and 2 were surveyed and platted by H.R. Gillett and Vernon Lee, of the Lee Construction Company (Figure 4.67 and Figure 4.68 and Map 2e) (Asher 1952). The roughly 750 parcel lot, 73-acre subdivision was quite ambitious compared to the nearby projects that were developed around the same time which barely reached half that size (e.g., Moss Tracts, Columbia Heights, and Jubilee Tract) (Figure 4.69). Lee Construction Company appears to have accepted some of the FHA guidelines for subdivision development, as Eastwood was designed with several curved streets, cul de sacs, and a more complex layout than most nearby contemporaneous subdivision that used a grid plan. The Lee Construction Company made no haste in constructing their subdivision, with all four hundred homes constructed and nearly sold out within one year of filing their plat. The homes, designed by William Frederick Von Der Age Designs, were FHA approved and were built of frame and stucco and were equipped with modern kitchens (LVRJ 1953c:26). The subdivision was improved with streets, sidewalks, curbs, gutters, electricity, water, streetlights, and a sewer system, but by the end of 1954, Eastwood had suffered several floods and Lee Construction was threatened with legal action for not adequately addressing drainage issues when planning their subdivisions. While the city continued to grow east, infrastructure was not prepared for this, and in their rush, subdividers did not always develop responsibly.

Then Las Vegas Mayor, C. D. Baker, ensured city residents that, moving forward, the city would be more strict enforcing subdivision requirements before issuing developers certificates of occupancy (which verified that building and development codes had been met) (LVRJ 1954a, 1954h, 1954i).





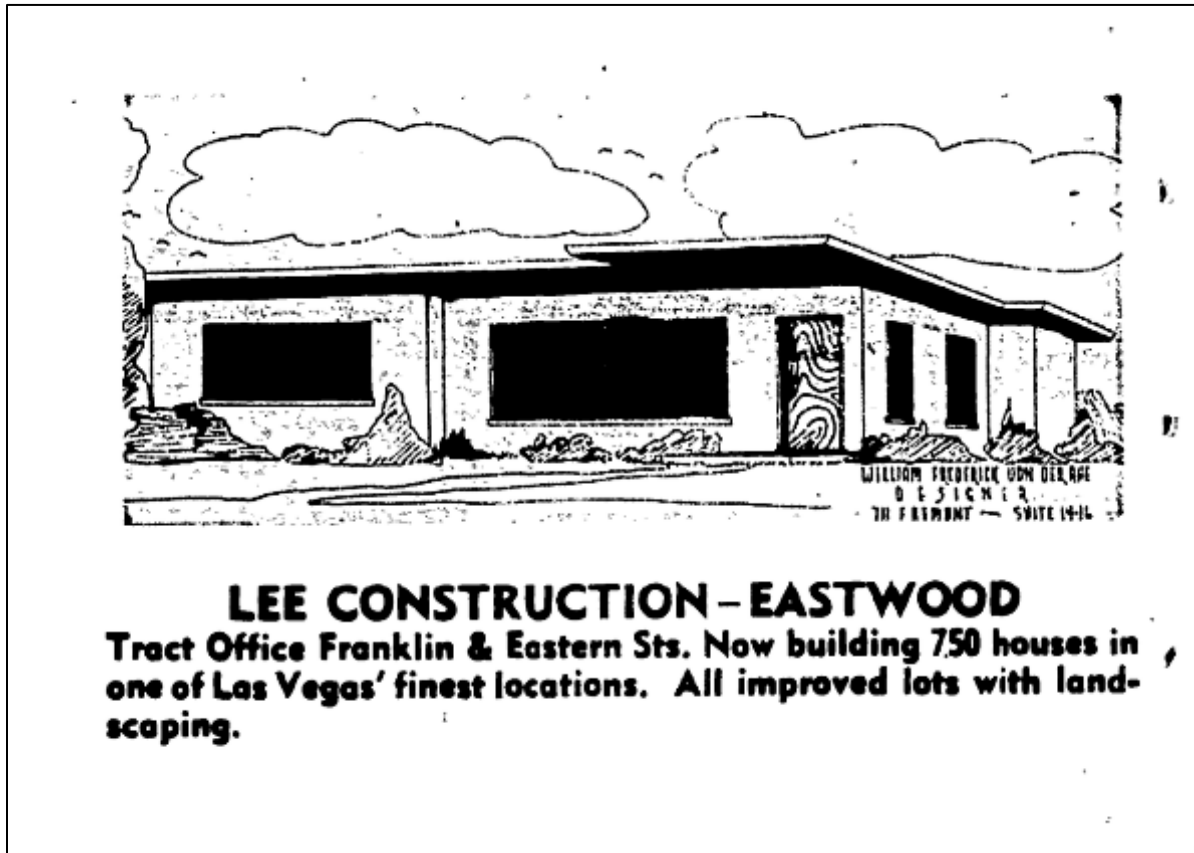


Figure 4.69: 1953 Las Vegas Review Journal Advertisement for Eastwood Tracts (July 05, 1953)

Jubilee Tract

The Jubilee Tract was platted directly north of the Eastwood Tract and east of Crestwood Homes in June of 1953 by Ben L. Bingham and Bryant R. Burton (Bronken 1953; LVRJ 1954d:3) (Figure 4.48 and Map 2e). Advertisements for Jubilee Apartments began to run in the Las Vegas Review-Journal by November of 1954, touting the development as “Las Vegas’ Finest & Most Beautiful Furnished Rental Units” (LVRJ 1954g:9) (Figure 4.49). Jubilee Apartments consisted of one- and two-bedroom units that rented for between \$135 and \$155 per month (landscaping include) and had an enclosed patio and a large storage area. The neighborhood of apartments was located directly south of a small shopping center (Crestwood Shopping Center) that had been constructed along Charleston Boulevard one year earlier (Figure 4.50). A 1965 aerial photograph depicts two different layouts in the Jubilee Tract, with compact homes in the western half (except for along Eastern Avenue) and long buildings with irregular plans in the eastern half (Figure 4.73).



OPEN FOR YOUR INSPECTION
Las Vegas' Finest & Most Beautiful
Furnished Rental Units
JUBILEE APARTMENTS
Located Between Eastern Ave. and
Euclid Ave. – Ballard Drive & Houston Drive
To Locate Go East on Charleston
to Eastern Ave. & Turn South
One Block. Apartments Are
Directly Behind Crestwood
Shopping Center.
2 Bedroom Apartments \$155. per month
1 Bedroom Apartments \$135. per month

Bunker Realty Company Managing Agents 1734 So. Main Street Phone 6545 or 3742 M	OPEN HOUSE SEE RESIDENT MANAGER DAVE CROCKER 2116 Ballard Drive Apartment "B" Phone 6545 or 3742-M
--	---

Figure 4.71: 1954 Las Vegas Review Journal Advertisement for Jubilee Apartments (Jubilee Tract) (November 21, 1954)

'JUBILEE'
Modern & Comfortable
APARTMENT LIVING

- ✓ Nicely furnished
- ✓ Enclosed patio
- ✓ Large storage area
- ✓ Near Shopping, Schools, Bus
- ✓ Gardening Service

1 Bdrm. \$115
2 Bdrm. \$135
Call DU 2-2298 or DU 2-6165
See Manager
2120 Ballard Drive, Apt. 8
(Just 1 Blk. south of E. Charleston)

Figure 4.72: 1958 Las Vegas Review Journal Advertisement for Jubilee Apartments (Jubilee Tract) (January 01, 1958)



Figure 4.73: 1965 Aerial Image of Jubilee Tract (South Eastern Avenue Left, Euclid Avenue Right, Ballard Drive Top, and Houston Drive Bottom)

Sunrise Association Stocks Subdivision Nos. 1 and 2

The Sunrise Association Stocks Subdivisions No. 1 and 2 were platted directly south of the Noblitt Addition in 1953 by Lee Glenn, Vera Love, Olive Boone, M. Merrow, and James Sandoval of the Sunrise Association (Figure 4.74 and Figure 4.75 and Map 2e) (Tyson 1953a, 1953b). Glenn and Boone were brokers for Desert Realty, one of the many Las Vegas real estate firms that were flush with business during the 1950s. Marketing their neighborhood as Sunlite Homes, the Sunrise Association constructed its first home (a model) for the subdivision in early 1954 and offered a daily open house; all thirty homes were constructed by 1955. Homes were designed to suit “desert living” and were constructed by Alta Vista contractors and furnished by local businesses like the Tropic Shop (Figure 4.76) (LVRJ 1954b). They had four bedrooms, three bathrooms, closets, outside storage, a carport, and with other “luxury features,” they sold for just

over \$13,000 (LVRJ 1954f). In the marketing for Sunlite Homes, Desert Realty highlighted a key element of any postwar Ranch house, the integration of indoor and outdoor space. They brought the “outside in” and the “inside out” with glass walls, redwood beamed ceilings, open spaces, and of course, a planter box (LVRJ 1954e). An aerial photograph dating to 1965 shows the near uniformity of all parcels in the subdivision (Figure 4.77).

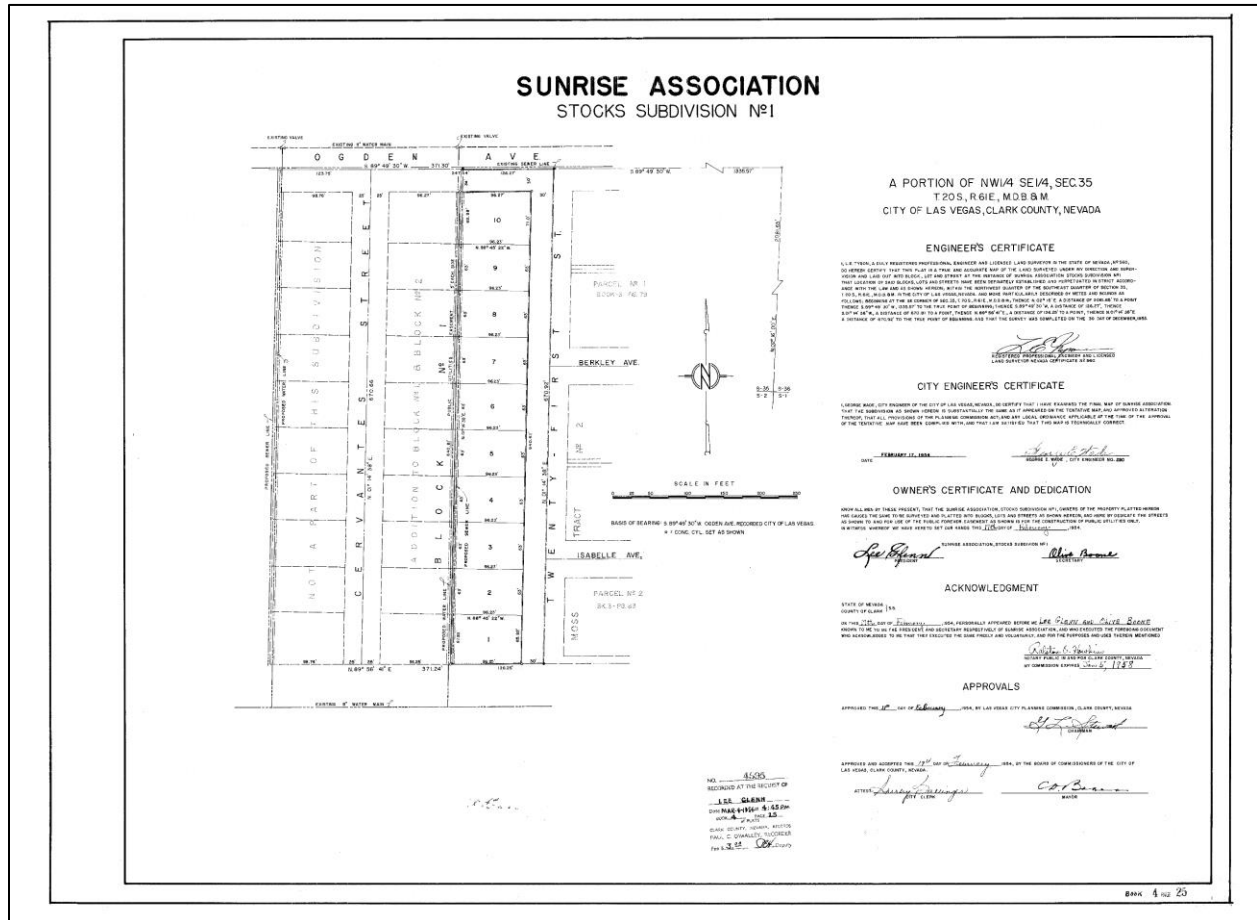


Figure 4.74: 1953 Plat Map for Sunrise Association Stocks Subdivision No. 1



OUR
BEAUTIFUL
Sunlite Homes
Now Open For
Your Inspection
4 bedrooms — 2 baths
Designed
FOR DESERT LIVING
MODEL HOME
21st & Ogden Sts.
OPEN DAILY
10 AM to 9 PM
Model Home furnished by the following:
The Tropic Shop, The Sleep Shop,
Better Living Plan, Robinson TV.
Built By:
ALTA VISTA
BUILDING CONTRACTORS
Being sold exclusively by:
DESERT
REALTY
OLIVE BOONE & VERA LOVE
BROKERS
LEE GLENN, Salesman
1408 South 5th Street
Phone 6390 or 6391

Figure 4.76: 1953 Las Vegas Review Journal Advertisement for Sunlite Homes, the Sunrise Association subdivision
(May 02, 1954)



Figure 4.77: 1965 Aerial Image of Sunrise Association Stocks Subdivisions No. 1 and 2 (North 21st Street Right, East Ogden Avenue Top, and Sunrise Avenue Bottom)

Bel Air Subdivision Tract 3

Tract 3 of the Bel Air subdivision is one of five tracts that were platted between 1953 and 1958, each by different investors and/or their development groups (the Summers and Handel families, Bel Air Development, Inc., Highland Development Corporation, and Bellhaven Development Corporation) (Figure 4.78 and Map 2f). Curtis P. Summers was involved in the subdivision of at least Tracts 1, 3, and 4, although the nature of his involvement (beyond as a landowner and subdivider) is unknown. Summers partnered with Walter Nielsen to develop Tract 3, and Nielsen was likely the contractor for Bel Air and the adjacent Bellevue Subdivision. The Bel Air Tracts were surrounded by contemporaries like Columbia Heights, the Sunnyside Addition, and Charleston Park (south of the Study Area) as the area from Charleston Boulevard

[illegible]

Bellevue Subdivision

The Bellevue Subdivision is one small tract of 20 lots that were subdivided by the Rhind Investment Corporation directly west of Bel Air Tract 3 in 1959 (Figure 4.79 and Map 2f) (Bronken 1959). Promoted as Bellevue Park, the subdivision promised “Provincial Living in the City” in an established neighborhood that was near Crestwood Elementary and the new shopping plaza (then called Thriftmart). Bellevue Park offered a choice of six custom plans that were built by Nielsen Construction Company (Figure 4.80). While the decorative elements were slightly different than the adjacent Bel Air Subdivision, both tracts were developed with Styled Ranch homes that had more architectural detailing than the nearby subdivisions. They had complex, cross-gabled plans with gambrel wings and decorative stick work. The exteriors of the four bedroom homes boasted shake roofs, brick veneer, landscaping, and an attached garage, while the interiors had a fireplace, and an array of ceramic, marble, wood, and vinyl surfaces (LVRJ 1960). Homes were marketed as rustic, charming, custom, beautiful, and convenient, but also affordable; they qualified for FHA financing and cost around \$24,000 (LVRJ 1961).

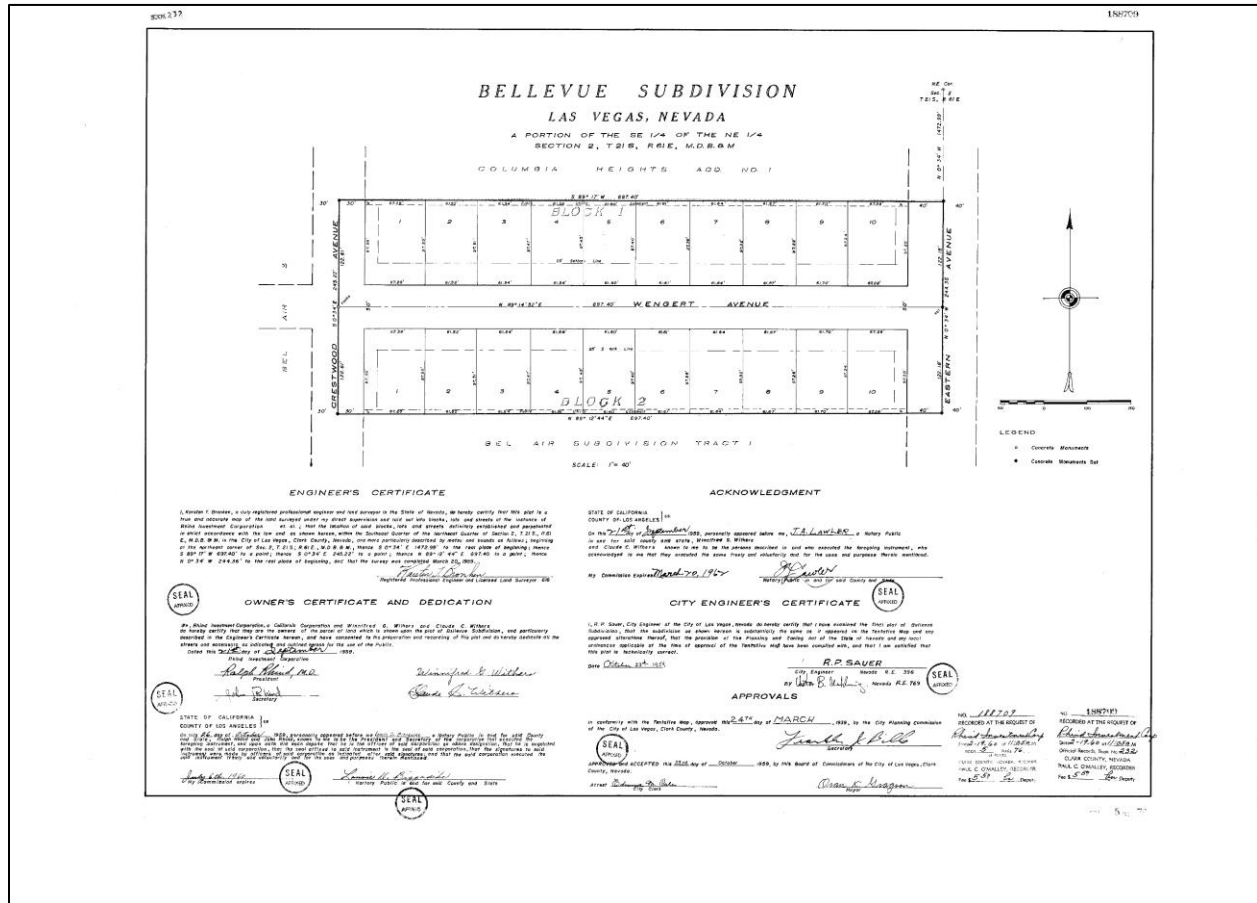


Figure 4.79: 1959 Bellevue Subdivision Plat Map

BELLEVUE Park

NEW HOMES AND THEY ARE SELLING FAST!

• 6 CUSTOM ELEVATIONS TO CHOOSE FROM
 \$23,500 and \$24,000 WITH MAXIMUM FHA 30 YEAR FINANCING

See Them TODAY

PROVINCIAL LIVING IN THE CITY

Featuring...

- Shake roofs for lasting home beauty.
- Fireplaces in wood brick facing, with mantels.
- Heat pumps for year 'round comfort.
- 4 bedrooms & family room for spacious family living.
- All electric Medallion home.
- Ash cabinets to enhance interior beauty.
- Garages Attached, 16' x 20'
- Built-in range and oven with rotisserie & meat thermometer.
- 10 year warranty water heater.
- Fully landscaped for minimum care.
- Ceramic tiling & Italian marble pullman in bath.
- Wood paneling in entry.
- Colored bath fixtures by American Standard.
- 2 baths for family convenience.
- Used brick veneer adding rustic beauty.
- Vinyl entry with vinyl asbestos flooring in family room and kitchen.
- Established neighborhood with convenient access to shopping & schools.

For Information Call DU 2-6276

NIELSEN CONSTRUCTION CO.

E. CHARLESTON BLVD.

CRESTWOOD AVE.

WENGERT AVE.

FREMONT

MODEL HOME

GE

AMERICAN STANDARD

LIFE BETTER

Figure 4.80: 1960 Las Vegas Review Journal Advertisement for Bellevue Subdivision (October 14, 1960)

Shenandoah Square Unit Nos. 1 and 2

Shenandoah Square Units No. 1 and 2 were platted in 1960 and 1962, in a tract of undeveloped land in the southeast corner of Artesian Acres. Tract No. 1 was platted on the east side of 28th Street, between Stewart Avenue and Marlin Avenue, and Tract No. 2 was platted directly east (Figure 4.81, Figure 4.82, Map 2f and Map 2g). Unit No. 2 was developed by Aloha Construction Co., who promoted their complex of seventeen fourplexes for their proximity to Sunrise Acres Elementary School, a municipal swimming pool, Hadland Park, and a grocery store (Figure 4.83) (LVRJ 1963b:36). Within one year of construction, Aloha defaulted on their loans and the property was put up for auction (LVRJ 1963a:8).



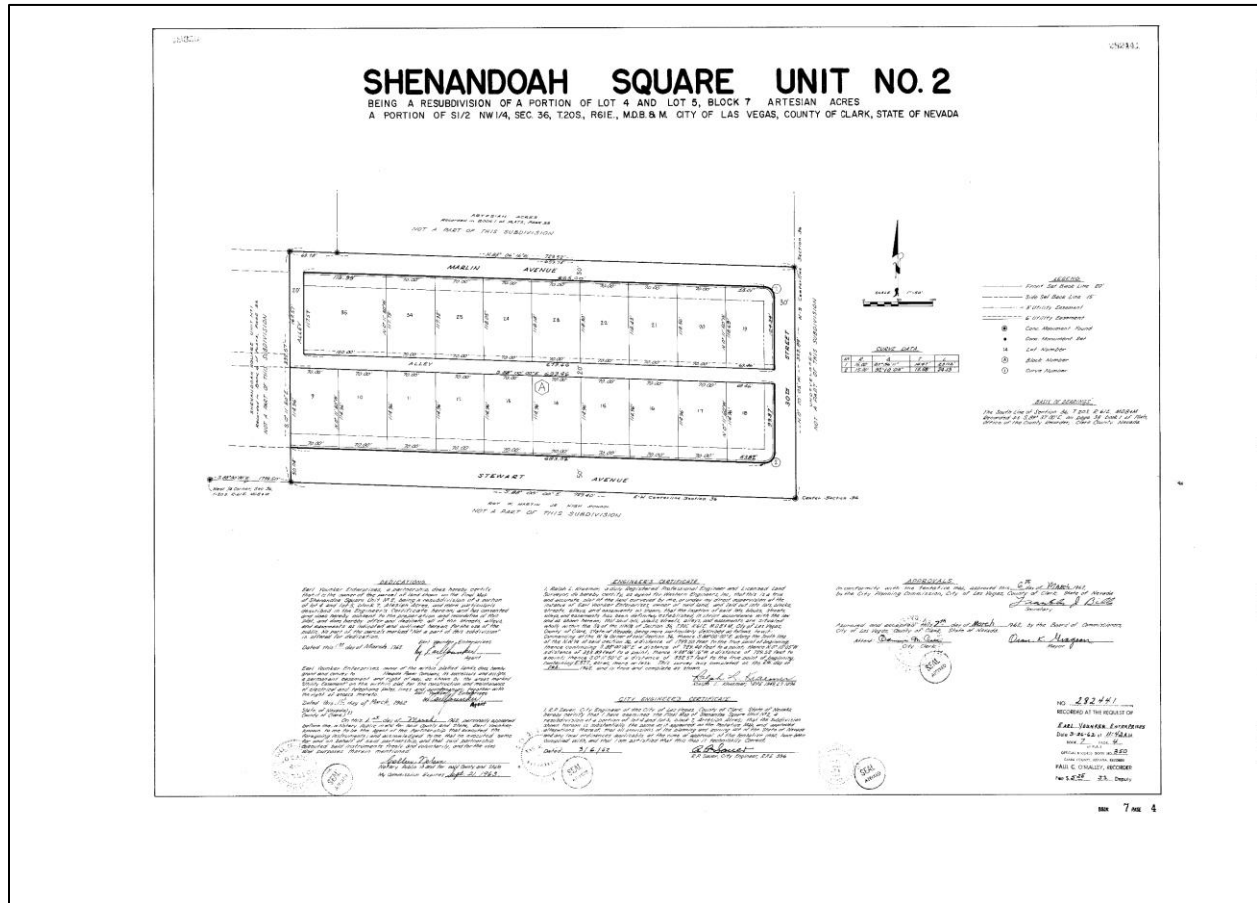


Figure 4.82: 1962 Shenandoah Square Unit No. 2 Plat Map

Hey – – – a FREE Turkey!
PLUS –
2 WEEKS FREE RENT
... and we will move your furniture and
belongings **FREE**, too.

Walk to School
from
Shenandoah Apartments
CHILDREN and PETS Welcome

ACROSS THE STREET –
Roy W. Martin Junior High

TWO BLOCKS AWAY –
Sunrise Grammar School
Municipal Swimming Pool
Beautiful Hadland Park
Grocery and Variety Store

THREE MINUTES FROM DOWNTOWN LAS VEGAS .
TEN MINUTES FROM THE STRIP

2 BEDROOMS—2 FULL BATHS

FURNISHED	UNFURNISHED
\$147.50	\$125

Inquire 2909 E. Stewart, Apt. 1, Phone 384-4469

Figure 4.83: 1963 Las Vegas Review Journal Advertisement for Shenandoah Square (December 17, 1963)

C.D.L. Subdivision

The C.D.L. Subdivision was platted in 1961 by Wilbur Clark, Peter Demet, and Louis Laramore, and was likely named for the first letter of each owner's last name (Figure 4.84 and Map 2g). Clark was a prominent casino owner (e.g., Desert Inn, a hotel and casino that opened on the strip in 1950) and land developer

(e.g., Paradise Gardens) (UNLV Special Collections 2022). Current research did not reveal details about Demet and Laramore.

In 1962, a complex of 14 two-story apartment buildings were constructed in the C.D.L. Subdivision on the west side of Atlantic Street, south of Fremont Street and east of the Eastwood Tracts. Across Atlantic Street, on the south side of Fremont Street were various roadside properties, including the Green Shack and the Showboat Hotel and Casino. The C.D.L. complex was made up of 10 paired raised ranch buildings and six U-shaped apartment buildings that were separated by an internal road and parking (Figure 4.85). These apartments were the first of their type to be constructed in the Study Area since the complexes in Moss Tract No. 4 in 1953. This was the last land subdivision that occurred in the Study Area during the period of study.

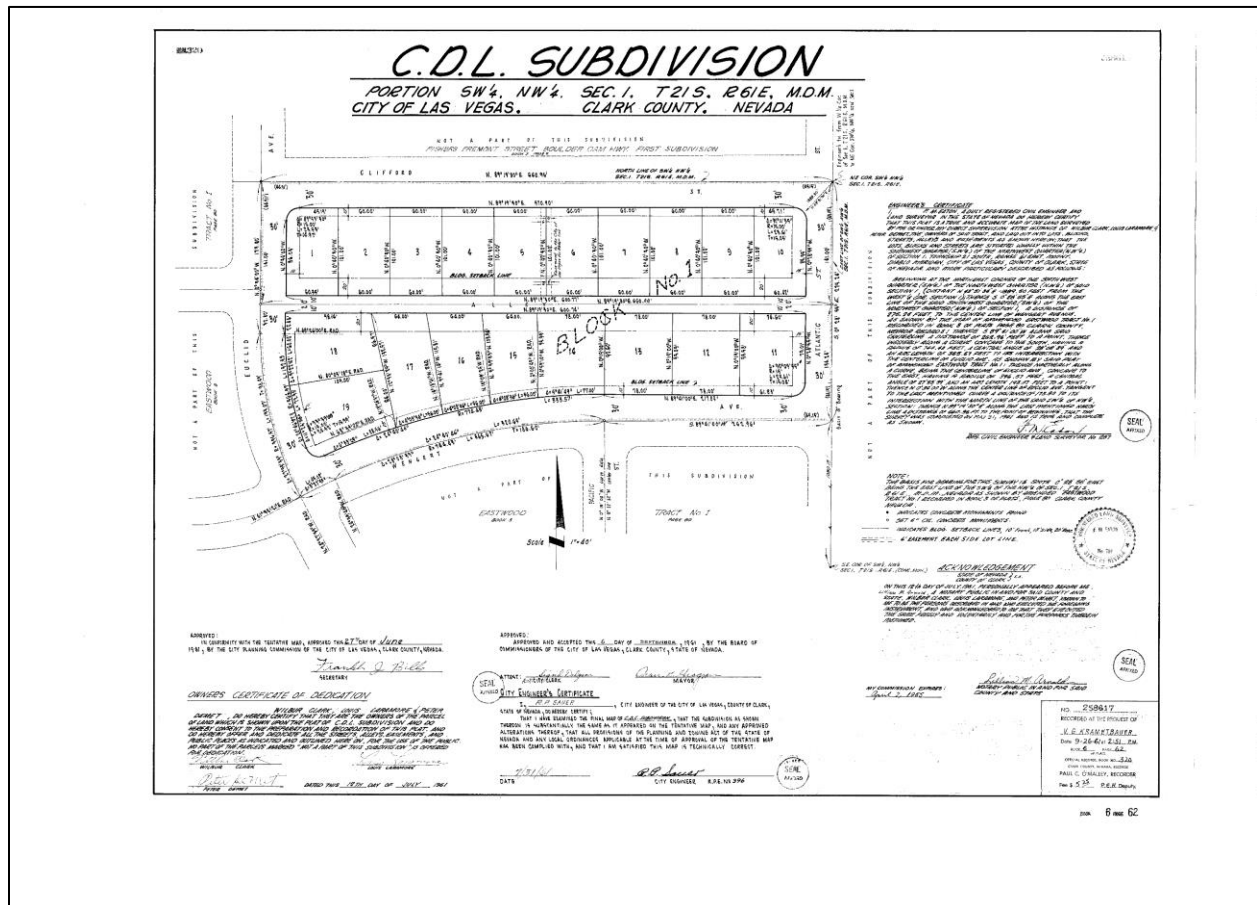


Figure 4.84: 1961 C.D.L. Subdivision Plat Map

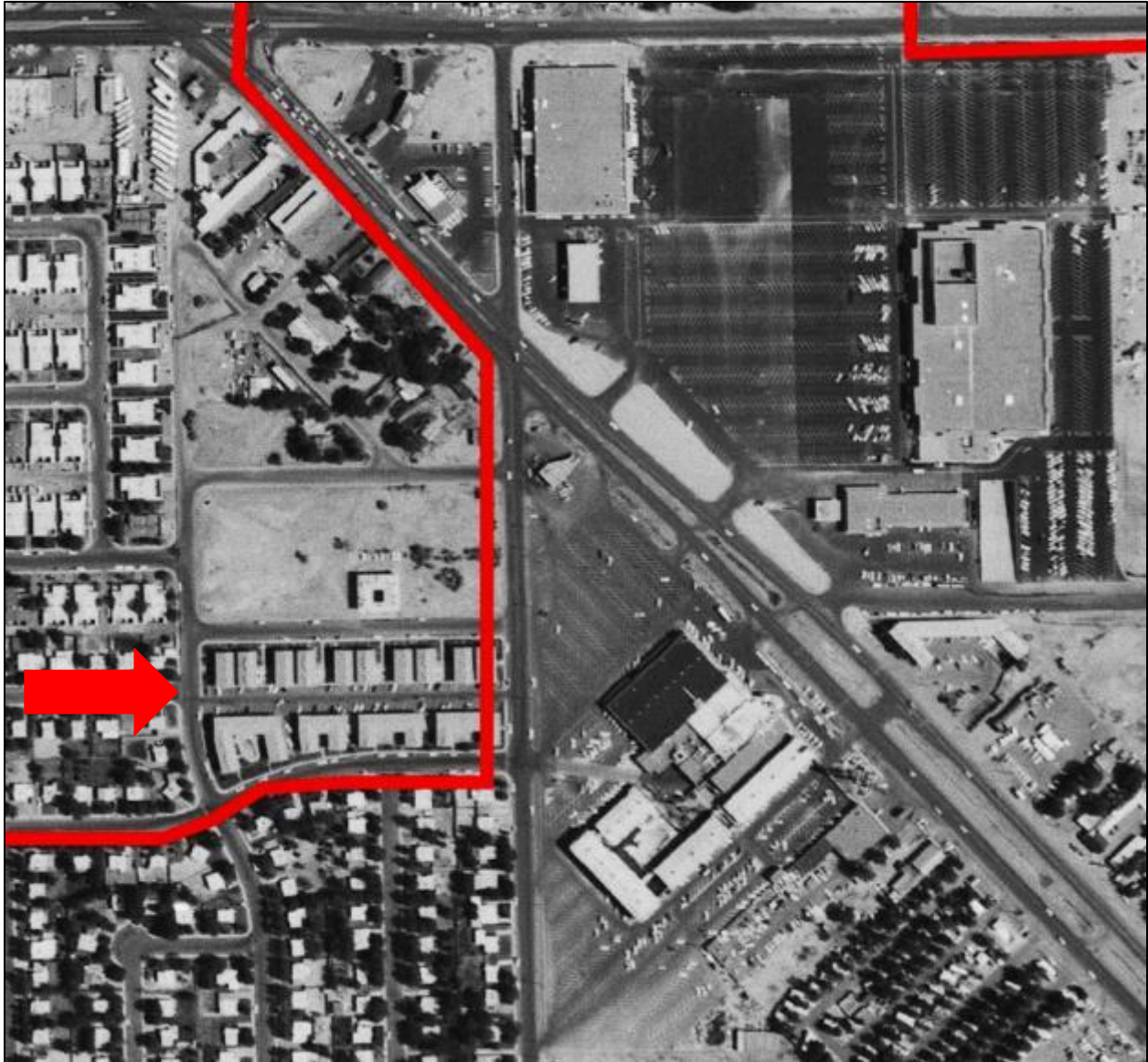


Figure 4.85: 1965 Aerial Image of C.D.L. Subdivision (Red Arrow) with Showboat Hotel and Casino and Fremont Street at right (Study Area Boundary in Red)

4.3 ETHNIC HERITAGE: LATINO HISTORY IN THE EASTSIDE

The area that comprises present day Nevada was part of Mexico until the end of the Mexican American War in 1848, when Mexico, through the Treaty of Guadalupe Hidalgo, ceded fifty-five percent of its territory to the U.S. (present-day California, Nevada, Utah, New Mexico, most of Arizona and Colorado, and parts of Oklahoma, Kansas, and Wyoming). As land titles and land rights (i.e., property) were confiscated from Mexicans now in U.S. territory as a result of the Treaty, a flood of non-Mexican immigrants from the eastern United States poured into this territory in the ensuing decades (Miranda 2005:37; Diaz 2005:4). Travelers along the Old Spanish Trail formed the first communities in Las Vegas. Throughout the first half of the twentieth century, modest numbers of Mexicans, and later, immigrants from all countries in Central and South America, came to Las Vegas when opportunities presented

themselves, especially when push factors (those factors that drive people to leave their home countries) coincided with pull factors (those that draw or entice people to come to a new country).

During the first half of the twentieth century, pull factors were the events that drove the overall growth of Las Vegas, including the construction of the San Pedro, Los Angeles & Salt Lake Railroad (SPLA&SL) between 1902 and 1905; the legalization of gambling in 1931; the construction of the Boulder Dam between 1931 and 1936; the establishment of the Las Vegas Army Air Force Gunnery School (later Nellis Air Force Base) in 1941; the development of the BMI plant in Henderson in 1941; the Bracero program in 1942; the birth of the strip in 1941; and its subsequent massive development beginning during the 1950s. Overlapping these major milestones, overall growth related to New Deal projects and postwar prosperity also served as pull factors while severe economic problems in Mexico and other parts of Central America were push factors (Wright et al. 2011; Tuman et al. 2013; Miranda 1997).

The demand for cheap labor, fueled by the construction of the SPLA&SL, incentivized the first major wave of Mexican immigrants to travel northward in search of economic opportunities. Despite the difficult work of grading, laying, and maintaining the tracks, between 1880 and 1930 Mexicans accounted for up to 70 percent of the railroad section crews and 90 percent of the extra gangs on the principal lines of the southwest. As workers on the SPLA&SL, Mexican laborers were among Las Vegas's first residents, with their families reportedly camping near Las Vegas Creek in the weeks following the 1905 auction of Clark's Las Vegas Townsite. In 1910, Mexicans made up roughly 63 of the 945 people living in Las Vegas proper and constituted the town's largest minority¹ (Miranda 1997, 2005; U.S. Census Bureau 2006; Department of Commerce and Labor Bureau of the Census 1913).

Unlike other cities in the southwest where larger, more established Latino populations were residentially ostracized and isolated in barrios, the Latino community in the Las Vegas Valley remained small and scattered throughout much of the first half of the twentieth century (Miranda 1997; Moehring 1991, 2005). Those Latinos that came to Las Vegas during the first half of the twentieth century found low-wage jobs and were generally not able to purchase homes or establish enough personal stability to be able to organize politically. As a result, a centralized Latino community (like the one formed by African Americans on Westside) did not develop prior to the 1960s (Moehring 2005:14; Green 2015:297; Miranda 2005:57; Gallardo 2000:11).

¹It is difficult to develop an accurate and comprehensive accounting of the Latino population in Las Vegas because of the nature of available data. Nationwide, from 1790 to 1850, the only census categories for race or ethnic origin were White and Black (Negro). Between 1860 and 1890, American Indians, Chinese, and Japanese were also identified separately. Starting in 1910, Asian and Pacific Islander categories were added, and in the 1930 census only, there was a category for Mexican (the race category of Mexican was eliminated in 1940). While several criteria may serve as indicators for at least a portion of the Hispanic population in decennial censuses (e.g., data on mother tongue, Spanish surnames, and the designation of Mexican as a race in the 1930 census), it was not until 1970 that the first attempt was made to identify the entire "Hispanic origin population"; however, this question appeared only on the long form sent to a sample of the population. In 1980, the Hispanic origin question was moved to the short form that was distributed to all households, and in 2000, the term Latino was added to the question (Gibson and Jung 2005; Cohn 2010). When analyzing pre-1970 census rolls for the current project, details like country of origin were used to glean the broad trends in Las Vegas's Latino population growth for which enumerated decennial census data is not available (U.S. Census Bureau 2006, 2010, 2002, 2012). Figure 4.86, Figure 4.87, and Figure 4.88 outline these broad trends at the state, county, and city level. It is important to note that in these tables, census data for Las Vegas represents the city proper (as it was defined at the time of the census) and not the much larger Standard Metropolitan Statistical Area (SMSA).

Latino populations in Las Vegas remained relatively low during World War II and the early postwar period, despite Nevada's growth related to military development *and* despite the large migrant network that was established through the western U.S. as a result of the Bracero Program of the 1940s. Their numbers began to increase steadily beginning in the 1960s, partially as a result of changes to immigration law (e.g., the Migration and Refugee Assistance Act of 1962 and Immigration and Nationality Act of 1965), but also because of the opportunities provided by the concurrent dramatic transformation of the Strip and subsequent rapid urbanization of Las Vegas during the 1970s (Miranda 2005:60). Between 1950 and 1970, Las Vegas's Hispanics counted in the census nearly doubled from 3,174 to 5,777, and between 1970 and 1980, grew to nearly 13,000 (U.S. Census Bureau 1952, 1973, 1982). Las Vegas's booming job market of the 1980s (which was flush with jobs that did not require fluency in English, nor formal education or existing skills) and severe economic problems in Mexico and other parts of Central America (due in large part to trade liberalization) and civil wars and repression in El Salvador and Guatemala in the 1980s provided complimentary push factors to the immigration reform (Wright et al. 2011:8; Tuman et al. 2013:6; Moehring 2005:7–10; Titus and Wright 2005:32; Miranda 2005:60).

These push and pull factors established a foundation on which migrants and immigrants built networks through which kinship and friendship ties and regional links connect those that have immigrated to the U.S. to friends and family in their country of origin. Miranda (2005:62) describes the evolution of migration networks as they develop gradually, "when a few workers returning to Mexico with cash and material goods describe the economy and the job opportunities they have found." A new worker will take an entry level position in a low-paying occupation but will soon become aware of their low social and economic status. This awareness will motivate them to take steps to improve their status, and once they have found a more secure and well-paid position, they will settle permanently and will bring their family to live in Nevada. The old job is often passed onto a friend and the migrant chain expands.

Las Vegas has become a major hub for Latino immigration thanks, in part, to these chains and the familial and social networks they have established (Miranda 2005:62–63). Sheer population growth is a testament to this; when the Latino population in Las Vegas rose to almost just over 33,000 (and nearly 83,000 in the SMSA) in 1990, Spanish-speaking residents became the largest minority in the city. By the late 1990s, Las Vegas had the fastest growing Latino population in the country (U.S. Census Bureau 2010).

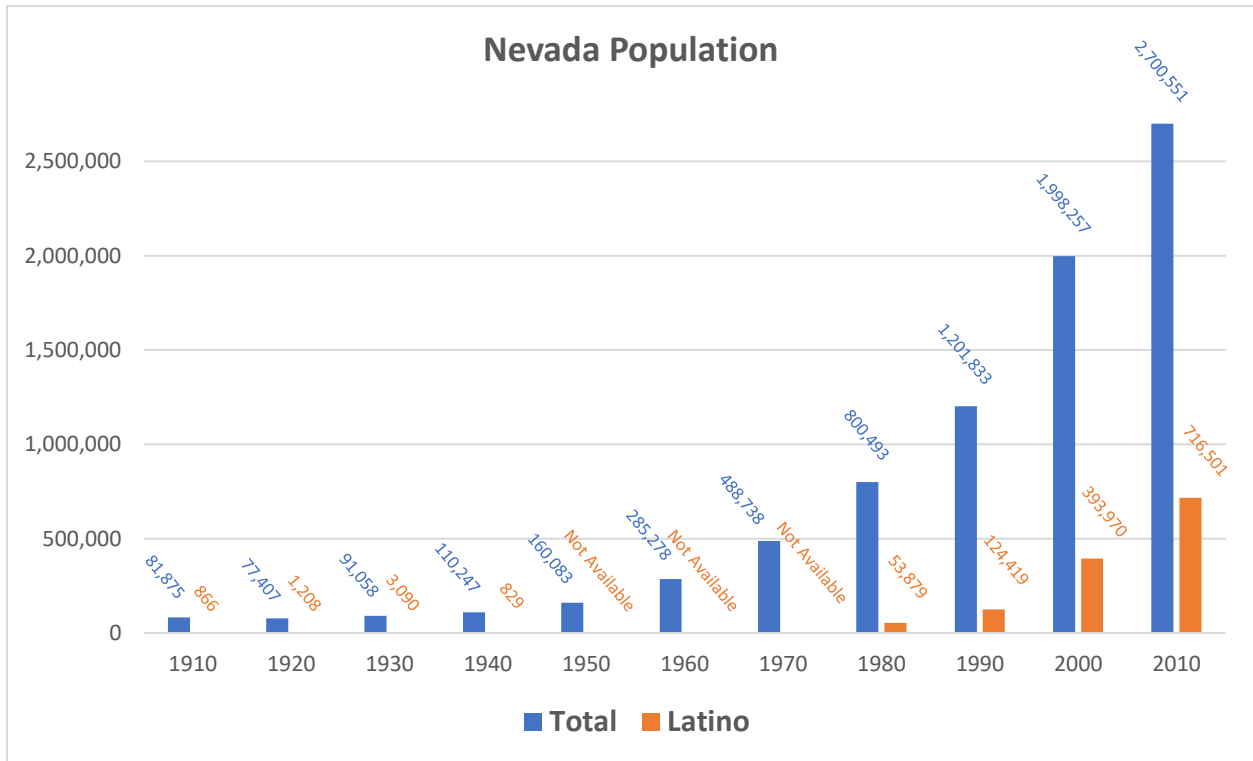


Figure 4.86: Nevada Census Data from 1910 through 2010.

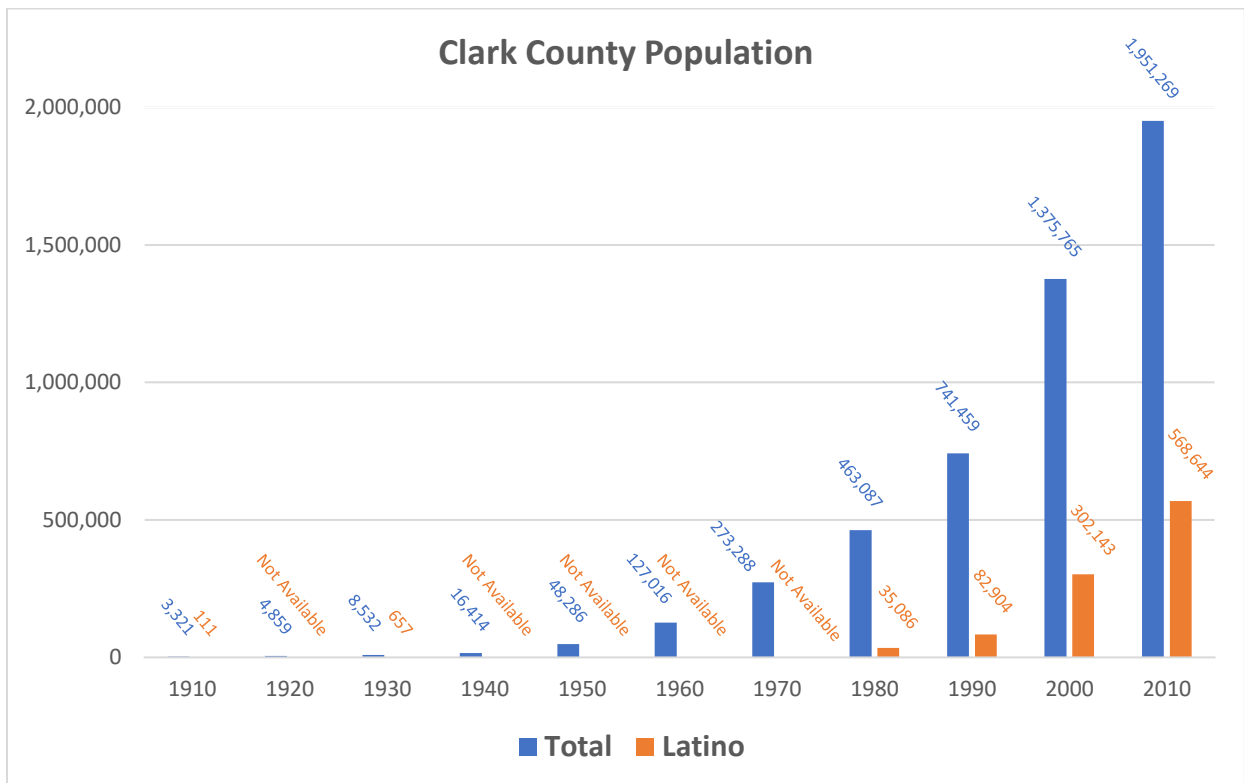


Figure 4.87: Clark County Census Data from 1910 through 2010.

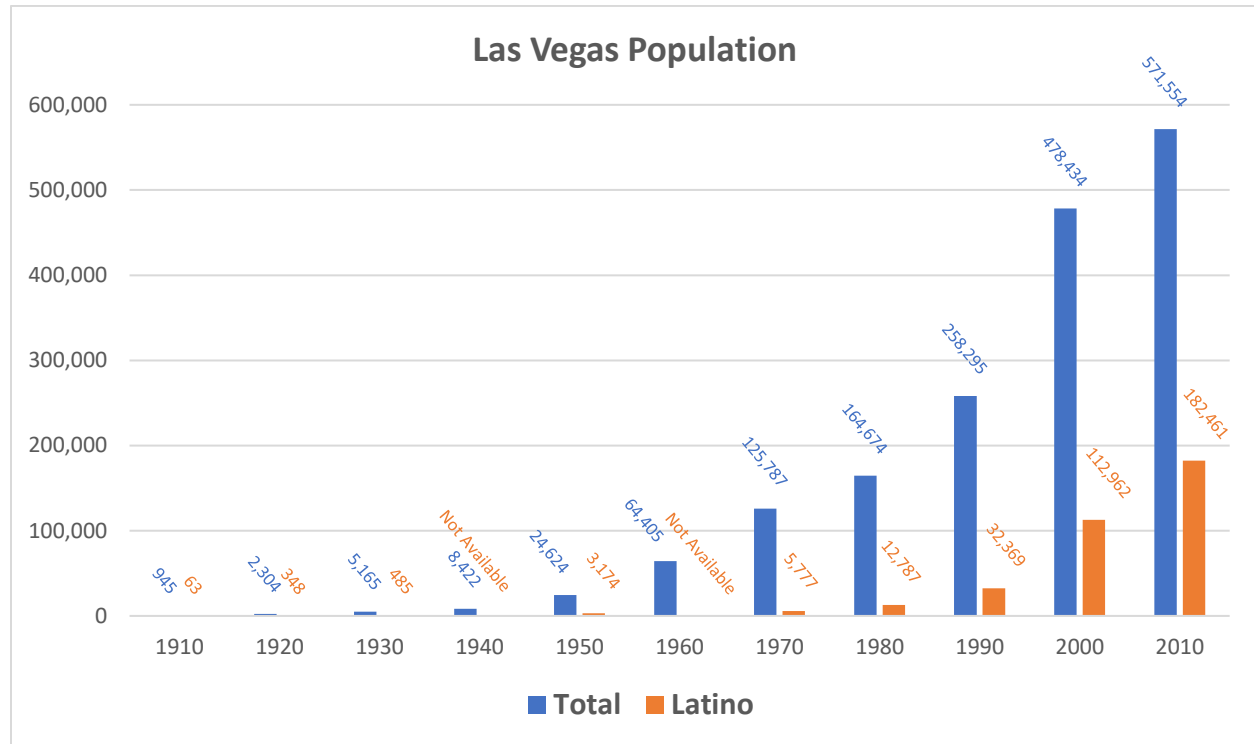


Figure 4.88: Las Vegas Census Data from 1910 through 2010.

4.3.1 NEIGHBORHOOD LIFE

Las Vegas differs from other Southwestern cities (e.g., Los Angeles, El Paso, San Antonio) in that Latino enclaves did not develop barrios associated with the traditional labor forces needed for westward expansion (i.e., around tenement housing, agricultural camps, shanty railroad towns, or communal rural communities) (Diaz 2005:15; Diaz and Torres 2012:15; Saucedo 2018). Because Latinos did not settle in Las Vegas in large numbers until the mid-twentieth century, they moved into aging auto-oriented suburban neighborhoods that were no longer desirable to middle-class residents. The part of the Eastside in the Study Area is comprised largely of single-family, post-World War II subdivisions, with some apartment complexes and commercial properties generally clustered along North Eastern Avenue and East Charleston Boulevard. When they were developed, these neighborhoods were generally made up of white families who worked in Las Vegas, Boulder City, or Henderson. As white families left neighborhoods in the Study Area for newer subdivisions during the late 1970s and 1980s, they were frequently replaced by Latinos. By 1978, a nascent Latino community had begun to form in and around the area bounded by 15th Street and Mojave Road at the east and west, and Owens Avenue and Charleston Boulevard at the north and south (Escobedo Jr. 2018; Garcia 2018; Reid 1978).

By the mid-1970s, the segment of North 28th Street in the Study Area was lined with at least three public housing complexes (all called Ernie Cragin) and two low-income apartment complexes (Shenandoah Square and Stewart Plaza Apartments), both of which were likely occupied mostly by white residents when they were constructed during the early 1960s and early 1970s. During the late 1970s and early 1980s, opportunities provided by enormous growth in Las Vegas's tourism industry (namely associated with casino construction) brought many newly immigrated/migrated low-paid Latino workers into the housing projects just as white residents were moving into larger homes in the surrounding neighborhoods (Calvo 2023; Salgado 2023). A similar trajectory occurred several blocks to the south, along Sunrise

Avenue, where another block of low-income housing also provided a starting point for newly arrived immigrant families (many undocumented) beginning during the 1980s. This somewhat isolated stretch of Sunrise Avenue attracted many street vendors selling food and snacks and trying to make ends meet in the secondary labor market. During the early 1990s, this housing tract was poorly maintained and reportedly managed by “slum lords”. These conditions made it a transient place, with people usually moving onto nicer neighborhoods as soon as their finances permitted (Barajas 2023).

As community members became more financially stable, they purchased homes in the surrounding neighborhoods like the Boulder Dam Homesite and the Moss Tracts. These residents often modified the simple postwar styles and forms in these neighborhoods to incorporate elements of Latino Vernacular architecture. Features like front yard enclosures, enlarged porches and brightly colored exteriors are common in these neighborhoods, and often reflect the importance of the sidewalk and street in social and economic life. In these neighborhoods, it is common for residents to barbeque in their front yard instead of backyard, which enables residents to remain informed and connected with the community (Calvo 2023; Castrejon 2017; Dominguez 2019; Rojas 2014; Salgado 2023).

The early Latino residents that lived in the Study Area, particularly on and around North 28th Street, formed the community supports that are indicative of barrios. The Boys and Girls Club, which was constructed in 1963 when the area was developed as a postwar suburb, is an example of a preexisting support that became important to Latino community members. There are robust commercial districts along East Charleston Boulevard, North Eastern Avenue, and Stewart Avenue. While there are several large shopping centers in these areas, many shops are in homes that were constructed during the postwar period and converted into commercial properties beginning during the late 1970s and into the present day. An early (noted by one project participant as the *first*) Spanish market was a Cuban market in the present-day Vegas Plaza on North Eastern Avenue and Bonanza Road. When it was established, the market (where customers could speak Spanish if they wished) was reportedly the only purveyor of Spanish products at the time (Calvo 2023). By 1978, the markets around the intersection of Bonanza Road and Eastern Avenue formed a community hub that was a gathering place during the early 1980s (Rodriguez 2023). In 1991, Las Vegas’s first carniceria, La Bonita, was established in the 1970s shopping center at North Eastern Avenue and Stewart Avenue (Kudialis 2016). The barrio support network extended into the media as well, and in 1980 the first Spanish language newspaper, *El Mundo*, was started (Figure 4.89). The newspaper was founded by Eddie Escobedo, who operated out of a small office at North Eastern Avenue and Constantine Avenue. Escobedo was a long-time Las Vegas resident who served at Nellis Air Force Base during the 1950s, and also founded the first Spanish-language movie theater (with Jamie Yepes), *El Rancho Teatro* in 1975 (located in the Rancho Circle Shopping Center on Bonanza Road) (LVRJ 1975; Miranda 2005:65). *El Mundo* now operates out of a large shopping center named for its founder, Plaza Escobedo (or Escobedo Professional Plaza). Escobedo reportedly constructed the plaza to provide spaces for Latino businesses (Salgado 2023).



Figure 4.89: Eddie Escobedo and son Eddie Jr. drafting El Mundo. Photo Courtesy of UNLV Special Collections (ID PH-00442_009-001).

Like other barrios throughout the U.S., the Study Area suffered from the construction of the interstate in 1983, which cut through the Boulder Dam Homesites and directly between a Las Vegas Housing Authority housing project and the apartments in Shenandoah Square. East of these neighborhoods, the interstate also impacted wildlife and native swamps (e.g., Nature Park) and the open spaces that children once played in were transformed into light industrial zones. One resident, a child at the time, remembers the bewilderment of the community, who wondered why anyone would build a freeway to *nothing*, recalling the vast desert landscape east of Mojave Road (Salgado 2023).

City parks are integral to Latino culture in Las Vegas. Hadland Park and Freedom Park are two important examples found in and around the Study Area (Figure 4.90). While today, both parks have abundant amenities, until the 1990s, they were much simpler open spaces. Hadland Park, which was surrounded by schools and large housing complexes by the 1960s, had a baseball diamond and surrounding open space, and was a popular place for young people to hang out since at least the 1980s (Barajas 2023). It has since been improved with facilities and is adjacent to the Rafael Rivera Community Center.



Figure 4.90: Shown here are players from two of the sixteen teams comprising the Hispanic Soccer League. The teams play each Sunday during a six-month season. Teams are made up of Hispanics from Nicaragua, Guatemala, El Salvador, Mexico, South America, and native Las Vegas. The games have become a family affair and each Sunday you can find families with their picnic baskets out watching their favorites and socializing. Photo and Caption Courtesy of UNLV Special Collections (Digital ID PH-00442_018).

Freedom Park was part of a large block of undeveloped land into the 1970s; its west side was developed first (around 1973), with a landscaping, baseball diamond and several pavilions. It was expanded significantly (eastward) beginning in the early 1980s and is now a sprawling complex of baseball and soccer fields, a skateboard park, bocce and horseshoe courts, a fitness course, a pool, a walking path, playgrounds, picnic areas, restroom facilities, and open space. The park has been the site of an annual gathering celebrating Mexican Independence (September 16) since at least 1984 (Austin 1988). These gatherings were initially sponsored by the Mexican Social Club (also known as the Mexican Patriotic Committee), a community organization that planned community celebrations, provided a social network and support system for Mexicans and other Latinos, and fostered Mexican solidarity (Figure 4.91). Freedom Park is also known for its association with low-rider culture, which traces its genesis to the Great Depression, when Latinos used scraps and spare parts to create custom cars that were otherwise unattainable. After World War II, returning soldiers further embellished their low-riders by applying their knowledge about airplane hydraulics to cars. In Las Vegas, early low riders were Mexican, Salvadoran, and

Nicaraguan soldiers. Low-riders provide(d) a space for artists to express their cultural values and histories, and the act of driving slow allows these artworks to be viewed by many. The practice of low-riding is an important part of the Latino history, art, and popular culture. Various community organizations still hold Cinco de Mayo and other celebrations at Freedom Park, it is a popular venue for soccer matches, and it continues to be an important community gathering place (Barajas 2023; O'Neill 2014; Rodriguez 2023; Salgado 2023; Saucedo 2018).

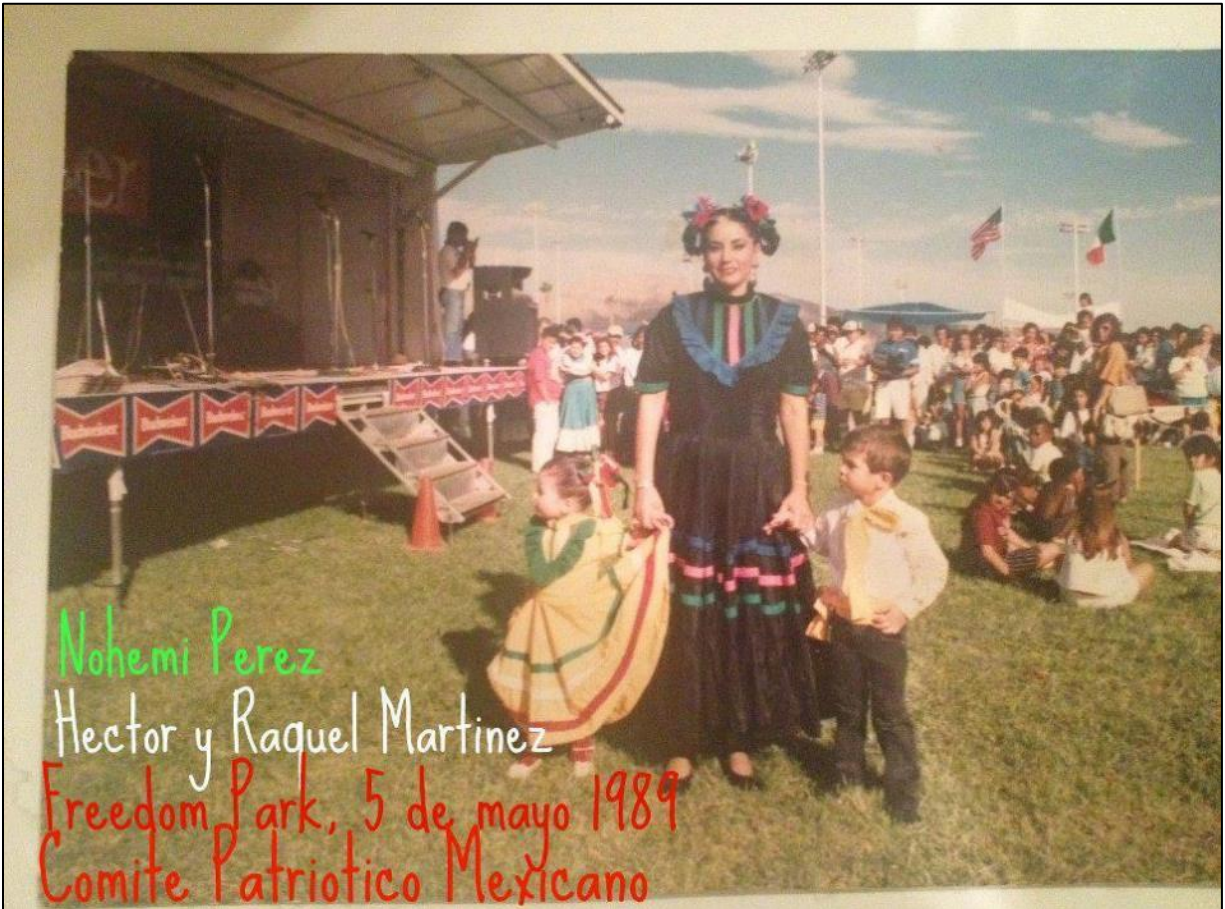


Figure 4.91: Mexican Patriotic Committee Cinco de Mayo Festival, 1989.

4.3.2 COMMUNITY BUILDING AND ACTIVISM

Americans became more affluent following World War II, however, not *all* Americans benefited equally from the postwar prosperity. While many white Americans experienced economic prosperity and upward mobility, people of color and women were largely still excluded from the “American Dream.” Unwilling to accept such glaring exclusion, especially in the case of veterans who had served in the war, these classes initiated the civil rights movement. The civil rights movement of the 1960s was interpreted in various ways in Latino communities nationwide. By the postwar period, Las Vegas had a small but growing Mexican middle-class who formed several early clubs that were precursors to activist organizations, including the club Latino-Americano in 1948 and the GI Forum in 1957. The former was a group of local entrepreneurs that was created to promote “Latin” commercial enterprises, and the later was founded by Las Vegas Justice of the Peace (and future District Court Judge) John Mendoza and to address Mexican veteran issues. These groups were politically non-confrontational and, like many middle-class Mexicans

throughout the U.S. at the time, sought to establish a reputable Latino presence in the community through assimilation (Escobar 1990:111–112).

The networks of neighborhood support systems that began to develop alongside the growth of the Latino community were extended to organizational levels during the late 1970s. These organizational supports are reflected in the handful of Latino organizations in Las Vegas that were formed by community members to address the socioeconomic disparities between the Latino community and the rest of American society. These groups include the Nevada Association of Latin Americans (NALA), formed in 1969, the League of United Latin American Citizens (LULAC) Las Vegas Council in 1978, and the Mexican Social Club (also known as the Mexican Patriotic Committee) in 1980. These early community-based groups were formed as a direct result of the Latino population growth and the influence of the Chicano movement, however, they differed significantly from activist groups associated with the Chicano movement, who used a confrontational approach to advocate for initiatives that would benefit their communities (Gallardo 2000:9). Instead, groups like LULAC and NALA were what Miranda calls “broker organizations,” which were groups that provided mechanisms for operating in the political mainstream to negotiate for funding and policy change. A broker organization provides its members with information and skills to compete in the political arena, and in this way helps to achieve economic, social, and political change (Miranda 2005:69).

Acknowledging that the social and economic disparities experienced by Latinos were the result of systemic and institutional failures, the primary objectives of groups like NALA and LULAC were twofold: to make institutional changes that would allow Latinos to address the needs of their community through the existing framework of mainstream American society, and to provide services that addressed the immediate needs of the community (Gallardo 2000:3–5). In the former realm, NALA undertook initiatives to ensure that the Clark County census accurately represented the Latino community and organized actions geared towards making structural changes like employing more Latinos as teachers and administrators, increasing access to English as a second language (ESL) opportunities, and identifying potential Latino political candidates (Gallardo 2000; Lopez 2018). In 1971, NALA filed a complaint against the Clark County Economic Opportunity Board (EOB), alleging it discriminated against “Spanish-Americans” by not offering full services to the community (LVS 1971). During the early 1970s, operating out of a small office on Bonanza Road, NALA addressed immediate needs by helping to connect Spanish-speaking residents of Clark County with education and employment opportunities. They were also often engaged in crisis situations, acting as stand-in interpreters in court hearings. In 1971, they were helping about 25 people per day (Lindberg 1971). By 1978, NALA services included translation, counseling, English and Spanish classes, citizenship classes, employment services, and free day care (Figure 4.92). NALA eventually moved into a larger space in the Erma L. O’Neal Community Services Center (on North 13th Street near Stewart Avenue), which was their headquarters from the 1980s through 2010. Other groups operated out of NALA’s offices, including a Senior Nutrition program and the Amigos program (an anti-crime initiative). NALA operated a pre-school and childcare facility out of this building, which they leased from the Las Vegas Housing Authority (later the Southern Nevada Regional Housing Authority) for \$1 per year since at least 1980 (LVRJ 2010; Rodriguez 2023). NALA also operated a day care out in the Ernie Cragin Terrace off Eastern and Stewart.

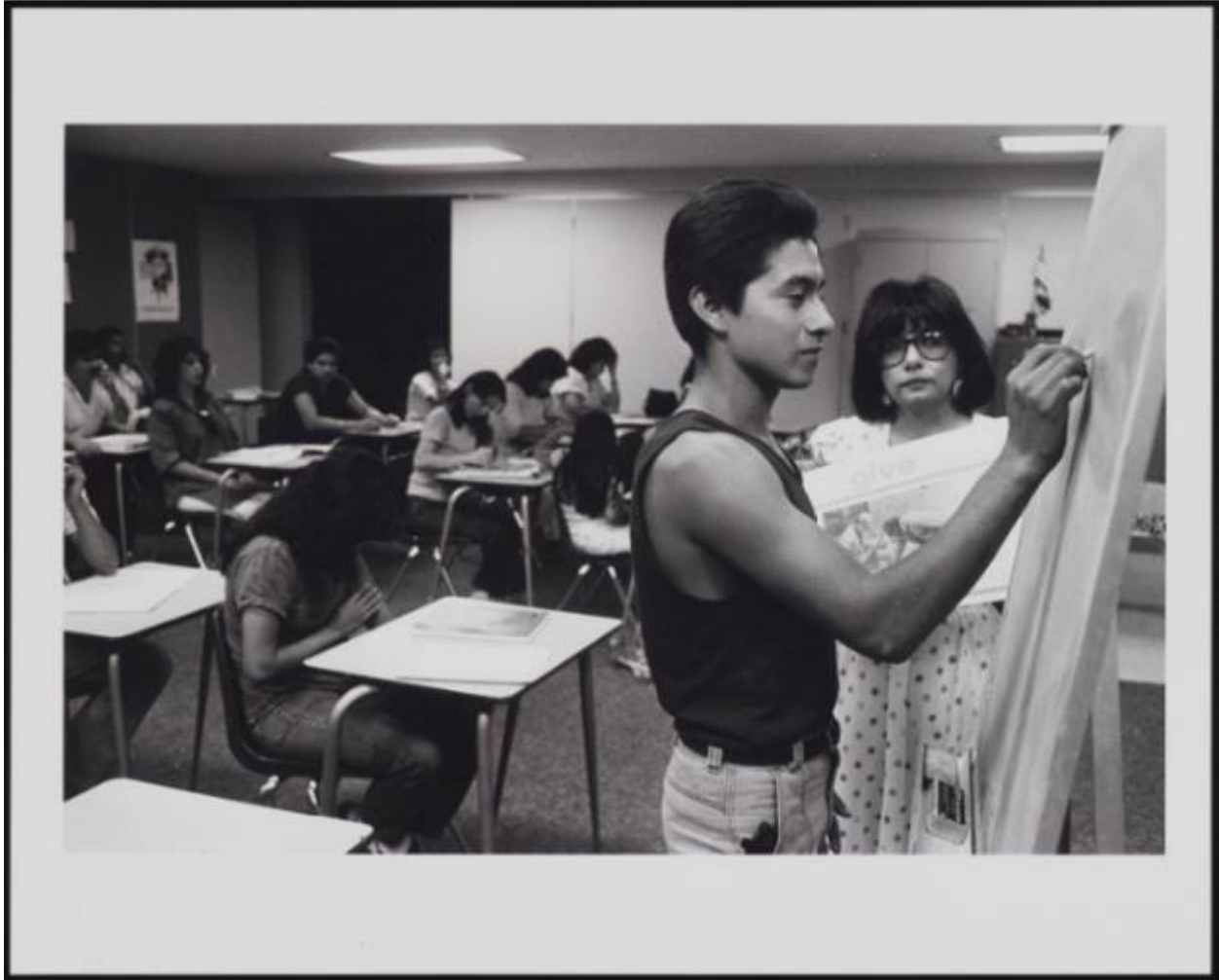


Figure 4.92: Originally from Buenos Aires, Argentina, Dora Tevez Herrman is a teacher of English-As-A-Second Language at the Nevada Association of Latin Americans (NALA), a community-based non-profit organization in Las Vegas. Her services are vital in helping Hispanic immigrants to learn English and to more easily assimilate into life in the United States. Dora Tevez Herrman went on to become a teacher, Assistant Principal and Principal in the Clark County School District. Photo and caption courtesy of UNLV Special Collections (Digital ID PH-00442_031).

In a similar vein as NALA, the Las Vegas LULAC council was organized for the purpose of “developing educational opportunities for the Hispanic community in order to promote individual and religious freedom, the right of equality of social and economic opportunity, and development of an American Society wherein the cultural resources, integrity, and dignity of every individual and group contribute to the American way of life” (Romero et al. 1978). Early LULAC actions were often focused on reforming schools and included initiatives like the Sixth Grade Centers, which was a desegregation effort that began during the mid-1980s.

In 1972 community organizations including NALA, Latinos United for Progressive Equality (LUPE), El Círculo Cubano, La Raza – UNLV, and the local chapters of LULAC and the G.I. Forum, joined to create the Nevada Spanish-Speaking Coalition (NSSC). Their efforts were focused on addressing the de facto discrimination that community members experienced. While the NSSC only existed for three years and it is unclear as to whether their actions resulted in meaningful change, it demonstrated that these groups could work together (Miranda 1997:153–155). This cooperation is evident in the many actions that LULAC took, often

in association with other organizations, during the early 1980s. Three LULAC Council #11081 members were appointed to the City of Las Vegas and the Clark County Community Development Block Grant Advisory Boards, and the organization sponsored multi-year analyses of both the City and County Block Grant Programs (June 1984). Council members established the *La Mesa Redonda de Hispanos* (Hispanic Roundtable) in August of 1984, authored *A Profile of Hispanics in Nevada: An Agenda for Action* in September of 1984, and established the Latin Association of Women group in October 1984. Council members also worked with the NALA to prepare a grant to fund a new initiative, *Proyecto Esperanza* (Project Hope) in October 1984. Council members were awarded a Nevada Humanities grant to produce the photodocumentary project *A Profile of Hispanics in Nevada*. In association with the Latin Chamber of Commerce, a council member began *Quien es Quien - A Who's Who Directory of Hispanics in Nevada* in January 1985, and LULAC members began negotiating with the Clark County School District, Community College, and UNLV to establish a LULAC #11081 School Success/College Preparatory Program in June 1985 (League of United Latin American Citizens Council #11081 1985).

Another group was the *Club Sociale Mexicano* (Mexican Social Club, also known as the Mexican Patriotic Committed). Established by five men in 1980, the club was organized to address the needs of the community while maintaining Mexican traditions. The organization served as a liaison between residents and the Mexican government before the city had a Mexican Consulate. The group also provided scholarships and computer classes, hosted traditional dance lessons and after school programs, funded initiatives by other organizations like NALA and the Mexican Consulate, and connected local Latinos with medical services. The organization met in spaces throughout the Eastside, including a small strip mall on Mojave Road and Charleston Boulevard (Figure 4.93), a building on Bonanza Road and Eastern Avenue, and Stewart Plaza on Eastern Avenue and Stewart Avenue. The organization also met in public spaces like Sunset Park (near the airport), Hadland Park, Freedom Park, and the National Guard Armory where they held celebrations like Cinco de Mayo and other festivals (Salgado 2023).



Figure 4.93: Members of the Mexican Patriotic Committee and their families in front of their location near Charleston Boulevard and Mojave Road. Photo courtesy of Checko Salgado.

The Latin Chamber of Commerce (LCC) was another prominent Latino organization, with roots in a political coalition that was formed to challenge inequalities in the provision of social services (e.g., education and welfare benefits) to Latinos in Clark County. Formed in 1976 by Otto Merida and Cuban architect Arturo Cambeiro, the LCC was created to assist and promote Latino business owners and entrepreneurs secure financial loans and open new business. Prominent positions in the LCC were initially held by Cuban Americans, although business owners of various backgrounds eventually joined their ranks (Merida 2017; Rodriguez 2008; Tuman 2009:11). Throughout the 1970s, the LCC was known as a politically conservative group, but this changed in the 1980s when the right wing of the Republican party began to support legislation that focused on eliminating affirmative action programs, bilingual education, educational

equity, and tightening the U.S. immigration policy. After this, the LCC began to take a more progressive stance on policies. In 1984, the LCC sponsored the aforementioned *A Profile of Hispanics in Nevada: An Agenda for Action* which outlined specific actions for improving the lives of Latinos in Las Vegas. The publication addressed education, employment, economic development, health, and social welfare, and the administration of justice. The publication of *An Agenda for Action* marked a pivotal point in which Latinos gained increased political representation in local and state politics, and in turn, were able to secure improvements in the education system and labor market and ongoing improvements to access to health and social service programs. The LCC was also involved in implementing incentive programs for minority-owned businesses, challenging discriminatory government hiring practices, advocating for educational equity (including opposition to the English-Only Movement), and addressing immigration issues and undocumented worker legislation (Miranda 1997:160–173).

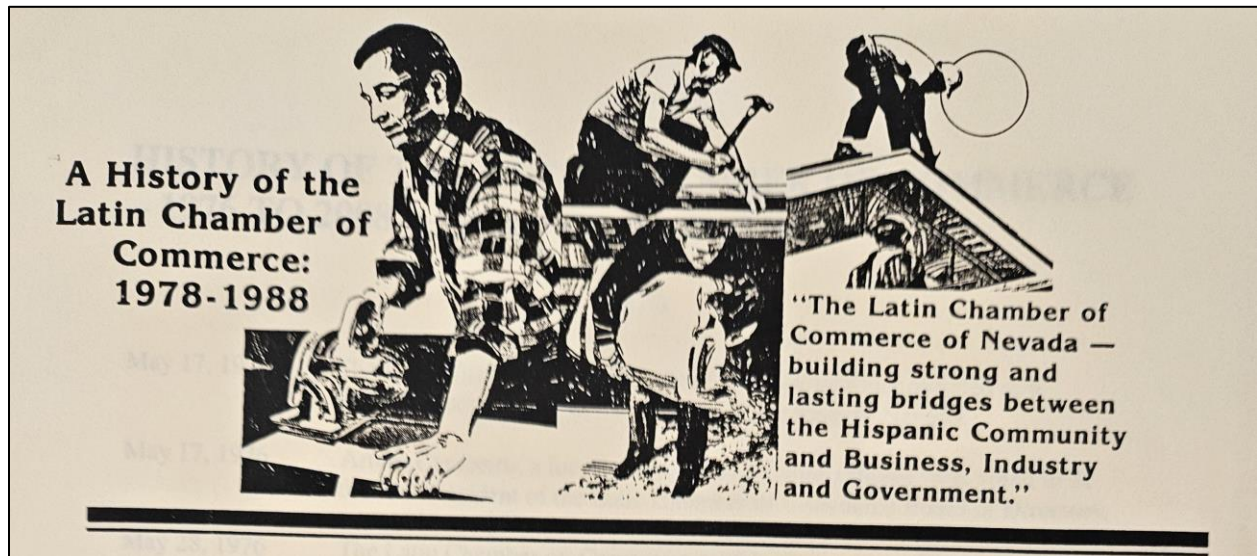


Figure 4.94: Image from the 1988 Latin Chamber of Commerce Newsletter.

4.3.3 RECENT INITIATIVES

During the mid-1980s through the mid-1990s, the crack epidemic and increased gang activity forced many families out of the Study Area, however, a variety of factors, including the gentrification of downtown Las Vegas and revitalization efforts in the Study Area have contributed to their return over the last 15 years. The relative affordability of housing continues to be a compelling factor (Calvo 2023). The Study Area has not experienced the residential redevelopment associated with the gentrification found in other parts of Las Vegas. This is reflected in the abundance of postwar houses in the Study Area (and in the many small businesses that still operate out of postwar houses) and late twentieth century commercial properties (e.g., Stewart Plaza). There are, however, small pockets of redevelopment, particularly around the municipal facilities at Stewart Avenue and North Eastern Avenue, where three new schools and the Rafael Rivera Community Center were all constructed in during the 1990s and 2000s.

The community center is a huge asset to the community. It was constructed in the place of the National Guard Armory in 2002 as part of an effort to revitalize the neglected area. An EPA Brownfields grant (the first one awarded to any city in Nevada) funded the environmental remediation of the armory property in 1999, and against protests from the members of the business community, the city declined to sell the property. In 2003, the city constructed the community center with \$8 million in Community Development Block Grant funds; it has classrooms, a ballroom, a central courtyard, and a 1,000 square foot mural (LVS

2002). Another ambitious revitalization project initiative is the East Las Vegas Library, at North 28th Street and Bonanza Road. The library was constructed on the site of a former housing project in which many Latino families lived during the 1980s. Like the community center, the construction of the library represented a huge investment in an area that had been underserved for decades (Calvo 2023; Salgado 2018).

5.0 SURVEY RESULTS

There are of 39 subdivisions in the Study Area, accounting for 1,078 of the 1,166 parcels in the Study Area; the remaining 88 parcels in the Study Area are not associated with a known subdivision and generally consist of schools and school-related properties, roadside commercial properties, City of Las Vegas-owned municipal properties, recreation areas, and several privately-owned residential complexes. As described In Section 3.5, Broadbent divided the Study Area into Management Units (MU) based on subdivision boundaries. The following sections summarize the results of the reconnaissance survey based on Management Unit. Each section provides the location of the Management Unit and relevant subdivisions (with reference to Map 3 in Appendix C); outlines previous documentation efforts in the Management Unit (when applicable); describes existing conditions (with reference to photographs contained in Appendix C); and presents management recommendations (with reference to Maps 4-7 in Appendix C).

The goals of the current project were to prepare a detailed history of the Study Area and its development between 1940 and 1969 (including any connections to the Latino community), conduct a reconnaissance survey of the Study Area that identified resources dating to the period above, present a report summarizing our findings and presenting recommendations of potential historic properties, and prepare a NRHP nomination for a resource that is associated with the Latino community. Our management recommendations are based on the regulatory framework and definitions of what constitutes a historic property outlined in Section 2; however, as noted in that section, traditional preservation frameworks do not always capture the breadth of importance that a place may hold in a community. To address this discrepancy, and in keeping with the spirit of the Underrepresented Communities grant program, Broadbent prepared a complimentary set of management recommendations which specifically address Latino places of significance (some of which may not constitute a historic property in the state of Nevada). These complementary management recommendations were made with reference to the Placemaking Plan proposed in the East Las Vegas NRSA Report (Giellis 2023), however, there may be other mechanisms for implementing a placemaking initiative.

Resources that are likely to be associated with the historic contexts and related areas of significance presented in this report (i.e., Architecture of the Eastside, Community Planning and Development of the Eastside, or Latino History in the Eastside) and retain sufficient integrity to convey their association with the related area of significance were considered potential historic properties and were given specific management recommendations (e.g., extensive research, intensive inventory, resource update).

Resources that are not known or likely to be associated with the historic contexts and related areas of significance presented in this report (i.e., Architecture of the Eastside, Community Planning and Development of the Eastside, or Latino History in the Eastside) and/or do not retain sufficient integrity to convey their association with the related area of significance were given no management recommendations.

Places that are known to be associated with Latino History in the Eastside and/or the Architecture of the Eastside subthemes of Barrio Urbanism and/or Latino Vernacular Architecture (*including* non-extant sites of significance) were recommended for inclusion in a potential placemaking initiative (e.g., NRSA Placemaking Plan, a potential Eastside marker program) regardless of age and integrity.

5.1 MANAGEMENT UNIT 1: ARTESIAN ACRES, SHENANDOAH SQUARE UNITS 1 & 2, AND EASTERN & 95 COMMERCIAL CENTER

Management Unit 1 (MU-1) consists of the portion of the Artesian Acres subdivision that is within the Study Area (Appendix A, Map 3). In the 1960s, the southeast corner of Artesian Acres was re-subdivided into Shenandoah Square Units 1 and 2, respectively, and in 2018, a small area north of Interstate 515 was re-subdivided into Eastern & 95 Commercial Center. The Management Unit's boundaries are East Cedar Avenue and Marlin Avenue at the north, North 28th Street and North 30th at the east, Stewart Avenue at the south, and North Eastern Avenue at the west.

5.1.1 PREVIOUS DOCUMENTATION EFFORTS

There are 38 previously identified resources in Management Unit 1 (Table 5.1). Stewart Villas Apartments and Stewart Plaza Apartments were documented in Management Unit 1 in 2006 as one non-archaeological site, C78 which consisted of eight associated buildings (2-story apartments). One representative building, B8102, was also documented. Also known as Vegas Continental Apartments, site C78 and B8102 were constructed in 1962 and did not meet the minimum age requirement for the NRHP when they were documented in 2006. Both C78 and B8102 were updated in 2010, at which point they were determined eligible for the NRHP under Criteria A and C.

Shenandoah Square Unit 1 was documented in Management Unit 1 as a district (D412) in 2022; it was recommended not eligible for the NRHP but is still in the process of SHPO review. Fourteen units within Shenandoah Square Unit 1 were documented as individual resources in 2006; of these, 10 were determined eligible for the NRHP and four were determined ineligible.

Shenandoah Square Unit 2 was documented in Management Unit 1 as a district (D411) in 2022; it was recommended not eligible for the NRHP but is still in the process of SHPO review. Twenty units within Shenandoah Square Unit 2 were documented as individual resources in 2006; all 20 were determined eligible for the NRHP and four were determined ineligible.

The resources in Management Unit 1 were first identified before they were 50 years old. Nonetheless, the individual resources that were considered eligible for the NRHP in 2010 were considered NRHP eligible because they were good examples of resources that embodied distinctive characteristics of type, period, or method of construction, etc., and had sufficient integrity to meet National Register criteria. It is uncertain why either district was recommended not eligible.

The Boys and Girls Club (B8103) is also in Management Unit 1, in Shenandoah Square Unit 2. It was determined not eligible for the NRHP in 2006 because it had not yet met the age requirement for listing. It was documented again in 2010, at which point it was determined not eligible for the NRHP due to lack of integrity (i.e., stucco siding was applied over the original concrete block walls).

Table 5.1: Resources Previously Identified in Management Unit 1

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
B8103	Shenandoah Square Unit 1	Boys and Girls Club	1963	2006/2010	Not eligible	N/A
D412	Shenandoah Square Unit 1	Shenandoah Square Unit No. 1	1962-1963	2022	In Process	N/A

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
B7916	Shenandoah Square Unit 1	2804 Marlin Avenue	1963	2006/2010	Eligible	D412 - In Process
B7917	Shenandoah Square Unit 1	2808 Marlin Avenue	1963	2006/2010	Eligible	D412 - In Process
B7918	Shenandoah Square Unit 1	2812 Marlin Avenue	1963	2006/2010	Eligible	D412 - In Process
B7919	Shenandoah Square Unit 1	2816 Marlin Avenue	1963	2006/2010	Eligible	D412 - In Process
B7920	Shenandoah Square Unit 1	2820 Marlin Avenue	1963	2006/2010	Eligible	D412 - In Process
B7921	Shenandoah Square Unit 1	2824 Marlin Avenue	1963	2006/2010	Eligible	D412 - In Process
B7922	Shenandoah Square Unit 1	2828 Marlin Avenue	1963	2006/2010	Eligible	D412 - In Process
B8104	Shenandoah Square Unit 1	2805 Stewart Avenue	1963	2006/2010	Not eligible	D412 - In Process
B8105	Shenandoah Square Unit 1	2813 Stewart Avenue	1962	2006/2010	Not eligible	D412 - In Process
B8106	Shenandoah Square Unit 1	2817 Stewart Avenue	1962	2006/2010	Not eligible	D412 - In Process
B8107	Shenandoah Square Unit 1	2821 Stewart Avenue	1963	2006/2010	Eligible	D412 - In Process
B8108	Shenandoah Square Unit 1	2829 Stewart Avenue	1963	2006/2010	Eligible	D412 - In Process
B8151	Shenandoah Square Unit 1	2825 Stewart Avenue	1963	2006/2010	Eligible	D412 - In Process
D411	Shenandoah Square Unit 2	Shenandoah Square Unit Nos. 2 and 4	1962-1963	2022	In Process	N/A
B7923	Shenandoah Square Unit 2	2900 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7924	Shenandoah Square Unit 2	2904 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7925	Shenandoah Square Unit 2	2908 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7926	Shenandoah Square Unit 2	2912 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7927	Shenandoah Square Unit 2	2916 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7928	Shenandoah Square Unit 2	2920 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7929	Shenandoah Square Unit 2	2924 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7930	Shenandoah Square Unit 2	2928 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7931	Shenandoah Square Unit 2	2932 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process
B7932	Shenandoah Square Unit 2	2936 Marlin Avenue	1963	2006/2010	Eligible	D411 - In Process

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
B8109	Shenandoah Square Unit 2	2901 Stewart Avenue	1963	2006/2010	Eligible	D411 - In Process
B8110	Shenandoah Square Unit 2	2905 Stewart Avenue	1963	2006/2010	Eligible	D411 - In Process
B8111	Shenandoah Square Unit 2	2909 Stewart Avenue	1962	2006/2010	Eligible	D411 - In Process
B8112	Shenandoah Square Unit 2	2913 Stewart Avenue	1962	2006/2010	Eligible	D411 - In Process
B8113	Shenandoah Square Unit 2	2917 Stewart Avenue	1962	2006/2010	Eligible	D411 - In Process
B8114	Shenandoah Square Unit 2	2921 Stewart Avenue	1962	2006/2010	Eligible	D411 - In Process
B8115	Shenandoah Square Unit 2	2925 Stewart Avenue	1962	2006/2010	Eligible	D411 - In Process
B8116	Shenandoah Square Unit 2	2929 Stewart Avenue	1962	2006/2010	Eligible	D411 - In Process
B8117	Shenandoah Square Unit 2	2933 Stewart Avenue	1962	2006/2010	Eligible	D411 - In Process
B8118	Shenandoah Square Unit 2	2937 Stewart Avenue	1962	2006/2010	Eligible	D411 - In Process
C78	Artesian Acres	Stewart Plaza Apartments/ Stewart Villas	1963	2006/2010	Eligible	N/A
B8102	Artesian Acres	Vegas Continental/ Stewart Plaza Apartments	1963	2006/2010	Eligible	C78 - Contributing

5.1.2 EXISTING CONDITIONS

Management Unit 1 is located east of North Eastern Avenue, between Cedar Avenue and Stewart Avenue. It is bisected by Interstate 515. It consists of three subdivisions, Artesian Acres (partial), Shenandoah Square Unit No. 1 and Shenandoah Square Unit No. 2. The portion of Management Unit 1 north of the freeway is bound at the west by North 28th Street and is defined by a large, graded, vacant lot at the southwest corner of Cedar Avenue and North 28th Street. This parcel is the site of a former Las Vegas Housing Authority project. To the west of the lot is a smaller vacant paved lot (subdivided into Eastern and 95 Commercial Center in 2018), a modern gas station, and a modern commercial building (Appendix C-01, Photos 1-3).

The part of Management Unit 1 south of the freeway is defined by the broad Stewart Avenue, and the narrower Marlin Avenue. While Marlin Avenue is directly south the freeway, there is a sense of privacy and seclusion from the bustle of Stewart Avenue. Within this southern part of Management Unit 1 is one commercial complex and a series of three residential complexes comprised of two-story, multi-family buildings with minimal landscaping (Stewart Plaza Apartments, Shenandoah Square Unit No. 1, and Shenandoah Square Unit No. 2).

The Stewart Plaza Apartments is defined by North Eastern Avenue, North 28th Street, Marlin, and Stewart Avenue. The complex is made up of nineteen, two-story Raised Ranch apartment buildings. They have L-shaped plans that are paired and centered around a landscaped courtyard. All the buildings have stucco

wall applications, gable or hipped roofs covered with asphalt shingles, and aluminum sliding windows (Appendix C-01, Photos 4-5). At the west end of the complex is a commercial building (Appendix C-01, Photo 5).

Shenandoah Square Unit Nos. 1 and 2 are directly east of Stewart Plaza Apartments, on the east side of North 28th Street. Both complexes have a wide internal road and parking area that runs between two rows of Raised Ranch multi-family residential buildings that were constructed in the Contemporary Style with some Ranch and International Style elements (e.g., vertical bays of breezeblocks). The two Shenandoah Square complexes are separated only by a chain link fence. The buildings have a rectangular plan, are constructed of concrete, and have flat roofs and aluminum sliding windows (Appendix C-01, Photos 7-11).

Directly west of Shenandoah Square Unit No. 1 is the Boys and Girls Club (B8103), which has a modest Art Moderne style, with curved wall surfaces (now covered in stucco), glass block windows, aluminum frame doors, and a large mural covering the entire street facing façade (Appendix C-01, Photos 12-14).

Construction dates in Management Unit 1 range from 1962 through 1999, with 95 percent constructed at least 50 years ago (prior to 1975) (Table 5.2). The commercial properties along South Eastern Avenue are modern buildings, but all the residential buildings (and the Boys and Girls Club) are historic in age. The residential complexes have been repainted and have had new courtyards installed during the modern period but retain their overall design (individually and as complexes). The greatest impact to the resources in the Management Unit came from the construction of the freeway during the early 1980s, which diminished integrity of setting and feeling of the entire neighborhood.

Table 5.2: Construction Date Distribution in Management Unit 1

Artesian Acres	
Platted: 1921	
Platted by: Luther L. Brentner, Jr.	
Developer: Various	
Original Number of Lots Platted: 32*	
Construction Dates in Study Area:	Count
1962	2
1987	1
1999	1
No Assessor's Date/Vacant	4
Total Number of Parcels in Study Area	8
Shenandoah Square No. 1	
Platted: 1960	
Platted by: Earl Younker Enterprise	
Developer: Unknown	
Original Number of Lots Platted: 16	
Construction Dates in Study Area:	Count
1962	3
1963	12
1966	1
Total Number of Parcels in Study Area	16
Shenandoah Square No. 2	
Platted: 1962	
Platted by: Western Engineers, Inc.	

Developer: Moha Construction Co./Western Engineers, Inc.	
Original Number of Lots Platted: 19	
Construction Dates in Study Area:	Count
1962	8
1963	12
Total Number of Parcels in Study Area	20
Eastern and 95 Commercial Center	
Platted: 2018	
Platted by: Eastern 95 LLC	
Developer: Unknown	
Original Number of Lots Platted: 1	
Construction Dates in Study Area:	Count
1997	1
No Assessor's Date/Vacant	1
Total Number of Parcels in Study Area	2

5.1.3 MANAGEMENT RECOMMENDATIONS

Management Unit 1 (MU-1) contains Artesian Acres and its subdivisions, Shenandoah Square Units Nos. 1 and 2, and Eastern and 95 Commercial Center (Appendix A, Map 3). Artesian Acres was platted in 1921 but was not developed until the 1960s and 1970s, after being re-subdivided into Shenandoah Square Units No. 1 and 2 in 1960 and 1962. A Las Vegas Housing Authority public housing project was constructed around 1971, and construction on Interstate 515 through the Management Unit (north of Marlin Avenue) began in 1982.

There are three apartment complexes (Shenandoah Square Units 1 and 2 and Stewart Plaza Apartments) in the Management Unit that are still in the process of SHPO review. All three of these complexes are potential historic properties that retain integrity and are associated with Las Vegas's Postwar Development. Furthermore, they are in an area that became a Latino enclave during the late 1970s and 1980s and may be associated with Latino History in the Eastside. Broadbent recommends that the City of Las Vegas determine the results of the previous documentation efforts, and if possible, address potential significance in the area of Ethnic Heritage (Appendix A, Map 4 ID 1 and 2).

The Boys and Girls Club has been previously determined to be not eligible for the NRHP, however, based on research conducted for this project the Boys and Girls Club has been an important barrio support since the 1980s. As such, the Boys and Girls Club is a potential historic property associated with Latino History in the Eastside (Ethnic Heritage) (Salgado 2023). This association was not considered during the previous assessment of the Boys and Girls Club. Broadbent recommends that the record for B8103 be reviewed and updated to address potential significance in the area of Ethnic Heritage (Appendix A, Map 4 ID 3).

Furthermore, Broadbent recommends that Boys and Girls Club is a candidate for a Placemaking Initiative for its association with the Latino community (Appendix A, Map 5 ID 3).

The site of a Las Vegas Housing Authority public housing project at the southwest corner of East Cedar Avenue and North 28th Street was identified by project participants as a significant location where many Latino families grew up (Appendix A, Map 5 ID 4). Based on aerial photographs, the housing project was constructed between 1970 and 1971 and was demolished between 2010 and 2013. This housing was likely occupied by white residents prior to the immigration boom of the 1980s. The housing project is likely the Ernie Cragin Terrace in which the Nevada Association of Latin Americans (NALA) operated a day care

center during the late 1970s. It operated out of a building in the housing project that was leased by HUD and furnished with donated furniture and equipment. The center could care for up to 32 six-year-olds per day, half of which were considered “poor”. Parents paid what they could afford, at a maximum of \$20 per week. NALA reportedly planned to open another day care center at the Kelso Turner Terrace, another housing project on North 11th Street, although current research did not confirm this (Reid 1978). Based on aerial photographs, the development was laid out like similar Las Vegas Housing Authority sites, with curved, tree-lined streets. It was constructed *and* demolished during roughly the same period as a similar housing project (POI-01) one block northeast. Broadbent recommends that the Las Vegas Housing Authority public housing project at the southwest corner of East Cedar Avenue and North 28th Street should be included in a Placemaking initiative for its association with local Latino non-profits organizations.

5.2 MANAGEMENT UNIT 2: BOULDER DAM HOMESITE ADDITION (TRACTS 2-4)

Management Unit 2 (MU-2) is defined by the portions of the Boulder Dam Homesite Addition Tracts 2, 3 and 4 that are within the Study Area (Appendix A, Map 3). The Management Unit’s boundaries are North Eastern Avenue and North Bruce Street at the east and west, and Marlin Avenue and Stewart Avenue at the north and south. There is also one small segment of Tract 4 in the Study Area north of the freeway interchange (on the east side of North Eastern Avenue).

5.2.1 PREVIOUS DOCUMENTATION EFFORTS

There are 69 previously identified resources in Management Unit 2, including one architectural district (D410) and 68 related resources (65 buildings, and three non-archaeological sites) (Table 5.3). Tracts 1 through 4 of the Boulder Dam Homesite Addition were defined as the Boulder Dam Homesite Addition Historic District (D410) during efforts conducted on behalf of the Nevada Department of Transportation between 2004 and 2009. These efforts concluded that the Boulder Dam Homesite Addition Historic District was eligible for the NRHP under Criterion A. Of the 68 individual resources in the Study Area that are in the district, 25 were previously determined eligible for the NRHP, either individually and/or as contributors to the eligible district, 39 were determined not eligible and/or non-contributors to the eligible district, and four are still in the process of SHPO review.

Table 5.3: Resources Previously Identified in Management Unit 2

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
D410	Boulder Dam Homesite Addition Tract 3	Boulder Dam Homesite	Various	2022	Unknown (In Process)	N/A
B7889	Boulder Dam Homesite Addition Tract 3	1716 & 1718 Marlin Ave.	1940	2004	Eligible	D410 - Non-contributing
B7895	Boulder Dam Homesite Addition Tract 3	1816 Marlin Avenue	1962	2006	Eligible	D410 - Non-contributing
B7897	Boulder Dam Homesite Addition Tract 3	1900 Marlin Avenue	1954	2004	Eligible	D410 - Non-contributing

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
B7902	Boulder Dam Homesite Addition Tract 3	2004 Marlin Avenue	1953	2004	Eligible	D410 - Contributing
B7905	Boulder Dam Homesite Addition Tract 3	2106 Marlin Avenue	1955	2006	Eligible	D410 - Non-contributing
B7908	Boulder Dam Homesite Addition Tract 3	2118 Marlin Avenue	1953	2004	Eligible	D410 - Non-contributing
B7909	Boulder Dam Homesite Addition Tract 3	2120 Marlin Avenue	1954	2004	Eligible	D410 - Non-contributing
B7910	Boulder Dam Homesite Addition Tract 3	2126 Marlin Avenue	1960	2006	Eligible	D410 - Non-contributing
B7912	Boulder Dam Homesite Addition Tract 3	2206 Marlin Avenue	1953	2004	Eligible	D410 - Non-contributing
B8076	Boulder Dam Homesite Addition Tract 3	1707 Stewart Avenue	1952	2004	Eligible	D410 - Contributing
B8083	Boulder Dam Homesite Addition Tract 3	1911 Stewart Avenue	1954	2004	Eligible	D410 - Non-contributing
B8087	Boulder Dam Homesite Addition Tract 3	2009 Stewart Avenue	1954	2004	Eligible	D410 - Non-contributing
B8090	Boulder Dam Homesite Addition Tract 3	2109 Stewart Avenue	1954	2004	Eligible	D410 - Non-contributing
B8097	Boulder Dam Homesite Addition Tract 3	2233 Stewart Avenue	1963	2006	Eligible	D410 - Non-contributing
B8555	Boulder Dam Homesite Addition Tract 3	1701 Stewart Avenue	1963	2006	Eligible	D410 - Non-contributing
C87	Boulder Dam Homesite Addition Tract 3	301 N. 19th Street	1963	2006	Eligible	D410 - Non-contributing
B7906	Boulder Dam Homesite Addition Tract 3	2110 Marlin Avenue	1953	2004	Not eligible	D410 - Contributing
B7903	Boulder Dam Homesite Addition Tract 3	2014 Marlin Avenue	1964	2006	Not eligible	D410 - Contributing
B7913	Boulder Dam Homesite Addition Tract 3	2214 Marlin Avenue	1954	2004	Not eligible	D410 - Contributing

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
B8091	Boulder Dam Homesite Addition Tract 3	2111 Stewart Ave.	1954	2004	Not eligible	D410 - Contributing
B8098	Boulder Dam Homesite Addition Tract 4	2309 Stewart Avenue	1954	2004	Eligible	D410 - Contributing
B8099	Boulder Dam Homesite Addition Tract 4	2313 Stewart Avenue	1954	2004	Eligible	D410 - Contributing
B8100	Boulder Dam Homesite Addition Tract 4	2315 Stewart Avenue	1954	2004	Eligible	D410 - Contributing
B8101	Boulder Dam Homesite Addition Tract 4	2413 Stewart Avenue	1960	2006	Eligible	D410 - Non-contributing
B8150	Boulder Dam Homesite Addition Tract 4	2319 Stewart Avenue	1960	2004	Eligible	D410 - Non-contributing
B7732	Boulder Dam Homesite Addition Tract 3	300 N. 21st Street	1943	2004	Not eligible	D410 - Non-contributing
B7886	Boulder Dam Homesite Addition Tract 3	1700 Marlin Avenue	1952	2004	Not eligible	D410 - Non-contributing
B7887	Boulder Dam Homesite Addition Tract 3	1706 Marlin Avenue	1940	2004	Not eligible	D410 - Non-contributing
B7888	Boulder Dam Homesite Addition Tract 3	1714 Marlin Avenue	1951	2004	Not eligible	D410 - Non-contributing
B7890	Boulder Dam Homesite Addition Tract 3	1722 Marlin Avenue	1937	2004	Not eligible	D410 - Non-contributing
B7891	Boulder Dam Homesite Addition Tract 3	1800 Marlin Avenue	1955	2006	Not eligible	D410 - Non-contributing
B7892	Boulder Dam Homesite Addition Tract 3	1806 Marlin Avenue	1947	2004	Not eligible	D410 - Non-contributing
B7893	Boulder Dam Homesite Addition Tract 3	1810 Marlin Avenue	1950	2004	Not eligible	D410 - Non-contributing
B7894	Boulder Dam Homesite Addition Tract 3	1814 Marlin Avenue	1962	2006	Not eligible	D410 - Non-contributing
B7896	Boulder Dam Homesite Addition Tract 3	1820 Marlin Avenue	1956	2006	Not eligible	D410 - Non-contributing

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
B7898	Boulder Dam Homesite Addition Tract 3	1906 Marlin Avenue	1940	2004	Not eligible	D410 - Non-contributing
B7899	Boulder Dam Homesite Addition Tract 3	1912 Marlin Avenue	1954	2004	Not eligible	D410 - Non-contributing
B7900	Boulder Dam Homesite Addition Tract 3	1916 Marlin Avenue	1942	2004	Not eligible	D410 - Non-contributing
B7901	Boulder Dam Homesite Addition Tract 3	2000 Marlin Avenue	1948	2004	Not eligible	D410 - Non-Contributing
B7904	Boulder Dam Homesite Addition Tract 3	2100 Marlin Avenue	1946	2004	Not eligible	D410 - Non-contributing
B7907	Boulder Dam Homesite Addition Tract 3	2114 Marlin Avenue	1958	2006	Not eligible	D410 - Non-contributing
B7911	Boulder Dam Homesite Addition Tract 3	2200 Marlin Avenue	1951	2004	Not eligible	D410 - Non-contributing
B7914	Boulder Dam Homesite Addition Tract 3	2218 Marlin Avenue	1948	2004	Not eligible	D410 - Non-contributing
B7915	Boulder Dam Homesite Addition Tract 3	2222 Marlin Avenue	1948	2004	Not eligible	D410 - Non-contributing
B8077	Boulder Dam Homesite Addition Tract 3	1711 Stewart Avenue	1930	2004	Not eligible	D410 - Non-contributing
B8078	Boulder Dam Homesite Addition Tract 3	1717 Stewart Avenue	1930	2006	Not eligible	D410 - Non-contributing
B8079	Boulder Dam Homesite Addition Tract 3	1807 Stewart Avenue	1930	2004	Not eligible	D410 - Non-contributing
B8080	Boulder Dam Homesite Addition Tract 3	1811 Stewart Avenue	1946	2004	Not eligible	D410 - Non-contributing
B8081	Boulder Dam Homesite Addition Tract 3	1901 Stewart Avenue	1963	2006	Not eligible	D410 - Non-contributing
B8082	Boulder Dam Homesite Addition Tract 3	1905 Stewart Avenue	1963	2006	Not eligible	D410 - Non-contributing
B8084	Boulder Dam Homesite Addition Tract 3	1922 Stewart Avenue	1948	2004	Not eligible	D410 - Non-contributing

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
B8085	Boulder Dam Homesite Addition Tract 3	2001 Stewart Avenue	1942	2004	Not eligible	D410 - Non-contributing
B8086	Boulder Dam Homesite Addition Tract 3	2005 Stewart Avenue	1947	2004	Not eligible	D410 - Non-contributing
B8088	Boulder Dam Homesite Addition Tract 3	2021 Stewart Avenue	1950	2004	Not eligible	D410 - Non-contributing
B8089	Boulder Dam Homesite Addition Tract 3	2105 Stewart Avenue	1947	2004	Not eligible	D410 - Non-contributing
B8092	Boulder Dam Homesite Addition Tract 3	2117 Stewart Avenue	1941	2004	Not eligible	D410 - Non-contributing
B8093	Boulder Dam Homesite Addition Tract 3	2121 Stewart Avenue	1946	2004	Not eligible	D410 - Non-contributing
B8094	Boulder Dam Homesite Addition Tract 3	2135 Stewart Avenue	1961	2006	Not eligible	D410 - Non-contributing
B8095	Boulder Dam Homesite Addition Tract 3	2201 Stewart Avenue	1953	2004	Not eligible	D410 - Non-contributing
B8096	Boulder Dam Homesite Addition Tract 3	2227 Stewart Avenue	1961	2006	Not eligible	D410 - Non-contributing
C79	Boulder Dam Homesite Addition Tract 3	2012 Marlin Avenue	1946	2004	Not eligible	D410 - Non-contributing
C91	Boulder Dam Homesite Addition Tract 3	309 N. 21st Street	1963	2006	Not eligible	D410 - Non-contributing
B7828	Boulder Dam Homesite Addition Tract 4	2412 Cedar Avenue	1957	2006	Not Eligible	D410 - Non-contributing
B8149	Boulder Dam Homesite Addition Tract 4	2415 Poplar Avenue	1960	2006	Not Eligible	D410 - Non-contributing
B18960	Boulder Dam Homesite Addition Tract 4	401 North Eastern Avenue	Unknown	2022	Not Eligible (In Process)	D410 - Unknown (In Process)
B18961	Boulder Dam Homesite Addition Tract 4	417 North Eastern Avenue	Unknown	2022	Not Eligible (In Process)	D410 - Unknown (In Process)
B18962	Boulder Dam Homesite Addition Tract 4	423 North Eastern Avenue	Unknown	2022	Not Eligible (In Process)	D410 - Unknown (In Process)

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	District
B18974	Boulder Dam Homesite Addition Tract 4	2421 Stewart Avenue	Unknown	2022	Not Eligible (In Process)	D410 - Unknown (In Process)

5.2.2 EXISTING CONDITIONS

Management Unit 2 is located directly south of the elevated Interstate 515 corridor, which generally follows the alignment of Elm Street, identified in the 1929 tract maps. The Management Unit is bounded at the east by another busy thoroughfare and commercial corridor, Eastern Avenue and at the south by the four-lane Stewart Avenue corridor. While in a broad sense, the setting of the residential neighborhood is largely characterized by these corridors, the homes somehow maintain a sense of seclusion from the city around it.

The long, narrow parcels in the Management Unit are oriented towards the primary east/west thoroughfares of Marlin Avenue and Stewart Street. Stewart Street is a broad, four-lane corridor while Marlin Avenue is a much narrower, two-lane neighborhood street. The parcels have a moderate setback except along Stewart Avenue where much of the front of the properties have been eliminated to accommodate the widening of the road. Many parcels have chain link or wrought iron and concrete fences surrounding the front yard, and many yards are xeriscaped, although mature trees are common. The two rows of houses on each block are divided by an unnamed alley, and many homes are surrounded at the rear with walls constructed of concrete masonry units. The parcels along Marlin Avenue generally contain single-family houses while those along Stewart are a mix of single and multi-family houses and multi-unit residential complexes.

The portion of the Boulder Dam Homesite Addition Tracts 2 and 3 in the Study Area consists mainly of single- and multi-family residential units fronting on to Stewart Street and Marlin Avenue, with an occasional commercial property along Stewart Street (Appendix C-02, Photos 1-8). The homes are mainly Transitional Ranch and Minimal Traditional, with several Contemporary style buildings. Roof forms are mainly gabled and hipped, with some flat roofs and a rare mansard. Most homes have asphalt tile roofs, although there are several examples with curved tiles. Most buildings are covered with stucco or clad in painted brick or painted concrete. Less common wall materials include precast concrete block, asbestos siding, and brick veneer. Carports are common (Appendix C-02, Photos 9-20).

Many of the single-family homes in Tracts 2 and 3 of the Boulder Dam Homesite Addition exhibit characteristics of Latino Vernacular Architecture, including front yard enclosures (chain link and wrought iron), brightly colored exterior, and yard structures or objects including fountains and at least one religious shrine (Appendix C-02, Photos 21-23).

The portion of Tract 4 in the Study Area south of the interstate contains fourteen single- and two-story, multi-family units, some of which form a complex of several units (Appendix C-02, Photos 24-28). The complexes are generally surrounded by asphalt parking lots with some mature trees and rare grass lawns. The named complexes include the Marlin Apartments and the Stewart Apartments, which are complexes of single- and two-story, multi-family residential units. There is also one commercial property south of the interstate. All the residential buildings have Transitional Ranch forms with asphalt covered hip, gable, and cross-gable roof forms. Most wall surfaces are clad in stucco, with a rare concrete block wall surface and some vertical wood boards in the end gables. The portion of Tract 4 in the Study Area north of the

interstate contains three commercial properties that were constructed between 1969 and 1972. These have a variety of wall materials, including stucco and concrete; all have mansard roofs.

Construction dates in the portion of Tract 2 that are in the Study Area range from 1930 through 1979, and of the 19 parcels in Tract 2 that are in the Study Area, 82 percent were constructed at least 50 years ago (prior to 1975). Construction dates in the portion of Tract 3 that are in the Study Area range from 1940 through 1984, and of the 50 parcels in Tract 3 that are in the Study Area, 82 percent were constructed at least 50 years ago (prior to 1975). Construction dates in the portion of Tract 4 that are in the Study Area range from 1954 through 1989, and of the 16 parcels in Tract 4 that are in the Study Area, 69 percent were constructed at least 50 years ago (prior to 1975). Table 6.2 summarizes the construction date distribution in the portion of the Boulder Dam Homesite Addition in the Study Area.

Several blocks within Tracts 2, 3, and 4 were demolished during the construction of Interstate 515 and the entire townsite has been indirectly affected by the elimination of these blocks *and* the separation of the blocks south of the Interstate from those to the north (Table 5.4). Furthermore, across the portion of the Boulder Dam Homesite Addition in the Study Area, common alterations include new stucco applications, replacement windows and doors, rear additions to primary residences, and separate units constructed behind primary residences.

Table 5.4: Construction Date Distribution in Management Unit 2

Boulder Dam Homesite Addition Tract 2
Platted: 1929
Platted by: J.P. Mills Organization, Inc.
Developer: Unknown
Original Number of Lots Platted: 338

Construction Dates in Study Area:	Count
1930	2
1937	1
1940	1
1946	1
1947	1
1950	1
1951	1
1952	2
1955	1
1962	3
1963	2
1979	1
No Assessor's Date/Vacant	2
Total Number of Parcels in Study Area	19
Boulder Dam Homesite Addition Tract 3	
Platted: 1929	
Platted by: J.P. Mills Organization, Inc.	
Developer: Unknown	
Original Number of Lots Platted: 304	
Construction Dates in Study Area:	Count
1940	1
1941	1
1942	2
1943	1
1946	3
1947	2
1948	4
1950	1
1951	1
1953	5
1954	8
1955	1
1956	1
1958	1
1960	1
1961	2
1963	4
1964	1
1972	1
1976	1
1978	1
1984	1
No Assessor's Date/Vacant	6
Total Number of Parcels in Study Area	50

Boulder Dam Homesite Addition Tract 4	
Platted: 1929	
Platted by: J.P. Mills Organization, Inc.	
Developer: Unknown	
Original Number of Lots Platted: 295	
Construction Dates in Study Area:	Count
1954	3
1960	2
1966	1
1969	1
1971	3
1972	1
1977	2
1989	1
No Assessor's Date/Vacant	2
Total Number of Parcels in Study Area	16

5.2.3 MANAGEMENT RECOMMENDATIONS

The Boulder Dam Homesite Addition was defined as an NRHP-eligible architectural district during efforts undertaken between 2004 and 2009. To mitigate the adverse effect of the project that prompted these efforts, consultants recommended that a NRHP nomination be prepared for the district; a Level III HABS/HAER documentation of the history and architecture of the district be prepared; and an outdoor interpretive exhibit be installed at a public right-of-way in the district. It is unclear whether any of these mitigation measures were undertaken.

The major impact to the integrity of the district occurred with the construction of Interstate 515, prior to the 2004-2009 determination that the district was NRHP eligible. Researchers and the SHPO, therefore did not consider this landscape scale alteration impactful enough to deem the district not eligible because of integrity issues. Based on a cursory review of the area outside of the Study Area, it appears that around a dozen architectural resources have been demolished since the 2004-2009 efforts. Furthermore, it is likely that smaller scale alterations to the materials and design of individual properties have also occurred in the intervening years. Therefore, while the district is known to be significant in the area of Community Planning and Development, its integrity is unknown. Broadbent recommends that the Boulder Dam Homesites be considered a potential historic property, and that Tracts 1-6 be intensively inventoried and evaluated within the contexts of the Boulder Dam Period (when Tracts 1-4 were platted) and the Post-World War II period (when Tracts 5 and 6 were platted) (Appendix A, Map 4 ID 5).

While the current survey identified a modest concentration of Latino Vernacular Architecture in the portion of the Boulder Dam Homesite Addition in the Study Area, this style is not concentrated enough *in the Study Area* to be considered a potential district. Such a concentration *may* exist outside of the Study Area, in the larger part of District 401 north of the Interstate. The Boulder Dam Homesite Addition, therefore, may also have an association with Latino History in the Eastside and/or Latino Vernacular Architecture. Broadbent recommends that any future inventory also address the district's subsequent association with the area(s) of Ethnic Heritage (Hispanic) and/or Architecture (specifically the sub-areas of Latino Urbanism, and/or Latino Vernacular Architecture).

5.3 MANAGEMENT UNIT 3-GIBSON & JONES ADDITION

Management Unit 3 (MU-3) is defined by the historic boundaries of the Gibson & Jones Addition, which are Stewart Avenue (previously Ash Street) at the north, North 23rd Street (previously Woodard Avenue) at the east, East Ogden Avenue (previously Stewart Street) at the south, and North 21st Street (previously Moore Avenue) at the west (Appendix A, Map 3) The entirety of the Gibson & Jones Addition is within the Study Area.

The Gibson & Jones Addition was platted in February 1929 by F.A. Gibson and A.S. Jones. The 48 lots that made up the subdivision were generally uniform (except for the larger corner lots), rectangular parcels oriented north/south. By March of 1929, real estate firm Honrath & Wilson advertised the sale of 50-by-140-foot lots ranging in price from \$275 to \$350 each (LVRJ 1929b:2). Construction in the Gibson & Jones Addition had a slow start, with most homes being constructed during the 1940s.

5.3.1 PREVIOUS DOCUMENTATION EFFORTS

Management Unit 3 has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.3.2 EXISTING CONDITIONS

Management Unit 3 occupies the four blocks directly south of Stewart Avenue, between North 21st Street and North 23rd Street. While Stewart Avenue is a broad and busy four-lane thoroughfare, Ash Avenue and Ogden Avenue to the south are narrower, two-lane neighborhood roads (although broad enough to allow street parking) (Appendix C-03, Photos 1-3). The parcels have varied setbacks; along Stewart Avenue front yards were narrowed when Stewart Avenue was widened, and along Ash Avenue modern development has created staggered setbacks. Most parcels are defined by fences, including wrought iron, chain link, stucco, wood trellis, faux stone, and concrete block. The buildings in the Gibson & Jones Addition front onto Stewart Avenue, Ash Avenue, and Ogden Avenue and consist mainly of single-family houses. Most buildings have a Minimal Traditional form, although the Ranch form and Contemporary style are also common. Common wall materials include brick, stucco, and vinyl siding.

Construction dates in the Gibson and Jones Addition range from 1930 through 2021, with 96 percent constructed at least 50 years ago (prior to 1975). Table 5.5 summarizes the construction date distribution in the Gibson and Jones Addition.

Table 5.5: Construction Date Distribution in Management Unit 3

Gibson & Jones Addition	
Platted: 1929	
Platted by: Floy A. Gibson and Acree S. Jones	
Developer: Unknown (possibly Honrath & Wilson)	
Original Number of Lots Platted: 48	
Construction Dates in Study Area:	Count
1930	1
1942	3
1943	5
1945	2
1946	4
1947	17
1948	3

Gibson & Jones Addition	
1951	1
1953	1
1954	3
1961	1
1963	1
1966	1
1983	1
2021	1
No Assessor's Date/Vacant	2
Total Number of Parcels in Study Area	47

The houses along Ogden Avenue were constructed in a cohesive manner, with the same Minimal Traditional form and identical setbacks. They have various alterations to building components, including wall and window materials and carports, however, the overall design of the houses appears intact (Appendix C, Photos 4-6).

The houses along Stewart Avenue and Ash Avenue are more variable, with examples of the Ranch and Minimal Traditional forms and the Contemporary style. Setbacks along Stewart Avenue are much more varied, and alterations are more extensive and include significant additions, new construction, and vacancies in addition to widespread alterations to windows, roof, and wall materials. A cursory review of building sketches on file with the Clark County Assessor's Office indicates that numerous properties along Stewart Avenue and Ash Avenue had additions (attached and free-standing) that were constructed beginning during the 1950s through the present day (Appendix C-03, Photos 7-9).

There are several modest examples of the Latino Vernacular style applied to various forms, but none stand out as an embodiment of the style, nor is there a concentration of the style (Appendix C-03, Photo 10).

5.3.3 MANAGEMENT RECOMMENDATIONS

Management Unit 3 contains the entirety of the Gibson & Jones Addition, which was platted in 1929 and developed between 1930 and 1966, with several parcels re-developed during the modern period. Most parcels in the Gibson & Jones Addition are developed with homes that date to the postwar period.

The parcel arrangement and general streetscape of the Management Unit reflect the original layout of the Gibson & Jones Addition, however individual properties exhibit varying degrees of historic integrity, with many individual alterations (particularly on the three north rows of parcels). There is a cohesive block of Minimal Traditional houses along Ogden Avenue that maintain a high degree of integrity and are associated with Las Vegas's Postwar Development (Community Planning and Development). Further research would need to be conducted to determine whether this small collection of residential architecture can be distinguished from other local postwar developments as influential, one of the firsts of its type, or otherwise distinctive. Broadbent recommends an intensive inventory of the 12 parcels along East Ogden Street between, North 21st Street and North 23rd Street to assess the eligibility of a potential historic district (Appendix A, Map 4 ID 6).

5.4 MANAGEMENT UNIT 4: SUNRISE PARK TRACT NO. 1

Management Unit 4 (MU-4) is defined by Block 4 the Sunrise Park Tract No. 1 (Appendix A, Map 3). The north two blocks of the subdivision contain the Clark County School District Transportation Facility;

because this is a municipal property, it is addressed in Management Unit 21 (Appendix C-04, Photo 1). The south edge of the Study Area cuts off the south three blocks of the Sunrise Park Tract No. 1 subdivision, which, when it was platted in 1931, was defined by View Street (non-extant) at the north, East Charleston Boulevard at the south, 25th Street/Eastern Avenue at the west, and 26th Street at the east. The boundaries of the Management Unit are Sunrise Avenue at the north, East Valley Street at the south, North Eastern Avenue at the west, and North 26th Street at the east.

5.4.1 PREVIOUS DOCUMENTATION EFFORTS

The portion of Sunrise Park Tract No. 1 in Management Unit 4 has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.4.2 EXISTING CONDITIONS

Management Unit 4 is made up of Block 4 of the Sunrise Park Tract No. 1 subdivision (Appendix C-04, Photo 2). This residential block, which is south of the transportation facility, consists of 18 parcels that front onto East Sunrise Avenue and East Valley Street. The parcels have a variety of setbacks; some are occupied with one building at each (north/south) end of the parcel and some parcels, having been combined, have long narrow buildings set side-by-side. The buildings in this residential block are single-story houses, multi-family buildings, and single- and multi-story, multi-unit complexes. Buildings are constructed in Transitional Ranch and Ranch forms and in the Contemporary style. Roofs are front gabled, side gabled, intersecting gabled, hipped, and flat. Walls are nearly all covered in stucco, with rare asbestos siding; some homes have wood in the end gables. Roof materials are asphalt tile and asphalt roll (Appendix C-04, Photos 3-11).

In Sunrise Park Tract No. 1, the homes north of Sunrise Street were generally constructed between 1942 and 1959, while the two residential blocks to the south have construction dates as early as the mid-1920s and 1930s. Sunrise Park Tract No. 1 also contains a small block of commercial properties along Charleston Boulevard with construction dates that range from 1948 through 1970. Construction in Management Unit 4 was sporadic and occurred over a long period during the World War II and Postwar period; it does not appear to be developed as a cohesive neighborhood. Building types and styles vary widely and aerial imagery indicates that many several properties have had additions and/or secondary units constructed since 1985. (Table 5.6).

Table 5.6: Construction Date Distribution in Management Unit 4

Sunrise Park Tract No. 1	
Platted: 1931	
Platted by: E.A. Clark	
Developer: Various	
Original Number of Lots Platted: 127	
Construction Dates in Study Area:	Count
1942	2
1944	1
1946	1
1948	3
1949	2
1951	1
1952	1

Sunrise Park Tract No. 1	
1953	1
1955	1
1956	2
1959	2
No Assessor's Date/Vacant	1
Total Number of Parcels in Study Area	19

5.4.3 MANAGEMENT RECOMMENDATIONS

Management Unit 4 (MU-4) contains the three northern blocks of the Sunrise Park Tract No. 1 subdivision and a small unassociated area directly north of the subdivision (Appendix A, Map 3). It is occupied by the Clark County School District Transportation Facility (developed circa 1965) and one block of residential properties (constructed between 1942 and 1959). Only the small block of residential properties was included in Management Unit 4; Broadbent presents no management recommendations for these buildings.

Because it is outside of the Study Area (directly adjacent to Sunrise Park), Sunrise Acres was not surveyed, and the overall integrity of the neighborhood was not assessed. The Broadbent survey team *was*, however, brought to the Sunrise Acres Water Association well and water tower (located at 35 North 26th Street) during a drive-through with a project participant (Appendix C-04, Photos 12-13). Preliminary research indicates that as an early neighborhood that was associated with establishing precedent for securing water rights in Clark County, Sunrise Acres and the extant well and water tank (located at 35 North 26th Street) are likely associated with Community Planning and Development of the Eastside and/or Architecture of the Eastside and may constitute historic properties (and a unique and fragile resource type). Broadbent recommends an intensive inventory and evaluation of the Sunrise Acres well and water tank; this effort may inform future research into the Sunrise Acres subdivision (Appendix A, Map 4, ID 7).

5.5 MANAGEMENT UNIT 5: CHURCH ADDITION, NOBLITT ADDITION AMENDED, AND AMENDED PLAT OF CHURCH TRACT

Management Unit 5 (MU-5) is defined by the historic boundaries of the Church Addition and its Amended Plat, and the Amended Plat of Noblitt Addition (Appendix A, Map 3). These two subdivisions were grouped together because of their proximity to each other and because a portion of the Noblitt Addition was incorporated into the Amended Plat of the Church Tract.

5.5.1 PREVIOUS DOCUMENTATION EFFORTS

Three buildings have been previously identified in Management Unit 5; they are one motel (B7502) and two commercial properties (B18958 and B18971) (Table 5.7). The motel is currently the Palm Piazza Apartments; it was previously determined to be a contributing element of the Fremont Street Historic District, although it is still in the process of SHPO review. The two commercial properties were identified on behalf of the Federal Highway Administration in 2022 in the eastern block of the Noblitt Addition, along North Eastern Avenue. These two buildings are still in the review process; no NRHP determination is available.

Table 5.7: Resources Previously Identified in Management Unit 5

SHPO Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	Contributing to District?
B18958	Noblitt Addition	Stewart Plaza	1973	2022	In Process	N/A
B18971	Noblitt Addition	7-Eleven	1979	2022	In Process	N/A
B7502	Church Addition	Palm Piazza Apartments/ Milestone Hotel	c. 1953	2002, 2020	In Process	Yes, Fremont St. Historic District

5.5.2 EXISTING CONDITIONS

Management Unit 5 is made up of two discontinuous areas that comprise the Church Addition, the Amended Church Tract, and the Amended Noblitt Addition. It is two blocks south of Interstate 515, bound at the north by Stewart Avenue; at the south by East Fremont Street, Sunrise Avenue, and East Ogden Avenue; at the east by North 21st Street; and at the west by North 18th Street. It is bordered at the west by Howard Hollingsworth Elementary and a modern apartment complex, at the east by the East Las Vegas Community Center and the Clark County School District transportation facility, and at the north and south by other early-to-mid-twentieth century residential neighborhoods.

The blocks at the west end of Management Unit 5 (Amended Church Tract and west two blocks of Noblitt Addition) are made up of east/west residential parcels that front onto two-lane, north-south neighborhood roads (Appendix C-05, Photos 1-2). The parcels contain single-family homes with moderate setbacks, and most properties are enclosed in chain link or wrought iron fences. There are mature cottonwoods, palm trees, and other shade trees throughout the neighborhood. Most homes have Minimal Traditional, Transitional Ranch, and Ranch forms; the Contemporary style is present, albeit uncommon, and there are several examples of the Latino Vernacular style (Appendix C-05, Photos 3-7). Common roof forms include side gable and hipped, and nearly all roofs are covered in asphalt shingles, with some asphalt roll. Homes in the Management Unit have a variety of wall cladding; most wall surfaces are covered with stucco (many newly faced), although there are examples of aluminum siding and a rare example of wood siding. Windows vary and include modern and historic-period metal sliders and vinyl sliders. There is a rare garage example.

The houses in the Amended Church Tract and Noblitt Addition were largely constructed in 1949 and 1950 by Howard & Hassett, Inc. They were originally constructed with compact floor plans commonly found in Minimal Traditional and Transitional Ranch forms. Many homes have various alterations to building components, including alterations to wall and window materials and porch and carport additions. Furthermore, a cursory review of building sketches on file with the Clark County Assessor's Office indicates that many properties also have one or more additions that were constructed beginning during the 1960s through the present day (Appendix C-05, Photos 8-16).

The two blocks at the east end of Management Unit 5 (in the eastern portion of the Amended Noblitt Addition) contain seven multi-family housing units along North 23rd Street and one large apartment complex along Flower Avenue (Appendix C-05, Photo 17). The units along North 23rd Street are multi-family, split-level Ranch buildings that date to 1954 (Appendix C-05, Photo 18). They have identical plans, with a two-story front gable wing, a one-story front gable wing, and a one-story side gable wing. All have

shallow roofs that are covered with asphalt roll. Wall materials vary, and consist of brick veneer, wood siding, and stucco. Windows are metal and have fixed, casement, and sliding operations. Despite various alterations to individual building components, the overall form and design of this group of multi-family housing units appears to have changed little since it was constructed in 1954.

Adjacent east, fronting onto Flower Avenue, is a complex of two-story apartments that were constructed in 1963 in the Contemporary style (Appendix C-05 Photo 19). They all have flat roofs, stucco wall cladding, and second-story porches with balustrades and metal posts. The overall form and design of this apartment complex appears to have changed little since it was constructed in 1963.

Directly east of these complexes, at the southwest corner of North Eastern Avenue and Stewart Avenue, is Stewart Square, a commercial center that consists of an L-shaped strip mall (constructed in 1973), a 7-Eleven (constructed in 1979), and La Bonita Supermarket (constructed in 1998) (Appendix C-05, Photos 20-23). The strip mall consists of two Spanish Colonial Revival style buildings constructed of concrete masonry units with stucco facades. It has a flat roof with an awning that creates a portico around the front of the building. The awning is clad in curved ceramic tiles and is supported by a bay of segmental arches. La Bonita Supermarket has a similar Spanish Colonial Revival style, and the 7-Eleven is a rectangular concrete masonry unit constructed building with two awnings on the north elevation.

The portion of the Church Addition along East Fremont Street that wasn't re-subdivided contains one vacant parcel and two roadside commercial properties.

Construction dates in the Amended Church Tract range from 1949 through 1979, with 85 percent constructed in 1949 and 1950. The two commercial properties in the portion of the Church Addition along East Fremont Street that wasn't re-subdivided were constructed in 1936 and 1962. Construction dates in the Amended Noblitt Addition range from 1949 through 1963, with 87 percent constructed in 1949 and 1950. Table 5.8 summarizes the construction date distribution in Management Unit 5.

Table 5.8: Construction Date Distribution in Management Unit 5

Church Addition	
Platted: 1931	
Platted by: Walter H. Church	
Developer: Various	
Original Number of Lots Platted: 133	
Construction Dates in Study Area:	Count
1936	1
1962	1
Vacant	1
Total Number of Parcels in Study Area	3
Noblitt Addition Amended	
Platted: 1933	
Platted by: Cora J. Noblitt	
Developer: Howard & Hassett, Inc.	
Original Number of Lots Platted: 369	
Construction Dates in Study Area:	Count
1949	47
1950	5
1954	7

1963	1
Total Number of Parcels in Study Area	60
Church Tract Amended	
Platted: 1949	
Platted by: Kay Howard and Thomas T. Beam	
Developer: Howard & Hassett, Inc.	
Original Number of Lots Platted: 117	
Construction Dates in Study Area:	Count
1949	37
1950	62
1954	3
1957	2
1958	5
1960	1
1961	1
1962	3
1963	1
1979	1
No Assessor's Date/Vacant	1
Total Number of Parcels in Study Area	117

5.5.3 MANAGEMENT RECOMMENDATIONS

Management Unit 5 contains the entirety of the Church Addition and the Amended Plats of the Noblitt Addition and the Church Tract. These subdivisions were platted in 1931, 1933, and 1949, respectively, and were developed largely during 1949 and 1950. Most parcels in all three subdivisions are developed with buildings that date to the postwar period.

There are three buildings that have been previously identified in the Management Unit, one motel (B7502) and two commercial properties (B18958 & B18971) in the Noblitt Addition. Because the motel is located along Fremont Street and is within the previously identified Fremont Street Historic District, it is addressed in Section 6.20.

Both commercial properties along North Eastern Avenue are still in the process of SHPO review (Stewart Square and 7-Eleven). Based on information provided by Checko Salgado, the son of a founding member of the Mexican Social Club (also known as the Mexican Patriotic Committee), Unit 120 in Stewart Plaza was a meeting place for the organization during the 1990s (Salgado 2023) (Appendix C-05, Photos 24-25). The Nevada Association of Latin Americans (NALA) also operated out of an office in Stewart Plaza during the 1970s, although it is unclear if the same unit was used (there were three small buildings in the current location of the 7-Eleven, and this may have been where the NALA day care was located) (Reid 1978). Based on the limited documentary information on the Mexican Social Club and NALA, it is likely that these associations were not included in the previous/in-process assessment of Stewart Square. Broadbent recommends that the City of Las Vegas determine the results of the previous documentation efforts, and if possible, address potential significance in the area of Ethnic Heritage (Appendix C Map 4 ID 8).

Broadbent also recommends that further research be conducted on the Mexican Social Club and this early meeting place, as it may be eligible inclusion on the City of Las Vegas Historic Property Register (Appendix A, Map 4 ID 8).

Furthermore, Broadbent recommends that Stewart Plaza should be included in a Placemaking Initiative for its association with the Mexican Social Club, one of several community organizations that supported the needs and interests of the Latino community beginning during the 1980s (Appendix C,, Map 5 ID 8).

Broadbent also recommends that La Bonita should be included in a Placemaking Initiative as one of the first carnicerías in the Las Vegas Valley (Appendix A, Map 5 ID 9).

Broadbent presents no management recommendations for the previously identified 7-Eleven building (B18971) that is in the process of SHPO review.

The parcel arrangement and general streetscape of the Management Unit reflect the original layout of the Church Tract and Noblitt Addition, and while the development of these residential blocks is associated with the various loans and purchasing specials that were made available to returning veterans after World War II, the single-family homes in both subdivisions have experienced significant alterations to individual building elements and in the form of modern additions. Broadbent presents no management recommendations for the blocks of single-family homes in both subdivisions.

The two multi-family developments in the Amended Noblitt Addition, however, maintain a high degree of integrity and are likely to be significant in the area(s) of Architecture and/or Community Planning and Development. Further research would need to be conducted to determine whether these complexes can be distinguished from other local postwar developments as influential, one of the firsts of its type, or otherwise distinctive. Broadbent recommends an intensive inventory of these two housing complexes to assess the eligibility of a potential historic district (Appendix A, Map 5 ID 10 and 11).

5.6 MANAGEMENT UNIT 6: CRESTWOOD HOMES

Management Unit 6 (MU-6) is defined by the historic boundaries of the Crestwood Homes Tract Nos. 1 through 5, which are East Charleston Avenue at the north, the block of parcels along the south side of East Houston Drive at the south, Burnham Avenue at the west, and South Eastern Avenue at the east (Appendix A, Map 3).

5.6.1 PREVIOUS DOCUMENTATION EFFORTS

Management Unit 6 has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.6.2 EXISTING CONDITIONS

Management Unit 6 occupies three blocks south of East Charleston Boulevard between Burnham Avenue and South Eastern Avenue. In general, the residential blocks of the Management Unit are defined by narrow north/south residential parcels that front onto two-lane, east/west neighborhoods roads. The roads are wide and lined with sidewalks. The residential parcels south of East Charleston Boulevard are all 63 feet wide and around 130 feet long with deep setbacks, broad front and back yards, and many mature trees; grass lawns are also common (Appendix C-06, Photos 1-5). The character of the parcels along East Charleston Boulevard is much different, with the commercial properties fronting onto asphalt surface lots and bound by the major five-lane thoroughfare (Appendix C-06, Photo 6). Compared to other parts of the Study Area, yard enclosures are uncommon in Management Unit 6.

Crestwood Homes Tract Nos. 1, 2, and 3 which are directly south of the parcels along East Charleston Boulevard, contain single-story homes that front onto Ballard Drive and Peyton Drive. Nearly all the homes in these tracts were constructed in 1949 and 1950. Most homes have a Ranch form, although Transitional

Ranch and Minimal Traditional forms, as well as modest examples of the Contemporary style are also common. In these three tracts, roofs are generally low-pitched, broad side-gabled with some cross-gabled, hipped, and combination roofs. Roofs are generally clad with asphalt tile or asphalt roll, with a rare faux volcanic rock roof; wide overhangs and exposed rafters are common. Common wall materials include wood siding and stucco, with rare brick veneer, and windows are generally metal or vinyl with fixed, sliding, and sash operations (Appendix C-06, Photos 7-28).

Crestwood Homes Tract No. 4 is characterized by single-story L-shaped Ranch houses, nearly all of which were constructed in 1951. Roofs are low-pitched, side-gabled and are clad with asphalt tile or asphalt roll. Many homes have been covered with stucco, but some still exhibit original brick with extruded or concave mortar joints; there are several with wood siding. Like the other tracts, windows are generally metal or vinyl, with sliding, casement, and sash operations, as well as fixed picture windows (Appendix C-06, Photos 29-37).

Crestwood Homes Tract No. 5 fronts onto Charleston Boulevard. It consists of single-story buildings that were largely constructed between 1951 and 1966. They are a collection of one-part commercial block buildings with flat roofs interspersed with cross-gabled L-shaped Ranch triplexes that have been converted into commercial properties. Common wall materials include metal, stucco, concrete block, faux rock veneer, and brick (Appendix C-06, Photos 38-41).

Construction dates in Crestwood Homes range from 1949 to 1966, with one outlier constructed in 1996 and two vacant lots. Nearly all the homes in Tract Nos. 1, 2, and 3 were constructed in 1949; those in Tract No. 4 were nearly all constructed in 1951 (Table 5.9). Around 12 triplexes were originally constructed in Tract No. 5, but several were demolished sometime between 1990 and 1991; seven are extant; Tract No. 5 has the greatest age variability. A cursory review of building sketches on file with the Clark County Assessor's Office indicates that Crestwood Homes homeowners began constructing additions as early as 1954 and into the present day. Nearly all the homes along Eastern Avenue have been converted into commercial properties which, based on bilingual signage, appear to serve the Latino community. More research would need to be conducted to determine when these conversions occurred and if they follow a neighborhood trend.

Table 5.9: Construction Date Distribution in Management Unit 6

Crestwood Homes Tract No. 1	
Platted: 1948	
Platted by: Phil Shipley and Associates	
Developer: Curlett Construction Company	
Original Number of Lots Platted: 27	
Construction Dates in Study Area:	Count
1949	27
1950	1
Total Number of Parcels in Study Area	28
Crestwood Homes Tract No. 2	
Platted: 1948	
Platted by: Phil Shipley and Associates	
Developer: Phil Shipley and Associates	
Original Number of Lots Platted: 30	
Construction Dates in Study Area:	Count
1949	29

No Assessor's Date/Vacant	1
Total Number of Parcels in Study Area	30
Crestwood Homes Tract No. 3	
Platted: 1949	
Platted by: Phil Shipley and Associates	
Developer: Phil Shipley and Associates	
Original Number of Lots Platted: 19	
Construction Dates in Study Area:	Count
1949	11
1950	7
1951	1
Total Number of Parcels in Study Area	17
Crestwood Homes Tract No. 4	
Platted: 1950	
Platted by: Phil Shipley and Associates	
Developer: Phil Shipley and Associates	
Original Number of Lots Platted: 38	
Construction Dates in Study Area:	Count
1951	37
1969	1
Total Number of Parcels in Study Area	38
Crestwood Homes Tract No. 5	
Platted: 1950	
Platted by: Phil Shipley and Associates	
Developer: Phil Shipley and Associates	
Original Number of Lots Platted: 17	
Construction Dates in Study Area:	Count
1951	4
1953	1
1956	1
1958	1
1960	1
1963	1
1965	1
1966	1
1991	1
1996	1
No Assessor's Date/Vacant	1
Total Number of Parcels in Study Area	14

5.6.3 MANAGEMENT RECOMMENDATIONS

Management Unit 6 contains the entirety of the Crestwood Homes, which maintains a moderate level of integrity as a subdivision. While some homes have additions, these are most often found at the rear of the property and are not visible from the sidewalk or street. There is not an abundance of fences in Crestwood Homes, as in other nearby subdivisions, and as a result, the neighborhood maintains the broad, and expansive suburban feeling that comes from the continuity of front yards. The greatest impact to

integrity is the loss of several triplexes that were part of the original subdivision design. As an early on-demand development that was east of the city limits when it was developed, Crestwood Homes is likely to be significant in the area of Community Planning and Development, for its association with the Postwar Development of the Eastside. However, further research must be conducted to determine whether the subdivision can be distinguished from other local postwar developments as influential, or one of the firsts of its type, or otherwise distinctive. Broadbent recommends an intensive inventory of Crestwood Homes to assess the eligibility of a potential historic district (Appendix A, Map 4 ID 12).

5.7 MANAGEMENT UNIT 7: LAWRENCE LOVE TRACT

Management Unit 7 (MU-7) is defined by the original boundaries of the Lawrence Love Tract, which are Lewis Avenue at the north, East Charleston Boulevard at the south, South Bruce Street at the west, and adjacent parcels at the east (Appendix A, Map 3).

5.7.1 PREVIOUS DOCUMENTATION EFFORTS

The Lawrence Love Tract has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.7.2 EXISTING CONDITIONS

The Lawrence Love Tract occupies one block at the northeast corner of South Bruce Street and East Charleston Boulevard. The properties along East Charleston Boulevard consist of commercial and residential properties with a wide range of styles and setbacks (Appendix C-07, Photo 1). The commercial properties have residential units at the rear (Appendix C-07, Photo 2) There are examples of the Ranch form and the Contemporary and Spanish Colonial Revival style. Common roof forms are flat and gable; wall materials vary, and include concrete, stucco, and brick. Windows are generally metal with fixed windows on commercial properties and sash windows on residential properties. The properties along Lewis Avenue are nearly all single-story, L-shaped, multi-family buildings with a Ranch form. Roof forms are mostly cross-gabled, with low pitches and overhanging eaves. Some of these L-shaped buildings have a second story, and there is one modern two-story Raised Ranch building (Appendix C-07, Photos 3-6). The buildings on Lewis Avenue are generally constructed of concrete and finished with stucco.

Construction dates in the Lawrence Love Tract range from 1951 through 1974, with one outlier constructed in 1997; 94 percent of the buildings in the subdivision were constructed at least 50 years ago (prior to 1975). Table 5.10 summarizes the construction date distribution in the Lawrence Love Tract. Several commercial properties maintain the layout of the original residential complexes (i.e., two L-shaped buildings around a shared central space), but all have significant alterations to design and materials. The buildings along Lewis Avenue were constructed in a more cohesive manner, but even here there are modern additions and new construction.

Table 5.10: Construction Date Distribution in Management Unit 7

Lawrence Love Tract	
Platted: 1950	
Platted by: Vera Love	
Developer: George Ingram (contractor) and Zick and Sharp (possible architect)	
Original Number of Lots Platted: 20	
Construction Dates in Study Area:	Count

Lawrence Love Tract	
1951	2
1952	4
1954	2
1955	3
1960	2
1964	2
1966	1
1974	1
1997	1
Total Number of Parcels in Study Area	18

5.7.3 MANAGEMENT RECOMMENDATIONS

Management Unit 7 contains the entirety of the Lawrence Love Tract, which was platted in 1950 and developed between 1951 and 1974, with one parcel re-developed during the modern period. The majority (94%) of parcels in the Lawrence Love Tract are developed with historic-aged buildings. Many properties along East Charleston Boulevard have undergone significant alterations (e.g., entire façade alterations) and at least two properties along Lewis Avenue have either been reconstructed or have significant additions. When compared to the aerial photograph taken of the Lawrence Love Tract circa 1963, which depicts roughly one dozen Contemporary style buildings, it is evident that the overall integrity of the subdivision is significantly compromised. The duplexes and triplex that comprised Lawrence Love Tract were touted as novel architectural forms, and the architectural firm of Zick and Sharp were reportedly commissioned to design at least some of the buildings. More research would need to be conducted to confirm whether this renowned firm did, in fact, have a hand in the development of the Lawrence Love Tract. Regardless of this association, however, the buildings in the subdivision have undergone significant alterations and do not maintain sufficient integrity to convey their significance. Broadbent presents no management recommendations for the Lawrence Love Tract.

5.8 MANAGEMENT UNIT 8: COLUMBIA HEIGHTS ADDITION NO. 1

Management Unit 8 (MU-8) equivalent to the Columbia Heights Addition No. 1, which consists of the rows of parcels along Franklin Avenue between Burnham Avenue and South Eastern Avenue. (Appendix A, Map 4).

5.8.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.8.2 EXISTING CONDITIONS

Management Unit 8 is the Columbia Heights Addition No. 1. It is made up of 38 parcels along Franklin Avenue, which is a broad road with ample room for street parking and sidewalks. The parcels are around 63 feet wide and 97 feet deep with moderate setbacks, moderate front and back yards (often defined by fences), and many mature trees (Appendix C-08, Photo 1). The neighborhood is surrounded by other postwar subdivisions that were developed around the same time.

All of the 38 homes in the Columbia Heights Addition No. 1 (known historically as Hidden Village) were constructed in 1951, and all but one of these homes are still extant (one home at the southeast corner of Franklin Avenue and South Eastern Avenue was demolished during the 1980s and is now a parking lot for a commercial property to the south) (Table 5.11). Six elevations were advertised when Hidden Village was developed, and all six are extant (Appendix C-08, Photos 2- 11). All homes have a Transitional Ranch form, with plans that are slightly larger than a Minimal Traditional. There are three roof forms (side gable, combination, and hipped) and all are moderately pitched and covered with asphalt, with moderate overhangs that are exaggerated on the front elevation. While window replacements are common, there are several examples of the original large, multi-lite casement windows (Appendix C-08, Photos 2, 3, 7). Other common alterations are found on walls (e.g., stucco, vinyl siding. Many homes have carports at least one has a garage (Appendix C-08, Photo 9). There is an example of the Latino Vernacular Residential style, but this is not common.

Table 5.11: Construction Date Distribution in Management Unit 8

Columbia Heights Addition No. 1	
Platted: 1951	
Platted by: K.H. Vitt and Kathryn C. Vitt	
Developer: Model Homes of Las Vegas	
Original Number of Lots Platted: 38	
Construction Dates in Study Area:	Count
1951	37
1986	1
Total Number of Parcels in Study Area	38

5.8.3 MANAGEMENT RECOMMENDATIONS

Management Unit 8 contains the entirety of the Columbia Heights Addition No. 1, which maintains a high level of integrity as a subdivision. While some homes have window replacements and alterations to wall materials, there are many examples of original elements and all six elevations that were part of the original subdivision design are extant. As a postwar development that is associated with the various loans and purchasing specials that were made available to returning veterans after World War II, Columbia Heights is associated with the context of Community Planning and Development of the Eastside, however, further research must be conducted to determine whether the subdivision can be distinguished from other local postwar developments as influential, one of the firsts of its type, or otherwise distinctive. Broadbent recommends an intensive inventory of the Columbia Heights Addition No. 1 to assess the eligibility of a potential historic district (Appendix A, Map 4 ID 13).

5.9 MANAGEMENT UNIT 9: SUNNYSIDE ADDITION TRACT 1

Management Unit 9 (MU-9) is defined by the portion of the Sunnyside Addition Tract 1 that is in the Study Area; its boundaries are Burnham Avenue at the north and east, Wengert Avenue at the south, and South Bruce Street and Pauline Way at the west (Appendix A, Map 3).

5.9.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.9.2 EXISTING CONDITIONS

Management Unit 10 is at the southwest corner of the Study Area, directly east of Crestwood Elementary School. A modern housing complex and the East Charleston Plaza shopping center are to the north, and other postwar neighborhoods are to the south and east. Only a portion (three of eight blocks) of the Sunnyside Addition is in the Study Area. The parcels that are in the Study Area front onto Wengert Avenue, Frankin Avenue, and Pauline Way, which are wide, rectilinear roads lined with sidewalks (Appendix C-09, Photo 1). The parcels contain single-family homes with moderate setbacks (shallower than the nearby Crestwood Homes) and some fence enclosures. There are mature trees throughout the neighborhood. Most homes are Transitional Ranch forms with moderately pitched hipped or shallow gabled roofs (Appendix C-09, Photos 2-5). There are some examples of the Ranch form, with very shallow gable roofs and wide eaves (Appendix C-09, Photos 6-10). There are several homes that exhibit the Latino Vernacular style, and there is a rare example of the Spanish Colonial Revival style (Appendix C-09, Photos 11-12). Wall materials include brick, stucco, metal siding, faux rock, and windows are generally metal or vinyl with sliding or sash operations. Most roofs are covered with asphalt, and many homes have carports or garages.

While the entire Sunnyside Addition was constructed in 1953 (Table 5.12), the parcels in the Study Area do not exhibit any cohesive style. A cursory review of building sketches on file with the Clark County Assessor's Office indicates that many home had additions constructed during the mid-1970s through the 1980s.

Table 5.12: Construction Date Distribution in Management Unit 9

Sunnyside Addition Tract 1	
Platted: 1952	
Platted by: Nevas Corporation	
Developer: Unknown	
Original Number of Lots Platted: 82	
Construction Dates in Study Area:	Count
1953	26
Total Number of Parcels in Study Area	26

5.9.3 MANAGEMENT RECOMMENDATIONS

The portion of the Sunnyside Addition Tract 1 that is in the Study Area is comprised of Transitional Ranch and Ranch homes that generally have diminished levels of integrity of materials and design; the subdivision lacks the continuity and integrity to constitute a potential historic district. Furthermore, the development of the Sunnyside Addition Tract 1 was a part of a burst of land subdivision and home construction that occurred around the eastern outskirts of Las Vegas in 1953, however, the dearth of information on the subdivision suggests that it is not likely to be significant in the area(s) of Architecture and/or Community Planning and Development. There is not a concentration of Latino Vernacular architecture, and research did not indicate a connection to the area of Ethic Heritage: Hispanic. Broadbent presents no management recommendations for the Sunnyside Addition Tract 1.

5.10 MANAGEMENT UNIT 10: MOSS TRACTS

Management Unit 10 (MU-10) is defined by the historic boundaries of the Moss Tract Nos. 2 through 5, which are East Ogden Avenue at the north, the alley behind the parcels on the south side of Sunrise Avenue at the south, North 21st Street at the west, and North Eastern Avenue at the east (Appendix A, Map 3).

5.10.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.10.2 EXISTING CONDITIONS

Management Unit 10 occupies four blocks south of East Ogden Avenue between North 21st Street and North Eastern Avenue. In general, the residential blocks of the Management Unit are defined by narrow north/south residential parcels that are around 62 feet wide and around 105 feet long. The parcels front onto two-lane, east/west neighborhoods roads that are wide and lined with sidewalks. The broad, uninterrupted stretches of the east/west streets in the neighborhood provide direct access between North 21st Street and North Eastern Avenue, but homes have the feeling of being separated from the properties on the east side of North Eastern Avenue because the thoroughfare is very wide and does not easily accommodate pedestrians. The subdivision itself (along with those directly northwest and west) is densely developed, but there is vacant land to the south and large commercial and municipal properties directly northeast and east.

The north two Moss Tracts contain single-story homes that front onto East Ogden Avenue, Berkeley Avenue, and Isabelle Avenue. Homes are generally set in the middle of the parcels and have narrow front yards. There are some mature evergreens, palms, and other shade trees (Appendix C-10, Photos 1-2). Many homes are surrounded by fences; most are wrought iron, but there are concrete block and chain link examples and at least one wood picket fence; carports are also common. Several homes at the corner of Ogden and Eastern have been converted into commercial properties (Appendix C-10, Photo 3). Nearly all the homes in Parcel No. 1 of Tract No. 2 and Tract No. 3 were constructed between 1953 and 1954, while Parcel No. 2 Tract No. 1 was constructed over a longer period of time, between 1953 and 1962. Nearly all the homes have a Ranch form with broad, shallow-pitched side gabled or hipped roofs with moderate overhangs. Roofs are generally clad with asphalt, but there are several ceramic tile roofs. Stucco is the most common wall material, but brick, brick veneer, and stone veneer are also present. Windows are generally metal or vinyl with fixed, sliding, and casement operations (Appendix C-06, Photos 4-15). There are a cluster of around 10 Contemporary style homes at the corner of Berkeley Avenue and North 21st Street (in Parcel No. 2 Tract No. 1) that have compact floor plans and flat roofs with very wide overhangs.

Alterations in Moss Tract Nos. 2 and 3 include window replacement, new wall applications, the addition of front porches (many of which have prominent arcades and arched entryways), and the enclosure of carports. There are examples of Spanish Colonial Revival and Latino Vernacular elements that were applied to the Ranch forms during the modern period (Appendix C-06, Photos 16-19). A cursory review of building sketches on file with the Clark County Assessor's Office indicates that homeowners began constructing additions onto the side and rear of homes as early as the late 1950s; these types of alterations continue to the present day.

The south two Moss Tracts (Nos. 4 and 5) have the same parcel size and arrangement as the north tracts, but parcels are occupied by Contemporary style multi-family complexes. On the north side of Sunrise Avenue, these complexes are two-stories, on the south side they are one-story (Appendix C-06, Photo 20). The single-story complexes generally consist of rectangular or L-shaped buildings that are paired and share a central courtyard. They have flat roofs (except for one pair of gabled buildings) with broad overhangs, stucco walls, and metal sliding windows (Appendix C-06, Photos 21-29). The two-story complexes are also paired and share a courtyard; they are also Contemporary style with flat roofs and broad overhangs. One complex, Sunrise Arms, appears to retain many original elements (except some windows), including geometric concrete relief elements on the walls (Appendix C-06, Photos 30-31); others have more significant alterations, including new wall materials and window replacements (Appendix C-06, Photos 32-34). Some buildings are now owned by a provider of services to people experiencing homelessness.

Construction dates in the Moss Tracts generally range from 1953 through 1962, with two outliers in 1979 and one in 2021. Nearly all the single-family homes in the north three tracts were constructed between 1953 and 1955, while most of the multi-family complexes in the south two tracts were constructed between 1957 and 1962 (Table 5.13).

Table 5.13: Construction Date Distribution in Management Unit 10

Moss Tract No. 2 Parcel No. 2	
Platted: 1952	
Platted by: M.P. L. Corporation	
Developer: Rex Moss	
Original Number of Lots Platted: 30	
Construction Dates in Study Area:	Count
1953	2
1954	1
1955	8
1956	4
1958	1
1959	5
1960	3
1961	5
1962	1
Total Number of Parcels in Study Area	30

Moss Tract No. 3	
Platted: 1952	
Platted by: M.P. L. Corporation	
Developer: Rex Moss (Berkley Plaza Homes, Inc.)	
Original Number of Lots Platted: 50	
Construction Dates in Study Area:	Count
1952	1
1953	20
1954	27
1958	1
2021	1
Total Number of Parcels in Study Area	50
Moss Tract No. 4	
Platted: 1953	
Platted by: Southern Nevada Investment Co.	
Developer: Rex Moss	
Original Number of Lots Platted: 20	
Construction Dates in Study Area:	Count
1957	4
1959	2
1961	1
1962	11
1979	2
Total Number of Parcels in Study Area	20
Moss Tract No. 5	
Platted: 1953	
Platted by: Southern Nevada Investment Co. and Mary P. Levengood	
Developer: Various	
Original Number of Lots Platted: 20	
Construction Dates in Study Area:	Count
1956	5
1957	5
1961	9
1979	1
Total Number of Parcels in Study Area	20

5.10.3 MANAGEMENT RECOMMENDATIONS

Management Unit 10 contains the entirety of the Moss Tracts; the north three tracts have diminished integrity, having experienced significant alterations to many properties. These alterations include the construction of additions, the replacement of individual building elements (e.g., wall materials, windows, roofs), the enclosure of carports, and the installation of covered entryways. Despite some alterations to individual building elements (i.e., some windows), the south two tracts (Nos. 4 and 5), particularly the block of multi-family housing complexes on the south side of Sunrise Avenue, maintain a high level of integrity.

The Moss Tracts were an on-demand subdivision that was constructed during Las Vegas's postwar boom, when the eastern extent of the city was growing rapidly. The area along Sunrise Avenue between North 21st Street and North Eastern Avenue was identified by a project participant as a Housing Authority neighborhood that was created for Nellis Air Force Base families in a style that was completely different than the surrounding neighborhoods (Calvo 2023). This neighborhood is likely to be associated with the context of Community Planning and Development of the Eastside and/or Architecture of the Eastside. Further research would need to be conducted to determine whether this small collection of residential architecture can be distinguished from other local postwar developments as influential, one of the firsts of its type, or otherwise distinctive.

Furthermore, based on community input, the neighborhood along Sunrise Avenue served as a starting point for newly arrived, undocumented Latino families by at least the early 1990s. Sunrise Avenue itself served as a space where vendors sold food and snacks and other goods to make ends meet. While the neighborhood may have offered some of the typical barrio support networks, it was a transient place, as residents would frequently move as soon as they were able to. Residents were reportedly beholden to "slum lords" (Barajas 2023). This neighborhood is likely to be associated with the context Latino History of the Eastside, however, more research must be conducted to confirm the significance of this neighborhood to the Latino community. Broadbent recommends an intensive inventory of Moss Tract Nos 4 and 5 to assess the eligibility of a potential historic district significant in the area(s) of Architecture and/or Community Planning and Development and/or Ethnic Heritage (Appendix A, Map 4 ID 14).

Broadbent also recommends that Moss Tract Nos 4 and 5 should be included in a Placemaking Initiative for their association with neighborhood life on the Eastside and/or Barrio Urbanism (Appendix A, Map 5 ID 14).

5.11 MANAGEMENT UNIT 11: CHARLESTON VILLAGE TRACT 1 AND CHARLESTON PLAZA MALL

Management Unit 11 (MU-11) consists of the Charleston Plaza Mall, Villa Monterey, and a commercial property that houses the Police Protection Association and other tenants. The Management Unit is on the south side of Charleston Avenue, between a Nevada Power Company right-of-way at the west and Burnham Avenue at the east (Appendix A, Map 4).

5.11.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.11.2 EXISTING CONDITIONS

Management Unit 11 consists of Charleston Plaza and a nearby apartment complex and commercial property. Charleston Plaza is a long, single-story, stucco-clad strip mall with a flat roof (Appendix C-11, Photo 1). There are several commercial properties at the north end of the Charleston Plaza lot, which were constructed between 1988 and 1999. All of the mall except for an approximately 105,000 square-foot section at the west end (the 1965 addition to the original mall) was constructed in 1988.

South of Charleston Plaza is Villa Monterey, a large complex of around 20 apartment buildings that was constructed in 1993 (Appendix C-11, Photo 2). Directly east of Villa Monterey is a commercial property that was constructed in 1989 (Appendix C-11, Photo 3). Construction dates in the Management Unit are identified in Table 5.14.

Table 5.14: Construction Date Distribution in Management Unit11

Charleston Village Tract 1	
Platted: 1952	
Platted by: William Peccole et al.	
Developer: Madison (Madsen) Development Company	
Original Number of Lots Platted: 71	Count
Total Number of Parcels in Study Area	1
Construction Dates in Study Area:	
1989	1
Charleston Plaza Mall Amended Re-subdivision	
Platted: 1988	
Platted by: Westar Charleston Association	
Developer: Westar Charleston Association	
Original Number of Lots Platted: 13	
Construction Dates in Study Area:	Count
1965	1
1988	6
1991	1
1992	1
1993	1
1998	1
1999	1
Total Number of Parcels in Study Area	12
Charleston Plaza Mall Amended	
Platted: 1988	
Platted by: Westar Charleston Association	
Developer: Westar Charleston Association	
Original Number of Lots Platted: 4	
Construction Dates in Study Area:	Count
1988	1
1993	1
Total Number of Parcels in Study Area	2

5.11.3 MANAGEMENT RECOMMENDATIONS

As the first shopping mall in Las Vegas, the construction of Charleston Plaza coincided with and complemented the surrounding suburban development (i.e., Sunnyside Addition, Columbia Heights Addition, Lawrence Love Tract, Crestwood Homes, Crestwood Elementary School). Most of the mall was demolished in 1988, and the one element that remains has been covered with stucco and does not maintain integrity. Broadbent presents no management recommendations for Charleston Plaza or any other part of Management Unit 11.

5.12 MANAGEMENT UNIT 12: EASTWOOD TRACT NO. 1 AMENDED

Management Unit 12 (MU-12) occupies one and one-half blocks directly north of Wengert Avenue, between South Eastern Avenue and Euclid Avenue (Appendix A, Map 3).

5.12.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.12.2 EXISTING CONDITIONS

The Management Unit contains 25 of the 186 lots that comprise Eastwood Tract No. 1 and is comprised of single-family homes and duplexes except for three buildings along South eastern Avenue, which are commercial properties. The homes generally occupy most of their rectangular parcels, which front onto Franklin Avenue and Wengert Avenue (Appendix C-12, Photo 1). The parcels have narrow setbacks, and many are defined by chain link, concrete, and/or iron fences (Appendix C-12, Photo 2). Homes are constructed of stucco on frame with a modest Contemporary style, with flat, shed, or gable roofs with very slight slopes and wide overhangs. Windows are generally metal or vinyl with sliding or casement operations, and roofs are covered with asphalt. Many homes have been modified to include carports and covered porches or porticos, and several have been converted into duplexes; there is a rare, detached garage (Appendix C-12, Photos 3-7).

Most of the buildings in the portion of Eastwood Tract No. 1 in the Study Area were constructed in 1953, although there are three modern outliers. Widespread alterations include new stucco, window replacements, new roof materials, the construction of entryways, and front yard enclosures (Appendix C-12, Photos 8-9). Based on buildings sketches, many homes had additions which converted them to duplexes beginning in the mid-1960s and into the 1970s.

Table 5.15: Construction Date Distribution in Management Unit 12

Eastwood Tract No. 1 Amended	
Platted: 1952	
Platted by: Harry Gillett and Vernon Lee	
Developer: Frederick Von Der Age Designs (Architect) Lee Construction Co., Inc. (Contractor)	
Original Number of Lots Platted: 186	
Construction Dates in Study Area:	Count
1953	25
1954	1
2004	1
2007	1
2022	1
Total Number of Parcels in Study Area	29

5.12.3 MANAGEMENT RECOMMENDATIONS

The Eastwood Tracts were a large subdivision that was constructed in 1954, at the height of Las Vegas's postwar residential building boom. It's development, along with the concurrent construction of an adjacent school and recreation area, was part of the city's suburban eastward expansion. Most of the Eastwood Tracts are outside of the Study Area. The homes that are in the one and one-half blocks that are in the Study Area generally lack integrity, however, it is difficult to assess for a potential historic district based on this small part of a much larger subdivision. A cursory review of current aerial photographs

indicate that the subdivision maintains its original layout, and there are few vacancies. As a postwar development that is associated with the various loans and purchasing specials that were made available to returning veterans after World War II, the Eastwood Tracts are likely to be significant in the area of Community Planning and Development for its association with the Postwar Development of the Eastside. However, further research must be conducted to determine whether the subdivision can be distinguished from other local postwar developments as influential, one of the firsts of its type, representative, or otherwise distinctive. Broadbent recommends that should the City of Las Vegas undertake an architectural inventory south of the Study Area, the portion of Eastwood Tract No. 1 in the Study Area should be included with the rest of the Eastwood Tracts (Appendix A, Map 4 ID 15).

5.13 MANAGEMENT UNIT 13: JUBILEE TRACT

Management Unit 13 (MU-13) is defined by the original boundaries of the Jubilee Tract, which are the parcels along the north side of Ballard Drive at the north, the parcels along the south side of Houston Drive at the south, South Eastern Avenue at the west, and Euclid Avenue at the east (Appendix, Map 3).

5.13.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.13.2 EXISTING CONDITIONS

The Jubilee Tract occupies roughly five irregular blocks south of the row of commercial properties on East Charleston Boulevard, between South Eastern Avenue and Euclid Avenue. The properties along South Eastern Avenue consist of several commercial properties, a vacant lot, and a parking lot; the rest of the Management Unit consist of single-story homes (with the exception of a rare modern two-story addition). While South Eastern Avenue is a broad and busy four-lane thoroughfare, within Jubilee Tract there are narrower, two-lane neighborhood roads (although broad enough to allow street parking); sidewalks line the streets (Appendix C-13, Photos 1-3). The parcels are oriented irregular around the internal Eastwood Drive, which gives the neighborhood a secluded feeling. Parcels have varied setbacks depending on whether they are occupied by single or multi-family homes; several parcels are defined by fences. The neighborhood has a smattering of palm and Mesquite trees and other small shade trees, but not as many as neighborhoods to the west.

The homes in the western half of the neighborhood are single-family and have a Transitional Ranch form with hipped or combination roofs (Appendix C-13, Photos 4-7). The homes in the eastern half have a Ranch form with an irregular plan with a long gable massing that has a street-facing extending wing, and two small rear wings (the storage described in early apartment advertisements) (Appendix C-13, Photos 8-11). Common wall materials include stucco, slump block, and wood siding. Windows are generally metal with casement and sliding operations, although many windows have been replaced with vinyl. Roofs are covered with asphalt. Several homes have porches constructed off the front side of the building, with flat roof overhangs and porch supports. Some homes have attached garages.

All the homes in the Jubilee Tract were constructed in 1954; the commercial properties were constructed in 1962, and there are four vacant lots. Ninety-two percent of the buildings in the subdivision were constructed at least 50 years ago (prior to 1975). Table 5.16 summarizes the construction date distribution in the Jubilee Tract. Widespread alterations include new stucco, window replacements, new roof materials, the construction of entryways, and front yard enclosures (Appendix C-12, Photos 9-16). A

cursory review of building sketches on file with the Clark County Assessor’s Office indicates that many homes underwent significant design alterations (e.g., extended front gable, enclosed the garage, second story, rear wing) beginning during the mid-1960s (Appendix C-13, Photos 17-23)

Table 5.16: Construction Date Distribution in Management Unit 13

Jubilee Tract	
Platted: 1953	
Platted by: Ben L. Bingham and Bryan R. Burton	
Developed by: Unknown	
Original Number of Lots Platted: 56	
Construction Dates in Study Area:	Count
1954	44
1962	5
No Assessor's Date/Vacant	4
Total Number of Parcels in Study Area	53

5.13.3 MANAGEMENT RECOMMENDATIONS

Management Unit 13 contains the entirety of the Jubilee Tract, which was platted in 1953 and developed nearly all at once in 1954. The majority (92%) of parcels in the Jubilee Tract are developed with historic-aged buildings. Nearly all of properties in the subdivision have undergone significant alterations, many of which have altered the unique design of the duplexes on the east side of the neighborhood. The buildings in the Jubilee Tract comprise the first neighborhood in the Study Area that was specifically designed to be renter occupied and is likely to be significant in the area of Community Planning and Development. However, the buildings in the Jubilee Tract have undergone significant alterations and do not maintain sufficient integrity to convey their significance. Broadbent presents no management recommendations for the Jubilee Tract.

5.14 MANAGEMENT UNIT 14: SUNRISE ASSOCIATION STOCKS SUBDIVISION NOS. 1 AND 2

Management Unit 14 (MU-14) is defined by the original boundaries of the two Sunrise Association subdivisions, which are East Ogden Avenue at the north, Sunrise Avenue at the south, the parcels along the west side of Cervantes Street at the west, and North 21st Street at the east (Appendix A, Map 3).

5.14.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.14.2 EXISTING CONDITIONS

The Sunrise Association subdivisions (Sunlite Homes) are a tract of thirty homes that occupy one-and-a-half blocks at the southwest intersection of East Ogden Avenue and North 21st Street. All homes are identical single-story Ranch homes (except for a rare modern two-story addition). The homes front onto the two-lane neighborhood roads (Cervantes Street and North 21st Street) which are lined with sidewalks. The narrow ends of the rectangular parcels front onto the street, as do the broad side gables of the homes. Parcels generally have the same setbacks, and many yards have been covered with concrete to create a large driveway/parking area (Appendix C-14, Photo 1). Many parcels are defined by fences, including chain link, concrete masonry unit, and stucco. Some homes maintain their original carports, but many have been

enclosed and several have been converted into garages. The neighborhood has several palm or other small shade trees, but landscaping is limited.

The homes all have a Transitional Ranch form with a simple rectangular plan, shallow pitched side gabled roofs with exposed rafters; roofs are covered with asphalt (Appendix C-14, Photos 2-4). Wall materials include stucco, brick veneer, and vinyl siding, and most windows are vinyl sliders.

All of the homes in the Sunrise Association subdivisions were constructed between 1954 and 1955, with the exception of one, which was constructed in 1956 (Table 5.17); they are all historic in age. Widespread alterations include new stucco, window replacements, new roof materials, the enclosure of carports, and the transformation of front yard into concrete parking areas; one building has a second story addition (Appendix C-14, Photos 5-6). Current aerial imagery indicates that many homes also have rear additions.

Table 5.17: Construction Date Distribution in Management Unit 14

Sunrise Association Stocks Subdivision No. 1	
Platted: 1953	
Platted by: Sunrise Association	
Developer: Alta Vista (Contractor)	
Original Number of Lots Platted: 10	
Construction Dates in Study Area:	Count
1954	10
Total Number of Parcels in Study Area	10
Sunrise Association Stocks Subdivision No. 2	
Platted: 1953	
Platted by: Sunrise Association	
Developer: Alta Vista (Contractor)	
Original Number of Lots Platted: 20	
Construction Dates in Study Area:	Count
1954	1
1955	18
1956	1
Total Number of Parcels in Study Area	20

5.14.3 MANAGEMENT RECOMMENDATIONS

The Sunrise Association's subdivisions (Sunlite Homes) are comprised entirely of Transitional Ranch homes that generally have diminished levels of integrity of materials and design. The development of the Sunlite Homes was a part of a burst of land subdivision and home construction that occurred in Las Vegas in 1953, and the subdivisions may be significant in the area(s) of Architecture and/or Community Planning and Development. However, the buildings in the subdivision have undergone significant alterations and do not maintain sufficient integrity to convey their significance. Broadbent presents no management recommendations for the Sunrise Association's subdivision (Sunlite Homes).

5.15 MANAGEMENT UNIT 15: BEL AIR SUBDIVISION TRACT 3

The Bel Air Subdivision consists of four tracts between Burnham Avenue and South Eastern Avenue that stretch from Wengert Avenue at the north to the south row of parcels along East Oakley Boulevard at the south. Only Tract 3 is in the Study Area; it comprises the north row of parcels on Wengert Avenue between

Burnham Avenue and Crestwood Avenue. Tract 3 defines the boundary of Management Unit 15 (MU-15) (Appendix A, Map 3).

5.15.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.15.2 EXISTING CONDITIONS

Tract 3 of the Bel Air subdivision is a tract of eighteen homes on Wengert Avenue between Burnham Avenue and Crestwood Avenue; only the north side of the block is in the Study Area. All homes are single-story Ranch homes with an L-shaped plan. The homes front onto the two-lane Wengert Avenue, except for the corner lots, which front onto the slightly wider Burnham and Crestwood Avenues; all roads are lined with sidewalks (Appendix C-15, Photo 1). The narrow ends of the rectangular parcels front onto the street. All homes have identical 25 feet setbacks and wide driveways that lead to an attached garage (in some cases, the garage has been converted) (Appendix C-15, Photo 2-3). Front yards are small, and some have been covered with concrete to expand the driveway; only one front yard is enclosed in a fence. There are several shade trees, but landscaping is limited.

The homes all have a broad, L-shaped Ranch form with shallow pitched cross gabled roofs with moderate overhangs and exposed rafters; roofs are covered with asphalt except for one with ceramic tile (Appendix C-15, Photo 4). The homes all have a Storybook style, with scalloped vergeboards, sweeping gables, decorative trim and shutters, and various decorative embellishments (e.g., cupola atop an end gable). Wall materials include stucco, brick veneer, and wood siding. Most windows are vinyl sliders.

All the homes in Bel Air Tract 3 were constructed in 1958 (Table 5.18). Widespread alterations include new stucco, window replacements, new roof materials, the transformation of front yard into concrete parking areas, and the conversion of attached garages into living space during the 1970s and 1980s (Appendix C-14, Photos 5-6).

Table 5.18: Construction Date Distribution in Management Unit 15

Bel Air Subdivision Tract 3	
Platted: 1957	
Platted by: Bellhaven Development Corporation	
Developed by: Nielson Construction (likely contractor)	
Original Number of Lots Platted: 18	
Construction Dates in Study Area:	Count
1958	9
Total Number of Parcels in Study Area	9

5.15.3 MANAGEMENT RECOMMENDATIONS

The Bel Air Subdivision is a series of five tracts that were laid out and developed between 1953 and the early 1960s, during Las Vegas's postwar residential building boom. It's development, along with the concurrent construction of adjacent subdivisions as far south as Saharah Avenue, was part of the city's suburban eastward expansion. Most of the Bel Air Tracts are outside of the Study Area. The homes that are in the one-half block that is in the Study Area generally lack integrity, however, it is difficult to assess

for a potential historic district based on this small part of a much larger subdivision. A cursory review of current aerial photographs indicate that the subdivision maintains its original layout, and there are few vacancies. As a postwar development with a decorative architectural style, the Bel Air Tract 4 may be significant in the area(s) of Architecture and/or Community Planning and Development for its association with Postwar Development of the Eastside; however, it must be assessed as part of the larger Bel Air Subdivision. Broadbent recommends that should the City of Las Vegas undertake an architectural inventory south of the Study Area, that Bel Air Tract 4 be included with the rest of the Bel Air Subdivision (Appendix A, Map 4 ID 16).

5.16 MANAGEMENT UNIT 16: BELLEVUE SUBDIVISION

Management Unit 16 (MU-16) is comprised of the north half of the Bellevue Subdivision and consists of 20 parcels along Wengert Avenue between Burnham Avenue and Crestwood Avenue (Appendix A, Map 3).

5.16.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.16.2 EXISTING CONDITIONS

The Bellevue Subdivision is a tract of 20 parcels on Wengert Avenue between Crestwood Avenue and South Eastern Avenue; only the north side of the block is in the Study Area. All homes are single-story Ranch homes with irregular plans that are comprised of a central gable with two wings that extend from the street-facing slope. The homes front onto the two-lane Wengert Avenue except for the corner lot on South Eastern Avenue, which is a parking lot for the commercial property in the Columbia Heights Addition to the north; all roads are lined with sidewalks (Appendix C-15, Photo 1). The narrow ends of the rectangular parcels front onto the street, and all homes have identical 25 feet setbacks and wide driveways that curve to lead to an attached garage (Appendix C-15, Photo 2-3). Front yards are small, and some have been covered with concrete to expand the driveway. Many homes have palm or shade trees, and grass lawns are common.

The homes all have a broad, L-shaped Ranch form with shallow pitched cross gabled roofs with moderate overhangs; roofs are covered with asphalt. The homes all have a Storybook style, with scalloped vergeboards, sweeping gables, decorative trim and shutters, and diamond pane windows (except when replaced). The homes originally had wood siding, but most have been covered with stucco. In some cases, the diamond pane windows, have been replaced with aluminum and vinyl sliders and sash windows.

All the homes in the Bellevue Subdivision were constructed in 1960, but two of the 10 in the Study Area are no longer extant (Table 5.19). Widespread alterations include the replacement of wood siding with stucco, window replacements, and new roof materials (Appendix C-14, Photo 4). A cursory review of building sketches on file with the Clark County Assessor's Office indicates that at least three properties also a rear addition.

Table 5.19: Construction Date Distribution in Management Unit 16

Bellevue Subdivision
Platted: 1959
Platted by: Rhind Investment Corporation

Bellevue Subdivision	
Developer: Nielsen Construction Company (contractor)	
Original Number of Lots Platted: 20	
Construction Dates in Study Area:	Count
1960	8
1999	1
2021	1
Total Number of Parcels in Study Area	10

5.16.3 MANAGEMENT RECOMMENDATIONS

While this is an uncommon collection of Styled Ranch homes that generally maintain their overall design, nearly all homes have alterations to materials and decorative detailing. Several homes have additions, and three of the 20 original homes are no longer extant (including one on the south block outside the Study Area). Because of this loss of integrity, it is unlikely that the subdivision constitutes a potential historic district. Broadbent presents no management recommendations for the Bellevue Subdivision.

5.17 MANAGEMENT UNIT 17: C.D.L. SUBDIVISION

Management Unit 17 (MU-17) is defined by the original boundaries of the C.D.L. Subdivision which are Clifford Avenue at the north, Wengert Avenue at the south, Euclid Avenue at the west, and Atlantic Street at the east (Appendix C-, Map 3).

5.17.1 PREVIOUS DOCUMENTATION EFFORTS

The subdivision has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.17.2 EXISTING CONDITIONS

The C.D.L. Subdivision is comprised of a series of apartment complexes with 10, two-story Raised Ranch buildings at the north and four U-shaped Raised Ranch buildings at the north; the complexes are divided by a shared internal roadway (Appendix C-17, Photo 1). The buildings are all concrete constructed with stucco walls and metal sliding windows. They all have low pitched, asphalt-covered gable roofs with wood siding in the end gables and moderately projecting eaves. The southern units all have a central courtyard that opens onto East Wengert Avenue. The north and south walls of the southern units have decorative shadow blocks (Appendix C-17, Photo 2). The westernmost building in the south complex has an infilled pool in the courtyard and is the only example with stone veneer siding on the south walls. The northern 10 units have second-story balconies and no ornamentation on their concrete walls (Appendix C-17, Photo 3).

All buildings maintain their original design and exhibit few alterations outside of new paint and one example of stone veneer. They were all constructed in 1962 (Table 5.20).

Table 5.20: Construction Date Distribution in Management Unit 17

C.D.L. Subdivision
Platted: 1961

Platted by: Wilbur Clark, Louis Laramore, and Peter Demet	
Developer: Clark, Laramore, and Demet	
Original Number of Lots Platted: 19	
Construction Dates in Study Area:	Count
1962	14
Total Number of Parcels in Study Area	14

5.17.3 MANAGEMENT RECOMMENDATIONS

Management Unit 17 contains the entirety of the C.D.L. Subdivision, which maintains a high level of integrity. While the buildings have been repainted, and one has several panels of stone veneer, all 14 apartment complexes maintain integrity of design and are able to convey their historic association with the postwar development of the Eastside, specifically the apartment rental market *and* with Las Vegas casino owner and developer Wilbur Clark. The C.D.L. Subdivision may be significant in the area of Community Planning and Development for its association with Postwar Development of the Eastside; however, further research must be conducted to determine whether it can be distinguished from other local postwar developments as influential, one of the firsts of its type, or otherwise distinctive. Broadbent recommends an intensive inventory of the C.D.L. Subdivision to assess the eligibility of a potential historic district (Appendix A, Map 4 ID 17).

5.18 MANAGEMENT UNIT 18: SUMMERPLACE AND UNASSOCIATED PARCELS

Management Unit 18 (MU-18) consists of three multi-building apartment complexes near the northeast corner of Noth 28th Street and East Charleston Boulevard (Appendix A, Map 3).

Two large apartment complexes were constructed in 1978 and 1979 on North 28th Street, north of the commercial properties along East Charleston Boulevard. Little information is available on the first, the Desert Rose Apartments. Summerplace was constructed as a 112-unit, fourplex complex of “Adults Only” furnished apartments (LVRJ 1982:72). There were several small commercial properties south of the apartment complexes before they were constructed, but this stretch of East Charleston Boulevard (east of Sunrise Acres) hadn’t yet been densely developed. Instead, eastern development was centered to the north (i.e., Ernie Cragin Terrace, Roy Martin Middle School, Sunrise Acres Elementary School, and Hadland Park) and south (along Fremont Street/Boulder Highway).

5.18.1 PREVIOUS DOCUMENTATION EFFORTS

The Management Unit has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.18.2 EXISTING CONDITIONS

Management Unit 19 is comprised of three apartment complexes constructed between 1978 and 1981: Summerplace, Desert Rose, and Envi Suites (Table 5.21). The Desert Rose Apartments have a Contemporary style, with modest Spanish Colonial Revival style elements, including stucco walls that mimic adobe and exposed roof beams (Appendix C-18, Photo 1). Neither Summerplace nor Envi Suites exhibit a defined style. They are comprised of simple, flat-roofed masses with unadorned walls, and little detailing (Appendix C-18, Photo 1).

Table 5.21: Construction Date Distribution in Management Unit 18

Summerplace & Surrounding Parcels	
Construction Dates in Study Area:	Count
1978	1
1979	29
1981	1
Total Number of Parcels in Study Area	31
Percent of Parcels in Study Area Constructed before 1975: 0%	

5.18.3 MANAGEMENT RECOMMENDATIONS

While the Desert Rose and Summerplace Apartments both meet the minimum age requirements to be designated on the City of Las Vegas Historic Property Register (constructed in 1978 and 1979, respectively), neither are known to have exceptional local significance, nor do they represent an established and familiar visual feature of East Charleston Boulevard. Broadbent presents no management recommendations for the properties in Management Unit 18.

5.19 MANAGEMENT UNIT 19: STEWART TOWN AMENDED

Management Unit 19 (MU-19) consists of a multi-unit, housing complex that was constructed around 1985 at the southeast corner of Stewart Avenue and North Bruce Street (Appendix A, Map 3).

5.19.1 PREVIOUS DOCUMENTATION EFFORTS

The Management Unit has not been previously inventoried for cultural resources and there are no previously recorded sites or resources within its boundaries.

5.19.2 EXISTING CONDITIONS

Management Unit 19 is a 22-building housing complex that was constructed between 1984 and 1985 (Table 5.22). The buildings are arranged in two rows along North Bruce Street and North 18th Street with a central north/south driveway (Appendix C-19, Photos 1-2). The property is landscaped with xeriscape, palm trees, and small shrubs. The buildings all have an identical Raised Ranch form with moderately pitched gable roofs, stucco cladding, and metal sliding windows; vertical wood siding occupies some end gables (Appendix C-19, Photos 1-2). The development is surrounded by pre-and postwar residential neighborhoods, and Howard Hollingsworth Elementary (constructed in 2003) is directly south.

Table 5.22: Construction Date Distribution in Management Unit 19

Stewart Township Amended	
Platted: Unknown	
Platted by: Unknown	
Developer: Unknown	
Original Number of Lots Platted: Unknown	
Construction Dates in Study Area:	Count
Circa 1985	1
Total Number of Parcels in Study Area	1
Percent of Parcels in Study Area Constructed before 1975: 0%	

5.19.3 MANAGEMENT RECOMMENDATIONS

The housing complex in Management Unit 19 was constructed around 1985 in a parcel that had not been previously developed. The complex does not meet the minimum age requirement for listing on the local, state, or national register, and research did not identify any exceptional importance associated with it. Broadbent presents no management recommendations for the housing complex in Management Unit 19.

5.20 MANAGEMENT UNIT 20: FIVE POINTS CORRIDORS

The major roads in the Study Area converge into what's known as Five Points (Management Unit 20). These roads are East Charleston Boulevard, East Fremont Street, and North Eastern Avenue; their corridors comprise Management Unit 20 (MU-20) (Appendix A, Map 3). The land along these corridors were generally not subdivided during the historic period (except for Fisher's Fremont Street Boulder Dam Highway First Subdivision). Four subdivisions were platted in 1984, 2005, 2016, and 2018. These modern subdivisions were developed into housing complexes and commercial properties.

5.20.1 PREVIOUS DOCUMENTATION EFFORTS

There have been 21 buildings previously identified along the Five Points corridors, all of which are commercial properties (generally motels) along East Fremont Street (Table 5.23). Of these, one building, the Green Shack (B912), was listed on the National Register in 1994. It was a club/restaurant that was moved to its site on the Boulder Highway around 1932 and demolished sometime between 2004 and 2006.

The other 20 buildings were identified in 2002 and/or 2020 during efforts to assess the potential for a historic district along East Fremont Street. Three of these buildings are no longer extant and two were previously determined not eligible for the NRHP. Of the other 15 buildings, 14 are being re-evaluated by the City of Las Vegas. One building that was previously determined NRHP eligible, the Vegas Motel, is not part of the city's in-process re-evaluation.

Table 5.23: Resources Previously Identified in Management Unit 20

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility
B912/ NRR 94000552	Fisher's Fremont Street	The Green Shack	c. 1932	1982/ 1994	Non-extant (Previously NRHP listed)
B880	None	Clark Inn Motel	1921	1982	Non-extant
B7510	None	Par-A-Dice Motel	1956	2002	Non-extant
B7508	Charleston Eastern	Blue Angel Motel	1957	2002	Nonextant
B8117	None	2933 Stewart Avenue	1962	2006	Not eligible
B7507	None	U-Haul	1953	2002	Not Eligible
B18232	None	2033 Fremont Street	Unknown (In Process)	2020	In Process
B18267	None	Towne & Country	Unknown (In Process)	2020	In Process
B18233	Fremont Street Loft Homes	2028 Fremont Street	Unknown (In Process)	2020	In Process

Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility
B18278	Fremont Street Loft Homes	Fremont Gardens	Unknown (In Process)	2020	In Process
B18234	None	1920 Fremont Street	Unknown (In Process)	2020	In Process
B18266	None	Sterling Gardens	Unknown (In Process)	2020	In Process
B18268	None	Desert Hills Motel	Unknown (In Process)	2020	In Process
B18971	None	2412 Stewart Avenue	Unknown (In Process)	2022	In Process
B7501	None	Sterling Gardens/Bonanza Lodge Motel	1947	2002/ 2020	In Process (Previously eligible)
B7502	None	Palm Piazza Apartments	1953	2002/ 2020	In Process (Previously eligible)
B7503	None	Tinkler's/Hialeah Motel	1951	2002/ 2020	In Process (Previously eligible)
B7504	None	Safari Motel	1956	2002/ 2020	In Process (Previously eligible)
B7505	None	Sky Ranch Motel	1954	2002/ 2020	In Process (Previously eligible)
B7506	None	Roulette Motel	1955	2002/ 2020	In Process (Previously eligible)
B7509	Charleston Eastern	Vegas Motel	1952	2002	Eligible

5.20.2 EXISTING CONDITIONS

The portion of Fremont Street in the Study Area extends from North Bruce Street to Atlantic Street. The corridor is characterized by a mix of postwar motels and commercial properties, modern housing complexes, parcels under construction, vacant lots, and other modern infill (Appendix C-20, Photos 1-3). The area between North Bruce Street and North Eastern Avenue is dotted with postwar commercial properties and motels, the latter of which are often heavily altered and converted into long-term housing or are vacant (Appendix C-20, Photos 4-7). There are several residential properties behind the motels (on the south side of Sunrise Avenue) that were constructed between 1959 and 1977 but were never part of a subdivision (Appendix C-20, Photos 8-10).

The area around the convergence of East Charleston Boulevard and Fremont Street was never cohesively developed and has several modern commercial properties (Appendix C-20, Photo 11). The land along North 25th Street (between Charleston Boulevard and the Moss Tracts) was vacant until the recent (and ongoing) construction of a large complex, Eastern Avenue Lofts (Appendix C-20, Photo 12). Directly across from this construction site, on the west side of North Eastern Avenue (directly south of Moss Tracts), is a large, nearly vacant parcel that was also never fully developed during the historic period (except for one small, historic age commercial building) (Appendix C-20, Photos 13-14).

The eastern stretch of Fremont Street in the Study Area (east of North 25th street), is occupied by the southern portion of the Fisher's Fremont Street – Boulder Dam Highway First Subdivision (there is a small north portion on the north side of Fremont Street). The parcels along Fremont Street consist of several motels, the site of the Green Shack, one commercial property, and an apartment complex (Appendix C-20, Photos 15-17). There is a large vacant lot south of these roadside properties, north of Olive Street (Appendix C-20, Photo 18). Directly south, in the block Bound by Olive Street and Clifford Avenue, there is an array of various two-story Raised Ranch and Contemporary style apartment complexes (Appendix C-20, Photo 19-20). Construction dates along East Fremont Street range from 1947 to 2004.

The portion of East Charleston Boulevard in the Study Area consists of around 25 parcels that are either commercial properties, apartments, or are vacant (there is one municipal property, the Las Vegas Department of Public Safety) (Appendix C-20, Photos 21-22). Commercial properties are generally one-part commercial block buildings that are laid out in strip malls that were mostly constructed during the 1950s and 1960s (Appendix C-20, Photo 21). There are also service stations and restaurants, including what is reportedly (according to a project participant) the oldest McDonald's in Las Vegas (currently Marsico's El Diamante) (Salgado 2023) (Appendix C-20, Photos 3010 3152 3085 3150). Construction dates along East Charleston Boulevard range from 1952 to 2007.

Management Unit 20 is made up of the properties along the major transportation corridors in the Study Area, comprising 61 parcels. They are a mix of commercial properties, motels, multi-family houses and apartment complexes, vacant lots, and one municipal property. Construction dates in the Management Unit range from 1947 to the present day (some vacant parcels are currently under construction) (Table 5.24).

Table 5.24: Construction Date Distribution in Management Unit 20

Commercial Properties	
Construction Dates in Study Area:	Count
1952	1
1953	2
1955	3
1956	2
1961	2
1962	2
1963	1
1964	1
1966	1
1967	2
1973	1
1978	2
1979	1
1980	1
1983	1
1984	1
1997	2
2004	1
Number of Commercial Properties in Study Area	23

Motels	
Construction Dates in Study Area:	Count
1947	1
1949	1
1951	1
1954	1
1955	1
1956	2
1958	1
1960	1
Number of Motels in Study Area	9

Residential Properties	
Construction Dates in Study Area:	Count
1959	3
1960	1
1961	1
1962	2
1963	1
1977	2

Residential Properties	
1979	1
1981	1
1988	1
1991	2
1997	1
2001	1
Number of Residential Properties in Study Area	17
Municipal Properties	
Construction Dates in Study Area:	Count
2007	1
Number of Municipal Properties in Study Area	1
No Assessor's Date/Vacant: 11	

5.20.3 MANAGEMENT RECOMMENDATIONS

While one of the Boulder Highway's earliest subdivision, Fisher's Fremont Street – Boulder Dam Highway First Subdivision was platted in the Management Unit in 1931, it was never developed as it was planned and was always somewhat marginal. The Green Shack was in the subdivision and was previously listed on the NRHP but has since been demolished. Broadbent did not identify any other resources in the Fisher's Fremont Street – Boulder Dam Highway First Subdivision that possess the integrity and potential significance to warrant further research.

The Fremont Street corridor is generally characterized by a range of vacant parcels, motels, commercial, properties, and apartment complexes. Many properties have experienced significant alterations while others are not in use; there are several large, modern apartment and commercial complexes and many vacancies. The segment of Fremont Street in the Study Area lacks the integrity to be considered a historic property associated with the contexts presented in this report. The historic-age commercial properties along the portion of Fremont Street in the Study Area were intensively surveyed on behalf of the City of Las Vegas in 2020. This study likely took into account the diminished integrity of any potential historic district. Future efforts should be based on the findings of the 2020 intensive inventory.

The segment of the Charleston Boulevard corridor included in Management Unit 20 (other segments are included in previously discussed subdivisions) is characterized by a range of historic and modern commercial properties. Broadbent did not identify any significant concentrations or continuity of buildings or features that would constitute a potential historic district. One building, however, was identified by a project participant as one of the oldest (and perhaps, *the* oldest) McDonalds in Las Vegas (presently Mariscos El Diamante). According to Clark County Assessor's data, the building was constructed in 1973 and was owned by the McDonalds Corporation through at least 1981. More research would need to be conducted to determine whether the property possesses the significance and integrity to be considered a historic property. Broadbent recommends an intensive inventory of the property at 2830 East Charleston Boulevard to determine whether it possess the significance and integrity to be listed on the city, state, or national register (Map 4, ID 18).

5.21 MANAGEMENT UNIT 21: MUNICIPAL PROPERTIES

Management Unit 21 includes the municipal properties within the Study Area and includes educational facilities, public recreation complexes, Housing Authority properties, and a community center. These

properties are primarily concentrated in the northeastern half of the Study Area, on the south side of Stewart Avenue between North Eastern Avenue and North Mojave Road. Two properties, Howard E. Hollingsworth Elementary and Crestwood Elementary, are at the northwest and southwest corners of the Study Area along East Fremont Street and Wengert Avenue, respectively.

5.21.1 PREVIOUS DOCUMENTATION EFFORTS

The Clark County School District transportation facility (D415) and one constituent element (B18959) have been previously identified in Management Unit 21 (Table 5.25). They are both still in the process of SHPO review.

Table 5.25: Resources Previously Identified in Management Unit 21

SHPO Resource No.	Subdivision	Description	Year Built	Survey Date	NRHP Eligibility	Contributing to District?
B18959	Sunrise Park Tract No. 1	210 North Eastern Avenue	c. 1965	2022	Unknown (In Process)	Unknown (In Process)
D415	Sunrise Park Tract No. 1	CCSD Eastern Transportation Facility	c. 1965	2022	Unknown (In Process)	N/A

5.21.2 EXISTING CONDITIONS

A total of 13 parcels are categorized as Municipal Properties in the Study Area; one of these parcels, the previous site of Variety School, is vacant. Out of the 12 developed parcels, four were developed prior to 1966; the other eight parcels were developed after 1980 (Table 5.26).

Table 5.26: Construction Date Distribution in Management Unit 21

Property Name	Property Type	Construction Date
Bus Yard	School	1948
Crestwood Elementary School	School	1952
Crestwood Elementary School (Expansion)	School	c. 2019
Sunrise Acres Elementary School	School	2002
Vacant	Vacant	N/A
Howard E. Hollingsworth Elementary School	School	2003
Roy W. Martin Middle School	School	2009
Variety School	School	2013
Ernie Cragin Terrace	Residential	1965
Garcia Apartments	Residential	2002
Chuck Minker Sports Complex	Community Center	1980
East Las Vegas Community Center/Hadland Park	Community Center/Park	2002
Rafael Rivera Park	Park	1995

There are four school related properties in Management Unit 21, plus one vacant parcel where the original Variety School was located. On the west side of the Study Area is Howard Hollingsworth Elementary, which is a large school that was constructed in 2003. The school occupies an entire block directly west of the Church Tract and south of the Stewart Township Amended subdivision (Appendix C-21, Photo 1).

At the southwest corner of the Study Area is Crestwood Elementary School, which was constructed in 1952 and expanded during the 1990s, with a modern addition constructed around 2019. There are seven extant buildings that were part of the original Crestwood Elementary School campus (Appendix C-21, Photo 2). Six are low-slung buildings that have a Ranch form, with moderate gables and broad overhangs that create an awning along the east side of each building (Appendix C-21, Photo 3). They are brick constructed with murals, exposed rafter beams, and metal doors; the seventh building is smaller with a flat roof (Appendix C-21, Photo 4). A precast concrete block building was constructed on the campus around 1990, and several smaller buildings were added at the north end of the campus sometime after 1999; a large modern building was constructed in the northeast corner of the campus in 2019 (Appendix C-21, Photos 5-8).

Sunrise Acres Elementary School was initially constructed around 1947, but the extant buildings are additions that were constructed around 1953 directly north of the Sunrise Acres subdivision and directly south of the Clark County School District bus yard; the school was subsequently incorporated into the bus yard (presently the Clark County School District Transportation Facility). There are seven buildings in the south portion of the lot that were part of the c. 1953 elementary school. They are nearly identical, with minimally adorned long and low-slung Ranch forms (Appendix C-21, Photo 16). The 12-acre transportation facility is defined at the north by a large asphalt surface lot that accommodates hundreds of vehicles (Appendix C-21, Photo 15) and several tall, utilitarian warehouses/garages (Appendix C-21, Photos 17-21).

Directly east of the Sunrise Acres Elementary School was the original Variety School (for special education), which was constructed in 1952 and demolished sometime between 2010 and 2015 (Appendix C-21, Photo 9). The current Sunrise Acres Elementary School (constructed in 2002) is directly north of the Variety School site (Appendix C-21, Photo 10). East of the site is the new Roy Martin Middle School (constructed in 2009), and north of that is the new Variety School (constructed in 2013) (Appendix C-21, Photos 11-12). Roy Martin and Variety School are separated by a recreation area, and adjacent to this is the Chuck Minker Sports Complex (constructed in 1980) (Appendix C-21, Photos 13-14).

Southeast of the original Sunrise Acres Elementary School site are two housing complexes. The northern complex is Juan Garcia Gardens, which was constructed in 2002 (Appendix C-21, Photo 22). South of this Ernie Cragin Terrace, a public housing project of 20 buildings that were constructed in 1965 (Appendix C-21, Photo 23). The Ernie Cragin complex consists of five building types that have a Ranch or Raised Ranch form. The single-story Ranch buildings have characteristic long, low-slung profiles, with shallow roofs and wide eaves. The Raised Ranch buildings are more compact but long, with similar roof forms. All buildings are clad in stucco with asphalt roofs, aluminum sliding windows, and various decorative elements (Appendix C-21, Photos 24-28). The complex has wide, curving roads with broad setbacks, mature trees, and minimal lawn landscaping. It retains a high degree of integrity and is an excellent example of a postwar public housing complex. Before the extant Roy Martin Middle School and Juan Garcia Gardens were constructed, the Ernie Cragin Terrace occupied those two sites as well.

At the northwest corner of the Management Unit, is the Rafael Rivera Community Center, a complex that was constructed in 2003 on the remediated brownfield site of the National Guard Armory, which was active from around 1965 until it was demolished in 1998 (Appendix C-21, Photo 29). Hadland Park is directly east of the community center and has been a park since at least the 1960s (Appendix C-21, Photo 30). The Chuck Minker Sports Complex, which was constructed in 1980, is a large recreation facility at the southeast corner of Stewart Avenue and Mojave Road.

5.21.3 MANAGEMENT RECOMMENDATIONS

Most of the municipal properties in the Study Area are located at the southeast intersection of Eastern Avenue and Stewart Avenue. This has been the nexus of education and recreation facilities in the Study Area since the 1950s, and continues to be, as schools and parks have been demolished, reconstructed, moved, and/or renamed into the present day.

There are two in-process resources in the Management Unit, both of which are associated with the Clark County School District Transportation Facility. Broadbent recommends that the City of Las Vegas determine the results of the previous documentation efforts, as the south half of the transportation facility consists of the buildings that comprised the Sunrise Acres Elementary School, which may be a potential historic property associated with the Postwar Development of the Eastside (Appendix A, Map 4 ID 19). Crestwood Elementary School may also constitute a historic property for the same association (Appendix A, Map 4 ID 21). Broadbent recommends the City of Las Vegas undertake a citywide survey of postwar schools, including these schools.

Community organizations like the Mexican Social Club met at the National Guard Armory and the adjacent Hadland Park. Hadland Park is still extant, but the Rafael Rivera Community Center now occupies the site of the armory at the southeast corner of Stewart Avenue and North 28th Street. Broadbent recommends that both the community center and the park should be included in a Placemaking Initiative for their association with the Mexican Social Club and as sites that are broadly important to the community, historically and currently (Appendix A, Map 5 ID 22 and 23).

While there is widespread insistence in the historic record by Las Vegas Latinos that residents did not face discrimination, several meetings were held in 1979 to address police harassment of Latinos in and around the 500-family Ernie Cragin Terrace Housing Development and Hadland Park. NALA and Circulo Cubano (a Cuban community organization whose members were considered Latino community leaders) served as mediators between the Las Vegas Metropolitan Police Department and the U.S. Department of Justice (Community Relations Service) in those meetings. A Metro Lieutenant involved in the discussions assured the Latino community leaders that the police department would hold meetings in the Latino community to discuss citizens' rights and the law (Weiss 1979). It is unclear if and where these meetings were held, however, Ernie Cragin Terrace (of which the south one-third is currently extant) is likely to be associated with the Latino History in the Eastside, (e.g., association with Latino civil rights and as public housing complex that was part of the Latino support system). It is also associated with Community Planning and Development of the Eastside and Architecture of the Eastside as a large postwar public housing project. However, further research must be conducted to determine whether it can be distinguished from other local developments as influential, one of the firsts of its type, or otherwise distinctive. Broadbent recommends an intensive inventory of the Ernie Cragin Terrace to assess the eligibility of a potential historic district (Appendix A, Map 4 ID 20).

For the reasons above, Broadbent recommends that Ernie Cragin Terrace should be included in a Placemaking Initiative (Appendix A, Map 5 ID 20)

5.22 PLACEMAKING INITIATIVE POINTS OF INTEREST

Background research identified several Points of Interest outside of the Study Area that may be significant in the area of Ethnic Heritage (Appendix A, Map 6). The current scope of work precluded researching these properties, however, based on community input, they are likely candidates for a placemaking initiative (Appendix A, Map 7).

5.22.1 PUBLIC HOUSING (SITE)

Point of Interest 1 is the site of a public housing complex two blocks north of the north edge of the Study Area. This housing project may have been named Ernie Cragin Terrace, which was the name of at least two other housing projects in the area. The site is in the Artesian Acres subdivision, in the lot bound by East Bonanza Road and East Walnut Avenue at the north and south and North 28th Street and North Wardelle Street at the west and east (Appendix A, Map 7 ID 24). The north half of the block is currently occupied by the East Las Vegas Library; the south half of the block has a surface parking lot and some vegetation (Appendix C-POI Photo 1). The housing project was constructed between 1970 and 1971 and was demolished between 2010 and 2013. Based on aerial photographs, the development was laid out like similar housing authority projects, with curved, tree-lined streets. It was constructed *and* demolished during roughly the same period as a similar housing project (likely another Ernie Cragin Terrace) one block southwest.

As one of several housing projects on the Eastside that provided a space to build barrio support networks, this housing project was an important resource for Latino families as they moved into the area during the late 1970s and early 1980s. While these projects were likely occupied by white residents prior to this time, when the migration boom of the 1980s ensued, white families moved into the surrounding single-family homes and were replaced by Latinos. The site has achieved even more significance to the community when it was redeveloped into the East Las Vegas Library. The library project was undertaken as the result of the successful lobbying efforts of Latino community members and local representatives; it represents the growth of the Latino community in the Eastside, literally and metaphorically (Barajas 2023; Calvo 2023; Miranda 2005; Ramos Jr. 2018; Re Cruz 2009; Salgado 2018; Sandoval 2018).

5.22.2 FREEDOM PARK

Point of Interest 2 is Gary Reese Freedom Park, previously known simply as Freedom Park (Appendix A, Maps 4 and 5 ID 25). The 68-acre park is located at 850 North Mojave Road, approximately 0.75 miles north of the Study Area at the southeast corner of the intersection of East Washington Avenue and North Mojave Road. The west side of the park was developed first, around 1972, when it was given the name Freedom Park in honor of the city's veterans; the park was expanded significantly (eastward) beginning in the early 1980s (Appendix C-POI, Photo 2). Efforts to rename the park after Cesar Chavez were unsuccessful, and in 2012, it was renamed Gary Reese Freedom Park after a former city council member (Rodriguez 2023).

The park was identified by at least seven project participants (community members) and in various historical monographs as a place of significance to the Latino community, and specifically the Chicano movement. The park is the site of an annual gathering celebrating Mexican Independence since at least 1974. These gatherings were sponsored by the Mexican Social Club/Mexican Patriotic Committee, a local organization that planned community celebrations, provided a social network and support system for Mexicans and other Latinos, and fostered Mexican solidarity. One project participant noted that the importance of the park is common across the breadth of Las Vegas's Latino community, and that "If you ask any Latino about Freedom Park, they can tell you a story" (although you may need to call it by one of its common names, like "The Lion Park", "The Park on Mojave" or "The Park on Washington").

5.22.3 EARLY MARKETS

Point of Interest 3 is the site of the markets around the intersection of Bonanza Road and Eastern Avenue (Appendix A, Map 6 ID 26). By 1978, these markets formed a community hub that was a gathering place during the early 1980s (Rodriguez 2023).

5.22.4 MEXICAN SOCIAL CLUB (FIRST LOCATION)

Point of Interest 4 is the first meeting location of the Mexican Social Club (later Mexican Patriotic Committee) (Appendix A, Map 7, ID 27). It is located in a small commercial plaza at 11 North Mojave Road, one block outside (east) of the Study Area. The first offices for *El Mundo* were also located in this commercial plaza, at 15 North Mojave. The building was constructed in 1978 and is currently out of use (Appendix C-POI, Photo 3) (Matuk et al. 2000:E 46; Salgado 2023).

5.22.5 NALA HEADQUARTERS

Point of Interest 5 is the Erma L. O’Neal Community Services Center (on North 13th Street near Stewart Avenue), which was the NALA headquarters from the 1980s through 2010 (Appendix A, Map 7 ID 28). NALA operated a pre-school and childcare facility out of this building, which they leased from the Las Vegas Housing Authority (later the Southern Nevada Regional Housing Authority) for \$1 per year during the 1980s and 1990s (LVRJ 2010; Rodriguez 2023).

5.22.6 LULAC SENIOR CENTER/ARTURO CAMBEIRO SENIOR CENTER

Point of Interest 6 is the League of United Latin American Citizens (LULAC) Multi-Purpose Senior Center located at 330 North 13th Street, four blocks northwest of the Study Area (Appendix A, Maps 6 and 7 ID 29). The LULAC Senior Center was conceived and developed by LULAC, which is the oldest and largest Latino group in the U.S. (the Nevada chapter was established in 1978). LULAC constructed the center in 1986 using funds from the HUD Block Grant Entitlement program, Nevada State Division of Aging Services, and Catholic Community Services. It was constructed to provide health, recreational, and social services to the Spanish-speaking elderly. The Las Vegas Housing Authority (LVHA) provided the land for the facility, and when it was constructed, the NALA headquarters (another LVHA property) was directly west. Operation of the senior center was transferred to the Nevada Association of Latin Americans (NALA) in 1994 and to the Latin Chamber of Commerce (LCC) in 2004. It currently functions as the Nevada Adult Day Healthcare Center at the Arturo Senior Center and is still overseen by the LCC (Appendix C-POI, Photo 4). A NRHP nomination form for the LULAC Senior Center is included in Appendix D.

5.22.7 LATIN CHAMBER OF COMMERCE

Point of Interest 7 is a possible early location of the Latin Chamber of Commerce, located at 823 South 6th Street (Appendix C, Map 7 ID 30). The original building is no longer extant. The current building was constructed in phases between 1987 and 2005 (Appendix C-POI, Photo 5). It was purchased by the United States Consulate to Mexico in 2009. M.L. Miranda notes that in 2002 the site was opened to relieve the burden of travelling to the nearest consul in San Bernadino, California (Miranda 2005:59). The Consulate may have leased this space prior to the 2009 construction of a new building.

5.22.8 EL MUNDO NEWSPAPER (EARLY LOCATION)

Point of Interest 8 was identified by a project participant as an early location of *El Mundo* newspaper offices at North Eastern Avenue and Constantine Avenue (Appendix A, Maps 6 and 7 ID 31); limited

research was conducted on this property, however, if the building is still extant, it is likely to be significant in the area of Ethnic Heritage.

5.22.9 EL MUNDO NEWSPAPER (CURRENT/THIRD LOCATION)

Point of Interest 9 is the third location of the El Mundo Newspaper. It is in the Escobedo Professional Plaza at 760 North Eastern Avenue (Appendix A, Map 7 ID 32). El Mundo founder Eddie Escobedo purchased the property in 1996, and the plaza was constructed in 1999 (Appendix C-POI, Photo 6). The El Mundo Newspaper, founded in 1980, is the oldest and most widely read Spanish-language newspaper in Nevada. Escobedo reportedly constructed the plaza to provide spaces for Latino businesses (Salgado 2023).

5.22.10 VERA JOHNSON MANOR

Point of Interest 10 is the Vera Johnson Manor Apartment complex located at 515 North Lamb Boulevard, about 1.25 miles east of the Study Area (Appendix A, Map 7 ID 33). It was constructed in 1984 and is owned by the Southern Nevada Housing Authority. There is another Vera Johnson Manor located at 1550 E. Harris Ave., also constructed in 1984 and owned by the Southern Nevada Housing Authority. Both complexes have a similar layout with buildings oriented diagonally to form a diamond courtyard. They are both in a long, rectangular parcel. The complex was identified by a project participant as a significant location for Latino families.

5.22.11 NATURE PARK

Point of Interest 11 is the site of Nature Park located at 3415 East Bonanza Road, at the northwest corner of the Mojave Road and Stewart Avenue intersection (Appendix C, Map 7 ID 34). It is directly outside (northwest) of the Study Area and is currently the Desert Pines Golf Club (Appendix C-POI, Photo 7). Nature Park was a wetlands preserve (since an unknown date) through the 1980s, until the wetlands began to dry up. It became known as a “haven for vagrants” and was targeted by the City of Las Vegas as a potential public recreation project. This plan never came to fruition. In 1997, the 100-acre area of city land, once known as Nature Park, was developed by Bill Walter into the Desert Pines Golf Club (Schumacher 2006). City Council Member Olivia Diaz is currently advocating for the redevelopment of the golf course into a multi-use site that would include housing, workforce training, small businesses, and recreation areas (City of Las Vegas). The original Nature Park was identified as an oasis in the desert, full of wildlife, and a place where local kids would play (Salgado 2023).

5.22.12 TEATRO EL RANCHO

Point of Interest 12 is the site of the Teatro El Rancho, which was the first Spanish-language movie theater in Las Vegas (Appendix A, Maps 6 and 7 ID 35). It was founded in the Rancho Circle Shopping Center on Bonanza Road by Eddie Escobedo and Jamie Yepes (LVRJ 1975).

5.22.13 ST. ANNE’S CATHOLIC CHURCH

Point of Interest 13 is St. Anne’s Catholic Church located at 1901 S. Maryland Pkwy (Appendix A, Maps 6 and 7 ID 36). The church was constructed in 1963 and was an integral part of Cuban life in Vegas (Appendix C-POI, Photo 8). Many Cubans reportedly attended services, got married, and went to school at St. Anne’s (Guzman 2018:15).

6.0 MANAGEMENT SUMMARY

The objectives of this project were to develop a detailed history of the Study Area between 1940 and 1969 (including any connections to the Latino community), to conduct a reconnaissance survey of the Study Area and identify potential historic properties, to prepare a report of findings and recommendations, and to complete one NRHP nomination for a resource associated with the Latino community. Few cultural resource studies have been completed in the Study Area and the surrounding area, or what is known locally as the Eastside, and none have been completed that specifically address Latino history. This project provides a baseline for future preservation work in both of those realms, and the following recommendations are intended to encourage and guide future initiatives in the Eastside.

6.1 POTENTIAL HISTORIC PROPERTIES

As described in Section 2, there are three ways of designating a historic property in Las Vegas: through the National Register of Historic Place, the Nevada State Register, and the City of Las Vegas Historic Property Register. In all cases, a property must be historically significant (i.e., it is associated with an important historic context) and must retain integrity (i.e., it retains the identity for which it is significant). Based on these overarching parameters, and Broadbent’s project specific guidelines for evaluation described in Section 5, Broadbent identified 36 potential historic properties (including nine potential historic properties related to Ethnic Heritage outside the Study Area). Table 6.1 lists these properties and summarizes management recommendations. The Map Identification Numbers in Table 6.1 are keyed to Maps 4 and 5 in Appendix A. Map 4 identifies potential historic properties in the Study Area; Map 5 identifies potential historic properties outside the Study Area. Some properties are included in both sets of management recommendations; in these cases, the Map Identification Number is the same across maps.

Table 6.1: Potential Historic Properties

Map ID	Description	Associated Context(s)	Area(s) of Significance	Management Recommendation
1	Shenandoah Square Units 1 and 2	<ul style="list-style-type: none"> Postwar Development Latino History in the Eastside 	<ul style="list-style-type: none"> Community Planning and Development Ethnic Heritage 	<ul style="list-style-type: none"> Determine previous evaluation of potential historic district
2	Stewart Plaza Apartments	<ul style="list-style-type: none"> Postwar Development Latino History in the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Determine previous evaluation of potential historic district
3	Boys and Girls Club	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Re-evaluate
5	Boulder Dam Homesite	<ul style="list-style-type: none"> Boulder Dam and Postwar Development of the Eastside Latino History in the Eastside Latino Vernacular Architecture 	<ul style="list-style-type: none"> Community Planning and Development Ethnic Heritage Architecture 	<ul style="list-style-type: none"> Determine previous evaluation of potential historic district, including association with Latino History in the Eastside and/or Latino Vernacular Architecture

Map ID	Description	Associated Context(s)	Area(s) of Significance	Management Recommendation
6	Minimal Traditional Homes	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development Architecture 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic district
7	Sunrise Acres Well and Water Tank	<ul style="list-style-type: none"> World War II Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic resource and/or district
8	Stewart Square	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Update SHPO record Assess eligibility for City Register
10	Apartments on Flower Ave.	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development Architecture 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic district
11	Multi-Family Complex on 23rd Street	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development Architecture 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic district
12	Crestwood Homes	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic district
13	Columbia Heights	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic district
14	Moss Tracts 4 & 5	<ul style="list-style-type: none"> Postwar Development of the Eastside Latino History in the Eastside 	<ul style="list-style-type: none"> Community Planning and Development Ethnic Heritage Architecture 	<ul style="list-style-type: none"> Intensive inventory to assess for potential City Register historic district
15	Eastwood	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Include in any future survey of Eastwood Tracts
16	Bel Air Subdivision	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Include in any future survey of Bel Air Tracts
17	CDL Subdivision	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic district
18	McDonalds/ Mariscos Diamante	<ul style="list-style-type: none"> Undefined 	<ul style="list-style-type: none"> Undefined (likely Commerce/ Architecture) 	<ul style="list-style-type: none"> Intensive inventory to assess eligibility for the City, State, or National register.
19	Sunrise Acres Elementary School	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Determine previous evaluation of potential historic district Include in citywide survey of postwar schools

Map ID	Description	Associated Context(s)	Area(s) of Significance	Management Recommendation
20	Ernie Cragin Terrace	<ul style="list-style-type: none"> Postwar Development of the Eastside Latino History in the Eastside 	<ul style="list-style-type: none"> Community Planning and Development Architecture Ethnic Heritage 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic district
21	Crestwood Elementary School	<ul style="list-style-type: none"> Postwar Development of the Eastside 	<ul style="list-style-type: none"> Community Planning and Development 	<ul style="list-style-type: none"> Intensive inventory to assess for potential historic district
25	Freedom Park	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources
26	Early Markets	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources
27	Mexican Social Club (first building)	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources
28	NALA Headquarters	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources
29	LULAC Multi-Purpose Senior Center	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources
30	Latin Chamber of Commerce/Mexican Consulate	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources
31	El Mundo Newspaper Office	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources
35	Teatro El Rancho	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources
36	St. Annes Catholic Church	<ul style="list-style-type: none"> Latino History in the Eastside 	<ul style="list-style-type: none"> Ethnic Heritage 	<ul style="list-style-type: none"> Include in future inventory of Latino history resources

6.2 PROPERTIES RECOMMENDED FOR PLACEMAKING INITIATIVE

Places that are known to be associated with Latino History in the Eastside and/or the Architecture of the Eastside subthemes of Barrio Urbanism and/or Latino Vernacular Architecture (*including* non-extant sites of significance) were recommended for inclusion in a potential placemaking initiative (regardless of age and integrity). Broadbent identified 24 resources that should be included in a future Placemaking Initiative (Table 6.2). The Map Identification Numbers in Table 6.2 are keyed to Maps 6 and 7 in Appendix A. Map 6 identifies potential placemaking resources in the Study Area; Map 5 identifies potential placemaking resources outside the Study Area. These likely represent only a fraction of places that are important to the Latino communities in the Study Area and the broader Eastside. Broadbent recommends that the City of Las Vegas integrate the results of this project with the Celebrate Your Story initiative described in Section 3 to create a robust and representative list of sites that are significant to Latino History and develop a plan to implement a placemaking initiative.

The National Trust for Historic Preservation and the Project for Public Spaces describe the overall goal of combining preservation and placemaking as “sav[ing] the places where great moments from history – and the important moments of everyday life – took place by revitalizing neighborhoods and communities, sparking economic development and promoting environmental sustainability.” (Project for Public Spaces 2010). Placemaking is, at its simplest, creating places that people want to live, work, and play in by highlighting and preserving what makes a place unique. Some practical applications of placemaking in the Eastside might include:

- Latino historical marker program
- Interpretive sign program
- Placemaking book
- Story Map of Latino heritage sites
- Curatescape Las Vegas Latino Sites App
- Jane’s Walk events

Table 6.2: Resources Recommended for Placemaking Initiative

Map ID	Description
1	Shenandoah Square Units 1 and 2
2	Stewart Plaza Apartments
3	Boys and Girls Club
4	Site of Public Housing
8	Stewart Square
9	La Bonita
14	Moss Tracts 4 & 5
20	Ernie Cragin Terrace
22	Rafael Rivera Community Center
23	Hadland Park
24	Site of Public housing/East Las Vegas Library
25	Freedom Park
26	Early Markets
27	Mexican Social Club (first building)
28	NALA Headquarters
29	LULAC Multi-Purpose Senior Center

Map ID	Description
30	Latin Chamber of Commerce/Mexican Consulate
31	El Mundo Newspaper Office
32	Plaza Escobedo
33	Vera Johnson Manor
34	Nature Park
35	Teatro El Rancho
36	St. Annes Catholic Church

Finally, to date, the City of Las Vegas has not undertaken a citywide survey of resources associated with Latino history. Broadbent recommends that such an undertaking be conducted in multiple phases. The first phase should consist of preparing a citywide Latino history context statement that outlines historical patterns; significant events and activities; environmental, social, political, technological, and cultural influences; and significant individuals and groups relevant to the Ethnic Heritage (Latino) theme. The context should also identify important property types, focusing on extant property types; identify eligibility criteria; and establish integrity thresholds. Finally, the context statement should outline and prioritize for preservation activities and methods for identifying, evaluating, and treating the property types identified as significant within each theme or context. The subsequent phases should fulfill the prioritized recommendations of the first phase. Community participation and will be critical to such an undertaking and should be prioritized in the project’s research design.

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