



HUNDRED PLAN IN ACTION:

Aligning the Implementation Strategy for the Historic Westside

PHASE I

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Historic Westside F Street Underpass, Photo Credit: Las Vegas Sun



Five Points Jazz Festival, Photo Credit: Daniel Brenner, Denver Post



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Liberty Bank Building, Photo Credit: © Kevin Scott



Historic Westside Workshop, Photo Credit: City of Las Vegas

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Cover Photo Credits (L to R):
Moulin Rouge, Nevada State Museum
Historic Westside School, city of Las Vegas
Rendering, Gensler

ACKNOWLEDGMENTS



OFFICE OF
CEDRIC CREAR
COUNCILMAN, WARD 5

June 15, 2020

To the Historic Westside Community:

We are in unprecedented times. Months ago prior to COVID-19 greatly impacting our lives, before important conversations around race and justice broke open locally, nationally and globally, the Historic Westside community and the City of Las Vegas were working together with partners from across the city to develop this document. As we prepared to finalize it, our world changed, and we took a step back to reassess the relevance of its contents.

What we discovered in taking a fresh look through a new lens, is the contents of this strategy, and the vision set out by you in The HUNDRED Plan, are more relevant than ever. Food resiliency, workforce training opportunities, affordable and accessible housing, small business opportunities, and support to strengthen our community are the focus, and are what we must work diligently on in these times.

My roots in this community run deep, and it is my honor to represent you in this initiative devoted to our beloved Historic Westside neighborhood. I am excited to be a champion for moving forward important investments in this region. I recognize the importance of supporting the residents and other stakeholders that are here right now, while also bringing investment that will create new opportunities for future generations. The HUNDRED Plan, and this implementation strategy, provide us with an essential roadmap to the Historic Westside's future which is support of you because it was created by you.

My commitment to this project supports the city of Las Vegas in every way possible to bring forward the vision and ideas contained in the HUNDRED Plan. The strategies will steer how we work with a number of partners to advance investments in vital areas, and how we support this community in just and equitable ways. While what we have identified here are among the first steps for this effort, they are some of the more critical steps to get right, for there lay the foundation for all that is to come in the Historic Westside.

The city of Las Vegas looks forward to working alongside you, and so many other fundamental partners to realize the potential of our community.

Sincerely,

Cedric Crear
Las Vegas Councilman, Ward 5

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June 12, 2020

Greetings, Historic Westside Community:

This is an important moment to take inventory of how we support and protect our local communities. The dynamic impacts of the pandemic and the powerful conversations that are shedding light on equity and justice work for our community leads us to more carefully examine where investments are needed. The HUNDRED Plan and this implementation strategy outline priorities that will help strengthen and lift up this neighborhood. It is a model that we can also look to as we work to support others in our region.

As I look back over my two plus decades as a public servant in this great community, my advocacy for the Historic Westside community has brought me great pride, and I am gratified to be part of this effort to advance the HUNDRED Plan.

This moment feels like an opportune one to move us forward, as Clark County aligns with so many other key community stakeholders. These partnerships will be significant to not only see the implementation of the HUNDRED Plan through, but to also jointly invest in the Historic Westside to provide housing stability, workforce development and a rebirth of the unique cultural fabric of the community.

Clark County is committed to working with all the partners at the table to promote your collective vision to see a vibrant Historic Westside regenerated, and will work together with you all on the policies, project and programs we need to progress the HUNDRED Plan as a reality. We will look back on this as one of the apt times in which the alignment of so many vital collaborators could yield positive outcomes. I look forward to lending my continued support to this process.

Yours respectfully,

Lawrence Weekly

Lawrence Weekly
Vice-Chair Commission
District D

PROCESS

This strategy builds off of an extensive amount of community engagement that was conducted during the development of The HUNDRED Plan. That engagement included:

- Survey and assessment of the Historic Westside neighborhood, including a public workshop with stakeholders to solicit information;
- A three-day design charrette to share preliminary findings with stakeholders and draft multiple neighborhood concept plans;
- Further testing and refining of these concepts via additional public and stakeholder feedback sessions and technical analysis, in order to create a preferred concept; and
- Development of an action plan in partnership with the community.

In December 2019, a group of some 60 Historic Westside stakeholders, city staff and design professionals came together at the Historic Westside School to help advance this phase one implementation strategy. At this gathering, they:

- Focused on immediately implementable projects from The HUNDRED Plan in the areas of identity, economy, housing, and civic investments including a new library, theatre and historical museum; and
- Identified physical locations for these projects, funding needed to support them, partners who could come together in both the physical and programmatic development of the projects, and next steps.

This strategy summarizes and puts details to their recommendations. It is intended as just the first phase of what will be a multi-phased approach to implementing the community's vision for the Historic Westside. We acknowledge and recognize that there are many more voices to be heard as we move forward, and it is the intent of the city of Las Vegas and all the partners noted in this plan that we do this together, with the community leading the way.



Photo Credit: City of Las Vegas



Photo Credit: City of Las Vegas



Photo Credit: City of Las Vegas



The city of Las Vegas completes the **West Las Vegas Plan**, the first focused plan which will lay the groundwork for how the City and community will work together to revitalize the Historic Westside.

After decades of disinvestment and challenges in the Historic Westside, the **city of Las Vegas comes forward, alongside private sector stakeholders, to bring a renewed focus on reinvestment.** Efforts to address crime and infuse capital do little to bolster the neighborhood, and the city takes a step back to re-evaluate.

At the National AICP Conference, a planning workshop is held focusing on the Historic Westside and to review progress made from the West Las Vegas Plan. Participants meet with residents to focus on how to create meaningful change. The effort leads to some big moves, including restoration of the Historic Westside School, opening of the F Street underpass and streetscape improvements on D Street.

After several fires, and years of neglect, the remains of the **Historic Moulin Rouge site are demolished.** This marks a pivotal moment for residents who viewed the landmark as a symbol of what once was, and what could be.

The city and the community come together to begin healing wounds, the first step being a commitment to restore and reopen the Historic Westside School. The school opened its doors to African American students in the 1930s. It closed in the 1960s.

The city and the Transportation Department come together with the community to reopen the F Street Underpass – the outcome of a contentious freeway-widening project that, for six years, blocked F Street with a concrete wall, severing the Historic Westside from Downtown Las Vegas and echoing a tumultuous history of segregation. The underpass bears the Historic Westside name, as well as 12 interpretive murals depicting scenes of historic significance to the Historic Westside, and two decorative 50-foot towers resembling the architecture of the historic Moulin Rouge.

The **renovation of the Historic Westside School** is completed, and the building reopens to the community housing nonprofits and KCEP Radio Station.

The HUNDRED Plan is completed following months of community engagement and work to clearly articulate the community's vision for the Historic Westside.

The city of Las Vegas launches an effort to **identify a clear set of steps to begin implementing The HUNDRED Plan**, while simultaneously identifying resources and partners to assist.

Phase One implementation of The HUNDRED Plan begins.

THIS IS THE HISTORIC WESTSIDE



— — — — — The Historic Westside Neighborhood Boundary

These images represent the Historic Westside that is and was, and identify some key opportunities for reinvestment.



James Gay Park, Photo Credit: Sk8 Las Vegas

① James Gay Park



Tokyo Casino, Photo Credit: Bizuayehu Tesfaye, Las Vegas Review-Journal

② Historic Jackson Ave.



Ethel Pearson Park, Photo Credit: Google Maps

③ Ethel Pearson Park



Historic Westside School, Photo Credit: City of Las Vegas

④ Historic Westside School



Moulin Rouge at Opening, today the site is a vacant lot, Photo Credit: Nevada State Museum

⑤ Former Moulin Rouge Site



Marble Manor, Photo Credit: Apartments.com

⑥ Marble Manor Site

THE VISION



Strengthen and celebrate **COMMUNITY CULTURE** utilizing **EQUITABLE** development principles



Rehabilitate and build new **HOUSING** to support a vibrant, **SUSTAINABLE** neighborhood



Bolster opportunity through **EDUCATION, TRAINING, JOBS** and **ENTREPRENEURSHIP**

A diverse and thriving district rooted in African American culture in Las Vegas. A unique place where the world will come together to live, work, visit and play through the development of housing, local business, jobs, education, hospitality and cultural pride.

THE VISION FOR THE HISTORIC WESTSIDE

This action strategy provides concrete steps to implement The HUNDRED Plan - it takes the community's call to action and defines the responsibilities of civic, community and private sector leaders in turning ideas into reality.

The HUNDRED Plan – a visionary, community-led approach to revitalizing the Historic Westside – was completed in 2016. Since then, community partners and the city of Las Vegas have worked to align resources to bring the plan to life. This strategy outlines the first phase of the investment required to support implementation of The HUNDRED Plan.

While this is the first of many phases of implementation, in many ways it is the most critical. The following pages set forth clear action steps covering critical investments in both physical and programmatic elements, as well as outlining policy steps required to achieve success. It also sets out collective responsibilities in taking the Historic Westside forward.

MOVING FORWARD

THE OPPORTUNITY IS NOW

The Historic Westside has, for years, seen disinvestment and several attempts at revitalization. Today, new opportunities have appeared and aligned that signal a unique moment to thoughtfully bring equitable, community-led investment to the neighborhood.



SYNERGY IN LEADERSHIP

The city of Las Vegas and Clark County have come together, committed to seeing the Historic Westside thriving once again. This has given the needs of the neighborhood both renewed focus and resources. Working together, they have elevated the story and challenges of the Historic Westside, and have championed efforts to give the community a voice in the neighborhood's future, while also ensuring that planning turns to action.

COMMUNITY-LED PLANNING

The HUNDRED Plan represents the desires of community members from the Historic Westside to see appropriate investment that represents the history and culture of the community while also recognizing the changing nature of the neighborhood and the city of Las Vegas. Because it is a plan created by the community, for the community, it is a well-balanced and incremental strategy that attempts not to replicate what was, but to invest in what can be while paying homage to the past.

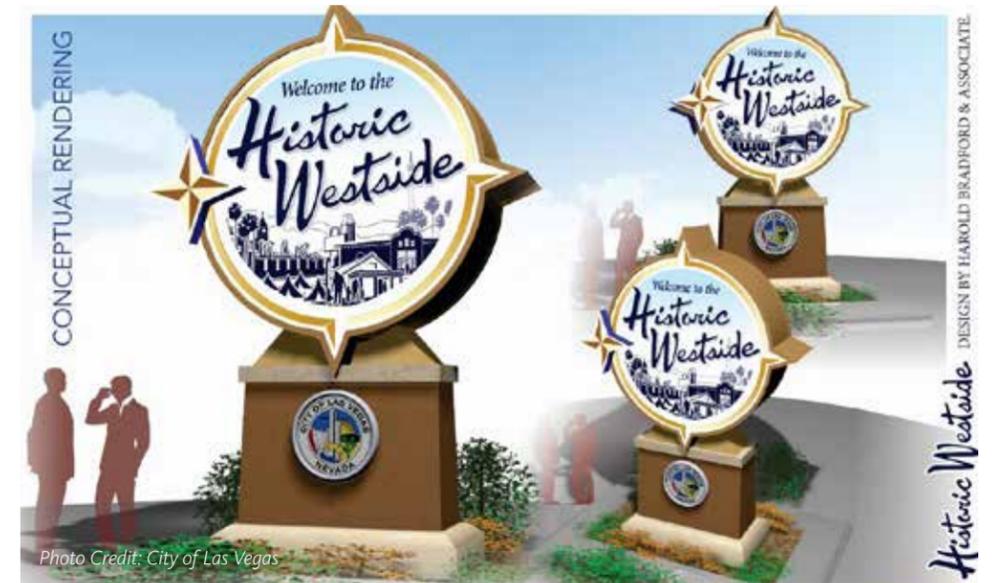


CIVIC-LED INVESTMENT

The extraordinary amount of disinvestment that has been seen in the Historic Westside has disconnected the community and left a vast amount of open space in the physical fabric. Knowing where to start can be complex. Civic leadership recognizes that they must be a catalyst, investing in physical projects and programs to support the community, while allowing the market to invest when it is ready.

PARTNERSHIPS

A number of extraordinary partnerships are emerging between agency providers, emerging community and grass-roots organizations, and local non-profits and businesses to see the initiatives prioritized in The HUNDRED Plan through. It will take the continued collaboration of community members, small organizations and large institutions to ensure all the projects and policies in this strategy are realized.

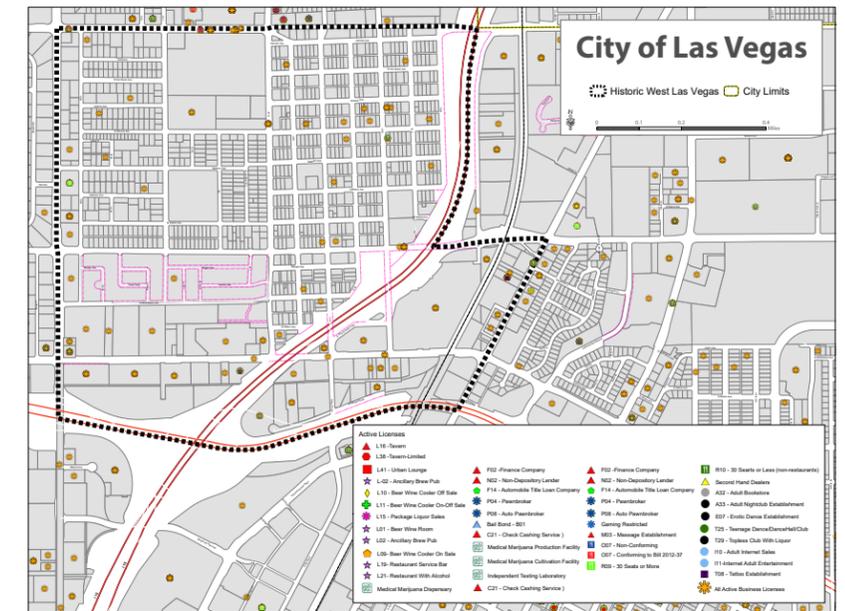
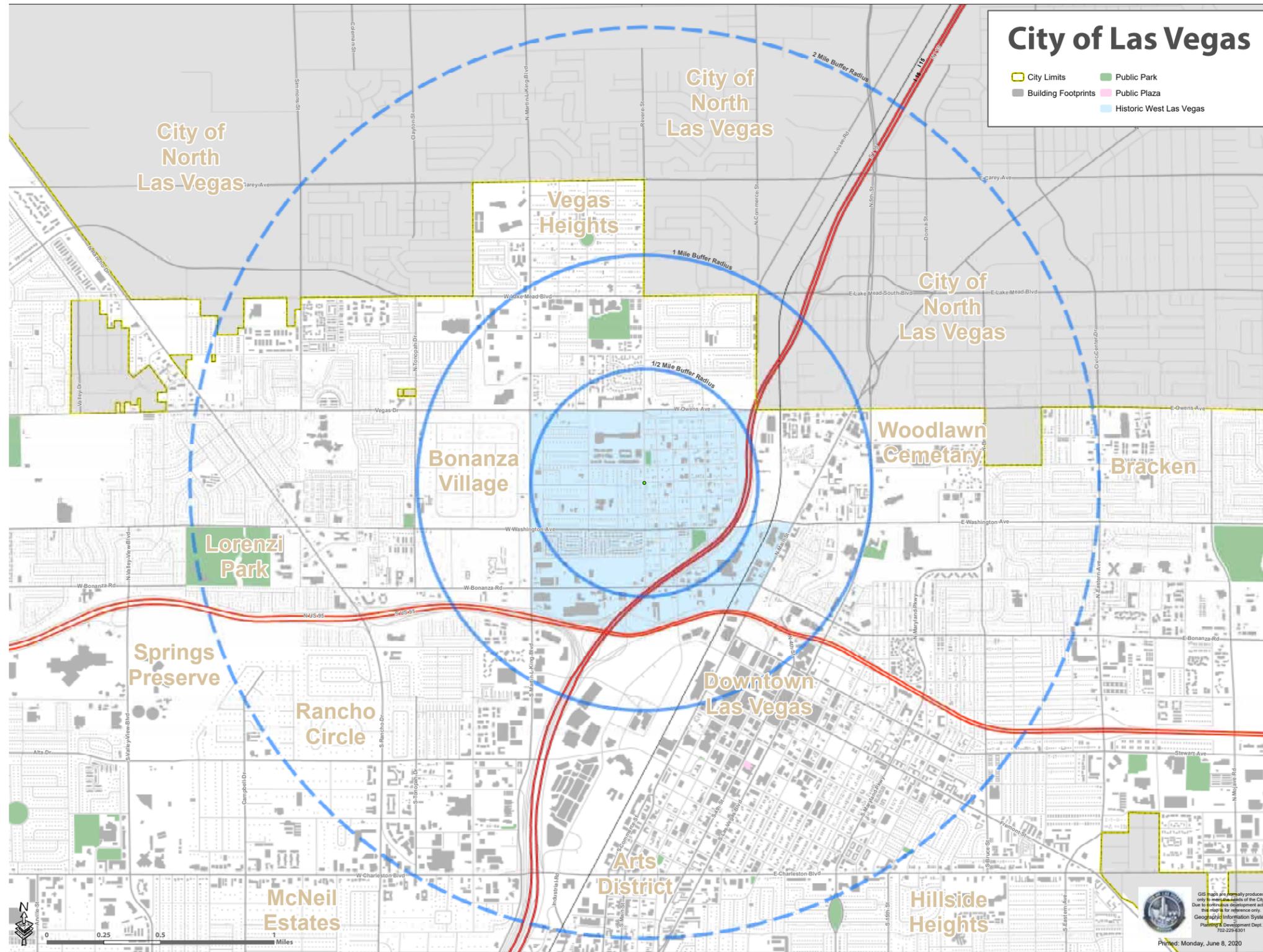


PERIPHERY PROJECTS

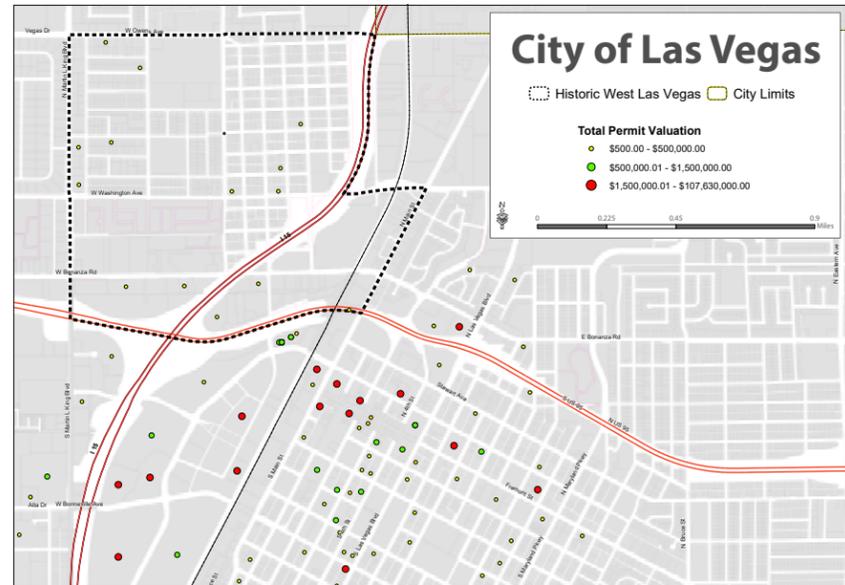
A number of important projects are currently funded and underway in and around the Historic Westside neighborhood:

- **Historic Westside Gateway Signs:** New lighted neighborhood signage, designed by local resident and artist Harold Bradford, will be installed in 2020 at the Martin Luther King Boulevard/US95 off-ramps. Additionally, the same signage design will be used on smaller, non-lit signage in at least twelve locations throughout the neighborhood.
- **Historic Westside Leaders Park:** This new park is a partnership between the city of Las Vegas and Clark County, and will be designed to recognize community leaders that have played a significant role in the community. The park is approximately 1.1 acres and is located near the intersection of Martin Luther King Boulevard and Mt. Mariah Drive. The park project will be completed by the end of 2021.
- **Downtown 95 Underground Project:** The Nevada Department of Transportation (NDOT) has begun work on the Downtown Access Project along I-515/US-95 from Mojave Road to Rancho Drive as the long-term solution to replace the aging bridge infrastructure, improve safety, improve travel time reliability, and provide additional access. The project is estimated to have a construction duration of 10-13 years in total.
- **Lake Mead Blvd. Project:** Lake Mead Blvd. – between Losee Rd. and Simmons St. – will see improvements and a new gateway design into the Historic Westside area. This area of improvement encompasses one of two interchanges from I-15 providing access to the Historic Westside neighborhood. This project will be completed in 2024.

DEMOGRAPHICS & DATA

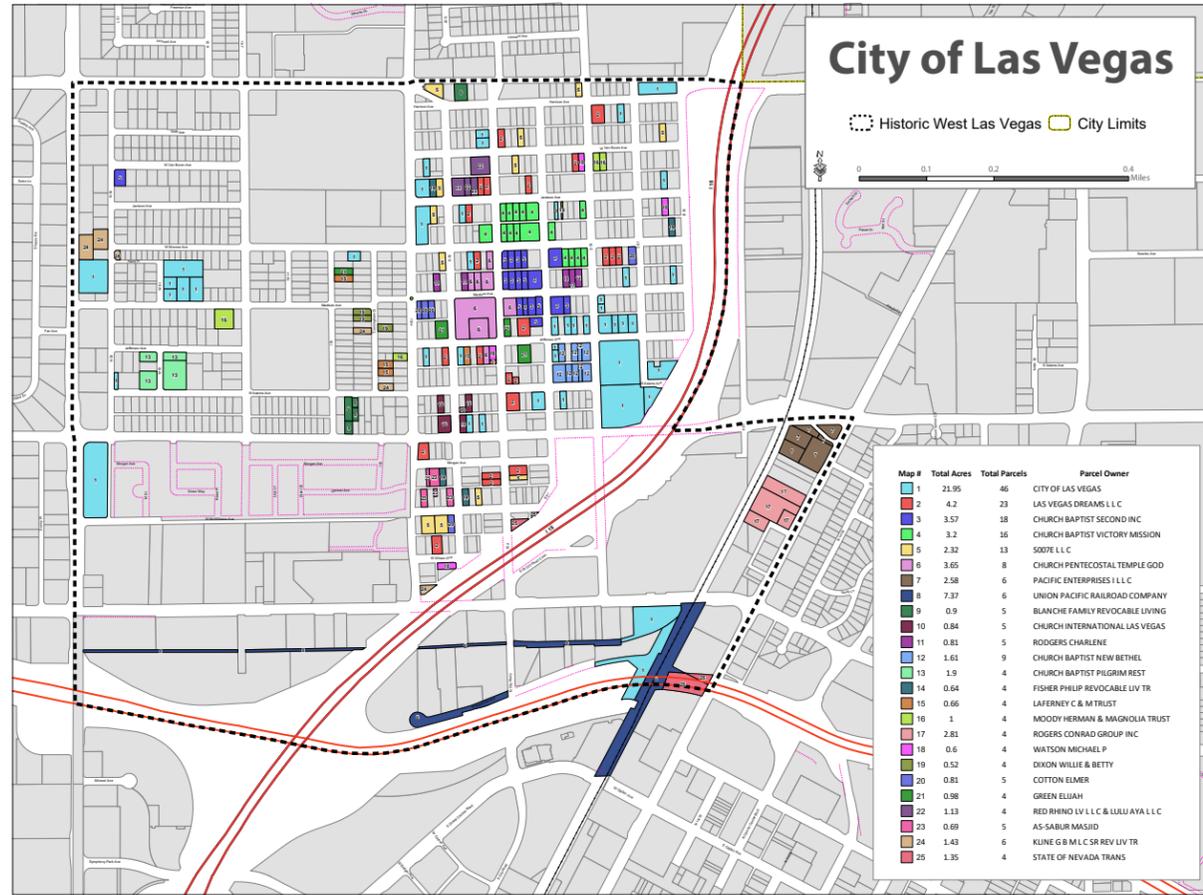


Active Business Licenses: There are fewer than 50 active business licenses in the Historic Westside and all but a handful of them are for home-based businesses.

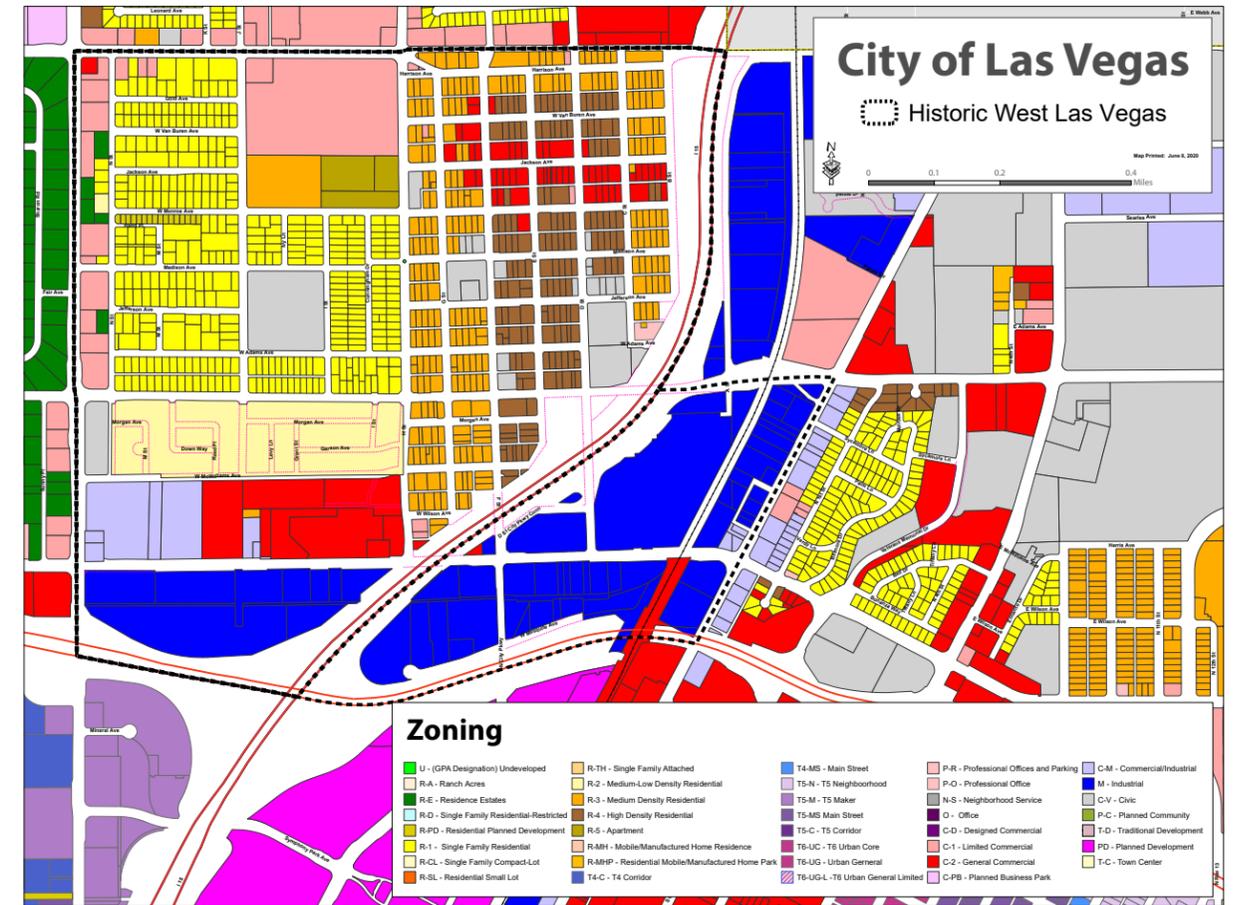


Permitted Construction Projects: While construction abounds to the southeast of the Historic Westside - in Downtown Las Vegas - there is currently minimal active construction in the neighborhood.

Historic Westside in Perspective: The Historic Westside is presented in the context of the greater Las Vegas community. The Historic Westside neighborhood encompasses approximately 497 acres.



Ownership in the Historic Westside: The city of Las Vegas, the Southern Nevada Regional Housing Authority, and several churches own a significant amount of land in the Historic Westside.



Historic Westside Zoning: Current zoning in the Historic Westside welcomes primarily single family and lower density residential, with some commercial corridors. A rezoning effort underway will shift zoning here to form-based, and increase density where appropriate and supported by the community.

A QUICK SNAPSHOT OF THE HISTORIC WESTSIDE

- The population within the Historic Westside boundaries has diversified over the years. Today, just over half (51.1%) of the 3,671 population of the neighborhood is Black/African American while 35% is now Hispanic, a majority of them primarily Spanish speakers.
- The median household income for the Historic Westside is just under \$25,000/year - less than half of the median household income citywide of just over \$57,000/year.
- The majority of residents (72%) rent their homes in the Historic Westside, and only 32% of the housing stock is traditional single family housing.

- Unemployment in the Historic Westside has largely remained two to three times higher than the city of Las Vegas. The city's unemployment in recent years has hovered around 3-4%, but COVID-19 changed that, pushing unemployment to a record high of 33.5%. While specific unemployment data for the Historic Westside is not yet available, it is assumed that job loss during the pandemic has hit the neighborhood disproportionately hard.
- Churches and their members have a major impact on the community. It is estimated they can welcome upwards of 50,000 people to the Historic Westside for services on any given Sunday.
- There are almost no public-facing businesses in the

heart of the Historic Westside, with most business licenses owned by individuals operating out of their homes. Basic services sit on the periphery of the Historic Westside.

- There are currently minimal active development permits in the Historic Westside, but a number of projects in progress immediately adjacent in Downtown Las Vegas.
- There are current efforts to amend Historic Westside zoning to ensure it is aligned with the recommendations in The HUNDRED Plan, as supported by the community.
- The Historic Westside is located in an Opportunity Zone.

CATALYTIC INVESTMENT AREAS



JACKSON AVE.

► *Reconnecting Community*

Jackson Ave. – the original heart of the Historic Westside – is positioned to see new investment. Development should remain lower-density, respecting the scale of the historical buildings that still stand. Businesses should be for the community, by the community – providing services and goods that support Historic Westside residents, while also offering a draw for visitors.

WASHINGTON AVE. + D STREET

► *Creating @ Celebrating Opportunity*

A creative hub of learning and employment is envisioned, inspired by the recently renovated Historic Westside School. Additionally, a new museum and theatre will provide a venue to honor African American history and the Historic Westside's story. Together, these investments will create a vibrant new anchor to the neighborhood.

WASHINGTON AVE. + H STREET

► *Housing Stability*

An aging, low-density affordable housing site will become a vibrant mixed-use and mixed-income community built around parks and public spaces. Adjacent, investment in existing housing and infill of single family homes can reconnect residents and provide community spaces to enjoy. The historic Moulin Rouge site provides an opportunity for new investment, creating an anchor on H Street.

PLACES

PRINCIPLES

PROJECTS

JACKSON AVE.
▶ *Reconnecting Community*

Provide neighborhood amenities and community services

Re-establish low-density residential and single family housing

Activate the street and build community through programming

Co-Op Grocery + Affordable Family Housing Project

Single Family Home Improvements + Infill

Reimagined James Gay Park / Greenhouses + Community Farming

Small Business Support

Programming + Activation

Jackson Ave. Street Improvements

WASHINGTON AVE. + D STREET
▶ *Creating @ Celebrating Opportunity*

Introduce diverse education and job training programs

Create direct connections to employment and entrepreneurship

Establish a space to tell the story of the Historic Westside and celebrate its future

Workforce Opportunity Center

Culinary Innovation Programs + Urban Agriculture

Market Hall + Small Business Incubator

Historic Westside Health Care Center

Historic Westside / African American Museum + Performing Arts Theatre

Washington Ave. + D Street Improvements

WASHINGTON AVE. + H STREET
▶ *Housing Stability*

Establish a mixed-income, mixed-use community through investments in diverse housing and amenities

Create a new network of parks and public spaces

Establish a vibrant new gateway connecting the Historic Westside to Las Vegas

Marble Manor Housing Redevelopment

Moulin Rouge Site Development

Parks + Greening

Washington Ave. Retail Anchors

Housing Infill + Neighborhood Improvements

F + H Street Improvements

JACKSON AVE.



① Co-Op Grocery + Affordable Family Housing Project

③ Reimagined James Gay Park / Greenhouses + Community Farming

⑤ Programming + Activation

② Single Family Home Improvements + Infill

④ Small Business Support

⑥ Jackson Ave. Street Improvements

RECONNECTING COMMUNITY

Historic Jackson Ave. once served as the Main Street of the Historic Westside. Home to a variety of businesses – from hotels and entertainment venues, to community services – it served as the primary place to gather. The street hosted community parades, performances and festivals that brought residents and visitors together. By investing in new neighborhood amenities and community services, housing and programming, this strategy begins to bring the Historic Westside’s Main Street back to life.



The numbers on the photos correspond to the map on the opposite page.

JACKSON AVE. PROJECT: CO-OP GROCERY + AFFORDABLE FAMILY HOUSING PROJECT

The Historic Westside is a food desert facing the highest level of food insecurity in the Las Vegas metro area. Traditional grocery store models have, in recent years, failed to survive, leaving healthy food offerings in the area extremely limited. This project aims to reverse that, utilizing a co-op model to provide both fresh and convenience foods, while being supported in a development that will also provide affordable family housing as well as space for food education and family learning.

The Development

- Three-story mixed-use proposed new development by the city of Las Vegas, located at 400 Jackson Ave., at the NW corner of Jackson Ave. and D Street
- The 1st floor is proposed to house the co-op grocery and educational spaces; for the 2nd and 3rd floors, affordable family housing is proposed.
- The parcel size is .62 acres; the total development size is anticipated to be approximately 40,000 sf, with approximately 12,000 sf for the first-floor co-op and educational spaces and approximately 25,000 sf of housing between the 2nd and 3rd floors

The Co-Op Grocery

The proposed co-op/grocery would feature fresh produce and packaged goods, and would be owned and operated by the people who shop there (members). When the store makes a profit, that profit would be divided among the members or reinvested in the co-op's operations, which are overseen by members. ThreeSquare, local food banks and pantries, the Las Vegas Culinary Academy and the University of Nevada, Reno Extension are proposed as possible partners, providing assistance in sourcing produce and packaged goods as well as supporting operations. Additionally, these partnerships will provide an opportunity to welcome to this space healthy food education, training and cooking classes for families, small food-based business development classes and other programs desired by the community.

The Affordable Family Housing

The two floors above the co-op are proposed to be affordable family housing. These family-sized, family-friendly housing units are proposed to contain two or more bedrooms and include additional features critical for families, including spaces where family members can gather for meals and activities and where children can play as well as sufficient storage space among other amenities. Creating developments friendly to families also means having access to both indoor and outdoor spaces where families can come together to recreate, play and learn. This development – with the co-op below, and access to greenspace in the nearby James Gay Park – will provide both.



Inspiration: Mandela Grocery Cooperative (Oakland, CA)

Established in 2009, Mandela Foods Cooperative is a worker-owned, full-service, 2,300 square foot grocery store located in West Oakland, California that helps fill the need for healthy food options in a community that has been historically underserved in grocery retail. It offers an example of using a cooperative to fill needs in a food desert. Mandela has a series of community service goals: it works to expand and promote local buying power and employment opportunity through its efforts to increase purchasing from small farms within a 170 mile radius of Oakland; it also works to distribute produce and other fresh foods to local convenience stores wholesale, to increase access to healthy food beyond its own neighborhood. Additionally, Mandela's provides entrepreneurial training for low-income residents working within the store's cooperative.

The cooperative also has a profit sharing arrangement with members of the neighboring People's Federal Credit Union, a local credit union. While most cooperative grocery stores are consumer cooperatives – owned by the people who shop there – Mandela Food is a worker cooperative, demonstrating the diversity of co-op concepts.

FACT: It is estimated that for every \$1,000 spent at a food co-op, **\$1,606 goes into the local economy;** for every \$1 million in sales, **9.3 jobs are created** - Yes! Magazine (2013)

JACKSON AVE. PROJECT: SINGLE FAMILY HOME IMPROVEMENTS + INFILL

As you move east on Jackson Ave., between D Street and James Gay Park, the character of the street turns to residential, creating a nice connection between the commercial core of the street and the greenspace bookending it. To re-introduce a neighborhood feel to Jackson Ave., and to welcome new residents, the city of Las Vegas will work with homeowners and community partners to make investments in existing homes to improve and/or rehabilitate them, and will work to build new, affordable single-family homes on vacant lots.

Single Family Home Rehabilitation and Improvement Program

The city of Las Vegas, working together with community partners, will implement a program to work with homeowners who wish to stay in their homes and make improvements to their houses and landscaping. These improvements will begin with an assessment of conditions and identification of needs, followed by a proposal for improvement services. Once support from the homeowner is received, the city will partner with appropriate organizations and companies to implement the improvements.

For homes and lots that may be vacant and/or the owner wishes to sell the property, the city will seek support from a number of partner organizations. Two existing programs that can be utilized are:

- **Nevada Preservation Foundation:** The Foundation received \$250,000 in initial funding to establish a revolving loan fund to purchase, rehabilitate and sell residential properties in the Historic Westside. Eighty vacant homes in the neighborhood are under consideration, and the Foundation is focused on working in 'clusters' to create impact. The Foundation is focused on preservation, and helping to stop displacement in changing neighborhoods. They are currently exploring opportunities to infill with homes that share a similar character to existing homes in the Historic Westside, are accessible and are built with a universal design to promote aging in place. Their fund will also help to support home purchases as well as down-payment assistance.
- **Neighborhood Housing Services of Southern Nevada Inc.:** This community nonprofit acquires, rehabilitates, and retains (or sells) vacant homes in the Historic Westside, and they are currently working with the city of Las Vegas to identify properties. The organization also provides down payment assistance to help make housing affordable.

Other partners will be identified as this program is developed.



Photo Credit: Google Maps

Jackson Ave.: B St. to D St. – Of the 21 lots fronting Jackson Ave. between D and B Streets, eight lots (39%) are vacant. A number of the existing homes and buildings are in need of repair.



Photo Credit: Google Maps



Photo Credit: Google Maps



Photo Credit: Google Maps

Existing Historic Westside Housing: Rehabilitation of homes such as these located in the Historic Westside will be supported, while new single family housing development will aim to mirror the character of existing architecture.

Multi-Family Housing at the Former Greater New Jerusalem Church Site

The city of Las Vegas has recently acquired the site and will be utilizing United States Department of Housing and Urban Development (HUD) funding to replace the former church building – which has significant structural issues – with a new mixed-use, mixed-income development featuring office/retail/community space on the ground floor and three floors of housing above. The City will engage with the community later this year regarding the design and development of the project.



Photo Credit: Miranda Alam/Las Vegas Sun

JACKSON AVE. PROJECT: REIMAGINED JAMES GAY PARK/ GREENHOUSES + COMMUNITY FARMING

The location of James Gay Park has created challenges in terms of use and activation. In 2013, the 5-acre park was closed after issues with criminal activity and significant increases in homeless encampments; it was gated and locked and has remained closed since, cutting Westsiders off from one of only two park spaces in their neighborhood. The park carries significant cultural references for the local community, having been named after James Arthur Gay, one of the best known and most admired local black leaders of his generation who played a fundamental role in desegregating the Las Vegas Strip. He died in 1999. The reopening and activation of the park is a critical element to supporting the community and culture of the Historic Westside, but it must be activated in a way that creates a safe space, welcoming visitors back. The opportunity here is not just to reopen the park, but to create new opportunities to support the Historic Westside in a variety of ways. This strategy for a reimagined James Gay Park envisions a focus on health, recreation, and community-building and an opportunity to establish the Historic Westside as a resilient and sustainable community.

Proposed Park Elements

Currently, James Gay Park is home to a playground and activity area, skate park and basketball courts. Those elements are proposed to stay, and be augmented by greenhouses and harvesting facilities that will bring new life and energy to the park while also providing fresh produce, community learning facilities and opportunities to bring seniors, family and youth together. The gates will be removed from the park, and a new gateway entrance will connect to Jackson Ave. to the west. To the south, a vacant parcel will become a new entry to the park, connecting it to the Washington Ave./D Street campus. The addition of new lighting will enhance accessibility and safety.

Programming and Activation

In order to bring continuous activity to the park, the primary programming focus will be centered around the greenhouses and community farming. The greenhouse operations and education programming are proposed occur in tandem with a number of partners - including the Las Vegas Culinary Academy and University of Nevada Reno, Extension - and this facility may connect to another proposed urban agriculture facility on the Washington Ave./D Street campus. In addition to providing economic opportunities within an urban farm context, an “earn while you learn” model is envisioned for local residents, creating a program to provide supplemental wages for participants and their families while they acquire core skills, agricultural expertise and guidance in launching and operating their own business.



Fairmount Park Horticulture Center, Photo Credit: Fairmount Park Conservancy

Community gathering



Stock Photo

Urban agriculture and learning



Photo Credit: Civil Eats



Fresno's Freedom School, Photo Credit: ©Joan Cusick Photography



Photo Credit: Google Maps



Food Well Alliance, Atlanta Georgia, Photo Credit: Food Well Alliance

Activated open space



iFarm, Photo Credit: Food Processing Technology

JACKSON AVE. PROJECT: SMALL BUSINESS SUPPORT

The Historic Westside has seen a significant lack of public and private sector investment over decades (as compared to other nearby neighborhoods) due to historic redlining and the repercussions that came from it. Rebuilding a small business economy will mean deliberate efforts to undo negative effects of past decisions with focused incentives and small business support. There are a number of small businesses operating in the Historic Westside currently, many of them being operated out of homes and garages, while some serve customers out of the few remaining storefronts in the area. Supporting, bolstering and growing these small businesses to locate in a storefront will be the first focus of small business support, while programs to help new businesses start up or relocate to the Historic Westside will be critical to diversifying the business mix. Bringing together a critical mass of diverse business offerings will be necessary to jumpstarting a larger retail and services offer. The focus here will be to help support and subsidize small businesses as the market catches up, while also creating a local-serving (and benefitting) economy.

Supporting Existing Businesses

There are just over 50 active business licenses within the boundaries of the Historic Westside currently, the majority of them falling in an undefined category, likely indicating home-operated businesses such as mechanic shops, beauty shops or daycare. Only two of these active licenses are on Jackson Ave., both of them barber shops/hair salons.

The first step in supporting small business will be to work with existing business license holders one-on-one to see what type of assistance will be most supportive to them, and then work to craft personalized support tools and programs for them. Where appropriate, there may be opportunities to assist business owners in relocating to Jackson Ave. and/or along D Street to begin to create a critical mass of businesses clustered together.

Small Business Startup or Relocation Assistance

Additionally, the city of Las Vegas will work with the local community to identify gaps in services and identify opportunities to assist with small business startup or relocation assistance. This program will include opportunities to support business plan development, financial assistance to relocate or open your doors, permitting support and expediting, and marketing assistance.

Inner City Innovation Hub

The city of Las Vegas is currently working on funding options to establish an Inner City Innovation Hub at the Westside School in one of the original classrooms. The Hub will provide resources and aid to the unemployed and support minority-owned/run business enterprises. The mission of this project will be to empower minority workers and entrepreneurs with the skills to find suitable work or the expertise to build their own business. The Hub will also leverage training and tools provided in the Workforce Opportunity Center to help prepare community members for a fast-changing job market and promote the growth and global competitiveness of Minority-Owned Business Enterprises.



Historic Westside Neighborhood Revitalization Strategy Area (NRSA)

The United States Department of Housing and Urban Development (HUD) has selected the Historic Westside as a Neighborhood Revitalization Strategy Area (NRSA).

The Historic Westside NRSA is based upon The HUNDRED Plan's community-based approach for tailored economic development, and focuses on how the city will harness public-private partnerships, empower community stakeholders, and leverage funding to improve economic conditions and enhance quality of life by constructing mixed-use developments, incentivizing business recruitment and fostering entrepreneurship opportunities for current and future residents.

The NRSA work is integrated into this implementation strategy. The Office of Community Services is leading efforts to engage the community.

JACKSON AVE. PROJECT: PROGRAMMING + ACTIVATION

The historic Jackson Ave. once played host to community events, celebrations, parades and performances that brought the community together and welcomed visitors. Programming and pop-up activations in the short term will be key to re-introducing locals and visitors to the Historic Westside, and long-term will be critical to building community. This programming should focus on a number of areas:

- Annual festivals that celebrate the history and story of the Historic Westside through music, performances, tours, recognition of key individuals and other programming
- Informational and educational events that support the needs of Westside residents
- Regular, ongoing pop-up entertainment that is live-music and food focused, to create interest and activity on weekends, weeknights and holidays

The programming to be developed should be done with the unique history of the Historic Westside in mind, paying homage to the past while also celebrating a vibrant future for the neighborhood.

Planning and Programming the Events

This plan anticipates the creation of a new Historic Westside non-profit organization that can support the community and facilitate events and programming. This non-profit would be supported through a variety of fundraising efforts and support from community partners, and would also work to connect residents with the new investments and opportunities in the community through education, information sharing and advocacy.



Cultural and historical celebrations



Community gatherings

Informational and educational events



JACKSON AVE. PROJECT: JACKSON AVE. STREET IMPROVEMENTS

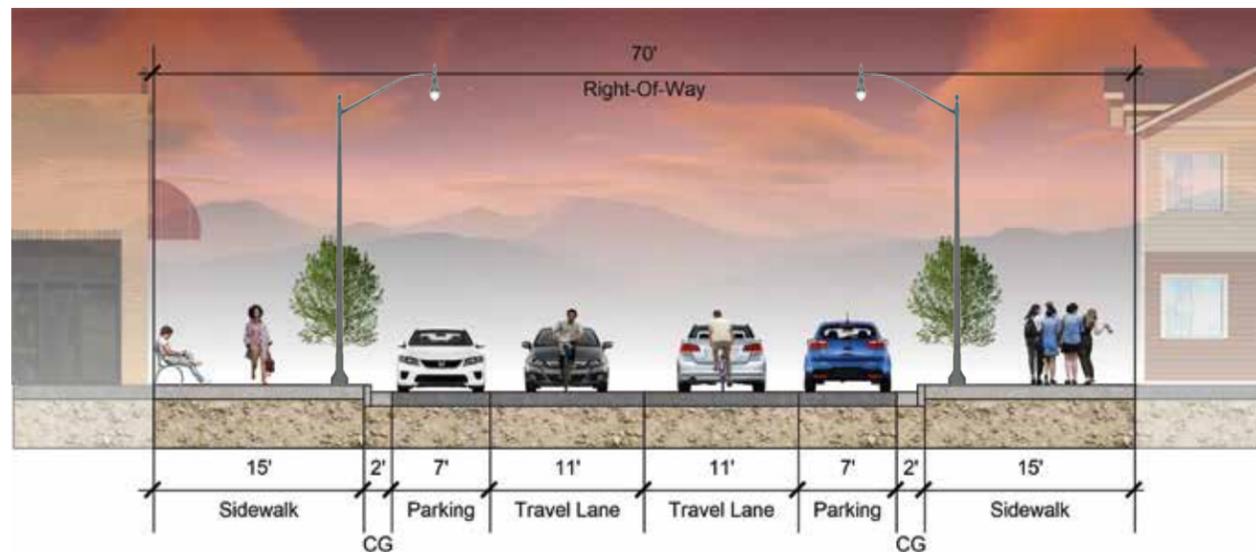
Jackson Avenue from C Street to H Street will see a variety of streetscape improvements when it is reconstructed by the end of 2022. Features – as prioritized by the community – will include: 15-foot sidewalks with shade trees; upgraded lighting for both the roadway and the pedestrian environment; and curb extensions at intersections to make pedestrian crossings safer and shorter. This project is estimated to cost \$5 Million.



Black Heritage Celebration of the Arts, Oklahoma City, Photo Credit: Oklahoma City Moms Blog



Sip and Savor Coffeehouse, Chicago, Photo Credit: Amber Marie Green, Chicago Sun Times



Jackson Avenue Improvement Photosimulations



Urban greenhouse at Denny Farrell Riverbank State Park, New York, Photo Credit: Edible Manhattan



Big Tex Urban Farms, Dallas, Photo Credit: Nathan Hunsinger, The Dallas Morning News



Favianna Rodriguez, Artist, Photo Credit: Women in Hip Hop



Artwork by Detour, Photo Credit: Thomas Evans

WASHINGTON AVE. / D STREET



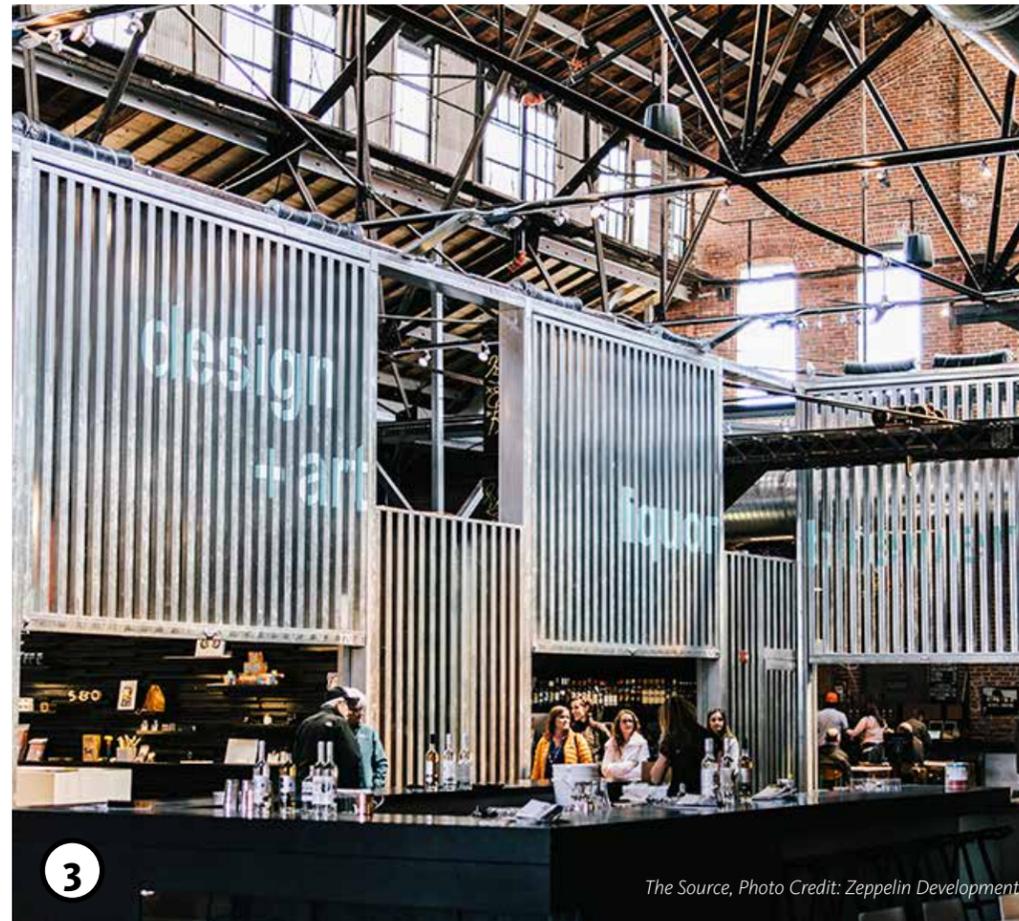
- ① Workforce Opportunity Center
- ② Culinary Innovation Programs + Urban Agriculture
- ③ Market Hall + Small Business Incubator
- ④ Historic Westside Health Care Center
- ⑤ Historic Westside / African American Museum + Performing Arts Theatre
- ⑥ Washington Ave. + D Street Improvements

*NOTE: This rendering is intended to provide a conceptual vision for the future of the Washington Ave./D Street area, but is not intended as a site-specific development plan. Anything shown in this image is for visualization only.
Rendering by Gensler.*

CREATING + CELEBRATING OPPORTUNITY

This intersection of Washington Ave. and D Street offers a double-gateway into the Historic Westside, and the opportunity to build off one of the most important assets remaining in the neighborhood – the Historic Westside School. This area is about celebrating the opportunity that the Historic Westside provided to African Americans, and creating opportunity for a new generation of people.

At this crossroads, the neighborhood envisions welcoming a new museum and theatre that tell the story of the black community in Las Vegas, and how the Historic Westside came to be one of the most vibrant black neighborhoods in America. This new complex also provides the opportunity to offer a historical education about the struggles of the black community to overcome institutionalized racism. Adjacent, a new campus will offer diverse education and job training opportunities, creating direct connections to employment and entrepreneurship for a new generation.



The numbers on the photos correspond to the map on the opposite page.

WASHINGTON AVE. / D STREET PROJECT: WORKFORCE OPPORTUNITY CENTER

Adjacent to the Historic Westside School will be a new multi-disciplinary 10,000 square foot \$6.8M Workforce Opportunity Center developed in partnership with the College of Southern Nevada which will provide education and job training in various trades and technology. This new campus will also provide an employment center, a business center to support entrepreneurs, and wrap-around services to ensure diverse access to job opportunity. The proposed elements of the Workforce Opportunity Center include:

- Education and Job Training Center:** Providing an evolving set of job training services and support to individuals in the local community and beyond. Training services to be offered will be fluid to keep up with industry and market demand. Services could include but are not limited to:
 - Skilled trades/construction, IT, healthcare and advanced manufacturing
 - Apprenticeship programs
 - Short-term certificates resulting in employment
- Workforce and Employment Center:** Providing skills to support individuals in their job search. Services could include but are not limited to:
 - Needs assessment
 - Resume building
 - Job search assistance
 - Interview skills
 - Job placement
 - Referrals
- Wrap-Around Services:** Services to support working with a low-income population to ensure basic needs are met and to take pressure off individuals trying to focus on education and employment. Services could include but are not limited to:
 - Supplemental Nutrition Assistance Program (SNAP) and Temporary Assistance for Needy Families (TANF)
 - Housing needs
 - Transportation
 - Mental health support
 - Support for purchasing work items (e.g. boots, uniforms)
 - Child care center/child development center. This center would support not only the individuals coming to the Workforce Opportunity Center, but the families of the Historic Westside community as well

Special attention will be given to local residents, including priority in program registration, tuition waivers and scholarship programs. A communications strategy to ensure local residents are informed of these opportunities will be developed. The facility will be managed as a partnership between the College of Southern Nevada and the city of Las Vegas, but its operations will be supported by a number of other partners.



A student in an electrician class works on an electrical box, Photo Credit: Bob Chamberlin, Getty



Stock Photo



Stock Photo



Training for Job Success Program, Photo Credit: City of San Antonio

One-Stop Center

The One-Stop Center at the Historic Westside School is supported by a collaboration of entities who receive employment and training funds from the Department of Labor. The Center is intended to assist employers in staffing their companies with qualified individuals, and to assist job seekers in obtaining the skills necessary to fill those positions.

The Center will bring those services to the local area by providing access, either directly or virtually, to partners who provide funding for skills training, adult education, job search assistance, and community services, such as:

- Occupational skills training for jobs in Nevada's in-demand industries
- On-the-job training (OJT) with employers
- Job search assistance and labor market information
- Adult education
- Access to assistance with vocational rehabilitation services
- Access to community organizations for assistance with things such as rent and utility payments
- Access to Temporary Assistance for Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), and TANF Childcare Assistance

WASHINGTON AVE. / D STREET PROJECT: CULINARY INNOVATION PROGRAMS + URBAN AGRICULTURE

The Culinary Academy of Las Vegas is currently only able to serve approximately 1/3 of its demand, and has recently approved up to \$10 million to expand their facilities. The Academy is land-locked, meaning creation of programming in the Historic Westside provides an opportunity to be creative about the facilities it needs, while providing space to welcome more students and diversify their offerings. There are four potential areas for the Academy to support programming in the Historic Westside:

- **Creation of a digital literacy program:** Recognizing that major restaurant facilities are cutting jobs to move to higher tech management tools, the school plans to launch a program that explores the current and future impacts of technology on the culinary and hospitality world, focusing on how it can prepare its students for these changes. Currently, this program - which will feature a full-service hyper-wired cafe - is planned to open in the Historic Westside School, though there may be opportunities to scale the program over time into a larger space in another facility in the Washington Ave./D Street area. This programming intersects well with the tech training being proposed for the Workforce Opportunity Center.
- **Commercial food-service operation with a retail storefront:** In coordination with the development of the market hall, the Academy has interest in developing a commercial food-service operation that could serve both public patrons and larger commercial clients. This could take the form of a commercial bakery, a catering business with hot drop-off meal service, or some other provision that the Academy works with the community to identify. In addition, the Academy could provide start-up support for food-based business in the market hall, offering business plan development and staff and skills training to help launch new concepts and incubate them to success.
- **Employee training for new restaurants:** In support of the existing and new business development proposed for the Historic Westside, the Culinary Academy may partner with business/restaurant owners to do employee hiring or training to maximize profitability so that when employees start, they are ready on day one.
- **Urban agriculture:** The Culinary Academy doesn't currently have a greenhouse or urban agriculture offering, but they have been exploring it for some time and are excited about an opportunity to provide an urban agriculture experience both on the campus and adjacent in James Gay Park. This Academy envisions an opportunity to provide shared management of and leadership for the space in coordination with other partners, with a portion of the food produced staying in the community and a portion going back to support learning opportunities at the Academy.

These programs will intersect with and support the Workforce Opportunity Center and the market hall/small business incubator and some or all of the services may be co-located with these other developments.



WASHINGTON AVE. / D STREET PROJECT: MARKET HALL + SMALL BUSINESS INCUBATOR

To support the small business/entrepreneurial development focus that is part of the Workforce Opportunity Center, and to provide opportunities to incubate small business startups, a new proposed development at the corner of D Street and Jefferson Ave. would provide an opportunity to feature a market hall/small business incubator. The market hall is envisioned to provide a mix of retail with a focus on food and beverage. It would be run as a small business incubation facility, providing support for entrepreneurs and rent at a reduced cost. The retail offerings would be augmented by entertainment and regular programming to make it an experience for campus users, the local community and visitors.

Project Details

The market hall concept envisions a community open space in the middle featuring a food/beverage offer, as well as community event space. Around the perimeter, bays for small business starts-ups are proposed.

Management and Programming

The market hall/small business incubator is proposed to be managed by a partner organization that – in addition to tenanting and managing the programming of the space – would also provide support to entrepreneurs looking to start or grow their independent business enterprise. Services within the small incubator may include, but are not limited to:

- Classes to launch and grow small business concepts
- Business plan development support
- Business launch support, including access to capital and financing, sourcing, accounting, staffing, marketing, etc.
- Post business-launch technical assistance

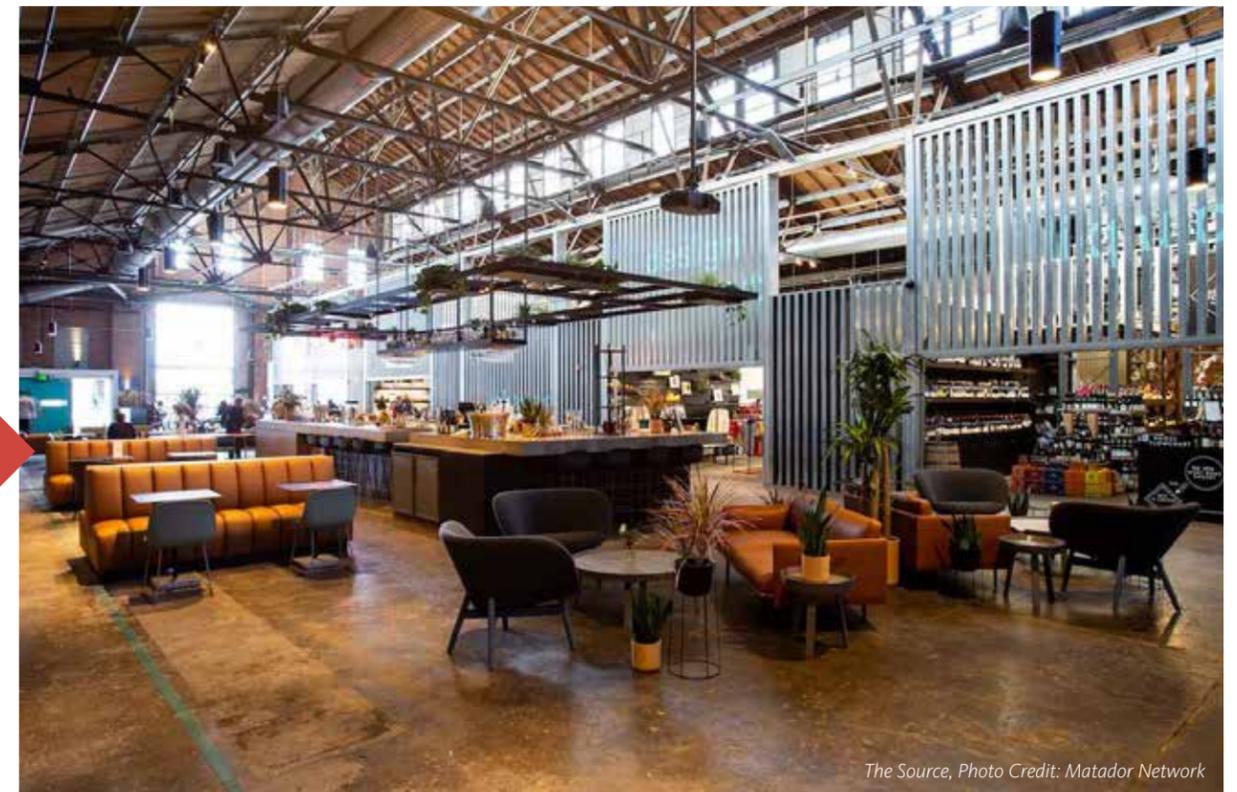
It is anticipated that the market hall/small business incubator would provide priority opportunities to local residents and small business entrepreneurs, providing them first chance at space as well as other support services. Ideally, this program helps to start and grow small business concepts that eventually locate to their own storefront space in other parts of the Historic Westside.



Inspiration: The Source Market Hall (Denver, Colorado)

The Source Market Hall is a unique food and retail collective that opened in 2013, featuring local small business concepts on the perimeter of a restored 1880s iron foundry, and a common space and entertainment venue in the middle.

The Source has focused on nurturing small, local businesses in a space that is part entertainment, part retail shopping, part community space.



WASHINGTON AVE. / D STREET PROJECT: HISTORIC WESTSIDE HEALTH CARE CENTER

The Historic Westside Health Care Center will be a total wellness center established in the core of the Historic Westside that not only complements the existing traditional health providers but expands access for area residents.

The total wellness concept provided at the health care center will address persistent health disparities, as well as providing employment and training opportunities in healthcare and allied health services. Mental health care will also be integrated, as well as preventative and holistic care. The Center will focus on addressing long-standing issues of equity around access to healthcare and wellness outcomes.

The Center will also engage with other sectors – such as faith and community organizations, education, business, transportation and housing – to create social and economic conditions that promote health starting in childhood. A key goal of the Center will be to link more people to doctors, nurses and specialists to encourage regular and follow-up medical visits, as well as developing and providing trainings for healthcare professionals to understand cultural differences in patient care. The Center's education and services will also be integrated with the Historic Westside Co-Op programs to address food insecurity, recognizing it is one of the most significant contributing factors to health and nutrition issues.



Photo Credit: The Daily Chela



Photo Credit: Modern Healthcare



Photo Credit: 100plus.com



Photo Credit: Merced Cares for Kids



Photo Credit: University of Maryland Extension

WASHINGTON AVE. / D STREET PROJECT: HISTORIC WESTSIDE / AFRICAN AMERICAN MUSEUM + PERFORMING ARTS THEATRE

African Americans have been an important part of the history of Las Vegas since the city's founding in 1905. This museum will explore the experience of local African American Historic Westside residents as well as the Black entertainers who graced the Las Vegas stages. The museum and theatre will offer information about the challenges and discrimination African Americans faced in the early years of Las Vegas' evolution as well as how the Westside developed and why World War II played an important role in the community's growth. This new facility will become a local gathering place as well as a tourism draw.

Project Details

The facilities are proposed to be developed under the leadership of the city of Las Vegas, with operations turned over to a management entity upon completion of development. It is anticipated that the Las Vegas-Clark County Library District will be a partner in the operations of theatre, similar to the combined community theatre model they currently have in place in some of their libraries. The Las Vegas Culinary Academy is interested in expanding their presence in the Historic Westside to serve as concessionaire in the museum/theatre operations. The complex would also feature an outdoor component for installations and learning. As part of the conceptual design and development of the museum and theatre, local community members will be engaged and consulted as to the overall vision and individual exhibits, and will have an ongoing role as advisors in the museum's operations.



The National Museum of African American History and Culture, Photo Credit: The Positive Community



National Museum of African American History and Culture, Photo Credit: Preston Keres, AFP/Getty Images



Children pose with a school bus in the Historic Westside, circa 1960. Photo Credit: Vegas PBS



Photo Credit: The National Museum of African American History and Culture



Noah Purifoy's Outdoor Museum, Joshua Tree, CA, Photo Credit Locomotoring



Bainbridge Island Museum of Art, Photo credit: Art Grice



Kids play in the Historic Westside, circa 1960, Photo Credit: Photo Collection at UNLV Libraries Special Collection

Historic Westside Informational Design Center

A new space to provide information about the Historic Westside is set to open in 2020 in one of the original school classrooms in the Historic Westside School. This space will include a digital story map that will guide residents and visitors through an experience of the Historic Westside, utilizing historic maps and photos of areas such as Jackson Ave., and landmarks such as the Moulin Rouge and the Historic Westside School.

Visitors will also have the ability to view a summary of The HUNDRED Plan priorities, and learn about the process to implement them. Visitors will not only be able to experience the past, present and future of the Historic Westside, but will also be provided opportunities to feedback and input on future plans as outlined in this implementation strategy. This space will be a first step towards creating permanent learning and engagement opportunities in the Historic Westside.

WASHINGTON AVE. / D STREET PROJECT: WASHINGTON AVE. + D STREET IMPROVEMENTS

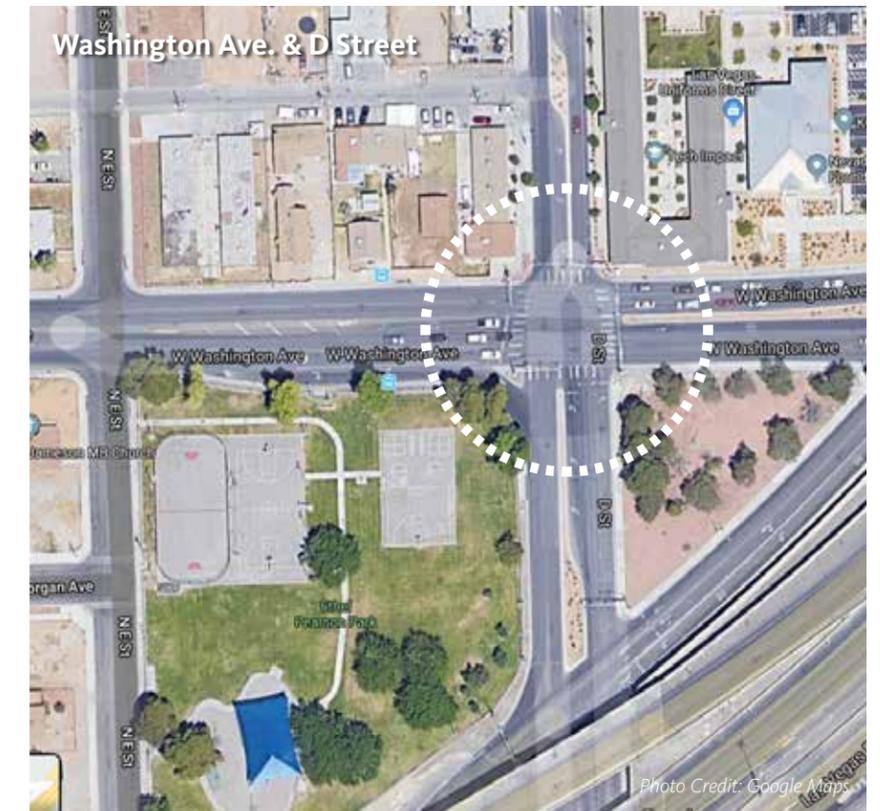
The intersection of Washington Ave. and D Street will come alive with the proposed initial investments identified in this strategy. These improvements, combined with the fact that both streets are gateways into the neighborhood, will require thoughtful improvements to the roadway streetscape for vehicles, pedestrians and cyclists. This includes safety considerations to accommodate all ages and the needs of people with mobility challenges. There are three areas of focus for these improvements:

- **Intersection/roadway improvements:** As with all the other intersections on Washington Ave., thoughtful design with safety in mind needs to be a part of the changes proposed for the Historic Westside. This particular intersection will see high volumes of traffic when both the workforce campus and the museum/theatre campus are built out.
- **Gateways:** The underpass gateways on both D Street and Washington Ave. have seen improvements, but attention needs to be paid to details such as wayfinding signage, lighting and cleanliness, to be sure we are providing safe and functional entry points to the community. In particular, creative lighting in and around the underpasses can be used as both a storytelling tool and a unique way to enhance public safety.
- **Incorporating the triangle of land created by Washington Ave./D Street and I-15:** This triangle of land is currently dirt and trees, but has an opportunity to be a colorful, art-filled gateway feature welcoming visitors to the Historic Westside and telling a story about the community's past. Adjacent, a colorful new Historic Westside parquee will provide the opportunity to share information about the community's businesses and events.

In general, streets should be viewed as public spaces, and should be designed not just to move cars but to accommodate many modes of transit, and create a safe space for people to be invited to explore the Historic Westside. Design should be relatively consistent throughout the neighborhood, directed by streetscape design standards.

D Street Improvements

Recent roadway and streetscape improvements were made to D Street in the Historic Westside, that provide inspiration for future street improvements. The D Street project consisted of full-depth roadway removal and replacement, including the addition of 10-foot sidewalks, shade trees and Historical Acorn Lighting. The total project cost was \$2.4 million, and was supported by federal, state and city funds.



WASHINGTON AVE. / H STREET



- ① Marble Manor Housing Redevelopment
- ② Moulin Rouge Site Development
- ③ Parks + Greening
- ④ Washington Ave. Retail Anchors
- ⑤ Housing Infill + Neighborhood Improvements
- ⑥ F + H Street Improvements

NOTE: This rendering is intended to provide a conceptual vision for the future of the Washington Ave. / H Street area, but is not intended as a site-specific development plan. Anything shown in this image is for visualization only. Rendering by Gensler.

HOUSING STABILITY

Improving, adding and diversifying housing to provide stability for existing residents, and to welcome new residents of all types to the community, is the focus of this area. To support this burgeoning mixed-income part of the Historic Westside, new amenities and services and improved connections will be introduced, including parks and public spaces, new retail space, and roadway improvements.



The numbers on the photos correspond to the map on the opposite page.

WASHINGTON AVE. / H STREET PROJECT: MARBLE MANOR HOUSING REDEVELOPMENT

Marble Manor is a 235-unit public housing development for families. Originally established in 1953 in the southern portion of the Historic Westside, the development saw expansions in 1959, 1960 and 1962, today covering 35 acres. The Southern Nevada Regional Housing Authority (SNRHA) owns and manages Marble Manor, and has identified both funding and a timeline to completely demolish and redevelop the public housing into a mixed-income community with a diversity of housing types and new community facilities. Engagement will be undertaken with the community beginning late 2020 and continuing into 2021 to design the development, with phased redevelopment to follow, over a seven year timeframe. Existing units will be demolished incrementally as new units are built. Residents will be relocated and given first opportunity to return when development is complete.

Project Details

Redevelopment of the Marble Manor site is expected to more than double the number of units on the site. When completed, Marble Manor will include housing for a range of incomes, including:

Area Median Income (AMI)	What would the annual cost be for housing at this AMI? Who would qualify?	% of housing units to be built
Below 30% AMI	An individual earning less than \$15,000/year A family of 4 earning less than \$25,000/year	20%
30-60% AMI	An individual earning between \$15,000-\$30,000/year A family of 4 earning between \$25,000-\$40,000/year	20%
60-80% AMI	An individual earning between \$30,000-40,000/year A family of 4 earning between \$40,000-\$55,000/year	20%
80-120% AMI	An individual earning between \$40,000 - \$60,000 A family of 4 earning between \$55,000-\$85,000/year	40%

Note: All salary ranges are estimates. Final qualification numbers are determined on a yearly basis.

Additionally, a variety of housing types will be developed, offering housing for all ages, and to meet a variety of needs.



Future Marble Manor Site, Concept Sketch: This rendering demonstrates the opportunity to provide a higher use of the Marble Manor site as well as how a mix of housing types could be integrated together with new parks, trails and some retail. This rendering demonstrates between 500-525 total housing units, more than double the current amount of housing on the site.



Inspiration: Yesler Terrace (Seattle, WA)

Yesler Terrace is a 30-acre site near Downtown Seattle that was developed by the Seattle Housing Authority (SHA) in the early 1940s as the city's first publicly subsidized housing community. In 2006, when it had become evident that Yesler's infrastructure and 561 aging housing units needed to be replaced, SHA engaged with stakeholders to reimagine a model community.

As a result, they increased the affordable housing units ten-fold, adding significantly more without displacing residents, while creating opportunity for more affordable and market-rate housing. In addition, new parks and open spaces, new services, and a new streetcar line serve the community. All residents living at Yesler at the time redevelopment began were covered for related relocation and moving costs, and had first priority for apartments in the new housing.

WASHINGTON AVE. / H STREET PROJECT: MOULIN ROUGE SITE DEVELOPMENT

The Moulin Rouge Hotel Casino at 900 W. Bonanza Road became the first integrated gaming establishment in Las Vegas that rivaled those on the strip, opening its doors May 24, 1955. It had taken \$3M to build and quickly became a national sensation. Sadly, it closed just as quickly as it opened. In November 1955 it was shuttered by sheriff's deputies, and in December of that same year the owners filed for bankruptcy, apparently due to financial mismanagement. The hotel and casino would never again reopen. While the Moulin Rouge site would change hands many times over the years - and see many proposals for redevelopment - it ultimately was demolished in 2010 after a number of fires left it in disrepair.

This strategy brings a fresh opportunity to the Moulin Rouge site for future generations. The Southern Nevada Regional Housing Authority (SNRHA) has noted its interest in the two northernmost Moulin Rouge parcels, located along McWilliams Ave., to build market rate housing adjacent to (and integrated with) the Marble Manor redevelopment. On the southern parcel - a parcel which remains attached to an unrestricted gaming license - a new type of casino/entertainment venue is proposed, one which pays homage to the incredible history of the Moulin Rouge in the Historic Westside, while creating a new offer and destination for the community today.



WASHINGTON AVE. / H STREET PROJECT: PARKS + GREENING

Vibrant, healthy communities need places to gather, recreate and rest. The Historic Westside is currently home to two parks: James Gay Park (which has been closed for several years); and Ethel Pearson Park (which is proposed to be the future home of the Historic Westside Museum and Theatre). Both parks sit on the edge of the community, and have had challenges with activation and use. Going forward, parks in the Historic Westside will be integrated into the community, with housing oriented towards pocket parks and plazas. These spaces will be connected throughout the community like a string of pearls. Additional greening in the form of street trees to provide shade, and plantings to soften the environment will create a green network throughout the Historic Westside.

Project Details

A number of pocket parks and a trail of green are proposed for the Washington Ave./H Street area. Specific projects to be invested in include:

- **Pocket park east of H Street:** To be located on all or part of the block bound by G Street and F Street, Morgan Ave. and W. McWilliams Ave. New residential development around the park is proposed to be situated to front the park, putting eyes on the park and improving long-term safety while also creating a central congregating place for residents, and a space that can be utilized by visitors to the future museum and theatre.
- **Multiple pocket parks as part of the Marble Manor / Moulin Rouge developments:** These proposed development projects should integrate small parks and plazas into the diverse mix of housing and uses, connecting them together with a trail of green. Parks will be activated with natural play and gathering spaces for community.
- **Greening on F and H Streets:** This new gateway into the Historic Westside will be softened by the addition of trees and plantings.
- **Greening on Washington Ave.:** A new tree canopy is proposed to bring vibrancy to the edges of this busy corridor.
- **Adding tree canopy:** The city will invest in programs to plant trees and greenery throughout the neighborhood, addressing sustainability while softening the environment.
- **Greening and art along the I-15 wall:** Wherever possible, the city will look to improve the environment and aesthetics along the I-15 wall to add greening, murals and art.



WASHINGTON AVE. / H STREET PROJECT: WASHINGTON AVE. RETAIL ANCHORS

The density of residential development in this area will nearly triple when all housing is completed, given the proposed Marble Manor and Moulin Rouge developments and the residential infill programs. Providing some retail offerings nearby – things such as services, coffee shops, etc. – will be important to creating a thriving residential area. The retail anchors will be located along Washington Ave. – some integrated into the Marble Manor redevelopment and others along the south side of Washington to create a connection between the residential growth and the amenities and offerings on D Street and Jackson Ave.

Project Details

There are two focus areas for the retail anchors on Washington Ave.:

- Retail anchors on the NE and NW corners of the Marble Manor redevelopment site:** The city of Las Vegas will partner with the Southern Nevada Regional Housing Authority (SNRHA) to integrate retail spaces in to the redevelopment of Marble Manor, with these spaces located at the intersections of Washington Ave. and H Street and Washington Ave. and N Street. Because the SNRHA is utilizing funds restricted to only housing, the city partnership is needed to provide financing for the development of the space. The intent is to create spaces in which rents can be controlled and for which profit is not a key motivator. Rather, the focus should be on providing incubator and start-up small business space that provides opportunity and serves as an amenity to the growing community.
- Retail along Washington Ave. between H Street and E Street:** The city will work with property owners who have parcels fronting the south side of Washington Ave. to explore redevelopment opportunities that incorporate ground floor retail.



Stock Photo



Tattered Cover Bookstore, Photo Credit: Tattered Cover Bookstore



Stock Photo



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Snooze an A.M. Eatery, Photo Credit: Snooze and A.M. Eatery



The 5 Point Cafe, Photo credit: The 5 Point Cafe



Comal Heritage Food Incubator, Photo Credit: NewDenizen.com



Photo Credit: Black Youth Project

WASHINGTON AVE. / H STREET PROJECT: HOUSING INFILL + NEIGHBORHOOD IMPROVEMENTS

The area bound by the future Marble Manor and Moulin Rouge developments and the future theatre/museum project, as well as by I-15 and Washington Ave., provides a focused opportunity to help establish a mixed-use community, with housing infill of a variety of types (single-family, multi-plexes, etc.) at a variety of income levels, centered around a park space, and supported on the edges by commercial uses and roadway improvements.

Single Family Home Rehabilitation and Improvement Program

The city of Las Vegas, working together with community partners, will implement a program to work with homeowners who wish to stay in their homes to make improvements to their houses and landscaping. In particular, the city will identify improvements, fencing and pedestrian amenities to the lots fronting H and F Streets, to create a welcoming gateway into the neighborhood and provide the residents protection from additional traffic and noise. These improvements will begin with an assessment of conditions and identification of needs, followed by a proposal for improvement services. Once support from the homeowner is received, the city will partner with appropriate organizations and companies to implement the improvements.

For homes and lots that may be vacant and/or the owner wishes to sell the property, the city will seek support from a number of partner organizations. The existing programs that can be utilized are:

- Nevada Preservation Foundation:** The Foundation received \$250,000 in initial funding to establish a revolving loan fund to purchase, rehabilitate and sell residential properties in the Historic Westside. Eighty vacant homes in the neighborhood are under consideration, and the Foundation is focused on working in 'clusters' to create impact. The Foundation is focused on preservation and helping to stop displacement in changing neighborhoods. They are exploring opportunities to infill with homes that share a similar character to existing homes in the Historic Westside, are accessible and are built with a universal design to promote aging in place. Their fund will also help to support home purchases as well as down-payment assistance.
- Neighborhood Housing Services of Southern Nevada Inc.:** This community nonprofit acquires, rehabilitates, and retains (or sells) vacant homes in the Historic Westside, and they are currently working with the city of Las Vegas to identify properties. The organization also provides down payment assistance to help make housing affordable.

Other partners will be identified as this program is developed. This area is appropriate for a mix of single-family homes and other types of housing and should include affordable as well as market rate options.

New Park Space

In addition to housing improvements, a new park space is proposed for the center of this area, to be located on all or part of the block bounded by G Street and F Street, Morgan Ave. and W. McWilliams Ave.. New residential development around the park will be situated to front the park, putting eyes on the park and improving long-term safety while also creating a central congregating place for residents and a space that can be utilized by visitors to the future museum and theatre.



Washington Ave. / H Street D Street Triangle: Of the 61 lots in this area, 28 lots (41%) are vacant. A number of the existing homes and buildings need significant repair.



Photo Credit: Google Maps



Photo Credit: Google Maps



Photo Credit: Google Maps

Existing Structures: These buildings represent some of the structures that remain in this area of the Historic Westside, demonstrating the historic architectural character of the community.

WASHINGTON AVE. / H STREET PROJECT: F + H STREET IMPROVEMENTS

F Street provides an serves as an important connection between the Historic Westside and Symphony Park in Downtown Las Vegas, and is envisioned as a new gateway between the two. H Street is also an important corridor given the proposed redevelopment of both Marble Manor and the Moulin Rouge.

Project Details

There are multiple components to the F and H Street improvement projects:

- **Gateway features on the north side of I-15:** These features should match other existing and proposed features and should be integrated into an overall streetscape plan for the Historic Westside.
- **Roadway and streetscape improvements to F and H Streets, including intersection improvements at Washington Ave:** This should include sidewalk widening, protected bicycle lanes, and traffic calming measures including bulb-outs and medians for safe pedestrian crossing. The roadways should be seen as public spaces. Additional amenities including lighting, greening and support to infill and improve adjacent lots will be a focus as well.
- **Marble Manor redevelopment to the west of H Street:** The Marble Manor redevelopment will incorporate physical enhancements as well as anchor retail to activate the street.
- **Home improvement investments and residential infill between H and D Streets:** Projects and programs to support existing property owners to improve their lots and buildings will be augmented by efforts by the city of Las Vegas to support housing infill projects.



PHASE I IMPLEMENTATION

Project delivery on all projects outlined here will be reliant on identification of funds and sources

	PROJECT	TYPE	ELEMENTS	STEPS
JACKSON AVE.	Co-Op Grocery + Affordable Family Housing Project (pg 14)	Housing, Economic Development, Community Services, Jobs and Employment	City to develop multi-story property at 400 Jackson Ave on NW corner of Jackson and D; Upper floors to be affordable residential; Bottom floor to house grocery co-op and food education center	Phase 1 environmental currently underway; Design and architecture for building; Business plan development for co-op; Identification of financing package for affordable housing; Identification of financing package for co-op buildout; Create operating agreements with appropriate parties for co-op and housing; Site development
	Single Family Home Improvements + Infill (pg 15)	Housing	Identify existing homes on/adjacent to Jackson Ave between B and D Streets to provide rehabilitation support and improvements; Infill vacant lots with new construction single family homes	Site survey to determine homes eligible for rehab and lots available for infill; Partnership between the city and Nevada Preservation Foundation on rehab projects; City to identify builder(s) to support infill developments; Partner with appropriate groups to support a home ownership program
	Reimagined James Gay Park/ Greenhouses + Community Farming (pg 16)	Economic Development, Community Services, Jobs and Employment, Health and Wellness	Development of a campus of greenhouses and growing facilities as well as harvesting and learning facilities to support the community and the co-op grocery	Complete site plan and regulatory work for James Gay Park; Redesign park to accommodate new uses, integrating community input; Identify funding sources/partnership opportunities with the Culinary Academy of Las Vegas and other partners to invest in the greenhouses; Operating agreement with appropriate partners to manage grow operations; Build out greenhouse spaces; Develop programming and operations
	Small Business Support (pg 17)	Economic Development, Community Services, Jobs and Employment	Support existing businesses in the Historic Westside while also creating programs to support entrepreneurship and new business development	Identify existing businesses and arrange one-to-one meetings to determine where support is best deployed; Identify partners who could help support small business development, financing, marketing; Deploy a program of support to existing and new small businesses
	Programming + Activation (pg 18)	Community Services, Arts and Culture	Reintroduce community-building events and activities through a diverse programming and activation calendar	Create a non-profit community organization to support the development of community-led events in partnership with the city and others; Create series of events that bring the community together and help to bolster/advance other planned projects
	Jackson Ave. Street Improvements (pg 19)	Infrastructure, Economic Development	Physical improvements to Jackson Ave. from C Street to H Street to improve 15-foot sidewalks with shade trees; upgraded lighting for both the roadway and the pedestrian environment; and curb extensions at intersections to make pedestrian crossings safer and shorter	Preferred alternative selected by community is currently at 30% design; working to finalize design by October 2021 with completion by the end of 2022
WASH AVE. + D ST.	Workforce Opportunity Center (pg 22)	Jobs and Employment, Economic Development, Health and Wellness	Establish a comprehensive workforce development and jobs opportunity center dedicated to trades and technology	Create site plan and strategic operating documents for Workforce Opportunity Center and how it interacts with the Culinary Innovation Programs and the Market Hall / Incubator; Design and architecture for facilities; Operating/programming details and plans developed; Project development and buildout
	Culinary Innovation Programs + Urban Agriculture (pg 23)	Jobs and Employment	Expand food-based learning and business development opportunities in partnership with the Culinary Academy of Las Vegas, to augment and support other workforce and educational opportunities on the Washington Ave./D Street campus	Create site plan and strategic operating documents for Culinary Innovation Programs and urban agriculture offer, and how they interact with the Workforce Opportunity Center and the Market Hall / Incubator; Design and architecture for facilities; Operating/programming details and plans developed; Project development and buildout

CONNECTION TO THE HUNDRED PLAN	PROJECT PARTNERS	PROJECT DELIVERY	FUNDS AND SOURCES	CITY DEPARTMENT(S) RESPONSIBLE	POLICY IMPLICATIONS
Big Move #2: Revitalize Historic Jackson Street; Big Move #3: Small Steps: Vacant No More	City of Las Vegas, Culinary Academy of Las Vegas, Three Square, Churches, CDCs	2024	City of Las Vegas, Opportunity Zone, Low Income Housing Tax Credits (LIHTC), Tax Increment Financing (TIF)	Department of Planning, Office of Community Services, Public Works, Economic and Urban Development	Design Guidelines/Overlay, Zoning Amendments, Conduct a Housing Demand Study, Parking Demand Analysis
Big Move #2: Revitalize Historic Jackson Street; Big Move #3: Small Steps: Vacant No More	City of Las Vegas, Nevada Preservation Foundation, Private Sector, Neighborhood Housing Services of Southern Nevada, Inc.	2020 + Ongoing	Nevada Preservation Foundation, city of Las Vegas, Community Development Block Grant (CDBG), Low Income Housing Tax Credits (LIHTC), Tax Increment Financing (TIF)	Office of Community Services	Design Guidelines/Overlay, Zoning Amendments, Establish Anti-Displacement Strategies, Create Incentives to Develop, Conduct a Housing Demand Study
Big Move #2: Revitalize Historic Jackson Street; Big Move #7: Reclaim James Gay Park	City of Las Vegas, Culinary Academy of Las Vegas, University of Nevada, Reno Extension Office	2021 + Ongoing	City of Las Vegas, Culinary Academy of Las Vegas, Residential Construction Tax (RCT) Funds	Department of Planning, Office of Community Services, Parks and Recreation, Public Works, Economic and Urban Development	Create Incentives to Develop, Zoning Amendments
Big Move #2: Revitalize Historic Jackson Street	City of Las Vegas, Nevada Small Business Development Center, Nevada Business Opportunity Fund	2020 + Ongoing	City of Las Vegas, Visual Improvement Program, Nevada Main Street Program (GOED), EDA Microloan Program via CARES Act Funding	Department of Planning, Office of Community Services, Economic and Urban Development	Liquor License Restrictions Lifted, Design Guidelines/Overlay, Zoning Amendments
Big Move #2: Revitalize Historic Jackson Street	City of Las Vegas, New Historic Westside nonprofit organization	2020 + Ongoing	City of Las Vegas, Fundraising and Sponsorship, Community Partners	Department of Planning, Parks and Recreation, Office of Community Services	Liquor License Restrictions Lifted, Establish Historic Westside Community Organization
Big Move #2: Revitalize Historic Jackson Street; Big Move #6: Establish Complete and Safe Streets	City of Las Vegas, Doolittle Community Center	2022	\$5 Million (FUNDED)	Public Works	Streetscape/Public Realm Design Standards
Big Move #3: Small Steps: Vacant No More	City of Las Vegas, College of Southern Nevada	2023	College of Southern Nevada, Economic Development Administration Grant, JP Morgan Chase Advancing Cities Grant, New Market Tax Credits	Youth Development and Social Innovation, Department of Planning, Office of Community Services	Design Guidelines/Overlay, Zoning Amendments
Big Move #3: Small Steps: Vacant No More	City of Las Vegas, Culinary Academy of Las Vegas, University of Nevada, Reno Extension Office	2023	Culinary Academy of Las Vegas, Opportunity Zone	Youth Development and Social Innovation, Department of Planning, Office of Community Services, Economic and Urban Development	Design Guidelines/Overlay, Zoning Amendments, Parking Demand Analysis

PHASE I IMPLEMENTATION (cont.)

Project delivery on all projects outlined here will be reliant on identification of funds and sources

	PROJECT	TYPE	ELEMENTS	STEPS
WASHINGTON AVE. + D ST.	Market Hall + Small Business Incubator (pg 24)	Jobs and Employment, Economic Development, Community Services	New single-story development incorporating a retail marketplace operated as a small business incubator, providing local and destination offerings	Create operating plan for the marketing hall and incubator programs; Design and architecture for facilities; Operating/programming details and plans developed; Project development and buildout
	Historic Westside Health Care Center (pg 25)	Community Services, Health and Wellness	New community health care center to be located in the new workforce and education campus at the intersection of Washington Ave. and D Street. Facility will provide regular and preventative health care support and programming targeted towards the needs of the diverse population of the Historic Westside	Work with local health care providers to craft an operating plan to provide targeted services to the needs of the local community; Identify partnerships to provide diverse education and outreach; Develop and deliver facility; Facilitate ongoing programming
	Historic Westside / African American Museum + Performing Arts Theatre (pg 26)	Community Services, Arts and Culture	Creation and development of a new museum telling the story of the Historic Westside and celebrating African-American history and culture, augmented by a new performing arts theatre and outdoor activation space	Undertake community engagement to determine focus of the museum and theatre; Develop museum and theatre master plan including project positioning, site planning, and operational model; Identify funding sources for museum and theatre development; Establishment of organizational management model; Museum and theatre delivery
	Washington Ave. + D Street Improvements (pg 27)	Infrastructure	Physical improvements to the Washington and D Street intersection and adjacent roadways and areas as well as connections/gateways into and out of the Historic Westside	Streetscape plan development with specific recommendations for this intersection and surrounding areas given future improvements and investments; Determine use of triangle of land across D Street from the future museum site; Invest in improvements in coordination with museum/theatre and improvements adjacent to the Historic Westside School
WASHINGTON AVE. + H ST.	Marble Manor Housing Redevelopment (pg 30)	Housing	Redevelopment and intensification of affordable housing, adding a diversity of housing types and new amenities	Community engagement and development of final site plan, design and density; Phased development, avoiding displacement of existing residents
	Moulin Rouge Site Development (pg 31)	Housing, Economic Development, Jobs and Employment	Development of Historic Moulin Rouge site, with market-rate housing proposed for the northern lots of the property and a mixed-use entertainment complex proposed for the southern lot which retains the gaming license	Property acquisition and site planning; Partnership development for housing component and for entertainment complex component; Design and development; Project delivery
	Parks + Greening (pg 32)	Infrastructure, Community Services, Health and Wellness	Establish a diversity of new pocket parks and open spaces that serve to connect and engage community and knit the area together through greening	Park site development planning, in coordination with Marble Manor housing development plan; Park design and activation strategies; Determination of park development/management responsibilities
	Washington Ave. Retail Anchors (pg 33)	Economic Development, Community Services, Jobs and Employment	Creation of new retail spaces to anchor the Marble Manor housing redevelopment and connect D Street and H Street along Washington Ave.	Identify retail location opportunities along Washington Ave. and in conjunction with Marble Manor redevelopment; Property acquisition if needed; Coordination between city and SNRHA on retail development on Marble Manor site; Development of physical buildings; Lease and support of rental spaces
	Housing Infill + Neighborhood Improvements (pg 34)	Housing	Identify existing homes to provide rehabilitation support and improvements; Infill vacant lots with diverse new construction housing, commercial and green space	Site survey to determine homes eligible for rehab and lots available for infill; Partnership between city and Nevada Preservation Foundation on rehab projects; City to identify builder(s) to support infill developments; Partner with appropriate groups to support a pathways to home ownership program
	F + H Street Improvements (pg 35)	Infrastructure	Physical improvements to F and H Street to establish new gateways into the Historic Westside and to create a stronger connection to Downtown Las Vegas and Symphony Park	Streetscape plan development with specific recommendations for this intersection and surrounding areas given future improvements and investments in the area

CONNECTION TO THE HUNDRED PLAN	PROJECT PARTNERS	PROJECT DELIVERY	FUNDS AND SOURCES	CITY DEPARTMENT(S) RESPONSIBLE	POLICY IMPLICATIONS
Big Move #3: Small Steps: Vacant No More	City of Las Vegas, College of Southern Nevada, Culinary Academy of Las Vegas	2025	City of Las Vegas, New Market Tax Credits, Community Development Block Grant (CDBG), Private Activity Bond, Culinary Academy of Las Vegas	Youth Development and Social Innovation, Department of Planning, Office of Community Services, Economic and Urban Development, Public Works	Design Guidelines/Overlay, Liquor License Restrictions Lifted, Parking Demand Analysis
Big Move #1: Welcome to the Historic Westside	City of Las Vegas, Local Healthcare Providers	2022	City of Las Vegas	Youth Development and Social Innovation, Office of Community Services, Public Works	Parking Demand Analysis
Big Move #1: Welcome to the Historic Westside; Big Move #4: Establish Washington 'Live' Avenue: An African American Music Experience	City of Las Vegas, Las Vegas - Clark County Library District, New Historic Westside nonprofit organization	2025	City of Las Vegas, Las Vegas-Clark County Library District, Private Donors	Department of Planning, Office of Community Services, Cultural Affairs	Design Guidelines/Overlay, Liquor License Restrictions Lifted, Parking Demand Analysis
Big Move #1: Welcome to the Historic Westside; Big Move #6: Establish Complete and Safe Streets	City of Las Vegas	2024	City of Las Vegas, Federal Funds	Department of Planning, Public Works, Parks and Recreation	Streetscape/Public Realm Design Standards
Big Move #3: Small Steps: Vacant No More	City of Las Vegas, Southern Nevada Regional Housing Authority	2027	Southern Nevada Regional Housing Authority	Department of Planning, Office of Community Services, Economic and Urban Development, Parks and Recreation	Design Guidelines/Overlay, Zoning Amendments, Conduct a Housing Demand Study, Parking Demand Analysis
Big Move #8: Moulin Rouge Entertainment District, Big Move #3: Small Steps: Vacant No More	City of Las Vegas, Southern Nevada Regional Housing Authority	2025	City of Las Vegas, Southern Nevada Regional Housing Authority, Private Sector Partners	Department of Planning, Office of Community Services, Economic and Urban Development	Zoning Amendments, Design Guidelines/Overlay, Liquor License Restrictions Lifted, Conduct a Housing Demand Study, Parking Demand Analysis
Big Move #3: Small Steps: Vacant No More	City of Las Vegas, Southern Nevada Regional Housing Authority	2027	City of Las Vegas, Southern Nevada Regional Housing Authority	Department of Planning, Public Works, Parks and Recreation	Streetscape/Public Realm Design Standards
Big Move #4: Establish Washington 'Live' Avenue: An African American Learning Experience	Southern Nevada Regional Housing Authority, City of Las Vegas, Private Sector	2025	City of Las Vegas, Private Sector Partners	Department of Planning, Economic and Urban Development, Cultural Affairs, Parks and Recreation	Design Guidelines/Overlay, Liquor License Restrictions Lifted, Create Incentives to Develop
Big Move #2: Revitalize Historic Jackson Street; Big Move #3: Small Steps: Vacant No More	City of Las Vegas, Nevada Preservation Foundation, Neighborhood Housing Services of Southern Nevada, Inc., Private Sector	2020 + Ongoing	Nevada Preservation Foundation, City of Las Vegas, Community Development Block Grant (CDBG), Low Income Housing Tax Credits (LIHTC), Tax Increment Financing (TIF)	Department of Planning, Office of Community Services, Cultural Affairs	Design Guidelines/Overlay, Zoning Amendments, Establish Anti-Displacement Strategies, Create Incentives to Develop, Conduct a Housing Demand Study
Big Move #1: Welcome to the Historic Westside; Big Move #6: Establish Complete and Safe Streets	City of Las Vegas	2024	City of Las Vegas	Department of Planning, Public Works, Parks and Recreation	Streetscape/Public Realm Design Standards

POLICIES

PROJECT	DETAILS	PROCESS	DELIVERY TIMEFRAME	CITY DEPARTMENT(S) RESPONSIBLE
Resolution to Define Equity	The Office of Community Services recently established an equity team through its work with the League of Cities and the Cities of Opportunity Grant. This was done to address past issues that have led to mistrust with the community and the city, and in an effort to prevent – as much as possible – additional challenges. The team is tasked with examining all initiatives from an equity perspective and suggesting changes, if necessary. This team will work with Historic Westside stakeholders and City Council to define equity as it relates to the Historic Westside, and work with Council to adopt a resolution to support equitable work in the community. This work will specifically address the methods and tools by which all departments within the city will engage individuals, schools, businesses and others specifically in, or invested in, the Historic Westside	Work with the community to define equity; Work to determine how steps to ensure equity will be brought into city processes; Resolution adoption by City Council	2020	Office of Community Services, Economic and Urban Development
Establish Anti-Displacement Strategies	Implement programs and policies to ensure new development and investment does not displace existing residents, to include community land trusts/land banks, tax abatements/exemptions, hire local programs, etc. Create an anti-displacement toolbox inclusive of policies and programs.	Explore best practice examples to prevent displacement; Engage with community; Look at existing legislation to identify opportunities; Propose changes and obtain approval from City Council and/or if appropriate, State Legislature	2021	Department of Planning, Office of Community Services, Economic and Urban Development
Zoning Amendments	Rezone the entire Historic Westside area utilizing a form based code, and ensuring zoning supports The HUNDRED Plan and implementation strategies	Zoning analysis and community engagement; Development of draft rezoning proposal and alignment with HUNDRED Plan strategies; Approval by City Council	2020	Department of Planning
Design Guidelines/Overlay	Establish design guidelines and/or a design overlay to ensure future development is context sensitive and supports the character of the Historic Westside	Design charrette with design professionals and community to discuss specific characteristics of the Historic Westside's character - past and present; Creation of draft design guidelines and community approval; Determination of whether mandatory overlay vs. voluntary guidelines is appropriate; Approval by City Council	2021	Department of Planning
Streetscape/Public Realm Design Standards	Establish consistent streetscape design standards and a phased implementation strategy; this effort should incorporate the role of historical markers, the Pioneer Trail, public art, etc.	Development of draft guidelines based on previous public realm investments and community desires; Approval by City Council	2021	Department of Planning, Public Works, Parks and Recreation, Operations and Maintenance
Liquor License Restrictions Lifted	Eliminate restrictions on businesses obtaining liquor licenses within 1500 feet of a church in order to support new business opportunities	Development of proposal package, including reasoning and data, to remove or amend liquor license restrictions in the Historic Westside; Integrate with proposed zoning amendments; Community support; Approval at City Council	2020	Department of Planning
Invest in Technology to Provide Wi-Fi and Cellular Service Access	Provide Wi-Fi and cellular service access to support opportunities for Historic Westside residents and entrepreneurs	Examine cost and approach to providing Wi-Fi and cellular service access; Determine engineering and placement; Install technology; Distribute devices and SIM cards; Programming and support	2021	Economic and Urban Development, IT
Street Name Changes	Engage with community to explore changing the street names that cross through the Historic Westside to names that are reflective of the culture, character and history of the Historic Westside	Community engagement and discussion, as well as cost analysis; Apply for formal street name change with Department of Planning; Public hearings following by Planning Commission and City Council approval; Fabrication and installation of signs	2021	Department of Planning, Public Works
Identify Housing Demand for the Historic Westside	Identify demand and types of housing that will best serve the existing and future residents of the Historic Westside	The Southern Nevada Regional Housing Authority (SNRHA) and the city of Las Vegas' Economic and Urban Development Department are currently both conducting housing assessments for projects within the Historic Westside, while the city of Las Vegas in partnership with Clark County, is undertaking a citywide study. There is immediate opportunity to leverage these efforts to create a snapshot of housing demand and opportunity for the Historic Westside.	2021	Office of Community Services
Parking Demand Analysis	Identify future parking demand based upon proposed development and create a parking management strategy for both on-street and off-street parking	Once Historic Westside rezoning is completed and the delivery of initial projects is solidified, identify potential parking demand exploring need for off-street/structured parking as well as how best to manage on-street parking usage. Parking demand, should be balanced with opportunities to reduce car usage by increasing public transit ridership and utilization of other modes.	2022	Economic and Urban Development, Department of Planning, Public Works
Mobility Improvements	Revisit current mobility plan with RTC for the Historic Westside, and work to identify implementable timelines to ensure comprehensive, multi-modal transit access, to include bike share, bus service, expansion of Bus Rapid Transit (BRT) and more	Analyze existing mobility connections in the Historic Westside; Hold meetings with appropriate transit agencies; Create recommendations; Identify funding and partners to make improvements	2021	Public Works
Establish Historic Westside Community Organization	Bring the community together through a non-profit organization that can be a partner to the city of Las Vegas in implementation of The HUNDRED Plan.	Identify community champions who can work to support the establishment of an organization; Identify initial start-up resources; Formally create the organization and organizational planning documents.	2021	Office of Community Services

A COMMITMENT

The city of Las Vegas is committed to the Historic Westside – to bringing the community, partners and resources together to make positive change; to equity and inclusion; to a resilient future for all. This document is our roadmap to deliver investment and opportunity. Contained within it are more than thirty projects and policies that are derived from the HUNDRED Plan. They have been prioritized for one of many reasons – either they are inspired by opportunities and funding that can be seized upon at this moment; or they are considered catalytic investments that must come before other projects can happen. This document has been created by the community and will be delivered with the community leading the way. It is a living document and will continue to evolve to meet the ever-changing needs of the Historic Westside.



Las Vegas City Council

Carolyn G. Goodman, *Mayor*

Stavros S. Anthony, *Mayor Pro Tem*

Michele Fiore, *Councilwoman Ward 6*

Cedric Crear, *Councilman Ward 5*

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Victoria Seaman, *Councilwoman Ward 2*

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Developed for:



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