

WASHINGTON AVE.

Las Vegas Boulevard

SCENIC BYWAY

Corridor Management Plan

LAS VEGAS BOULEVARD

CARSON AVE.

CLARK AVE.

CHARLESTON BLVD.

OAKEY BLVD.

SAHARA AVENUE



Las Vegas Boulevard Scenic Byway Corridor Management Plan

**Approved by Planning Commission
on February 26, 2004**

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through R-59-2004, April 7, 2004**

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Overview

The Las Vegas Boulevard Scenic Byway Corridor Management Plan (CMP) is an overall guiding reference for managing the view corridor of the byway. The goal of the CMP is to preserve, promote and enhance the three intrinsic qualities (scenic, historic, and cultural) that contribute to the scenic essence of the urban byway experience. The end result will be a unique experience for both the tourist and the local community to enjoy this nighttime urban scenic byway.



Location

The Las Vegas Boulevard Scenic Byway is defined as the length of Las Vegas Boulevard (State Route 604) from Sahara Avenue on the south to Washington Avenue on the north that is located within the city limits of Las Vegas, Nevada. The primary width is those properties that front on either side of the boulevard. The secondary width is the entire view corridor, or as far as the eye can see.

For the purposes of this document, the Byway is defined by seven segments that are within three elements:

Northern (Cultural) Element 1:

Segment 1; Cultural Corridor

Central (Downtown) Element 2:

Segment 2; Civic Corridor

Segment 3; Fremont Street Corridor

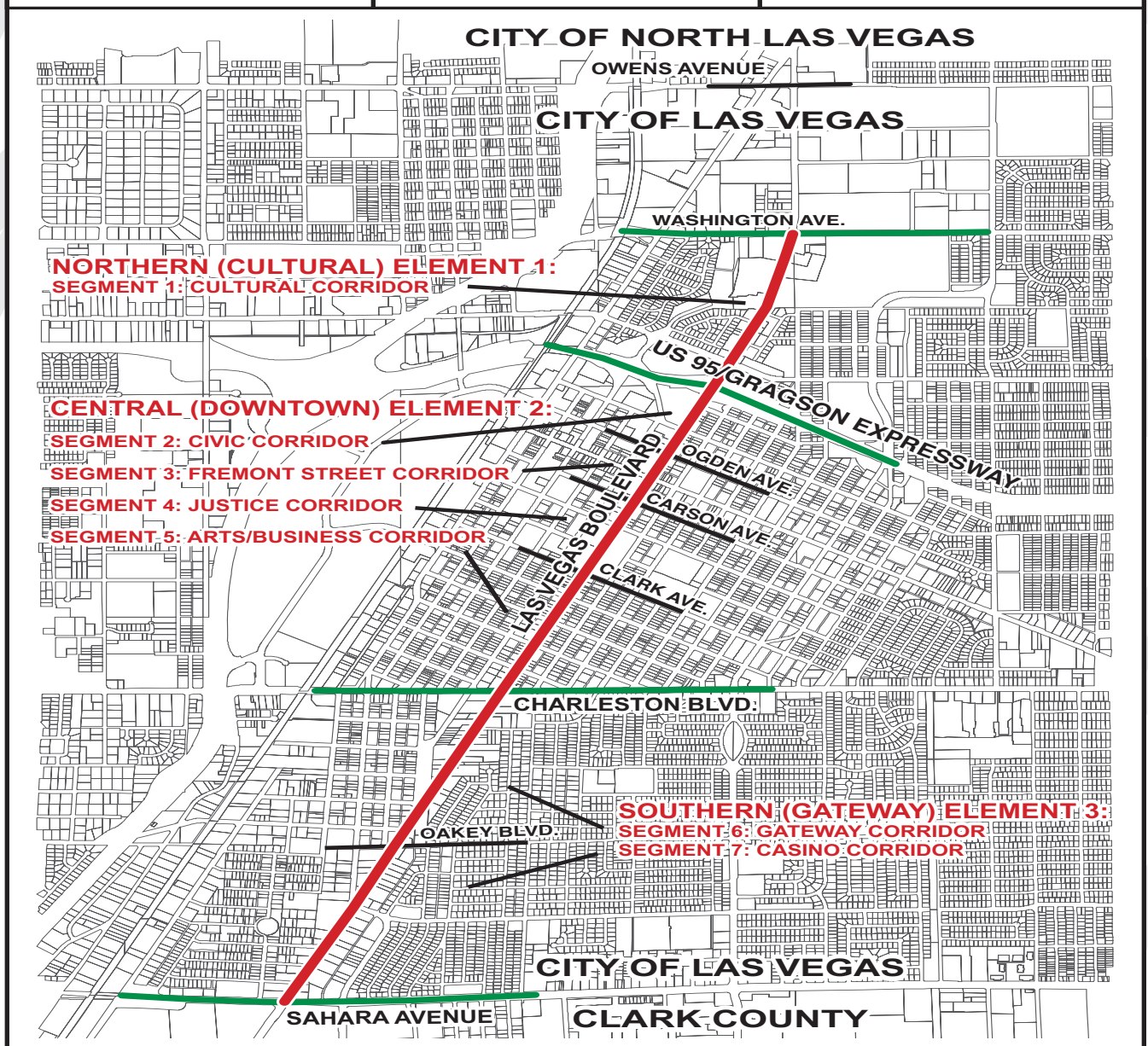
Segment 4; Justice Corridor

Segment 5; Arts/Business Corridor

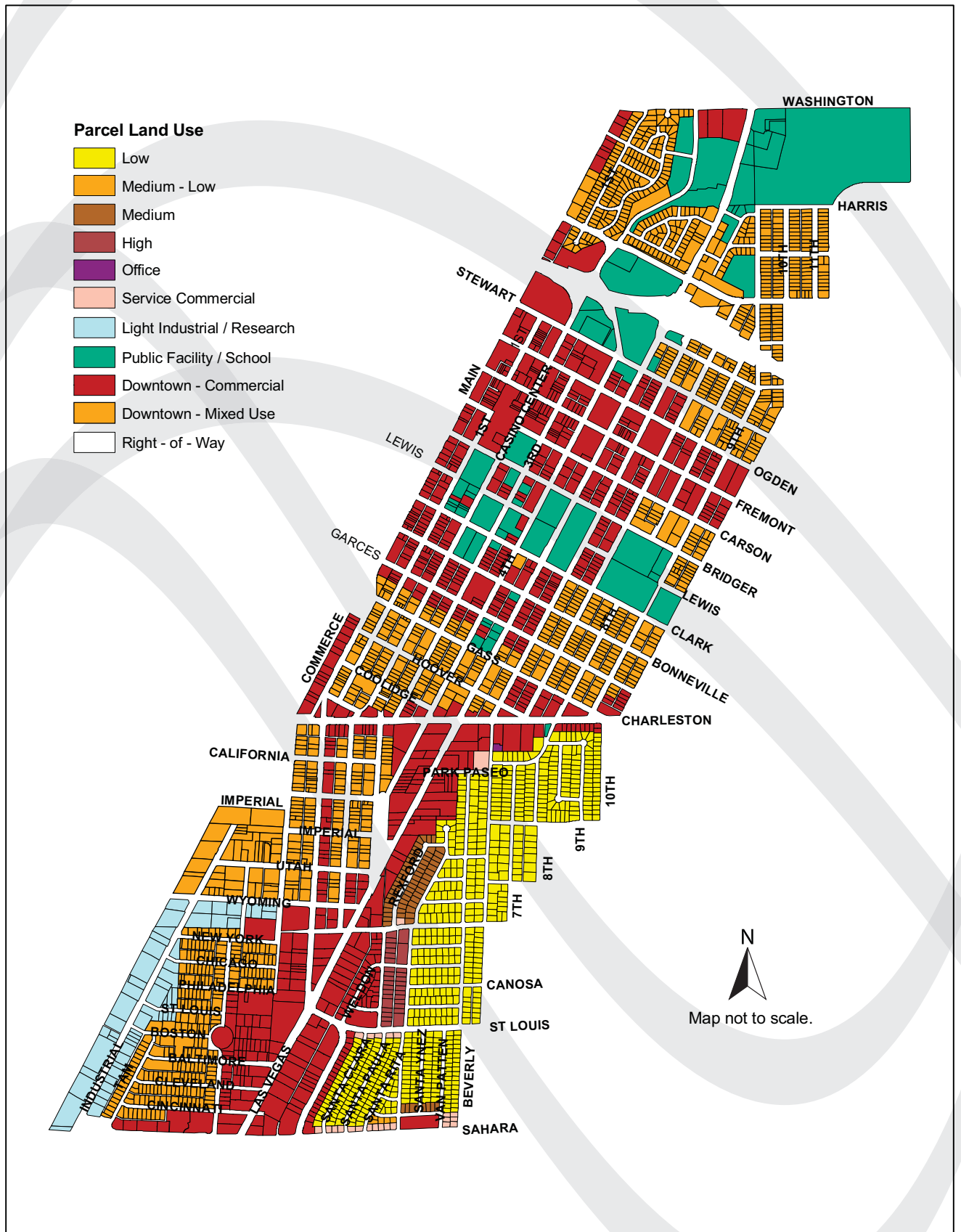
Southern (Gateway) Element 3:

Segment 6; Gateway Corridor

Segment 7; Casino Corridor



Land Use



Vision Statement

For tourists and residents alike to experience the heart of Las Vegas on an adventure that captures 150 years of history, glitz, commerce and roadside charm – with wedding chapels, landmark buildings, historic casinos, exciting museums, and mid-century motor inns, many with original classic neon signs in a safe, family-friendly environment.

Community Support

The Las Vegas Boulevard Scenic Byway was developed by and for the community-at-large in 2003. The byway committee included several neighborhood association presidents, business owners, non-profit directors, government officials and individual residents. When the plan was updated in 2008, all of these representatives were again invited to participate. A strong partnership continues between the city of Las Vegas, Clark County, the State of Nevada and the Neon Museum, the non-profit cultural resource most aligned with the Scenic Byway. Community support continues to be a vital component to the success of the program.



Management Structure

The Las Vegas Boulevard Scenic Byway program was developed by the city of Las Vegas staff in close partnership with stakeholders along the Las Vegas Boulevard corridor in 2003. This was a logical alignment as the entire stretch of roadway is within the Las Vegas city limits. During the past five years, staff from the Planning & Development Department has been the primary caretakers of the byway; overseeing grant requests and general maintenance of the corridor. During this period, a strong bond has been formed with the Neon Museum non-profit organization which has been a contributing partner in several Scenic Byway grant requests. It is anticipated that this organization will take over leadership responsibilities in the next few years with the city only enforcing the regulatory aspects of the program such as signage and land use codes.

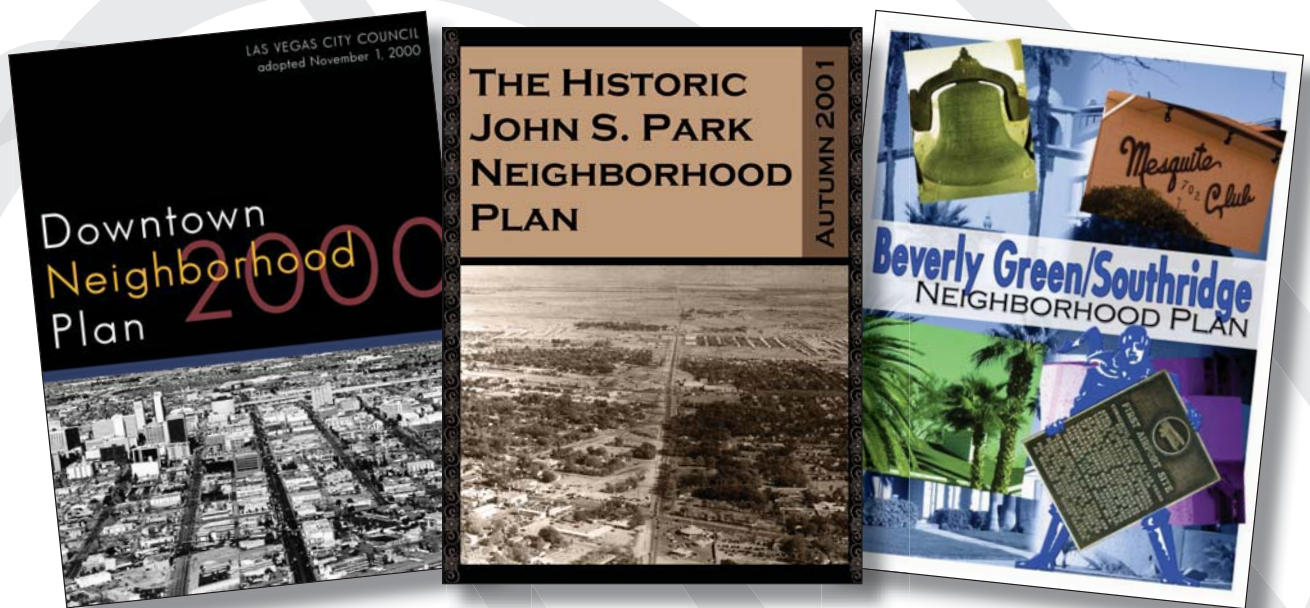
Neon Museum & Bone Yard

The Neon Museum, a non-profit 501c3 organization is the custodian of one of the most unique aspects of Las Vegas history—its glowing signs. An initiative dedicated to preserving the cultural heritage of Las Vegas through the collection, restoration and preservation of the city's most iconic signs and artifacts began in the 1980's with a small group of community activists. Currently this museum project consists of over 2 acres of land called the boneyards which house historic neon signs and a restored mid-century Paul Revere Williams building called the La Concha built in 1961, which will be used as a visitors center and neon educational center.

The Neon Museum attracts visitors from all over the country and the world. Currently there are twice daily tours to view the signs but once the visitors center/museum is open, the hours of operation will be extended and the focus will be on educating the populace about the art of neon signs, how they helped develop Las Vegas into the tourist destination it currently is and the evolvement of Las Vegas Boulevard and the Strip through its neon signage and pertinent Scenic Byway information.

Non-Regulatory Plan

The city of Las Vegas has several approved regulatory plans that affect the byway corridor including the 2020 Master Plan, the Downtown Centennial Plan, and the Downtown North Land Use Plan. In addition to the above plans, the city has approved three non-regulatory neighborhood plans. These plans include the Downtown Central Development Committee (DCDC) Downtown 2000 Neighborhood Plan, the Historic John S. Park Neighborhood Plan, and the Beverly Green/Southridge Neighborhood Plan. The CMP will fall into the category of non-regulatory plans. The purpose is to provide decision makers a reference tool to utilize when considering projects along the byway. Although the CMP is a non-regulatory plan, there may be proposals that call for the creation of specific regulatory overlays. In such cases, the existing regulatory plans would be amended.



Regulatory Overlay

On May 5, 2004 Las Vegas City Council approved Ordinance 5694 that created the Las Vegas Boulevard Scenic Byway Overlay District that was designed to protect and enhance the nighttime scenic intrinsic qualities of the byway. The added district was included in Title 19.06 of the City of Las Vegas Zoning Code as a direct result of the Corridor Management Plan. There are three main components: Illumination, off-premise signage and maintenance.

Illumination: For any development within the Las Vegas Boulevard Scenic Byway Overlay District, at least 75% of the total sign surface areas for that development (excluding awning signs) must consist of illuminated signage, in the form of neon signs, animated signs, or a combination thereof.

Off-premise Signs: Off-premise signs are not permitted within the Las Vegas Boulevard Scenic Byway Overlay District.

Maintenance: The owner and operator of each sign are jointly and severally responsible for ensuring that appropriate sign maintenance occurs and that damaged or nonfunctional signs and lighting are promptly repaired and made functional.

In the fall of 2008, Las Vegas City Council added the Scenic Byway Overlay approval process to the existing Downtown Design Review Committee (DDRC) in order to institutionalize the review and approval process of signage.

The DDRC is composed of two members of the Planning Commission, one representative of the Planning & Development Department designated by the Director, one representative of the City's Office of Business Development Department designated by the Director, and three downtown business owners designated by the Mayor. The DDRC shall have the authority to review and approve applications for all signs along the Las Vegas Scenic Byway. Each will serve three-year terms and may be re-appointed.

Intrinsic Qualities

All federal and state of Nevada byways must have at least one of the following six intrinsic qualities in order to be designated as a byway: scenic, natural, historic, cultural, archeological, and recreational. The Las Vegas Boulevard Scenic Byway meets three of these intrinsic qualities: scenic, historic and cultural.

Segment 1: Cultural Corridor ~ *scenic qualities*

- **Positive Scenic Features:**

Mountain views are prominent due to this segment of roadway being located on a noticeable rise in elevation that affords dramatic valley views of the suburban neighborhoods and the Las Vegas Wash looking north and east. The Old Las Vegas Mormon Fort State Historic Park complex is the historic site of the first non-native American settlement of the valley and provides a reconstructed/restored site that contains the oldest existing structure in Nevada. These cultural attractions are linked by the new five-acre Heritage Park which includes a desert demonstration garden, playground, walking trails and a picnic pavilion. The unusual urban scenery includes the Las Vegas Library and Lied Discovery Children's Museum (a landmark building designed by Antoine Predock) as well as a recently completed native landscaping project along West Bonanza Road adjacent to the historic Biltmore Bungalows Neighborhood and visible from Las Vegas Boulevard.

- **Negative Scenic Features:**

Small commercial strip malls and the elevated nature of the US95 Expressway.

- **Positive aspects of the Negative Scenic Features:**

The one-story commercial strip mall located near Bonanza Road is a classic example of the early development of Las Vegas Boulevard. It features several small businesses in a building set toward the rear of the lot with ample parking in the front with direct access to the Boulevard.

- **Circumstances that might impact the scenic qualities:**

The city of Las Vegas has applied for several grants to enhance the Boulevard by creating a landscaped median along this segment. Funds have been secured and this major improvement project will be completed by summer 2009.

This segment of Las Vegas Boulevard is near a large concentration of social service organizations serving all of Clark County. If additional related facilities are located in this area, it may have a negative impact on the Boulevard as well as on the adjoining neighborhoods.

Segment 1: Cultural Corridor ~ *historic and cultural qualities*

- **Types of cultural features:**

Museums - Las Vegas Natural History Museum, Neon Museum/Bone Yard, Lied Discovery Children's Museum

Historic structures - Old Mormon Fort

Festival sites - Cashman Center, Heritage Park

Living history sites - Old Las Vegas Mormon Fort State Historic Park

Other features - Reed Whipple Cultural Center

Neighborhoods - Biltmore Bungalows

- **List of the most important sites in this segment: *interpretive support*:**

Old Las Vegas Mormon Fort State Historic Park - a historical re-creation of a settlement built by Mormon colonists in 1855—includes a remnant of an adobe structure that is the oldest existing building in Nevada. The story of the Fort reflects the growth of Las Vegas as its economy changed from ranching to railroading to gambling.

Lied Discovery Children's Museum - visitors can experience over 100 hands-on exhibits in one of the country's largest children's museums. With exhibits in the arts, humanities and the sciences, this award-winning museum is located in an architectural landmark building designed by Antoine Predock.

Las Vegas Natural History Museum - fossils and animated dinosaurs, international wildlife, southern Nevada's plant and animal life, African savanna and rain forest, marine life including live sharks, and children's hands-on exploration all provide visitors with a journey around the world and through time. A King Tut Exhibition to open in 2009.



The La Concha Motel - was originally constructed in 1961 on the Las Vegas "Strip," just south of the existing Riviera Hotel and Casino. The motel property included the free-form concrete shell lobby, and a rectangular two-story motel building attached to the rear of the lobby. The motel building was demolished in 2004 to make way for a new high-rise development, as yet to be built. The lobby shell was relocated to the Neon Museum site and restored to be used as the Neon Museum's lobby. It was designed by internationally known African-American architect Paul R. Williams (1894-1980), one of the foremost architects of southern California. He produced an incredible number of buildings in his career that spanned almost 60 years. Williams designed more than 2,000 private residences and many major civic and commercial buildings in southern California and elsewhere.

Neon Museum “Bone Yard” and Visitors Center - a two-acre site that will be home to an outdoor museum dedicated to preserving the vintage signs of Las Vegas. Displays of classic signs, a gallery and gift shop, historical and interpretive exhibits, and a “bone yard” with legendary sign relics—all telling the history of neon and Las Vegas will be included. This is a major downtown cultural attraction.

Cashman Center - owned and operated by the Las Vegas Convention and Visitors Authority, this is a multi-use facility encompassing 483,000 square feet on a 55-acre site near downtown Las Vegas. The facility includes 98,100 square feet of exhibit space, 12 meeting rooms, a 1,922 seat state-of-the-art theatre, over 2,500 spaces for parking, and a 10,000 seat baseball stadium which is the home of the Las Vegas 51s, AAA affiliate of the Los Angeles Dodgers. Each segment of the facility is capable of functioning independently or in any combination for conventions and trade shows, business/group meetings, theatrical presentations, and sporting events.

Biltmore Bungalows - a 1930s era neighborhood in the heart of downtown—one of the first subdivisions in Las Vegas—with 51 cottage style homes along curving streets. At one time, the Nevada Biltmore stood at the corner of Main Street and Bonanza Road. The Biltmore was a Beverly Hills style south seas resort and catered to visiting Hawaiians and later, African American tourists.



Las Vegas Library - as one of the 24 libraries of the Las Vegas-Clark County Library District, this downtown branch receives more than 400,000 visits annually. Located in a landmark building designed by famed architect Antoine Predock, the Library houses an international collection and conducts a variety of bilingual programs including story times and offers Internet training. This is the main library of the district.

Reed Whipple Cultural Center - this city facility provides a wide range of workshops, classes, art exhibits and performing arts events in music, theater and dance. With a 275-seat state of the art theater, an intimate 80-seat studio theater, dance studio, conference room, pottery studio, rehearsal rooms and art gallery, the facility hosts an annual performing arts season for youth, adults and families.

Washington Avenue - the northern anchor of the byway is the Gateway into the heart of West Las Vegas, the historic home of the city’s African-American community. This neighborhood, as part of the original McWilliams Town Site, is nearly 100 years old and includes the site of the 1950s Moulin Rouge Casino and the Mission Style West Side School.

Directional signage at the intersection of Washington Avenue and Las Vegas Boulevard could provide direction into the historic West Las Vegas neighborhood. Once completed, the Trails Project will include interpretive materials and directional signage.

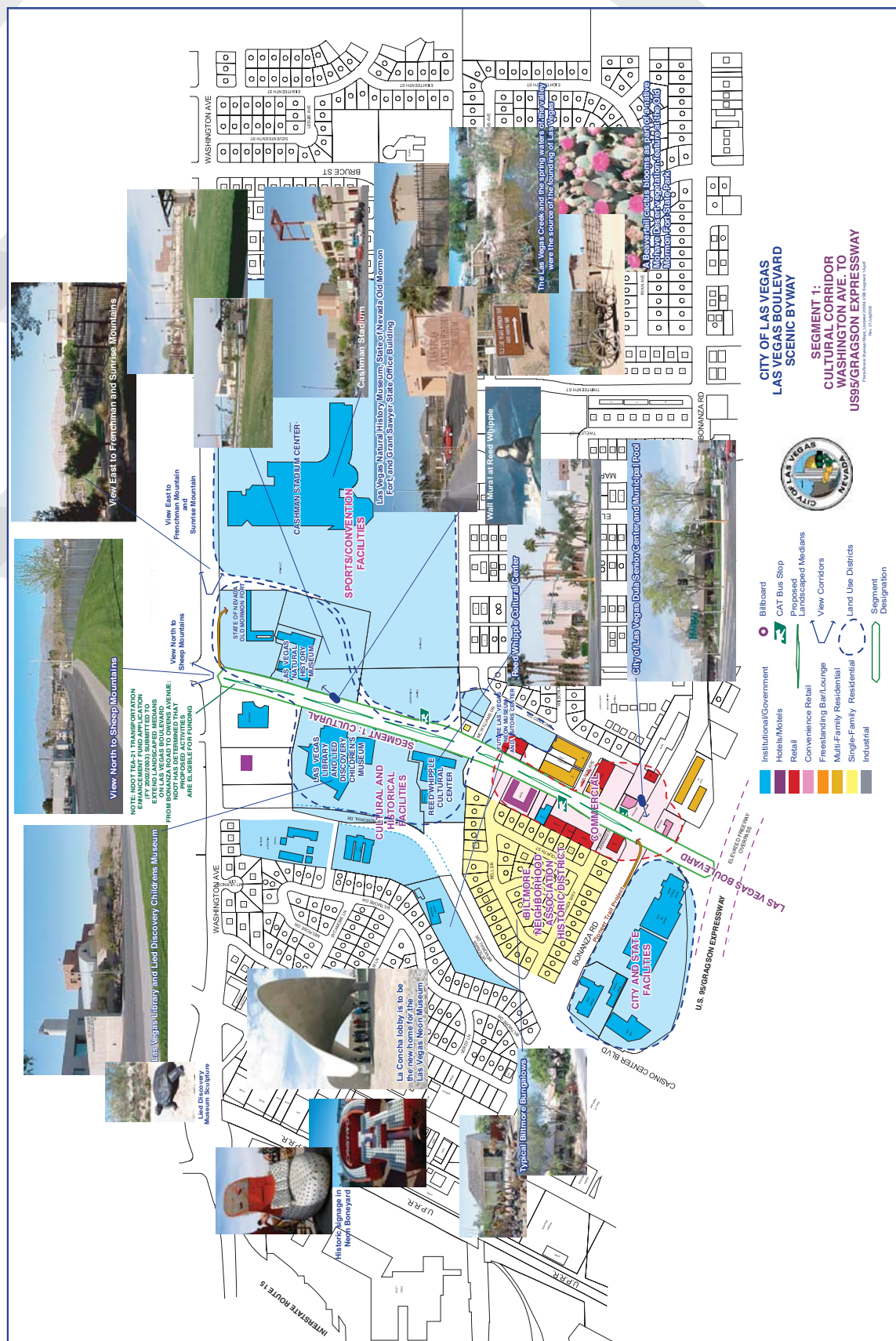
- **Access/interpretation/visitation/threats:**

These sites are easily accessible by automobile and increased visitation would have no negative impacts.

- **Additional signage needs:**

Directional signage on Las Vegas Boulevard, Bonanza and the 95 Expressway is needed to identify these Cultural Corridor resources for visiting tourists.

Segment 1: Cultural Corridor



Segment 2: Civic Corridor ~ *scenic qualities*

- **Positive Scenic Features:**

The lush vegetation highlights the recently installed landscaped median, featuring towering date palm trees surrounded by a variety of smaller trees, shrubs, and desert flowers. The City Hall Complex, built in 1970, is a classic example of the contemporary architectural style common during this period of development in America. Clearly visible from the corner of Las Vegas Boulevard and Stewart looking west is the historic neo-classical 1930 era United States Post Office, a building on the National Historical Register, which has undergone a complete restoration. This segment of the Boulevard gives testimony to the blending of both old and new architectural styles that contribute to the uniqueness of Las Vegas Boulevard.

- **Negative Scenic Features:**

The elevated US95 Expressway.

- **Positive aspects of the Negative Scenic Features:**

A trails grant has been obtained and will partially fund an arts project to create an inviting entryway into the cultural corridor. This project could be located along Las Vegas Boulevard where it crosses under the US95 Expressway.

- **Circumstances that might impact the scenic qualities:**

Planned improvements to the city-owned properties on the northeast corner of Stewart and Las Vegas Boulevard will visually enhance the area in the near future.

The US 95 Expressway is planned to be widened which will provide an opportunity to enhance the aesthetic nature of the structure.

Segment 2: Civic Corridor ~ *historic and cultural qualities*

- **Types of cultural features:**

City Hall - Las Vegas City Hall Complex

Historic Buildings - Federal Building/Post Office

- **List of the most important sites in this segment: *interpretive support*:**

City Hall Complex - the city's Civic Center with administrative offices including the Mayor's Office and City Council Chambers, housed in a classic 1970s curvilinear modern-style structure enclosing a civic plaza.

Post Office/Federal Building - a stately neo-classical structure that was completed in 1933 as part of the WPA federal building program. Plans are being proposed for its future use that will include a museum, cultural facility and other civic uses surrounded by a new urban park.

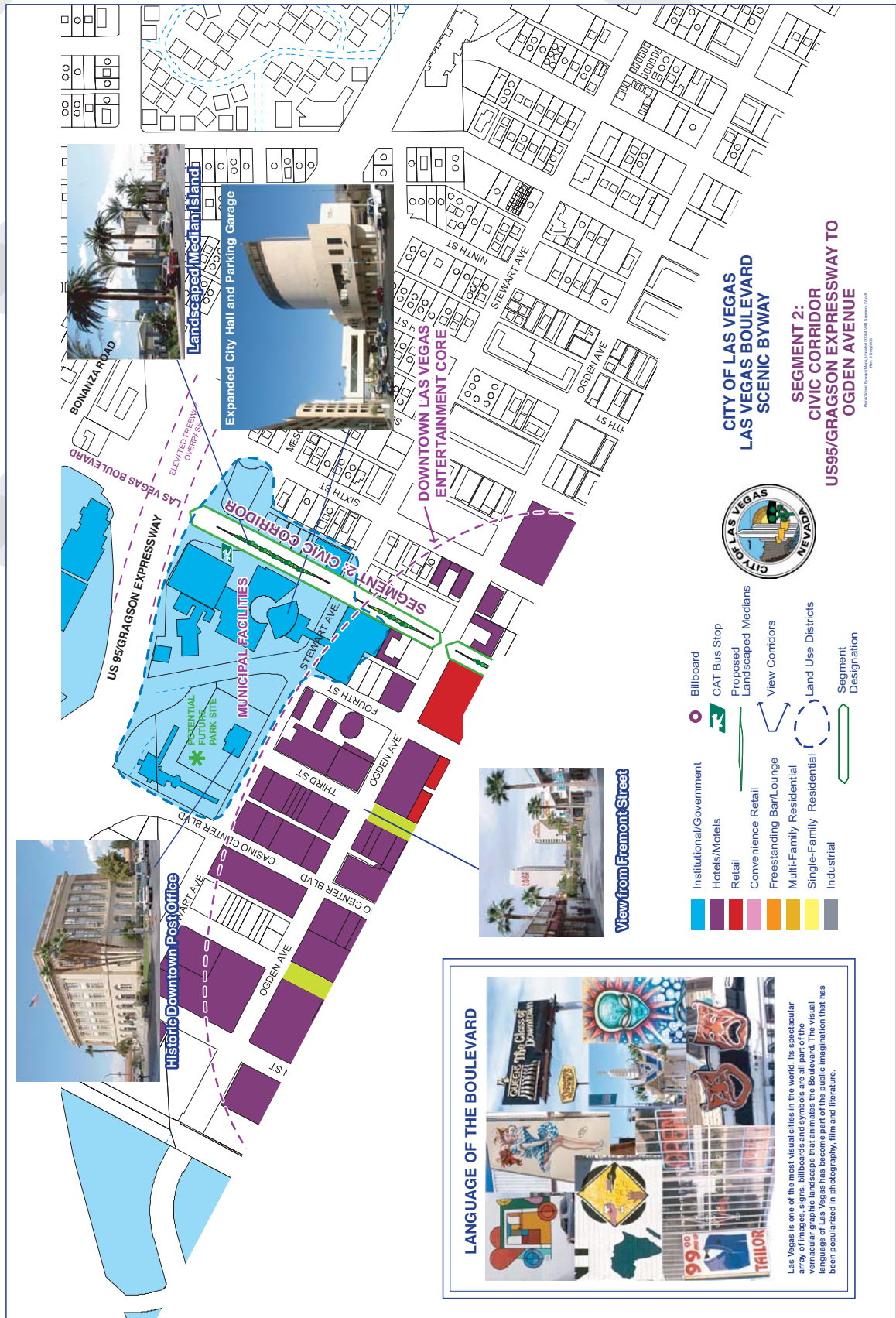
- **Access/interpretation/visitation/threats:**

These sites are easily accessible by automobile and increased visitation would have little negative impacts.

- **Additional signage needs:**

Directional signage could help identify and locate the Federal Building/Post Office.

Segment 2: Civic Corridor



Segment 3: Fremont Street Corridor ~ *scenic qualities*

- **Positive Scenic Features:**

This is the historic town center. To the west is a view of the heart of the city reflecting the historic commercial and casino center of downtown and a streetscape that still resembles, in scale and content, the classic postcard picture of “old” Las Vegas. Fremont Street now features the world’s largest electronic canopy that transforms the center of Las Vegas into a virtual digital main street. Viewing both east and west along Fremont Street, one can see a collection of historic and legendary casinos commonly known as Glitter Gulch and their gloriously animated neon signs. In addition, the Neon Museum has restored several historic neon signs and installed them throughout the area including Vegas Vic and the Museum’s flagship sign, the five-story high Hacienda Horse and Rider, located in the landscaped median on Las Vegas Boulevard.

Neonopolis, a large multimedia and entertainment complex anchor Fremont Street with Las Vegas Boulevard and across the boulevard a new Entertainment District has been formed that provides activities for tourists and locals alike.

- **Negative Scenic Features:**

Billboards.

- **Positive aspects of the Negative Scenic Features:**

As noted in earlier segments, billboards, graphics and other signage have historically been a part of the visual character of the streetscape of Las Vegas. Many predate the electronic signboards that now dominate the strip.

- **Circumstances that might impact the scenic qualities:**

The tourism economy and the environmental scenic qualities of the downtown streetscape could be impacted by development that threatens to eradicate the iconographic and historic references to Las Vegas as a pop culture outdoor museum of American taste and design of the mid Twentieth Century.

Segment 3: Fremont Street Corridor ~ *historic and cultural qualities*

- **Types of cultural features:**

Festival sites - Fremont Street Experience

Historic Buildings - Golden Gate Hotel, El Cortez Hotel, Horseshoe, Pioneer

Museums - Neon Museum Gallery of neon signs

Other features - Neonopolis and the Fremont East Entertainment District

- **List of the most important sites in this segment: *interpretive support*:**

Fremont East District - The city of Las Vegas is reviving the old glamour of vintage Vegas in a downtown entertainment area called the Fremont East District. Adjacent to the popular tourist attraction, the Fremont Street Experience, this district continues to attract an eclectic mix of drinking establishments, restaurants, nightclubs and entertainment venues targeted at a diversity of age and income groups. The city and area property owners committed \$5.5 million for a major renovation effort including pedestrian-friendly street redesign, landscaping and retro-looking neon signage. From Las Vegas Boulevard to Eighth Street, three blocks of Fremont Street experienced this transformation.

Fremont Street Experience - four of the most famous blocks in America, still the heart of downtown Las Vegas, now a digital Main Street covered with a 90 foot tall space frame electronic vaulted ceiling, known as Viva Vision, which provides a sound and light spectacular on the hour each evening. Recently \$17 million has been invested in this site for numerous festivals and events drawing tens of thousands of participants year round. One such event sponsored by the Las Vegas Arts Commission presents epic scale video art installation on Viva Vision by world famous artists such as: Jenny Holzer, Jennifer Steinkamp, Haluk Akakce, and many more.

Glitter Gulch casinos - the legendary casinos of downtown Las Vegas that started it all-Golden Nugget, Fremont, Four Queens, Horseshoe, El Cortez, and the nearby Golden Nugget Hotel and Casino, the oldest operating casino and a hotel since 1906. The Union Plaza on Main was the site of the original Railroad Depot.

Neonopolis - the \$100 million retail, food and entertainment complex is now the commercial anchor of Fremont Street. The facility features its own vintage collection of neon signs displayed in an outdoor plaza.

Neon Museum Exhibit at Fremont Street - display of nine refurbished signs from the Museum's collection in two clusters on the Fremont Street Experience, includes the legendary Hacienda Horse and Rider from 1956, the original Aladdin's Lamp from 1966 and the Chief Hotel Court from the 1940s. Each sign has an accompanying historical plaque.

Vegas Vic – one of the most legendary signs ever made, still in commercial use on the Pioneer Club Building. Vegas Vic has been an icon of Las Vegas since he first made his appearance as a chamber of Commerce promotion in the late 1940s and was then fabricated into the cowboy sign in 1951. Across the way is his contemporary neon partner, Vegas Vicky, kicking up her boots since the 1980s.

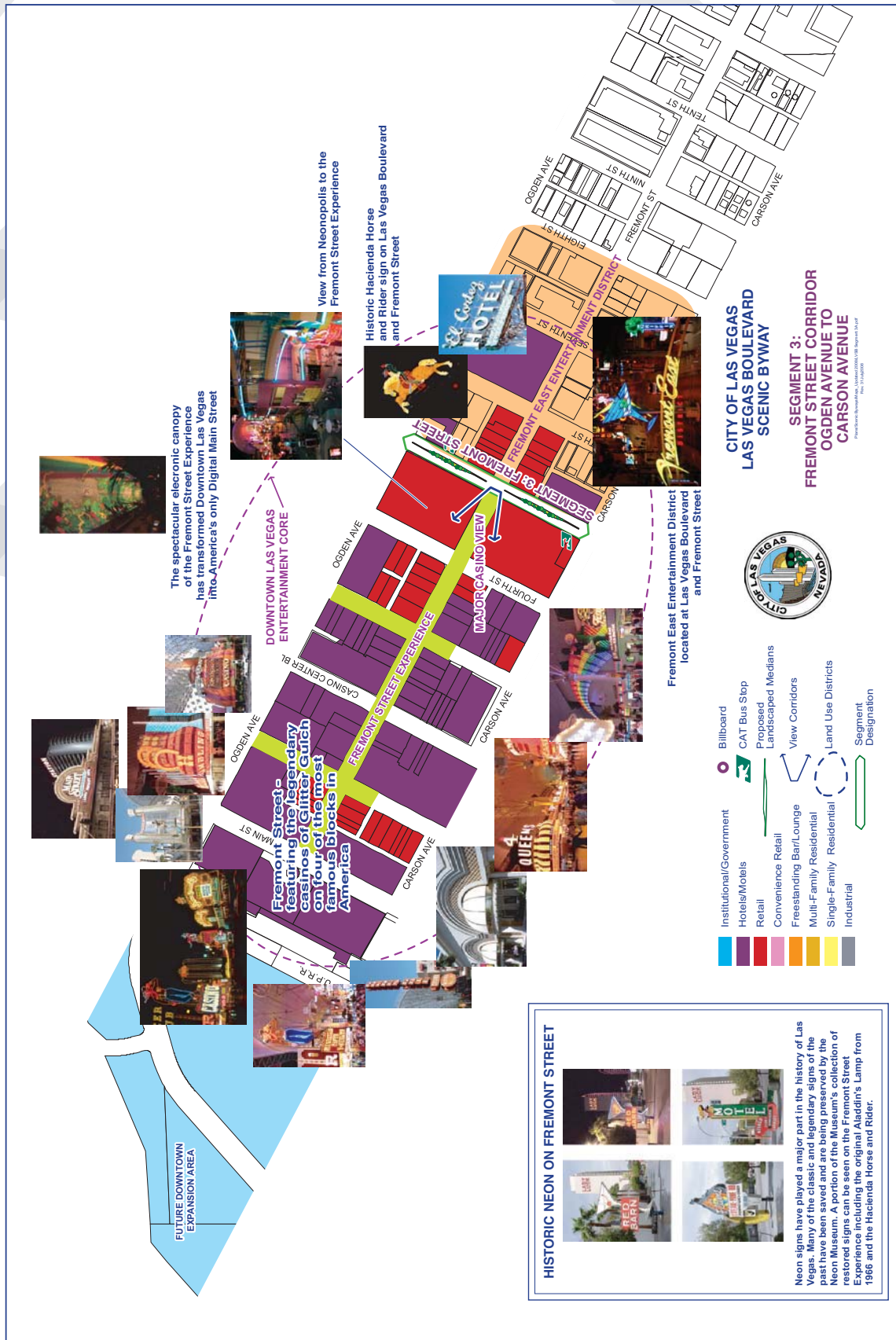
- **Access/interpretation/visitation/threats:**

These sites are easily accessible by automobile and increased visitation would have few negative impacts.

- **Additional signage needs:**

Additional directional signage at various locations would help identify and locate these attractions.

Segment 3: Fremont Street Corridor



Segment 4: Justice Corridor ~ *scenic qualities*

- **Positive Scenic Features:**

The Lloyd D. George Federal Courthouse, a contemporary landmark building, dominates this segment with its monumental steel pillar and soaring canopy. This segment offers unique examples of old and new with the mission-style historic Fifth Street School built by the WPA in the 1930s located across the street. This building, along with the art deco style Las Vegas High School as seen looking east on Bridger, are both listed on the National Historic Register. The neighborhood just to the east of Las Vegas Boulevard was also designated a national historic neighborhood, and features a wide range of custom homes built in the 1920s and 30s.

The City has recently completed a multi-million dollar street improvement project designed to turn the Lewis Street Corridor from Las Vegas Boulevard to Casino Center Boulevard into a landscaped pedestrian avenue featuring cafes, coffee houses and boutiques with sidewalk seating.

This segment also includes an installation of colorful artist designed banners—an annual display called the Aerial Gallery that strengthens the concept of the Boulevard as a unique visual corridor.

- **Negative Scenic Features:**

None noted.

- **Positive aspects of the Negative Scenic Features:**

None noted.

Segment 4: Justice Corridor ~ *historic and cultural qualities*

- **Types of cultural features:**

Courthouses - Lloyd D. George Federal Courthouse

Historic Buildings - Fifth Street School, Las Vegas High School Building

Neighborhood - Las Vegas High School Historic District

Colleges/schools - Las Vegas Academy of international studies and performing arts and the Downtown UNLV campus

Other Features - historic wedding chapels

- **List of the most important sites in this segment: *interpretive support*:**

Lloyd D. George Federal Courthouse - the new \$97 million Federal Courthouse designed by the LA architecture firm of Mehrdad Yazhant is a prominent urban landmark in downtown Las Vegas. It assumes its civic, judicial and architectural authority on the Boulevard as a contemporary structure dominated by its lattice canopy supported by a soaring 185-foot sculptural pillar.

Las Vegas High School Historic District - an area that dates from the 1930s, it is one of the oldest neighborhoods in Las Vegas, with quaint Revival and Eclectic style homes built for early city leaders on tree lined streets; the district was listed on the National Register of Historic Places in 1991.

Lewis Avenue Corridor - this award-winning, three-block urban promenade, designed by SWA Group and city staff, created a new pedestrian ambience for the courthouse district in downtown Las Vegas when it was completed in 2002. City streets were refined with wide, tree-lined sidewalks and a former sea of razor wire and asphalt parking lots were transformed into attractive fountains, public plazas and a poets bridge.

Historic Fifth Street School - This former grammar school serves as a “cultural oasis” in the heart of downtown Las Vegas and is home to an assortment of local arts and architectural organizations. The primary tenants: the University of Nevada Las Vegas Fine Arts Program, including the Downtown Design Center for the School of Architecture; the Nevada School of the Arts (a music education organization); the American Institute of Architects; and the city of Las Vegas Cultural Affairs Division.

While the above-mentioned tenants comprise the majority of the gross leasable area, common areas will be available for public or private functions. These areas include a multi-purpose performance area capable of accommodating up to 300 people, a gallery space for exhibitions and smaller meetings able to hold up to 90 persons, and a 40-person conference room. In addition, there will also be open courtyards available for outside activities, as well as the 16,000-square-foot Centennial Plaza that can be used for outdoor gatherings.

Las Vegas High School - designed in 1930 by a Reno architect, it is Las Vegas’ only example of art deco style architecture and features in its façade a number of elaborate detailed carvings of flora, fauna and heroic figures.

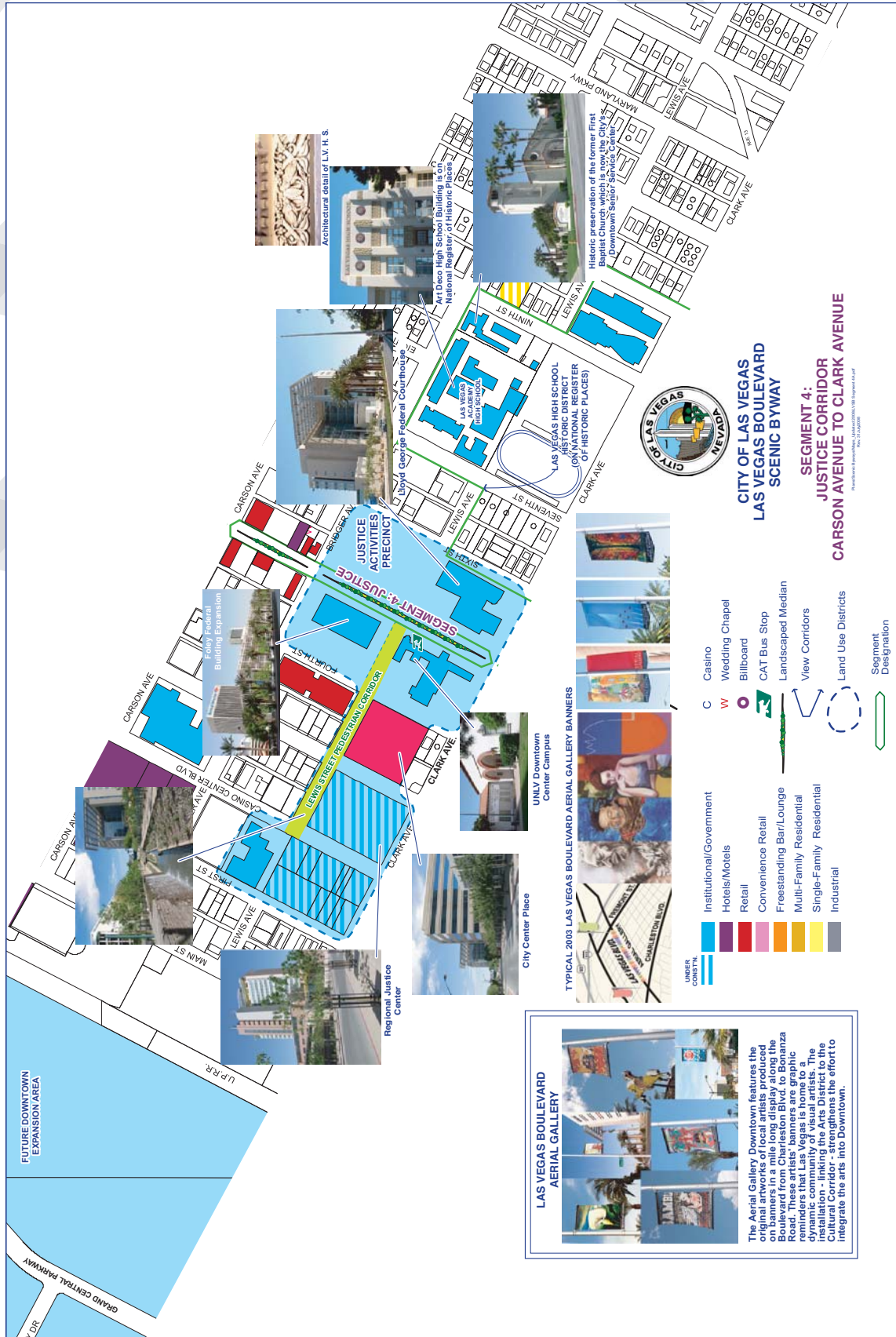
- **Access/interpretation/visitation/threats:**

These sites are easily accessible by automobile and increased visitation would have no negative impacts. Public access is limited at the Lloyd George Federal Courthouse and the Las Vegas Academy. Increased automobile traffic might be a concern in the historical Las Vegas High School District.

- **Additional signage needs:**

Additional directional signage at various locations would help identify and locate these attractions.

Segment 4: Justice Corridor



Segment 5: Arts Business Corridor ~ *scenic qualities*

- **Positive Scenic Features:**

Unusual urban scenery includes a number of small motels, wedding chapels, neon signs and commercial businesses that evoke environmental design forms of classic mid-century roadside urban architecture and the commerce of downtown Las Vegas. The emergence of a lively Arts District just west of Las Vegas Boulevard currently anchored by the Arts Factory building features galleries and small shops located on Charleston Boulevard just west of the Boulevard.

- **Negative Scenic Features:**

Decaying store fronts on commercial buildings.

- **Positive aspects of the Negative Scenic Features:**

Recent private interest has been shown that will enhance the visual aspects of the older commercial structures.

- **Circumstances that might impact the scenic qualities:**

Two mixed-use projects are currently being built that will provide street level retail with loft and apartments on the upper levels along Las Vegas Boulevard enhancing the urban livelihood of the area.

Segment 5: Arts Business Corridor ~ *historic and cultural qualities*

- **Types of Cultural features:**

Neighborhoods - Arts District neighborhood

Other features - Arts Factory Building, Wedding Chapels

Festival site - Arts Factory/Boulder Avenue

- **List of the most important sites in this segment: *interpretive support*:**

18b The Las Vegas Arts District - identified in the city's current master plans, this 18-block area at Charleston and Casino Center (with an east boundary on Las Vegas Boulevard) is referred to as the developing Arts District. With a live/work ordinance in place, this area is envisioned as an emerging neighborhood of arts-related businesses, galleries, shops, restaurants, artists studio-all in close proximity to the new residential developments being built downtown. The Arts District Gateway will soon feature two works of art (sculptures) created by Dennis Oppenheim. These sculptures, which are in the shape of paintbrushes, will mark the entrance to the Arts District along Charleston Boulevard.

Arts Factory - is home to the area's finest art and culture. Serving as the cornerstone of the monthly First Friday festival, The Arts Factory is the incubator from which the Las Vegas District was born. With approximately 30 different creative gems located under one roof, this is the premiere location to visit when seeking out all things creative in the city of Las Vegas.

The S2 Art Building - is world headquarters for S2 Art Group, Ltd, one of the world's foremost fine art publishers and gallery organizations. The first floor houses the largest fine art lithography Atelier in the world. Internationally famous artists journey to the S2 Atelier, where they create beautiful limited edition lithographs, the old fashioned way. Prints are pulled by hand, one pure color at a time from artist-drawn plates, a separate plate being drawn for each color in the print. Rare historic French presses manufactured in the 1870s are utilized. Seeing this rare, hands-on art production in progress is a singular treat.

Wedding Chapels - the Graceland Wedding Chapel has been part of the Las Vegas Strip for over 50 years and is one of the most prominent chapels for a wedding in Las Vegas. Numerous celebrities have been married at this location among them are Jon Bon Jovi, Billy Ray Cyrus, Aaron Neville and members of popular groups such as Def Leopard, Deep Purple, and the Thompson Twins.

Las Vegas is the "Wedding Capitol of the World" with over 100,000 weddings taking place each year - and Las Vegas Boulevard is home to many of the most quaint and charming chapels in the city - a number of which are located in this segment. As one of America's legendary places to get married, these chapels offer a spirited range of themed weddings in a variety of settings - and some may include unique features like an Elvis impersonator or a 24-hour drive-through service window.

- **Access/interpretation/visitation/threats:**

These sites are easily accessible by automobile and increased visitation would have few negative impacts.

- **Additional signage needs:**

Additional directional signage at various locations would help identify and locate these attractions.

Segment 5: Arts Business Corridor



Segment 6: Gateway Corridor ~ *scenic qualities*

- **Positive Scenic Features:**

Unusual vegetation enhances a downtown gateway at the intersection of Las Vegas Boulevard and Fourth Street consisting of a dense landscaped installation of date palms, cacti, desert wild flowers and other plants native to the area. This segment also includes a cluster of wedding chapels, vintage motels and classic neon signs—some of the best examples that remain of roadside motor hotels along the Boulevard that predate the Strip. Several ethnic restaurants are located along this segment that provide an exotic flare to the area. An authentic replication of the famous “Welcome to Las Vegas” sign anchors this downtown entry.

The historic John S. Park residential neighborhood is located just to the east of the Boulevard between Charleston and Oakey. This is a vintage neighborhood of classic older homes with lush lawns arranged neatly along tree-shaded streets. This is the only neighborhood in southern Nevada that has local, state and federal historic district designations.

- **Negative Scenic Features:**

Billboards and adult oriented businesses.

- **Positive aspects of the Negative Scenic Features:**

Las Vegas Boulevard has traditionally been home to a variety of businesses appealing to adult tastes and entertainment. These types of enterprises contribute to the legend of “Naked City”* and can provide an environmental and social context for the diverse range of entertainment activities that are unique to the history and development of Las Vegas.

**The name Naked City came about in the late 1950s when showgirls would sun bathe topless at apartment complexes located in the area.*

- **Circumstances that might impact the scenic qualities:**

Encroaching commercial development from Las Vegas Boulevard into the John S. Park neighborhood would negatively impact the scenic quality of this area and compromise its historic integrity.

Segment 6: Gateway Corridor ~ *historic and cultural qualities*

- **Type of Cultural features:**

Neighborhoods - Historic John S. Park neighborhood

Churches - Collection of Wedding Chapels

Other features - Vintage motels and historic signs; enhanced median

- **List of the most important sites in this segment: *interpretive support*:**

Vintage motels and classic signs - Las Vegas Boulevard has always been identified in the popular imagination as an urban streetscape featuring the classic curbside motels and neon signs of past decades. Many tourists come to Las Vegas to seek out this history—popularized in photography, film and literature—and areas of the Boulevard, including this segment, still feature some of these charming motels with their vintage signs still in place.

John S. Park neighborhood - a historically significant neighborhood just east of the Boulevard near Charleston, with classic older homes set against grassy lawns arranged neatly along tree shaded streets. The area was designated the city's first historic district on March 19, 2003 by the City Council and as recommended by the Historic Preservation Commission.

Downtown Gateway Entry - located where Fourth Street and Las Vegas Boulevard converge, this urban plot of land is home to 222 date palm trees and a wide assortment of native plants and wildflowers. The site marks your arrival into the southern portion of downtown Las Vegas. A replica of the Welcome to Las Vegas sign designed by Betty Willis stands here as an invitation to downtown.

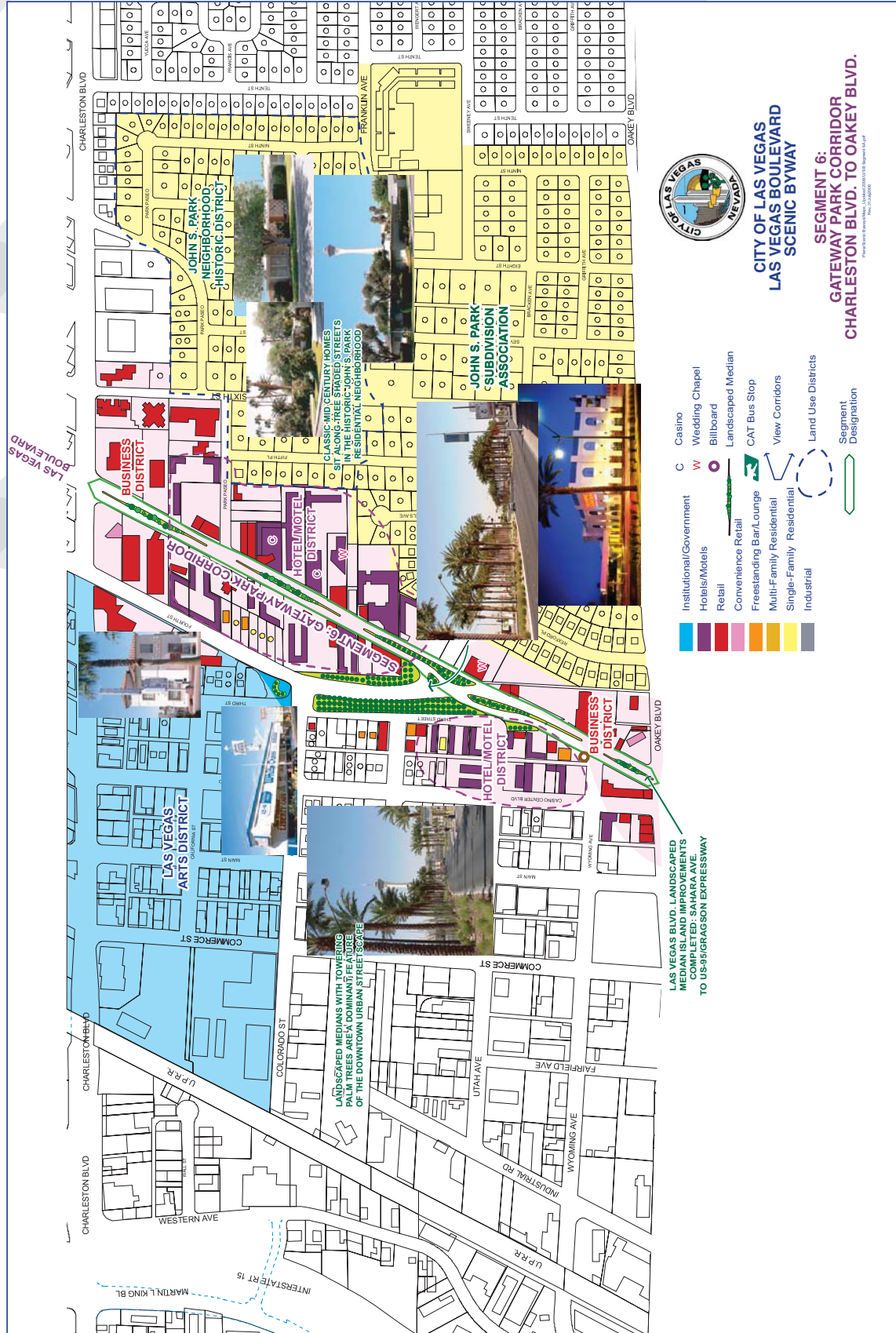
- **Access/interpretation/visitation/threats:**

These sites are easily accessible by automobile, with adequate parking. Increased visitation would have little negative impact.

- **Additional signage needs:**

Additional directional signage at various locations would help identify and locate these attractions.

Segment 6: Gateway Corridor



Segment 7: Casino Corridor ~ *scenic qualities*

- **Positive Scenic Features:**

Unusual urban scenery includes the Stratosphere Casino Tower. At 1,149 feet, the tower is the tallest freestanding observation tower in the United States and the tallest building west of the Mississippi River. Dominating the urban skyline of Las Vegas, it also provides a dramatic transition and connection of the city of Las Vegas to the Strip, located across Sahara Avenue in Clark County. The exotic nature of the many ethnic restaurants continues along this segment of the Boulevard.

The lush landscaped median provides a visual continuity in passing from the city on to the Strip. In addition, there are several clusters of 1950s era motels and signage which reference the classic streetscape of the Boulevard and provide a visual model of what the Strip resembled prior to the era of Mega resorts.

- **Negative Scenic Features:**

Billboards and commercial strip malls.

- **Positive aspects of the Negative Scenic Features:**

Previously addressed.

- **Circumstances that might impact the scenic qualities:**

Historic neon signs are being restored and exhibited in the median as an extension of the Neon Museum.

Segment 7: Casino Corridor ~ *historic and cultural qualities*

- **List of Cultural features:**

Notable structures - Stratosphere

Sites of national prominence - Gateway to the Strip

Historic buildings - Vintage motels and signs

Neighborhoods - Meadows Village (known to locals as “Naked City” back in the 1950s and 60s due to the showgirls who would sun bathe topless in the area)

Beverly Green - a neighborhood of up-scale residences that historically were home to the important movers & shakers of Las Vegas

- **List of the most important sites in this segment: *interpretive support*:**

Stratosphere - the tallest structure in the American West, this landmark building dominates the entire horizon of the Las Vegas Valley. It is a pivotal commercial and environmental anchor of Las Vegas Boulevard and serves as a dramatic gateway between the city and the Strip. As both a symbolic image and literal connectors between the old and the new, between gaming and its historical need for large scale attractions, and as a connector between Las Vegas Boulevard downtown and its evolutionary by-product, the Strip.

Vintage motels - Las Vegas Boulevard has always been identified in the popular imagination as an urban streetscape featuring curbside classic motels and neon signs of past decades. Many tourists come to Las Vegas to seek out this history—popularized in photography, film and literature—and areas of the Boulevard, including this segment, still feature some of these charming motels with their vintage signs intact. The Holiday Motel is notable as a “vintage motel” in Las Vegas. The Holiday Motel has been in existence since 1954. The motel was originally opened under the name Holiday Inn. When the Holiday Inn wanted to open in Las Vegas they had to buy the word “Inn”, so the Holiday Inn became the Holiday Motel. The Holiday Motel has been featured in many television productions.

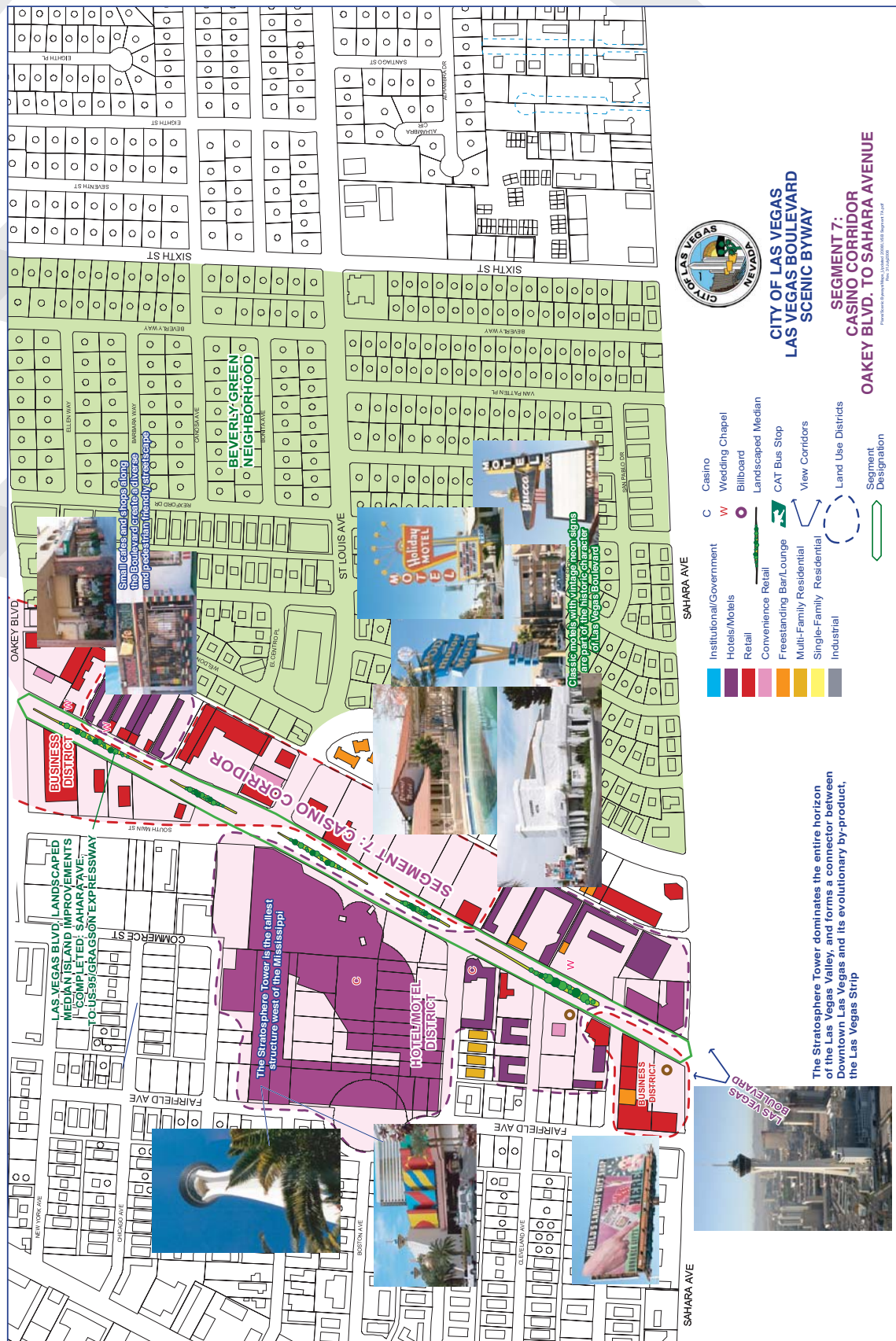
- **Access/interpretation/visitation/threats:**

These sites are easily accessible by automobile, with adequate parking. Increased visitation would have little negative impact.

- **Additional signage needs:**

Additional directional signage at various locations would help identify and locate these attractions.

Segment 7: Casino Corridor



Overview of Strategies to Protect Intrinsic Qualities

In order to protect and enhance the three intrinsic qualities that are unique to this byway; scenic, historic and cultural, the following strategies will be implemented:

Scenic Quality: The scenic quality of the byway is captured at night primarily due to the quantity, quality and color of the neon lights used in the signage. To protect and enhance this intrinsic quality, the city passed an overlay district requiring all new signage to include neon and/or animation and to maintain all signage in good working order. The city has also formed a strong working relationship with the Neon Museum to restore historic neon signs and place them in the landscape median along the byway. All of these signs are part of the exhibits of the museum which is located on the northern end of the byway.

Historic Quality: The local Historic Preservation Commission is actively working to support the restoration of three historic amenities located on or within eye sight of the scenic byway including the 1930s era historic courthouse, old Fifth Street School and the 1850s era Old Mormon Fort. They continue to work to preserve the historic wedding chapels and motels found along Las Vegas Boulevard. In addition, the commission has worked closely with the Neon Museum to identify historic neon signs in danger of destruction in order to preserve them. This partnership also resulted in saving a unique historic structure, the La Concha Motel lobby, which was designed by Paul R. Williams (FAIA) the first African-American to be admitted into the American Institute of Certified Architects.

Cultural Quality: The city is actively working with the private sector to develop active Arts and Entertainment districts adjacent to the byway. Nearly 11 million dollars worth of public right-of-way improvements have been made or committed in these areas which include two unique pieces of public art. These amenities are maintained by the city's general funds and/or from the Redevelopment Agency budget that also covers the entire Scenic Byway corridor. In addition, the city works to support the Old Mormon Fort, the Lied Children's Museum, the Neon Museum, the Natural History Museum, Reed Whipple Cultural Center and the Fifth Street Historic School that has been restored as a cultural center along with other cultural amenities along and near the byway.

Historic Preservation

Historic buildings help give a community a sense of identity, stability and orientation. No one would argue that the many historic hotels, wedding chapels and shops that line Las Vegas Boulevard do contribute to a very unique and exciting sense of place. The Federal Government has implemented many programs to ensure the preservation of vital resources such as these, one of which is the Federal tax incentives for rehabilitation of historic buildings. This program includes a 20% tax credit for the *certified rehabilitation of depreciable, certified historic structures* and a 10% tax credit for the rehabilitation of *non-historic, non-residential buildings* built before 1936. The tax credit lowers the amount of tax owed on a property by 20% or 10% of the amount spent in a *certified rehabilitation of a certified historic structure*.

The Scenic Byway Corridor Management plan provides a great opportunity for many of the individual owners of historic properties to consider listing their property(s) with the National Register of Historic Places (NRHP). This would qualify that property as a *certified historic structure*, making the owner eligible to receive tax credits on substantial rehabilitations. The program is completely voluntary, and the only restrictions placed on the property are those governing the rehabilitation project(s). Listing in the National Register of Historic Places does not include the property on the local historic property register, and therefore does not require additional local review of permitted modifications. However, *if the owner wishes to receive tax credits*, the rehabilitation project must be done to the Secretary of Interior's Standards for Rehabilitation, and will be monitored by a representative of the National Park Service, and the State Historic Preservation Office.

For the purposes of the Scenic Byway CMP, a Multiple Property Nomination (MPN) including the hotels and wedding chapels would be most feasible. With this type of nomination, groups of related significant properties are nominated to the NRHP under a cover document, which serves to tie the properties together under an umbrella of type and historic context. The properties are nominated individually and can be added to the MPN over time. This process would be under the guidance of the City of Las Vegas Historic Preservation Commission.

Safety Review

The Las Vegas Boulevard corridor is a heavily traveled roadway, containing a wide mix of high volume transit, pedestrian and vehicle trips within a relatively narrow cross section. Right-of-Way is constrained to 80 feet in much of the corridor, including sidewalks and amenity zones.

On average, 27,500 vehicles travel the Byway each day, and the most heavily travelled segments near the I-515 interchange and the Sahara Avenue intersection carry 32,000 and 36,000 North-South trips per day, respectively. According to the Regional Transportation Commission of Southern Nevada, there is an average of 7,583 transit trips per day along each segment of the Byway. The section from Carson Avenue through Sahara Avenue is one of the most heavily travelled transit routes in the region, with a ridership of 14,944 trips per day on the segment between Charleston Boulevard and Sahara Avenue. Pedestrian volumes are also very high during the PM peak hour, reaching 780 total crossings per hour at the Sahara Avenue intersection, 680 crossings at the Fremont Street intersection and 234 crossings at the Stewart Avenue intersection.

Crash data obtained from the Nevada Department of Transportation for the three-year period of March 1, 2005 through March 1, 2008 reflects a total of 1,150 reported crashes along the corridor. Injury crashes comprised 378 (32.9%) of the total and there were 3 fatal crashes. The fatalities included a pedestrian struck in the roadway near the Sahara Avenue intersection, a left turn crash at the I-515 interchange and a left turn crash at the Washington Avenue intersection.

As would be expected, the Las Vegas Boulevard intersections with the highest number of crashes were Sahara Avenue with 202, Charleston Boulevard with 135 and the I-515 interchange with 124, which corresponds directly to the intersections with the highest levels of congestion and highest traffic volumes. Average cross street traffic volumes at these locations are 69,000 vehicles per day at Sahara Avenue, 38,250 at Charleston Boulevard and 16,500 at the I-515 interchange.

As would also be expected along a corridor with numerous congested traffic signals, the predominate crash type was rear-end crashes, accounting for 450 (39.1%) of the total. The next most frequent crash types were 219 (19%) Side Swipe/Lane

Change crashes, 191 (16.6%) left turn crashes, and 175 (15.2%) angle crashes. Only 32 pedestrian crashes were reported, comprising 2.8% of the total, but the one pedestrian fatality represents 33% of the fatal crashes.

The City of Las Vegas is pursuing various projects to reduce the number and severity of crashes along the corridor. Traffic Engineering is working to design a traffic signal at the Clark Avenue intersection to address an above average rate of angle crashes, and median islands are being investigated to restrict crossing maneuvers at the Garces Avenue intersection for similar reasons. Modifications to signalized left turn control are being investigated at multiple intersections where left turn crash rates are above average. The Public Works Department is also developing a master plan for pedestrian bridges to identify locations where construction of pedestrian bridges to separate high volumes of pedestrians and vehicles will improve both pedestrian and vehicle safety. At present, the Sahara Avenue and Charleston Boulevard intersections have been identified as locations where pedestrian bridges are desirable.

To further improve safety along the Byway, efforts to construct enhancements should continue, including improved pedestrian walkways, exclusive Bus Rapid Transit lanes, bus pullouts, pedestrian bridges, grade separations near the I-515 interchange and turning lanes.

Billboards

Las Vegas is unique when it comes to outdoor advertisement in the country. The bigger, brighter, and more creative the advertisements are, the better, appears to be the motto in Las Vegas. When the Las Vegas Boulevard Scenic Byway was designated by the State of Nevada in 2001, there were 9 classic billboards along the byway corridor. This plan recommends that these billboards' use permits not be renewed and no new billboards be permitted along the corridor, in order to enhance our application for national designation. The City plans to ask the various outdoor advertisement companies to voluntarily remove the billboards in question in exchange for other city-owned billboard sites. If companies choose not to do this, then when their use permits are reconsidered by City Council, a new condition requiring neon lighting may be added in order for the billboards to remain. Another option would be to compensate the companies, as required by Nevada State law, and have the billboards removed. Las Vegas Boulevard will comply with all local, state and federal laws as evaluated on a case-by-case basis.

Signage for the Byway

The city of Las Vegas will be working with NDOT to develop signage for the byway. It is anticipated that signage will be located along the byway and on the exits from I-15 and US 95 nearest the byway.

Marketing and Publicity

There are several existing marketing efforts for the Las Vegas Strip and Downtown Casinos that are located along the byway. Several websites are either currently or in the near future will feature the byway. These include Clark County, Nevada Commission on Tourism, Las Vegas Convention and Visitors Authority, Hotel and Motel Association, individual resorts and the Nevada State Scenic Byway Map. Brochures, and pamphlets will be developed as the funds become available.

An interpretation plan will be developed upon Federal designation.

Roadway Changes

There are numerous long range plans to enhance and improve the Las Vegas Boulevard corridor. There are no projects currently under construction, but various projects to improve transit access, increase vehicle capacity, enhance pedestrian facilities and improve aesthetics are now in various stages of planning or design.

In the Casino Corridor portion of the Southern Gateway Element, the Regional Transportation Commission of Southern Nevada has initiated the ACE Resort Corridor Rapid Transit Study. The study is evaluating alternatives to extend the ACE bus rapid transit (BRT) system between the resort corridor to the south and Downtown Las Vegas to the north. It is anticipated that the BRT service will extend between Sahara Avenue and 4th Street. The project is intended to provide improved BRT service in exclusive bus lanes, improve pedestrian facilities and provide streetscape and landscaping enhancements. In support of these anticipated enhancements, the City of Las Vegas is proposing to modify the Master Plan of Streets and Highways to increase the Right-of-Way width from 100 feet to 120 feet in this section of the byway.

In the Civic Corridor section of the Central Element, improvements are planned for the section of roadway between Stewart Avenue and Bonanza Road as part of the Nevada Department of Transportation I-515 Corridor Study. The current preferred alternative recommends widening the roadway within existing Right-of-Way at the I-515 interchange to increase the capacity of the interchange that connects Las Vegas Boulevard to the I-515 freeway. It also recommends grade separating Bonanza Road, with a bridge to bring Bonanza over Las Vegas Boulevard.

In the Northern Cultural Element, the City of Las Vegas is designing a pedestrian bridge to connect the cultural land uses on both sides of Las Vegas Boulevard. Additionally the City of Las Vegas has completed a corridor study which provides long term recommendations for enhancing this segment of roadway. These enhancements would include widening the roadway to increase capacity and tie into widening and capacity improvements planned by the City of North Las Vegas, north of Washington Avenue. It also would increase easement widths on each side of the roadway to provide enhanced pedestrian facilities, landscape and streetscape amenities. Additional BRT service within the widened roadway that would tie into Downtown Las Vegas is also included in the long term recommendations.

Interpretive Plans

Once a national designation is achieved, efforts will focus on developing a comprehensive interpretive plan. This plan will recommend a central visitors center be built for use as a clearinghouse for all the information regarding the scenic, cultural and historic intrinsic qualities of the byway. It is anticipated that resources will be developed in several major languages due to the increasing number of foreign visitors to the area, as well as recruiting volunteers to staff the center and act as guides.

Implementation

The most important of the three intrinsic qualities that the Downtown Las Vegas Boulevard Scenic Byway possesses is the nighttime scenic aspect derived from the vast amounts of neon used in signage. The city has taken a comprehensive approach to maintaining and protecting this resource. First, staff from the Planning & Development Department conducts a detailed sign survey every year. This survey documents all signage that is in need of repair and takes steps to have these repairs completed. It also makes sure there are no illegal signs or signs that have been installed without permits and official approval.

Second, the city has included the Las Vegas Boulevard Scenic Byway Overlay in the Downtown Design Review Committees (DDRC) approval process. This City Council approved committee has members appointed by the Planning Commission and the Mayor whose task is to review and approve all signage requests for Las Vegas Boulevard.

Third, the city's Redevelopment Agency (RDA), has established a Commercial Visual Improvement Program. This program provides matching funds to businesses who wish to improve the exterior elevations, signage and landscaping to businesses within the RDA boundaries which includes all of the Downtown Las Vegas Boulevard Scenic Byway.

Finally, city staff works closely with staff from the non-profit, Neon Museum to find and apply for grant funds to enhance the intrinsic nighttime scenic qualities of this most unique Scenic Byway. The restored historic neon signs have become a very popular tourist attraction.

