

# 100 THE HUNDRED PLAN FOR THE HISTORIC WESTSIDE COMMUNITY



UNLV

DOWNTOWN  
DESIGN CENTER  
FINAL REPORT MAY 2016





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H U N D R E D

(HISTORIC URBAN NEIGHBORHOOD DESIGN REDEVELOPMENT)

**UNLV**

DOWNTOWN  
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#### **Project Director**

Steven Clarke, Director, UNLV DDC

#### **Associate Editors**

Joaquin Karakas, MODUS

T.R. Witcher

Janet R. White, UNLV School of Architecture

#### **Project Team**

Phillip Zawarus, Senior Researcher, UNLV DDC

Diego Alvarez, Researcher, UNLV DDC

Brent Felipe, Researcher, UNLV DDC

#### **Additional Contributors**

David Baird, UNLV School of Architecture

Rob Barrs, MODUS

Joaquin Karakas, MODUS

Glenn NP Nowak, UNLV School of Architecture

Claytee White, UNLV Libraries

#### **UNLV Faculty Charrette Team**

Janet R. White

Glenn NP Nowak

Kevin Kemner

Maria Del C. Vera

#### **Consultant Charrette Team**

Rob Barrs, MODUS

Vancouver, BC

Frank Ducote, Frank Ducote Urban Design

Vancouver, BC

Kelvin Haywood, KME Architects

Las Vegas, NV

Joaquin Karakas, MODUS

Vancouver, BC

Peter Jauch, P.E.

Las Vegas, NV

Zak Ostrowski, Zodiabula

Las Vegas, NV

Rick Sellers, Carpenter Sellers Del Gatto Architects,

Las Vegas, NV

Stanton Southwick, Southwick Landscape Architects,

Las Vegas, NV

Cal Srigley, Calum Srigley Design Consultant,

Vancouver, BC

#### **Photography**

Kirsten Clarke, Kirsten Clarke Photography

Lucky Wenzel, Lucky's Camera

#### **UNLV Studio Student Team (2015)**

Sebastian Aguirre

Vincent Aldana

Jean 'Paul (Jack) Alvarado

Sandra Conteras-Chavez

John Duncombe

Roger Engle

Mohamed Al Jaonni

Javier Gonzalez

Sanghyeon Lee

Gavyn Silva

Dangduy Trinh

#### **UNLV Studio Student Team (2016)**

Jean 'Paul (Jack) Alvarado

Charlie Corrales

Eduardo (Eddie) Gutierrez

Myriam Lopez

Keegan Strouse

Dangduy Trinh

Jennifer Wong

#### **UNLV Community Profile Student Team**

Elmer Abapo

Andrea Almaraz

Jose Amaya

Christina Bahnan

Matthew Bogan

William Bond

Jimmy Chang

Sandra Conteras-Chavez

Roger Engle

Nolberto Fu

Jesus Garcia

Javier Gonzalez

Jorge Hernandez

Hieu Hugnh

Mohamed Al Jaonni

Sanghyeon Lee

Sharon Ly

James Maurer

Ryan Moffat

Pornpavee Mungrueangsakul

Matthew Quispy

Iwona Reducha

Alicia Reyes

Reza Taba

Arturo Velasquez

Alex Villa

Russell Waters

Steve Winfield

Gabriel Zhagui

Xavier Zhagui



## EXECUTIVE SUMMARY



▲ *Figure A: The sounds of children playing can be heard in the historic Westside (photo: Kirsten Clarke).*

The area known as the historic Westside plays a pivotal and unique role in the history of Las Vegas. In the mid-1950s, the Moulin Rouge on Bonanza became the first integrated resort casino in Las Vegas, and the neighborhood culture and economy was thriving. Some 50 years later, the Westside still breathes a rich community despite economic and urban challenges. Establishing the HUNDRED (Historic Urban Neighborhood Design Redevelopment) Plan for the Westside neighborhood is a vital step in identifying the opportunities to link with the past and create a familiar bridge to the future. Presented within the Plan is a strong vision, eight (8) “Big Moves” envisioned with practical projects, the stories of the stakeholders and community members, improvement program ideas, and proposed regulation and zoning, that together, will transform the Westside into a vibrant neighborhood.

To establish the “Big Moves” of the HUNDRED Plan, a series of community and stakeholder workshops were organized by the UNLV Downtown Design Center (DDC). Through those workshops, the DDC and its multidisciplinary team of local and international consultants, and UNLV School of Architecture students,

were able to listen to the community’s vision and aspirations. This approach helped bring these decision makers together and generate solutions based on neighborhood say. This process also served to ensure that the unique qualities of the historic Westside are enhanced through the proposed moves.

The participants worked together to explore the opportunities and challenges facing the neighborhood. By the conclusion of the charrette, three concept plans were developed and presented to the community by the DDC. Overall, there were five community outreach events with participation from almost 200 community members and stakeholders. The ideas, opportunities and concepts identified and developed through the community and stakeholder consultation have been synthesized into the following chapters:

### THE PRINCIPLES FOR A SUCCESSFUL HISTORIC WESTSIDE NEIGHBORHOOD

The historic Westside is a unique urban neighborhood adjacent to downtown Las Vegas. The proximity of the neighborhood to downtown services, employment prospects, entertainment, and transportation options



▲ *Figure B: View of the proposed street improvements along Washington Avenue, between Martin L. King Blvd and H Street as part of “Big Move” #6, Establish Complete & Safe Streets (illustration: Brent Felipe).*

are the opportunities that make the Westside an attractive place for urban living. However, as described by the community, the neighborhood’s vacant sites and storefronts, neglected properties, and limited activity have undermined the character and potential of the Westside.

To be a healthy, vibrant, livable neighborhood, the area must provide a unique set of services and experiences that people cannot get elsewhere. Improving economic conditions in the neighborhood is fundamental to its future success. Many defined actions in this plan are geared towards improving the Westside’s economic vitality. Six key principles were established through stakeholder and community input to attract people to foster a vibrant historic Westside neighborhood:

- 1) Bring the Westside back to a complete community;
- 2) Start small with incremental neighborhood infill;
- 3) Revitalization must be led by the community;
- 4) Celebrate the neighborhood’s history and culture;
- 5) Keep the HUNDRED Plan real: differentiate, don’t compete; and
- 6) Make it happen!

► *Figure C: View of a proposed gateway at Martin L. King Blvd and Bonanza Rd, as part of “Big Move” #1, Welcome to the historic Westside (illustration: Brent Felipe).*

## THE BIG MOVES TO NEIGHBORHOOD REBIRTH

This section of the report contains an outline of the eight “Big Moves” to neighborhood rebirth:

- 1) Welcome to the historic Westside;
- 2) Revitalize historic Jackson Street;
- 3) Small Steps: Vacant No More;
- 4) Establish Washington Live;
- 5) Repairing the Edges;
- 6) Establish Compete & Safe Streets;
- 7) Reclaim James Gay Park; and
- 8) Moulin Rouge Entertainment District.

The opportunities and challenges of historic preservation, sensitive infill and intensification, identity and sense of place, community economic development, revitalization without displacement, transportation choice, and sustainability, have been considered through defined action items related to each move.







▲ *Figure D: View of a proposed street park along Martin L. King Blvd, as part of “Big Move” #5, Repair the Edges (illustration: Philip Zawarus).*

## THIS IS HOME

The history of the neighborhood and community spirit met through the workshops is celebrated through this chapter, serving to remind everyone that the Westside is a place with a rich history and community that care about where they live. Their stories bring to life, some of the ideas and aspirations captured through the development of the HUNDRED Plan.



▲ *Figure E: View of a proposed neighborhood plaza as part “Big Move” #4 Washington Live (illustration: Brent Felipe).*

## IMPLEMENTATION

The Principles and Big Moves, together with the summary of public and stakeholder feedback form the foundation for development of the Implementation and Action Plan presented in the final chapter. To succeed, the HUNDRED Plan must be recognized by the City of Las Vegas as having status and legitimacy. As a result, the Plan has been grafted into the Vision Las Vegas Downtown 2035 Plan. In addition, the Plan will require phasing over time and require cooperation between the community, government, private sector, and non-profit organizations. Coordinated on-going community involvement and support, willing investors, funding, and support from the City are necessary to implement the plan. Money will need to come from a variety of investors, including both private and corporate investors, banks and community development financial institutions, loans and grants (City, County, State & Federal, and Foundations) and City redevelopment funds. Overseeing the plan will be the Westside Revitalization Commission, or Community Development Corporation (CDC), a new organization with significant community representation that is focused solely on revitalization of the neighborhood. ■

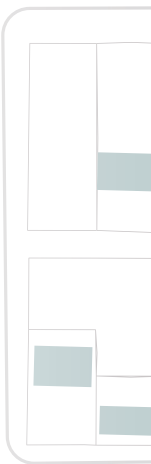
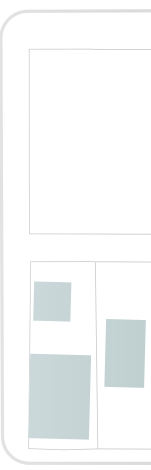
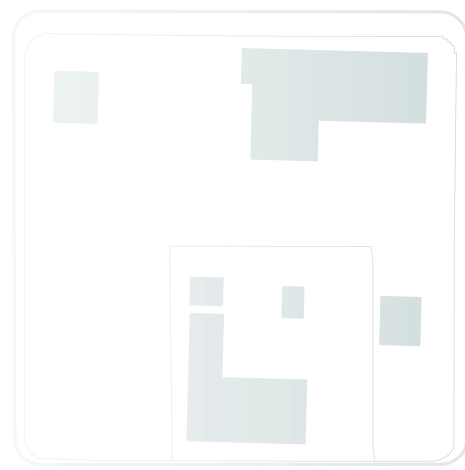
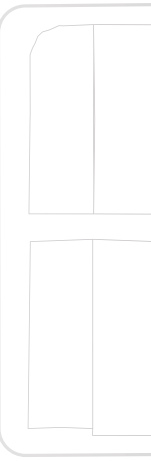
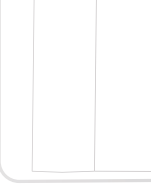




▲ Figure F: View of a proposed neighborhood infill housing, as part of “Big Move” #3, Small Steps (illustration: Diego Alvarez).



▲ Figure G: View of a proposed street improvements along Bonanza, as part of “Big Move” #6, Establish Complete & Safe Streets (illustration: Diego Alvarez).

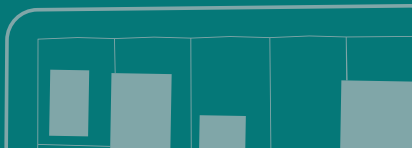
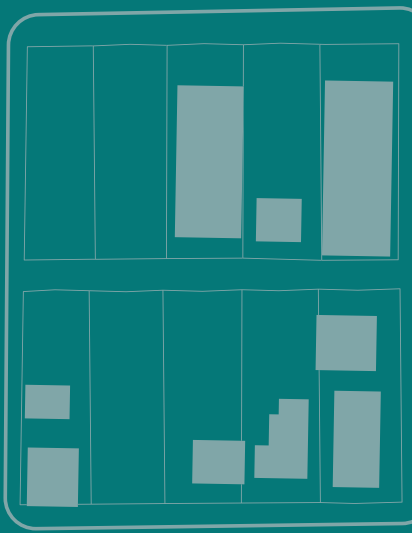
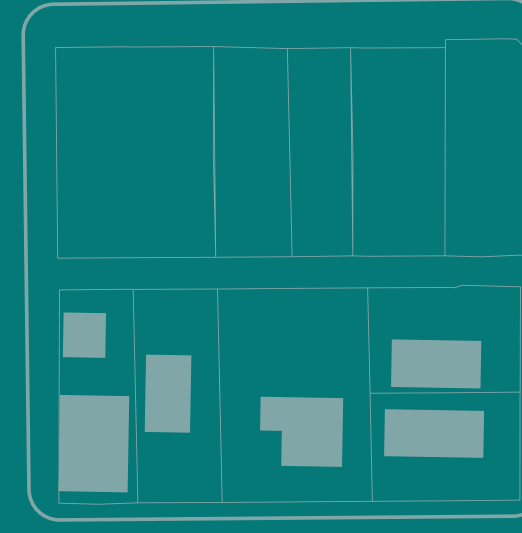
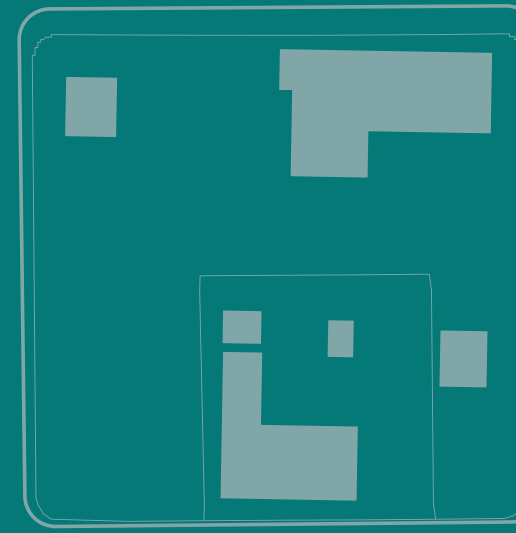
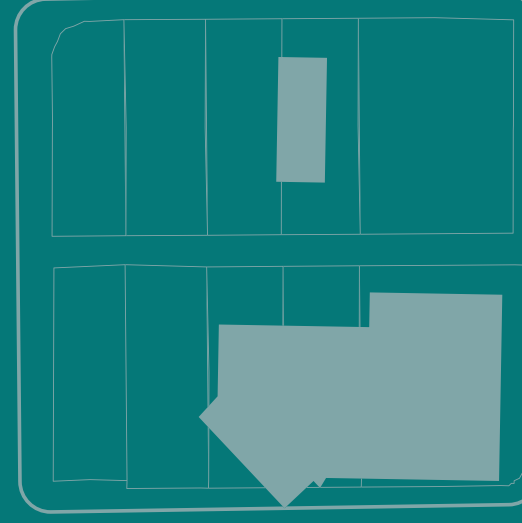
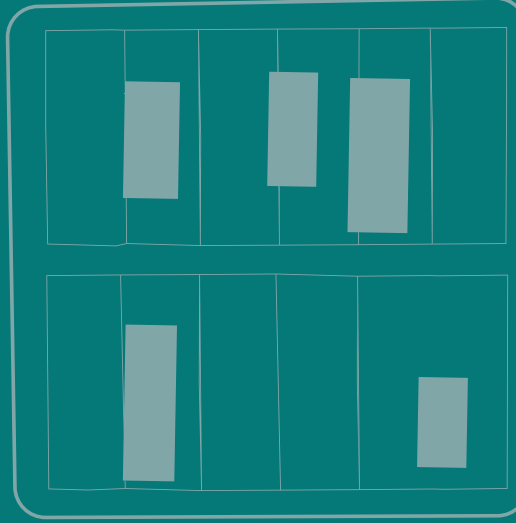


# PART I

## INTRODUCTION

- Vision
- A New Direction
- Big Moves
- Process
- A Collaborative Approach
- Collaboration Highlights
- Spirit of the Historic Westside
- Purpose









## A VISION FOR THE HISTORIC WESTSIDE

*The historic Westside community will be a thriving district of African American culture in Las Vegas. It will be 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.*

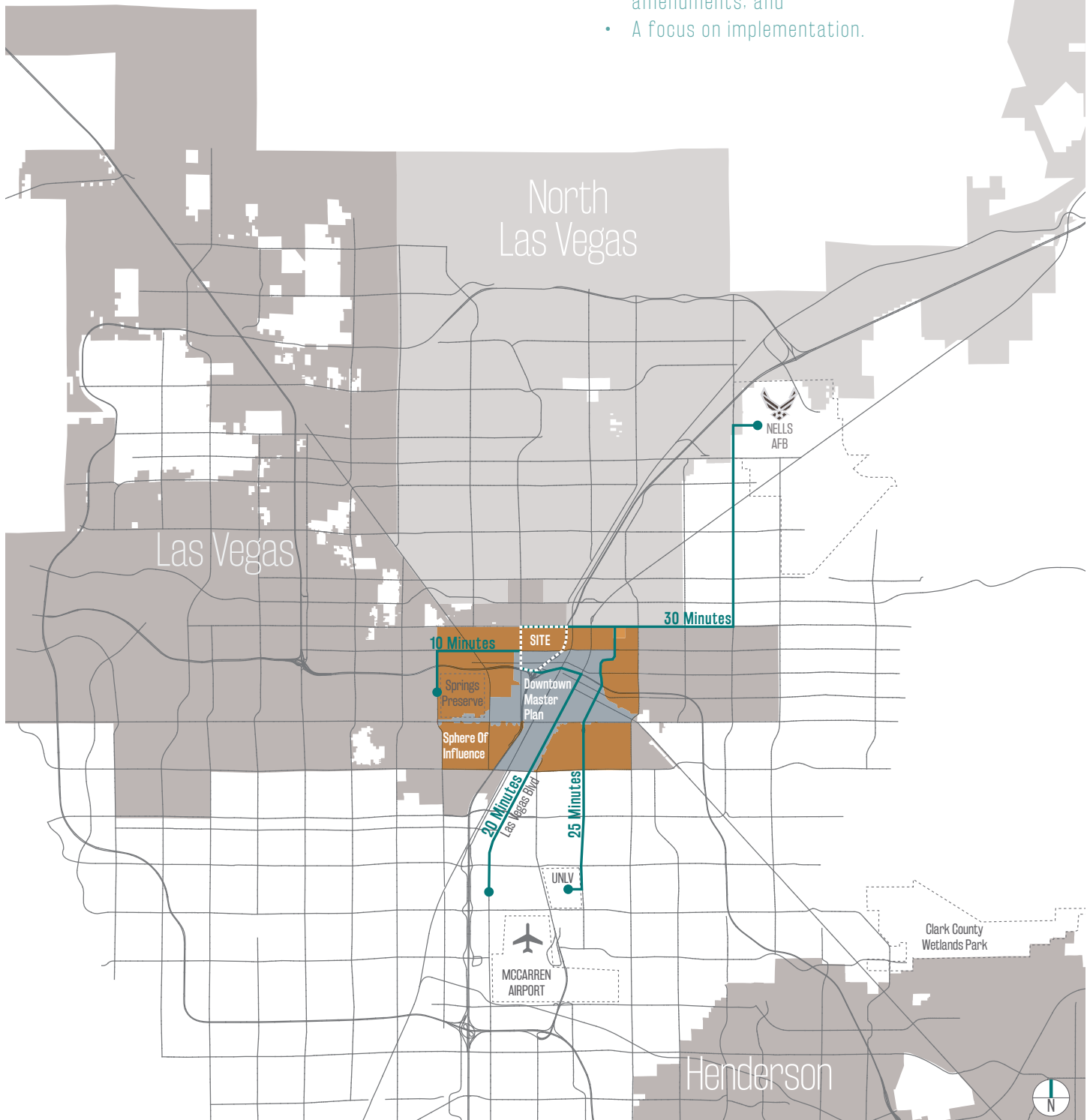
Funding support for this project was generously provided by the Commission for the Las Vegas Centennial.

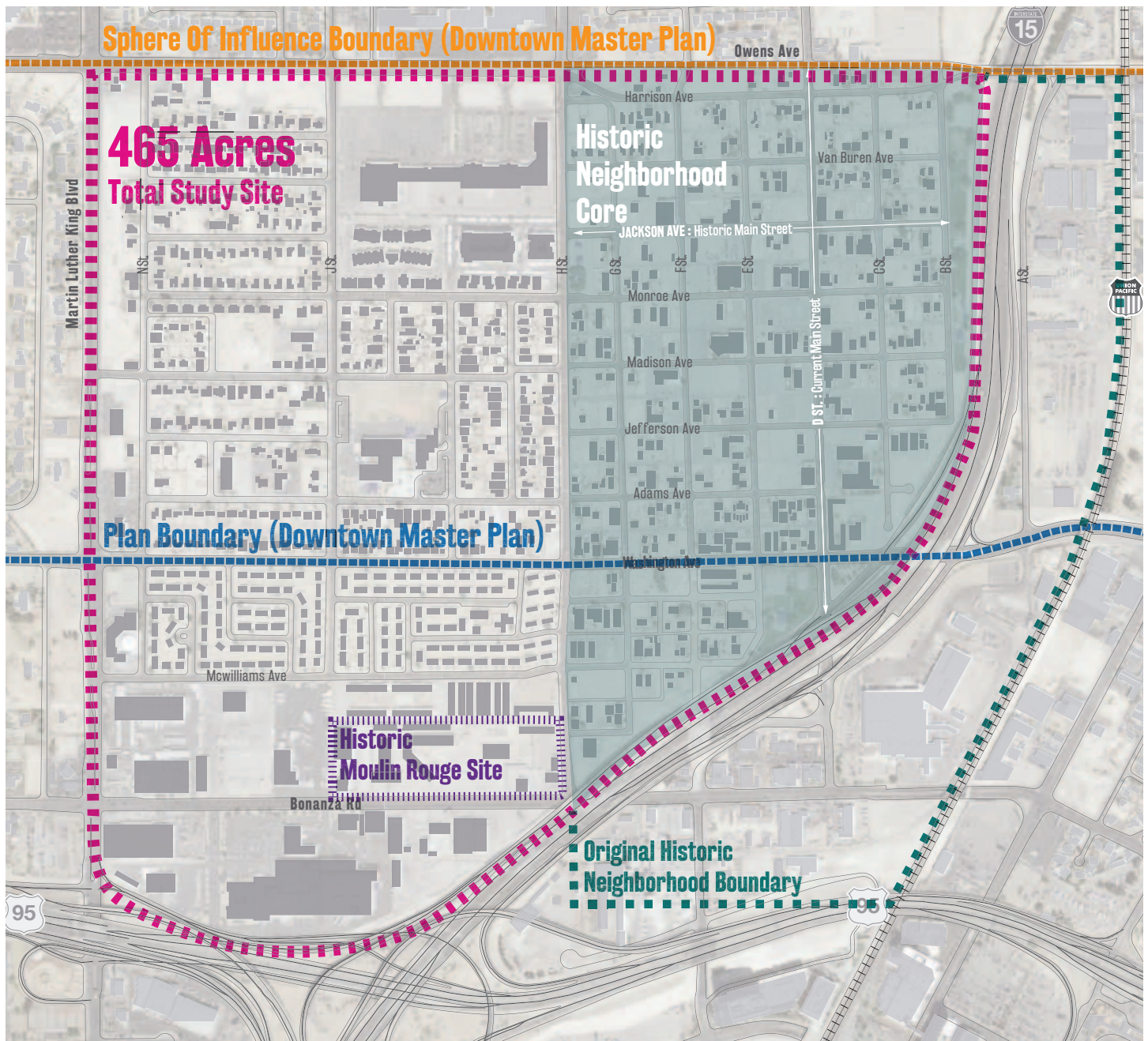
## A NEW DIRECTION FOR THE HISTORIC WESTSIDE

The area known as the historic Westside (figures 1&2) plays a pivotal and unique role in the history of Las Vegas. In the mid-1950s, the Moulin Rouge on Bonanza became the first integrated resort casino in Las Vegas, and the neighborhood culture and economy was thriving (figure 3). Some 50 years later, the Westside still breathes a rich community despite economic and urban challenges. Establishing the HUNDRED (Historic Urban Neighborhood Design Redevelopment) Plan for the

Westside neighborhood is a vital step in identifying the opportunities to link with the past and create a familiar bridge to the future (figures 4&5). This community plan is a coordinated effort to improve a neighborhood that includes:

- A strong vision;
- Creative ideas;
- Practical projects;
- Improvement programs;
- Appropriate regulation & recommended zoning amendments; and
- A focus on implementation.





▲ Figure 2: HUNDRED Plan site (illustration: Phillip Zawarus).

0 200 500 1,320  
1/4 Mile

▲

◀◀ Figure 1: Context Map of neighborhood (illustration: Phillip Zawarus).





▲ *Figure 3: Photograph of the Moulin Rouge (now demolished), 1955 (photo: UNLV Special Collections).*



▲ *Figure 4: Aerial Photograph, 1959 (photo: City of Las Vegas).*



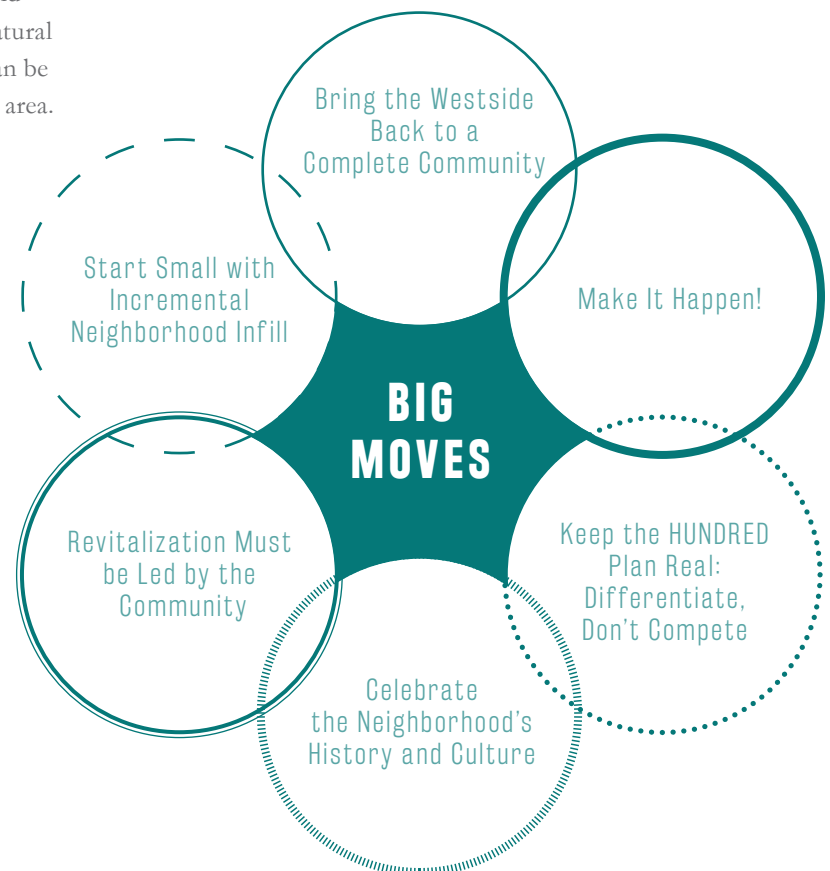
▲ *Figure 5: Aerial Photograph, 2014 (photo: City of Las Vegas).*

## BIG MOVES

When considering the opportunities for new development, an appreciation and respect for the past are essential in order to maintain the neighborhood's unique identity. The study of historic buildings and landmarks in the Westside and the integration of them with future neighborhood growth are tangible ways to recognize the past, to explore and understand where we came from and who we are, and to provide a foundation for positive future change. Through a community visioning process, a series of *Big Moves* (figures 6&7) have been identified to establish the HUNDRED Plan. This process served to clearly define the goals and vision of the community, while exploring the following opportunities and challenges:

- **HISTORIC PRESERVATION:** Identify and celebrate links to the neighborhood's cultural history through landmark preservation and programming.
- **SENSITIVE INFILL & INTENSIFICATION:** Examine scenarios of sensitive neighborhood infill and intensification that combine education and awareness with compassionate and genuine responsiveness to community values.
- **IDENTITY & SENSE OF PLACE:** Growth and intensification of this neighborhood present an opportunity to incorporate building forms, details and public and private realm elements such as parks and public spaces for families and the community that reference and celebrate the local natural and human history of the area. This sense of identity can be a source of local pride as well as attract shoppers to the area.

- **COMMUNITY ECONOMIC DEVELOPMENT:** Review that proposed land use changes are feasible and realistic in the market place, balancing market realities with the overall community vision for the neighborhood. The intention is the Plan will help foster a local economy, in which money is made and spent within the community.
- **REVITALIZATION WITHOUT DISPLACEMENT:** Address issues related to the preservation and expansion of the existing affordable rental housing stock and the existing local small-scale businesses in the area within the context of redevelopment that will be necessary to accommodate anticipated growth in the neighborhood.
- **TRANSPORTATION CHOICES:** Innovative mixed-mode transportation opportunities, which include network improvements, street oriented developments, increased public realm/pedestrian amenities, and more transit supportive densities and land use mix.
- **SUSTAINABILITY:** Address issues of sustainability in a practical and genuine way, such as introducing more efficient land use/transportation patterns, development guidelines promoting energy efficiency and green building, housing diversity, new infrastructure and streetscapes, open space planning and community facilities and amenities.



► *Figure 6: Each of the Big Moves and their associated actions represent an integration of the six (6) neighborhood principles defined through the community workshops (illustration: Phillip Zamarus).*



## 8 BIG MOVES

### BRINGING BACK THE NEIGHBORHOOD

- 1 Welcome to the historic Westside**

A sense of arrival to the historic Westside is essential in defining the neighborhood as a distinct district within Las Vegas. Establishing a series of gateways will help create visual interest and establish the boundaries of the neighborhood in the context of the city.
- 2 Revitalize historic Jackson Street**

*Jackson Avenue* is reborn as **Jackson Street**, with catalyst projects at key intersections that include D and F Streets. Catalyst projects include a neighborhood coffee shop, corner store, and community neighborhood office, for example. From that intersection, the existing buildings and landmarks are retained and repurposed to keep the history of this important street. Empty lots are infilled with complementary sized mixed-use buildings and plazas. Positive street life generators such as interactive shop fronts, cafes, a boutique hotel, and small music venues that are unique to the Westside reactivates Jackson Street as a landmark destination. Special events and festivals can temporarily close the street to further emphasize the street's importance in the community. This type of development is intended to support a local economy. As part of the revitalization, the street is anchored with a museum on the west and a plaza on the east.
- 3 Small Steps: Vacant No More**

We heard from the community that there must be development opportunities for the vacant land of the Westside that protects the current structure and scale of the neighborhood. Opportunities for infill include a variety of housing types that fits the scale and character of the neighborhood, such as cottage cluster, courtyard cluster, and senior apartments. Other types of infill projects include a plaza, community club, parking, greenhouses, and community gardens.
- 4 Establish Washington 'Live' Avenue: An African American Music Experience**

The history of music and performance is an important concept to the Westside community. This opportunity will be a common link throughout the neighborhood, however, this concept has an opportunity to be celebrated along Washington Avenue, between D Street and H Street, due to the Avenue's through-street nature across the neighborhood and relationship to the current development of the Westside School. This specific area of the street can be developed with live music venues and restaurants that front a streetscaped boulevard to become the African American Music Experience. This revitalization is meant to support a local economy.
- 5 Repairing the Edges: Owens Avenue & Martin L. King Boulevard**

The community consistently referred to the need for typical commercial amenities. The edges of the neighborhood, with high traffic volumes along Owens & MLK, provide the ideal location for these types of infill that fit the

current use. The possibility of Owens Street gaining an exit ramp through the proposed I-15 project, further supports this opportunity. Many of the lots along these two streets are empty or contain complementary uses such as the neighborhood's only grocery store or the long time neighborhood barbershop. Infill projects include three to four story, mixed-use commercial and office use along these commercial streets. The backsides of this infill must contain townhouse and stacked townhouse development to transition from the commercial and office use to the existing housing of the neighborhood.

- 6 Establish Complete & Safe Streets**

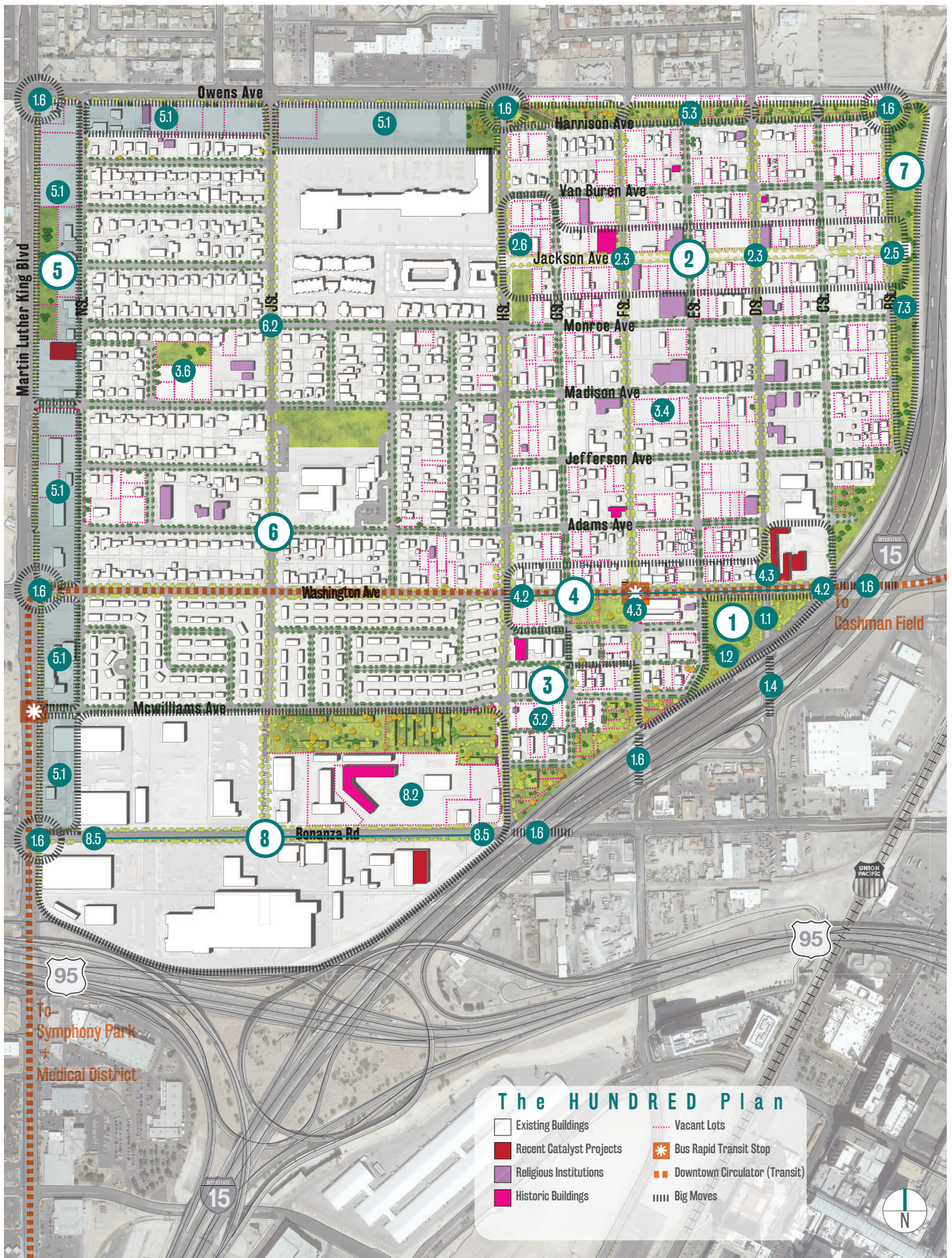
Complete streets are designed for the pedestrian and cyclist as well as the automobile. A complete streets strategy has been adapted for the historic Westside. This idea builds off of the demands of the community for better pedestrian and cycling amenities, the integration of proposed city-wide rapid transit, and the current work by the RTC. The resulting proposed Right-of Ways (ROWs) will typically provide narrow (slower-speed) travel lanes, bicycle facilities, on-street parking, continuous tree cover, ample sidewalks, appropriate street furniture and lighting, as well as supportive building frontages. When streets become pleasant places, more people are likely to leave the car at home.
- 7 Reclaim James Gay Park**

The community described their frustration over the closing of the James Gay Park. In order to reclaim the park for the neighborhood, a mixed use building type with live-work space on the ground floor and living above, on B Street, becomes the catalyst to provide eyes on the park and provide an appropriate edge for the park. Implementing some strategic improvements to the park, including a trail that is part of an interactive neighborhood trail and park amenities, will contribute to positive vibrant park use for the community.
- 8 Moulin Rouge Entertainment District**

The history and revitalization of the Moulin Rouge was a common theme discussed within the community through our workshops. Different stakeholder visions emerged, from a smaller scale casino entertainment venue with a community college, to a typical Las Vegas casino development. The idea of creating a new kind of Moulin Rouge landmark that includes a vocational school with culinary, hospitality, and entertainment training provides an opportunity for establishing this entertainment district. The current opportunity of the Tenaya Creek Brewery on Bonanza Road, across from the Moulin Rouge site, is a catalyst project that works well with the concept of an entertainment district and mixed-use development. The mixed-use component will include small-scale, light artisan and industrial use, with loft residential above commercial space.

►► *Figure 7: Big Moves Concept Plan — these moves are discussed in greater detail in section three of this report (illustration: Diego Alvarez).*





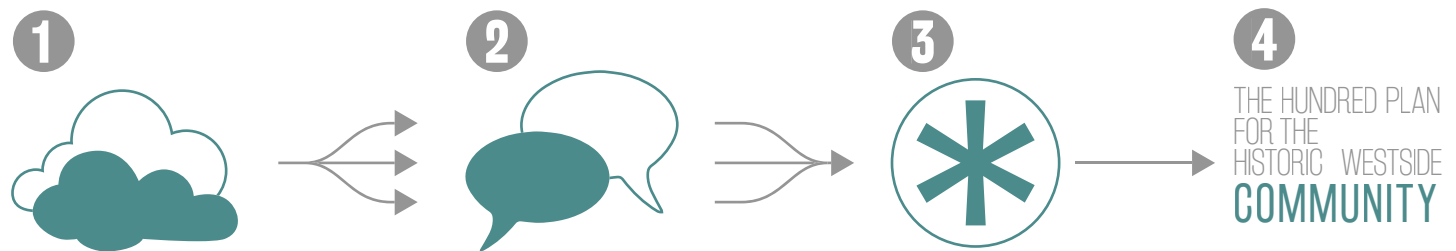


## PROCESS

An innovation in the process for the Westside community's HUNDRED Plan is the focus on a research and community-based approach to planning and urban design. This project has been funded by the *Commission for the Las Vegas Centennial* with Councilman Ricki Barlow and the UNLV Downtown Design Center (DDC) being the applicants lead. The project work plan was been developed and managed by the UNLV DDC. This project was carried out by the UNLV DDC through a four (4) phase process:



▲ Figure 8: The “Now-How-Wow” exercise was an important tool for gathering community input through the process (photo: Kirsten Clarke).



### ANALYSIS

Documentation and analysis of the neighborhood, from buildings and infrastructure to culture and people.

This step included a public workshop used to gather preliminary stakeholder information. This information was used to prepare for Phase 2.

### DESIGN CHARRETTE

The purpose of this three day event was to share the preliminary research from phase one with residents and stakeholders, and more important, to listen to their needs and visions for the community. Through these discussions, three teams developed neighborhood concept plans. Each plan was presented to the community at the end of the charrette.

### PREFERRED CONCEPT

The information and concepts established through the design charrette were used to further test and refine a preferred option through subsequent public and stakeholder feedback, as well as technical analysis.

### ACTION PLAN

An action plan is established to guide the implementation of the plan. A review of the zoning was also carried out to identify areas where changes in zoning would be required.

Beyond this Plan, it is the hope of the UNLV DDC that this report is to be grafted into the Las Vegas Downtown Master Plan.

▲ Figure 9: Process diagram for the Westside community's HUNDRED plan (illustration: Phillip Zawarus).



## A COLLABORATIVE APPROACH

Developing an understanding of the neighborhood's preservation and community needs is complex, requiring a diverse team of stakeholders and designers. A charrette is a powerful technique to bring all of these decision makers together to create a win-win solution for the neighborhood. As long as all the parties agree to participate in good faith, the participants can work together to explore the opportunities and challenges of the neighborhood, such as transportation issues and mixed-use and –income projects. Through phase two and three of the project, there was a focus on community and stakeholder engagement with the charrette being integral to the process. A summary of key public workshops and meetings includes:



▲ *Figure 10: Councilman Ricki Barlow participated in the pre-charrette workshop at the UNLV DDC (photo: Kirsten Clarke).*

- **PRE-CHARRETTE (FEBRUARY 13, 2015)**

A diverse group of community stakeholders worked with the UNLV DDC students to share their local knowledge and ideas about the neighborhood.

- **DESIGN CHARRETTE (MARCH 3-5, 2015)**

An intensive three-day workshop attended by community residents and stakeholders. The purpose of the event was to meet and listen to the community's knowledge and visions for the Westside. The UNLV DDC's charrette team consisted of students and faculty from the UNLV School of Architecture, and international and local consultants. Through the charrette, three teams broke off to create alternative plans based on community input, testing and refining them. Most important, the stakeholders became the co-authors of the plan with the design team to ensure support and implementation.



▲ *Figure 11: A community stakeholder participating at the Design Charrette held at the Doolittle Community Center (photo: Mohamed Al Jaonni).*

- **PASTORS ALLIANCE BREAKFAST (MARCH 25, 2015)**

A Summary of the charrette was presented at this event through the public input session. The message was strong from the participant discussion prior to the presentation that “this community needs jobs” which is a common theme that came out of the charrette.

- **CORPORATE COFFEE WORKSHOP (APRIL 22, 2015)**

A focus group of business stakeholders worked with the UNLV DDC students to share their local knowledge and ideas about the neighborhood.

- **OPEN HOUSE PRESENTATION (MAY 7, 2015)**

A preferred plan was presented and feedback was collected on a range of development concepts and options for the private and public realm development within the Westside.

- **WARD 5 PASTORS MEETING (MAY 12, 2015)**

Hosted by Councilman Ricki Barlow at the UNLV DDC, the purpose of this meeting was to host a community conversation among a focus group of Ward 5 Pastors regarding the Westside.



▲ *Figure 12: The student team running the Corporate Coffee Workshop at the UNLV DDC (photo: Steven Clarke).*

## COLLABORATION HIGHLIGHTS

Through a series of presentations and exercises designed to gain community involvement and feedback we heard these key themes emerge:

- This is Home!
- The Westside is an important part of the history of Las Vegas;
- Celebrate the culture;
- The Westside is a community ready for rebirth;
- We need a complete community (like it use to be);
- People have ideas and want to invest;
- The community must benefit from redevelopment;
- We need financing;
- The churches bring in approximately 18,000 people on Sundays;
- We need housing;
- We need training & jobs; and
- Reclaim the parks.



### SPIRIT OF THE HISTORIC WESTSIDE

During the public workshop series, we asked, *what words capture the spirit of the historic Westside?* This is what we heard from the community:



## PURPOSE

The purpose of this report is to present a community-based neighborhood plan for the historic Westside. The ideas, opportunities and concepts identified and developed through the community and stakeholder consultation have been synthesized into the following chapters:

### THE PRINCIPLES FOR A SUCCESSFUL HISTORIC WESTSIDE

**NEIGHBORHOOD:** A summary of the values defined through stakeholder input to focus the Plan.

**THE BIG MOVES TO NEIGHBORHOOD REBIRTH:** A set of catalyst projects, public investments, design concepts and policy directions that together, will transform the historic Westside into a vibrant neighborhood.

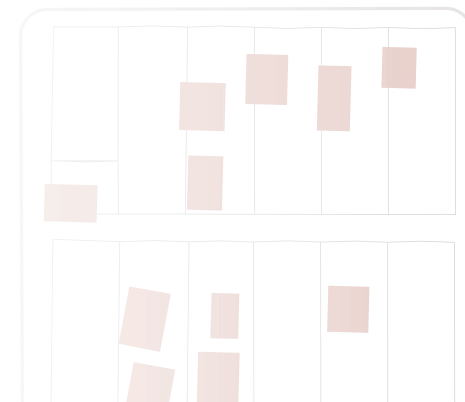
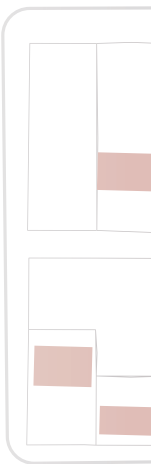
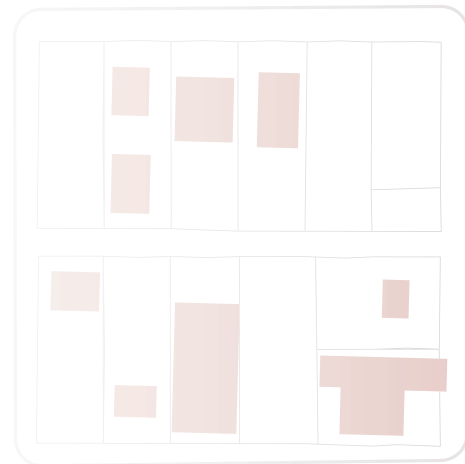
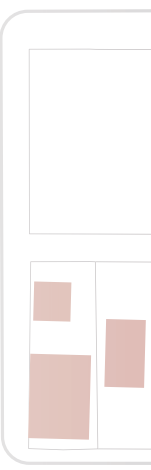
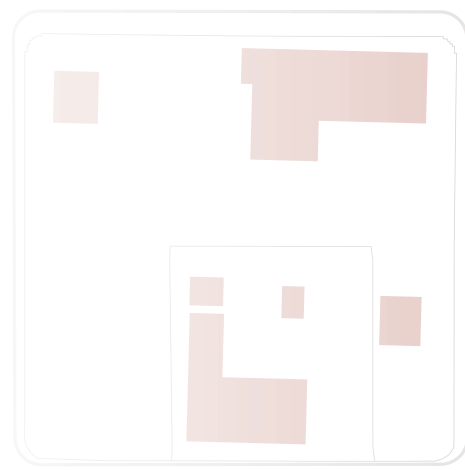
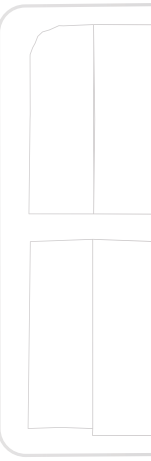
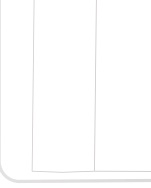
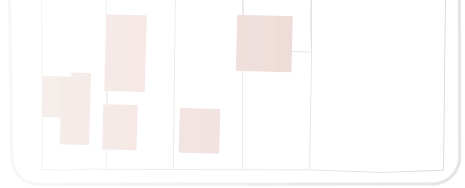
**THIS IS HOME:** A history of the Westside and the stories of a number of community members. This section celebrates the community and serves to remind everyone that the Westside is a place with a rich history and people that care about where they live.

**IMPLEMENTATION:** The Principles and Big Moves, together with the summary of public and stakeholder feedback collected throughout Phase 2 and 3, form the foundation for development of the Implementation and Action Plan.



▲ *Figure 14: Participants of the Now-How-Wow exercise use green and pink stickies to indicate positive and negative issues in the neighborhood (photo: Kirsten Clarke).*

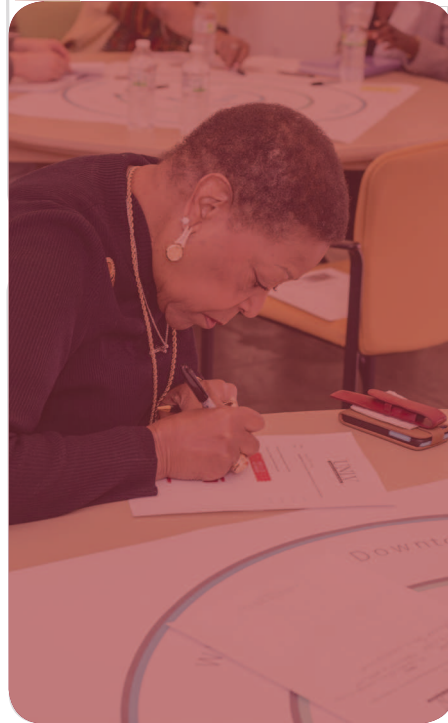
◀◀ *Figure 13: Words from the community that capture the spirit of the historic Westside (illustration: Phillip Zawarus).*

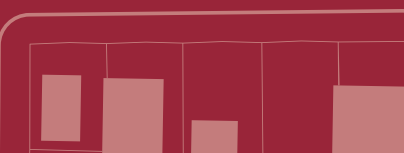
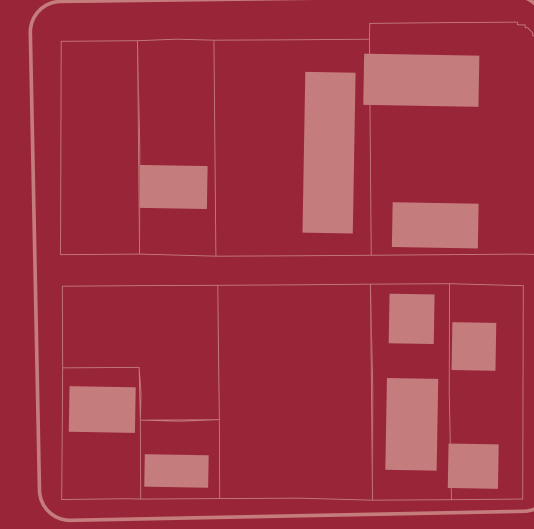
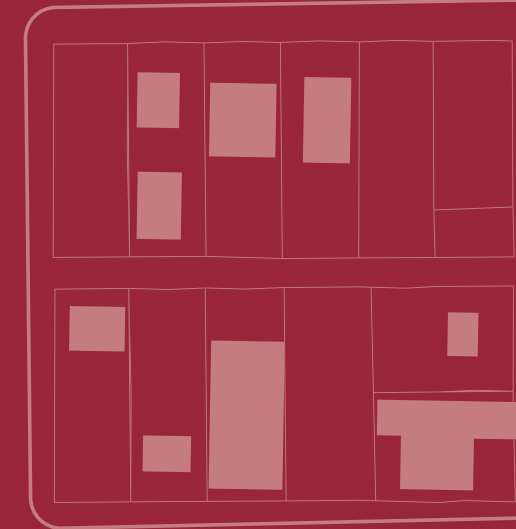
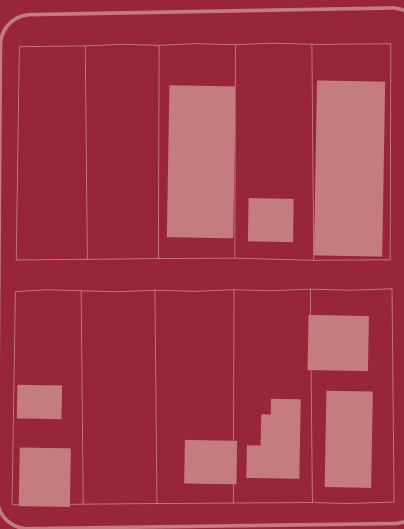
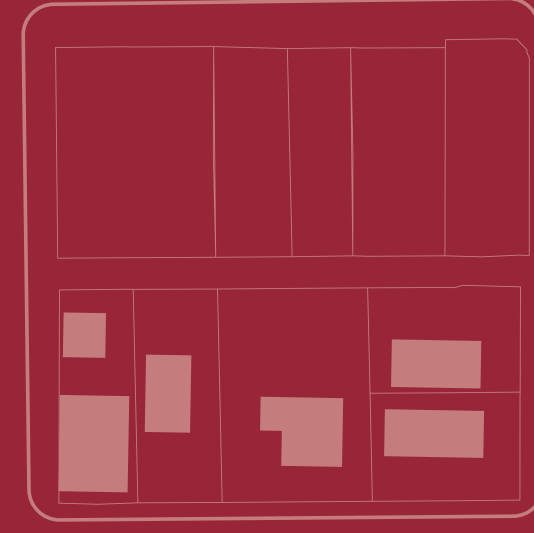
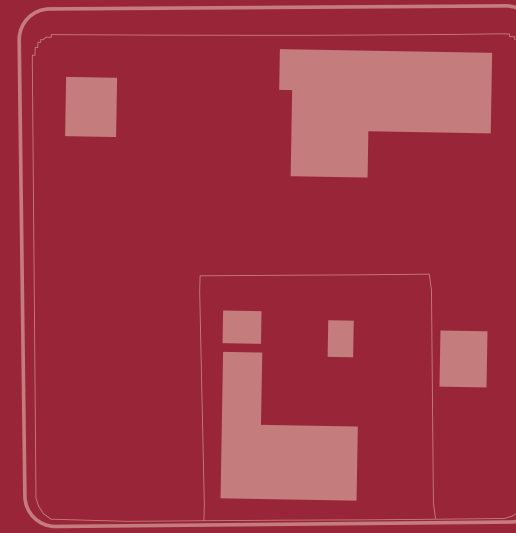
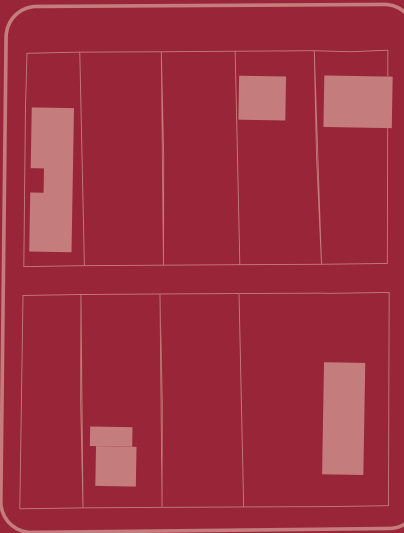
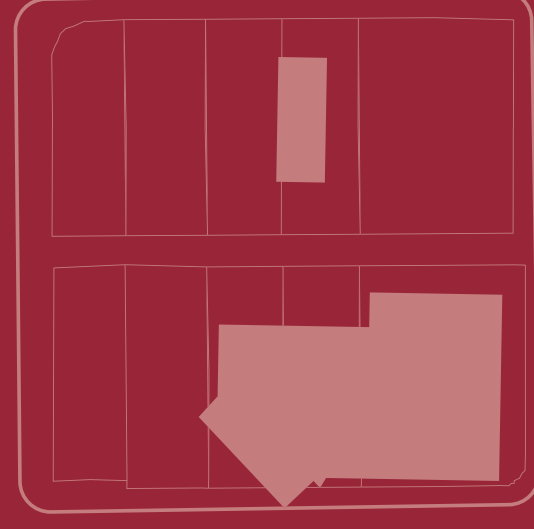
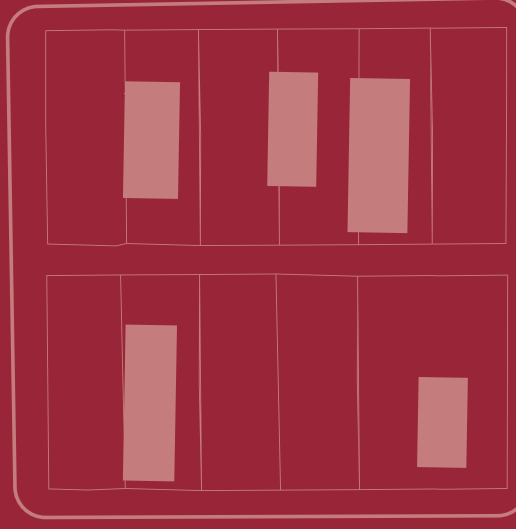


# PART II

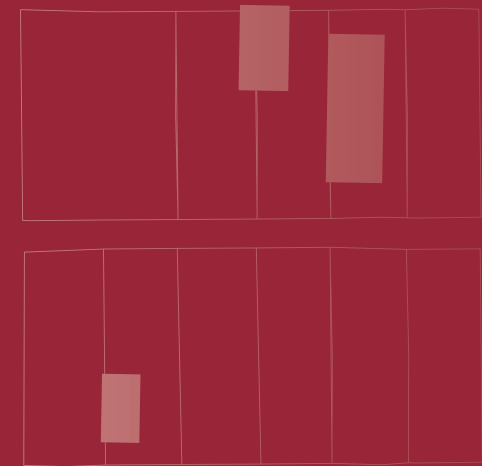
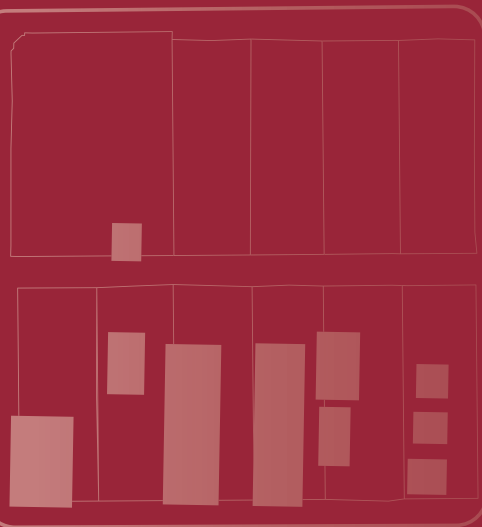
## PRINCIPLES

- Bring it Back
- Start Small
- Community Led Revitalization
- Celebrate History & Culture
- Keep it Real
- Make it Happen!





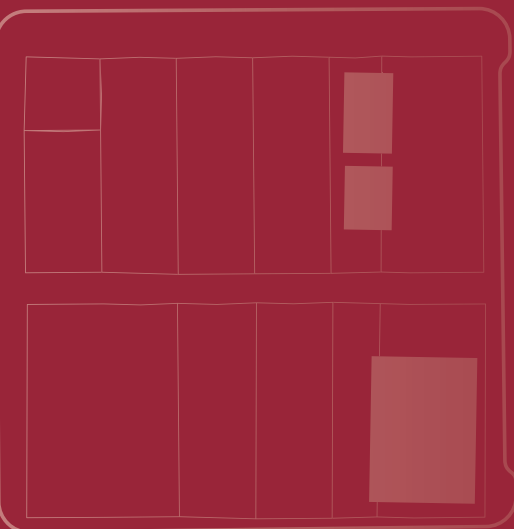




## PRINCIPLES

This chapter is a summary of the values defined through community and stakeholder input to focus the Plan.

Category	Value
1	10
2	15
3	10
4	15
5	10





▲ *Figure 15: People are an urban neighborhood's greatest attraction. Studies of successful cities from all over the world confirm the importance of life and activity as an attraction (photo: tourism-review.com).*



▲ *Figure 16: People gather where things are happening and spontaneously seek the presence of other people (photo: washington.org).*

## PRINCIPLES TO GUIDE A SUCCESSFUL WESTSIDE NEIGHBORHOOD

The historic Westside is a unique urban neighborhood adjacent to downtown Las Vegas. The proximity of the neighborhood to downtown services, employment prospects, entertainment, and transportation options are the opportunities that make the Westside an attractive place for urban living. However, as described by the community, the neighborhood's vacant sites and storefronts, neglected properties, and limited activity have undermined the character and potential of the Westside. To be a healthy, vibrant, livable neighborhood, the area must provide a unique set of services and experiences that people can't get elsewhere. Improving economic conditions in the neighborhood is fundamental to its future success. Many defined actions in this plan are geared towards improving the Westside's economic vitality (figures 15-17).



▲ *Figure 17: Faced with the choice of walking down a deserted or a lively street, most people would choose the street with life and activity (photo: westown.org).*



Six key principles were established through stakeholder and community input to attract people to foster a vibrant historic Westside neighborhood:

### 1. BRING THE WESTSIDE BACK TO A COMPLETE COMMUNITY

As discussed by the community, the Westside was once a vibrant neighborhood with its own shops and amenities. Although jobs were available in the community (figure 18), many worked at the casinos and BMI plant. Many landmark properties still exist as shells of their former glory, such as the Moulin Rouge site and the historic Jackson Avenue that served as the main street (figure 19). Based on the historic and existing pattern of uses and activities in the Westside, a number of unique districts become present (figure 20). These special areas within the neighborhood have been defined by their unique uses, activities, design, history and character. Enhancing the unique, but interrelated districts, will reinforce a clear identity for the historic Westside.



▲ Figure 18: “Katherine” working at the front counter of Hamburger Heaven (photo: UNLV Special Collections).



▲ Figure 19: The Carver House Hotel and Casino located at 400 W. Jackson Avenue, circa 1961 (now demolished) (photo: UNLV Special Collections).

Plan for economic and commercial opportunities that will support the neighborhood:

- Establish a local economy, where the money stays in the community;
- Provide incentives for facade improvements; and
- Establish temporary property tax reductions for certain types of desired neighborhood development.

Provide a variety of public green and recreational space:

- Establish a unified public realm to weave together and celebrate the character zones of the neighborhood;
- Create more green space and playgrounds; and
- Promote the community center and its activities and resources.

Plan for a sustainable future:

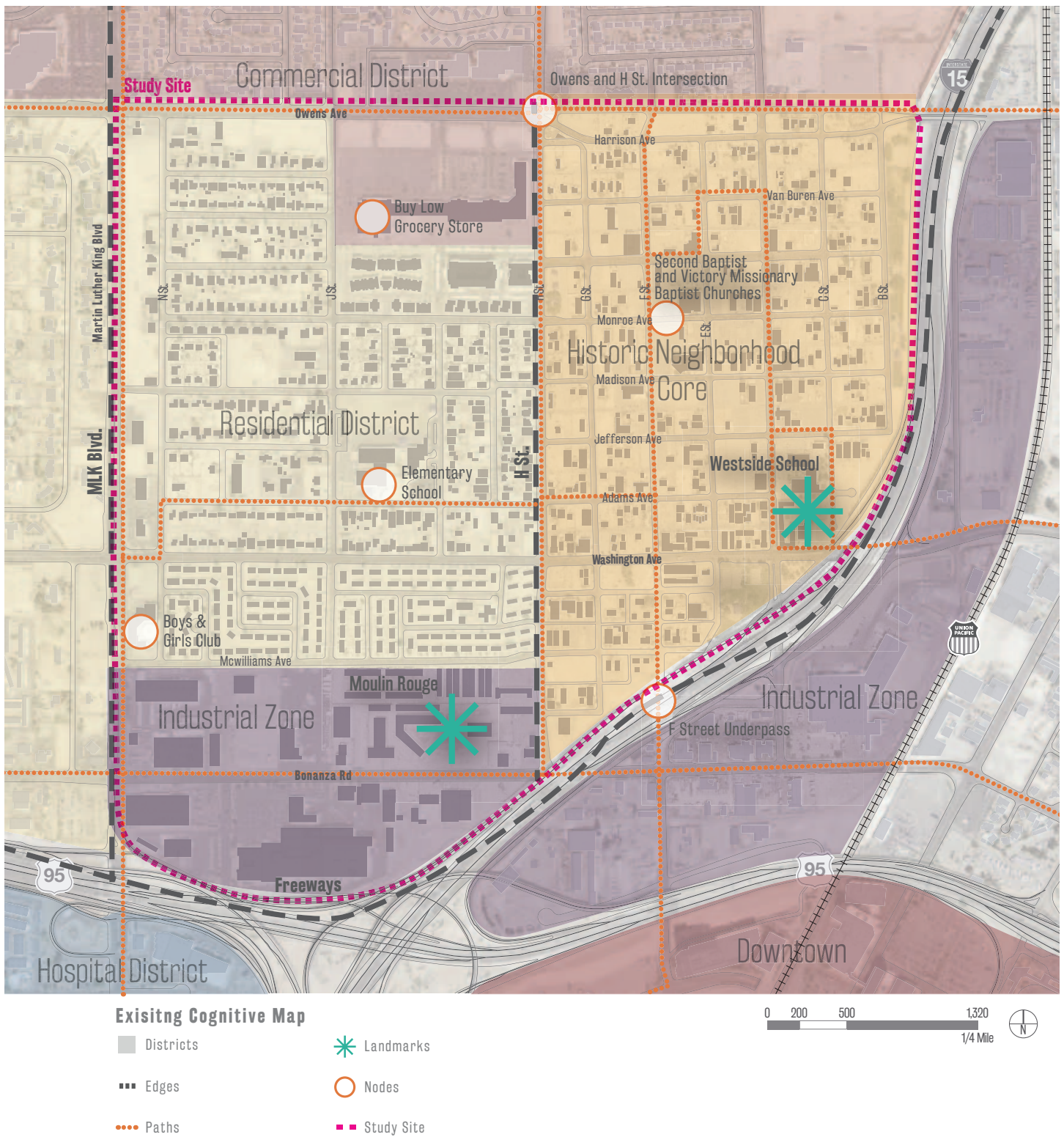
- Encourage the adaptive reuse of buildings;
- Consider the opportunities of solar energy;
- Integrate community gardens within the neighborhood; and
- Establish a walkable community with services and amenities.

Plan for multimodal transportation within the Historic Westside and connecting the neighborhood to the downtown:

- Develop complete streets devoted to pedestrians and cyclists in addition to vehicles;
- Establish street improvements, such as friendly alleys, unique to the neighborhood;
- Improve bus service so that it is practical and convenient to use;
- Establish safe, comfortable bicycle lanes and sidewalks;
- Implement design standards for healthy tree-lined, canopy shaded streets; and
- Improve street infrastructure such as shaded bus shelters, seating, and lighting to name a few.

Establish a compact mix of land-use and activities:

- Attract a large number of people to the neighborhood with a variety of shopping, entertainment, and social activities.



▲ Figure 20: Existing Neighborhood Districts and Nodes Plan (illustration: Phillip Zavarus).



## 2. START SMALL WITH INCREMENTAL NEIGHBORHOOD INFILL

As discussed by the community and stakeholders through the design charrette and workshops, there is no large-scale “silver bullet” development project slated for the Westside. However, there are a few smaller projects in the works that include the Westside School, and Tenaya Creek Brewery (figure 21). A series of projects, with incremental infill of vacant lots is a way to not only respond to the unique character and scale of the neighborhood, but to breathe life and activity back into the Westside.

### Encourage redevelopment of vacant land within the neighborhood:

- Identify the potential of vacant land within the neighborhood;
- Establish neighborhood shopping amenities and needs, such as corner stores, dry cleaners, and a bank to name some;
- Include a diversity of housing types to address the needs of all ages and allow people to age in place;
- Provide appropriate service facilities for the neighborhood, such as places for children’s activities and recreation to name a couple;
- Establish community gardens and usable green space; and
- Encourage the development of the typical small parcel to maintain the character of the neighborhood (figure 22).

### Ensure that the zoning code supports contextual neighborhood infill:

- Ensure that the zoning code is a clear and practical prerequisite of supporting contextual development because it is through the code that the developer learns what is allowed and expected;
- Establish the aspects of a building that will determine whether a proposed building fits in or does not, such as site plan and orientation, and building size, proportion, and scale; and
- Determine the context worth saving or emulating from the Westside, such as building scale, and/or rooflines for example (figures 23 & 24).



▲ *Figure 21: View of the Tenaya Creek Brewery (photo: Kirsten Clarke).*



▲ *Figure 22: Sketch of neighborhood infill options in the historic Westside (illustration: Cal Srigley).*



▲ *Figure 23: Westside School, prior to renovation (photo: noehill.com).*



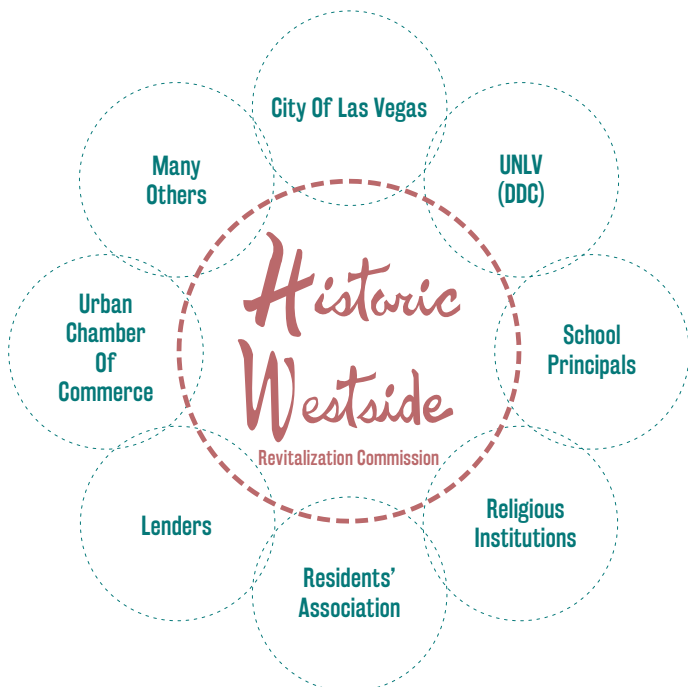
▲ *Figure 24: Christensen House, Westside (photo: Diego Alvarez).*

### 3. REVITALIZATION MUST BE LED BY THE COMMUNITY

The community expressed the need for a neighborhood-based governing body to manage and guide the HUNDRED Plan to implementation.

Create the Historic Westside Revitalization Commission or Community Development Corporation (CDC) to support the healthy growth of the neighborhood.

- Establish a new community-based organization to be the champion of the Plan (figure 25), oversee implementation, advise and liaise closely with the City, keep the community informed of progress, seek funding for public projects, review private development applications, encourage programming of events and festivals, etc;
- Ensure that the organization will be responsible for monitoring and improving the Plan over time to respond to opportunities such as market conditions change, priorities change, or funding sources expand or change;
- Fund this organization through a levy on businesses within the area based on the square footage of the business. It is recommended that the City supplement this levy with grants;
- Establish an annual budget to run this organization; and
- Review the mandate and membership of existing committees to ensure that they reflect the current community needs and do not compete with this new organization.



▲ Figure 25: Diagram of the entities that the Westside Revitalization Commission could engage to support the economic investment and development of the neighborhood (illustration: Diego Alvarez).

### 4. CELEBRATE THE NEIGHBORHOOD'S HISTORY AND CULTURE

An essential theme from the community was the importance of preserving and celebrating the neighborhood's rich African American heritage and cultural opportunities.

Identify and preserve the neighborhood landmarks (figure 26);

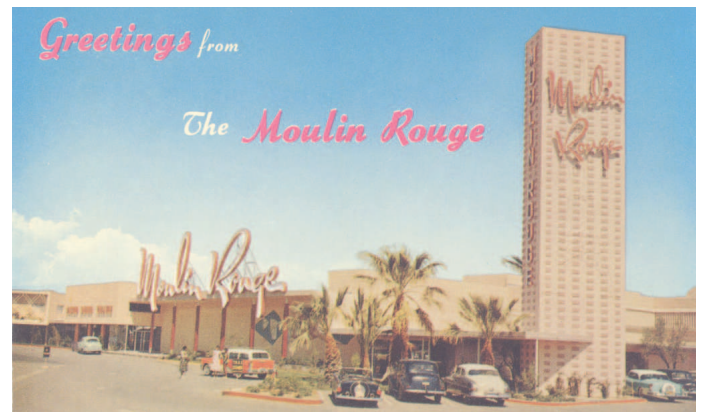
Create consistent branding that reflects the neighborhood's heritage (figure 27);

Support the development of cultural centers such as the African-American Museum and art gallery (figure 28);

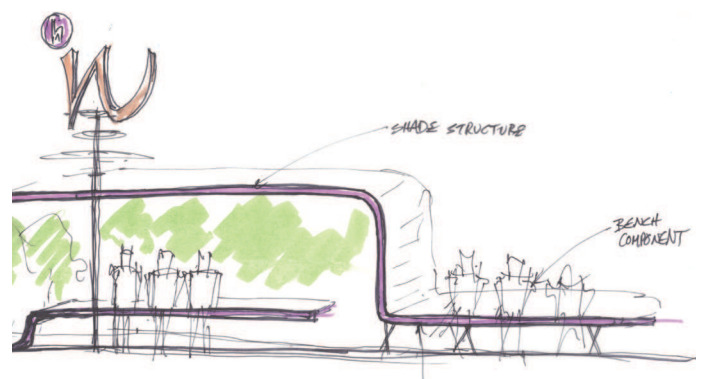
Establish educational opportunities to help people learn about the culture and history of the neighborhood (figure 29);

Support an interactive Pioneer Trail (figure 30); and

Institute program incentives for development that celebrates the history and heritage of the neighborhood (figure 31).



▲ Figure 26: Historic postcard of the historic landmark Moulin Rouge (photo: UNLV Center For Gaming Research).



▲ Figure 27: Idea sketch of a shaded bus stop for the Westside based on the historic Moulin Rouge architecture (illustration: Rick Sellers).





◀ *Figure 28: Harvey B. Gantt Center for African American Arts & Culture, Chicago, celebrates the contributions of Africans and African- Americans to American culture (photo: ganttcenter.org).*



◀ *Figure 29: Harvey B. Gantt Center for African American Arts & Culture, Chicago, serves as a community epicenter for music, dance, theater, visual art, film, arts education programs, literature and community outreach (photo: ganttcenter.org).*



◀ *Figure 30: Golden Gate Visitor Center, San Francisco (photo: Brent Felipe).*



◀ *Figure 31: The August Wilson Center for African American Culture, Pittsburgh, presents performing and visual arts programs that celebrate the contributions of African Americans in Western Pennsylvania. It includes galleries, classrooms, a 500-seat theater, a gift shop, a cafe, and many multi-purpose spaces for visual and performing art (photo: thesxtantgroup.com).*



## 5. KEEP THE HUNDRED PLAN REAL: DIFFERENTIATE, DON'T COMPETE

As the Westside is unique in character, it is important that the Plan support economic investment and development that do not duplicate what is happening in other places around the city, but celebrate its distinct character and amenities. It is this uniqueness and proximity to downtown that will attract people and investment to the Westside.

Establish a consistent and unique brand for the Historic Westside neighborhood (figure 32);

Restructure restrictions such as single-use zoning to allow a greater diversity of economic and redevelopment opportunities;

Distinguish educational opportunities in the neighborhood:

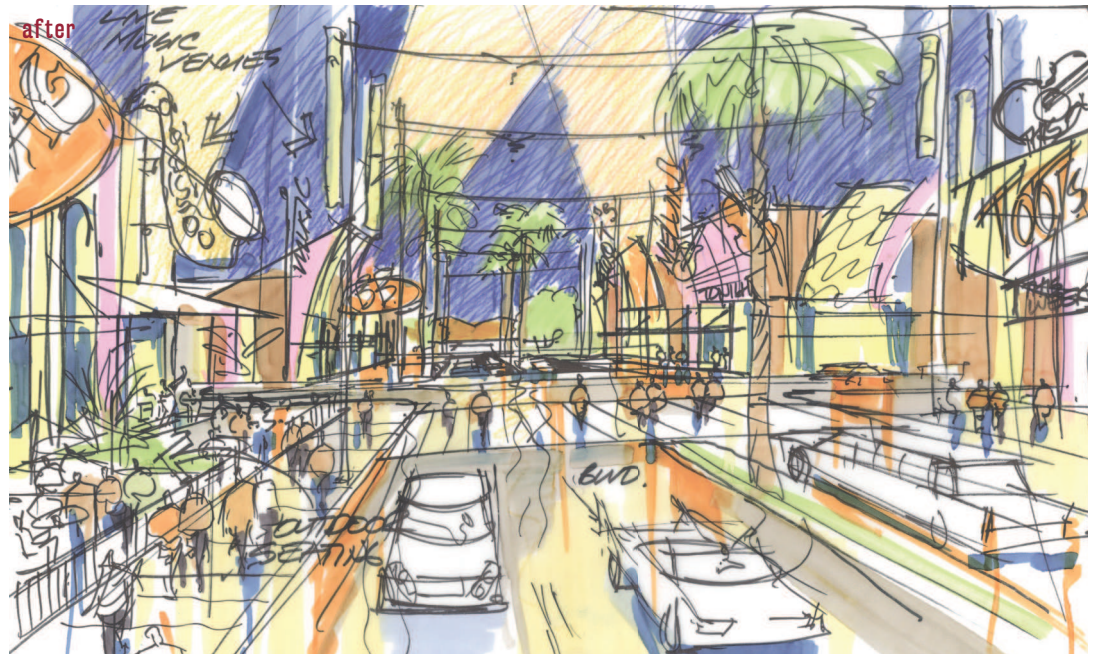
- Provide neighborhood Wi-Fi hotspots through local business and public institutions;
- Establish training programs for residents; and
- Build amenities such as a library, museum, art gallery, and botanical garden.

Development incentives such as low interest loans for home and business start-ups;

Connect and link the neighborhood to the downtown;

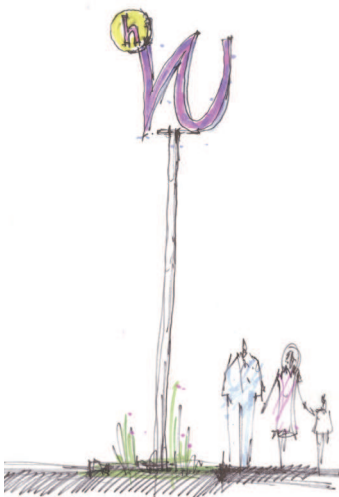
Provide amenity businesses within the neighborhood; and

Promote opportunities for tourism and establish a unique hotel and entertainment district (figure 33).



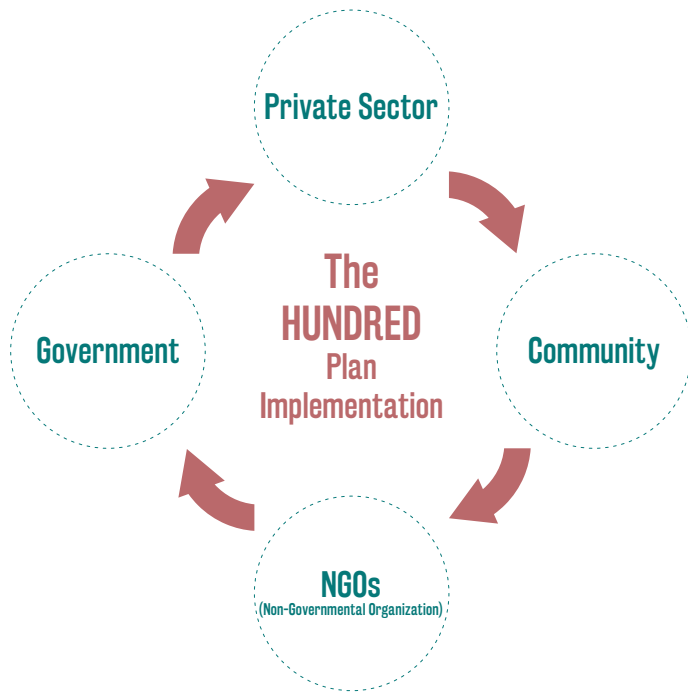
▲ Figure 33: Concept sketch of Washington Live Experience (illustration: Calum Srigley).

◀ Figure 32: Sketch of establishing a consistent gateway signage idea that is unique to the historic Westside (illustration: Rick Sellers).



## 6. MAKE IT HAPPEN!

The community and the City must come together to implement the plan (figures 34&35). To succeed, the HUNDRED Plan must be recognized by the City of Las Vegas as having status and legitimacy. This will require Council formally adopting the plan.



▲ Figure 34: Diagram of the partnerships required to move the HUNDRED Plan to implementation (illustration: Diego Alvarez).



▲ Figure 35: Volunteer painters came out to help revive the historic Huntridge Theater, Las Vegas, 2013. The Las Vegas Centennial Commission provided grant funding (photo: lasvegassun.com).



# PART 3

## BIG MOVES TO NEIGHBORHOOD REBIRTH

- Welcome to the Historic Westside
- Revitalize Historic Jackson Street
- Small Steps: Vacant No More
- Washington Live Experience
- Repairing the Edges
- Complete & Safe Streets
- Reclaim James Gay Park
- Moulin Rouge Entertainment District









## 1. WELCOME TO THE HISTORIC WESTSIDE

A sense of arrival to the historic Westside is essential in defining the neighborhood as a distinct district within Las Vegas. Establishing a series of gateways will help create visual interest and establish the boundaries of the neighborhood in the context of the city.

The charrette team heard optimism for the Westside School renovation project and its potential as a community amenity. Building off this catalyst project for the neighborhood, the opportunities of the renovated school provide a landmark location for D Street to become a gateway entry to the Westside. The adjacent Ethel Pearson Park, which has current restrictions for activity, becomes part of the entry experience for the Westside. An updated park will include a public art project with community involvement for its implementation.

### ACTION 1.1: Secure the Mo'Mart sign for the park redesign.

The sign is currently where it was originally installed at the site of the Mo'Mart Motor Hotel next to the Moulin Rouge (figure 36). Much like the iconic “Welcome to Las Vegas” sign, the historic Mo'Mart sign has the potential to become a landmark gateway if it can be removed from its current site where it is deteriorating, to be restored, and strategically placed in a new historic Westside gateway plaza at Ethel Pearson Park (figures 37&38).

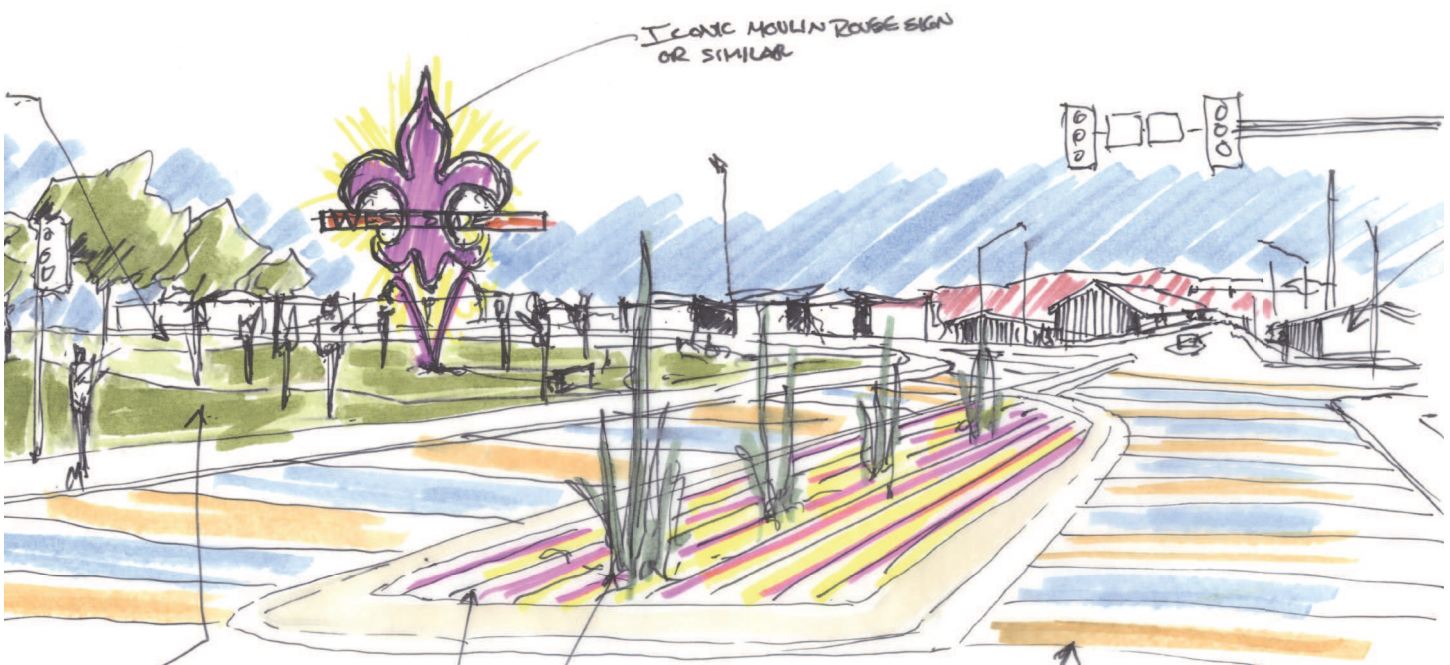


▲ Figure 36: The sign in its current state at the Mo'Mart Motor Hotel site (photo: Diego Alvarez).



►▼ Figures 37 & 38: Before and after gateway concept sketch with view looking north on D Street toward Ethel Pearson Park (illustration: Zak Ostrowski).

after





**ACTION 1.2:** Redesign and construct the Ethel Pearson Park improvements.

The redesigned park must incorporate the repurposed Mo’Mart sign in a plaza at the corner of W. Washington Avenue and D Street (figures 39&40). On-street parking shall be incorporated near the plaza to address visitors that stop for photographs. In addition to the gateway plaza, ample tree cover must be provided in the park.

**ACTION 1.3:** The community and City must work together to open the park free of the current restrictions (figure 41)



▲ Figure 41: This sign at the park currently outlines the limited access for residents (photo: Diego Alvarez).

►► Figures 39 & 40: View of the restored Mo’Mart Motor Hotel Sign at a proposed gateway plaza at Ethel Pearson Park. The plaza will serve to activate the park as a tourist attraction as well as serve as the main gateway into the Westside (illustration: Diego Alvarez).





**ACTION 1.4:** Redesign the D Street underpass to serve as the primary entry into the neighborhood.

Utilize the D Street underpass as an opportunity for public art and build off the lessons learned from the opening of F Street. This opportunity will further strengthen D Street as the main gateway to the historic Westside from the downtown (figures 42&43). It is intended that this project work with the redesign of Ethel Pearson Park and Mo’Mart sign relocation, as well as the Westside School renovation.



▲ Figures 42 & 43: Before and after gateway concept sketch with view looking north on D Street toward the underpass (illustration: Diego Alvarez).

**ACTION 1.5:** Establish a public arts program and strong brand for the Historic Westside that:

- Unifies the historic Westside signage. Examples of conflict include the “Welcome to Historic West Las Vegas” signs (figures 44). The community has consistently maintained their identity with the Westside and not West Las Vegas.
- Celebrates the distinct history and culture of the Westside. The F Street underpass has taken cues from history with references to the former Moulin Rouge (figure 45&46).
- Enhance key public spaces and gateways to the Westside using public art (figures 47-52).

Historic Westside  
#1

Historic  
W

#2

HW

#3

- ▲ Figure 46: Branding logo sketch based on the F Street underpass signage (illustration: Diego Alvarez).



- ▲ Figure 44: View of the current welcome sign at Washington and D Street (photo: Diego Alvarez).



- ▲ Figure 45: View south from F Street toward the underpass gateway. The tower structure at the left is reminiscent of the historic Moulin Rouge architecture (photo: Diego Alvarez).

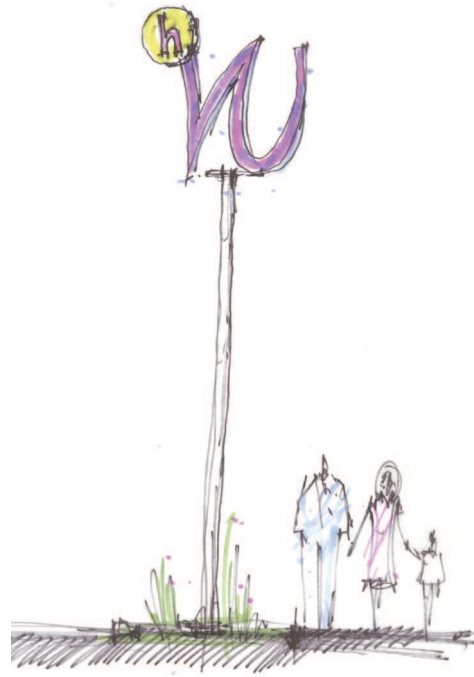






**ACTION 1.6:**Design and construct public realm gateway features

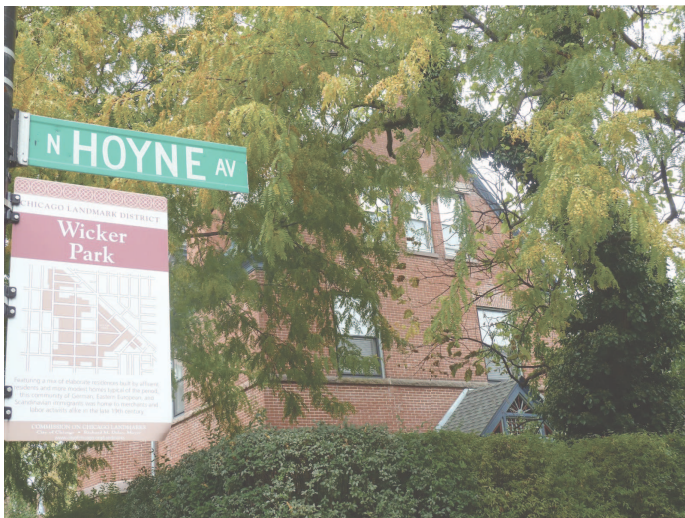
Actions 1.2, the redesign of Ethel Pearson Park to include a gateway plaza, and 1.4, the use of the D Street underpass as gateway are examples of key public realm gateway features. Other gateways shall be located at key intersections and entry points into the historic Westside (figures 53-55).



► *Figure 53: Sketch of a consistent gateway signage idea that is unique to the historic Westside (illustration: Rick Sellers).*



▲ *Figure 54: Example of a historic Westside gateway project (illustration: Diego Alvarez, based on Rick Seller's concept).*

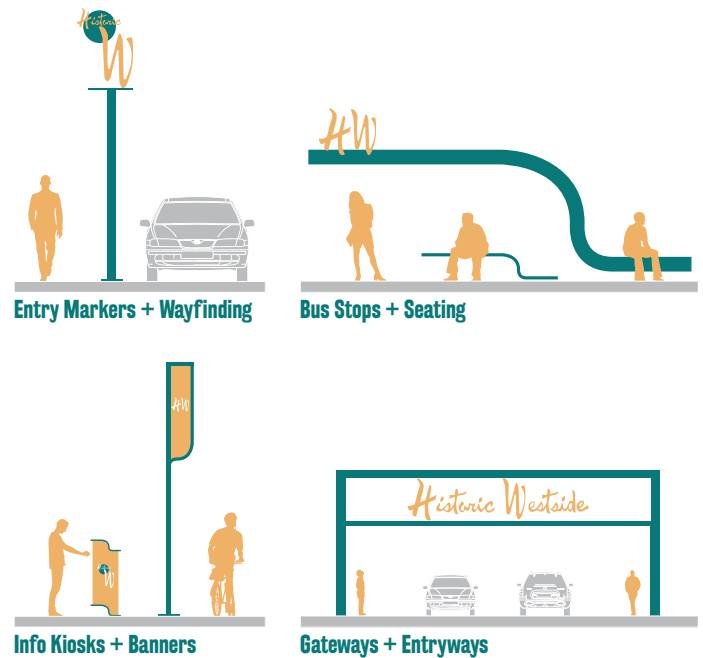


▲ Figure 56: Example of wayfinding signage for a walking tour of the Wicker Park neighborhood, Chicago (photo: Eric Rojas).

► Figure 57: Sketch ideas of wayfinding signage with consistent branding theme for the Westside (illustration: Diego Alvarez).

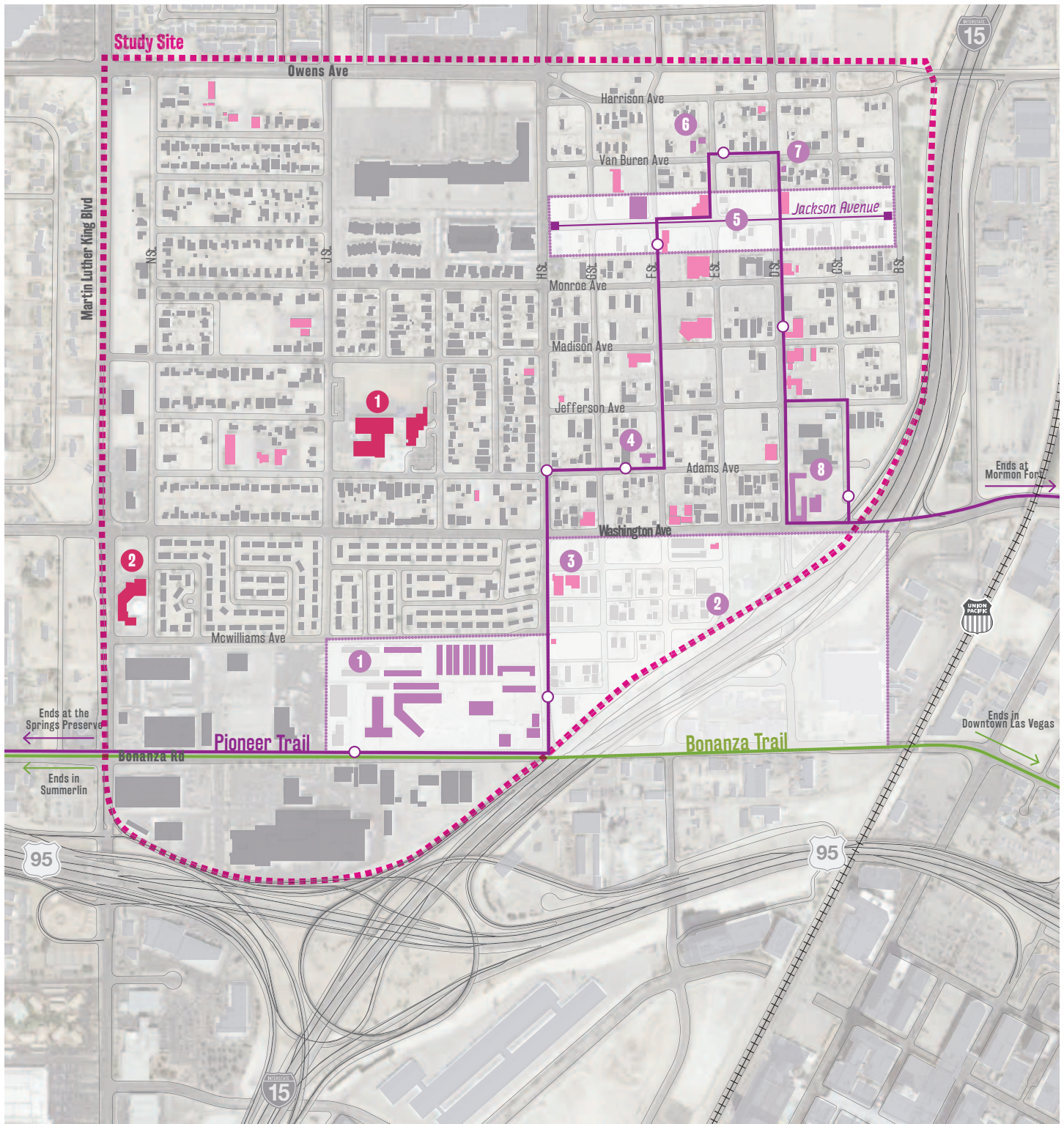
### ACTION 1.7: Undertake a wayfinding and signage program for the Historic Westside that:

Highlights historic places and neighborhood amenities (figures 56-58). This program must be integrated with and support the existing Pioneer Trail.



▲ Figure 55: View of an entry gateway from the highway that ties into consistent branding (illustration: Diego Alvarez, based on Gavyn Silva's concept).





### Pedestrian Trails & Landmarks

- |                     |   |
|---------------------|---|
| 1 Moulin Rouge      | 6 Christensen House                     |
| 2 McWilliams Town   | 7 Moody House                           |
| 3 St. James Church  | 8 West Side School                      |
| 4 Harrison Boarding | 1 Wendell P. Williams Elementary School |
| 5 Jackson Avenue    | 2 Boys & Girls Clubs of Southern Nevada |

- Pioneer Trail
- Bonanza Trail
- Pioneer Poster

- Religious Institutions



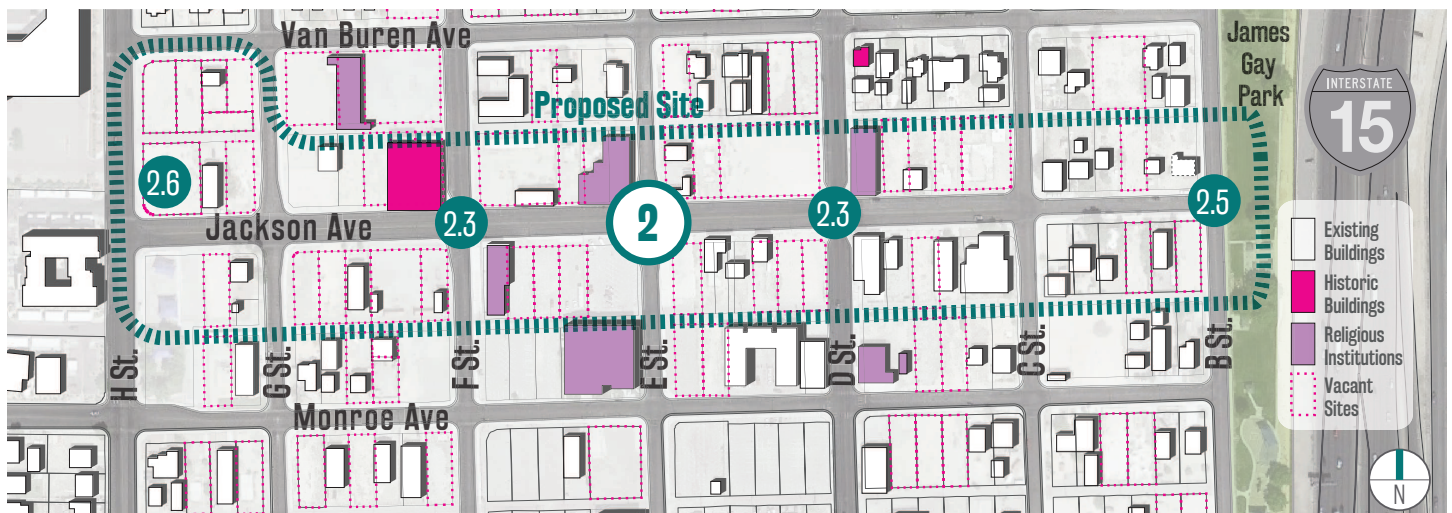
▲ Figure 58: Pedestrian Trails & Landmarks map indicating the existing Pioneer Trail location along with important historic sites of the neighborhood (illustration: Phillip Zavarus).



## 2. REVITALIZE HISTORIC JACKSON STREET

The revitalization of Jackson Avenue (figure 59) is an important issue to the Westside community due to its historic past (figures 60&61). Establishing a walkable community with amenities to serve the residents' daily needs was also a key message through the public workshops. Through the HUNDRED Plan, *Jackson Avenue* is reborn as **Jackson Street** (figures 59&60), with a catalyst project at a key intersection such as D and/or F Street with a neighborhood coffee shop, corner store, and community neighborhood office, for example. From the catalyst intersections, the existing buildings and landmarks are retained and repurposed to celebrate the history of

the street. Empty lots are infilled with complementary sized mixed-use buildings and plazas. Positive street life generators such as interactive shop fronts, cafes, a boutique hotel, and small music venues that are unique to the Westside reactivate Jackson Street as a landmark destination. Special events and festivals can temporarily close the street to further emphasize the street's importance in the community (figures 62&63). This type of development is intended to support a local economy. Historic Jackson Avenue is anchored with a museum on the west and a strong connection to the park at the east.



▲ Figure 59: Jackson Avenue (illustration: Diego Alvarez).



▲ Figure 60: Photograph of the New Town Tavern, Jackson Street, 1960 (photo: UNLV Special Collections).



▲ Figure 61: Photograph of "Mrs. Bruno's daughter" tending Bruno's Liquor Store (photo: UNLV Special Collections).



before

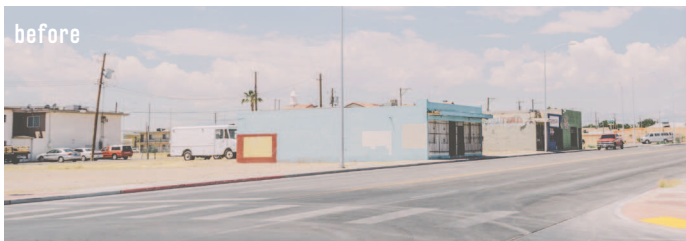


after



▲ Figures 62 & 63: Before and after Jackson Street concept sketch with view looking north (illustration: Calum Srigley).





after: typical condition



after: festival condition



▲ Figures 66-68: Before and after view looking south at the intersection of Jackson and D Street (illustrations: Brent Felipe).



**ACTION 2.1:** Develop a specific incentive program to address vacant storefronts and properties and use it to market Jackson Street

Establish an economy where money spent in the community will stay in the community. Consider a community real estate investment cooperative to purchase and develop vacant commercial properties along Jackson Avenue. In order for this approach to succeed, the cooperative will need to be aided by favorable policies and programs designed to help them grow. The benefits will include new jobs in the neighborhood, strong incentives for people to shop locally, closer ties with neighbors, and a return on investment (figures 64&65).

**ACTION 2.2:** Conduct an inventory of Jackson Street's historic buildings.

An inventory of existing buildings will be an important study for determining their adaptive reuse potential. The inventory will be used to understand each of the building assets and issues, as well as support HUNDRED Plan projects to revitalize Jackson Street.

**ACTION 2.3:** Establish a catalyst project at the intersection of Jackson & D Street, with the second catalyst project to occur at Jackson & F Street

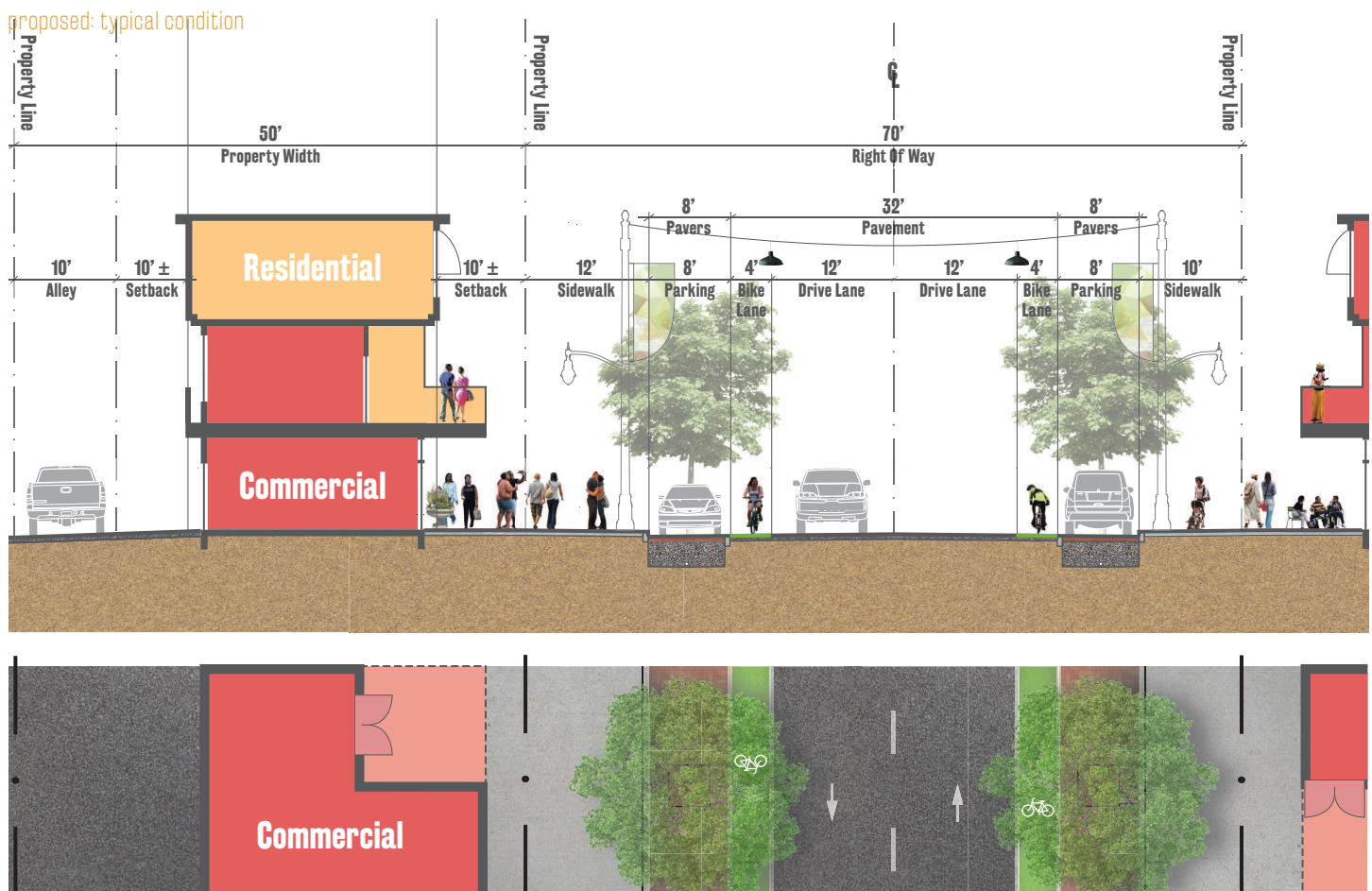
Coffee shops, restaurants, bakeries, and a corner store were ideas that the community identified at the public workshops (see figures 66-68). A storefront office for the Historic Westside Revitalization Commission would also be an ideal tenant of such a project as it would provide a place where the community could go to learn about the HUNDRED Plan.



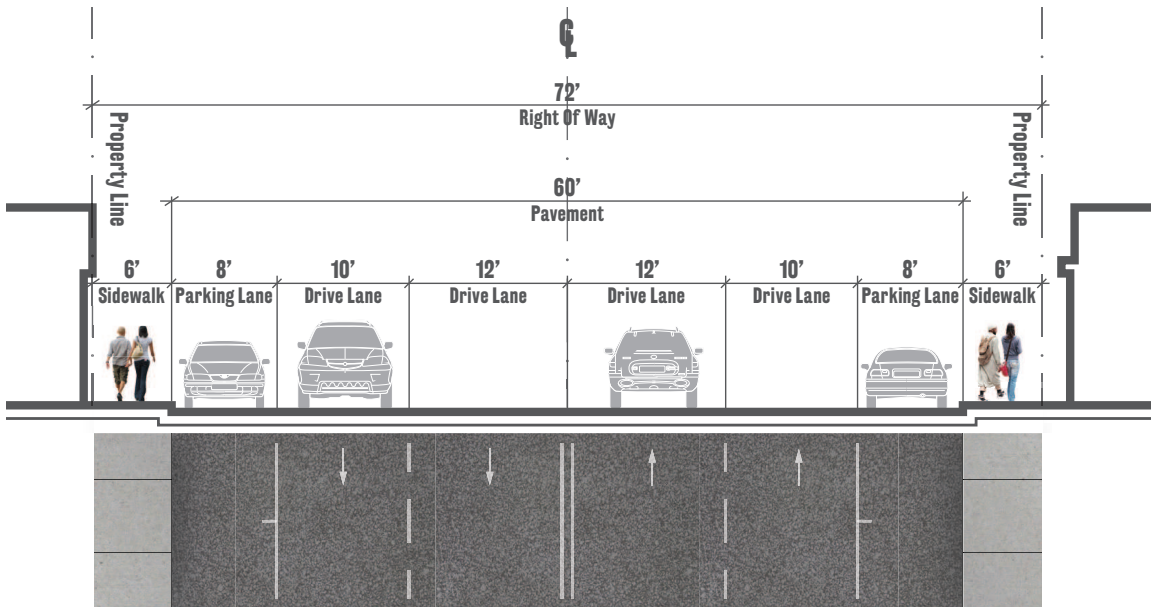
- ▲ Figures 64 & 65: In 2011, in northeast Minneapolis, the Northeast Investment Cooperative (NEIC) formed a co-op which any Minnesota resident could join for \$1,000. Their purpose was to address vacancies along Central Avenue, a commercial street that suffered from decades of disinvestment. One year later, NEIC had enough members to buy two buildings at the intersection of Central and Lowry Avenues for cash. Today, NEIC's impact spreads beyond the intersection of Central and Lowry where the co-op has catalyzed the creation of new jobs, engaged its more than 200 members in reimagining their neighborhood, and given residents a way to put their capital to work in their local economy (photos: Olivia LaVecchia).

## ACTION 2.4: Redesign and implement Jackson Avenue Improvements between B Street and H Street (figures 69-71)

- Redesign Jackson Street to contribute to the success of the Historic District. A historically inspired streetscape that will establish the unique character of this entertainment district is essential.
- Establish appropriate sidewalk widths. As an urban area, the sidewalk must be at least 10 feet wide to accommodate foot traffic. At active retail areas, a 15 to 25 foot width is more suited, particularly if patio dining is a possibility.
- Reconfigured wide street lanes to maximize vehicle access to on street parking.
- Implement bicycle amenities that include bicycle lanes and appropriate bicycle racks;
- Establish pedestrian amenities and furnishings that include wider sidewalk, special paving treatments and pedestrian crossings, benches, electrical outlets, trash/recycling receptacles, information kiosks, public transit stops, public art, etc.;
- Avoid common redesign errors including a standard tree pit detail that does not provide enough soil for healthy street trees, excessive lighting, unnecessarily fancy materials, sidewalk obstructions, and improperly located utility equipment;
- Implement a healthy street tree program; and
- Use the upgrades for the streetscape as a potential to upgrade to underground infrastructure, if necessary.

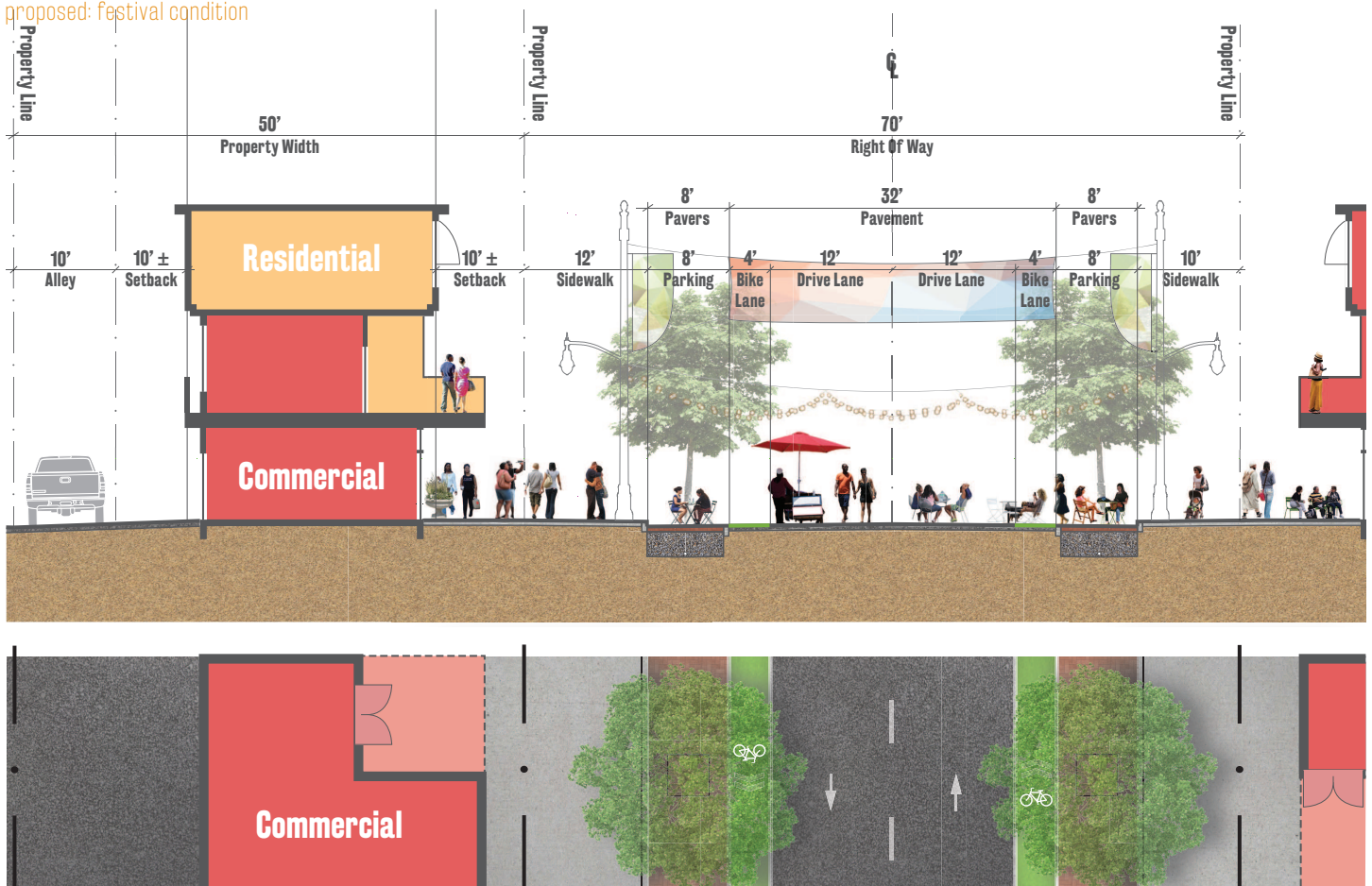


existing



▲ Figure 69: Section of existing Jackson Avenue conditions (illustration: Brent Felipe).

proposed: festival condition



▲ Figure 71: Section of proposed Jackson Street looking west of redesign showing street festival use (illustration: Brent Felipe).



**ACTION 2.5:** Design and construct the Jackson Street Plaza at James Gay Park

James Gay Park and its amenities are closed to the public (figure 72). The sentiment from the community at the public workshops is that it is another affront on the community by the City to prohibit its use. This project is opportunity for the City to rectify this opinion by not only re-opening the park but also re-purposing it to be a key component of the neighborhood's open space. Park amenities would include public art and interpretive signage celebrating the Westside. A plaza located at the termination of Jackson will tie the street to the park (figure 73). City investment in the park and plaza will be required to move this project forward.



▲ Figures 72 & 73: Before and after concept of the proposed plaza at James Gay Park. This plaza will define the western boundary of Jackson Street (illustration: Brent Felipe).

**ACTION 2.6:** Design and construct the Walker African American Museum

The Walker African American Museum is currently closed. There is, however, a schematic design proposed for a new facility (figure 74). This project has the potential of defining Jackson Street as the cultural center for the African American community in Las Vegas. Situated along H Street and Jackson Avenue, the museum will serve as a gateway and counterpoint to the Jackson Memorial Plaza proposed in action 2.5. A private or public/private investment partnership will be required to secure the land and this implement this project (figure 75).



▲ Figure 74: View of the proposed Walker African American Museum (illustration: KME Architects).



▲ Figure 75: View of the Mesquite Fine Arts Center, Mesquite. This small gallery serves as a gathering place, exhibition hall, classroom, art gallery and gift shop for Mesquite and the surrounding area (photo: Jack Vetterli).



### 3. SMALL STEPS: VACANT NO MORE

We heard from the community through the public workshops that there must be development opportunities for the vacant land of the Westside that addresses the lack of housing, and that protects the current structure and scale of the neighborhood. The lack of housing is a condition further documented in the *Southern Nevada Strong* (SNS) report, while the critical need is supported through the data trends outlined in the *Residential Foreclosure Analysis, 2nd Quarter 2015 Report* (see appendix). In addition, the SNS report outlines the relationship between homelessness and vacant lots in the neighborhood — squatting occurs in abandoned buildings, which causes the occasional fire, which ultimately leads to the demolition of the structure and the creation of an empty lot.

Consolidating and infilling vacant properties with only a mix of large towers and multistory housing will change the historic quality of the neighborhood (figures 76&77). Infill opportunities that would maintain the unique block scale include:

- Housing strategies to increase density without building up (figure 78);
- Plaza;
- Community Gardens;
- Community Club; and
- Parking.

- *Figure 76: The Shard building, London, is an 87-storey skyscraper -- western Europe's tallest building. The project was opposed by the Commission for Architecture and the Built Environment and several heritage bodies, however, the Office of the Deputy Prime Minister stepped in to grant approval. (photo: magellanstraits.com).*



- *Figure 77: Adaptive reuse of existing architecture that fits the scale and proportions of the historic Westside (photo: Aaron Leitz).*







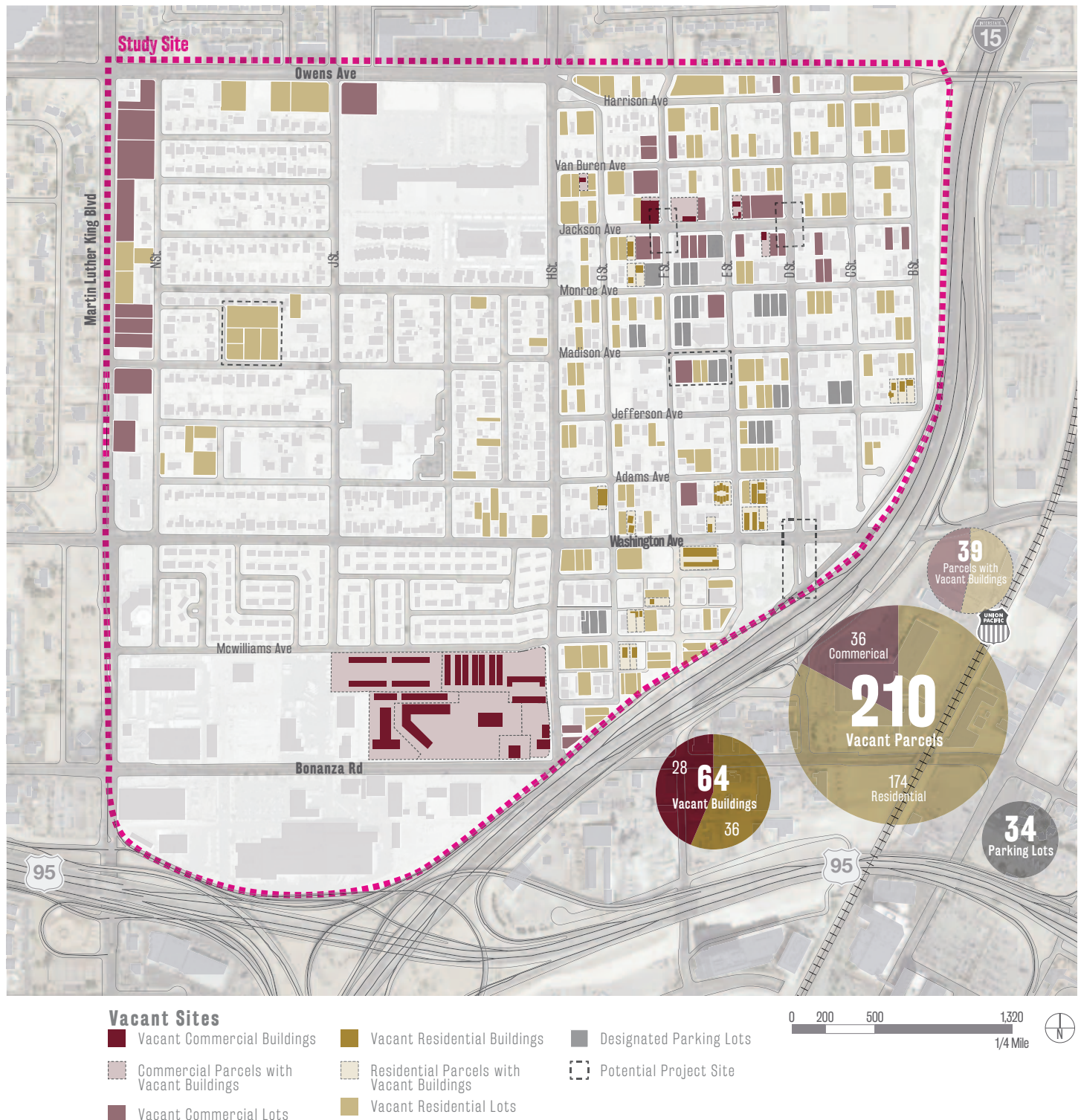
▲ Figure 78: One strategy presented in the HUNDRED Plan is the concept of cottage housing — a typology that fits with the historic fabric of the historic Westside. This housing type is located close to the street with a porch to encourage neighborly interactions. Lane access provides the opportunity to integrate parking, utilities and lane housing (illustration: Phillip Zawarus, based on Calum Srigley's sketch).



**ACTION 3.1:** Amend zoning bylaw to enable cottage and cottage cluster housing, lane housing, apartment housing, and townhousing.

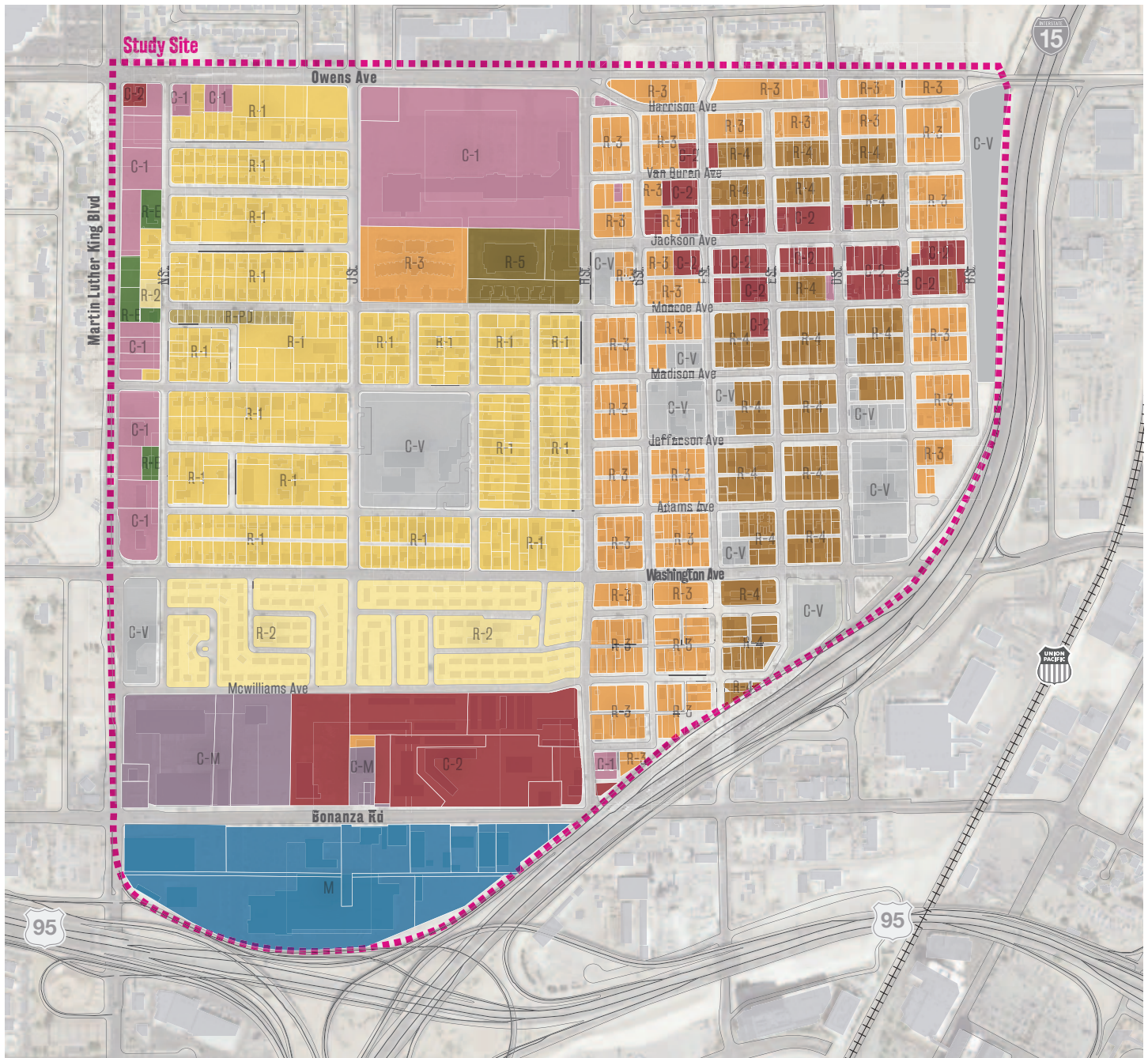
A review of the vacant land in the Westside through property ownership (figure 79) and zoning classification (figures 80-83) reveals the appropriate properties to consider for rezoning, consolidation, and development (figures 84&85). For example, there are a variety of housing infill types that fit the scale

and character of the neighborhood, such as cottage cluster or cottage courtyard cluster, lane housing, apartment housing and townhouse development. As well, the opportunity to establish a series of much needed civic projects, such as a community center and park space is also indicated in figure 85.



▲ Figure 79: Vacant Sites Map illustrating the amount of vacant land in the Westside (illustration: Phillip Zawarnus).





### Existing Zoning Classifications

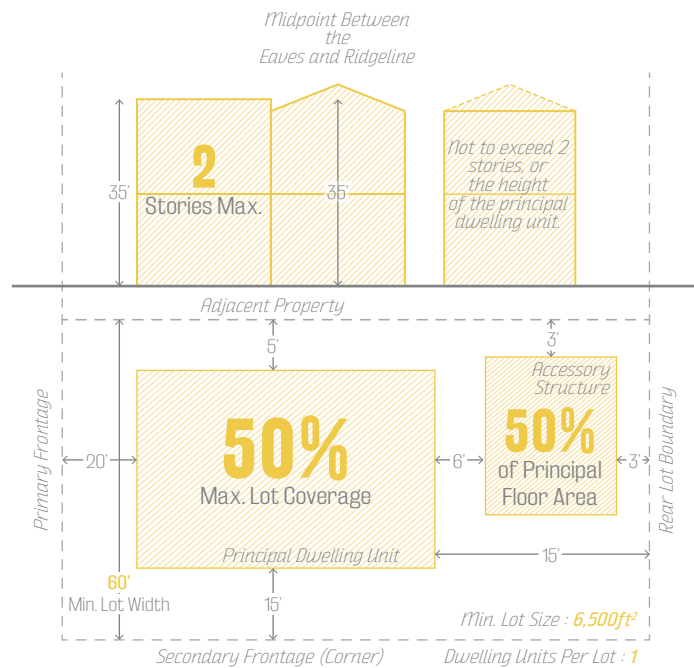
- |   |   |
|---|---|
| <span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span> Single Family Residential (R-1)           | <span style="display:inline-block; width:15px; height:15px; background-color:lightcoral; border:1px solid black;"></span> Limited Commercial (C-1)  |
| <span style="display:inline-block; width:15px; height:15px; background-color:lightyellow; border:1px solid black;"></span> Medium-Low Density Residential (R-2) | <span style="display:inline-block; width:15px; height:15px; background-color:darkred; border:1px solid black;"></span> General Commercial (C-2)     |
| <span style="display:inline-block; width:15px; height:15px; background-color:orange; border:1px solid black;"></span> Medium Density Residential (R-3)          | <span style="display:inline-block; width:15px; height:15px; background-color:purple; border:1px solid black;"></span> Commercial / Industrial (C-M) |
| <span style="display:inline-block; width:15px; height:15px; background-color:darkorange; border:1px solid black;"></span> High Density Residential (R-4)        | <span style="display:inline-block; width:15px; height:15px; background-color:grey; border:1px solid black;"></span> Civic (C-V)                     |
| <span style="display:inline-block; width:15px; height:15px; background-color:olive; border:1px solid black;"></span> Apartment (R-5)                            | <span style="display:inline-block; width:15px; height:15px; background-color:blue; border:1px solid black;"></span> Industrial (M)                  |
| <span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black;"></span> Residence Estates (R-E)               |   |
| <span style="display:inline-block; width:15px; height:15px; background-color:darkgreen; border:1px solid black;"></span> Residential Planned Development (R-PD) |   |



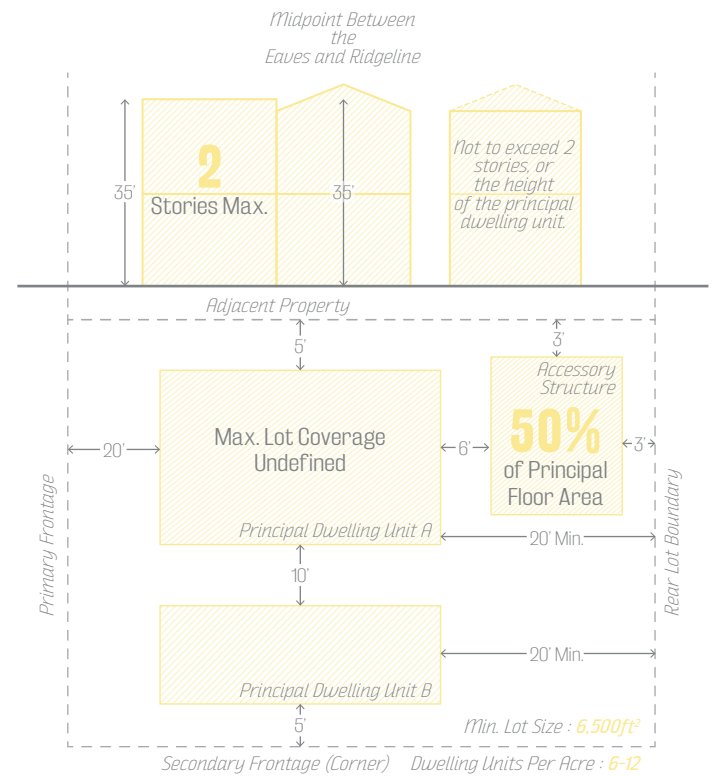
▲ *Figure 80: Existing Zoning Map (illustration: Phillip Zawarus).*



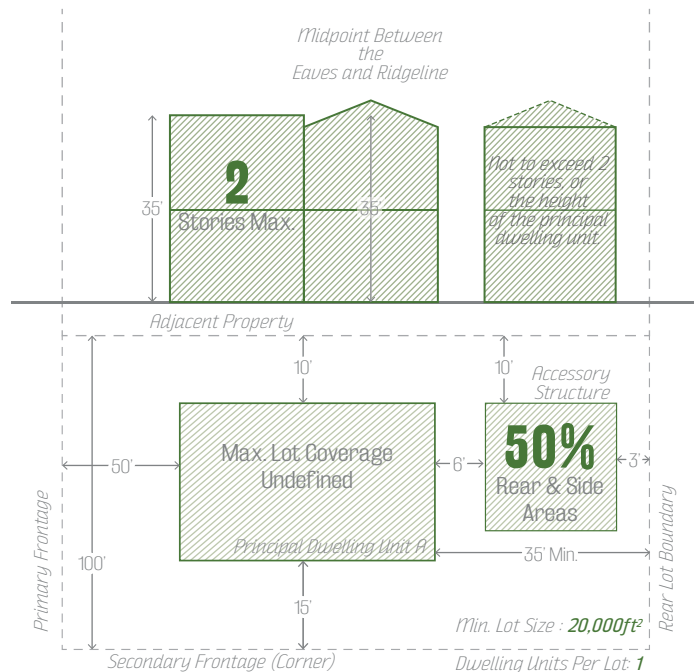
## R-1 Single Family Residential District



## R-2 Medium-Low Density Residential District

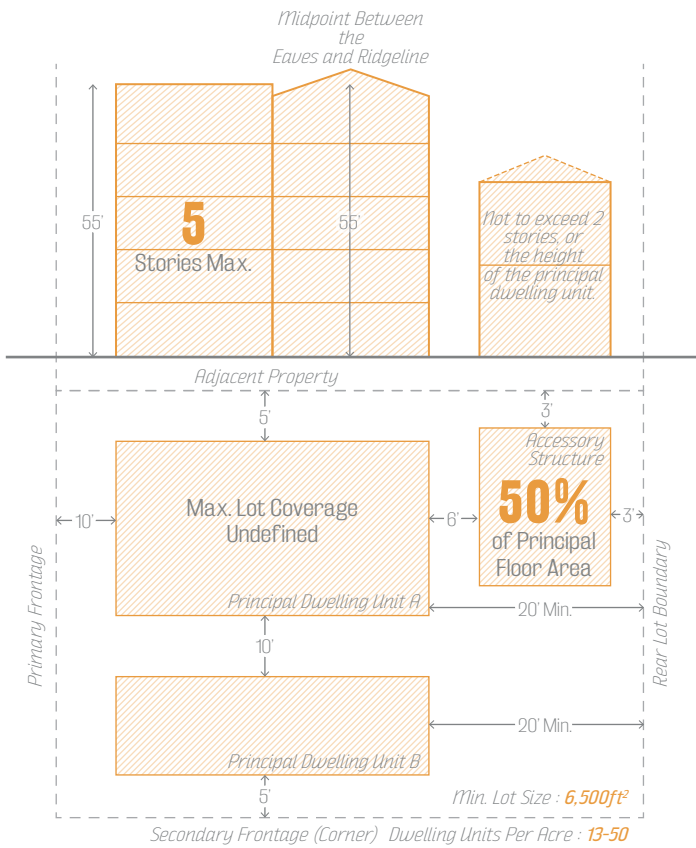


## R-E Residence Estates

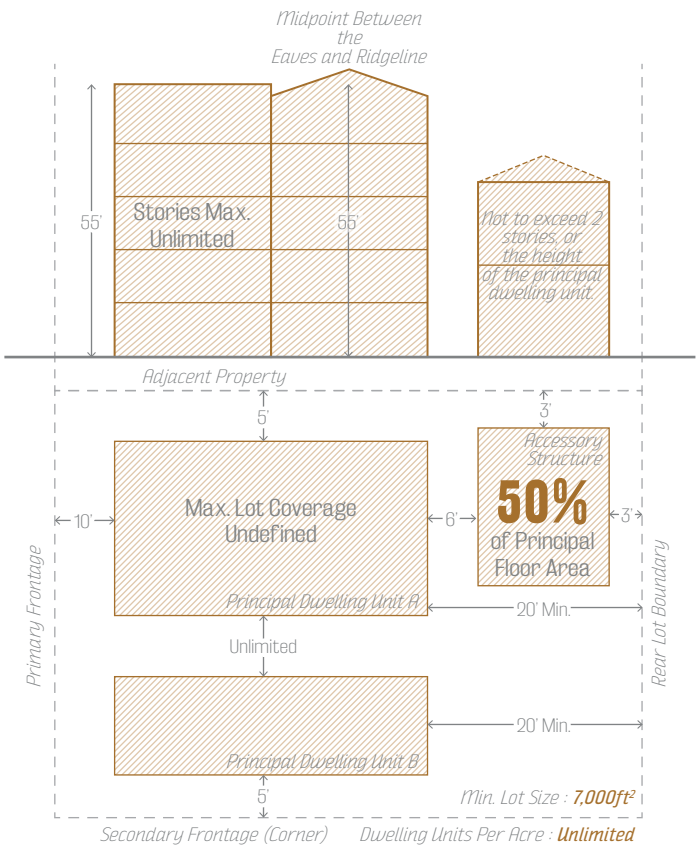


► Figure 81: A review of the existing zoning reveals the housing typologies and density allowable in the Westside (illustrations: Phillip Zawarns).

R-3 Medium Density Residential

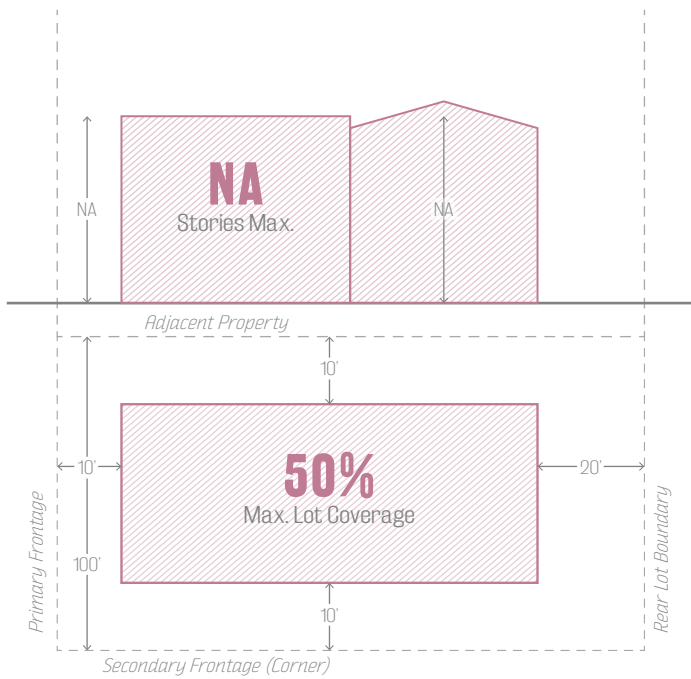


R-4 High Density Residential District





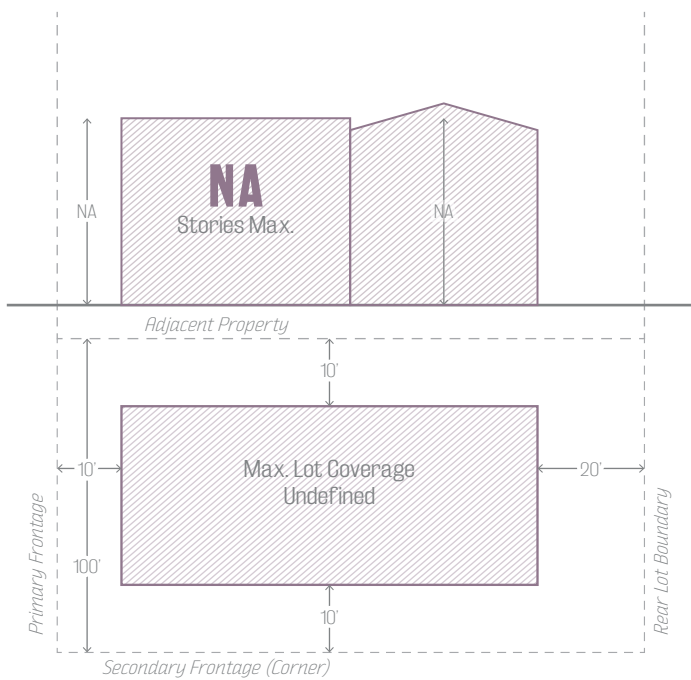
### C-1 Limited Commercial



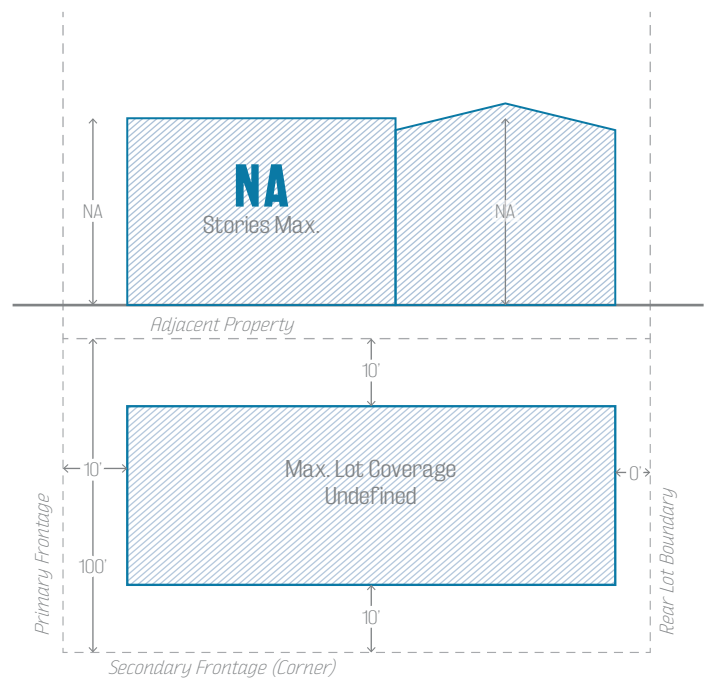
### C-2 General Commercial



### C-M Commercial/Industrial



### M Industrial



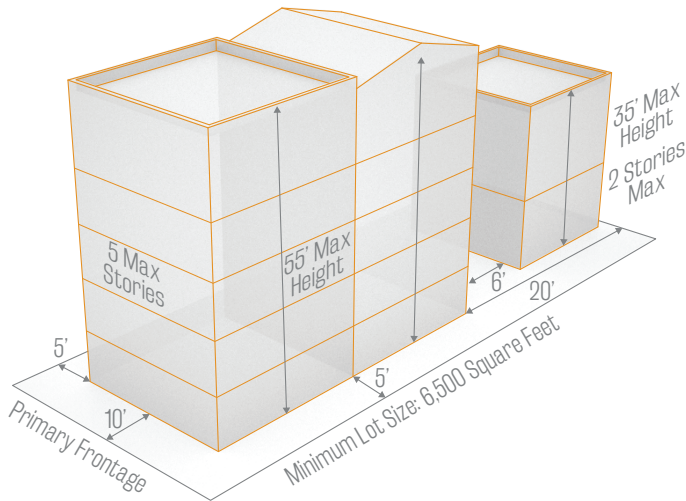
► Figure 82: A review of the existing zoning reveals the commercial and industrial typologies and density allowable in the Westside (illustrations: Phillip Zawarus).

### MEDIUM DENSITY HOUSING (R-3)

Under the Title 19 Unified Development Code, areas zoned as Medium Density Residential (R-3) must provide multi-family dwelling units that may include a variety of town houses, duplexes, and medium density apartments.

#### Guidelines

13-50 Dwelling units per acre

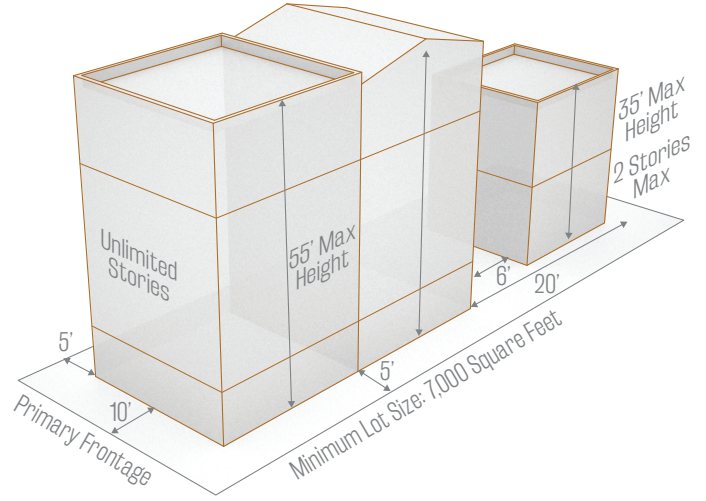


### HIGH DENSITY HOUSING (R-4)

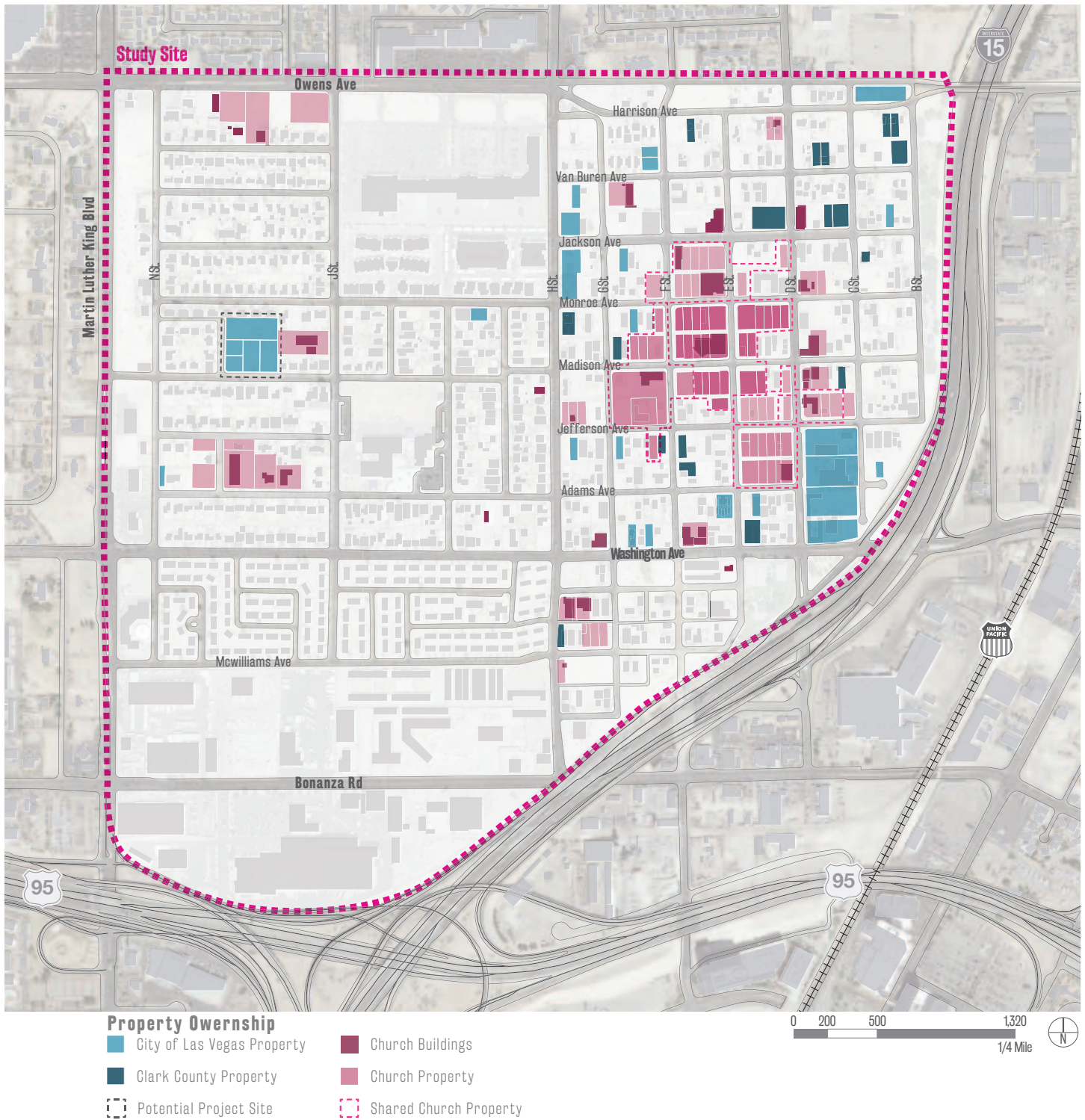
Under the Title 19 Unified Development Code, areas zoned as Medium Density Residential (R-3) must provide multi-family dwelling units that may include a variety of town houses, duplexes, and medium density apartments.

#### Guidelines

Unlimited Dwelling units per acre

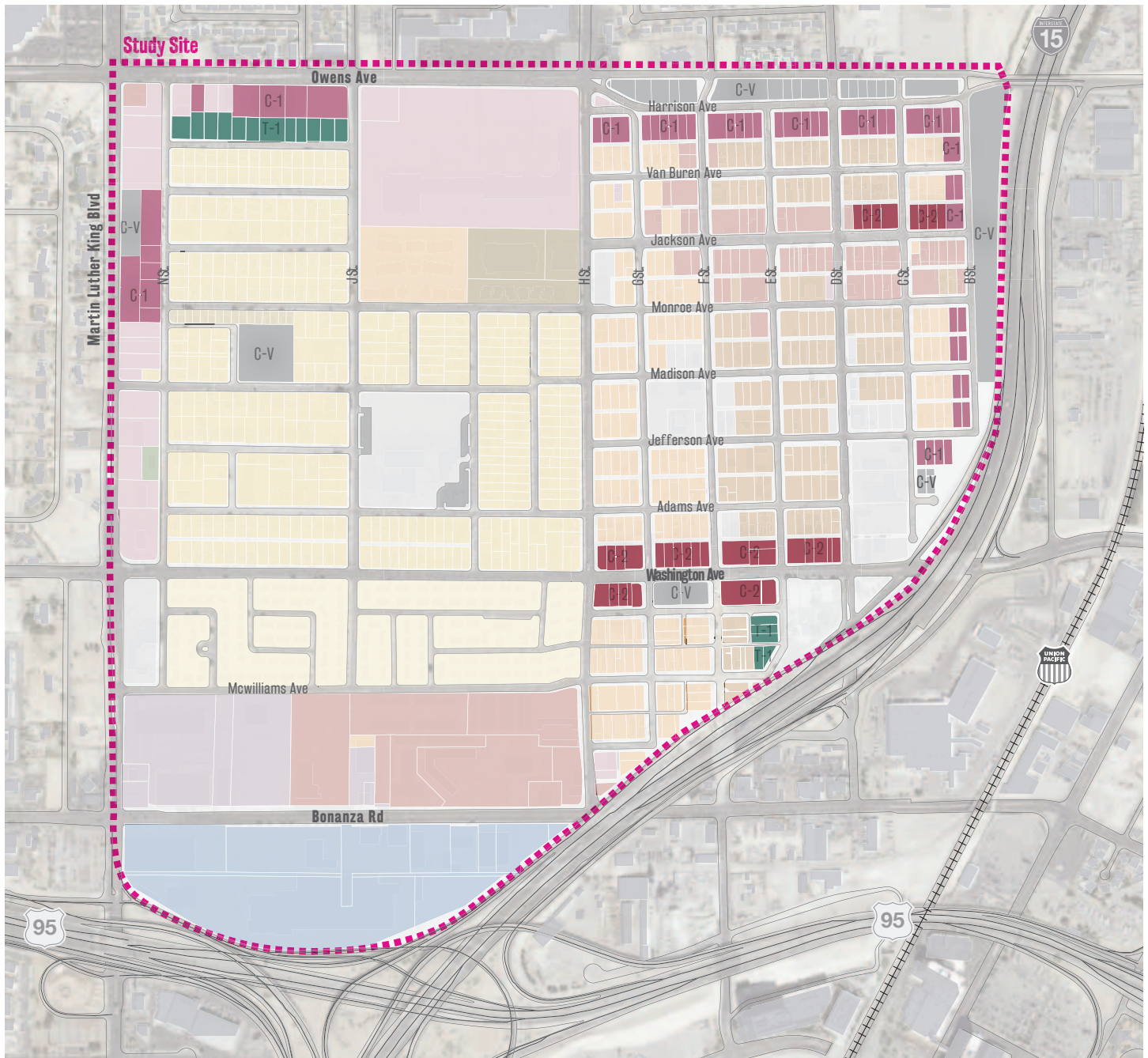


▲ Figure 83: A review of the existing zoning reveals the housing typologies and density allowable in the Westside (illustrations: Phillip Zawarus).



▲ *Figure 84: Property Ownership Opportunities Map illustrating properties that could be consolidated based on ownership and rezoned appropriately (see figure 80) to match the HUNDRED Plan (illustration: Phillip Zawarus).*





### Proposed Zoning Classification Amendments

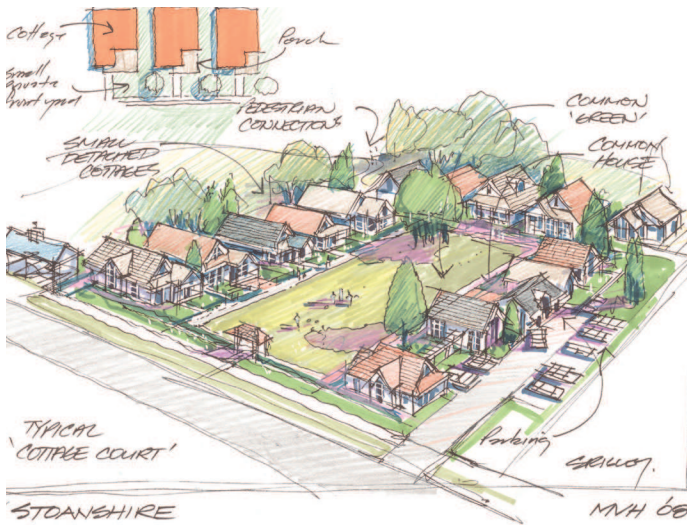
Single Family Residential (R-1)	Limited Commercial (C-1)
Medium-Low Density Residential (R-2)	General Commercial (C-2)
Medium Density Residential (R-3)	Commercial / Industrial (C-M)
High Density Residential (R-4)	Civic (C-V)
Apartment (R-5)	Industrial (M)
Residence Estates (R-E)	
Residential Planned Development (R-PD)	
Townhouse (T-1)	



▲ Figure 85: Proposed Zoning Amendments (illustration: Phillip Zawarus).



**Cottage housing** (figure 86), also known as bungalows, are small freestanding houses placed on narrow lots, typically 25-50 feet wide. They usually contain between 800 to 1,500 square feet of living space. Cottages can be one or two stories tall, but a typical plan is one-and-a-half stories, with the upstairs area located within the slope of the roof. A garage or parking pad sits against a rear lane and it may include a lane home, an ancillary dwelling. The lanes of the Westside are essential in making this typology work. Side setbacks can be as shallow as three (3) feet, depending on the presence of side windows and the local building code. Cottages can cluster in small pockets throughout a neighborhood (figure 87). A group of cottages can surround a small green, creating a sociable bungalow court (figure 88). Cluster housing, in the context of the Westside, is a strategy for maximizing a neighborhood appropriate housing density while limiting infrastructure costs. This is an ideal approach for the neighborhood that has been zoned R-3, with large lot development rights, where there is not enough housing allocation to become full mixed-use neighborhoods. Few neighborhoods have zoning in place that actually allows this type of housing, but the Westside does. The City must provide density bonuses that allow clustered projects to yield a return on investment equal to or greater than that of the legal large-lot alternative. The degree of incentive will vary from place to place, but only under such a policy will cluster housing become a common practice.



▲▲ Figure 86: Cottage housing (photo: Dan Bertolet).

▲ Figure 87: Cottage cluster housing (illustration: Calum Srigley).

► Figure 88: Cottage cluster housing (illustration: Frank Ducote).





**Lane housing** (figures 89-91) is an ancillary dwelling, such as a garage apartment or granny flat. It is a residential unit placed in the backyard of a principal dwelling as a separate outbuilding or above a garage. Ancillary dwellings add affordable housing inconspicuously to single-family housing areas. These types of dwellings appear to be a staple of the Historic Westside, which can be seen at Harrison House where its original owner and family lived in an ancillary residence (figure 92). This housing type has a built-in symbiotic support mechanism, since the landlord is living on-site and often watches over the well-being and behavior of the tenant. The rental payments help to cover the mortgage on the main house, making it more affordable. The R-3 zoning allows for this housing type.



▲ *Figure 92: Ancillary structure at Harrison House (photo: Diego Alvarez).*

▲ *Figures 89-91: Examples of lane housing (photos: aucklanddesignmanual.co.nz & John Bentley).*

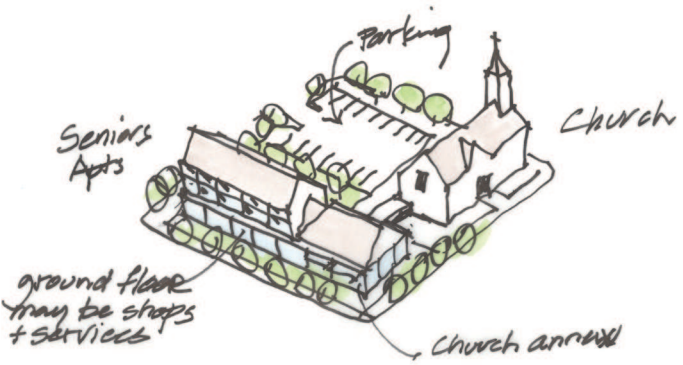




▲ Figures 93 & 94: Examples of apartment housing (photos: hotpads.com & idxbroker.com).

Apartment Housing (figures 93&94), different from conventional apartment complexes, consist of buildings located alongside streets rather than within a large parking area. The apartment is designed to fit comfortably among the single-family houses of the Westside. Parking is at the rear off the lane.

As the churches of the Westside play a role in land ownership, there is an opportunity for this housing type to coincide with church site development (figure 95&96). This type of housing works well with senior housing as the churches provide many of the services required by seniors.

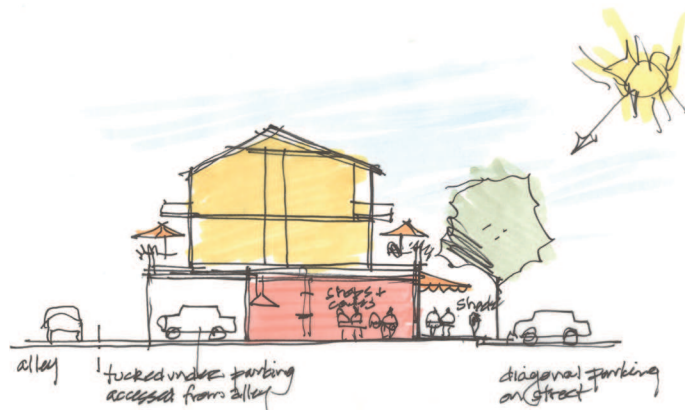


▲ Figure 95: Infill apartment housing in vacant church lots (illustration: Frank Ducote).



▲ Figure 96: St. Mary of Eton, London, includes a community space and retail at ground level, with family apartments above (photo: Benedict Luxmoore).

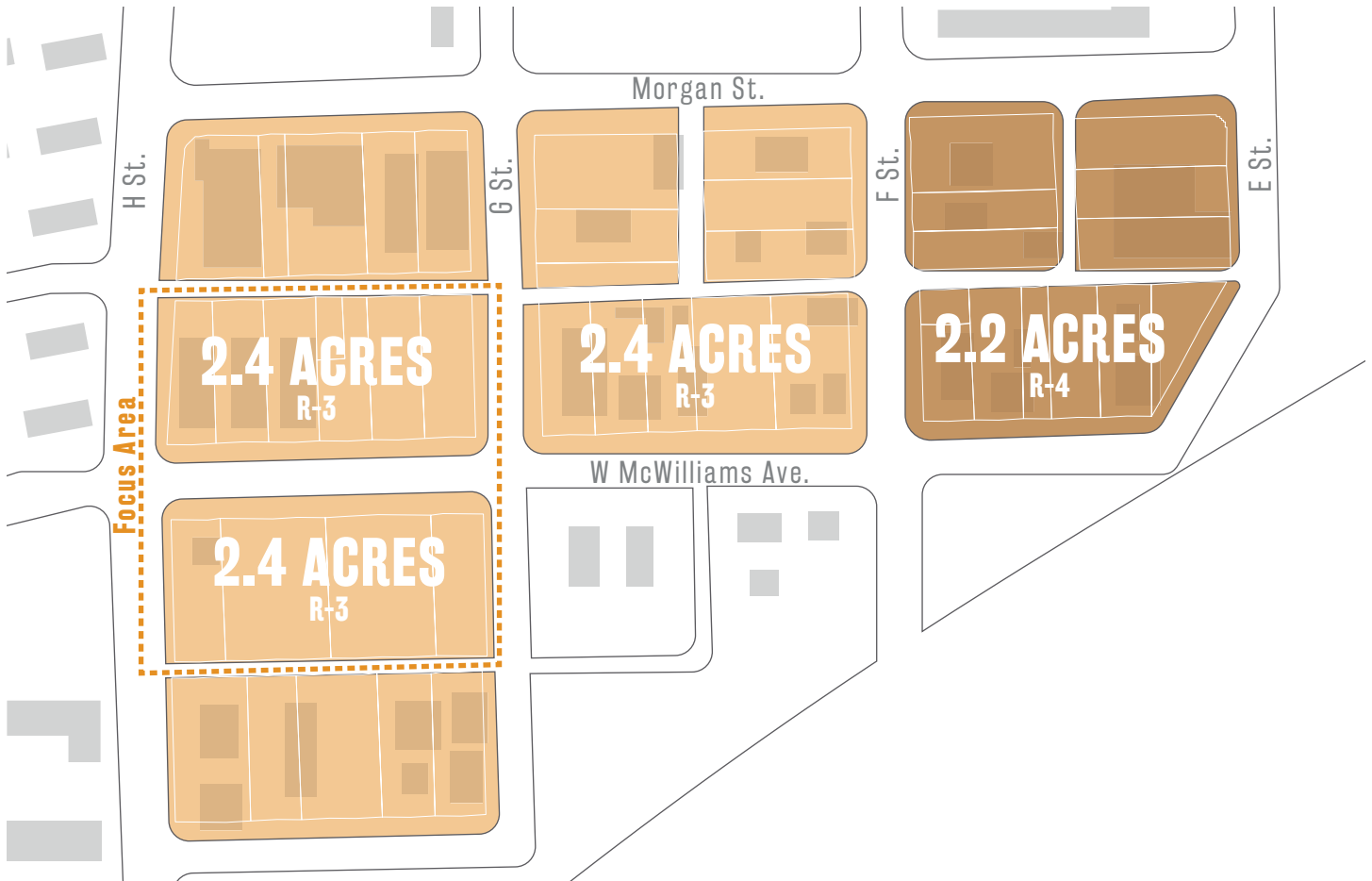
**Townhouses** (figure 97-99), or row houses, are party-wall houses placed on narrow lots, typically 16 to 30 feet wide. Interior area depends on the building height, which can be from one to four stories. Row houses place a garage or carport on a rear lane (figure 100). A garden can exist between a garage at the lane and the townhouse. Shallower lots will lose the garden and have the garage tucked under the first floor of the townhouse. Front setbacks are generally 5 to 10 feet from the property line. This housing type is a good transitional typology between the downtown and single family housing of the Westside.



▲ Figure 100: Typical townhouse section with parking access from the lane (illustration: Frank Ducote).

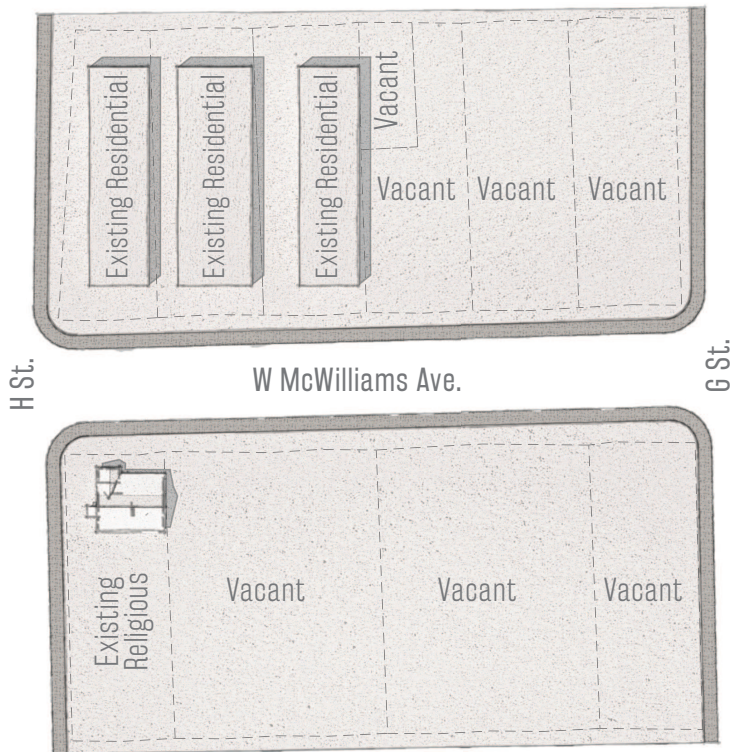
▲ Figures 97-99: Examples of townhouses (photos: Steven Clarke & [aucklanddesignmanual.co.nz](http://aucklanddesignmanual.co.nz) & flickr.com).

The following schemes test the application of the zoning amendments to enable cottage and cottage cluster, lane, apartment, and townhousing typologies in the area indicated on figure 101. It is expected that this schematic study can be applied to the entire historic Westside.



▲ Figure 101: Context plan of the study area for the following housing type study. Housing types are spatially tested on W McWilliams Avenue between H and G Streets (illustration: Phillip Zawarus).





### EXISTING CONDITIONS

- 4 Existing Buildings
- 7 Vacant Lots

In this location (figures 102) of Interest Area 15: Residential Housing for Students and Downtown Residents, two half blocks are investigated for their potential in accommodating various medium density housing options based on existing conditions, parcel allocation, and the Title 19 Unified Development Code. As of now the majority of the designated area is vacant with several residential units and one religious establishment.

Under the Title 19: Medium Density Residential (R-3) guidelines there must be a minimum of 13 dwelling units per acre. This location is approximately 2 acres, requiring a minimum of 26 dwelling units.

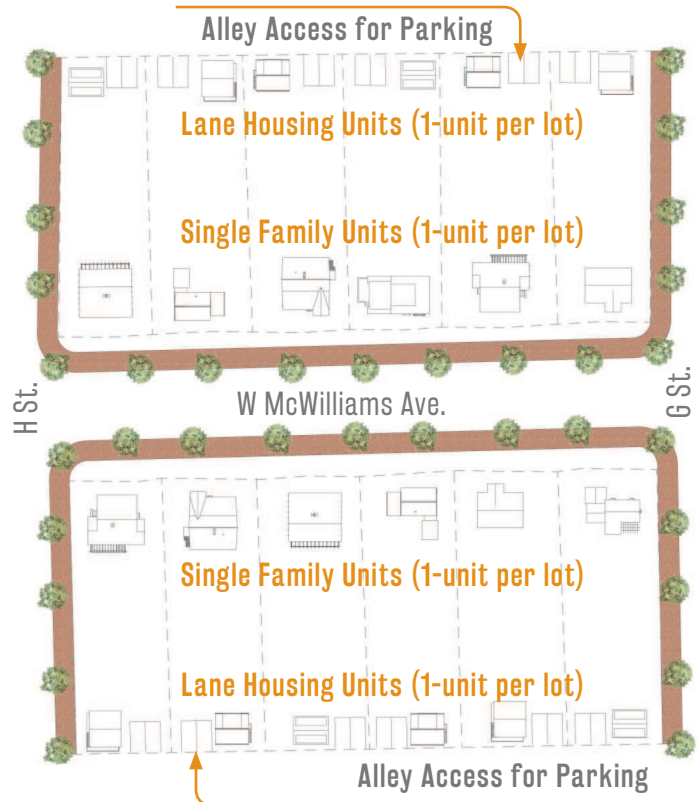
◀ *Figure 102: Typical existing neighborhood condition (illustration: Phillip Zawarus).*

### SCENARIO 1: SINGLE FAMILY & LANE HOUSING UNITS

- 12 Single Family Units
- 12 Lane Housing Units
- **24 Total Housing Units**

The purpose of this first scenario is to maximize block capacity according to the Title 19 regulations by making all parcel sizes at 6,500 square feet with an accessory building located on the alley side for additional housing and parking. This allows for there to be a minimum of 2 dwelling units per parcel, and in this case 24 units within the 2 acre area (figure 103). This is the most efficient development plan in regards to the Title 19 regulations for Medium Density Residential. This scenario does not consider the context of the existing religious facility at W. McWilliams Avenue and H Street.

► *Figure 103: Integration of lane housing units in study area (illustration: Phillip Zavarus).*

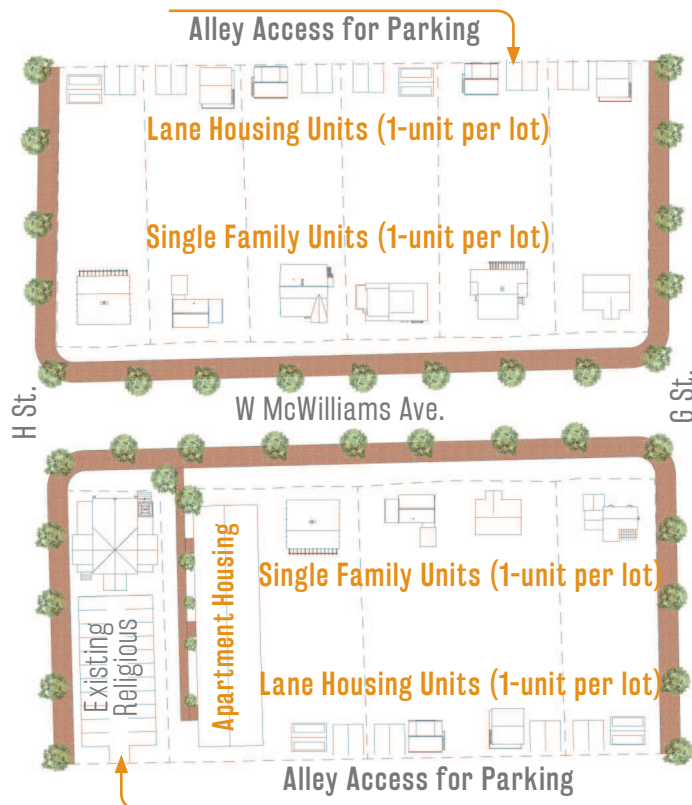


### SCENARIO 2: APARTMENT HOUSING

- 1 Apartment with 12 Housing Units
- 10 Single Family Units
- 10 Lane Housing Units
- **32 Total Housing Units**

This scenario builds off the prior single family and lane housing scheme, however, the context of the church is considered with the integration of apartment housing (figure 104). The apartment is a two-story structure with 6-units per floor providing for increased density and land use.

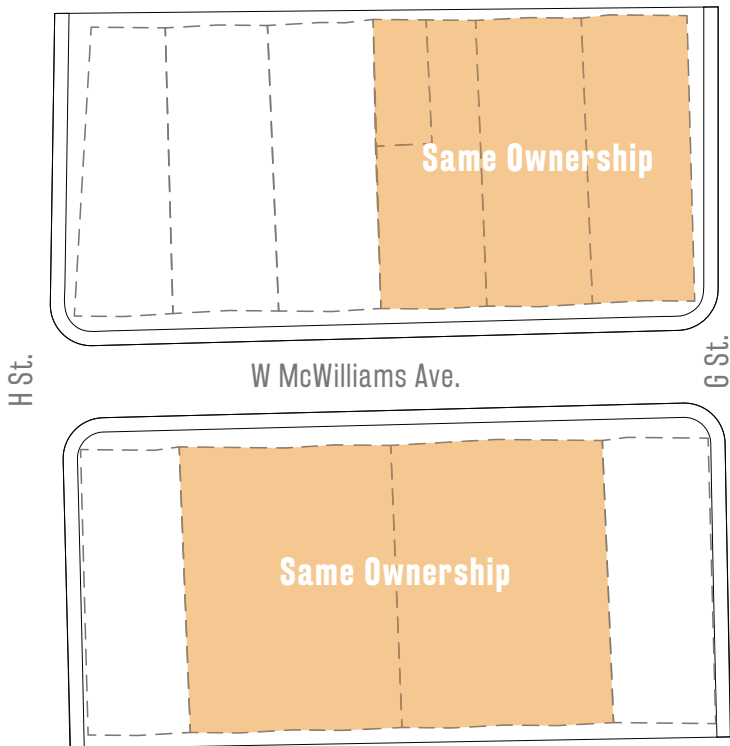
◀ *Figure 104: Integration of Apartment Housing with the Single Family and Lane Housing unit layout of Scenario 1 (illustration: Phillip Zavarus).*



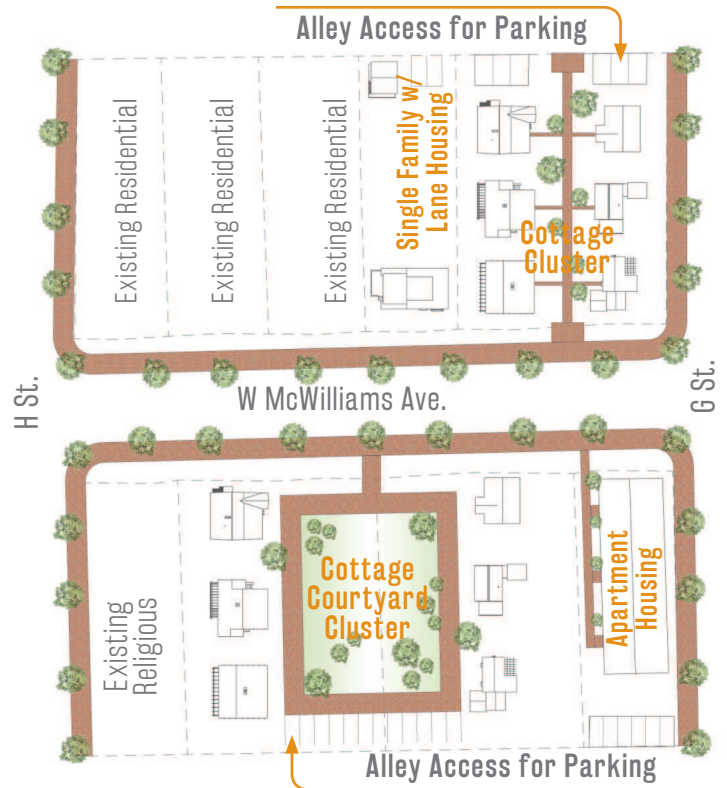
### SCENARIO 3: CLUSTER HOUSING

- 3 Existing Housing Units
- 1 Apartment with 6 Housing Units
- 1 Single Family Unit
- 1 Lane Housing Unit
- 6 Cottage Cluster Units
- 6 Cottage Courtyard Cluster Units
- **23 Total Housing Units**

The complete context has been assumed for scenario 3 by considering existing housing, land use, vacant lots, and ownership (figure 105). Ownership of adjacent properties allows for the development of cottage cluster housing (figure 106). Housing density increases and activates the neighborhood streetscape by having shared outdoor space for residents for social gathering and interaction in a semi-private environment.



▲ Figure 106: Integration of cottage cluster & cottage courtyard cluster housing (illustration: Phillip Zawarus).



◀ Figure 105: A review of the property ownership condition reveals adjacent holdings by the same owner (illustration: Phillip Zawarus).



**ACTION 3.2:** Develop a program suited to address the vacant properties of the Westside

The development of a program designed to create partnerships with residents and businesses will foster the small steps necessary to address the vacant properties and increase neighborhood vibrancy. The program must address neighborhood issues, such as faraway landlords, and squatters occupying abandoned buildings, and lead to the implementation of much needed housing and community amenities (figure 107). In addition to housing, the community voiced a concern over limited access to food. This concern is also documented in the *Southern Nevada Strong, Historic West Las Vegas Ethnographic Report*. Other types of infill projects include greenhouse and community gardens (figures 108&109).



▲ Figure 107: Sketch illustrating the implementation of cottage cluster housing and greenhouses on vacant lots (illustration: Frank Ducote).

**ACTION 3.3:** Develop a Neighborhood Bylaw that includes the ability to ensure property owners maintain the outside of their buildings

A neighborhood bylaw is aimed at protecting neighbor's rights and ensuring that property values are maintained, which is an important aspect of community living. The goal of the bylaw is to achieve compliance through education and the provision of information in order to preserve the quality of life to which each citizen is entitled. This bylaw contains regulations concerning property maintenance, noise, panhandling, and boulevard and lane maintenance. A number of these bylaws may allow the charging of fees for properties with repeat "nuisance" or "false alarm" calls, which required attendance by the City.

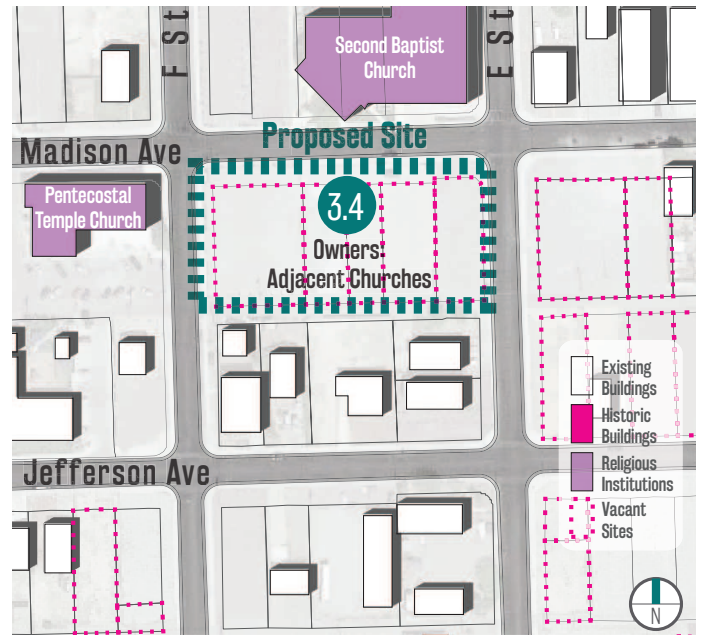


▲ Figures 108 & 109: Before and after rendering of a community garden on a vacant lot (illustration: Diego Alvarez).



**ACTION 3.4:** Design and construct the Madison Avenue Spirit Square Plaza

An idea that was voiced by the community through our workshops included the desire for a “spirit” plaza. This place would serve the outdoor spiritual and religious needs of the community. Situated strategically to serve a multitude of churches as well as the residents of the Westside, the proposed plaza is situated between E and F Street on Madison Ave (figure 110). Named the *Spirit Plaza* due to its relationship to the vast number of churches, it would provide a place for pastors and congregations to hold events as well as joint economic ventures (figures 111-112). This would also serve as a central civic space for the Westside and a symbol of the coming together of churches for the community. These vacant lots do serve a purpose for parking during church services and this issue would need to be resolved through the design development of the plaza. This gesture would be ideally funded through collaboration with the local churches in the area.



▲ Figure 110: Location plan of the proposed Spirit Square Plaza (illustration: Diego Alvarez).



▲ Figures 111 & 112: Before & After view of the proposed Spirit Square Plaza looking north (illustration: Diego Alvarez).

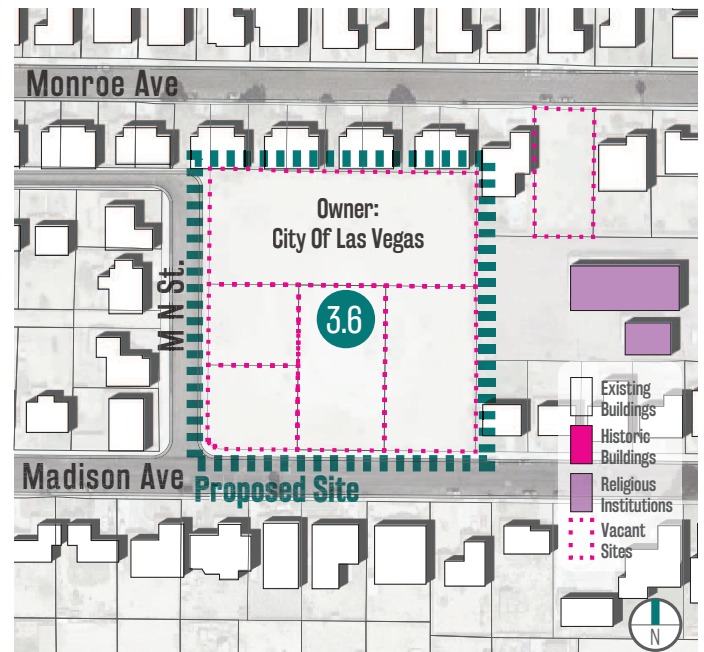


**ACTION 3.5:** Amend the residential zoning bylaw to enable the Civic use related to the Community Center

- The community expressed concerns that the Doolittle Community Center did not meet all of the needs of the community as it was serving a greater population beyond the Westside. A Doolittle Annex was thought as a solution to resolve this issue. A number of City owned parcels, located at Madison Avenue and M Street provide the opportunity to integrate a much needed civic amenity specific to the needs of the historic Westside (figure 113). This annex could serve as a technology and after school activity center for the neighborhood. Again, the community expressed the need for better access to the Internet and more facilities for recreation and learning.

**ACTION 3.6:** Design and construct the Community Center

- As a civic building, the structure must be designed to reinforce its role in the community as an important place (figures 114&115).



▲ Figure 113: Location plan of the proposed Community Center (illustration: Diego Alvarez).



▲ Figures 114 & 115: Before & After view of the proposed Community Center looking east on Madison Avenue (illustration: Diego Alvarez).



**ACTION 3.7:** Undertake a business plan to develop a public parking facility

The community consistently called for a parking structure in the neighborhood to address the 18,000 people that visit the neighborhood's religious institutions. Through a number of action items outlined in the HUNDRED Plan, parking structures could be integrated in a manner that hides them particularly along the transition zones along Martin L. King Boulevard and Owens Avenue. Establishing a parking structure in the heart of the community would have the potential for negative scale and visual impact unless integrated in a thoughtful manner. A potential site that supports the HUNDRED Plan, provided that the commercial opportunities have been implemented, is next to the Madison Avenue Spirit Plaza. This structure, in addition to providing an amenity for church parking, could server an increasing tourist influx for the Westside. The structure must have provisions for retail space that would serve people on the Plaza (figure 116).



▲ *Figure 116: parking garage that fits the scale of the Westside. The structure has retail space on the ground level so as to encourage street life (photo: Jim Bartsch).*

## 4. ESTABLISH WASHINGTON 'LIVE' AVENUE: AN AFRICAN AMERICAN MUSIC EXPERIENCE

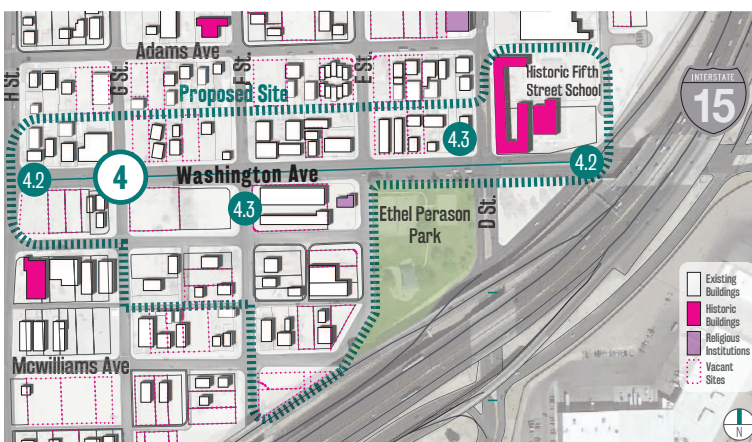
The history of music and performance is an important concept to the Westside community. This opportunity will be a common link throughout the neighborhood, however, this concept has an opportunity to be celebrated along Washington Avenue, between D Street and H Street (figure 117), due to the Avenue's through-street nature across the neighborhood and relationship to the current development of the Westside School. This specific area of the street can be developed with live music venues and restaurants that front a streetscaped boulevard to become the African American Music Experience (figures 118-120). This revitalization is meant to support a local economy, which is an important concept from the community.

### ACTION 4.1: Amend zoning bylaw to zoning to focus entertainment venues and enable commercial loft housing on Washington Avenue

- A commercial loft building type will be introduced along Washington Avenue, between D Street and H Street. It consists of a commercial ground floor topped by one or several stories of dwellings or workspace (figure 121&122). It sits right up against the sidewalk with any parking located at the rear. The building houses a first floor commercial tenant, with housing or office space above. The benefit of this typology is that the land is paid for through the commercial tenant and the cost of the housing or offices can be provided for the cost of construction.



▲ Figures 121 & 122: Examples of commercial loft buildings (photos: [aucklanddesignmanual.co.nz](http://aucklanddesignmanual.co.nz) & [loopnet.com](http://loopnet.com)).



◀ Figure 117: Location plan of the Washington Live Experience (illustration: Diego Alvarez).

- Figures 118-120: Before & After view of the proposed Washington Live Experience looking southwest, day & night (illustrations: Diego Alvarez).



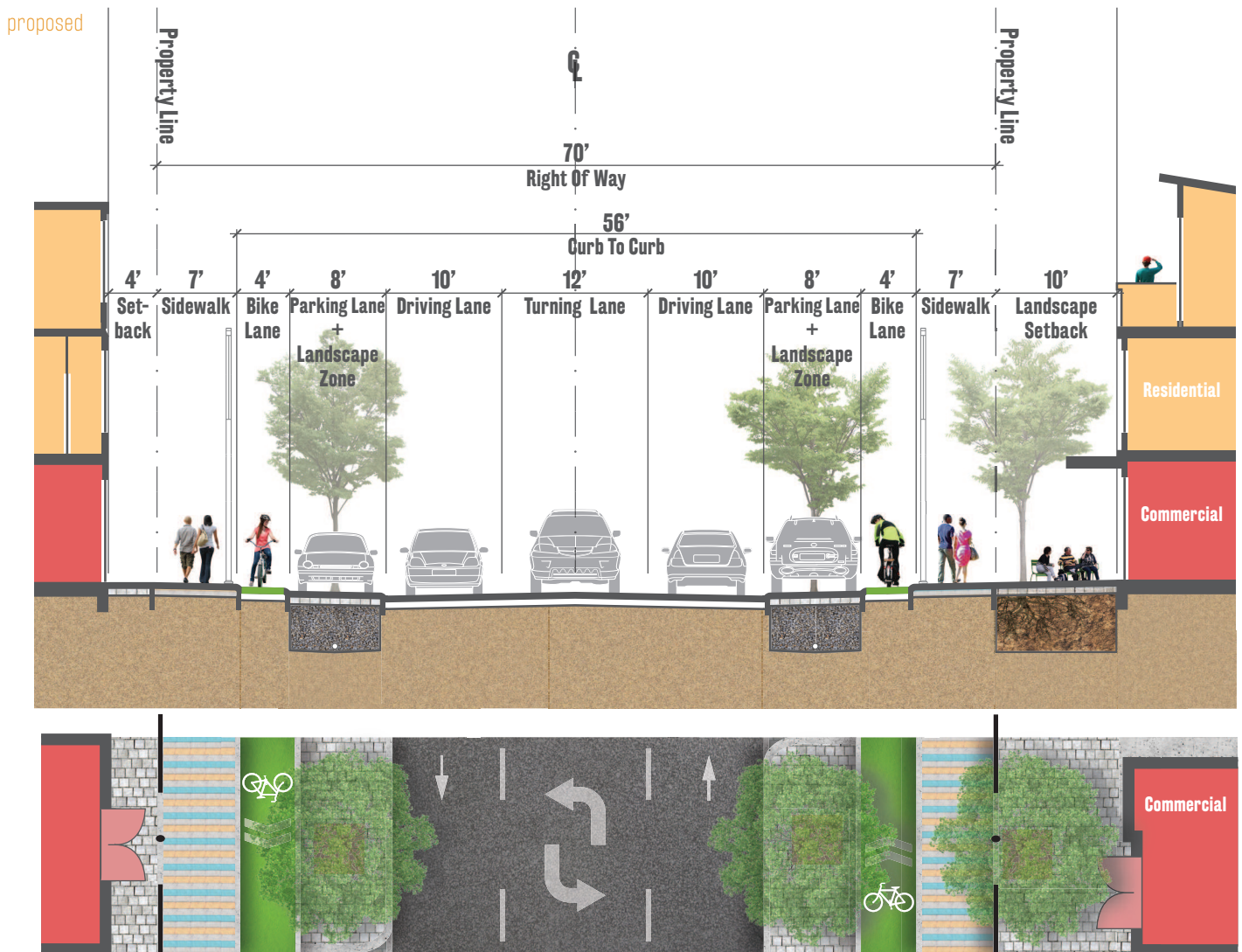
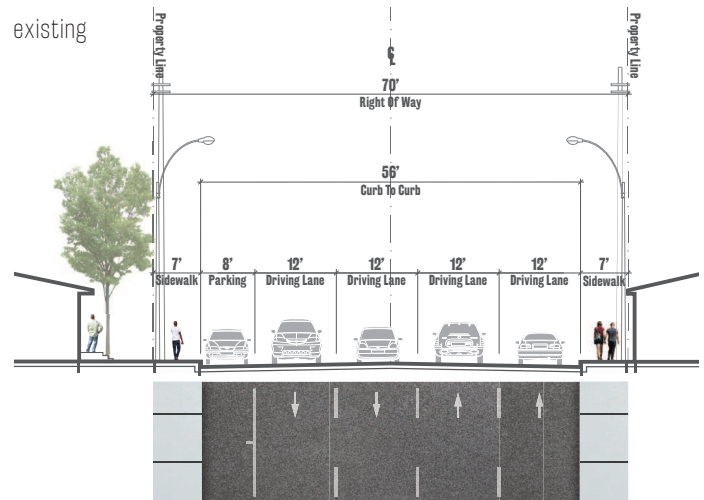




## ACTION 4.2: Redesign and implement Washington Avenue Improvements between D Street and H Street (figures 123&124)

- Redesign Washington Avenue to contribute to the success of the Music Entertainment District. A streetscape that will establish the unique character of this district is essential.
- Redesign sidewalks appropriately. As an urban area, the sidewalk must be at least 10 feet wide to accommodate foot traffic. At active retail areas, a 15 to 25 foot width is more suited, particularly if patio dining is a possibility.
- Reconfigure the wide street lanes to maximize vehicle access to on street parking and provide for bicycle lanes.
- Implement bicycle amenities that include bicycle lanes and appropriate bicycle racks;
- Establish pedestrian amenities and furnishings that include wider sidewalk, special paving treatments and pedestrian crossings, benches, electrical outlets, trash/recycling receptacles, information kiosks, public transit stops, public art, etc.;

- Avoid common redesign errors including the mandate of a standard tree pit detail that does not provide enough soil for healthy street trees, excessive lighting, unnecessarily fancy materials, sidewalk obstructions, and improperly located utility equipment;
- Implement a healthy street tree program; and
- Use the upgrades for the streetscape as a potential to upgrade to underground infrastructure, if necessary.





### **ACTION 4.3:** Establish a catalyst project

The implementation of such an ambitious plan will have to be phased over time as there must be more people living and working in the neighborhood for Washington Live to be successful. Just as outlined for Jackson Avenue, key intersections along Washington Avenue at D and F Streets must be considered for catalyst projects that will contribute to the Washington Live Experience. Catalyst projects include the development of commercial loft and townhouse developments.

### **ACTION 4.4:** Establish and market an annual Washington Live Music Festival

An appropriate short term catalyst project is to establish an annual pop-up African American music, arts, and food festival on Washington Avenue (figure 125). The opportunity of the historic Westside School renovation can be built upon and utilized along with Ethel Pearson Park to host the event. Located at the key intersection of Washington and D Street, this festival would show people and investors how great the neighborhood is and its potential. It would also help change perceptions of crime and safety for the neighborhood.



▲ Figure 125: Image of a street festival (photo: [rochesterjazz.com](http://rochesterjazz.com)).

◀◀ Figures 123 & 124: Existing & Proposed Street section for the Washington Live Experience (illustrations: Diego Alvarez).

## 5. REPAIRING THE EDGES: OWENS AVENUE & MARTIN L. KING BOULEVARD

The community consistently referred to the need for typical commercial amenities. The edges of the neighborhood, with high traffic volumes along Owens & MLK provide the ideal locations for these types of infill that fit the current use (figure 126). The possibility of Owens Street gaining an exit ramp through the proposed I-15 project further supports this opportunity through increased traffic counts. Many of the lots along these two streets are empty or contain complementary uses such as the neighborhood's only grocery store or the long time neighborhood barbershop (figure 127).



▲ Figure 127: The Westside's long time barbershop (photo: Diego Alvarez).



▲ Figure 126: Sketch of Street Oriented Commercial Development along Martin L. King Boulevard (illustration: Calum Srigley).

- Figure 129: Repairing the edges with a mix of mixed commercial/residential development, multifamily residential, and linear park space (illustration: Frank Ducote).

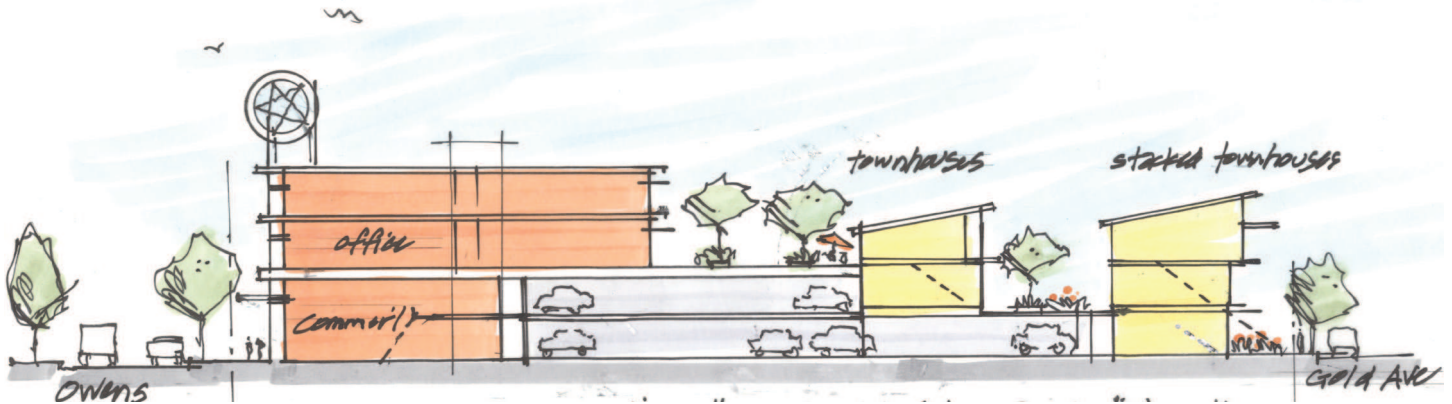


**ACTION 5.1:** Amend zoning bylaw to enable mixed-use commercial and multi-family residential development along Owens Avenue and Martin Luther King Boulevard

- Infill projects include three to four story, mixed-use commercial and office use along these commercial streets. The backsides of this infill can contain townhouse and stacked townhouse development to transition from the commercial and office use to the existing housing of the neighborhood (figure 128). In addition to the mixed-use commercial development, multifamily housing could be included along Martin Luther King Boulevard provided

that its orientation be perpendicular to the street as shown in figure 129. This condition would ensure that the majority of units would face amenity landscapes rather than the busy street.

- The underutilized parking lot at Edmonds Town Center could be utilized for further infill with a focus on a commercial village shopping and amenities (figures 130 & 131). The design of the shops could encourage the character of the Westside and present a better pedestrian environment with outdoor shopping plazas and street-like parking.



▲ Figure 128: Section through commercial & residential development (illustration: Frank Ducote).





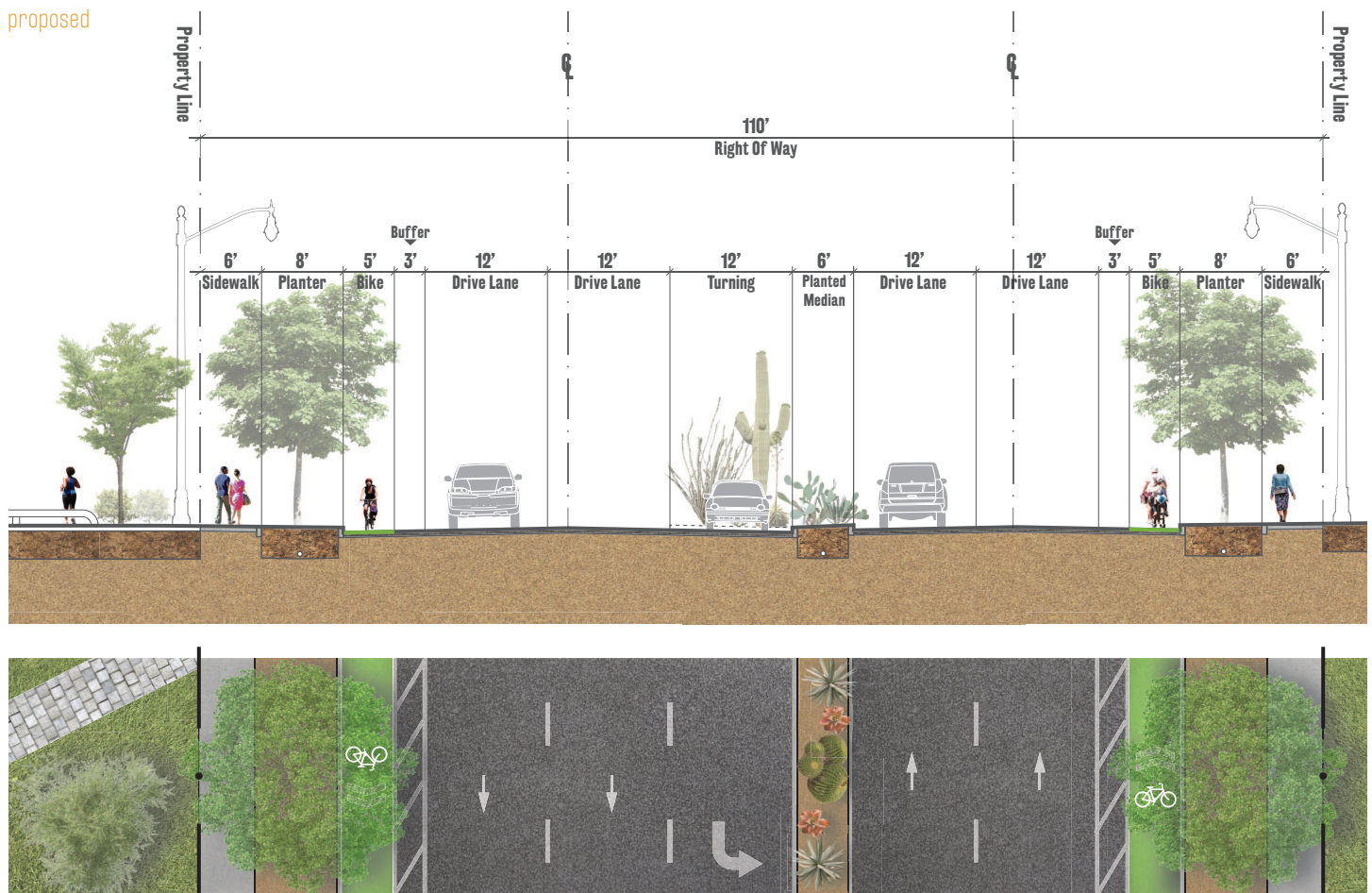


▲ Figures 130 & 131: Before & After view of the proposed village shopping at Edmonds Town Center (illustration: Phillip Zawarus).



## ACTION 5.2: Redesign and implement Owens Avenue and Martin Luther King Boulevard Improvements

- Redesign Owens Avenue (figure 132) and Martin Luther King Boulevard to contribute to a healthy neighborhood transition and act as a continuous gateway for the Westside.
- Install a gateway feature at the southeast corner of Martin Luther King Boulevard and Owens Avenue. Such a feature could be incorporated into a commercial plaza space in the corner lot.
- Redesign the sidewalk appropriately. As an urban area, the sidewalk must be at least 10 feet wide to accommodate foot traffic. At active retail areas, a 15 to 25 foot width is more suited, particularly if patio dining is a possibility.
- Reconfigure the street lanes to maximize vehicle access to on street parking and provide for bicycle lanes.
- Implement bicycle amenities that include bicycle lanes and appropriate bicycle racks;
- Establish pedestrian amenities and furnishings that include wider sidewalk, special paving treatments and pedestrian crossings, benches, electrical outlets, trash/recycling receptacles, information kiosks, public transit stops, public art, etc.;
- Avoid common redesign errors including the mandate of a standard tree pit detail that does not provide enough soil for healthy street trees, excessive lighting, unnecessarily fancy materials, sidewalk obstructions, and improperly located utility equipment;
- Implement a healthy street tree program; and
- Use the upgrades for the streetscape as a potential to upgrade to underground infrastructure, if necessary.



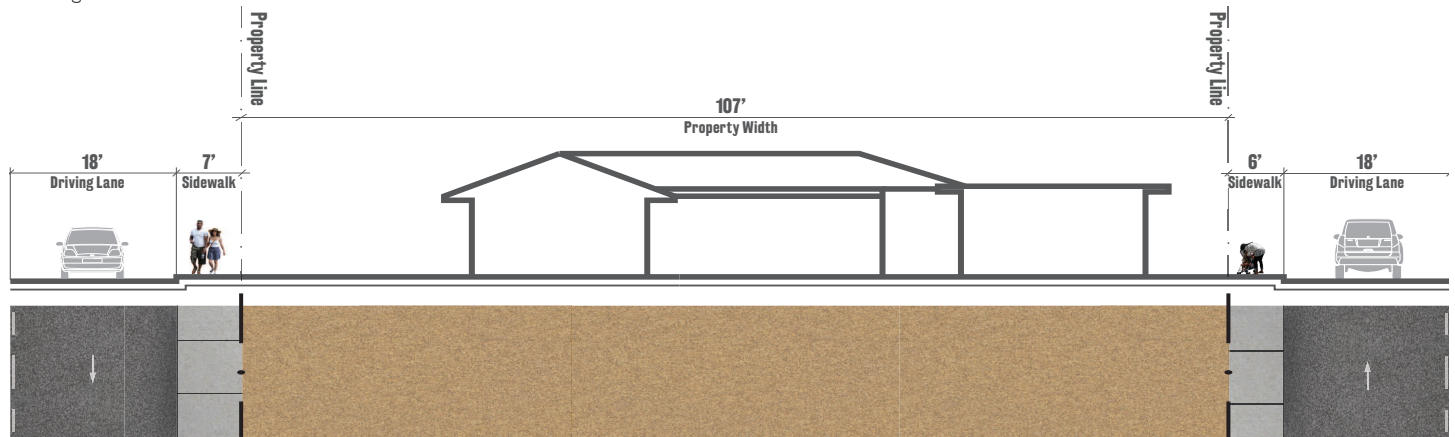
▲ Figure 132: Proposed Street section for Owens Avenue showing a two-way configuration as shown in the I-15 proposal (illustration: Brent Felipe).

### ACTION 5.3: Design and construct the new linear park between Owens and Harrison Avenues and B and H Streets

- Owens Avenue conversion to a two-way street will present the opportunity for the left over property between Owens and Harrison to be established as open space (figures 133-135). The park will serve a number of functions, as it will serve as a gateway and neighborhood boundary at its northside (figures 136 & 137). Gateway features shall be

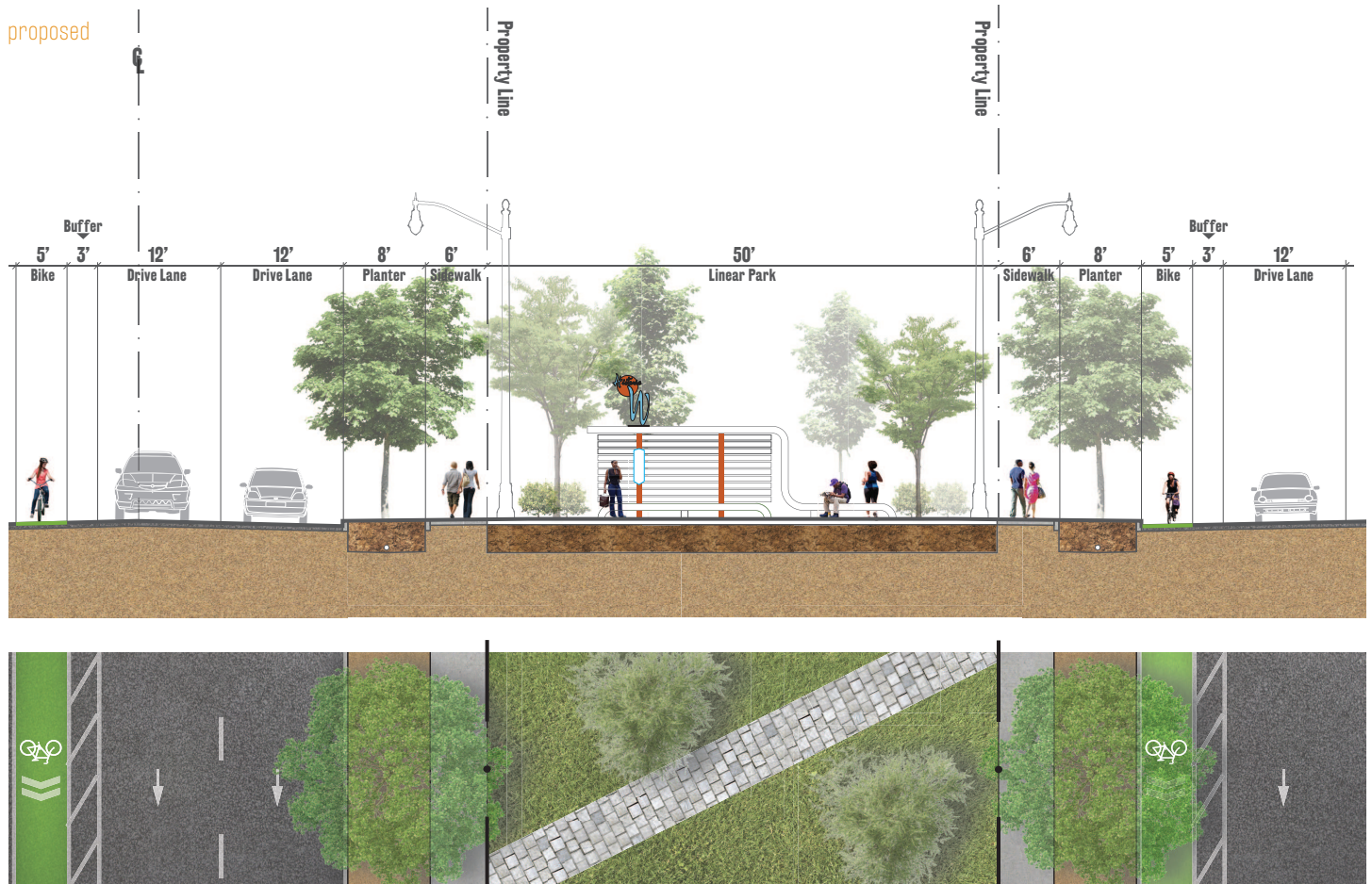
located at Owens and B Street, and at Owens and H Street. The park will also provide much needed green space as a linear park for the Westside along with making a connection with James Gay Park. The park will provide a buffer from Owens for live-work development proposed along Harrison Avenue.

existing



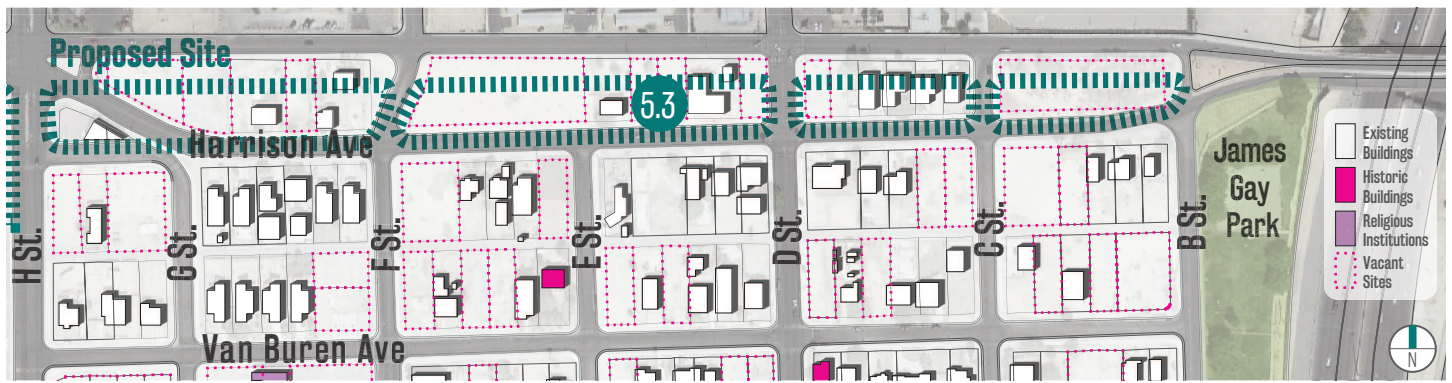
▲ Figure 134: Existing section of the property between Owens and Harrison Avenues (illustrations: Brent Felipe).

proposed



▲ Figure 135: Proposed section of the property between Owens and Harrison Avenues illustrating its potential to transform from residential to a linear gateway park for the Westside (illustrations: Brent Felipe).





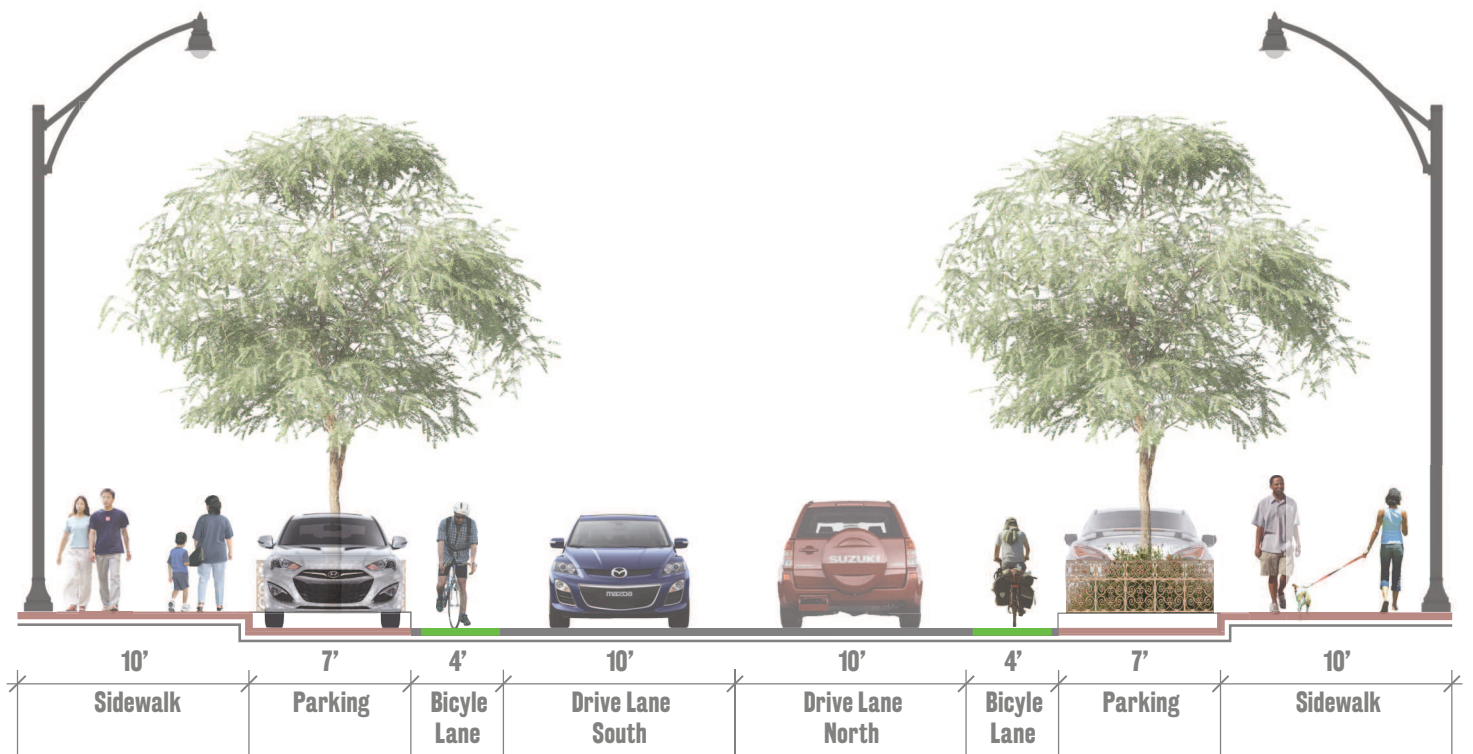
▲ Figure 133: Location plan of linear park between Owens Ave. & Harrison Ave. (illustration: Diego Alvarez)



▲ Figures 136 & 137: Before & After view of the proposed linear park between Owens & Harrison Avenue, looking southwest at a proposed bus stop parklette based on the sketch from the design charrette (see figure 27) (illustrations: Brent Felipe).

## 6. ESTABLISH COMPLETE & SAFE STREETS

Complete streets are designed for the pedestrian and cyclist as well as the automobile (figure 138). A complete streets strategy has been adapted for the Historic Westside. This idea builds on the demands of the community for better pedestrian and cycling amenities, and the current work by the RTC. The resulting proposed Right-of-Ways (ROWs) will typically provide narrow (slower-speed) travel lanes, bicycle facilities, on-street parking, continuous tree cover, ample sidewalks, appropriate street furniture and lighting, as well as supportive building frontages. When streets become pleasant places, more people are likely to leave the car at home (figures 139&140).



▲ Figure 138: Typical section of a complete street (illustration: Phillip Zawarus).



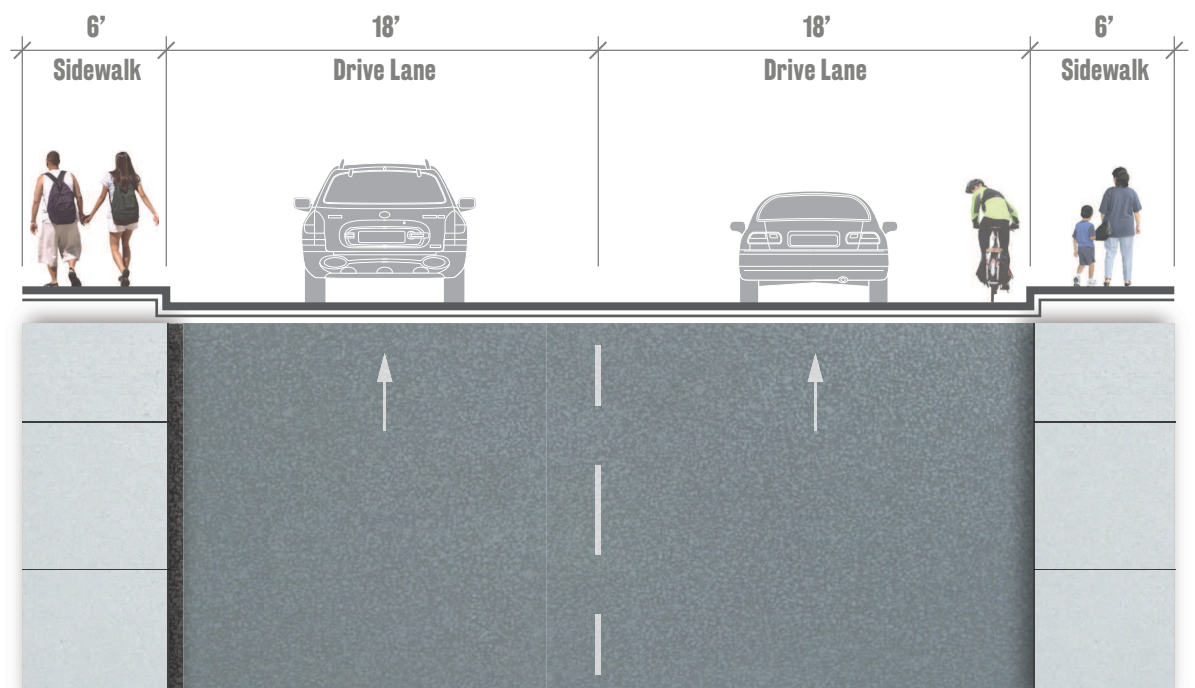
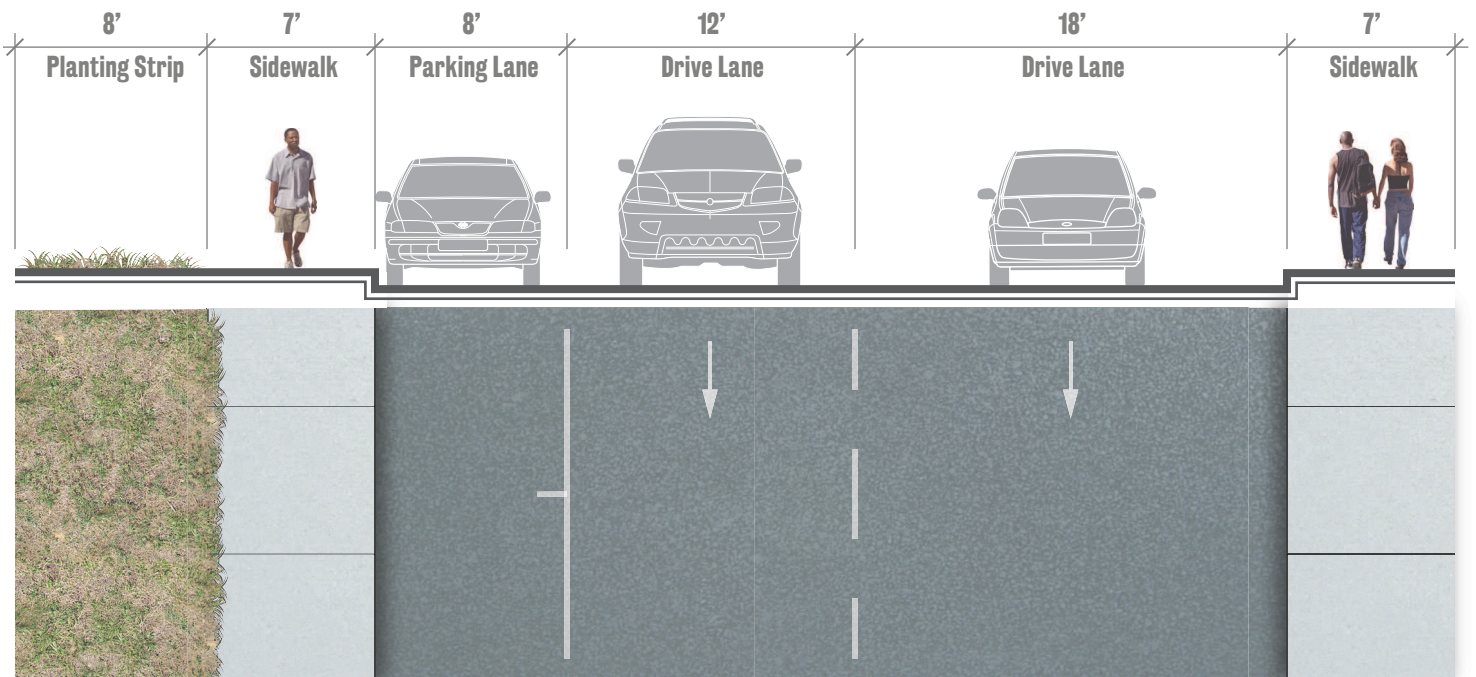


▲ Figures 139 & 140: Before & After view of the integration of a complete street in the Westside (illustration: Phillip Zawarus).

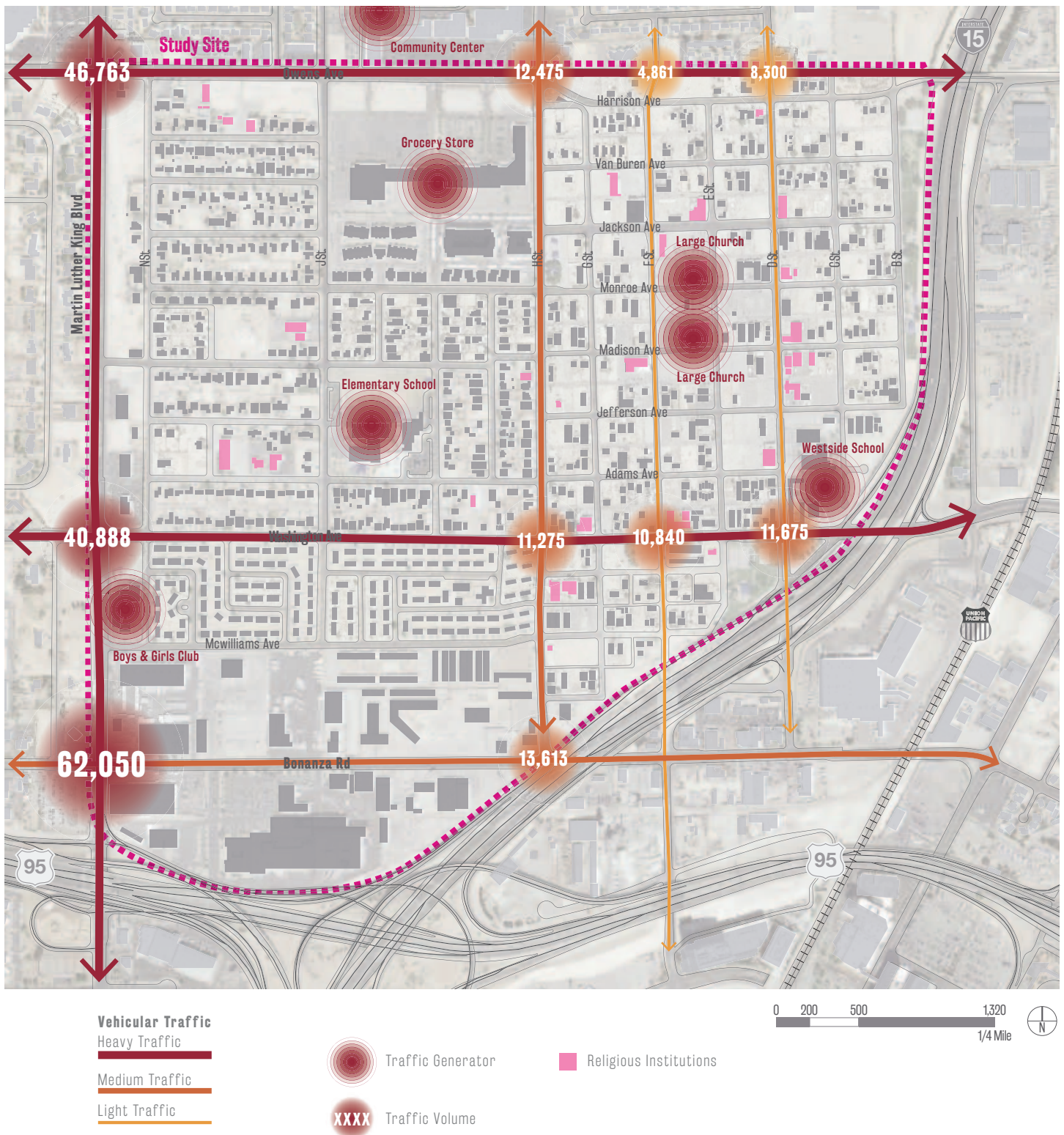
Standard practice is to design thoroughfares for velocities well above the posted limit, supposedly to protect speeding drivers. This condition is apparent in the historic Westside as its streets are wide as illustrated through typical sections (figures 141&142). This approach does not improve safety for pedestrians and cyclists, as the natural habit of the driver will be to drive the perceived speed limit, which will be faster than the posted speed limit. Establishing complete streets provides the opportunity to design for low speeds, as it is critical to pedestrian safety and comfort. The most effective way to control vehicular speed is by narrowing lane widths, avoiding

long straightaways, introducing on-street parking, and providing points of visual friction. Street designs within the neighborhood are to physically induce speeds of 25 mph or less.

Vehicular traffic through the Westside can be summarized as shown on the Vehicular Traffic Map (figure 143). The I-15 project proposal (figure 144) has a number of positives and negatives for the neighborhoods. The addition of an exit ramp from the I-15 to connect and extend Losee Road to Owens Avenue offers increased vehicular traffic to the north boundary of the Westside on a daily basis. This

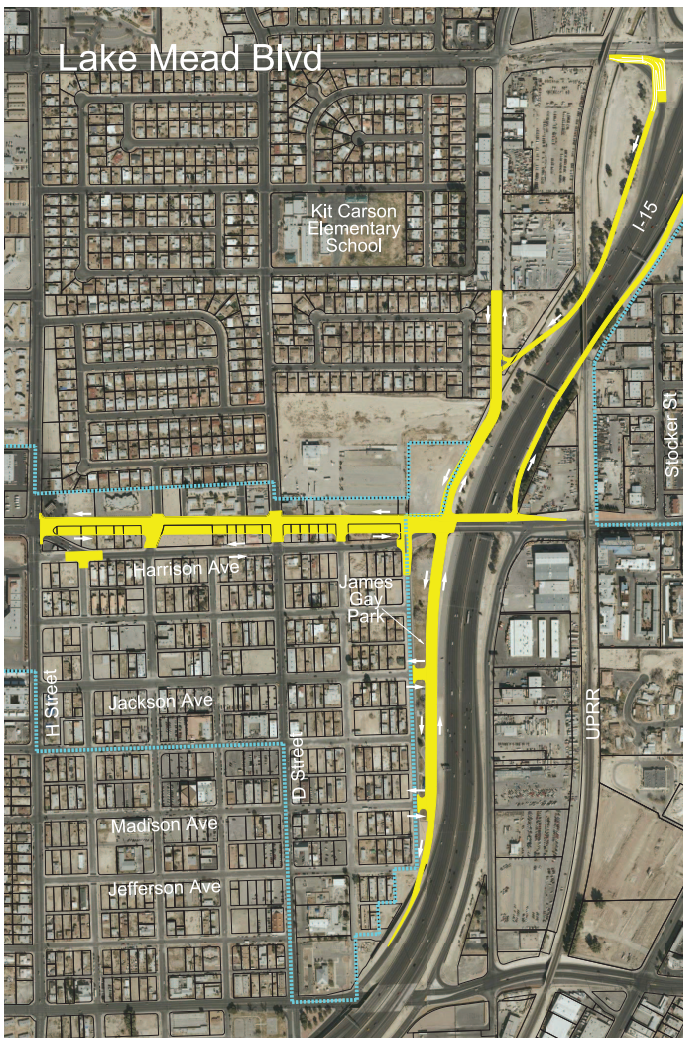






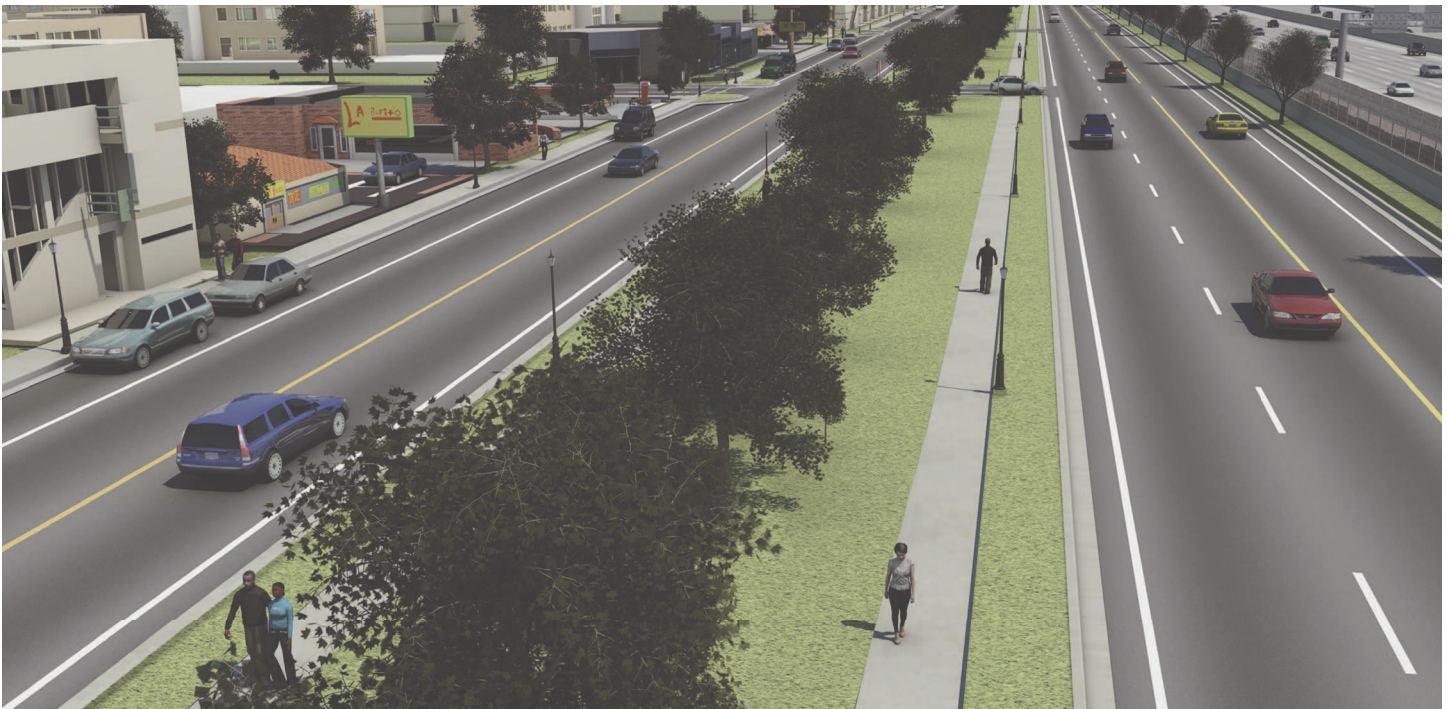
- ▲ *Figure 143: Vehicular Traffic Map (illustration: Phillip Zawarus).*
- ◀◀ *Figures 141 & 142: Typical street sections from the Westside, include a 58 foot ROW along Owens Avenue and 48 foot ROW along a typical residential street (illustrations: Phillip Zawarus).*





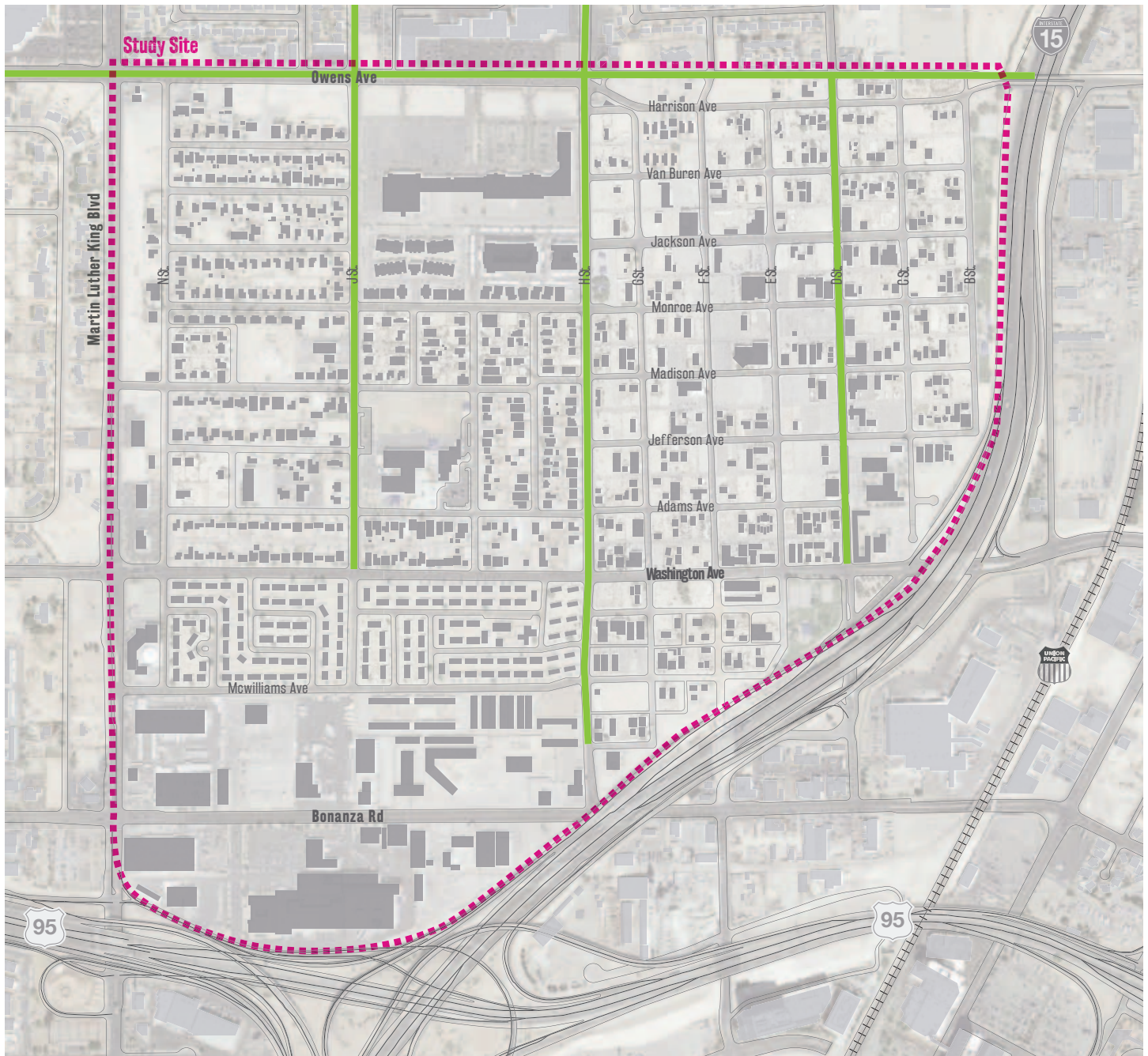
increased traffic has the potential to contribute to positive economic benefits for businesses along Owens and Martin Luther King Boulevard. The proposal also includes the reconfiguration of Owens and Harrison Avenues into a two-way street with opens space in between. The open space would contribute to a much-needed amenity for the neighborhood. The negative expressed by the community, is having increased traffic and faster moving vehicles moving adjacent to the neighborhood. As noted above, the new street configuration for Owens Avenue must be designed to slow traffic and encourage shopping in the area. Part of the proposal for the I-15 project includes a frontage road that continues the Losee Road extension past Owens Avenue and along the I-15 through James Gray Park to Exit 44 ramp (figure 145). Only one community member participating in the workshops expressed support for the frontage road. The negative of the frontage road is that it will provide fast moving traffic passing through the neighborhood, as well as reduce the area of James Gray Park contributing to an already low percentage of much needed open space for the Westside.

◀ *Figure 144: I-15 Frontage Roads Feasibility Study, Alternative D (illustration: Louis Berger).*



▲ *Figure 145: Frontage Road Concept along the I-15 (illustration: Louis Berger).*





### Existing Bicycle Lanes & Routes

#### Bicycle Lane

A bicycle lane is a portion of a roadway that has been designated using striping, signing and pavement markings for the use of bicyclists.

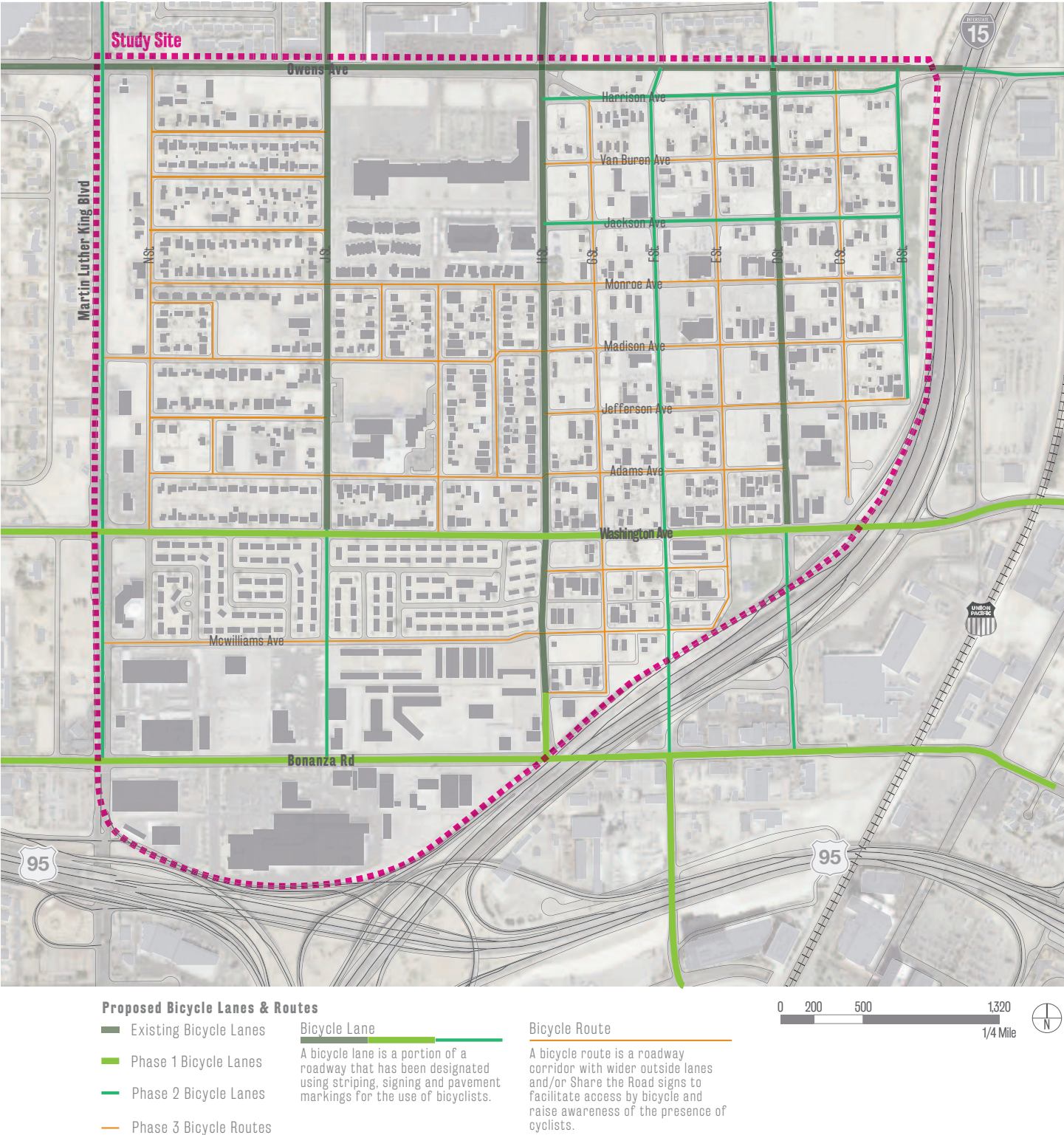
▲ Figure 146: Existing Bicycle Lanes Map (illustration: Phillip Zawarus).



Bicycle lanes in the Westside have been established, however, they do not form a network of loops or direct connections with the Downtown (figure 146). The layering of further bicycle lanes and amenities will serve to create a network and contribute to complete streets, giving the community the choice to cycle to neighborhood amenities

and destinations, as well as connecting to the downtown (figure 147).

Participants in the workshops expressed mixed reviews of public transit. The majority of comments were content with services, but expressed a desire that bus stops be more



▲ Figure 147: Proposed Bicycle Lanes Map (illustration: Phillip Zawarus).



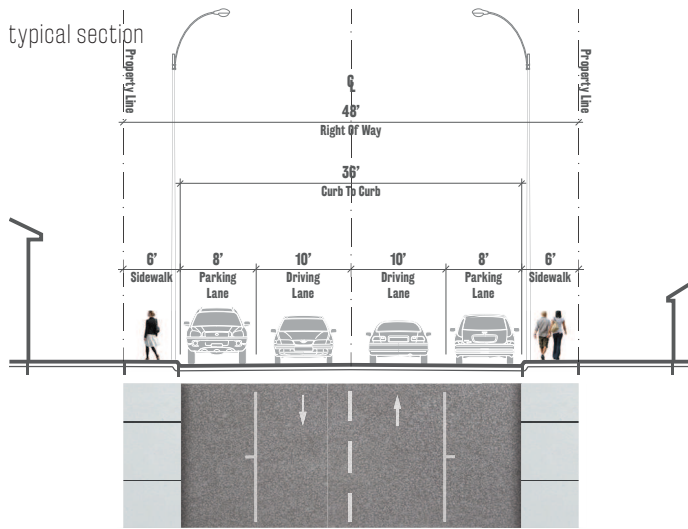
comfortable places with shade. There was a strong message from the community to connect the neighborhood to higher order public transit infrastructure projects such as light rail and bus rapid transit. The proximity of the Westside to the downtown and the medical campus could place the neighborhood as a stop in between those two

destinations. This would be a positive position for the Westside which could promote economic development as seen in neighborhoods where such projects have been established (figure 148).



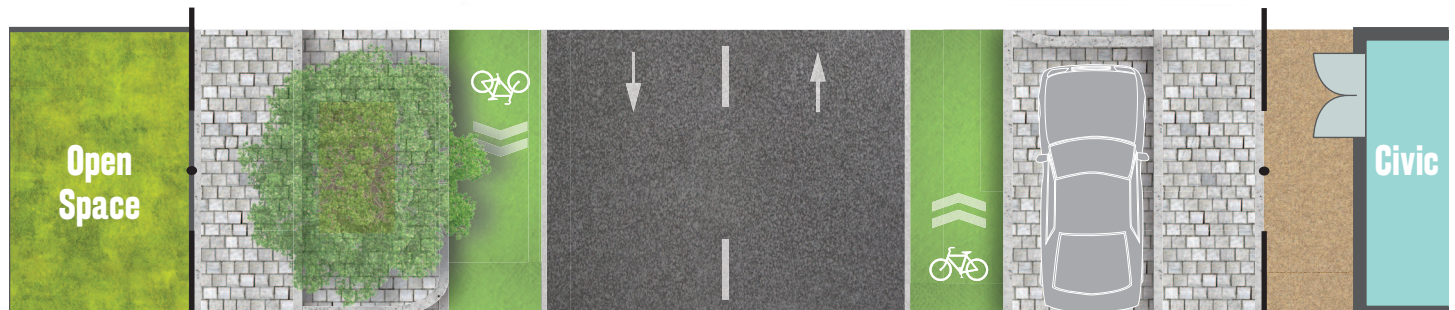
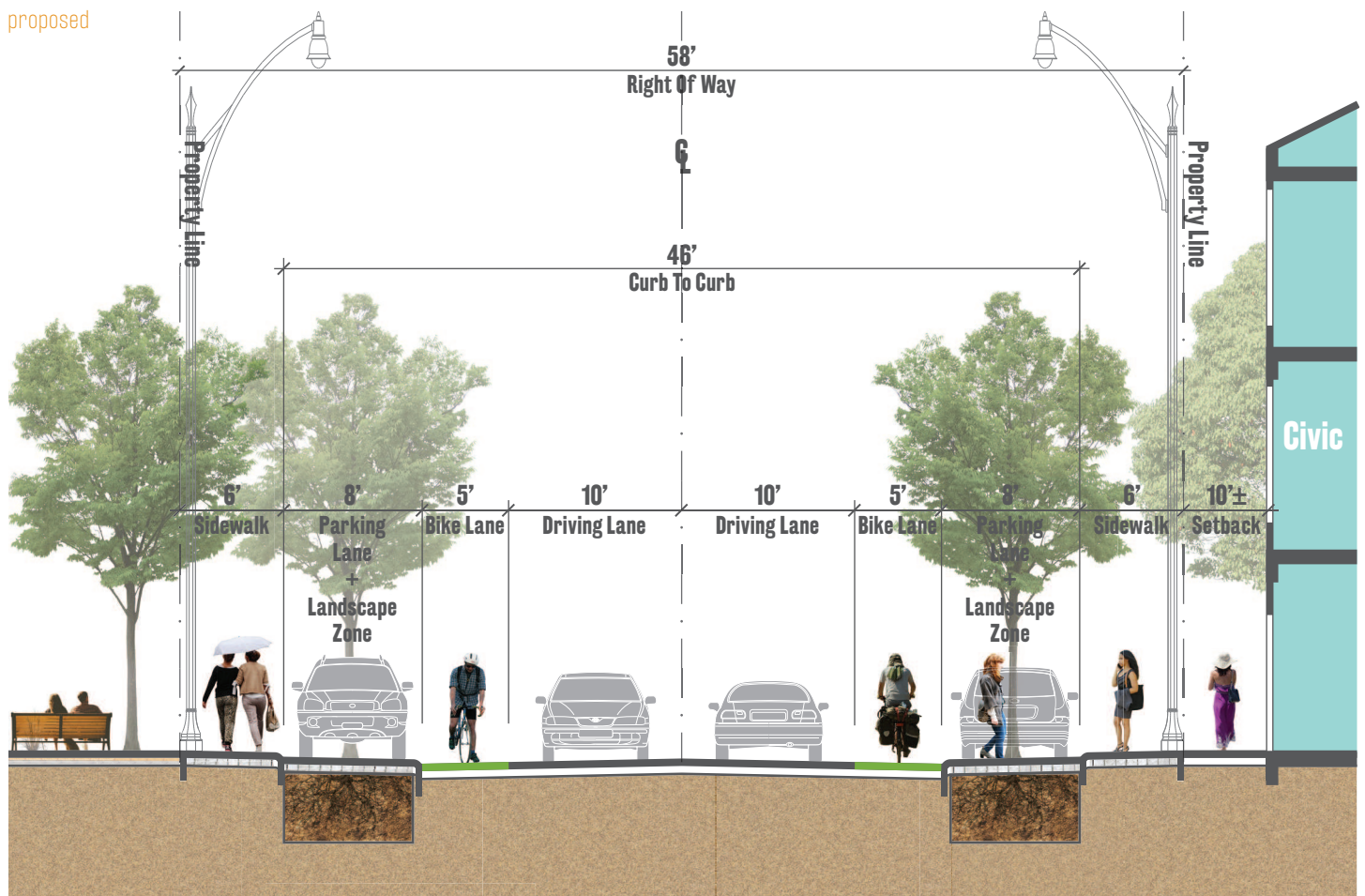
▲ Figure 148: Current RTC Bus Routes & Stations (illustration: Phillip Zawarus).





### ACTION 6.1: Redesign and implement street Improvements

- Redesign the historic Westside streets to contribute to establishing a distinct neighborhood character. A single standard for all streets will not contribute to the rich neighborhood structure (figures 149-151);
- Design street lighting to respond to specific areas. Along retail streets like Jackson Avenue, streetlights should be frequent in support of nighttime activity. In the residential areas, the lights can be less frequent. Streetlights should also serve as mountings for street signs, to avoid the clutter and waste of additional poles.
- Redesign sidewalks appropriately. As an urban area, the sidewalk must be at least 10 feet wide to accommodate



▲ Figures 149 & 150: Typical & Proposed Complete Street section for the Westside (illustration: Diego Alvarez).

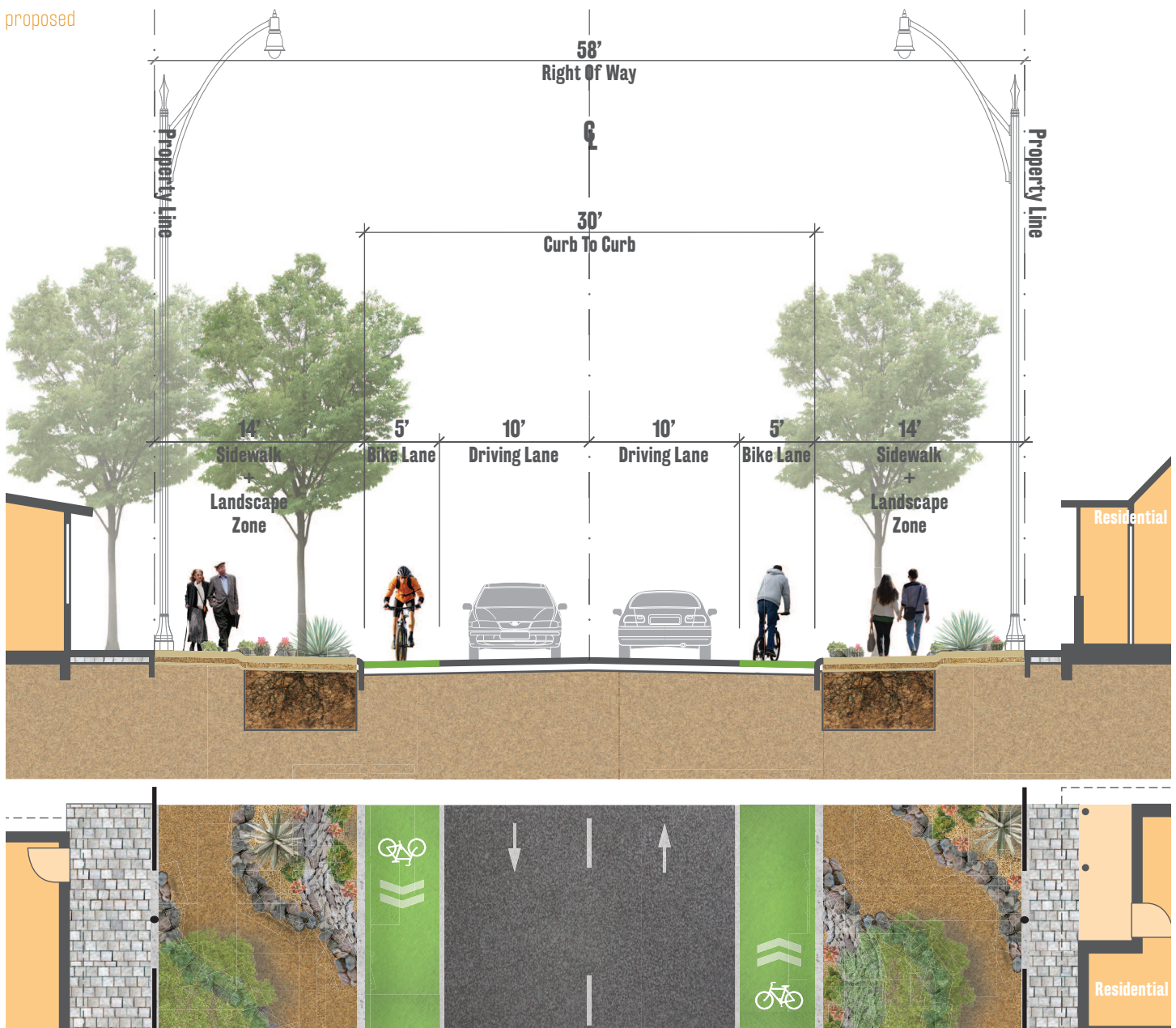


foot traffic. At active retail areas, a 15 to 25 foot width is more suited, particularly if patio dining is a possibility. All sidewalks must provide minimum clear zones for walking. Commercial sidewalks are typically organized into four zones – curb, furnishing, walking, and frontage.

- Formalize on-street parking to slow drivers down, protect pedestrians from traffic, reduce the demand for on-site parking, and increase sidewalk activity.
- Establish pedestrian amenities and furnishings that include wider sidewalk, special paving treatments and pedestrian crossings, benches, electrical outlets, trash/recycling receptacles, information kiosks, public transit stops, public

art, etc. (figures 152-154);

- Implement bicycle amenities that include bicycle lanes and appropriate bicycle racks (figure 155);
- Avoid common redesign errors including the mandate of a standard tree pit detail that does not provide enough soil for healthy street trees, excessive lighting, unnecessarily fancy materials, sidewalk obstructions, and improperly located utility equipment (figure 156-158);
- Enhance Alleys and Lanes to provide discreet access to services and garages (figure 159-161).
- Use the upgrades for the streetscape as a potential to upgrade to underground infrastructure, if necessary.



▲ Figure 151: Proposed Complete Street section for the Westside (illustration: Diego Alvarez).





▲ Figure 155: Bicycle amenities (photo: Bruce Damonte).



▲ Figures 152-154: Pedestrian amenities (photos: Steven Clarke).



▲ Figure 156: Design error — more expensive lighting fixtures than necessary, contributing to light pollution (photo: flickr.com).





▲ Figure 157: Design error — the specification and detailing of too many special paving materials (photo: google images).



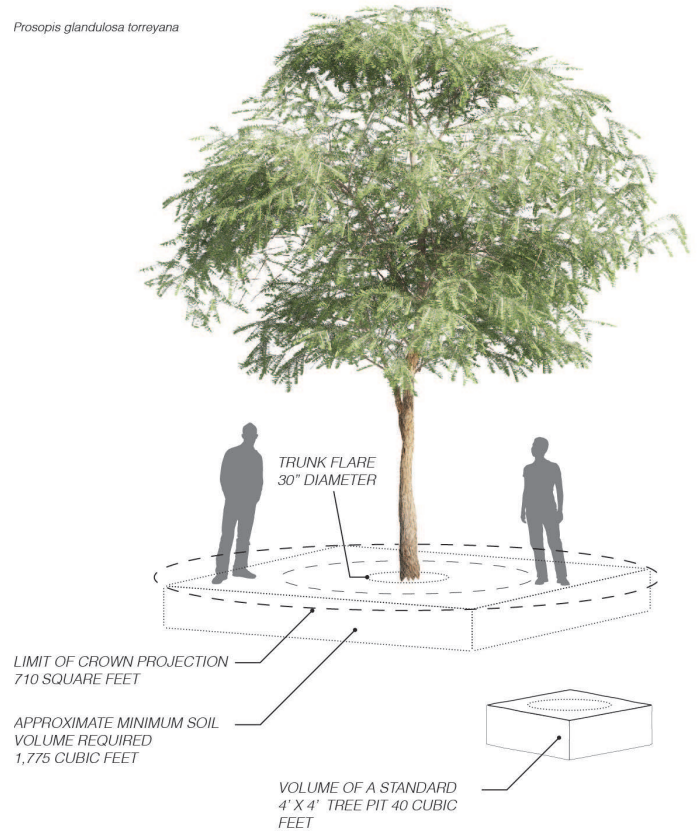
▲ Figure 158: Design error — sidewalk obstructions (photo: swamplot.com).

▲ Figures 159-161: Enhanced alley (photos: greengaragedetroit.com).



## ACTION 6.2: Establish a healthy street trees program

- Street trees protect pedestrians, slow down drivers, and provide a sense of enclosure to the street space, while also reducing the heat island effects and absorbing stormwater and airborne pollutants. They also increase real estate values dramatically. Based on historic photos, the Westside was once a neighborhood full of tree canopies. A comparison of historic aerial photography shows a very different story today with a reduction in canopy cover (figures 162&163).
- Establish a proper tree planting detail as part of this program. The typical City tree pit detail does not promote healthy street trees as it limits the amount of healthy soil for a tree (figures 164&165).
- Should sufficient soil volumes not be available within the street ROW, a program where trees are planted on the adjacent private properties shall be considered.
- The proper placement, alignment, and species of trees will depend on the specific conditions permitted by the site (figure 166). On the main streets, the street should be fully lined by trees of a consistent species, with different streets receiving different species to limit the impacts of blight.
- To create canopies, trees must be spaced at a distance equal to the mature crown width.
- Trees must be tall enough at maturity so that the canopy is above shop windows and awnings (figure 167).
- Shade trees are preferable to decorative trees such as palms (figure 168).

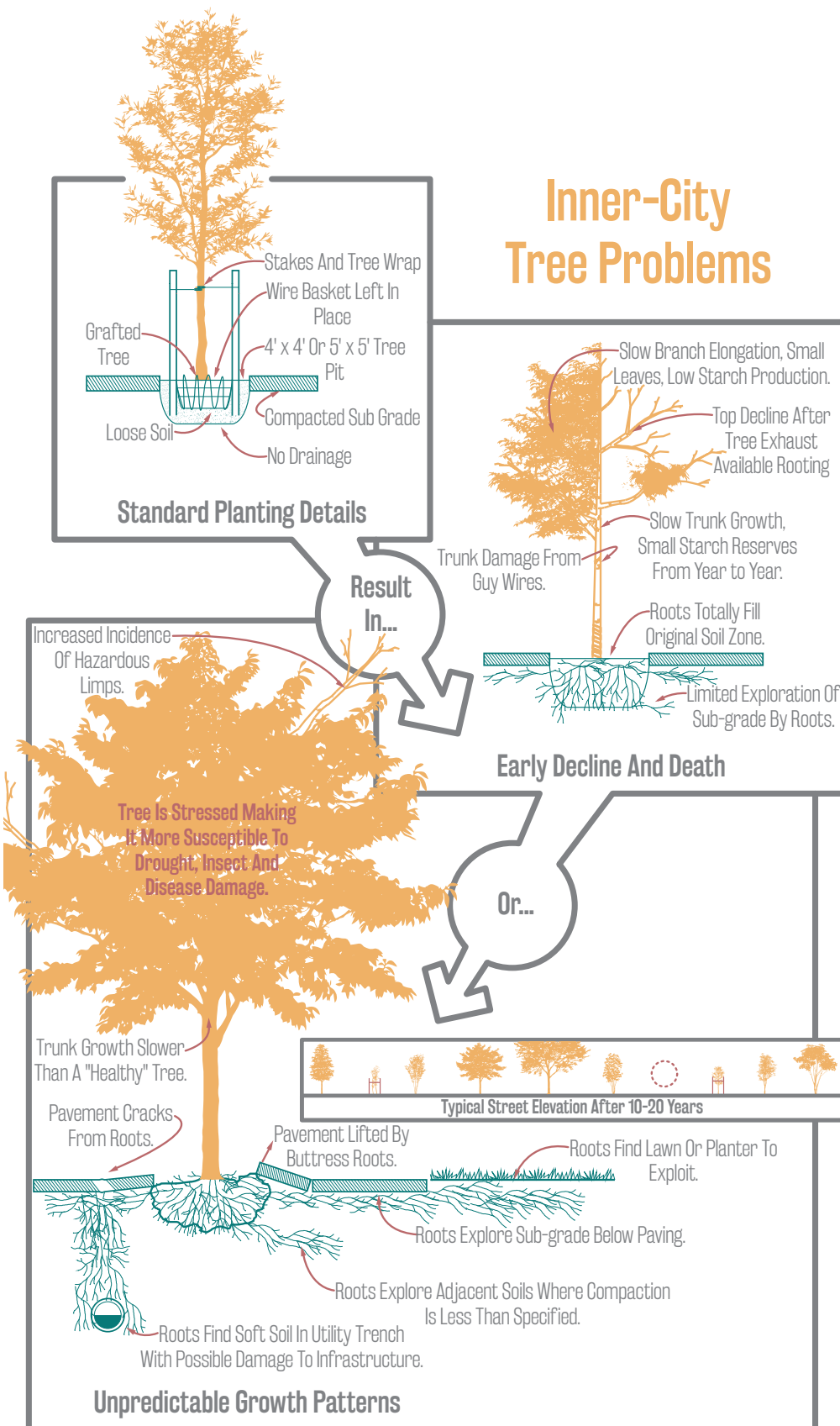


▲ Figure 164: Healthy street tree soil requirements (illustration: Brent Felipe, based on a sketch by James Urban).



▲ Figures 162 & 163: A comparison of aerial photos from 1959 (left) and 2014 (right) reveals how the amount of tree canopy cover has declined over time (photos: City of Las Vegas).





▲ Figure 165: An illustration showing how the standard city tree planting detail leads to issues related to street tree health (illustration: Diego Alvarez, based on a sketch by James Urban).

## Plant Placement

1

Under utility wires, plant only small species of trees and plants.

2

Avoid planting trees in narrow strips between the sidewalk and the curb that are less than four feet wide.

3

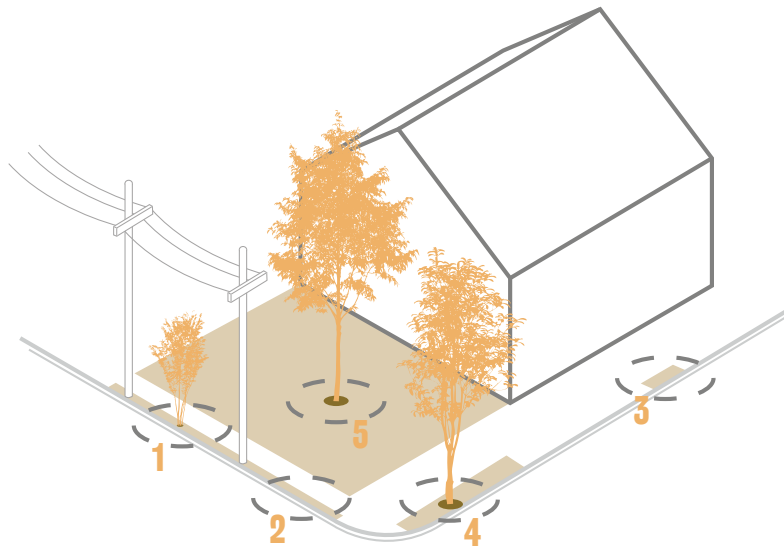
Do not plant trees in small holes in the sidewalk without first contacting the city for assistance and approval.

4

Plant trees in areas that are at least four feet wide.

5

Trees planted in larger open yard areas will perform better than trees planted in narrow strips.



*\*Always try to plant in the location with the best soil within the site.\**

▲ Figure 166: An illustration showing where to plant street trees (illustration: Diego Alvarez, based on a sketch by James Urban).



▲ Figure 167: Trees must be tall enough at maturity so that the canopy is clear of shop windows and awnings (photo: ekologija.rs).

► Figure 168: Shade trees are preferable to decorative trees such as palms (photo: impactinfrastructurerc.com).





### ACTION 6.3: Undertake a public arts strategy

- Enhances key public spaces and gateways to the Westside (figures 169&170); and
- Celebrates the distinct history and culture of the Westside (figures 171-174).



▲ Figure 169: The use of light for art (photo: JB Public Art).



▲ Figure 170: The North Vancouver Shipyards (photo: Steven Clarke).



▲ Figures 171-174: Dunbar Springs, Tucson, has local artists contributing to its public realm which gives the neighborhood a distinct feel (photos: Steven Clarke).

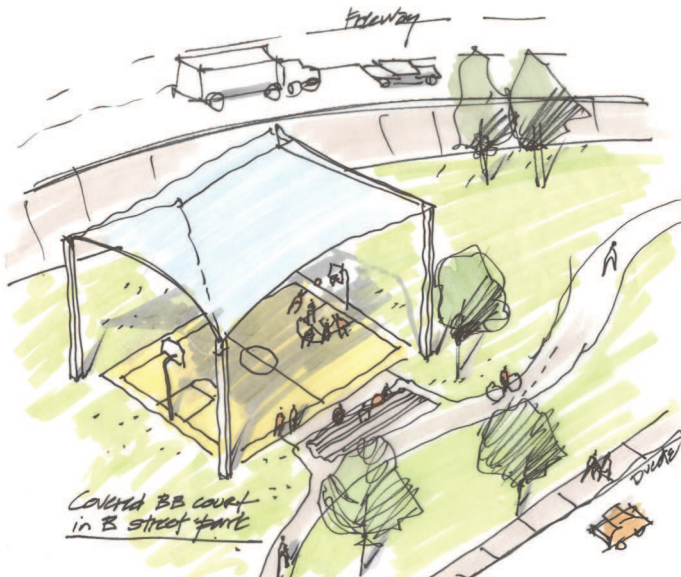


## 7. RECLAIM JAMES GAY PARK

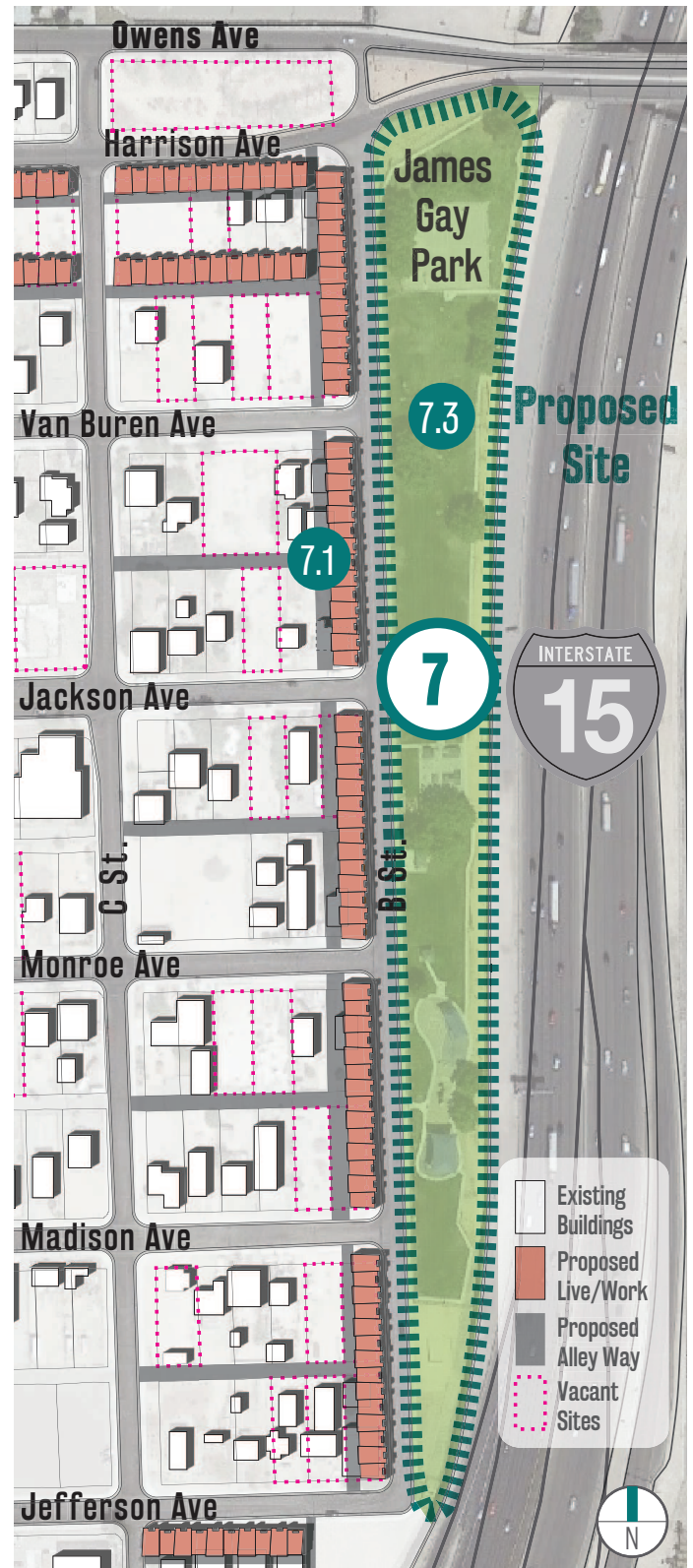
The community described their frustration over the closing of the James Gay Park (figure 175). In order to reclaim the park for the neighborhood, a mixed use building type with live-work space on the ground floor and living above, on B Street becomes the catalyst to provide eyes on the park and provide an appropriate edge for the park (figure 176). Strategic improvements to the park, including a trail that is part of an interactive neighborhood trail and park amenities (figure 177), will contribute to positive vibrant park use by the community and visitors to the Westside.



▲ Figure 175: Signs on a gate at James Gay Park indicating its closure to the public (photo: Diego Alvarez).



▲ Figure 177: Strategic park improvements will include an interactive trail (illustration: Frank Ducote).

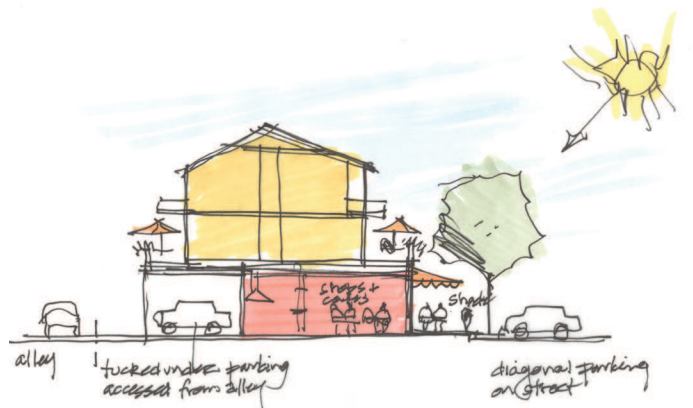


▲ Figure 176: Location plan of James Gay Park showing the addition of a t-intersection to the lanes and live-work housing facing the park (illustration: Diego Alvarez).



**ACTION 7.1:** Amend zoning bylaw to enable live-work development along B Street

Live-work housing is a single-family dwelling that contains a workplace (figures 178&179). An appropriate version is the live-work row house, that has a party wall and contains a one or two story dwelling above a ground-level shop, office or studio. A lane provides access to a garage with the roof serving as an outdoor living area for the residence above (figure 180). This type of commercial/residential development will provide eyes on the park, which is key to neighborhood safety. Eyes on the street describe how crime decreases when someone might be watching. Doors, windows and other architectural signs of human occupancy serve as eyes on the street and the park.

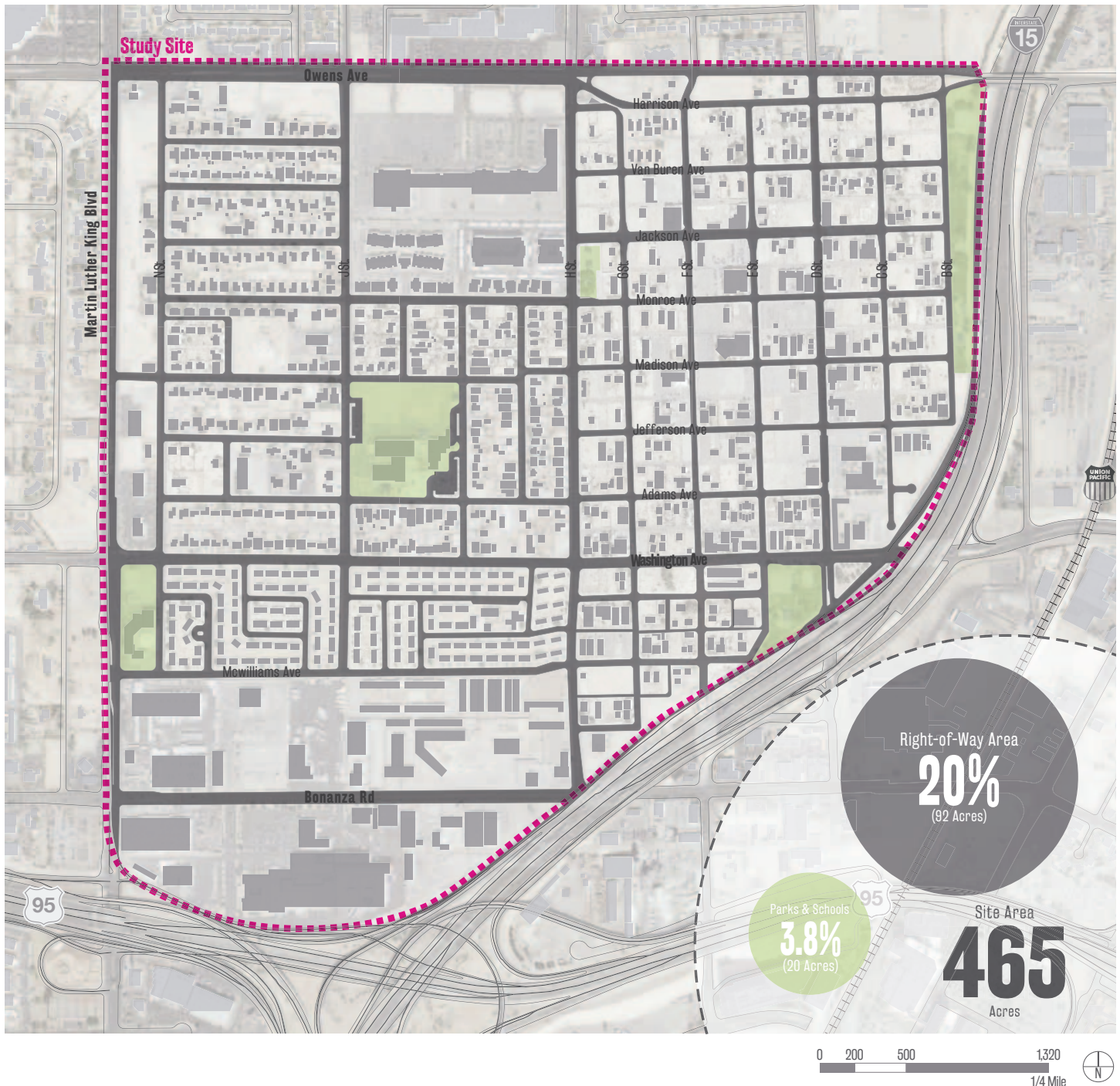


▲ Figure 180: Typical live-work section with parking access from the lane (illustration: Frank Ducote).

▲ Figures 178 & 179: Examples of live-work housing (photos: nkarch.com).

## ACTION 7.2: Work with the City to open the park

- An analysis of available opens space reveals that only 3.8 percent of the neighborhood is dedicated to parks and schools (figures 181). This condition is well below the national average where parks make up approximately 10 percent of the total land area of a city. Park restrictions on use, including the closure of one of James Gay Park, means that residents without children do not have access to park space within their neighborhood.





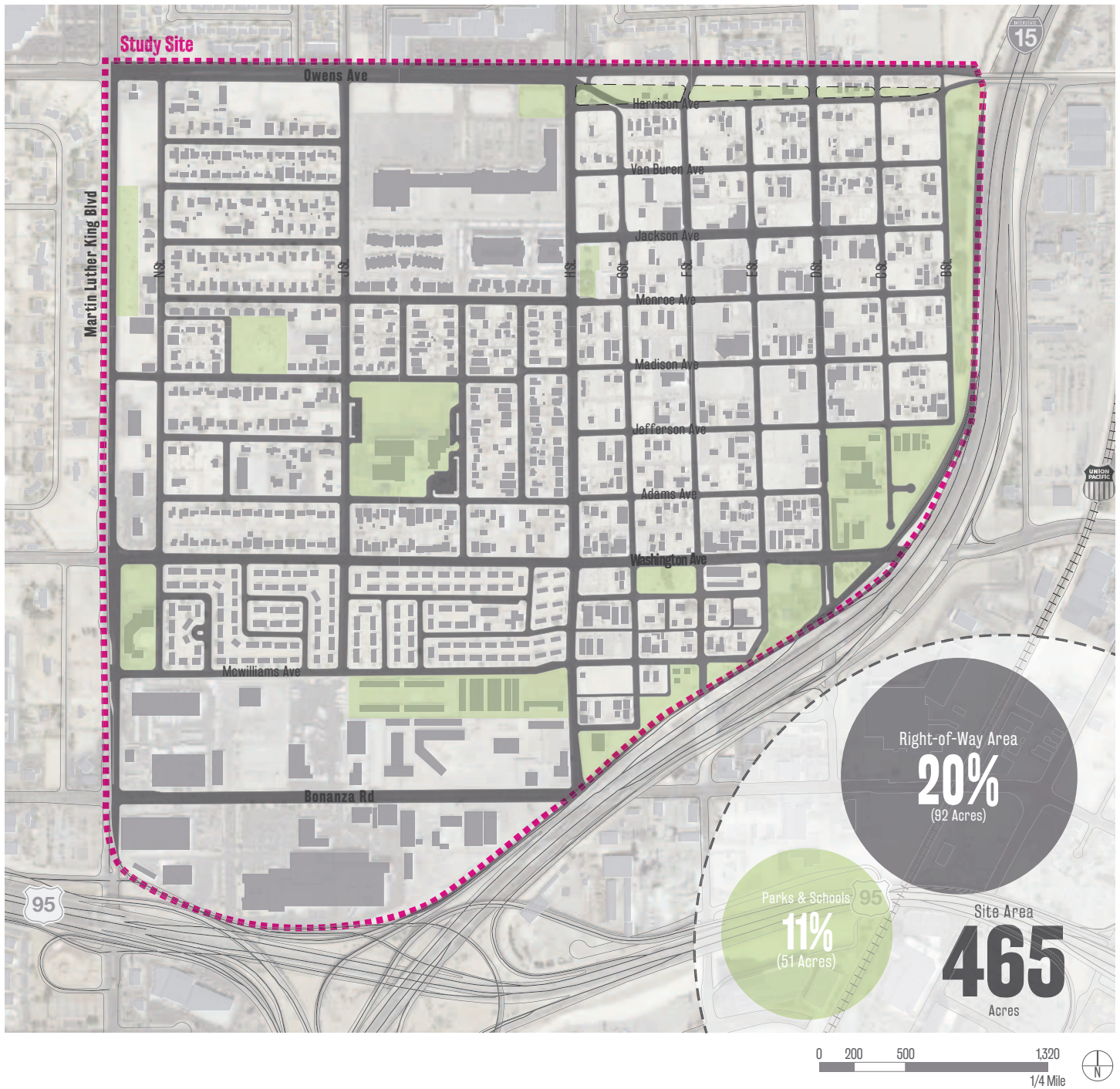
**ACTION 7.3:** Redesign and construct the park enhancements and linkages (figures 182&183)

- James Gay Park is to connect with the proposed open space from the I-15 project study, located between Owens and Harrison Avenues at the north boundary of the site (figure 184). Establishing a linkage with Ethel Pearson Park and the former Moulin Rouge site on the south side of the neighborhood will be a positive step in establishing a healthy park system for the Historic Westside. The linkage between the two parks should include community gardens that would serve the Westside School as well as local residents. This project will require a City initiative to symbolize their commitment and celebrate the Westside.
- The park must also provide ample tree cover.



▲ Figures 182 & 183: Before & After view of redesigned park enhancements (illustration: Brent Felipe).

◀◀ Figure 181: Existing Open Space Map (illustration: Phillip Zawarnus).





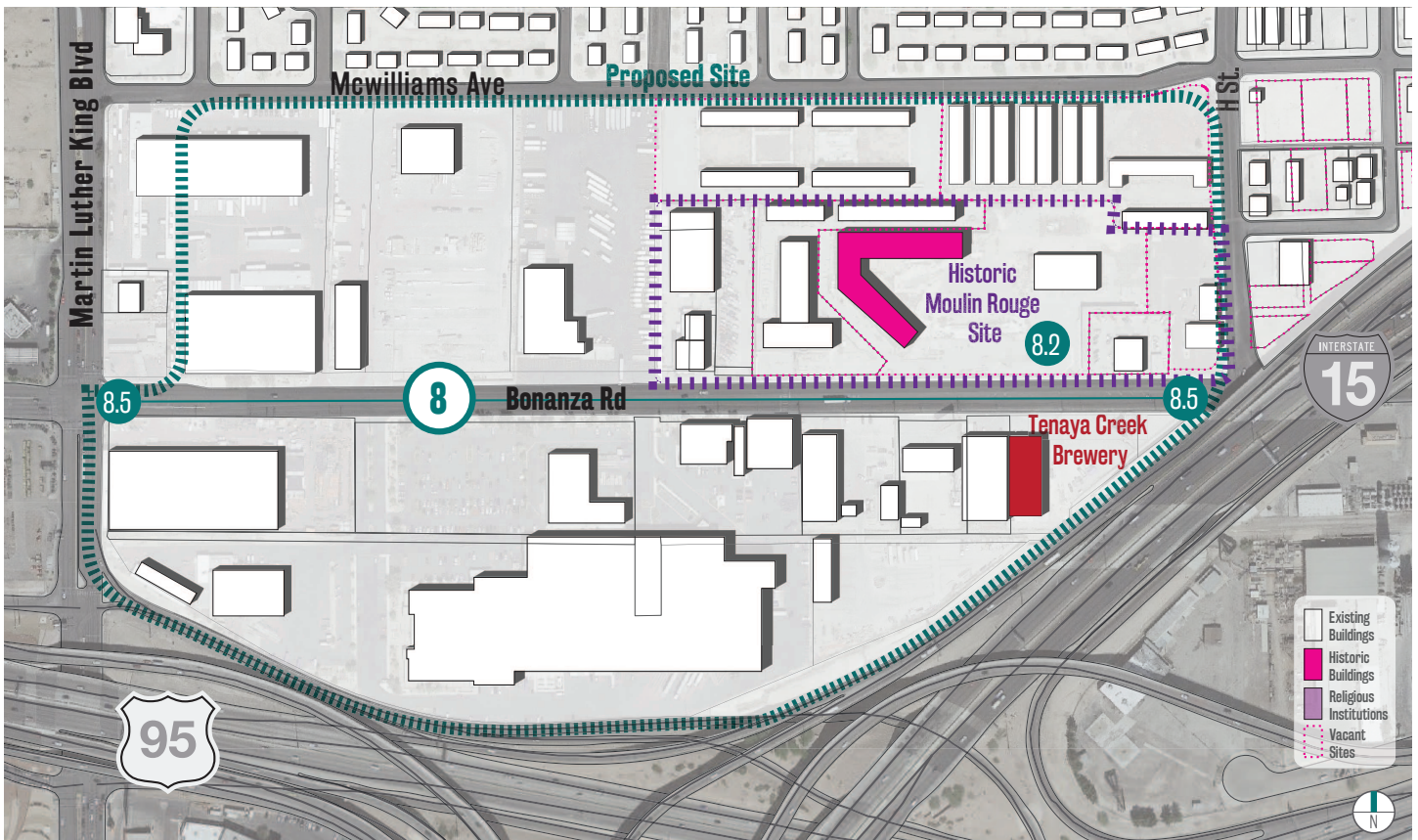
◀◀ *Figure 184: Proposed Open Space Map (illustration: Phillip Zawarus).*

## 8. MOULIN ROUGE ENTERTAINMENT DISTRICT

The history and revitalization of the Moulin Rouge was a common theme discussed amongst the community participants at the charrette. Diverse visions emerged from stakeholders describing what they would like to see on the historic site, ranging from small-scale gaming with an entertainment venue, to a hybrid of hospitality and education with a community college component, to a more typical Las Vegas style casino.

Since the construction of The Mirage in 1989, integrated resorts have been described as “a city within a city”. While the archetype often creates sharp divisions within the fabric of a city and offers everything under one roof — often creating concern over cannibalization of neighborhood businesses — the concept of a community-

integrated resort may promote the development of many of the other action items of the HUNDRED Plan and pay homage to the relationship between the Moulin Rouge site and the historic Westside Community. Instead of everything one might find under one roof — casino, bar, restaurant, entertainment/performance venue, meeting space, retail, etc. — a resort that is integrated with the community turns itself inside out and makes connections to the shops next door, the bar across the street, and the restaurant down the road. An integrated approach provides the opportunity to consider how its own indoor/outdoor spaces can be designed to accommodate neighborhood functions, such as providing neighborhood open space, for example, further celebrating the authenticity of the past and future-present Moulin Rouge.



▲ Figure 185: Location plan of the Moulin Rouge Entertainment District (illustration: Diego Alvarez).



## COMMUNITY INTEGRATED RESORT CASE STUDIES

The *Sugarhouse Casino* (figure 186) in the historic Fishtown neighborhood of Philadelphia sits on the former site of Jack Frost Sugar Refinery. The refinery closed decades ago, and the site had fallen into disrepair. The casino sought to pay homage to the community staple of the past through name and employment opportunities, which surpass refinery employment highs of the 1980's.

*Horseshoe Cincinnati* (figure 187) is part of an urban renewal project near downtown and adjacent to a growing arts and business district. Landscape architecture surrounding the casino on three sides is more functional than decorative. The areas serve as meeting spaces and often connect community functions with corporate sponsorships.

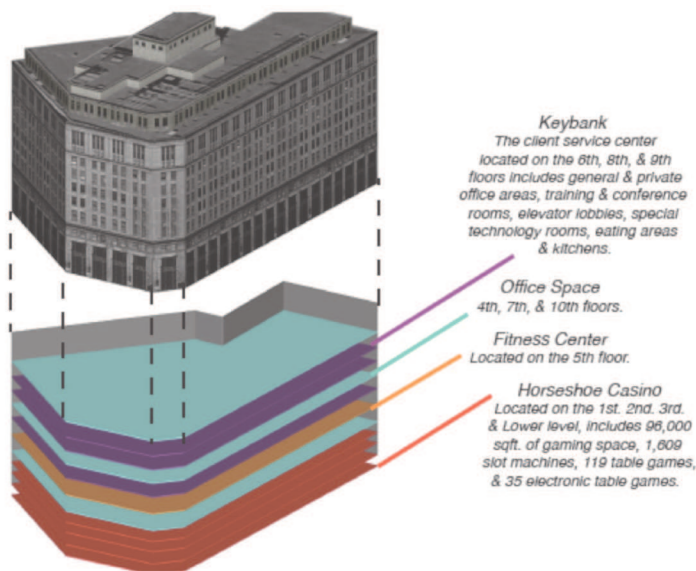
*Horseshoe Cleveland* (figure 188) is another example of a casino as catalyst. The mixed-use development features gaming, public fitness, and third party office spaces. The presence of casino patrons has prompted restaurant and retail owners to open businesses on the surrounding blocks. Nearby hotels have grown to cater to the casino clientele and further improve the economy.



▲ *Figure 186: Sugarhouse Casino in Philadelphia connects local and out of town guests entering from one side of the property to a public riverfront walk on the other (photo: <http://www.dmassociates.com/projects/sugarhouse-casino>).*



▲ *Figure 187: Horseshoe Cincinnati programs its outdoor space with farmers markets and live entertainment throughout the summer (photo: <http://archive.cincinnati.com/article/20121127/BIZ/311270009/Casino-offers-peek-outdoor-plaza>).*



▲ *Figure 188: The Horseshoe Casino in Cleveland is situated in a historic building in an urban setting. The street level consists of casino programming and upper levels include office space and connections to retail (illustration: Andrea Almaraz).*

The current opportunity of the Tenaya Creek Brewery on Bonanza Road, across from the Moulin Rouge site, is a catalyst project that works well with the concept of an entertainment district and mixed-use development (figure 185). The mixed-use component will include small-scale, light artisan and industrial use, with loft residential above commercial space (figures 189 & 190). The idea of creating a new kind of Moulin Rouge landmark that includes a vocational school with culinary, hospitality, entertainment, and gaming education will provide an opportunity for fostering a culture of self-improvement for the Westside and becoming another symbol for the transformation of the community.



▲ Figures 189 & 190: Before & After view of proposed Moulin Rouge Entertainment District looking east on Bonanza Road (illustration: Phillip Zavarus).

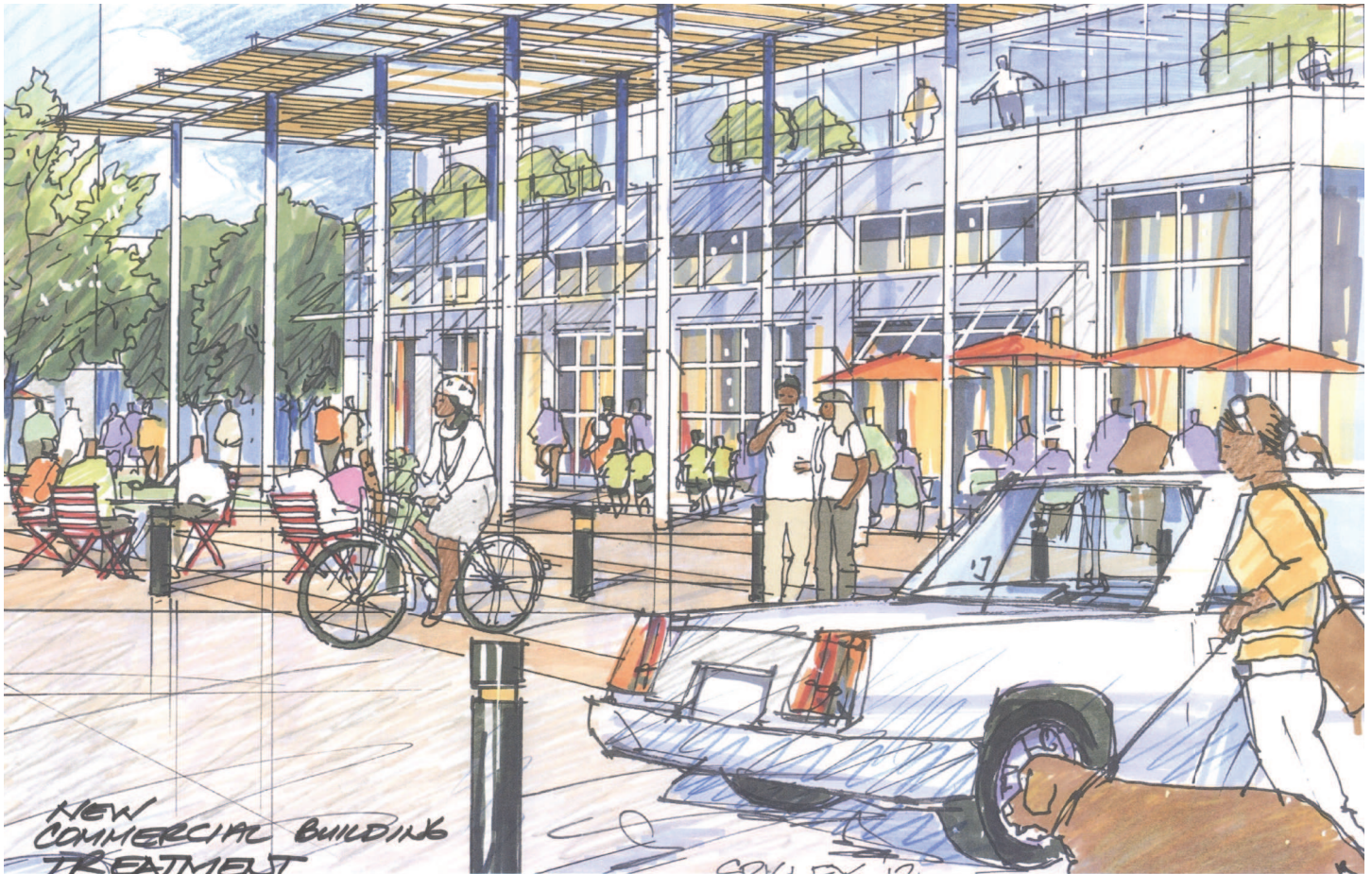


**ACTION 8.1:** Develop a plan to locate a technical or university satellite campus as part of the Moulin Rouge Site (figure 191)

- Determine spatial requirements;
- Obtain commitments to locate in the Westside; and
- Explore the concept of an educational facility that has a focus on hospitality and gaming.

**ACTION 8.2:** Develop a business and marketing plan for the Moulin Rouge Site

- Encourage visioning exercises that explore the options of community-integrated resort thinking;
- Integrate open-space in the plan to better integrate with the neighborhood.



▲ Figure 191: View of campus concept (illustration: Calum Srigley).

**ACTION 8.3:** Amend the industrial zoning bylaw to enable mixed-use development and focus entertainment venues along Bonanza Road

Commercial lofts are a flexible urban building type that will contribute the vibrancy of this entertainment district. They consist of a commercial ground floor topped by one or several stories of dwellings or workspace (figure 192 & 193). They sit right up against the sidewalk with any parking located at the rear. The building houses a first floor commercial tenant, with housing or office space above. The benefit of this typology is that the land is paid for through the commercial tenant and the cost of the housing or offices can be provided for the cost of construction.



▲ Figures 192 & 193: Examples of commercial loft buildings (photos: [aucklanddesignmanual.co.nz](http://aucklanddesignmanual.co.nz) & [loopnet.com](http://loopnet.com)).

**ACTION 8.4:** Building Inventory

An inventory of existing buildings will be an important study for determining their adaptive reuse. The inventory will be used to understand each of the buildings' assets and issues, as well as support HUNDRED Plan projects to establish the entertainment district.

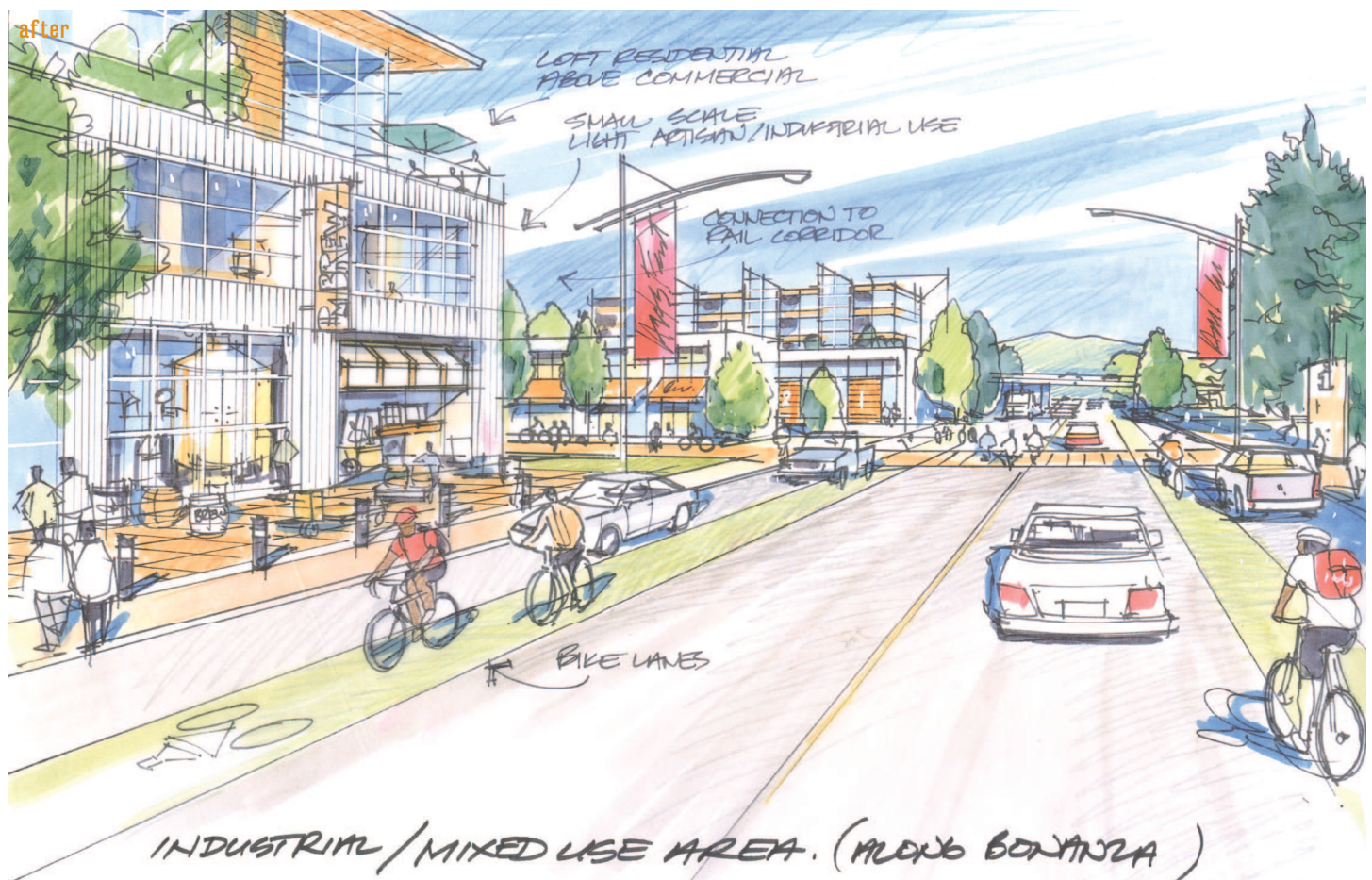


### ACTION 8.5: Redesign and implement Bonanza Road Improvements between Martin L King Boulevard and H Street

- Redesign Bonanza Road to contribute to the success of the Entertainment District. An industrial inspired streetscape that will establish the unique character of this entertainment district is essential (figures 194&195).
- Redesign the sidewalks appropriately. As an urban area, the sidewalk must be at least 10 feet wide to accommodate foot traffic. At active retail areas, a 15 to 25 foot width is more suited, particularly if patio dining is a possibility.
- Reconfigure the street lanes to maximize vehicle access to on street parking and provide for bicycle lanes.
- Implement bicycle amenities that include bicycle lanes and appropriate bicycle racks;
- Establish pedestrian amenities and furnishings that include wider sidewalk, special paving treatments and pedestrian crossings, benches, electrical outlets, trash/recycling receptacles, information kiosks, public transit stops, public art, etc.;
- Avoid common redesign errors including the mandate of a standard tree pit detail that does not provide enough soil for

healthy street trees, excessive lighting, unnecessarily fancy materials, sidewalk obstructions, and improperly located utility equipment;

- Implement a healthy street tree program; and
- Use the upgrades for the streetscape as a potential to upgrade to underground infrastructure, if necessary.
- Study the feasibility of additional curb cuts (or small-block creation) within the large block of the Moulin Rouge site to promote walkability and permeability through the proposed entertainment district.



▲ Figures 194 & 195: Before and after Bonanza Road concept sketch with view looking east (illustration: Calum Srigley).



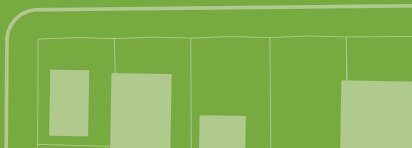
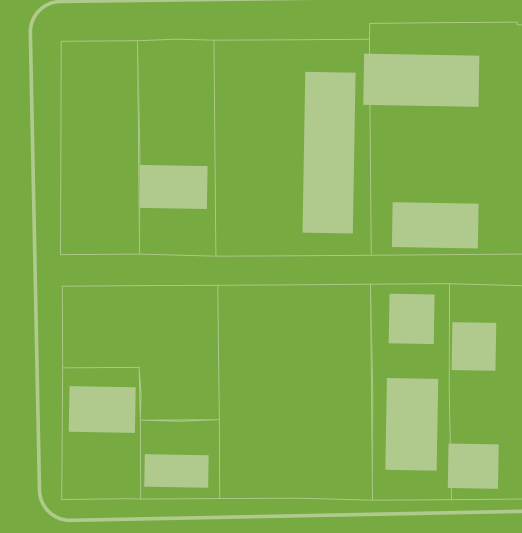
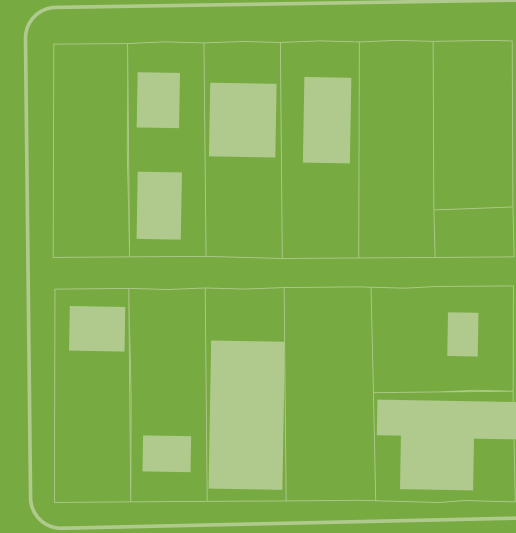
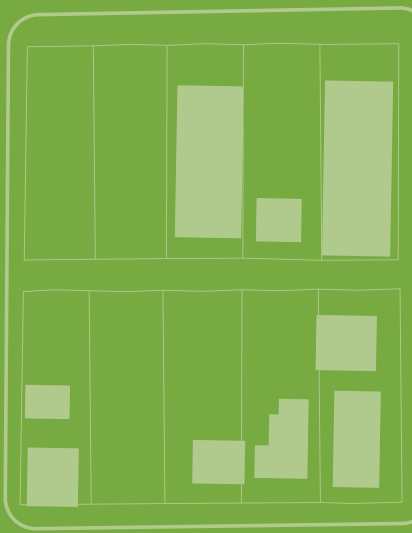
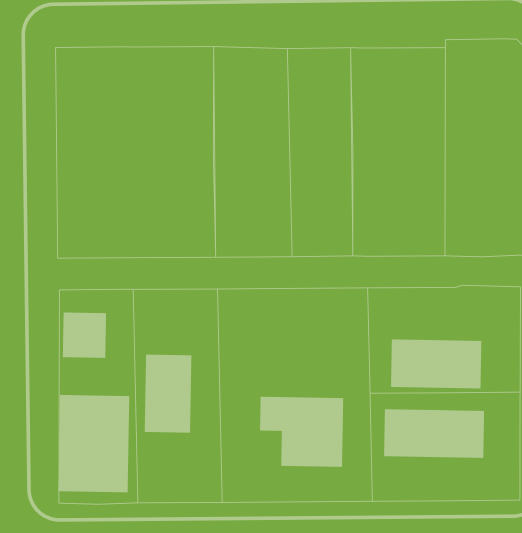
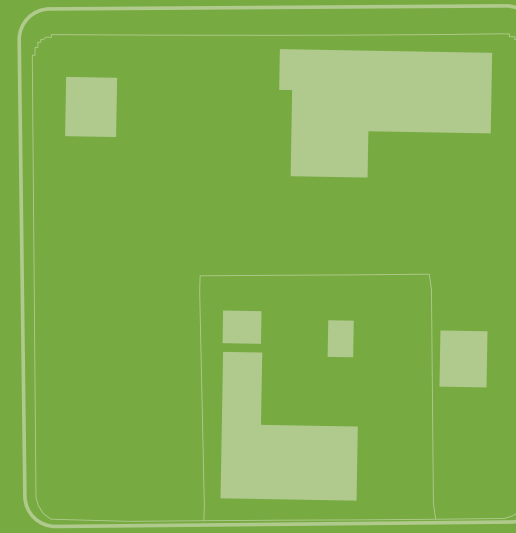
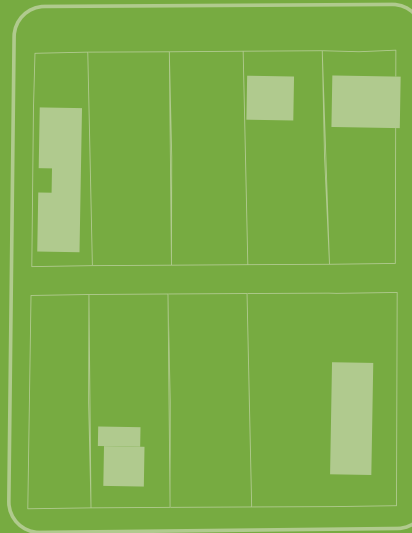
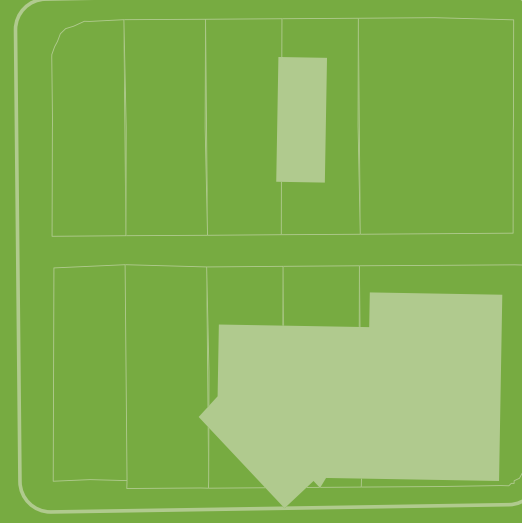
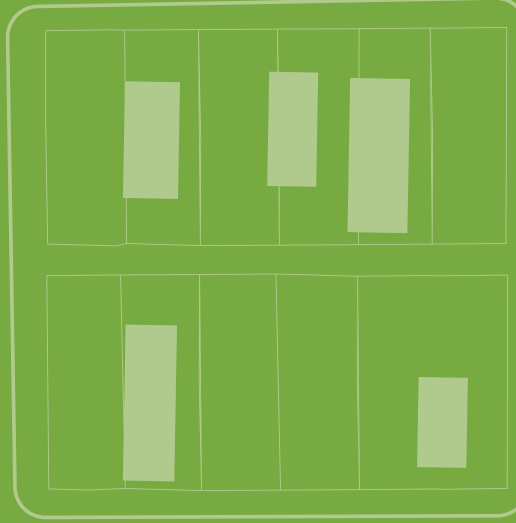
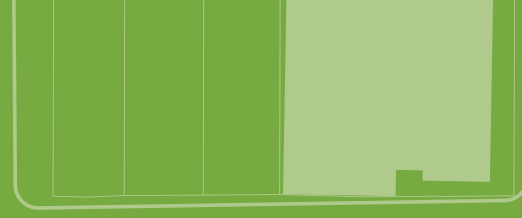
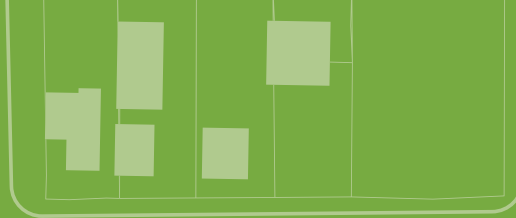




# PART IV

THIS IS HOME

- The History of the Westside
- The People
- What We Heard





## THIS IS HOME

The history of the Westside and the stories of a number of its community members and stakeholders are told in this section. This chapter is meant to celebrate the community and serves to remind everyone that the Westside is a place with a rich history and people that care about where they live. Their stories serve to bring to life, some of the ideas and aspirations captured through the development of the HUNDRED Plan.

## THE HISTORY OF THE WESTSIDE By Claytee White

Blacks moved across the tracks into the West Las Vegas Community in the late 1920s to make room for the US Post Office / Courthouse, now the MOB Museum. This new area that would become the home for blacks for many years into the future, would soon be referred to as the Westside. James T. McWilliams (figure 196) had purchased and laid out this original townsite in 1904 as he surveyed the property that the owners of the railroad bought from Helen J. Stewart.



▲ *Figure 196: Photograph of J. T. (John Thomas) McWilliams, Las Vegas, circa 1930s (photo: UNLV Special Collections).*

Entry into this new community was problematic from the start. It was already a ragtown, and the few residents did not want black neighbors. Pushed out of downtown with the threat that business licenses would not be renewed, blacks took their housing challenge to the city fathers. White settlers who remained in the McWilliams Townsite and did not move their homes across the tracks back in 1905 had to face the idea and the reality of sharing their previously mostly all-white neighborhood. When the established residents put together a zoning petition that would prevent blacks from living in certain sections of the neighborhood, blacks, with no place else to turn, fought back. According to a letter written to the city commissioners under the name of the Las Vegas Colored Progressive Club, blacks defiantly requested denial of the zoning petition. The letter reminded city officials that blacks were true American citizens who had fought and died for the country. Blacks won the round. The local paper reported that the city considered the proposed zoning ordinance a violation of the United States Constitution.

The move of the black community to the Western portion of downtown, occurred along with the re-legalization of gaming, loosening of divorce laws, and the beginning of the construction of Hoover/Boulder Dam. Migrants poured into the city for jobs. Most blacks that came for those jobs moved on, because during the 4-year construction period, blacks secured only 44 of the 20,000 jobs. The argument was that all facilities would have to be divided to accommodate blacks thus African Americans were simply not hired without protest that allowed the tiny number of jobs. To make matters more difficult, blacks were not allowed to live in Boulder City, a town constructed for dam workers by the federal government.

Blacks flooded into the Westside in the early 1940s. Work in the war industry of World War II opened the floodgates. The black portion of the Westside population grew more rapidly than the number of adequate dwellings, so most new arrivals faced substandard housing, not the nice neighborhoods that migrant women had envisioned (figure 197). The housing that they left in the south, though in many cases poor, was far better than their newly acquired dwellings in Las Vegas. When Viola Johnson (figure 198) arrived in 1942 to join her parents, she lived in a tent on Jackson Street with six other family members:

Seven of us lived in this one room tent my mother, dad, stepbrother, uncle, cousin, daughter, and myself. ... It was awful living there and it was so hot when I arrived. They said it never rained but one time it rained so hard we all got under the table, the only dry spot in the tent. ... The men worked different shifts at BMI so when some were sleeping



▲ *Figure 197: Photograph of living conditions in the Westside, Las Vegas, 1942 (photo: Nevada State Museum).*



others were at work. Some of us would sleep under the trees outside. ... We cooked on a two-burner oil stove on the inside and a huge wood stove on the outside. ... About fifteen feet away was our neighbor in another tent.



▲ *Figure 198: Photography by Clinton Wright, Mrs. Viola Johnson throws out first ball at Doolittle, 1965 (photo: UNLV Special Collections).*

All the families used the communal wood stove located in the immediate area. Large meals were prepared outside while breakfast could be made in each individual tent. Single men sometimes cooked but usually ate at restaurants located on Jackson Street, which quickly emerged as the black business corridor. “Bubba” Simmons ate at the Brown Derby where his sister worked as a cook. He lived in a

tent with ten other men where four cots were shared in an alternate fashion depending on the shifts each man worked. Needless to say, there was no glamour, no refinement, none of the apparent gentler feminine virtues displayed in these surroundings.

The migratory flow proved unstoppable. The Basic Magnesium Incorporated (BMI) factory birthed Henderson and prepared materials used to build bullets, airplanes and other war materials (<http://www.emeraldlandcasino.com/blog/basic-magnesium-inc-the-birth-of-henderson-nevada>). Many jobs in the magnesium processing procedure were dirty and laborious. These positions, in great numbers, were manned by blacks from Fordyce, Arkansas, Tallulah, Louisiana, and small hamlets in Mississippi (figure 199). This population arrived so rapidly that tents and shacks served most families. Las Vegas city officials did not address the housing shortage because they thought blacks would leave when war work at BMI ended. But African Americans stayed and built homes and businesses. Beauty shops, dry cleaners, barbershops, restaurants, and nightclubs peppered Jackson Street. The Town Tavern (only one operational up to about a year ago), Club Louisiana, the Cotton Club, the Harlem Club, the Brown Derby, and other clubs provided an active nightlife that included gambling (figure 200). Churches grew along with the migration. Zion Methodist started when blacks still lived in the downtown corridor. It was rapidly followed by Catholic, Baptist, AME, COGIC, and many other religious denominations.



▲ *Figure 199: Photograph of workers inside the Basic Magnesium plant, Henderson, December 3, 1942 (photo: UNLV Special Collections).*



▲ *Figure 200: Photograph of “Lafayette” with unidentified patrons at the bar at Loves Cocktail Lounge (photo: UNLV Special Collections).*

## POLITICS & SOCIAL CLUBS

When all blacks still lived downtown, Democrats and Republicans formed political groups that invited and gave political candidates a forum to voice their platforms. However, groups that performed hands-on political protest began only after the move. In 1932, blacks formed the Citizens Labor Protection Association. A morsel of the Association's history is known because J.P. Liddell, president of the organization wrote a letter to the editor of the Las Vegas Evening Review Journal. The goals of the group were "to promote in a highly corporate sense, the economic, moral and spiritual rights; to act in a subordinate conjunction with the municipalities in a political way, and to act with the different organizations to assist in the up-lift of depression." The wording shows that there was a leadership class. Groups in the black community found power in inter- and intra-group cooperation and that this group espoused the ideals of Booker T. Washington. Mr. Liddell ends his lengthy letter by stating the ultimate objective of the association: "to lessen graft in our ranks and to promote efficiency in all that up-lifts in the community." The move to the Westside, the increase in population because of dam construction and ultimately, only jobs in minuscule amounts probably combined to spur the community to new activism.

The community's renewed political activism evolved rapidly. In August 1932, the Roosevelt Democratic Club held its first meeting of the election season with H. Christiansen as chairman. The purpose of this meeting was to present Democratic candidates running for county and state offices. The next meeting of the club in the following month served as a forum for candidates. This time the newspaper reported a roster of candidates that contained the name Pat McCarran, soon to be US Senator after two unsuccessful runs in 1916 and 1926. McCarran's appearance before the club shows the importance of black political involvement. This was the man whose political machine would run Nevada for 20 years. The new Roosevelt Democratic Club combined the political and the social in the effort to ensure that blacks would support community-friendly candidates. On the day following the second meeting, the group announced that on the coming Friday evening there would be a whist party at the Stewart Street headquarters. Thus, political organizations continued, maybe gaining clout and expanding to add a social element.

Women formed social clubs. Beginning in 1948, Verlene Stevens wrote a column for the Review Journal – The Westside. This showed that a burgeoning middle class had

arrived. Women formed card clubs that moved weekly from house to house. These women used their fine linens and flatware, they travelled, hosted guests from across the country. It was evident that not everyone lived in shacks and tents but we don't have the photos like we do those of the substandard dwellings. This column was written by several other women when Mrs. Stevens left the city.

## THE MIDDLE CLASS

In the 1950s, shacks and tents were bulldozed as the middle class solidified. The first middle class housing development, Berkley Square, was constructed; the Moulin Rouge Hotel Casino (figure 201), first integrated gaming establishment that rivaled those on the Strip, was envisioned and built; and a professional group joined the migratory flow. Housing for this rapidly growing group of professionals was provided by Berkley Square that still stands today and was placed on the National Register of Historic Places in 2009. The homes were designed by architect Paul Williams (<http://www.paulrwilliamsproject.org/gallery/berkley-square-historic-district-las-vegas-nevada>).



▲ *Figure 201: Photograph of the Moulin Rouge, 1955 (photo: UNLV Special Collections).*

The middle class grew along with blue-collar workers. Lines separating groups were fluid. Woodrow Wilson and Joe Neal worked at BMI in jobs reserved for black men. Both moved into the Nevada State Assembly, Wilson as the first black in the lower house and Neal in the Senate. Black women worked as maids and linen room workers in the back-of-the-house in Strip and Downtown properties. These women joined the Culinary Union Local 226 and bought homes and many sent their children to college.



In 1954 the small number of early professionals and business owners grew. The first black doctor, Dr. Charles I. West and his wife Dotty, a former dancer, moved to Las Vegas. The following year, Dotty's best friend, Alice Key also a former dancer and writer, joined them in Las Vegas to assist in editing the first black newspaper, *The Voice*. Dr. West purchased a small newsletter, *The Missile*, run by the NAACP and started the first African American Newspaper in the state. The following year, the first black dentist, James B. McMillan, ended his service in the Korean War and migrated to Las Vegas as well. The old story was told that since Dr. West packed up McMillan's dental office as he packed his own medical office, McMillan had no choice but to move. But McMillan was convinced that it was the right decision when making a *Moulin Rouge* house call with Dr. West and the tourist paid him with two chips of \$100 each.

Many other professionals arrived in the mid-fifties. The *Moulin Rouge*'s emcee and house singer, Bob Bailey, came with his wife, Anna, who danced for the 5.5 months of the *Rouge*'s heyday (figure 202). In later years, Bob became the head of the Equal Rights Commission, owned several businesses and served as deputy director of the Minority Development Business Agency in the presidential administration of George H.W. Bush. The number of black schoolteachers increased. Though this increase in educators rose significantly in the 1970s when the first black CCSD school superintendent, Claude Perkins, recruited teachers of color from across the country, the trickle began in the 1950s.

## INTEGRATION

This new Negro changed the face of the city. Members of this robust middle class had travelled throughout the country and many to Europe. Therefore, like blacks across the country, they began to demand more and better. In 1960, when McMillan served as president of the local NAACP, he wrote a letter to mayor Oran Gragon demanding that the city integrate public accommodations. A few weeks later, the planned protest march that the community would have launched was for naught. City fathers and casino owners agreed to integrate the city and the Strip. Entertainers could now sleep in hotels where they performed, not have to travel to hotels and rooming houses on the Westside. Blacks could enjoy entertainment in a variety of locations.

But this integration mandate was shortsighted. The black community needed jobs, better housing, better schools, and



▲ *Figure 202: Photograph of Anna Bailey at the Paramount Theatre, New York City (photo: UNLV Special Collections).*

would eventually need a remedy for Welfare recipients and illegal drugs that permeated the Westside community in the 1980s. The decade of the 1960s, holding such great promise, ended with a riot in October 1969. One of the findings during post-riot conversations was a lack of suitable employment. This, after years of work by the Economic Opportunity Board's work proved difficult to comprehend.

However, black advancement proved to be too slow. Though the race riots of 1969 have been forgotten by most, I argue that this disturbance wrought fear, anger and the visible, reachable end of racial inequality in Las Vegas. The riots forced the city to act with conviction for the first time since the *Moulin Rouge* verbal integration agreement that had solved only the tip of the problem. Even after the 1969 disturbance, nine years after the *Rouge* agreement, letters received by Mayor Oran Gragon spoke of the racial divide in a way that was chilling. Yet, this very act of civil disobedience spurred city leaders to rally for equality in a renewed sense and not just spew rhetoric that would only be acted upon half-heartily. The anger poured from the black community. Deplorable living conditions, harsh treatment from the police department, and a lack of jobs created an atmosphere of desperation that was overt and unapologetic. Black men and women prepared to change the situation by any means necessary.

In 1968 a year prior to the disturbance, A Solution Conference was convened by the League of Women Voters, the Las Vegas Chamber of Commerce, The Las Vegas Convention Authority, the local office of the National Association for the Advancement of Colored People, Nevada Southern University (now the University of Nevada Las Vegas — UNLV), and the State Welfare Division. Among their findings: “Negroes are often mistreated by police when they venture into white neighborhoods at the wrong time of the day; landlords are unwilling to rent to Negro tenants in white neighborhoods because they feared other tenants would move out; Negro job seekers frequently lose the confidence to apply for jobs they could conceivably win; and Negro students tend to become alienated when schools are indifferent to their needs and de-emphasize or ignore their cultural heritage.” Las Vegas, like cities in the South, did not make immediate changes after the Civil Rights Act of 1964. However the riots of 1969 ended another decade of inequality and issued in a period of the most dramatic changes in black/white race relations in Nevada.

Events leading up to the three days of unrest in October 1969 do not explain the riot entirely thus it is fitting to look back a few years prior to the incident at additional events that impacted the Westside. Beginning in 1967, the NAACP again considered a march on the Strip to protest unequal employment, going as far as requesting a permit from the city. In July of the same year, the NAACP began to list all grievances that the community considered important. These complaints included the City’s failure to the clean Westside streets, playgrounds that were closed in the black area but remained open in white communities, price gouging, no hot lunch program, higher interest rates in numerous categories, and business practices that differed between black and white customers. The lack of jobs topped the list and Governor Laxalt promised that jobs, other than those in the menial categories, would be forthcoming to blacks. History shows that the promise of decent employment was not kept until court ordered to do so in the early 1970s.

The outspoken branch president, Attorney Charles Kellar led the NAACP beginning in 1967. Kellar and the local branch membership believed that recent cuts in welfare payments were indefensible. He lobbied the Nevada Legislature trusting that the august body would adopt a welfare budget sufficient to meet the needs of food and clothing for children. Since the request was not considered for action by the state assembly; it is safe to deduce

this inaction led directly to the famed Welfare Rights Movements led by poor women. There was no threat made in 1972 when poor women sponsored the largest protest march ever held on the Las Vegas Strip.

In May of 1968, the local newspaper ran an article that stated that the Southern Area Conference of the NAACP (composed of California and Nevada) would climax its two-day Las Vegas meeting with demonstrations downtown and on the Strip to protest employment discrimination against Negroes. No evidence of these demonstrations was recorded but this 3rd mention of street protest sounded like the little boy who cried wolf. These constant threats and retreats possibly damaged black credibility but I argue that they strengthened and brought more power to the nascent poor women’s movement and to the black community as a whole in the early 1970s. Demonstrations of civil disobedience in highly public spaces became the primary strategy of the Las Vegas Welfare Rights Movement.

Later in 1968, the black community added poverty to its listed complaints. It was reported by the Sun Newspaper that the Westside community was not aware of the scope of the War on Poverty programs. However, the EOB had moved into the Westside community three years earlier. Meetings to inform the neighborhood were held during the workday that prevented the working poor access to information. Additionally, meeting notifications were not timely. The black community complained that no blacks had been included in local policy making decisions and since the community’s organizations were not included, test designs were faulty; top administrative jobs should have gone to blacks; tests had been designed to weed out blacks allowing a lack of education to hinder job acquisition. Frustration mounted because the black community’s inadequate educational opportunities prevented employment competition except in menial placements. Racial discrimination would intervene when qualified applicants did appear. In the following year, the sense of injustice spilled into the streets.

The fated year dawned with the local NAACP branch leadership under Attorney Charles Kellar. His administration represented the black middle-class, blue-collar workers and the working poor. Since the organization’s early years the label of black elitism characterized the NAACP. The association personified by W.E.B. Dubois and his philosophy of the talented tenth, reinforced the idea. The national office of the 1920s and 1930s appeared to have brought this label upon itself to an



even greater extent by espousing a goal that wasn't always discussed. It can be summarized: "to make the Negro middle-class socially free from the disrepute of the black masses." Las Vegas was different. Las Vegas' employed blue-collar blacks could easily afford organizational membership fees. Many worked at the Nevada Test Site. These blue-collar workers joined the NAACP and supported local protest activities. They wanted better jobs with growth options and the NAACP rallied behind them as well as behind middle-class blacks pushing for equity in leisure and entertainment and behind poor black welfare rights activists. This support, in the beginning of the Westside, flowed easily when everyone lived down the street from each other within the confines of the Westside. The social cohesiveness of the geographical place diminished as professionals moved out of the core community but churches, the spiritual space, caused the political space to remain strong, powerful and flexible. Even when blacks moved away, they returned for spiritual practice, choir rehearsals, board meetings and ad hoc committee work at the many churches throughout the densely populated area.

Las Vegas shocked the Westside community with unusually insensitivities as they were about to be honored with the NAACP national conference. Cities throughout the country considered it a privilege when their city was selected and still do today. The national office of the NAACP prepared to hold the 1969 annual conference in Las Vegas. According to the West Coast Regional office, overt racism prevented the city from participating in many added revenue dollars. Because segregated housing and eating facilities were being set up for Negro delegates at the Las Vegas convention center, the regional office started a campaign against the city. The boycott sought would have "all national and west coast business, civic, social, fraternal and labor organizations refuse to schedule future conventions or conferences in Las Vegas or anywhere else in Jim Crow Nevada." Just the month prior, high schools entered the fray adding the inferiority of black elementary schools to the list of tribulations.

Las Vegas used the neighborhood school concept to educate children from kindergarten through the eighth grade. Las Vegas high schools had always been integrated and it was in this traditionally mixed setting that race relations boiled over first at Rancho High School, then Las Vegas High, with the most intense protest at Clark High School. A thousand students forced the shutdown of not just Clark but all Las Vegas high schools. After a week of no classes, police officers were summoned to protect students as they

resumed classes. These passions simmered throughout the end of the school year and over the summer. As the school year ended in May, the EOB's Concentrated Employment Program (CEP) came under fire as in previous years. The major source leading to possible economic empowerment was inoperable.

In May 1969, federal government reports painted a harsh picture of CEP programming. However, according to financial statements and board minutes, the period ending February 1969 showed that the jobs program should be flourishing. The CEP balance sheet showed cash on hand from federal funds of \$1.3 million dollars with one hundred thousand dollars from other sources after paid program expenses of four hundred and thirty eight thousand dollars and only 32 percent of the budget expended. Three months after this independently calculated financial material was made public, the government report stated that the \$2million Concentrated Employment Program has been "riddled with lack of leadership, coordination, and inability to place the jobless Negro in employment." The report concluded that the program to put hardcore unemployed Negroes on the job had "failed to make acceptable progress." That headline ran just as high school students, desiring summer jobs, ended the academic year. The report from the federal government pointed fingers at who the culprit was according to research and observations: The Las Vegas business community, city county and state government officials. Because this influential group in the social and economic life of the area lacked commitment, interest, sympathy and support for the programs aimed to end poverty, progress was stagnant.

Racial tension exploded at the beginning of October. The community collapsed onto itself as police barricaded entrances to confine the riot within the Westside neighborhood. A curfew imposed by Mayor Gragson and enforced by the National Guard lasted from 7 o'clock in the evening until 6 o'clock in the morning for the 4 days of the disturbance. On 9 October 1969, the media reported, "Everything was back to normal." Normal for the Westside was not good. Normal was economic, academic, and residential challenges. However, the place defined those challenges as solvable by any means necessary.

Within the next week the Westside began an examination of the drastic tear in the fabric of their place of being. In the wake of the 3 - 4 day disturbance, the community rallied its dedicated members to discuss the causes of the

unrest. Racial inequality, unemployment and poor working conditions topped the list. One young man, Leonard Polk, who had participated in the civil disobedience, stated that, “We’re all dogs, you push one long enough and sooner or later he’s going to turn on you. It’s the frustration of it all. We’re turning too. We are going to be beat, we know that. But we still got to turn.” Discussions continued. The Concentrated Employment Program had received complaints prior to the riot thus, the program ended. Money had run out therefore, the unskilled lost assistance. Leonard Polk probably represented that group. The explanation that the money had run out of the CEP program after the financially sound 6-month old report should have meant that a great number of applicants were trained and placed in jobs. The riot told another story.

### UNEMPLOYMENT & WELFARE RIGHTS

The lack of jobs among the male population reflected upon the number of women on the welfare rolls. An added pressure to joblessness was that men could not remain in the home if the family needed to enroll in Aid for Families with Dependent Children program. Therefore an unemployed male could not live with his female companion and their children; marriage notwithstanding. The nation’s welfare system was and is necessary for families with no support for their children. Poor women worked in the back-of-the-house but sometimes when an accident occurred, neither the hotel nor the Culinary Union Local 226, followed through with all the assistance needed. Other women could not work for a myriad of other reasons. These women, black and white, ended up on welfare. The welfare system wasn’t operating well in the late 1960s and poor women across the country began to protest the system. In Las Vegas some of those women in the forefront were Ruby Duncan, Alversa Beals, Essie Henderson, Mary Wesley and Emma Stampley. The professional class of the black community trickled in over the years beginning at the start of the city in 1905 but a few who were progressive, forward thinking, brash, well educated, and had traveled the world, arrived around 1954 and 1955. This migration continued in the early 1960s. By the late 1960s and early 1970s these professionals had begun to force blacks into jobs on the Strip as cocktail waitresses, dealers, and midlevel managers. Additionally, the older, more traditional middle-class participated in that push as well as helped to orchestrate the push of welfare mothers into street protests.

Johnnie Tillmon from California, who served as one the national heads of the movement, explained the ills of the

welfare system in a 2002 Ms. Magazine article:

“Ninety-nine percent of welfare families are headed by women. There is no man around. In half the states there can’t be men around because AFDC (Aid to Families With Dependent Children) says if there is an “able-bodied” man around, then you can’t be on welfare. If the kids are going to eat, and the man can’t get a job, then he’s got to go. Welfare is like a super-sexist marriage. You trade in a man for the man. But you can’t divorce him if he treats you bad. He can divorce you, of course, cut you off anytime he wants. But in that case, he keeps the kids, not you. The man runs everything. In ordinary marriage, sex is supposed to be for your husband. On AFDC, you’re not supposed to have any sex at all. You give up control of your own body. It’s a condition of aid. You may even have to agree to get your tubes tied so you can never have more children just to avoid being cut off welfare. The man, the welfare system, controls your money. He tells you what to buy, what not to buy, where to buy it, and how much things cost. If things-rent, for instance-really cost more than he says they do, it’s just too bad for you. He’s always right.”

In Las Vegas the movement began when the EOB anti-poverty program got wind of what was happening across the country. A Westside icon, Mother Pearson, in 1967 knocked on Alversa Beals’ door and told her about a national Welfare Rights Organization that poor women created and led. Alversa said it was the first time she had seen ‘Welfare’ and ‘Rights’ put together. Pearson told her, “If you want to hold your head up as a mother, go out and fight for your children.”

The National Welfare Rights Organization (NWRO) thought headed by a man, George Wiley, claimed rights for women to have access to material resources, better health care for their children and spurred women to a unique form of activism. Wiley, a professor of chemistry, supported women, majority black, to grasp self-esteem, courage, and honor out of a system, as described by Tillmon, designed to degrade them. He reinvented the system and actively supported mothers encouraging them to go head to head with housing departments, schools, welfare offices, and government officials to obtain better shelter, food and medical care. In Las Vegas, Alversa Beals knew she didn’t want to be the leader because at the time she was a bit shy so asked Rosie Seals to head this new initiative. Seals had just gotten an electric shock about the welfare system and wanted to do something. She and several other women on AFDC worked at a commercial



laundry to supplement their checks. A white co-worker asked Seals how much money did she receive from the welfare system. When she gave her co-worker the proper answer, the woman responded, “Hell, I get more than you get and you got more children than I got.” Seals said, “That pissed me off enough that I finally did something.” Mary Wesley got mad because she came up with ways to make a few extra dollars, sewing dresses for friends and baking pies and cakes that she sold to neighbors. But when the state found out about her earnings, her medical benefits were cut. Seals, Wesley and many black women throughout the Westside began holding meetings, learning their rights, and growing in confidence.

Again, the Westside acted on one accord within an insulated, sheltered space as several entities worked together to endorse the efforts of a specific group. It was an EOB sewing class that paid wages to welfare mothers that got all the motivated women together in the same room. However, that sewing class was a double-edged sword; it allowed the women to get to know each other and to eventually begin the Clark County Welfare Rights Organization. However, the sewing class came about because in 1967 Congress passed a new amendment to the Social Security Act, requiring all women on AFDC to enroll in job training programs. The EOB sewing class was the only state approved one on the Westside – 5 days a week, eight hours a day and paid \$25 per week for them to attend. There was the opportunity of being placed as a seamstress in on the Strip hotels but a woman’s benefits could be terminated if she stopped or failed the course. The earnings were poor but the opportunity for a job on the Strip, not cleaning toilets, was appealing.

## WOMEN’S EQUALITY

The woman who became the leader was Ruby Duncan who was literally pulled out of her home by friends before she attended a meeting of the Clark County Welfare mothers. The group gained power because of their cocoon-like place on the Westside and astute alliances that the women formed. Father Louis Vitale who had studied liberation theology in Mexico and Latin America, Attorneys Mahlon Brown and Jack Anderson with the Clark Country Legal Services, Maya Miller, a wealthy woman in Northern Nevada, and well-connected members of the League of Women Voters formed the base of the coalition. Poor black women huddled and made all the decisions with a backfield of advisors that provided strategy, know-how, ideas, and access to powerful friends in high places. The backfield was almost entirely white.

In 1968, George Miller was appointed director of Nevada Welfare; Maya Miller became president of Nevada League of Women Voters and on the national level of the League, she became the director of poverty and race issues. Vince Fallon was the director of the Las Vegas Welfare division. Unexpectedly, all welfare funds were cut and on a Friday afternoon the women participated in their first act of civil disobedience or kidnapping. They walked into the office of Vince Fallon and surrounded his desk. He said that he was about to close the office for the weekend and the women refused to leave and refused to allow him to leave. Ruby told him, “We came to spend the week-end with you because we need clothing and shoes for our children. Our checks need raising because we just can’t live off this little bit on money.” Outside 40 other women were picketing. Seals was stationed near the pay phone to call attorneys if and when the women were arrested. Finally, women in Fallon’s office allowed him to call the police. Fallon asked the police to take the women down the back stairs. They refused and demanded to go out the front of the building as they had entered.

Welfare Rights mothers led many public acts of disobedience including an eat-in at the Stardust Hotel Casino and in March 1971, they staged a march on the Strip that closed Caesars Palace on a Saturday morning. Jane Fonda, Ralph Albernathy, and George Wiley walked up front with Duncan, Seals, Beal, Stampley, and Wesley passing casinos that locked their doors before entering Caesars. Las Vegas women staged the march that the Las Vegas NAACP threatened many times over the years. This boldness matched that of Welfare Rights Movements across the country. At this point in the national movement, women like those in Las Vegas involved in the grassroots work of the struggle questioned Wiley’s male leadership and he resigned in 1972. Unfortunately, Wiley’s national office staff was composed of middle-class men. Women whose self-esteem and confidence had been building over the six-year period, voiced their decision to lead themselves.

In the end, Las Vegas women formed a nonprofit entity, Operation Life, secured the WIC program for Nevada, the first library on the Westside, a jobs training program, increase in AFDC funding, and grants to construct housing for the poor. These achievements resulted from poor women learning to lobby the Nevada legislature. Sponsored by Maya Miller, women travelled often to Carson City, learned to present cases on the assembly floor, and got to know legislators, especially opponents to improvements in welfare rights.

While the Welfare Rights Movement emerged and matured, other neighborhood women were entering the midlevel management jobs of the very hotels that Duncan's group protested in front of. This segment of the class divergence on the Westside can be interpreted as juxtaposition however, one never got that sense as written and oral sources were investigated. Women moved separately and independently while making strides for a greater economic place for the black community. Welfare mothers focused on their children while middle-class women made way for trained workers to enter the front of the house. The first black dancer in a Strip house line, Anna Bailey; the first black cocktail waitresses, D.D. Cotton and Walker; the first group of black dealers along with the first bartenders out of the EOB training program; and Jimmy Gay, a Fordyce institution at the Sands who brought in so many blacks that he gained the name, 'Father of Fordyce,' permanently opened doors for blacks highly skilled employment.

Women who moved into mid-level management positions came to Las Vegas through birth and through the mid-century migratory process. Jackie Brantley's family planted roots in Las Vegas during the Hoover Dam years and two others, Faye Todd and Faye Duncan Daniels came as young women looking for opportunities. Brantley's maternal grandfather migrated to Las Vegas from Alco, Louisiana, in the 1930s. Her mother followed in the early 1940s after she completed college earning a teaching degree. As a young girl on the Westside, Brantley remembered the area as a vibrant neighborhood where children were safe and could swim and ride horses for recreation; business flourished on Jackson Street; and famous entertainers were part of the street scene. Therefore, after moving to different areas of the city as a young career woman, those memories brought her back to the Westside.

When Brantley finished high school she worked as a maid at the Westward Ho to quickly save money for her wedding. After marriage, she went to work as a secretary for the Clark County School District where she remained from December 1966 until June 1974. In 1975, she started a career at the Desert Inn where she competed against women from across the country to secure a secretarial position. "... thirty women had flown in from around the country, from Los Angeles and various other places, who were interested in the position. It was considered a stepping-stone position; a glamorous type of position but at the same time you would have the opportunity to learn first-hand about entertainment, public relations, and how hotels operate."

Barbara McCants, the first black women on the Desert Inn mid-level management staff, paved the way. Unfortunately, information of McCants' hire date and tenure could not be located. However, she as well as Brantley and Todd followed white women as white men developed more lucrative positions for themselves.

Brantley won the secretarial position through an interview with two white women. Racial boundaries dissolved; class proved more important. Black women of this era, even without espousing the tenets of the black feminist movement, instinctively created space for the discussion of problems facing black women. The goals of race may have differed but domination and liberation were common for both. This understanding may have made it easier for black women to enter administrative and managerial positions on the Las Vegas Strip. Brantley found her work as a secretary exciting and saw it leading to bigger and better opportunities. Her two bosses, Gennie McIlvanie, Publicity Director, and Bonnie Hayes, Entertainment Coordinator, had both moved on to different positions within a year thus Brantley became Advertising and Publicity Manager. In that assignment, she edited several in-house publications, represented the hotel at various affairs that were collaborative among Las Vegas hotels, and managed an extensive advertising budget.

As black women moved into the front-of-the-house, feminist discussions about the expanding space of blacks and black women's place in that expansion were held between Brantley and co-worker, Faye Todd, a migrant to the city who arrived in 1964. Todd grew up in San Antonio, Texas, and moved to Las Vegas with her husband James and three children in 1964. Her husband wanted to be a chef on the Strip. They moved from a city dominated by Latinos so the racial mix in Las Vegas was less cosmopolitan. Todd joined the movement of black women to enlarge the black place in a much smaller city. She enrolled in a night course at Rancho High's adult education program to acquire clerical skills. There, she met a group of black women that formed a professional network as many of them entered the hotel industry.

Todd's career on the Strip began at the Dunes in 1970. Hotel management felt pressure from the NAACP. Todd was aware of several black women who had been hired and fired at the Dunes Hotel Casino. "I had heard after I got the job that several black women had been in that particular office," she explained. The Dunes and other hotels began to gradually adhere to NAACP and black



neighborhood demands for better jobs for people trained to handle more demanding, professional work. However, the Dunes would fill some positions and then let the person go, rationalizing that, “we tried and it didn’t work.”

Todd decided to end her employment there differently. On the day of her inevitable firing, she did not berate the boss about the unfairness of the tasks that had been assigned. Instead, after her immediate supervisor fired her, she completed all unfinished work and thanked him for the opportunity he had provided to her. A few months later when she started as Executive Secretary at the Desert Inn, Harry Williams, her new boss and hotel manager, stated that her “recommendation from the Dunes was the best that he had ever received on an employee.”

The Desert Inn had been designed and completed twenty-one years earlier as a resort for high rollers. The original name was Wilbur Clark’s Desert Inn for the person who originally began building the resort but ran out of money. Clark went to Moe Dalitz of the Cleveland crime family so construction could continue. Dalitz as principal owner operated quietly in the background with Clark out front as the face of the operation. In 1967, Howard Hughes came for a ten-day stay and purchased the hotel instead of leaving when he was asked to relinquish the suite for expected high rollers. In the new climate of corporate ownership, the hotel seemed to embrace black employment even as the customer base remained almost totally white. It was unlikely that Hughes knew about the black advancement in his hotel or maybe was too ill to care. It was well documented that Hughes demonstrated a fear of blacks.

Todd took full advantage of the training and skills she acquired. After five years she became Special Events Coordinator, planning and implementing golf and tennis tournaments and special celebrations. Her skills led to an introduction to Zula and Ted Wolfram who invested in the Landmark Hotel and Casino. Todd became their Entertainment Director and Corporate Executive Assistant. She worked there for six years before moving to the Sahara for eighteen years. The Landmark was her dream job where her creativity soared until the close of the hotel because of brokerage fraud.

The third person in the Las Vegas black female movement into hotel management started at the Sands Hotel Casino. Unfortunately, this position was in response to a consent decree signed by U. S. District Judge, Roger Foley on 4 June

1971. However, it was the old haunt of Jack Entratter who agreed that the time for racial integration was at hand. The original work on this consent decree came from the local NAACP attorney, Charles Kellar. Plaintiffs who signed agreeing to adhere to the stipulated terms that 12% of all jobs in the resorts industry would go to blacks included the Nevada Resort Association, Aladdin Hotel, Castaways Hotel, Caesars Palace, Desert Inn Hotel and Country Club, Dunes Hotel and Country Club, Flamingo Hotel, Frontier Hotel, Hacienda Hotel, International Hotel, Landmark Hotel, Riviera Hotel, Sahara Hotel, Sands Hotel, Stardust Hotel, Silver Slipper, Thunderbird Hotel, and the Tropicana Hotel. Labor Unions that signed the consent decree consisted of the Local Union 995, Professional Clerical; Ground Maintenance, Parking Lot Attendants, Car Rental Employees, Warehousemen and Helpers; Local Union 720, International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada; Local 226, Culinary Workers Union; Local 165, Bartenders Union.

The hotels and unions promised “to hire and assign applicants for employment, and shall promote, transfer, train, demote and dismiss employees without regard to race and without engaging in any act or practice which has the purpose or the effect of discriminating against any individual because of his race or color in regards to his employment opportunities, and shall promote and transfer employees in such a way as to provide employment opportunities to black persons which are equal to those provided to white persons.” This document pertained to blacks only. No other minority groups had petitioned the courts or were members of the local branch of the NAACP. The decree demanded the implementation of a program and procedures by the Resort Association, hotels and unions within 30 days. Plans included the notification of the NAACP, the Concentrated Employment Program, a program of the EOB and the State Employment Security Department.

The NAACP appointed Alice Key to help oversee the implementation of the consent decree. Key arrived with the professional migrants in 1955, worked as an editor of the first black newspaper owned by Dr. Charles I. West, and ended her career serving as the Deputy Commissioner of Labor for the State of Nevada. One task assigned to Key related to the decree was to visit resorts to see that blacks were being hired. She sometimes made a visual headcount. One day, not on NAACP business, Key entered a hotel to have lunch with a friend and the hotel manager said,

“Most of them are out to lunch at the moment.” Key and NAACP branch administration were comfortable that as long as they were vigilant, the resorts would continue to comply. After a number of years, they weren’t and the resorts didn’t.

The beginning implementation of the consent decree created confusion. Faye Duncan Daniels witnessed that when she accepted a job as a secretary to the personnel director at the Sands in the latter months of 1971. Her duties included the hiring of African Americans to fulfill the court ordered requirements. Daniels lost that position after sending blacks to department heads to apply for jobs that had already been filled without her knowledge. However, she obtained a position at the Union Plaza Hotel downtown upon the referral of Jimmy Gay who migrated to Las Vegas from Fordyce in the 1940s. He was known as the “Father of Fordyce” because he assisted many with job placement. Gay and Daniels worked together at the Plaza. Daniels rose to the job of Assistant Hotel Manager where she blossomed putting together the Hotel Manager’s Association which allowed managers city-wide to share goals, experiences, and off-the-record employee information. She created a job training program, an English program, and a literacy program for all employees.

Las Vegas may not have enjoyed the usual black feminist movement of words and ideas but embraced one of power. Women of all classes waged protests for children, entered employment opportunities for women that brought dignity to the community, promoted the act of rising beyond the glass ceiling, and became an additional model for the city to entice visitors. Moreover, they modeled for the community as lobbyists in Carson City though they may have only acquired an eighth or ninth grade education, sometimes less. They learned to use what the system offered – lawyers from Legal Services, learned women from the Clark County League of Women Voters, and the media. They became comfortable with their skills and used them to create a place of honor and dignity for children. The Westside was unattractive. It never recovered from the devastation wrought when 1904 settlers moved their buildings to the east of the tracks after the 1905 auction. Shacks and tents took over the vacant lots during the great migration of the WWII era and when this situation became too deplorable, the city sent in bulldozers several times in the 1950s and 1960s to level the houses that were the most despicable. Housing discrimination locked all blacks into this ghetto setting where the overcrowding led to social and economic pressures that hinged on low employment

rates. Passing laws had not eliminated the housing conditions. Thus, the middle-class moved out of the Westside dilapidated core. That Westside crime increased reflects the theory of social disorganization perfectly. Social disorganization theorists and criminologists suggest that the crime is more likely in communities that are economically deprived and exist primarily in inner city areas that are populated largely by members of minority groups due to the effects of discrimination.

## EQUAL RIGHTS

As early as March 1961, Senate Bill 246 that created the Commission of Equal Rights contained section II that stated and declared that the public policy of the State of Nevada to “protect the welfare, prosperity, health and peace of all the people of the state and to foster the right of all persons reasonably to seek, obtain, and hold employment and housing accommodations, and reasonably to seek and be granted services in places of public accommodation without discrimination, distinction or restriction because of race, religious creed, color, national origin or ancestry.” Even today the historic Westside has just as many vacant lots as it does houses. Unattained jobs and under employment by early blacks ravaged the community for years to come. This bleak picture of employment corroborated the disadvantages in economic, social and educational growth. Moreover, the Westside space that birthed and reared a unique civil rights movement is still evident today but with stress marks and damage evidenced by empty lots, ugly federal housing complexes, and too little modeling of uplifting behaviors.

The total disconnection of the black community from the city’s profitable economic structure left African Americans without a remedy for even sustaining economic equity. The community was detached from diverse social interaction in terms of spatial constructs; held access to fewer job opportunities with income comparable to the white community; lessened mobility in the areas of wealth and advancement; limited educational prospects with fewer funds to experience college; and living accommodations that were not equal to others east of the tracks. This assertion about Las Vegas can be made because when the community, infused with an early black middle class that was increased by the addition of professionals beginning in the 1940s and 1950s, moved into isolated enclaves attached to, yet apart from the Westside. Berkley Square and Bonanza Village provided insulation between middle-class and the working poor. Whites once lived in Bonanza Village but laid a major highway that provided a barrier



between their homes and the Westside. That highway, Highland Street, was renamed Martin Luther King Jr. Boulevard. Once shielded by restrictive covenants, Bonanza Village housed the black bourgeois since the late 1960s.

Sharon Zukin in *The Cultures of Cities* discusses that at about this historical juncture, blacks became the “Other” and the inner city working class becomes demonized with pathological images of the black family, a stereotypical view of black street culture set among dilapidated housing. To the above listed conditions and Zukin’s theory, we add that basic survival strategies were impossible because of employment discrimination. Not just whites but blacks too began to form definitions along class lines. Black professionals and poor African Americans continued to participate in civil unrest together and attend the same church functions but financially, the line drawn was impenetrable. Middle-class blacks moved to Berkley Square and many later moved to Bonanza Village. Dr. West never lived in the original Westside neighborhood but owned property in Berkley Square on Wyatt Street and later moved to Ralston Street in Bonanza Village.

The other divide between the classes was education. Jamilla McMillan never attended classes at Westside schools. Instead, Dr. McMillan sent his children, Jamilla and her brother to catholic school at St. Joseph. Lubertha Johnson related that, “The poorer schools were in West Las Vegas and I say poorer because they did not have the same quality of facilities. When I first came here, no blacks at all were hired in the school system. Later, blacks were hired, but because we felt the schools were so inferior in West Las Vegas, we made efforts to change the situation and at the same time sought to have black children go into other schools outside West Las Vegas where we thought that opportunities would be better.” This fight, led by NAACP, did eventually allow for black children to be bused out of West Las Vegas and into other schools, and this is still being done as of today. Schools in Las Vegas were segregated until 1972. In 1968, attorney Charles Kellar filed suit in federal district court to integrate the Las Vegas school system. In 1970, Judge Bruce Thompson ordered the creation of a plan, which, after several appeals, was put into effect in 1972. In Las Vegas, the situation was very similar to the South, even though there were no laws such as existed in the South. The housing determined the schools. Johnson also believed the best teachers did not work in the Westside schools. “Usually, it appeared that teachers were not up to what teachers were in other parts of the city. It was always stated that the poorest teachers were there.

I don’t know whether they were or not, but this was the attitude; this was what we felt about it.” Johnson thought the city treated blacks the way they were accustomed to being treated. “Most of the black people who migrated to Las Vegas were from the South and were accustomed to this. However, there were always people who complained. Now, the schools here were not segregated legally as they were in the South, but it was easy enough to keep the system alive, because hardly any black people lived in any other area. These other schools were not close enough to West Las Vegas and the business of community schools has always been used as a reason why we had segregation.”

“The big problem was how do you get black children in the community into other schools, when none of us lived in the other areas? That’s why we have busing. Busing had already occurred in some parts of the South. There was just no other answer so we settled for busing, but always with the hope that this would change.” We’re still concerned and still making efforts to make some changes, because it is not real integration. People say, “The schools are integrated.” They are not integrated on an equal basis. The busing is one way. White children are bused into this community for one year. Black children were the ones bussed all other years between kindergarten and the twelfth grade experience.”

The integration plan settled upon for the city of Las Vegas focused around the concept of sixth grade centers. The schools on the Westside became sixth grade classrooms. Whites were bused only in the sixth grade to those specifically designed centers while blacks were bussed all years except sixth grade. However unfair, riding the bus was not the issue for black parents, a quality education was. McMillan’s children took the city bus to and from school each day and had done the same in Detroit to reach their catholic school.

Today, the Westside is still unattractive. Blacks live all over the city, enjoy equal employment, and can see any Strip show they can afford. Yet, the Historic Westside, the place still known as the black community is cut off from downtown development found just across the tracks. Full integration arrived or did it?

## THE PEOPLE

### ALEX X PORTER

Alex Porter, or Alex X, as he prefers, was born in the small town of Brandon, Mississippi, in 1938 and grew up in segregated schools. He joined the Air Force while still attending a “colored” high school in Mississippi.

He left Mississippi during the rise of the Civil Rights Movement and came to Las Vegas in 1956. He was stationed at Nellis Air Force Base. Alex X found that the Air Force gave him the discipline he needed to survive and succeed. The most eye-opening education he received, however, was through personal research as a youth; reading countless books of African American philosophy taught him concepts such as self-reliance.

After leaving the Air Force, Alex X found work on the Westside at a local grocery store to support his family while living in an apartment complex that would later be destroyed by the construction of Interstate 15. After a decade, he moved to Berkeley Square, the first housing development built specifically for African Americans. Working in real estate, he eventually prospered and bought his own home. Alex X currently lives in an area that he feels wealthier African Americans “frown upon,” but he doesn’t wish to leave his community behind, stressing that regardless of income, his people would be stronger if they stood together.

He has witnessed firsthand the issue of the African-American community leaving the area. At Berkeley Square he watched younger generations sell their property



▲ *Figure 203: Alex X Porter participating at the opening of F Street (photo: Alex X Porter).*

“thinking they were too good to live there.” Demographic data from the City of Las Vegas reveals that African Americans are no longer a strong majority in the Westside area. According to Alex X, this dispersion has been going on since the start of desegregation, which Alex X claims to be one of the most damaging events in the neighborhood’s history. During the days of segregation, Alex X recalls that the Westside housed all the businesses necessary for a thriving community—“everything white folks had,” he says—but after integration, wealthier blacks moved to wealthier parts of town and took the economy with them.

Alex X expresses strong mistrust in mainstream culture, or “White America,” ranging from the education system to the Christian church. He identifies with the historical struggle of the black community and maintains that institutional racism continues to be an impediment to black progress. He also considers his surname to be his “slave name,” given to him by those who owned his people and robbed them of their identity. “That’s why a lot of times I use the name ‘Alex X’ because no one knows my name,” he explains. “No black folks know their name.”

Alex X claims that none of the bills and amendments passed through American history to help African Americans have truly fixed the problems of racial



*"BLACKS HAVE TO FACE THE MUSIC. THEY HAVE TO SEE THAT THIS IS SOMETHING WE GOT TO DO OURSELVES."*

discrimination. He believes that our nation's system of law is never going to do the right thing towards African Americans. For this reason, Alex X stresses that in order to find change, "blacks have to face the music. They have to see that this is something we got to do ourselves."

Alex X believes that there is an oversaturation of churches on the Westside and that these churches could be doing more to help lift the neighborhood out of its current state of blight. He also feels that the churches should teach a message of self-reliance.

Alex X stresses that African Americans should be using these churches as a venue to teach themselves an informal "true education" that better reflects their culture, history, and identity, in order to supplement the shallow and biased education they receive from formal schools. These schools have "totally destroyed the message of blacks" and have brainwashed them into believing they are inferior.

Seeing how disenchantment with education correlates with crime, Alex X suggests having a volunteer brigade of citizens teach and, when necessary, discipline kids. He also strives to give lectures on economic literacy to adults during normal church sermons. Economic aid "is gonna make no difference" if no one is educated on how to properly invest the money. "We need to get up and go to work and make something for ourselves."

Alex X feels that the vast number of churches in the



▲ *Figure 204: Alex X Porter participating at the first day of the three day design charrette, March 2015 (photo: Kirsten Clarke).*

Westside should unify under the common goal of developing the community and pooling together their collective resources. The first part of his plan would be to open up a single savings account into which all of the churches put a certain amount of their weekly collections. He believes in little time the churches could raise enough money to ask for a loan to invest in the community. After that, he proposes amenities for the community, such as a grocery store or restaurant — the latter could attract the influx of churchgoers who leave the community after services to eat.

Although now 76 years old, Alex X is still heavily involved in the Westside community as an activist for black rights and social justice. He continues to organize marches to generate social change, visits schools in the Westside to speak to the children about the values of an education, and plans to one day write an autobiography describing the experiences of his life and his personal philosophies. Even though he sees the neighborhood in a terrible state now, he feels that there is a lot of potential for it to get better and for property values to improve. "It's like I've always said with manure," he says, "it's good for making things grow."



*"WHEN WE SAW THE MOULIN ROUGE, IT WAS SO BEAUTIFUL. IT DOESN'T LOOK NOTHING LIKE IT DID THEN. WE WERE THRILLED ONCE WE GOT IN THERE. ONCE WE GOT THERE WE WERE JUST REALLY HAPPY."*

◀ *Figure 205: Anna Bailey with her late husband, Bob Bailey (photo: Anna Bailey).*

### ANNA BAILEY

Anna Bailey is an important figure in the history of the Westside. She appeared as a dancer at the Moulin Rouge and has lived in the area for most of her life. Bailey was born in Savannah, Georgia, but moved soon after to Brooklyn, New York. In Brooklyn she attended a vocational dance academy and studied theater and dance from the ages of 10 to 15. This led to her performing at the Paramount Theater and almost all the clubs on Broadway in New York.

At the age of 16 she ran away from home to Los Angeles, because she had been cast in tap dancer Bill Robinson's show, *Born Happy*, at the Biltmore Theater. But she was soon homesick and only stayed a month before breaking her contract and returning home (Robinson fined her \$500).

She returned to New York, went back to high school but continued to perform in New York, and later, in London. She met her husband, Bob Bailey, in Cincinnati, Ohio, while he was working as a singer for Count Basie.

The couple married in 1951, when Bailey was 22. The Baileys arrived in Las Vegas in 1955 to perform at the Moulin Rouge. Bailey was excited about coming to Las Vegas, a city she describes as both the "entertainment capital of the world" but also the "Mississippi of the West." When they arrived at the airport they were transported to the Moulin Rouge by limousines. "When we saw the Moulin Rouge, it was so beautiful. It doesn't look nothing like it did then. We were thrilled once we got

in there. Once we got there we were just really happy."

Unfortunately, the Moulin Rouge only stayed open for six months before shutting down. She says Strip casinos forced it out of business. "I really in my heart believe that's why it was closed, because we closed to standing room only. Because we had really just cleaned out the Strip and they started doing the early shows. They still didn't have the flavor of what we had over there."

The Moulin Rouge, with a picture of the dancers doing the can-can, made the cover of Life magazine on opening night. When the Moulin Rouge closed in November 1955, Bailey describes it as "a real sadness, a gloom fell over the Westside." There was new development and construction going up around the club such as a shopping mall and other entertainment spots and once the club closed, the construction came to a halt and the buildings were never finished. "Building stopped, everything just stopped and the Westside turned into a complete ghost town," she says. "All the aspirations—we came here, all the clubs. They had private key clubs, they had clubs up and down Jackson Avenue and they had girls in there, too—beautiful, beautiful clubs and beautiful, great restaurants. Everything stopped when the Moulin Rouge closed and that's what's so sad about it. It's just like the Westside was just killed."

After the Moulin Rouge closed the Baileys stayed because Bob still saw the potential in the city. Anna went on to work for entertainer Larry Steele, traveling for a year at a time and coming back only three months out of the year



to perform at the Dunes hotel casino, in the first African-American show on the Strip. She kept up this schedule for three or four years while Bob started working on a television news show.

At the time the Baileys had a home, with an acre of land, in Bonanza Village on the Westside. When Anna stopped working with Steele she started working for actress and singer Pearl Bailey and performing at the Flamingo. By that time, the late 1950s, she recalls that Las Vegas was still a prejudiced place. Bailey was not allowed to try on clothing in stores without buying it. When she and her girlfriends would all go out to the Sands they had to get Frank Sinatra to accept them at the door to get in, while Sammy Davis Jr. held his head in embarrassment.

Still, segregation did maintain the cohesion of the Westside, because businesses there were owned and operated by and welcoming to residents. There were clubs on Jackson Street such as the Town Tavern and Brown Derby that were influential moneymakers. After her last show as a performer at the Flamingo, the Baileys opened a small club called Sugar Hill that had slot machines, shows and dancers, and many famous visitors, including Muhammad Ali, Sonny Liston, and Johnny Carson. When asked about the Westside and its current state, Bailey is saddened at how abandoned it is and believes that people do not want any development. She is optimistic that some is coming in the near future, and knows it is a great location due to its proximity to downtown and the Smith Center. She envisions future developments of high rises in the area so that it can be seen from the other side of the overpass. She points to the trees that have been recently planted down Martin Luther King Jr. Blvd. as a sign of progress. She thought it was the best thing that has been done in there for a while and wonders why the city keeps on trying to close off the Westside.

Bailey would like to see the community, commissioners, and politicians come together and do something and not neglect this historic part of town. She believes that the community needs to collaborate with city leaders to revive the community.



▲ *Figure 206: Photograph of Anna Bailey at the Paramount Theatre, New York City (photo: UNLV Special Collections).*

Bailey is now retired and lives in Summerlin. She and her late husband have two children, John and Kimberly, and five grandchildren. John is a lawyer and works at his law firm and Kimberly is a radio host who also runs a local magazine called Black Image. The four older grandchildren are all currently in college and pursuing professional careers. In 2005, Bob Bailey had a school dedicated in his name. The family has always advocated for education in the community.

Given the influence of the Moulin Rouge during its short-lived run—both spurring when opened and halting development when closed—a new venue like it at the same location could be beneficial for the Westside. The remains of the Moulin Rouge hold a grandfathered gaming license, which could bring the awe-inspiring name back to an area that has since turned to shambles. Bringing back this establishment or something like it would reignite the life, heart, and soul that the Moulin Rouge once brought to the community.



▲ *Figure 207: Arby Hambric participating at the first day of the three day design charrette, March 2015 (photo: Kirsten Clarke).*

### ARBY HAMBRIC

The historic Westside is a place filled with stories and people that give it an interesting and enriching background. Since the end of segregation, however, there has been a massive migration from the neighborhood, leaving it in a state of disarray and endangering one of the most historic and important places in Las Vegas.

Arby Hambric is an author, activist and three-time war veteran. Hambric grew up in Teague, Texas, where he worked in a cotton field. He left at 18 when the U.S. Navy drafted him. He served in World War II, the Korean War and the Vietnam War. In 2012, he was the first African American in Nevada to receive the Ambassador of Peace Medal from the government of South Korea to commemorate Korean War vets. Hambric remained in the Navy until 1965, when the illness of his wife forced him into retirement.

In 1976, Hambric moved to Las Vegas to be closer to his family and settled in the Westside. Hambric is an active part of the community, both as a member of the Second Baptist Church and as a leading force in the F Street Coalition, where he avidly spoke out against the closing of F Street in 2008. (The road was reopened in 2014.) When you walk the neighborhood with him, the people you run into only have good things to say about Hambric; when



*"THERE ARE PLENTY OF ROADS," HE SAYS. "WE DON'T NEED NEW ROADS, WHAT WE NEED IS REASON FOR PEOPLE TO STOP."*

he speaks or brings up a point about the neighborhood they nod with approval.

Hambric lives across the street from the Harrison Boarding House, which was where black entertainers stayed after performing on the Strip. The house is run down and there is a family living in it now; the only reason you could tell this house apart from any other house in the neighborhood is the small sign on the side of the house.

Segregation had ended by the time Hambric moved to Las Vegas, and migration from the neighborhood was taking its toll on the Westside. Hambric says, however, that even 15 years ago the neighborhood was in a much better position than it is now. He remembers the hustle and bustle of the neighborhood and how important the neighborhood was to the black community in Las Vegas. He recalls the number of black-owned businesses that covered streets from one end of the neighborhood to the other; now he says there must only be about four black-owned businesses left.

He is afraid that the neighborhood is falling apart, but there is a lot that could be done to revive the neighborhood. Although there have been many attempts to revitalize the neighborhood, he says, most changes were



▲ Figure 208: Arby Hambric, 2015 (photo: Lucky Wenzel).

only cosmetic, done in order to make the area less of a burden on the city.

"There are plenty of roads," he says. "We don't need new roads, what we need is reason for people to stop." Hambric believes that the Westside needs businesses to give people a reason to come to the neighborhood. He said the only reason people come into the neighborhood now is to attend church. There is such a rivalry between churches that nothing really gets done in the community. He believes if the churches worked out their differences they could create a lending pool for the community to start to rebuild.



▲ *Figure 209: Brenda Williams talking with students at the design charrette, March 2015 (photo: Kirsten Clarke).*

TO WILLIAMS, EVERYONE TRYING TO IMPROVE THE WESTSIDE NEEDS TO BE “RE-ATTITUDINALIZED” — SHE COINED THE TERM TO STRESS THE NEED FOR EVERYONE TO BE ON THE SAME PAGE.

### BRENDA J. WILLIAMS

Las Vegas’ Westside neighborhood has experienced major transformations over the past century. Fluid waves of political changes, spanning decades, have both provided the neighborhood its richness and prevented it from reaching its fullest potential. Residents remaining in the area are passionate about preserving and reviving the Westside.

One of those passionate residents is Brenda J. Williams. Born in Fordyce, Arkansas, in 1944, Williams later came west with her family; her father was stationed in Fresno, California, and because her mother’s family was already in Las Vegas, Williams and her mom settled here.

She attended the Westside School in 1949 (the school was demolished in 1953). Williams worked at a malt shop that was frequented by African American celebrities — she once served Cassius Clay.

She vividly recalls the atmosphere and the built environment that once existed. “My home once existed where the I-15 exists now along the intersections of Washington and the I-15 freeway,” she says. She describes the area now as a graveyard of empty lots, essentially a ghost town inhabited only by cars whose passengers are attending church on the weekends.



To Williams, everyone trying to improve the Westside needs to be “re-attitudinalized” — she coined the term to stress the need for everyone to be on the same page. She sees the media, politicians, and community all sharing a sincere desire as a prerequisite to change the perception of the Westside from negative to positive.

She believes that by changing the image we can change people’s perceptions and bring back activity for the area, a sort of branding initiative. For starters, the introduction of a sign along the highway could serve as a beacon for the Westside and draw people in and then, through revitalization, convince them to stay.

Williams has lived through the changes in the neighborhood and has been able to publish and speak out about the richness the neighborhood once possessed. She advocates for community leaders who could negotiate and relay the needs of residents. Town hall meetings may not be enough; the community needs a committed team centered on discussion and improvements. As a former Ward 5 Councilwoman, she has experience fighting for the people, but would like to see the community drive the leaders.



▲ *Figure 210: Brenda Williams participating at the first day of the three day design charrette, March 2015 (photo: Kirsten Clarke).*

► *Figure 211: Claytee White participating at the three day design charrette, March 2015 (photo: Kirsten Clarke).*



### CLAYTEE D. WHITE

Since the 1990s, Claytee D. White has been collecting the memories and histories of the people of Las Vegas. In 2012, as director of the Oral History Research Center at UNLV, White and her team got an opportunity to document the African-American experience in the Las Vegas Valley, including from residents of Westside.

The story of the Westside goes back to the very roots of Las Vegas. In 1904, surveyor J. T. McWilliams found an 80-acre piece of land that no one had claimed. There he started the city's first townsite—what is now the Westside. Separated from what would become downtown Las Vegas by the San Pedro, Los Angeles & Salt Lake Railroad, the Westside never fulfilled McWilliams' dream of becoming the center of the new city. However, as a predominantly black community, the Westside later became the first integrated community in Las Vegas.

White's relationship with the neighborhood comes from her cultural connections as well as from a genuine desire to learn its history. For her, that history is the neighborhood's greatest asset and a motive for her to move in. The Westside is the place she identifies with the most.



*"I THINK OF THIS COMMUNITY AS THE ROOT. THAT'S WHY I THINK OF IT AS LEGACY. WHEN WE LOOK OVER TIME, THIS WAS THE BEGINNING OF IT."*

She talks about the neighborhood's greatest assets, past and present, such as Jackson Street, the Moulin Rouge, the Westside School, and the churches, but she's aware of the neighborhood's vacant side, too. White would love to live in the Westside someday, but at its current state, the community is not a nice place. Since the 1950s, much of the community was bulldozed, but unlike the rest of Las Vegas, these lots weren't redeveloped. Additionally, the lack of maintenance in the community has made it undesirable to both invest and live in. Still, for White, there is an opportunity for the Westside to develop into a nicer, more cosmopolitan place.

"When I think of the Westside, I think of black dance, black music, and our holidays," says White. Like Las Vegas, she explains, the Westside shares a history of entertainment, an identity it will not lose. "Other places are just starting. They are new, but they don't have what we have: the Wild West, or gambling, not to the level that we do." White is immediately drawn to that abundance of history. Finally, she has found a community she could truly relate to and be a part of. "Growing up, I could not engage with other cultures. Now I can. Now I'm free to exercise my preferences."



▲ Figure 212: Claytee White, 2015 (photo: Lucky Wenzel).



*"THE OLD PROPERTIES NEED TO BE REVITALIZED. WHAT'S HAPPENING DOWNTOWN WITH THE RENOVATION, THE SAME THING HAS TO MOVE TO WEST LAS VEGAS, THE SAME KIND OF THOUGHT AND PROCESS, IN ORDER TO MAKE THAT PLACE ATTRACTIVE."*

### IDA MAE GAINES

Ida Mae Gaines is an active member of the Las Vegas community who has held a variety of positions including liaison for Harry Reid in representing the African American community, Secretary for the NAACP, and former board member of the Las Vegas Urban League. She proudly identifies herself as a “political junkie” who attends community meetings and planning events, joins organizations, and has a general passion to help the community.

Gaines was born in Louisiana in 1937, where she stayed until graduating high school. At the age of 19, she moved from Louisiana to the Westside of Las Vegas, attending UNLV for her degree in Business Management. At that time the Westside was a thriving community with restaurants, clubs, grocery stores, foot traffic, and a general sense of community. She remembers Jackson Street and D Street in particular being vibrant corridors of activity with barber and beauty shops, restaurants, and grocery stores. In the late afternoon, establishments like People’s Choice allowed people to have a drink after a long day of work and “cool down” with their friends while listening to music. The Moulin Rouge became the hotspot of evening entertainment for the community. Since every amenity was

▲ Figure 213: Ida Mae Gaines, 2015 (photo: Lucky Wenzel).



provided for and many people lived there, there was an overall feeling of self-sufficiency on the Westside.

According to Gaines, desegregation and immigration ultimately contributed to the decline of the Westside. Desegregation offered African Americans better places to live, and many residents opted to move out of the neighborhood and forego the community. As residents left, other cultures began moving in, attracted by the cheap housing. Desegregation also allowed African Americans to shop at other establishments that were not in the community. Over time, grocery stores like Wal-Mart put the local community out of business; the local grocers could not compete. A lack of reinvestment caused the steady decline in the Westside. With the lack of reinvestment came the gradual dilapidation of properties within the area. Many of the property owners never passed on their businesses and passed away, leaving their properties to dilapidate.

“The old properties need to be revitalized. What’s happening downtown with the renovation, the same thing has to move to West Las Vegas, the same kind of thought and process, in order to make that place attractive.”

Gaines highlighted a myriad of issues that prevent the Westside from achieving social and economic sustainability. The same issue that caused the decline is the same ever-present issue that holds the community down: There is no reinvestment in the Westside. Without reinvestment, the community cannot be developed. The small pockets of reinvestment in the Westside, like the Andre Agassi Academy and the Rainbow Dreams Academy, have been successful in guiding the youth towards the direction of excelling and graduating from colleges and universities in order to succeed in a global society.

Gaines’ vision for the future of the community is for it to be what it was before desegregation, where businesses were owned and operated by the African-American community. “Look at Chinatown,” she says. “They have everything they need to survive,” referring to the community owning their own grocery stores, banks, restaurants, bars. “There’s no need to go anywhere else, it’s all there.”

The key is to get people working together. “The people of the community are holding themselves back,” she says. “They don’t trust each other.”



*"YOU MUST KNOW WHERE YOU COME FROM IN ORDER TO KNOW WHERE YOU'RE GOING."*

◀ *Figure 214: Gwendolyn Walker participating at the pre-charrette workshop, February 13, 2015 (photo: Kirsten Clarke).*

### GWENDOLYN WALKER

Gwendolyn Walker always knew she had a passion for history, her history. Ever since she was a little girl, she yearned to learn about her African roots but felt the library at school was lacking. Walker couldn't help but be disappointed in the fact that the information available was limited to George Washington Carver and slavery. Walker's mother, Juanita Walker, bought her a set of Negro heritage encyclopedias from Johnson and Johnson. The Black Heritage Encyclopedia, as it was called, would become so special to Walker that today they are among her most treasured possessions. Over the years she and her mother continued to collect more encyclopedias, books, and magazines about black culture and history. Collecting literature and artifacts concerning her African roots became a part of Walker's life, her passion.

She believes that everyone should learn about their roots, that it is a pivotal aspect of their development as an individual. Specifically, young African Americans need to learn about their roots, to give them a sense of pride, self-esteem, and motivation. "When black youths learn about themselves, learn about the history of blacks throughout the world, there is not a corner of the world that we have not been and don't have history," Walker says. "Once they know about themselves and the greatness from which they come, they appreciate not only themselves but they appreciate others."

In her early years, Walker packed her collection of African artifacts and literature in a suitcase and visited public schools, community centers, and recreation centers

all over Las Vegas. She spent her free time teaching people, especially children, about black history and the importance of collecting their history through dolls and memorabilia. When one of Walker's acquaintances, Ola Holloway, a retired teacher, suggested she put her collection in one building and open a museum, Walker developed a new dream: The Walker African-American Museum & Research Center, Inc.

In 1991 she bought two parcels on H and Van Buren in the Westside. Five years later, a portion of her collection was finally put on display. Over the next several years, the museum was open full time. It continues to be the first and the only museum of black history in the state. The museum has helped publish several booklets on local black history, including *Black Pioneers of Nevada*, *From the Kitchen to the Boardroom: Nevada's Black Women*, featuring contributions from 149 women, and *Courage, Strength, & Faith, Nevada's Black Men*, featuring contributions from 170 men. Books not yet published include *God Is Alive and Well In Sin City*; *the History of Nevada's Black Churches*; *To Be Young, Gifted, & Black In Nevada*; and a collection of oral histories that Walker is currently transcribing.

The museum also used to collaborate with the West Las Vegas Arts Center to host a dearly missed and discontinued tradition: the annual Black Doll Collection and Gift Show, which was held for a few years but hasn't been put on again in more than a decade. Walker stresses the importance of having a community center in which the black community could hold these kinds of events. She explains how difficult





▲ *Figure 215: Gwendolyn Walker participating at the pre-charrette workshop, February 13, 2015 (photo: Kirsten Clarke).*

it is today to bring doll makers from all over the country for just one day without a secure venue.

Therefore, Walker dreams of a permanent museum that the community could use to celebrate its culture and improve the aesthetics of the area. During a period when funding was anticipated, KME Architects helped Walker design just that. The proposed museum would be 10,000

square feet, and the program would include a sweet shop, exhibit space, conference rooms, meeting rooms, an amphitheater, and a bookshop that would house books on various aspects of black history, including music and sports. The Museum would also include a People of African Descent Genealogical Center, a database where locals and non-locals could research their own history using names, newspaper clippings, and obituaries. She plans on using the facilities to hold community events, as well as providing free history classes for the community that would teach both local and global black history.

According to Walker, the Westside was once a viable community with homes, businesses and services that were self-contained. Early pioneers fought for integration in order to receive equal education, employment and housing. However, integration was the primary cause of the community's downfall, a trend seen in other historic black neighborhoods throughout the United States. Today, most goods and services have to be sought outside the community. Walker continues to raise funds for the museum. The permanent Walker Museum will enhance the area aesthetically in addition to providing a venue for community events, additional businesses, a genealogical research center and an attraction for the thousands of tourist coming to Las Vegas. As Walker points out, the community's most valuable asset is its history.



*"WHEN YOU GROW YOU EXPECT CHANGES, BUT SOME PEOPLE DON'T. THEY WANT THINGS TO REMAIN THE SAME."*

◀ Figure 216: Hanna Brown, 2015 (photo: Lucky Wenzel).

#### HANNA BROWN

Hannah Brown, 76, moved to the Westside in 1945 from Stamps, Arkansas. Las Vegas was segregated at that time and remained so until shortly after her 21st birthday.

Brown was raised in the Westside from the age of six. She lived through the neighborhood's era of segregation. The only school she could attend at that time was the Westside School. Unless you were from a very small town, you lived separately. She first attended an integrated school at age 15, when she went to Rancho High School in 1954.

That same year the Moulin Rouge opened. Brown was able to see a show there before the casino closed its doors for good shortly after five months. The Las Vegas Strip was a totally white environment where minorities, even performers, were not welcomed, so when entertainers came to town they came to the Westside.

Brown left Las Vegas in 1980 but returned in 1995. She was the first African American to work for Western Airlines in a supervisory position in Las Vegas. (She was also the first African American to work behind a ticket counter for a major airline in Vegas.) She went on to serve as the President of Urban Chamber of Commerce for eight years and served on the board for 10. The Hanna Brown Scholarship, a scholarship fund she helped start, has given out \$92,000 in scholarships.

She was profiled in *Ebony* magazine's "100 Most Promising Black Women in Corporate America" and earned the "Black Women of Achievement" award from the NAACP Legal Defense Fund.

Most of the people who lived in the Westside moved to the north side of the valley when the area started to run down. Successful businesses on the Westside closed. Safety became an issue in the neighborhood, as well, and people started to buy in areas where their properties would have more value.

Even though she doesn't live there anymore, Brown still describes the Westside as home. When the city began to grow, it lost its closeness and core. In Las Vegas, many people migrated here from other cities, so when they left the Westside they weren't leaving home, because they had already left home a long time ago.

For her, the neighborhood's greatest assets were the people who lived there. Because of segregation, some people thought that they were imprisoned, but Brown didn't.

At the time, there were no homeless in the neighborhood, and the people who wanted a job had a job. The unemployment rate was very low, and the homeless did not



start showing up until the 1980s, when President Reagan closed mental institutions across the United States. Now there is no place for these people to go.

Brown is very happy with the growth of Las Vegas. “When you grow you expect changes, but some people don’t. They want things to remain the same.” The only thing Brown would like to see remain the same is the family feeling the community once had, but she wants the city to grow. In her opinion, people are going to go where they will get more investment for their dollar, and it is not going to be on Jackson Street.

On the other hand, she would like to see improvements in a master plan for Jackson Street, as it is still the Westside’s “Main Street,” its social, cultural and economic hub. After all, our Main Streets tell us who we are and who we were, and how the past has shaped us. We do not go to bland suburbs or enclosed shopping malls to learn about our past, explore our culture, or discover our identity. Main Streets are the places of our shared memory.

Brown would love to see the history of the Westside preserved. Even though she doesn’t currently reside in the neighborhood, she is there five days a week. She is still a very active member of the Westside community and attends the 2nd Baptist Church.

Brown believes that the only way to revitalize the Westside is to add homes for the businesses in the area to prosper. If Jackson Street in particular gets revitalized, poverty is going to be pushed out. Half the people in the Westside



▲ *Figure 217: Hanna Brown participating at the pre-charrette workshop, February 13, 2015 (photo: Kirsten Clarke).*

don’t have cars, so improvements to public transit in the area are key.

Brown strongly believes that an education institution could help preserve the Westside’s history. She doesn’t see a reason for people to leave the Strip to come to Bonanza Road to gamble in a new version of the Moulin Rouge, but a Westside museum could help teach about the history of the neighborhood. In the end, she says, the biggest change that needs to be made will have to come from the people of Westside.

“I would love to see the history of Westside preserved,” she says.



*"SEE, WE HAVE A VISION, AND WE'RE NOT LOOKING FOR SOMEONE TO TAKE OUR VISION AND MAKE IT THEIRS."*

### JOEL & DENISE BROWN

Joel Brown just celebrated his 73rd birthday on April 6, and with age comes wisdom. Joel's wife, Denise Brown, has lived in Las Vegas her whole life and identifies herself with the Westside of Las Vegas. Both have seen their share of injustice and frustration, and although most of the community has fled the area, their commitment to improving the area persists. As Joel asserts, "This place is like home to us. I can't just pick up and leave and go across town. I've been in [this] area for 50-plus years, so if I go someplace else, it's not home to me."

The Westside wasn't always deserted though. When Joel and Denise were much younger, they thrived off of what was originally called the "Black Strip." Long ago, Jackson Street flourished with a variety of locally owned businesses, ranging from bowling alleys and insurance companies to nightclubs and grocery stores.

With these memories in mind, Joel and Denise still remain in the area. They refer to themselves and the other persistent community members as Mahogany Wood—a dark and strong wood that stands the test of time. A few of the community members even refer to the area as Mahogany Village. Joel and Denise, along with many others, are fed up with the way the community has turned out and they are ready for change.

▲ *Figure 218: Joel & Denise Brown participating at the three day design charrette, March 2015 (photo: Kirsten Clarke).*





▲ *Figure 219: Joel Brown participating at the pre-charrette workshop, February 13, 2015 (photo: Kirsten Clarke).*

Their vision is to have a thriving, self-sustaining, and self-managing community without any foreign interests. “See, we have a vision,” says Denise, “and we’re not looking for someone to take our vision and make it theirs.” Joel adds, “The community first needs provisionary resources in the form of fair loans for local business owners to begin recreating community-owned amenities.”

Joel’s goal can be achieved through three steps. The first is the introduction of entertainment venues, giving tourists attractive places to visit and community members places to invest in. The second is to build motels to accommodate visitors, negating the need to travel from downtown Las Vegas or the Strip. Joel himself has plans for a motel, the “Mahogany Inn,” which is supplemented by his vast experience in management. The third step is to bring in grocery stores to provide community



▲ *Figure 220: Denise Brown participating at the pre-charrette workshop, February 13, 2015 (photo: Kirsten Clarke).*

members local options for healthy living. Grocery stores once served as places for the young to work, as well as a communication hub for the locals.

Improving the schools is also necessary. According to the 2010 Census, 37 percent of area residents older than 25 have not finished high school, and 69 percent have no college education. However, Joel and Denise both agree that vocational training takes priority over the scholarly and professional. Teaching people needed work skills far outweighs any benefits earned from inviting foreign interests, as it creates a community capable of taking care of itself without aid.

“We don’t need to bring anybody, we have our own contractors,” says Joel. “What we need is money. And it should be our vision, not someone else’s vision.”



*"IF WE CAN MAKE LOVE OUR THEME, THAT THIS IS A PLACE WHERE TRUE LOVE HAPPENS, THEN WE CAN LEARN TO LOVE ONE ANOTHER, BECAUSE THERE WAS SO MUCH HATRED AND RESENTMENT IN OUR COMMUNITY AND THAT WAS ONE THING HOLDING US BACK."*

#### KATHERINE DUNCAN-BARTLETT

In a city full of growth and opportunities, one area of Las Vegas seems to have been left in despair: the city's historic Westside, which has developed its own identity as a result of the city's legacy of racial segregation.

Katherine Duncan-Bartlett has made it her mission to revitalize the predominantly African American Westside community. With her education and leadership, she feels she can assist in guiding the neighborhood into a new golden age. She strongly believes family, history, and faith are instrumental in creating a strong and united community.

Katherine Duncan-Bartlett was born in Arkansas and eventually moved to Las Vegas in 1977. After earning a bachelor's degree in Business Administration from the University of Nevada, Las Vegas, she became a business owner of a lighting company. During this time, she lived in Desert Shores, an affluent neighborhood. Feeling disconnected by the lack of community there, she moved to the Westside to be closer to her family and to search for a more integrated neighborhood. As people become more familiar with one another, they feel more comfortable allowing their children to play outside and develop meaningful relationships.

Since moving, Duncan-Bartlett has been involved with leading the community towards becoming a successful and self-sustaining neighborhood. Her purchase of the

▲ Figure 221: Katherine Duncan-Bartlett, 2015 (photo: Lucky Wenzel).





◀ *Figure 222: Katherine Duncan-Brown participating at the pre-charrette workshop, February 13, 2015 (photo: Kirsten Clarke).*

Harrison House in 2009 was a vital step in reminding the community of its rich history. The Harrison House was a boarding house for African American entertainers during a time where even the most famous entertainers, such as Sammy Davis Jr., were not able to stay on the Strip. It is for this reason that Duncan-Bartlett petitioned the Harrison House to become a landmark along the Pioneer Trail, which honors significant moments in the history of Las Vegas. As a landmark, it garners more recognition for the community and provides residents a chance to learn about the rich cultural background of the area where they live. Duncan-Bartlett understood this, using it as a promotional reason to visit the Westside.

More importantly, she wants to create a “sacred” alternative to the anything-goes vices of Las Vegas. As opposed to the perception of Las Vegas as a sin city, Duncan-Bartlett describes the Westside as sacred due to the nearly 30 churches in the neighborhood. Every Sunday, like clockwork, thousands of people come to express their faith. Duncan-Bartlett believes the plethora of churches in the area is a result of the people wanting something to hold onto when so much has been taken away. The churches and their leaders have become a driving force to getting things done in the neighborhood.

In addition to the collaboration of churches, Duncan-Bartlett considers the Pioneer Trail Enhancement Project a catalyst to create a neighborhood attraction to bring more people to the area. Envisioning a new life for the Westside,

she wants to integrate the community’s faith with her desire to bring a more family friendly environment.

Building parks and spiritual monuments, she believes, will give a sacred identity to the community. Duncan-Bartlett believes having something similar to a religious theme park would help. It would keep those who commute into the area for church from leaving and generate business in the neighborhood, as it has in Noah’s Park in Tucson, Arizona. Duncan-Bartlett wants the location to be separated from what she calls the wicked nature of Las Vegas, saying, “I would even want a sign that says, ‘Leaving Sin City.’”

Another idea would be to find the oldest tree in the neighborhood and celebrate it as a “Tree of Life.” Giving the community something to gather around would promote a sense of a sacred space and belonging.

The community can be lead from despair into prosperity, and Katherine Duncan-Bartlett has the vision to do so. Her dreams of having children play in safe locations and of not letting the community forget its roots are all within reach. She proclaims, “If we can make love our theme, that this is a place where true love happens, then we can learn to love one another, because there was so much hatred and resentment in our community and that was one thing holding us back.”



*"THE NEIGHBORHOOD NEEDS SOMETHING MONUMENTAL."*

◀ *Figure 223: Lou Ragland (photo: Lou Ragland).*

### LOU RAGLAND

To Lou Ragland, the historic Westside has always been full of potential since he arrived to Las Vegas in 1981. Born in 1942, Ragland came from Cleveland where he was a successful soul musician. Once Ragland moved west it wasn't long before his presence was felt. He founded Casino Records, the first record company in Nevada's history.

His motive for this move was not only because he saw great potential in Las Vegas, and especially the Westside, but also to own land, as at the time land was very inexpensive in Las Vegas. Though Ragland owns land in the Westside, he currently resides a little north of the neighborhood.

Ragland teaches music technology and producing at the West Las Vegas Arts Center, and he also works in digital videography and photography. His efforts and commitment to the Westside have brought in private development and positive exposure with local news stations. Today Ragland faces the challenge of finding access to public outlets and developers that share his commitment to the Westside's success.

The Westside is the beginning of the City of Las Vegas and could use a series of large-scale projects to begin drawing tourism to the area. Ragland's idea is for a large observation structure that would rival the Stratosphere and add to the excitement of the Westside. He imagines something monumental in the neighborhood's

entertainment and business center, which is the junction of Owens Avenue, Harrison Avenue and H Street and the land that is between these two streets. He's not thinking small — something along the lines of the St. Louis Arch or Mt. Rushmore, but more suggestive of the neighborhood. This monument could also be attached to an African American museum, perhaps one celebrating black music and entertainment.

In addition to the monumental destination, an entertainment destination around the same area is essential, something in the form of the Downtown Container Park. Jackson Street needs to be revitalized between D and H Streets; one idea to do this is by using pop-up buildings like at the recent Rock in Rio festival on the Strip. He argues this is more important than revitalizing the Washington Avenue corridor. Further, downtown and the Westside should be linked by renaming F Street "City Parkway," establishing a pedestrian-friendly connection all the way from the neighborhood to the Smith Center. Better connectivity with bus routes would further this goal. Ragland wants the community to be able to live here, but also work here, and with more businesses, music, and arts the community will become healthier and its image will improve.

A casino in the neighborhood, possibly on the Historic Moulin Rouge site, could act as a beacon of economic prosperity from the city to the neighborhood; however, this is probably among the toughest businesses to bring



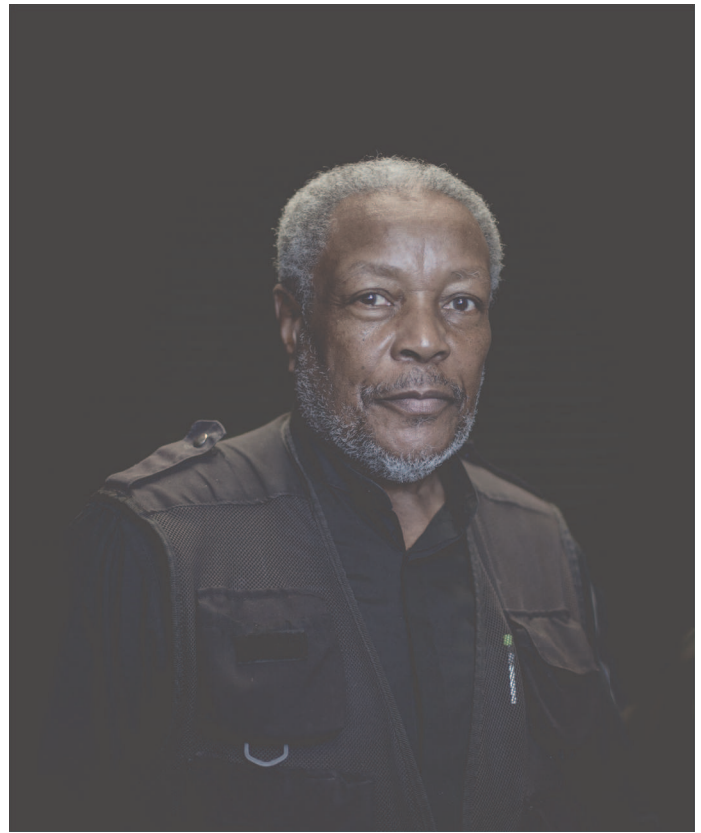
to the Westside as a casino could end up having extensive negative effects on the neighborhood.

So an educational establishment, such as a “College of Business, Music and Art,” is a more sustainable idea for the site. Lack of parking, especially around churches, and more especially for the church on Monroe Avenue and H Street, is a big issue in the Westside. The vacant lots around could thrive economically for the community land owners and for the neighborhood itself if they were turned into parking structures with green roofs and added activity on the street level, such as an authentic soul food restaurant.

Fences of houses on the historic streets and other key streets need to be pushed back in order to promote connectivity of people, walkability and therefore room for more activity, which in turn stimulates economic growth.

The neighborhood has the money for many of the above mentioned plans, and outreach to successful individuals such as hip hop star Sean Combs and champion boxer Floyd Mayweather could help support the neighborhood in rebuilding the Westside into the thriving heart of Las Vegas. However, the community needs changes and support from city officials. Ragland is ready to work with Mayor Carolyn Goodman and Councilman Ricky Barlow for the revitalization of the Westside.

The Westside needs a new identity that promotes the positive changes happening in the neighborhood. Ragland has begun reaching out to media outlets to promote



▲ *Figure 224: Lou Ragland, 2015 (photo: Lucky Wenzel).*



▲ *Figure 225: Lou Ragland participating at the three day design charrette, March 2015 (photo: Kirsten Clarke).*

the Westside. In the Westside community, Ragland is everyone’s neighbor, and he is always available to help or work with someone who is passionate about making things happen. Many of Ragland’s development ideas are community focused, and he believes he can help build momentum in restarting the economic heart of the Westside. “The neighborhood,” he explains, “needs something monumental.”

### RAMON SAVOY

A dedicated and compassionate member of the black community in Las Vegas, Ramon Savoy was, and still is, a name well known on the Westside. He is considered a pioneer of black culture in Nevada and an activist who helped to articulate the importance of African-American culture and news within his community.

Originally from Harlem, New York, Savoy was brought to Las Vegas when he enlisted in the United States Air Force. He moved here in 1978 and took the reins of a popular, local newspaper known as the *Voice*.

To the best of Savoy's knowledge, the *Las Vegas Voice* was established around 1958 by some of the state's first black physicians, Dr. West and Dr. McMillan. The physicians were from the Midwest, where there was a much stronger tradition of African-American publications, and they thought that Nevada needed something similar.

The *Voice* and another paper, *The Sentinel*, changed hands many times over the years before; the papers eventually merged. In 1996, Ramon Savoy took over ownership of the publication. Up until the day the paper closed its doors, Savoy was without a doubt the owner of Nevada's only weekly black publication.

The *Las Vegas Sentinel/Voice* allowed the black community to feel united, stronger, and well informed. After reading a few printed issues, it became clear that the paper truly did back up the ideas it was presenting to its public. Both local



▲ *Figure 226: Ramon Savoy (photo: Ramon Savoy).*

and secular news were outlined in every issue of the paper, ranging from the increase of homelessness in the city, to the shootings of Trayvon Martin and other innocent black teens. While the paper, in its own words and mannerisms, did essentially tell its readers that they were capable of doing and becoming whatever they pleased, in any part of the world, it never outright stated that people should be moving out of the Westside. Rather, it seemed to vouch for the segregated neighborhood by supporting local business in weekly advertisements, and promoting upcoming events in Southern Nevada.

This paper gave the community the opportunity to speak its mind, and present its opinions. As Savoy notes, "[The paper] gave a strong, uninterrupted voice to a community that believed they had been forever silenced by segregation. It created a sense of unity; a sense of belonging in a place where no one felt wanted."

Local businesses such as the radio station KCEP-88.1, the Mason Community Center, which advertised upcoming events being hosted in their center, and Mario's Market,



*"[THE PAPER] GAVE A STRONG, UNINTERRUPTED VOICE TO A COMMUNITY THAT BELIEVED THEY HAD BEEN FOREVER SILENCED BY SEGREGATION. IT CREATED A SENSE OF UNITY; A SENSE OF BELONGING IN A PLACE WHERE NO ONE FELT WANTED."*

a local grocery store, all played their part in helping to maintain the sense of community within the paper. Savoy was able to give his community knowledge of the world around them and to provide them with a voice. According to Savoy, the paper was his identity, as it was the neighborhood's identity as well. It was the glue that provided stability in their community.

But after 35 years of publishing the *Las Vegas Sentinel/Voice*, Savoy was forced to stop production due to financial instability with the paper. Advertisers were no longer supporting the paper in the same ways they had been for years, and locals within the community began to leave the Westside. Integration was well in motion and people jumped at the opportunity to move on from the neighborhood.

The sense of community that was once created with the help of Savoy's newspaper was now starting to disintegrate. Shops closed up and stopped advertising. It seems as though the community was what was keeping the newspaper alive, and once people had started to turn their backs on the community, the paper crumbled. The community needed the paper to survive and thrive, but the paper needed the community just as equally. When one side of the equation went on its way, the latter was left to struggle.

Ironically, Savoy's paper may have partially contributed to this notion and the community's desire for new surroundings. Inspired by the paper's commitment to

"black power" and making strides in the Las Vegas area likely encouraged people to believe that there were opportunities in life that they could take advantage of. People left the neighborhood, believing that they could be more prosperous elsewhere, and businesses moved locations with the same goals in mind.

Savoy describes the Westside as a place that flourished in a time of rebuilding, revitalizing, and repurposing. The community he lived in had a purpose, and each business, household, and human being was successful due to the close ties all had with the rest of the community. The community created itself and stabilized itself completely on its own. Savoy still identifies closely with the neighborhood, mainly because his entire career was dedicated to its needs.

As Eric V. Copage once said, "It's important for us to remember and to pass on to our children that African Americans are essential to the definition of America." When asked about reopening the newspaper, Savoy slyly stated that the doors were never indefinitely closed to begin with, and that the publication was simply on "hiatus," during which time he and the staff will focus on reorganizing and rebranding the publication. Savoy stated that "community based publications, written for us, by us, are critical to ensuring dissemination of information relevant to our daily lives," and therefore he hopes that the community will do its part to help ensure that one day the paper will return to the printing press.



*"THIS IS MY HOME, I WON'T GO TO YOURS AND DESTROY IT. SO, PLEASE DON'T DESTROY MINE."*

◀ *Figure 227: Shondra Summers-Armstrong pictured with her husband Karl Armstrong. (photo: Sharon Ly & Nolberto Fu).*

### SHONDRA SUMMERS-ARMSTRONG

Shondra Summers-Armstrong has been an active community member of the historic Westside since she and her family first rallied against the closure of F Street in the neighborhood a few years ago. Summers-Armstrong, alongside her husband, Karl Armstrong, partnered with other active neighbors of the community in the fight to win back control of the neighborhood.

Summers-Armstrong works for RTC in administration for the engineering department. She works closely with the city's planning department, which gets funding for public works projects. In her work, she sees what community means and how the public can be underrepresented, which fuels her need for involvement.

Summers-Armstrong is originally from Oakland, California, while her husband was raised in Chicago. Sixteen years ago, the couple settled down in Las Vegas and made the city their home. People thought they were crazy when they decided to build their house in the "hood." They want to serve as proof that an urban area is livable and choose to stay where they are. Summers-Armstrong talks about how historic neighborhoods like the Westside used to be constructed, with short blocks and a grid pattern; she thinks the neighborhood can still become a perfect community.

In 2008, the Armstrongs witnessed the closure of F Street due to construction projects, which closed off the entry point into the community. After six years of protest, commitment and hard work, the Armstrongs helped reopen F Street in 2014.

During those years, the Armstrongs opened up their home on weekly occasions to a coalition of people willing to fight to restore the neighborhood. They showed to the city a clear commitment of the will of the people. Residents only wanted their community to be clearly represented and integrated into the rest of the city.

Summers-Armstrong says that the closure was not the first time the Westside faced discrimination and segregation. During the 1960s, the city laid down freeways that created a separation of the neighborhood from the growing city limits. These freeways have mainly allowed those who have chosen to live on the outskirts of town to have easier access to the urban core, rather than those that populate this area.

The Armstrongs suggest that any major construction that has come through the Westside has been done for the convenience of people that live in more suburban affluent areas. The couple does not harbor negativity towards other communities; however, they feel that other neighborhoods benefit from the degradation of the Westside. These actions make them disappointed by the government because they disenfranchise the Westside and make the community members feel disposable. As Summers-Armstrong puts it, "This is my home, I won't go to yours and destroy it. So, please don't destroy mine."

Even now, the couple continues to maintain a strong involvement in what happens in the community by attending any meetings that concern the design proposals





▲ *Figure 228: Shondra Summers-Armstrong participating at the three day design charrette, March 2015 (photo: Kirsten Clarke).*

for the Westside. Summers-Armstrong voices her concerns of what would and would not improve the success of remodeling the community. When asked what she thinks about the community meetings about the potential designs of the Westside, she identifies a few ideas she disagrees with. She does not believe the edges of the community need frontage roads, considering the high traffic that Washington Avenue already experiences, which creates unsafe environment for pedestrians.

Summers-Armstrong chooses to ride her bike to work in support of public transit. She would like to see design schemes that protect pedestrians, which creates a more inviting environment. Summers-Armstrong proposes the idea of incorporating trails that could be put to better use with possible drainage systems.

Further, she is not satisfied with the measures of outreach to get community involvement. The forms of communication used by the city are not appropriate to reach the majority of people in the neighborhood. Presently, the main way to contact community members is through email, which many people do not check on a normal basis. Many people cannot attend meetings at inconvenient time slots due to work schedules. They suggest that multiple ways of communication need to be used in order to get a greater variety of residents into the meetings.

Overall, the Armstrongs are trying to reach out to the people outside of their community to educate them about preconceived notions they may have about the Westside. The couple is educated and successful, and they are not running away from a neighborhood that has been cast out and forgotten by the rest of Las Vegas.

Although the Armstrongs are not natives of West Las Vegas, they have made it their home and will continue to be involved as active community members. The couple are choosing to live out the rest of their lives in the historic Westside because they recognize the passion of the community and the rich history that they are fighting to restore.



*"THE PEOPLE WHO LIVE HERE SHOULD HAVE SOME SAY SO."*

### **SAM WRIGHT**

All communities need to be represented because history belongs to us all and is written by every one of us. It is important to acknowledge each race and community and include everyone in keeping our history alive. The Pioneer Trail, a historical trail that reflects the rich and diverse cultural heritage of the city, and was meant to combine our communities and bring us together.

Sam moved to Westside Las Vegas in 1979 because there were high paying jobs in the area. He became a transportation planner for the county for 26 years. Using a Geographic Information System, Wright helped design bus routes, bike lanes, roads, and even street signs. He quickly became involved in a church in the community as well as the NAACP.

As he grew up he was always taught that if you are going to live in a community then you should give your skills to it. This is what he decided to do in the Westside. He started creating computer systems called Graphic Information Systems, which help to plan and locate the community and all its needs and utilities. This system shows all the roads, sewer systems, utilities, etc. Wright even had a hand in putting up the Share the Road street signs all over Las Vegas.

In 2000 Wright began to help plan the Pioneer Trail with the idea that it was important to include all our communities in preserving our history and planning for the future. The idea was to bring all the communities together with this trail, providing information about the history of each area. Wright wanted to help unify the

▲ *Figure 229: Sam Wright participating at the three day design charrette, March 2015 (photo: Kirsten Clarke).*

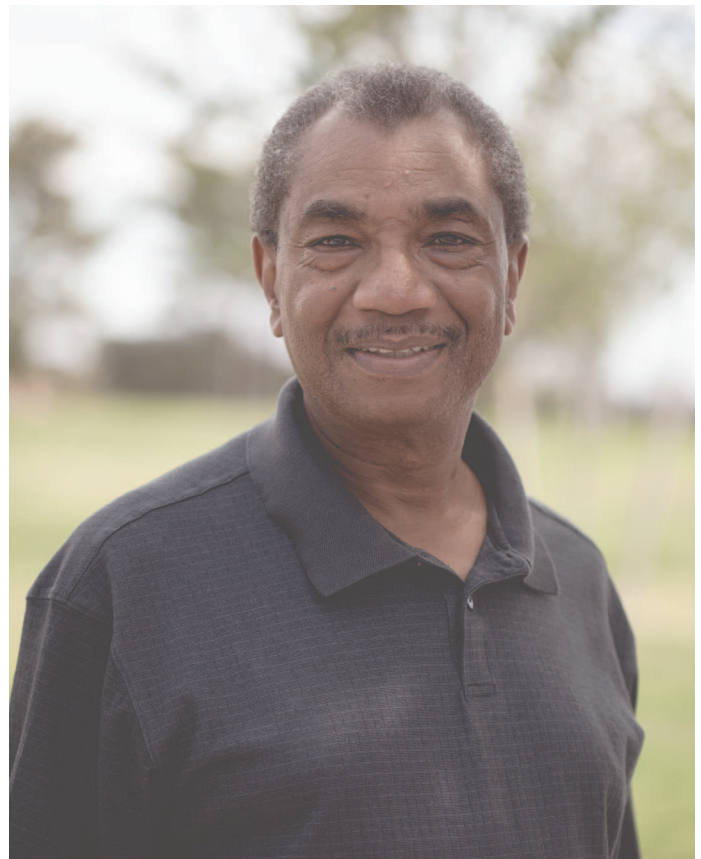


communities of African Americans, whites, Hispanics and Native Americans. This year Wright is trying to update the Pioneer Trail with a new mobile app to help young people get involved and be able to find things along the trail that they want to see.

Wright was involved in two previous community renovation plans, and both times the money ended up going elsewhere. When he heard about this attempt he volunteered his time to get involved with the planning process to try to ensure it is different this time. He believes that the poorer communities get taken advantage of, and he wants to try to help prevent that happening here. Called urban renewal, the government buys up land at a low price and moves the poorer community out and then the value of the land shoots up. These communities are given a date they must find another place to live by.

“The people who live here should have some say so,” Wright says. He wants the people of the Westside to reap the benefits of a revitalized neighborhood. If people want to move elsewhere that’s fine, he says, but he wants to ensure they have a say, and get a fair price if they should decide to go elsewhere. He prays that this will be the way it goes if urban renewal happens, but he remains worried for the community.

Wright believes it’s important to be involved and make a difference for your community, to help people have a voice and preserve their history; this is everyone’s job, and they need the tools to do the best they can.



▲ *Figure 230: Sam Wright, 2015 (photo: Lucky Wenzel).*



▲ Figure 231: design charrette (photo: Kirsten Clarke).

## WHAT WE HEARD: AN OVERVIEW OF PUBLIC FEEDBACK

?

WHAT IS WORKING WELL NOW?

- Strong History
- Edmond Town Center
- Arts Center
- Community Involvement
- Schools
- Street Grid
- Community Center
- Strong Church Presence
- Historic Westside School restoration
- Churches
- Public Schools
- Westside School
- Operating churches and business owners
- Central area for businesses
- F St. underpass
- History under F St bridge
- Vacant land
- James Gay Park
- Historic Westside School renovation
- Grocery store
- Church services
- Passion



▲ Figure 232: predesign charrette (photo: Kirsten Clarke).

- Longtime residents with passion for the community
- Good people who believe in family
- Good churches
- The Walker African-American Museum





▲ Figure 233: predesign charrette (photo: Kirsten Clarke).



▲ Figure 234: predesign charrette (photo: Kirsten Clarke).

- Senior housing
- Veterans facility
- Community Emotion/Passion
- Religious tourist
- Vacant land
- Exciting history
- Pioneer trail
- Communication
- Historic Preservation
- Bike lanes
- Doolittle Center
- Working to make streets more complete
- Unity from the days of segregation
- Education
- Belief system
- Churches
- Good people
- Families
- Good people and love of God
- Love for community
- Respect
- Working continuously to bring about change
- Desire
- Small business
- African American Family Pride
- Seniors are doing well
- Crimes are down and parks are clean



▲ Figure 235: predesign charrette (photo: Kirsten Clarke).



## WHAT ARE SOME CHALLENGES?

- Not enough restaurants
- No jazz clubs
- No upscale housing or restaurants
- Homeless
- No jobs and few businesses
- Not enough greenspace & parks
- No community involvement, no money
- Too many empty lots and buildings
- Lack of commercial areas and the need for commercial businesses like movie theaters, businesses, etc.
- Neighborhood needs to be clean and beautified
- Park laws
  - Fences
  - Closed
  - Age restrictions
- Out of town property ownership
- Grocery store
- Homeless solutions
- Abandoned houses
- Street improvements
- Funding allocations for the community
- Church involvement
- Homeowner responsibility
- Trashy abandoned lots
- Parks of E & F St.
- Town Tavern
- Lack of parks
- Jackson St. should be reserved for a historical section
- Restaurants
- No Moulin Rouge

- No revitalization of existing homes
- No new housing
- Patrol not working
- Copy center
- Lots of vacant land
- Lack of neighborhood interest
- No tax base economic draw
- Nothing to draw outsiders
- Parks not being open
- No restaurants
- No Starbucks
- Not enough jobs in the neighborhood
- Code enforcement
- Too many churches
- No medical facilities
- Lack of community businesses
- Stop tearing down our buildings
- Drug Trafficking
- Lack of interactive parks for children
- Brighter street lights
- Lack of restaurants
- Vacant property not owned by anyone
- No employment opportunities
- No dry cleaners
- Needs more historical markers
- No convention facilities
- Has become very run-down
- Inappropriate activity
- Displaced people
- Adverse boundaries separating people



▲ Figure 236: predesign charrette (photo: Kirsten Clarke).



- Image
- Parks
- No programming
- Regulations
- Displaced population using them for sleeping
- Union Pacific railroad entrance way
- Vacant lots
- Fires
- Abandoned buildings
- Westside vs. West LV
- Community vs. neighborhood
- Lack of communication
- No inn, grocery store, entertainment
- Too many churches
- Many smaller parcels makes larger redevelopment ward
- Need computer access for the neighborhood
- Little business development
- Major college needed
- Hospitals needed
- Drugs
- Crime
- Jobs
- Development
- Abandoned homes
- Better streets
- Historical District – Zigzag on D Street
- Negative impressions about the community
- Too much vacant space
- Economically, commercially underdevelopment
- Green initiatives needed

- Energy/power distribution
- Housing design
- Water quality
- Vacant homes
- No sense in direction in planning
- Walkable areas where businesses exist
- No reminders of the history
- Negative image
- Eyesore
- Homelessness
- Drugs
- Check out the community's redevelopment act
- You have the wrong people making decisions for the entire community
- No development in the community
- No jobs
- High power bills
- Lost souls
- Prostitution
- Bad reputation
- Lack of resources
- Lack of financial support
- Community commitment
- Lost youth
- Abandonment
- Drugs
- No direction
- Lack of parental guidance
- No education



▲ Figure 237: predesign charrette (photo: Kirsten Clarke).



▲ Figure 238: design charrette (photo: Kirsten Clarke).



## WHAT SHOULD WE AIM FOR?

- Infill housing
- Funding sources
- Shopping center
- Restaurants
- Walking paths
- Green space for whole community
- Recreation
- College
- Financial institution including bank
- Vibrant businesses
- Financing of business start-up
- Community ownership of assets
- Places to pay bills
- Improved housing
- More banks
- More life movement
- Mixed-use
  - Retail
  - Residential
  - Garage/parking
- Copy shop and printing to make copies
- Coffee shop and doughnuts
- Central area for barber shops, salons, food, etc.
- Live entertainment hub



▲ *Figure 239: design charrette (photo: Kirsten Clarke).*



▲ *Figure 240: corporate coffee workshop (photo: Steven Clarke).*

- Motel or inn
- Music hub on Jackson St. between F & D St.
- Jazz Clubs
- Nice eatery soul food
- Finance to support music venues
- Upgrade schools, businesses, recreation areas
- Declare it the Historic Westside District
- Housing
- Tree lined lighted streets throughout Historic Westside
- Services where the community doesn't leave the Westside
- Employment
- Change boundaries for Westside
- Add businesses
- Add recreational areas for the whole community to use of all ages
- Beautiful safe areas
- Upgraded community
- Build a permanent facility - Walker African-American Museum
- Create a Historic Westside District Commission
- New Construction
  - Moulin Rouge
  - Market place
  - Housing
- Print shops
- Libraries
- Community gardens
- Marketing
- Keeping the history alive





▲ Figure 241: design charrette (photo: Mohamed Al Jaonni).

- Botanical garden
- Art gallery
- Coffee shops (WiFi)
- Human Recycling Center
- Improved bus stops
- Maps
- Schedules
- Shelter/Seating
- Create jobs
- Get rid of the drugs problem
- Bring hotels
- Improve safety for homes and for the people of the community
- Restore and rehabilitate classic homes
- Create assistance for homeless outside the Westside
- Solar energy
- Entertainment for kids
- Urban farms & greenhouses
- Training for work force
- Street improvements
- Decorative streets and parks
- More businesses
- Develop historic district
- Growth
- Empowering youth
- Develop family values
- Job development
- Life back to the community

- More federal and state funding
- More jobs
- Upgrades, education, and outreach programs
- Housing development
- Jobs for families
- Better schools
- Better parks
- Kids activity
- UNLV-CCSD neighborhood cooperative extension programs
- More lights
- Mixed-use neighborhood and streets
- Community gardens
- Revive Jackson and Van Buren Streets
- Historical district
- Redevelop Washington Street
- Tourist attraction
- Redevelop Jackson Street to it's original form
- Better education and job training
- Black owned businesses
- School with production and positive result
- Youth sports – skating, volleyball, pitch and put, golf course in James Gay Park, official little league ballpark named for Gene Collins
- Marketing plan – Uptown tourism
- Create a marketing plan that is inclusive...stop the fear and get involved
- Financial commitment from the State and leaders with government grants

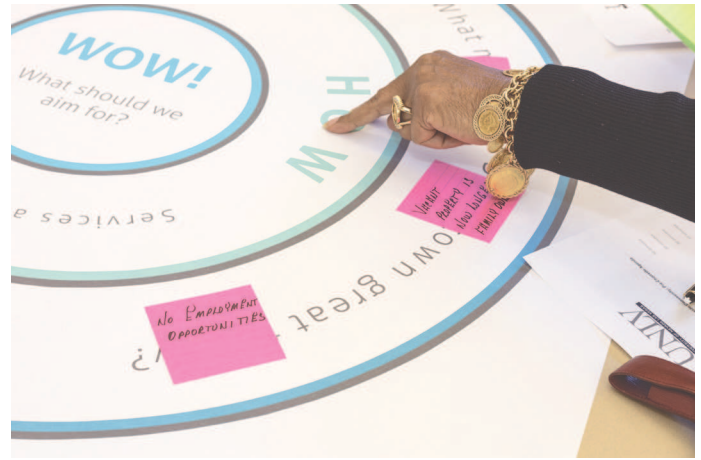


▲ Figure 242: predesign charrette (photo: Kirsten Clarke).



## HOW DO WE GET THERE?

- Get the City to open parks
- Change City business ordinances
- Develop community links
- Possible church alliance to start power base
- Get loans from casinos, banks, and different institutions
- Community owned casino
- Explore partnership with Habitat for Humanity for infill houses
- Begin process of building educational facility
- Beautification Committee
- Government grants
- People pulling together
- Support teams
- Hotels
- Develop a focus district for redevelopment – get tax break agreement from the City
- Jackson historic district
- Jackson St.  
Restaurant  
Bar/club
- Symphony Park  
Stadium
- Replace MR & abandoned Apts.
- Loop of I-15 to Westside area
- “Cross” housing middle class
- Clean up the lots
- Build homes
- Jackson across from Owens
- Commercial at Bonanza
- Green space West of F St.
- Jackson St. Club
- 3% interest loan on \$50 million
- Stop tearing down any buildings
- Declare the neighborhood a historical district
- Support efforts of Councilman Barlow
- Once businesses are established = jobs are created
- Has to be a combined community effort
- Corporate-church community partnerships
- Museum instills pride which helps change attitudes
- Funding  
National preservation  
State funding



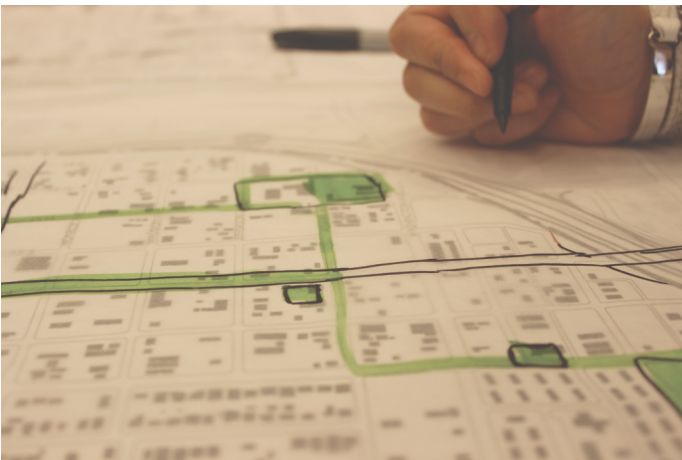
▲ Figure 243: predesign charrette (photo: Kirsten Clarke).

- More greenspace
- Greater economic opportunity
- Lift restriction zoning
- A map of the area showing visiting tourist for those to get to the Westside
- Spirited artwork
- Interactive Pioneer Trail
- Light rail transit system
- Development incentives
- Community investment group
- Let the kids do what they want and create activity
- Proper knowledge
- Proper understanding
- Proper wisdom
- A new idea
- More media – radio, television, newspaper for the community
- Talking with action
- Form a local development company
- Form community banks to attract investment potential
- Ongoing meetings with City and regional planners
- Historical district bill
- CDBG grant money for redevelopment plan
- Bonanza village
- Model housing
- Committed organization to do the work
- Complete urban development
- College with theater
- Career development
- Focus on youth programs
- Job creation for everyone
- Stop the negative from the business community





▲ Figure 244: design charrette (photo: Kirsten Clarke).



▲ Figure 245: design charrette (photo: Mohamed Al Joanni).







# PART V

## Implementation





## IMPLEMENTATION

The Principles and Big Moves, together with the summary of public and stakeholder feedback form the foundation for development of the Implementation and Action Plan presented in this final chapter.

## IMPLEMENTATION: MAKING IT HAPPEN!

The HUNDRED Plan for the Historic Westside, will require phasing over time and require cooperation between the community, government, private sector, and non-profit organizations. Coordinated on-going community involvement and support, willing investors, funding, and support from the City are necessary to implement the plan. Money will need to come from a variety of investors, including both private and corporate investors, banks and community development financial institutions, loans and grants (City, County, State & Federal, and Foundations) and City redevelopment funds.

Figure 246 illustrates the full implementation of the *Big Moves*. These projects are intended to work together to emphasize unique and interrelated districts (figure 249), bringing the neighborhood back to a complete community. Making it happen will require the following:

### POLITICAL SUPPORT & PLAN RECOGNITION

To succeed, the HUNDRED Plan must be recognized by the City of Las Vegas as having status as a community plan (figure 247). Therefore, Council must formally adopt and graft the plan into the Downtown Las Vegas 2035 Vision Plan. Having approval will provide much needed exposure for the Plan along with public resources necessary for neighborhood revitalization.

### APPROPRIATE ZONING & REGULATIONS

Not all proposed components of the Plan fit with the existing zoning in place for each parcel of land.



▲ Figure 247: Councilman Ricki Barlow participating at the pre-charrette workshop, February 13, 2015 (photo: Kirsten



▲ Figure 248: Volunteer painters paint the historic Huntridge Theater using a grant funding source, Las Vegas, 2013 (photo: lasvegassun.com).

The opportunities for cottage cluster housing and the proposed community center, for example, require rezoning to accommodate the proposed use. Rezoning will require a council decision and failure will impede the implementation of the Plan.

### MOVE ON “QUICK-START” ACTIONS

Quick-Start Actions are simple changes that can be made with small investment to show progress and momentum. For example, re-painting some of the housing, or creating a community-based restaurant to serve some of the thousands of church-goers that come into the neighborhood (figure 248). The City Redevelopment Agency (RDA), for example, offers a number of funding opportunities that could benefit the Historic Westside:

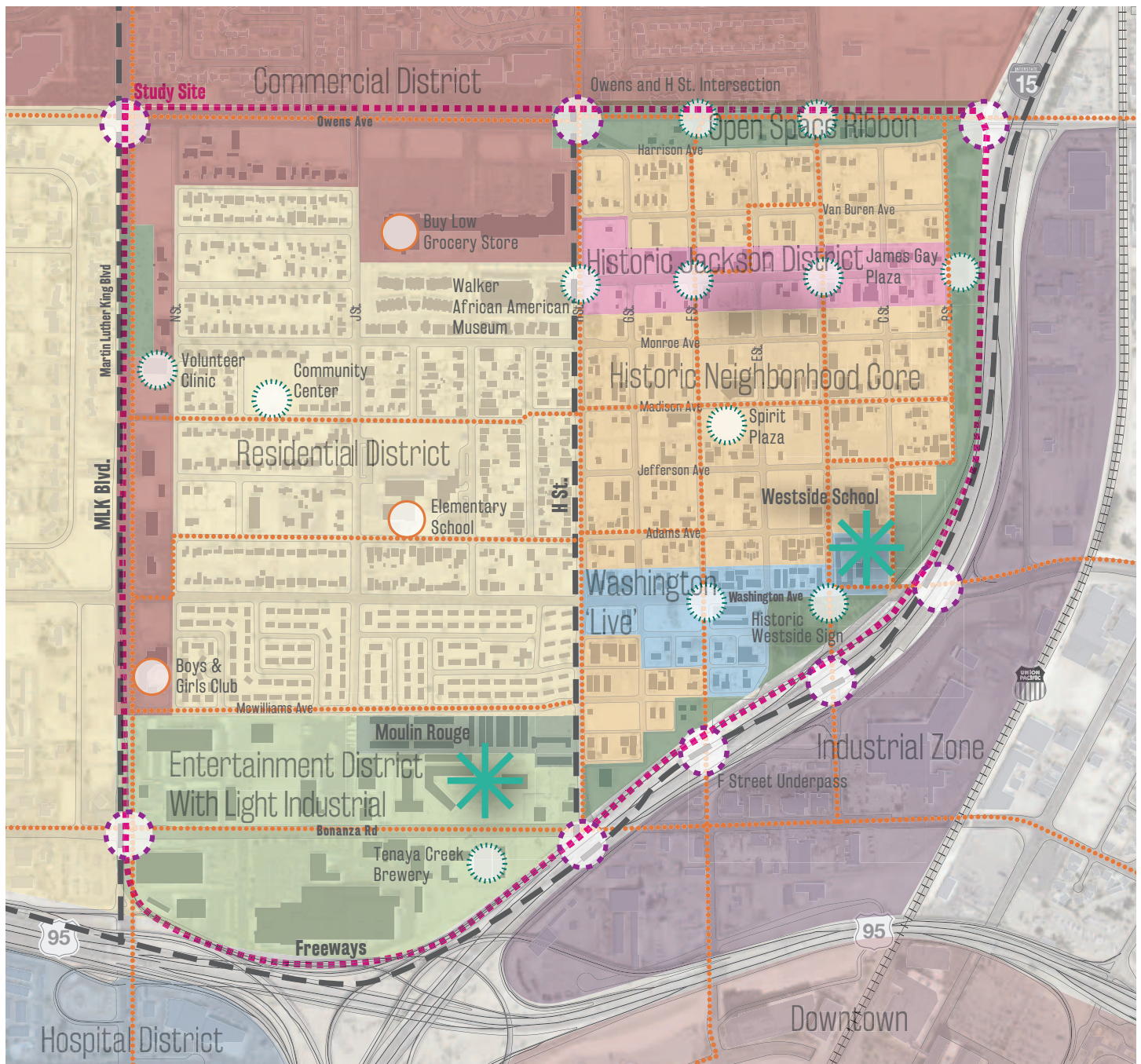
- All commercial and industrial properties in the Westside within the City’s Redevelopment Area 1 (figure 250) are eligible for the Visual Improvement Program (VIP). This program offers qualifying business owners, or tenants, a rebate of up to \$50,000 on pre-approved, qualified exterior improvements. Improvements could include painting, cleaning, tuck pointing, facade and window repair/replacement, doorways, lighting, new signage, window tinting, replacing awnings, permanent landscaping, parking lot and rear access improvements and renovations. Final authorization requires approval by the Las Vegas City Council.
- The entire Westside HUNDRED Plan area is eligible for New Markets Tax Credits (figure 251). This program is

► Figure 246: This plan illustrates the full implementation of the *Big Moves* in the HUNDRED Plan (illustration: Diego Alvarez).









### Proposed Cognitive Map

- Districts
- Edges
- Paths
- Landmarks
- Nodes
- Study Site
- Gateway Nodes
- Catalyst Nodes



▲ Figure 249: The proposed Neighborhood Districts and Nodes are a further enhancement of the exiting patterns shown in figure 20 (illustration: Phillip Zawarus).



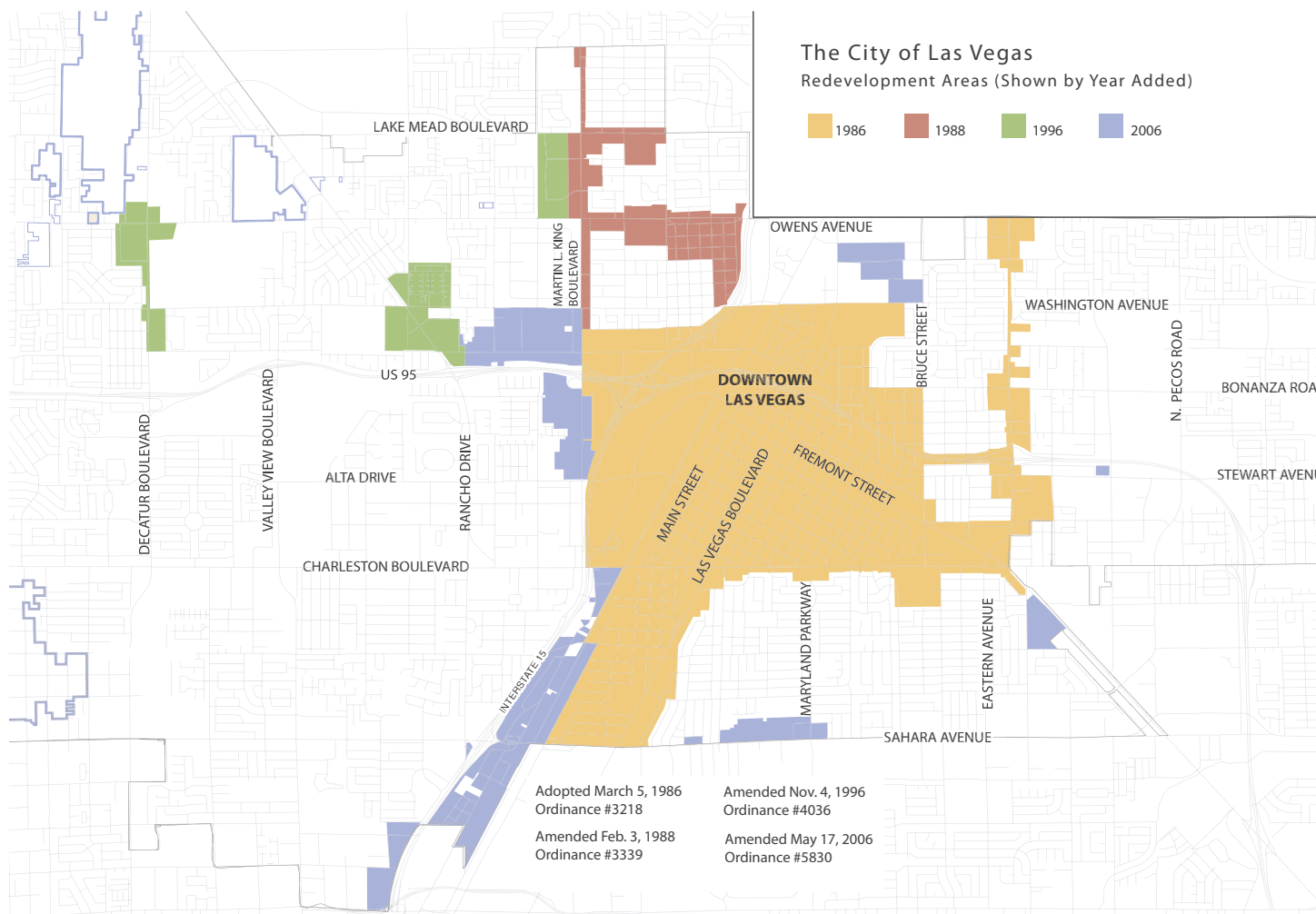
geared to assist with approximately 20% of a project's expense and enable a developer to receive low-cost, flexible financing. Examples of qualifying project types include hotels, manufacturing plants, medical clinics, and mixed-use developments. These are projects that have been identified in the HUNDRED Plan. In addition, the RDA offers Tax Increment Financing (TIF) rebate incentives for retail, hotel, mixed-use and high-rise residential projects located within the city of Las Vegas Redevelopment Areas.

### UTILIZE AVAILABLE FUNDING FOR PUBLIC REALM AND PUBLIC INFRASTRUCTURE IMPROVEMENTS

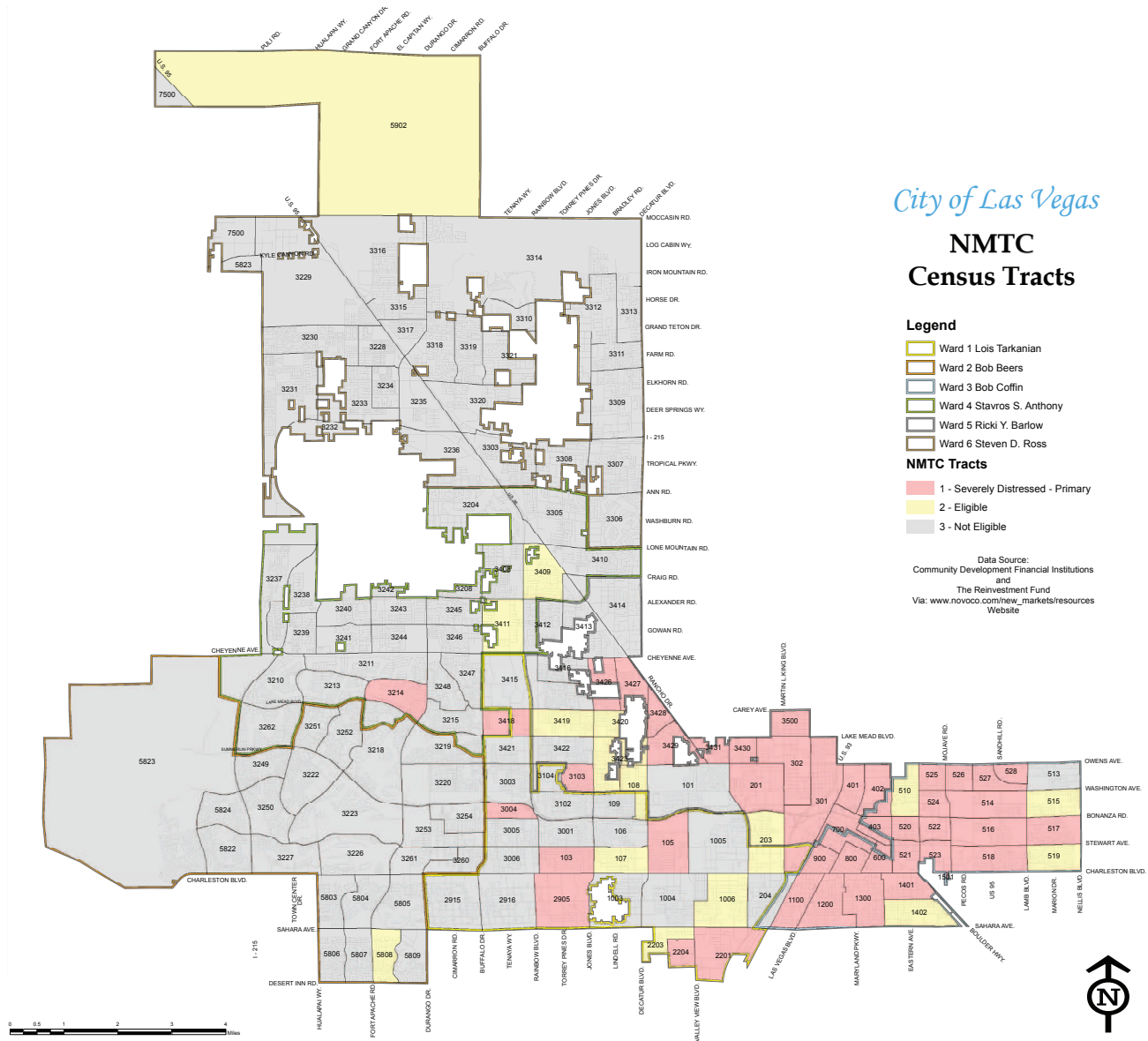
There are several public realm and infrastructure improvements identified in the Plan. Proposed upgrades to Jackson Avenue and Ethel Pearson Park, are examples that will require funding through public works, supporting the importance of Plan recognition by the City.

### UTILIZE AVAILABLE FUNDING & FINANCING FOR PRIVATE SECTOR INVESTMENT

The success of the Plan cannot rely solely on publicly funded improvements alone. The public investment in the Westside must trigger a level of confidence amongst private investors and developers that things are going to improve in the neighborhood. It is this sense of confidence that will encourage businesses to invest in the area. Possible sources of funding include banks, credit unions, community development loan funds, crowdfunding, and Federal, State and County government grants. The State of Nevada, for example, through the Governor's Office of Economic Development, offers a variety of business-based incentives that could also contribute to investment in the Westside.



▲ Figure 250: Only the southern portion of the historic Westside neighborhood is located within the boundaries of the City of Las Vegas Redevelopment Areas (illustration: City of Las Vegas).



▲ Figure 251: The historic Westside neighborhood is located within the boundaries of the City of Las Vegas New Market Tax Credits Census Tracts (illustration: City of Las Vegas).

## ORGANIZATIONS & INSTITUTIONS

Many organizations must play a potential role in the revitalization of the Westside. The City will be a major player in the redevelopment, both as a property owner, investor, financier and regulator. There are, however, a number of other organizations that must play a role including:

### State Agencies, such as:

- Nevada Governor's Office of Economic Development (GOED)
- Nevada Housing Division (NHD)
- Nevada Department of Employment, Training and Rehabilitation (DETR)
- Southern Nevada Regional Housing Authority (SNRHA)
- Southern Nevada Water Authority (SNWA)

- Southern Nevada Regional Planning Coalition (SNRPC)
- Southern Nevada Strong (SNS)
- Regional Transportation Commission of Southern Nevada (RTC)

### Federal Agencies, such as:

- United States Economic Development Administration (EDA)
- United States Department of Housing and Urban Development (HUD)

### Educational & Research Partners, such as

- College of Southern Nevada (CSN)
- Nevada Vocational & Technical Schools (The Art Institutes, for example)
- University of Nevada Las Vegas (UNLV)
- UNLV Downtown Design Center (UNLV DDC)

### Non-profit & Community Organizations, such as:

- Las Vegas Global Economic Alliance (LVGEA)
- Non-profit housing developers (Habitat for Humanity, for example)

Churches located in the Westside

Schools located in or adjacent to the Westside

Community Development Corporations

Private Sector & Professional Associations

Developers

Individual land-owners

### IMPROVEMENT PROGRAMS

In parallel with the urban design enhancements, there must be programs for improving the area and creating opportunities for the residents. The intention of the HUNDRED Plan is to help foster a local economy, in which money is made and spent within the community. Vocational training opportunities for the Westside, through this plan, could include home-building repair, energy efficiency, landscape services, urban farming & horticulture, and entertainment & venue management. These could include:

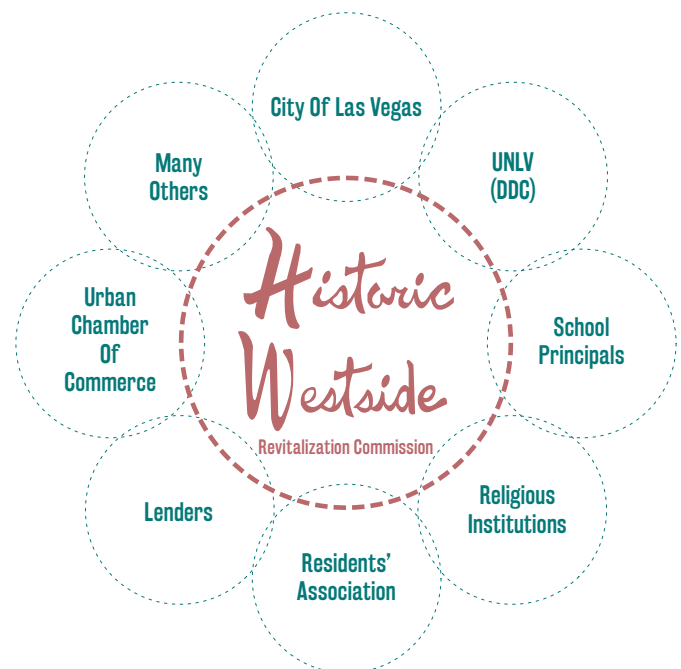
- A program to improve the existing housing stock (better insulation, painting, etc.).
- A program to improve the homeless situation. Based on our workshops, this is clearly a contentious topic in the community and more thought needs to go into how to address this issue on a citywide basis.
- Training programs – with so much work to do, the Westside seems like an ideal training ground for a vocational college. Training opportunities in construction, home renovation, landscape construction and maintenance, community-based business, entertainment, etc.
- Enlisting the support of **UNLV's Business School** and **SCORE** might be worthwhile to help train would-be entrepreneurs how to get financing and run a successful business.

### MARKETING THE PLAN

There must be a marketing aspect to Plan Implementation. A website that summarizes the Plan and is kept up to date with news of progress and fresh ideas will be a necessary marketing tool.

### AN OWNER FOR THE PLAN

Overseeing the plan will be the Westside Revitalization Commission (figure 252), or Community Development Corporation (CDC), a new organization with significant community representation that is focused solely on revitalization of the neighborhood. The UNLV DDC's charrette team continually heard from the community that a neighborhood based governing body was necessary to manage and guide the plan to implementation. This organization would be the champion of the Plan, oversee implementation, advise and liaise closely with the City, keep the community informed of progress, seek funding for public projects, review private development applications, encourage programming of events and festivals, etc. The Commission would also be responsible for monitoring and improving the Plan overtime to respond to opportunities as market conditions change, priorities change, or funding sources expand or change. For example, increasing open space in the neighborhood through the creation of a new park may become an opportunity through the City's acquisition of land or a redevelopment project. The Commission would assess the benefits and work with the City to amend the plan to include the new park.



▲ Figure 252: Diagram of the entities that the Westside Revitalization Commission could engage to support the economic investment and development of the neighborhood (illustration: Diego Alvarez).



## ACTION PLAN

ACTION	TIMING	PARTNERS	ROLE/ RESPONSIBILITY	CONSIDERATIONS/ FUNDING
<b>1. WELCOME TO THE HISTORIC WESTSIDE</b>				
Action 1.1: Secure the Mo'Mart sign for the Ethel Pearson Park redesign	Immediate (1 Year)	City, Neon Museum	Planning, Engineering & Parks	Las Vegas Historic Preservation Commission
Action 1.2: Redesign and construct the Ethel Pearson Park improvements	Short-Term (2 Years)	City, Non Profit & Community Organizations, Private Sector	Planning, Engineering & Parks	City staff time
Action 1.3: Work with the City to open Ethel Pearson Park free of the current restrictions	Short-Term (2 Years)	City, Community Development Corporation (CDC)		City staff time
Action 1.4: Redesign the D Street underpass to serve as the primary entry into the neighborhood	Immediate (1 Year)	City, Non Profit & Community Organizations, Private Sector		City staff time
Action 1.5: Establish a public arts program and strong brand for the Historic Westside	Immediate (1 Year)	City, Non Profit & Community Organizations, Private Sector		Arts Place Grant
Action 1.6: Design and construct public realm gateway features	Short-Term (2 Years)	City, Non Profit & Community Organizations, Private Sector	Economic Development, Planning & Parks	City staff time
Action 1.7: Undertake a wayfinding and signage program	Short-Term (2 Years)	City, Non Profit & Community Organizations, Private Sector		Arts Place Grant, City staff time
<b>2. REVITALIZE HISTORIC JACKSON STREET</b>				
Action 2.1: Develop incentive package and use it to market Jackson Avenue	Short-Term (2 Years)	CDC, Private property owners		
Action 2.2: Conduct an inventory of Jackson Street's historic buildings	Immediate (First Year)	City, CDC, UNLV DDC		Las Vegas Historic Preservation Commission
Action 2.3: Establish a catalyst intersection project	Medium-Term (3-5 Years)	City, CDC, Non Profit & Community Organizations, Private Sector		Las Vegas Historic Preservation Commission, City Redevelopment Agency
Action 2.4: Redesign and implement Jackson Street Improvements between B Street and H Street	Medium-Term (3-5 Years)	City, RTC, CDC, Private Sector	Planning, Engineering & Parks	Street Improvements (sidewalk alterations, street trees & landscape, lighting, street furniture)
Action 2.5: Design and construct the Jackson Avenue Plaza at James Gay Park	Medium-Term (3-5 Years)	City, CDC, Private Sector	Planning, Engineering & Parks	Plaza (special paving, landscape, lighting, plaza furniture)

ACTION	TIMING	PARTNERS	ROLE/ RESPONSIBILITY	CONSIDERATIONS/ FUNDING
Action 2.6: Design and construct the Walker African American Museum	Long-Term (5 Years)	City, CDC, Walker African American Museum, Private Sector	Planning, Engineering & Parks	Plaza (special paving, landscape, lighting, plaza furniture)
<b>3. SMALL STEPS: VACANT NO MORE</b>				
Action 3.1: Amend zoning bylaw to enable cottage housing, multi-family residential, etc	Immediate (1 Year)	City, CDC, Private property owners	Planning	City Staff time
Action 3.2: Develop a program to address vacant storefronts and properties	Short-Term (2 Years)	City, CDC, Chamber of Commerce	Economic Development & Planning	Establish an incentive program, City Redevelopment Agency
Action 3.3: Develop a Neighborhood Bylaw that includes the ability to ensure property owners maintain the outside of their buildings	Medium-Term (3-5 Years)	City, CDC, LVPD	Development Services	City Staff time, City Redevelopment Agency
Action 3.4: Design and construct the Madison Avenue Spirit Square Plaza	Medium-Term (3-5 Years)	City, Non Profit & Community Organizations, Private Sector	Planning, Engineering & Parks	Plaza (special paving, landscape, lighting, plaza furniture)
Action 3.5: Amend the residential zoning bylaw to enable the Civic use related to the Community Center	Immediate (1 Year)	City	Planning	City Staff time
Action 3.6: Design and Construct the Community Center	Medium-Term (3-5 Years)	City, Non Profit & Community Organizations, Private Sector		City staff time
Action 3.7: Undertake a business plan to develop a public parking facility	Long-Term (5 Years)	CDC, Non Profit & Community Organizations, Property Owners		
<b>4. ESTABLISH WASHINGTON 'LIVE' AVENUE: AN AFRICAN AMERICAN MUSIC EXPERIENCE</b>				
Action 4.1: Amend zoning bylaw to enable commercial loft housing along Washington Avenue	Immediate (1 Year)	City, CDC, Private property owners	Planning	City Staff time
Action 4.2: Redesign and implement Washington Avenue Improvements between D Street and H Street	Short-Term (2 Years)	City, RTC, CDC, Private Sector	Planning, Engineering & Parks	Street Improvements (sidewalk alterations, street trees & landscape, lighting, street furniture)
Action 4.3: Establish a catalyst project	Short-Term (2 Years)	City, CDC, Private Sector		
Action 4.4: Establish an annual Washington Live Music Festival	Immediate (1 Year)	CDC, Private Sector		

ACTION	TIMING	PARTNERS	ROLE/ RESPONSIBILITY	CONSIDERATIONS/ FUNDING
<b>5. REPAIRING THE EDGES: OWENS AVENUE &amp; MARTIN L. KING BOULEVARD</b>				
Action 5.1: Amend zoning bylaw to enable mixed-use commercial and multi-family residential development	Immediate (1 Year)	City, CDC, Private property owners	Planning	City Staff time
Action 5.2: Redesign and implement Street Improvements along Owens Avenue and Martin L. King Boulevard	Short-Term (2 Years)	City, RTC, CDC, Private Sector	Planning, Engineering & Parks	Street Improvements (sidewalk alterations, street trees & landscape, lighting, street furniture)
Action 5.3: Redesign and construct the linear park between Owens and Harrison Avenues and B & H Streets	Long-Term (5 Years)	City, Non Profit & Community Organizations, Private Sector	Planning, Engineering & Parks	City staff time
<b>6. ESTABLISH COMPLETE &amp; SAFE STREETS</b>				
Action 6.1: Redesign and implement street Improvements	Medium-Term (3-5 Years)	City, RTC, CDC, Private Sector	Planning, Parks, Engineering & Public Works	Street Improvements (sidewalk alterations, street trees & landscape, lighting, street furniture)
Action 6.2: Establish a healthy street trees program	Short-Term (2 Years)	City, CDC, Private property owners	Planning	City staff time
Action 6.3: Undertake a public arts strategy	Short-Term (2 Years)	City, CDC, Private Sector	Planning	Cost and Public/Private Partnerships to be determined following completion of the strategy
<b>7. RECLAIM JAMES GAY PARK</b>				
Action 7.1: Amend zoning bylaw to enable live-work development along B Street	Immediate (1 Year)	City, CDC, Private property owners	Planning	City staff time
Action 7.2: Work with the City to open the park	Immediate (1 Year)	City, CDC	Planning, Engineering & Parks	City staff time
Action 7.3: Redesign and construct the park enhancements and linkages	Short-Term (2 Years)	City, Non Profit & Community Organizations, Private Sector	Planning, Engineering & Parks	City Staff time



ACTION	TIMING	PARTNERS	ROLE/ RESPONSIBILITY	CONSIDERATIONS/ FUNDING
<b>8. MOULIN ROUGE/BONANZA ROAD ENTERTAINMENT DISTRICT</b>				
Action 8.1: Develop a plan to locate a college/university satellite campus	Medium-Term (3-5 Years)	CSN, UNLV, State & Federal Agencies	Economic Development	Cost and Public/Private Partnerships to be determined (cost sharing with partners)
Action 8.2: develop a business and marketing plan for the Moulin Rouge site	Medium-Term (3-5 Years)	CDC, Chamber of Commerce	Mayor & Council, Economic Development	Staff time; marketing materials; advertising space
Action 8.3: Amend the industrial zoning bylaw to enable mixed-use development and focus on entertainment venues	Immediate (First Year)	City, CDC, Private property owners	Planning	City Staff time
Action 8.4: Building Inventory	Immediate (First Year)	City, CDC, UNLV DDC		Las Vegas Historic Preservation Commission
Action 8.5: Design and construct the park as part of the Moulin Rouge development	Medium-Term (3-5 Years)	City, Non Profit & Community Organizations, Private Sector	Planning, Engineering & Parks	City staff time
Action 8.6: Redesign and implement Bonanza Road Improvements between Martin L King Boulevard and H Street	Short-Term (2 Years)	City, RTC, CDC, Private Sector	Planning, Engineering & Parks	Street Improvements (sidewalk alterations, street trees & landscape, lighting, street furniture)





## APPENDICES

Residential Foreclosure Analysis (2nd Quarter 2015)





# RESIDENTIAL FORECLOSURE ANALYSIS

2nd Quarter 2015

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## EXECUTIVE Summary

### ECONOMY

#### Population

- According to data reported by the Department of Motor Vehicles ("DMV"), 5,297 driver's licenses were surrendered at local branches in June of 2015, down 2.3 percent when compared to the same month a year ago. In the past 12 months, driver's license surrenders have totaled 62,117, which is down 4.1 percent from the 64,804 licenses surrendered in the prior 12-month period.
- The number of electric meters connected at residential properties for June of 2015 totaled 782,220. This is an increase of 14,403 (+1.9 percent) connections from June 2014. The increase in electric meter hook-ups indicates that more people are residing in Clark County than a year ago.

#### Unemployment

- The unemployment rate (not seasonally adjusted) in the Las Vegas-Paradise MSA declined 1.0 percentage point year-over-year to 7.0 percent in June 2015. Although the rate is improving, this is still 1.4 percentage points higher than the national average of 5.6 percent. However, initial unemployment insurance claims declined 9.1 percent year-over-year from 14,503 to 13,185 for June 2015.

#### Employment

- Establishment-based employment in the Las Vegas-Paradise MSA was up 28,300 positions (+3.2 percent) year-over-year for June 2015. The greatest increases in employment were reported in the construction (+7,900 jobs), leisure and hospitality (+7,300 jobs), professional and business services (+4,600 jobs) and trade, transportation and utilities (+4,100 jobs) sectors. The only two sectors to report negative employment growth were financial activities (-800 jobs) and information (-1,400 jobs).

#### Tourism Industry

- The Las Vegas Convention and Visitors Authority reported 3.6 million visitors in June 2015, bringing the trailing 12 month total to 41.4 million visitors to Las Vegas. This represents a year-over-year increase of 925,242 (+2.3 percent) visitors. For the month of June, average daily room rates were down 0.7 percent year-over-year, with rates at \$114.34 per day. Occupancy rates, on the other hand, were up 0.4 percentage points from the same month a year ago.
- McCarran International Airport recorded 3.9 million enplaned and deplaned passengers in June 2015, an increase of 213,440 (+5.8 percent) from June 2014. This brings the trailing 12 month sum ending June 2015 to 43.7 million passengers. Southwest Airlines continued its reign as the top scheduled airline for arriving and departing passengers, bringing in 1.6 million scheduled passengers in June, an increase of 5.7 percent year-over-year. Delta came in second with 327,262 scheduled passengers for June, an increase of 13.4 percent year-over-year.
- According to the Nevada Gaming Control Board, Clark County reported gross gaming revenues of \$709.6 million in June 2015. This is a decrease of \$80.7 million (-10.2 percent) from the same month a year ago. Downtown Las Vegas, however, reported an increase in gross gaming revenue of \$928,524 since last June, or 2.3 percent.

### REAL ESTATE MARKET

#### New Homes

- The new home market had 640 closings for June 2015, up 28.3 percent from the same month one year ago. Total new home closings for the trailing 12 months ending June increased 3.7 percent to 6,463 home closings. Median home prices were also up in June, increasing 4.7 percent year-over-year to \$303,705.

#### Existing Homes

- The resale market also experienced an increase in home closings, up 7.5 percent year-over-year to 4,256 sales for June 2015. Closings for the trailing 12 months ending June, on the other hand, were down 6.2 percent, falling to 42,231. Median closing prices increased 13.8 percent to \$190,000.

#### Commercial Markets

- The Las Vegas office market reported a vacancy rate of 23.1 percent during the second quarter of 2015, down 0.2 percentage points from the prior quarter (Q1 2015) and down 0.9 percentage points from the prior year (Q2 2014). The sector witnessed 138,718 square feet of positive net absorption during the quarter. Pricing remained flat quarter-to-quarter at \$1.86 per square foot per month, which represents increase of 1.1 percent from a year ago. Projects totaling 204,894 square feet remain actively under construction.
- The retail sector ended the quarter with a vacancy rate of 9.1 percent, a decrease of 0.2 percentage points from both the prior quarter and prior year. Net absorption for the second quarter of 2015 was positive 121,090 square feet. Average pricing decreased to \$1.55 per square foot per month, down 1.9 percent from the prior quarter but up 4.0 percent from a year ago. Construction activity increased to 819,000 square feet, with IKEA accounting for 351,000 square feet and the second phase of Tivoli Village at Queensridge accounting for 300,000 square feet.
- The industrial market continues to excel, with the vacancy rate decreasing to 6.8 percent in the second quarter. This represents a decrease of 0.7 percentage points from the prior quarter and 2.8 percentage points from a year ago. Net absorption for the quarter was positive 1.8 million square feet due in large part to recent completions. Averaging asking rates rose to \$0.59 per square foot per month, an increase of 3.5 percent from the prior quarter and 9.3 percent from the prior year. There is also 2.8 million square feet of space actively under construction sourced to nine projects, five of which are speculative developments.

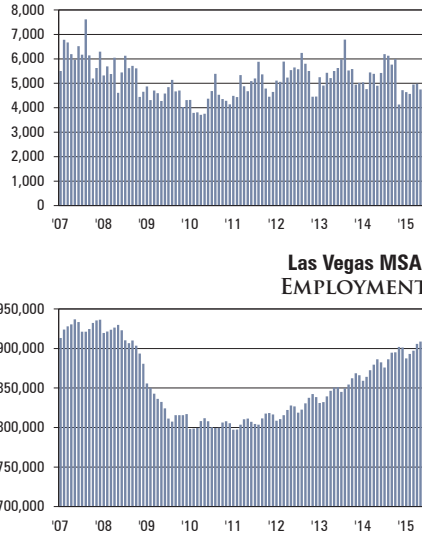
### FORECLOSURE MARKET (CITY OF LAS VEGAS)

- Of the 770 notices of default reported in the county for June 2015, 209 (27.1 percent) were reported in the City of Las Vegas. Notices of default in the jurisdiction are down 8.7 percent compared to June 2014 and down 47.4 percent compared to June 2013. Approximately 2,976 notices of default were reported in the City for the trailing 12 months ending June, representing 29.8 percent of Clark County's total default notices.
- Foreclosures in the City of Las Vegas totaled 108 in June, accounting for 28.9 percent of the 374 reported county-wide. Although the City accounts for over a quarter of the total foreclosures in Clark County, foreclosures in Las Vegas are down 12.4 percent from a year ago and down 25.7 percent from two years ago.
- Although Ward 6 reported the largest number of default notices with 47, it witnessed the greatest month-over-month decline, falling 34.7 percent compared to May 2015. Ward 5 witnessed the greatest monthly increase of 61.1 percent, rising to 29 notices. Ward 4 also reported 29 notices of default, but it has the lowest rate of default with 14.0 per 1,000 housing units for the past 12 months. In terms of foreclosures, Ward 6 represents over a quarter of the total foreclosures in Las Vegas with 28 trustee deeds for June 2015. Ward 5, on the other hand, only reported 11 foreclosures for June but has the highest foreclosure rate of 9.8 per 1,000 housing units for the past 12 months.
- Clark County reported 412 REO sales in June, with the City of Las Vegas accounting for 31.6 percent of the total with 130 sales. Although REO sales in Las Vegas are down 13.3 percent from May 2015, sales in the jurisdiction are up 7.4 percent from a year ago. The median sale price of foreclosure sales in Las Vegas was \$155,500 for June 2015, which is 1.0 percent less than Clark County's median price of \$157,000.

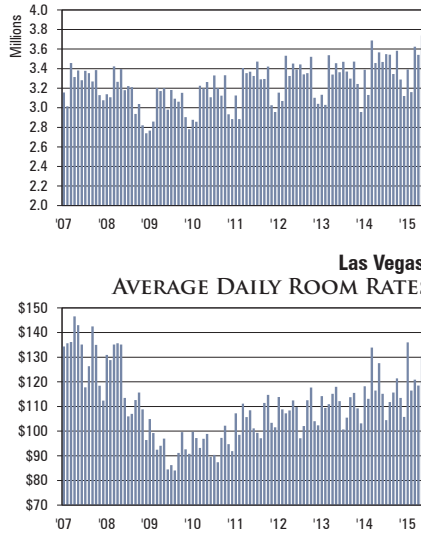


## ECONOMIC Summary

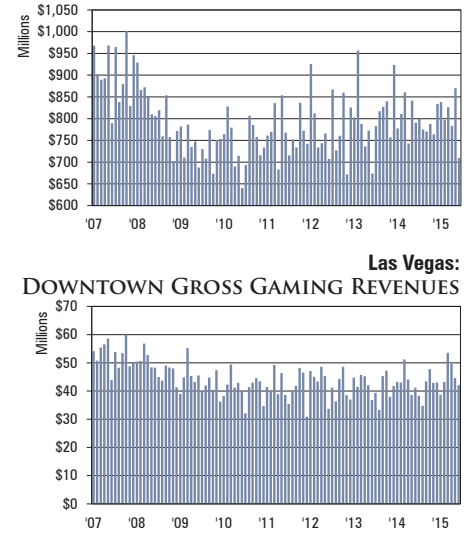
**Clark County:**  
DRIVERS LICENSE SURRENDERS



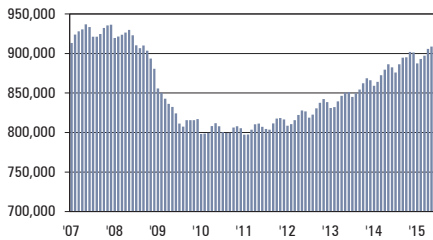
**Las Vegas:**  
VISITOR VOLUME



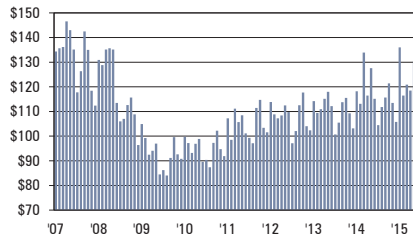
**Clark County:**  
GROSS GAMING REVENUES



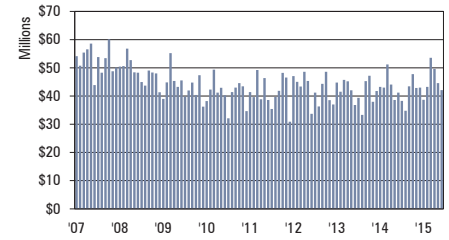
**Las Vegas MSA:**  
EMPLOYMENT



**Las Vegas:**  
AVERAGE DAILY ROOM RATES



**Las Vegas:**  
DOWNTOWN GROSS GAMING REVENUES

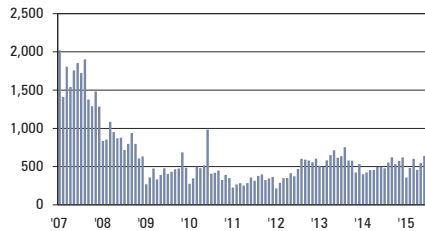


ECONOMY	Most Recent Data Available	Indicator Values			Growth Rates			
		Current Month	Previous Month	Same Month Previous Year	vs. Previous Month	vs. Same Month Previous Year		
General Statistics								
Southern Nevada Drivers License Surrenders	Jun-15	5,297	4,751	5,424	11.5%	▲	-2.3%	▼
Southern Nevada Electric Meter Connections	Jun-15	782,220	781,842	767,817	0.0%	▲	1.9%	▲
Clark County Taxable Retail Sales	Jun-15	\$3,270,611,845	\$3,265,407,912	\$3,076,433,282	0.2%	▲	6.3%	▲
Nevada Initial Unemp. Insurance Claims	Jun-15	13,185	10,963	14,503	20.3%	▲	-9.1%	▼
Las Vegas MSA Unemployment Rate	Jun-15	7.0%	6.6%	8.0%	0.4%	▲	-1.0%	▼
Las Vegas MSA Total Employment	Jun-15	910,700	908,700	882,400	0.2%	▲	3.2%	▲
Office-using Employment	Jun-15	355,400	357,200	347,600	-0.5%	▼	2.2%	▲
Industrial-using Employment	Jun-15	134,600	132,000	124,800	2.0%	▲	7.9%	▲
Retail-using Employment	Jun-15	197,800	196,800	192,400	0.5%	▲	2.8%	▲
Tourism Industry								
Las Vegas Visitor Volume	Jun-15	3,552,124	3,739,029	3,468,069	-5.0%	▼	2.4%	▲
McCarran Int'l Total Passengers	Jun-15	3,911,813	3,992,150	3,698,373	-2.0%	▼	5.8%	▲
Las Vegas Convention Attendance	Jun-15	357,989	433,171	429,298	-17.4%	▼	-16.6%	▼
Las Vegas Room Inventory	Jun-15	149,071	149,352	149,297	-0.2%	▼	-0.2%	▼
Average Daily Room Rate	Jun-15	\$114.34	\$130.32	\$115.15	-12.3%	▼	-0.7%	▼
Hotel/Motel Occupancy Rate	Jun-15	90.4%	91.2%	90.0%	-0.8%	▼	0.4%	▲
Clark County Gaming Market								
Gross Gaming Revenues	Jun-15	\$709,629,802	\$870,044,892	\$790,355,849	-18.4%	▼	-10.2%	▼
Slot Machine Coin-in	Jun-15	\$6,577,869,925	\$7,438,240,039	\$6,635,117,802	-11.6%	▼	-0.9%	▼
Win Per Slot Machine Per Day	Jun-15	\$135.88	\$145.38	\$133.53	-6.5%	▼	1.8%	▲
Game & Table Drop	Jun-15	\$2,122,523,666	\$2,955,866,009	\$2,631,107,768	-28.2%	▼	-19.3%	▼
Win Per Game & Table Per Day	Jun-15	\$1,645	\$2,421	\$2,108	-32.1%	▼	-22.0%	▼
Las Vegas Downtown Gaming Market								
Gross Gaming Revenues	Jun-15	\$42,116,814	\$44,574,376	\$41,188,290	-5.5%	▼	2.3%	▲
Slot Machine Coin-in	Jun-15	\$422,662,472	\$482,490,410	\$404,944,487	-12.4%	▼	4.4%	▲
Win Per Slot Machine Per Day	Jun-15	\$96.22	\$100.51	\$96.39	-4.3%	▼	-0.2%	▼
Game & Table Drop	Jun-15	\$92,327,033	\$111,788,219	\$83,030,596	-17.4%	▼	11.2%	▲
Win Per Game & Table Per Day	Jun-15	\$830	\$922	\$691	-10.0%	▼	20.1%	▲

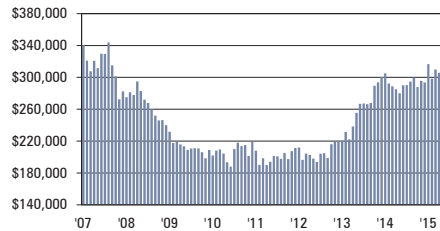


## REAL ESTATE Summary

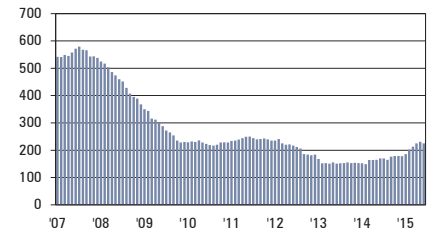
**Clark County:**  
NEW HOME SALES



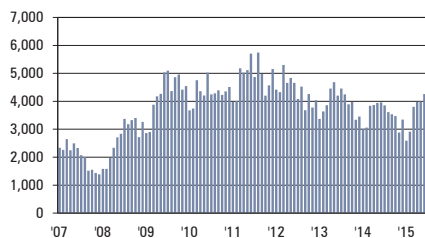
**Clark County:**  
MEDIAN NEW HOME SALES PRICE



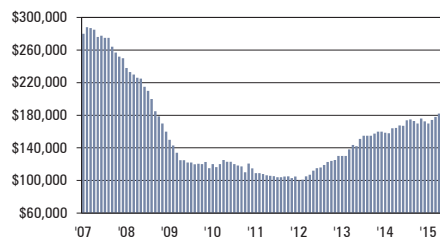
**Clark County:**  
ACTIVE SUBDIVISIONS



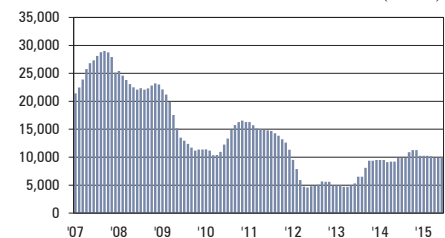
**Clark County:**  
EXISTING HOME SALES



**Clark County:**  
MEDIAN EXISTING HOMES SALES PRICE



**Clark County:**  
RESALE LISTINGS (MLS)



REAL ESTATE	Most Recent Data Available	Indicator Values			Growth Rates			
		Current Period	Previous Period	Same Period Previous Year	vs. Previous Period	vs. Same Period Previous Year		
Clark County New Homes								
New Home Sales	Jun-15	640	548	499	16.8%	▲	28.3%	▲
Median New Home Sales Price	Jun-15	\$303,705	\$317,337	\$290,000	-4.3%	▼	4.7%	▲
Active Subdivisions	Jun-15	225	231	170	-2.6%	▼	32.4%	▲
Clark County Existing Homes								
Existing Home Sales	Jun-15	4,256	3,991	3,958	6.6%	▲	7.5%	▲
Median Existing Home Sales Price	Jun-15	\$190,000	\$180,000	\$167,000	5.6%	▲	13.8%	▲
Resale Listings (MLS)	Jun-15	9,972	9,917	9,837	0.6%	▲	1.4%	▲
Owner Occupied	Jun-15	4,218	4,043	3,922	4.3%	▲	7.5%	▲
Tenant Occupied	Jun-15	1,591	1,722	1,569	-7.6%	▼	1.4%	▲
Vacant	Jun-15	4,163	4,152	4,346	0.3%	▲	-4.2%	▼
Office Market								
Inventory (SF)	Q2 2015	52,984,880	52,941,542	52,388,839	0.1%	▲	1.1%	▲
Under Construction (SF)	Q2 2015	204,894	240,338	749,703	-14.7%	▼	-72.7%	▼
Vacancy Rate	Q2 2015	23.1%	23.3%	23.9%	-0.2%	▼	-0.8%	▼
Asking Price (PSF)	Q2 2015	\$1.86	\$1.86	\$1.84	0.0%	◀▶	1.1%	▲
Net Absorption (SF)	Q2 2015	138,718	94,663	265,200	46.5%	▲	-47.7%	▼
Retail Market								
Inventory (SF)	Q2 2015	52,523,405	52,519,161	50,620,540	0.0%	▲	3.8%	▲
Under Construction (SF)	Q2 2015	819,000	688,244	2,172,702	19.0%	▲	-62.3%	▼
Vacancy Rate	Q2 2015	9.1%	9.3%	9.3%	-0.2%	▼	-0.2%	▼
Asking Price (PSF)	Q2 2015	\$1.55	\$1.58	\$1.49	-1.9%	▼	4.0%	▲
Net Absorption (SF)	Q2 2015	121,090	210,111	-29,591	-42.4%	▼	-509.2%	▼
Industrial Market								
Inventory (SF)	Q2 2015	109,746,134	108,608,572	108,067,824	1.0%	▲	1.6%	▲
Under Construction (SF)	Q2 2015	2,789,070	2,228,838	1,174,263	25.1%	▲	137.5%	▲
Vacancy Rate	Q2 2015	6.8%	7.5%	9.6%	-0.7%	▼	-2.8%	▼
Asking Price (PSF)	Q2 2015	\$0.59	\$0.57	\$0.54	3.5%	▲	9.3%	▲
Net Absorption (SF)	Q2 2015	1,847,701	1,235,404	1,527,855	49.6%	▲	20.9%	▲



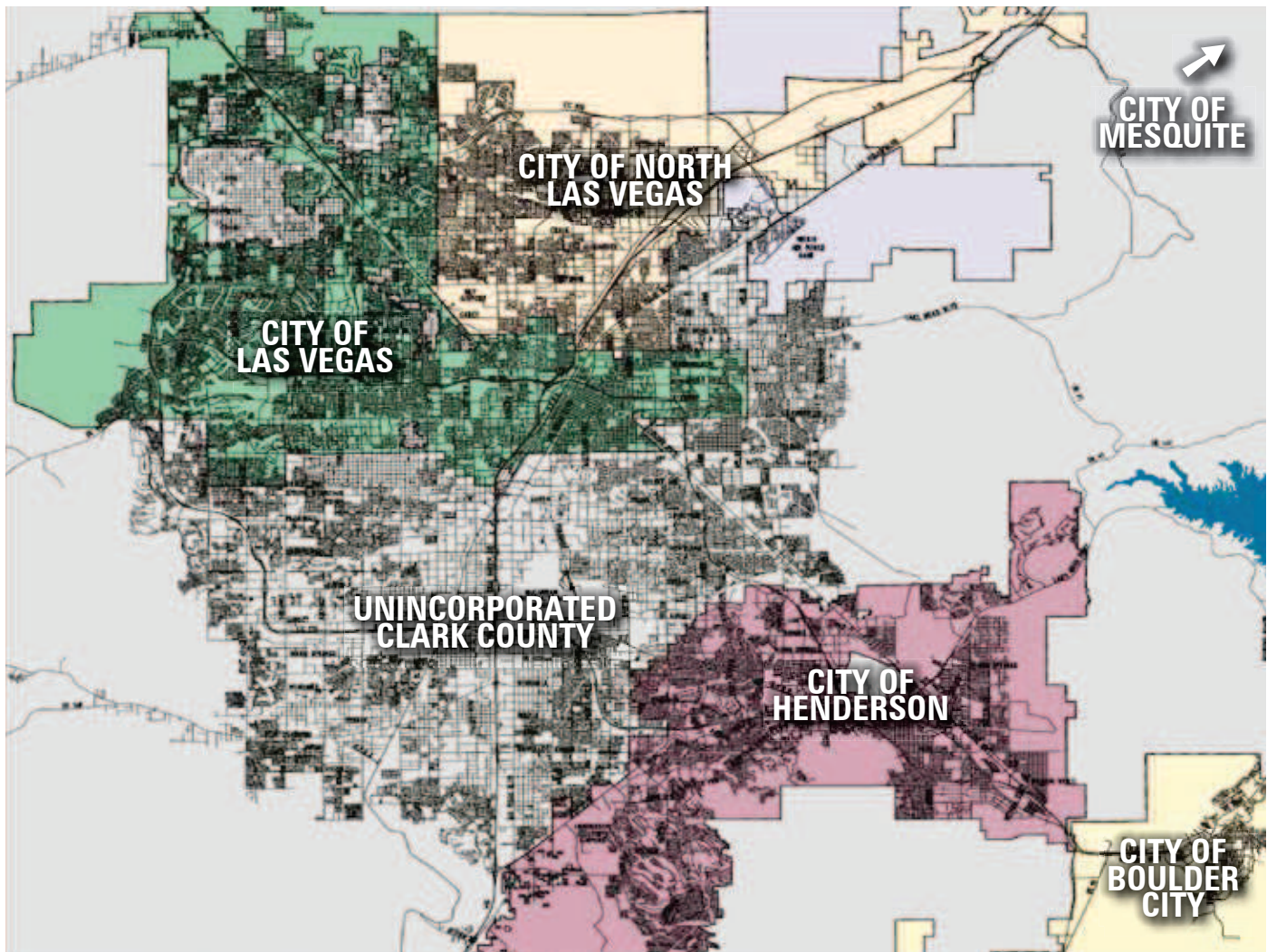


## FORECLOSURE RANKINGS BY **Jurisdiction**

Rankings (1 = Highest Rate)

SOUTHERN NEVADA FORECLOSURE RANKINGS	Rate of Notices of Default			Rate of Trustee Deeds (Foreclosures)		
	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months
City of Las Vegas	4	2	2	3	3	2
City of Henderson	5	4	4	4	4	4
City of North Las Vegas	1	1	1	1	1	1
City of Mesquite	6	6	5	6	6	5
City of Boulder City	3	5	6	5	5	6
Unincorporated Clark County	2	3	3	2	2	3

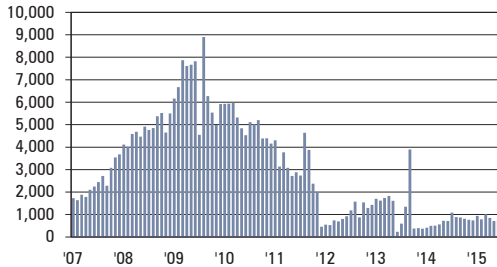
## SOUTHERN NEVADA **Jurisdictions**



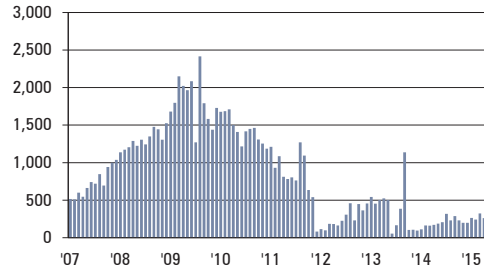


## FORECLOSURE ACTIVITY BY Jurisdiction

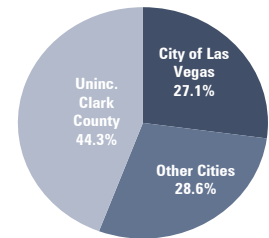
**Clark County:**  
NOTICES OF DEFAULT



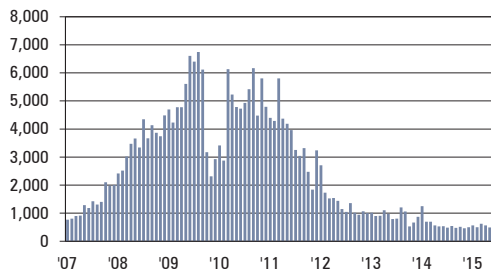
**City of Las Vegas:**  
NOTICES OF DEFAULT



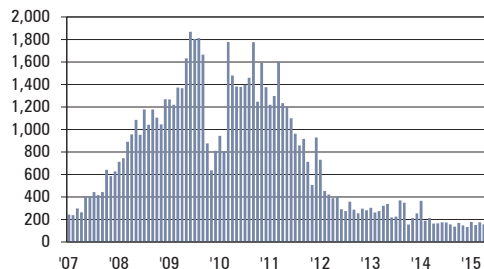
**Distribution:**  
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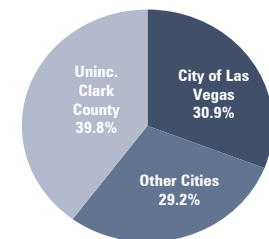
**Clark County:**  
NOTICES OF TRUSTEE SALE



**City of Las Vegas:**  
NOTICES OF TRUSTEE SALE



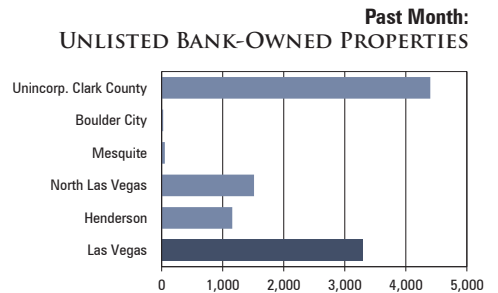
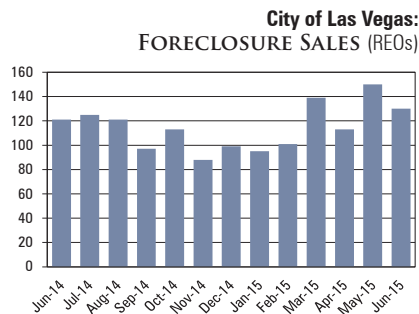
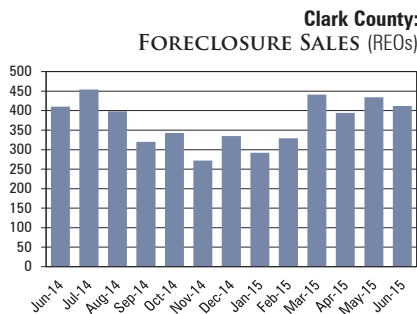
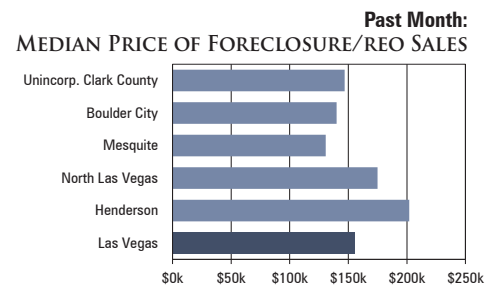
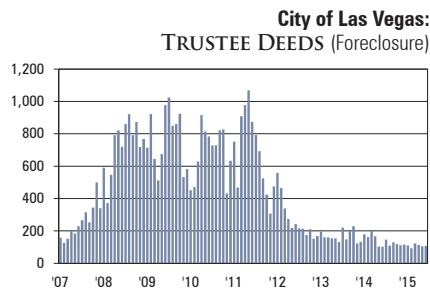
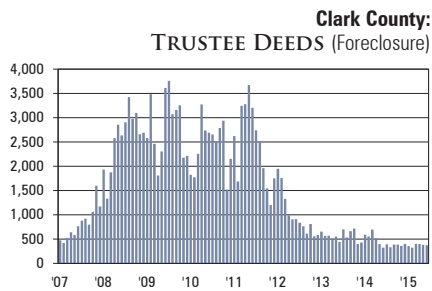
**Distribution:**  
NOTICES OF TRUSTEE SALE



PRE-FORECLOSURE ACTIVITY	Incorporated Cities					Unincorp. Clark County	Total Clark County
	Las Vegas	Henderson	North Las Vegas	Mesquite	Boulder City		
Housing Units							
Number of Housing Units	188,989	99,158	69,180	8,666	6,710	285,599	658,302
As a % of Total Housing Units	28.7%	15.1%	10.5%	1.3%	1.0%	43.4%	100.0%
Notices of Default							
Current Month	209	109	98	5	8	341	770
Trailing 3 Months	683	311	302	11	10	1,017	2,334
Trailing 12 Months	2,976	1,381	1,331	63	35	4,453	10,239
Notices of Default (As a % of Total)							
Current Month	27.1%	14.2%	12.7%	0.6%	1.0%	44.3%	100.0%
Trailing 3 Months	29.3%	13.3%	12.9%	0.5%	0.4%	43.6%	100.0%
Trailing 12 Months	29.1%	13.5%	13.0%	0.6%	0.3%	43.5%	100.0%
Rate of Default Notices	(X Per 1,000 Housing Units)						
Current Month	1.1	1.1	1.4	0.6	1.2	1.2	1.2
Trailing 3 Months	3.6	3.1	4.4	1.3	1.5	3.6	3.5
Trailing 12 Months	15.7	13.9	19.2	7.3	5.2	15.6	15.6
Notices of Trustee Sale							
Current Month	163	71	78	2	3	210	527
Trailing 3 Months	459	217	227	6	6	668	1,583
Trailing 12 Months	1,879	788	841	36	17	2,693	6,254
Notices of Trustee Sale (As a % of Total)							
Current Month	30.9%	13.5%	14.8%	0.4%	0.6%	39.8%	100.0%
Trailing 3 Months	29.0%	13.7%	14.3%	0.4%	0.4%	42.2%	100.0%
Trailing 12 Months	30.0%	12.6%	13.4%	0.6%	0.3%	43.1%	100.0%
Rate of Notices of Trustee Sale	(X Per 1,000 Housing Units)						
Current Month	0.9	0.7	1.1	0.2	0.4	0.7	0.8
Trailing 3 Months	2.4	2.2	3.3	0.7	0.9	2.3	2.4
Trailing 12 Months	9.9	7.9	12.2	4.2	2.5	9.4	9.5



## FORECLOSURE ACTIVITY BY Jurisdiction



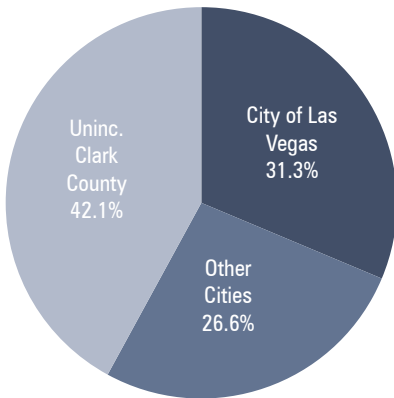
FORECLOSURE ACTIVITY	Incorporated Cities					Unincorp. Clark County	Total Clark County
	Las Vegas	Henderson	North Las Vegas	Mesquite	Boulder City		
<b>Housing Units</b>							
Number of Housing Units	188,989	99,158	69,180	8,666	6,710	285,599	658,302
As a % of Total Housing Units	28.7%	15.1%	10.5%	1.3%	1.0%	43.4%	100.0%
<b>Trustee Deeds (Foreclosures)</b>							
Current Month	108	48	49	2	2	165	374
Trailing 3 Months	326	161	148	6	5	507	1,153
Trailing 12 Months	1,381	559	577	36	15	1,911	4,479
<b>Trustee Deeds (Forecl.) (As a % of Total)</b>							
Current Month	28.9%	12.8%	13.1%	0.5%	0.5%	44.1%	100.0%
Trailing 3 Months	28.3%	14.0%	12.8%	0.5%	0.4%	44.0%	100.0%
Trailing 12 Months	30.8%	12.5%	12.9%	0.8%	0.3%	42.7%	100.0%
<b>Rate of Trustee Deeds (Foreclosures)</b>	(X Per 1,000 Housing Units)						
Current Month	0.6	0.5	0.7	0.2	0.3	0.6	0.6
Trailing 3 Months	1.7	1.6	2.1	0.7	0.7	1.8	1.8
Trailing 12 Months	7.3	5.6	8.3	4.2	2.2	6.7	6.8
<b>Foreclosure Sales (REOs)</b>							
Current Month	130	58	50	2	1	171	412
Trailing 3 Months	393	146	155	8	4	534	1,240
Trailing 12 Months	1,371	518	564	28	15	1,928	4,424
<b>Foreclosure Sales (REOs) (As a % of Total)</b>							
Current Month	31.6%	14.1%	12.1%	0.5%	0.2%	41.5%	100.0%
Trailing 3 Months	31.7%	11.8%	12.5%	0.6%	0.3%	43.1%	100.0%
Trailing 12 Months	31.0%	11.7%	12.7%	0.6%	0.3%	43.6%	100.0%
<b>Median Price of Foreclosure/REO Sales</b>							
Current Month	\$155,500	\$202,000	\$175,000	\$130,650	\$140,000	\$146,800	\$157,000
Trailing 3 Months	\$149,900	\$187,800	\$162,900	\$203,750	\$200,750	\$151,175	\$156,988
Trailing 12 Months	\$144,000	\$185,000	\$157,000	\$139,600	\$170,500	\$148,000	\$152,000



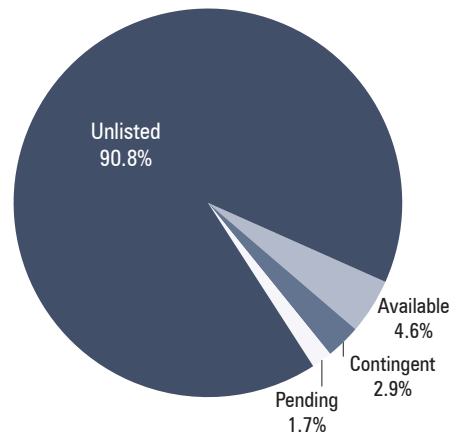


## FORECLOSURE ACTIVITY BY Jurisdiction

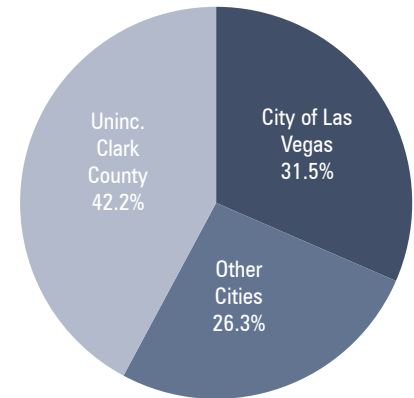
**Distribution:**  
BANK-OWNED PROPERTIES (REOs)



**City of Las Vegas:**  
LISTED STATUS OF BANK-OWNED PROPERTIES (REOs)



**Distribution:**  
UNLISTED BANK-OWNED PROPERTIES (REOs)



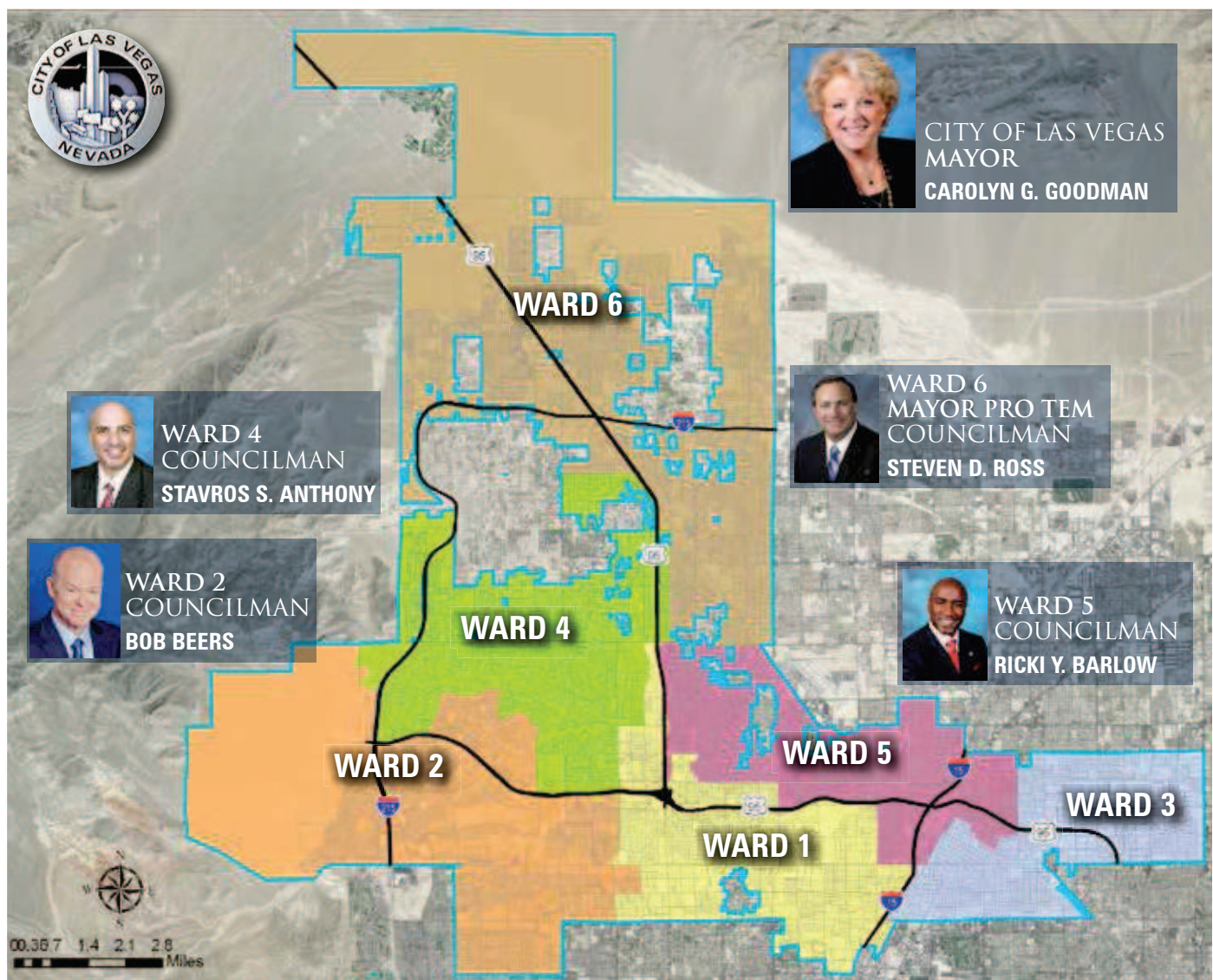
INVENTORY ANALYSIS	Incorporated Cities					Unincorp. Clark County	Total Clark County
	Las Vegas	Henderson	North Las Vegas	Mesquite	Boulder City		
Housing Units							
Number of Housing Units	188,989	99,158	69,180	8,666	6,710	285,599	658,302
As a % of Total Housing Units	28.7%	15.1%	10.5%	1.3%	1.0%	43.4%	100.0%
Bank-Owned Properties (REOs)							
Number of Bank-Owned Properties	3,623	1,309	1,690	52	29	4,864	11,567
Distribution of Bank-Owned Properties	31.3%	11.3%	14.6%	0.4%	0.3%	42.1%	100.0%
Listed Status of REOs							
Available in the MLS	167	82	74	1	3	236	563
Contingent in the MLS	105	49	56	0	0	138	348
Pending in the MLS	62	22	47	0	1	90	222
Unlisted	3,289	1,156	1,513	51	25	4,400	10,434
Total	3,623	1,309	1,690	52	29	4,864	11,567
Listed Status of REOs (As a % of Total)							
Available in the MLS	29.7%	14.6%	13.1%	0.2%	0.5%	41.9%	100.0%
Contingent in the MLS	30.2%	14.1%	16.1%	0.0%	0.0%	39.7%	100.0%
Pending in the MLS	27.9%	9.9%	21.2%	0.0%	0.5%	40.5%	100.0%
Unlisted	31.5%	11.1%	14.5%	0.5%	0.2%	42.2%	100.0%
Total	31.3%	11.3%	14.6%	0.4%	0.3%	42.1%	100.0%
Distribution of Listed Status of REOs							
Available in the MLS	4.6%	6.3%	4.4%	1.9%	10.3%	4.9%	4.9%
Contingent in the MLS	2.9%	3.7%	3.3%	0.0%	0.0%	2.8%	3.0%
Pending in the MLS	1.7%	1.7%	2.8%	0.0%	3.4%	1.9%	1.9%
Unlisted	90.8%	88.3%	89.5%	98.1%	86.2%	90.5%	90.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



## FORECLOSURE RANKINGS BY **Ward**

LAS VEGAS WARD FORECLOSURE RANKINGS	Rate of Notices of Default			Rate of Trustee Deeds (Foreclosures)		
	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months
Ward 1	2	3	2	1	1	2
Ward 2	5	6	6	5	6	6
Ward 3	1	1	3	2	4	3
Ward 4	6	5	5	6	5	5
Ward 5	3	4	1	4	2	1
Ward 6	4	2	4	3	3	4

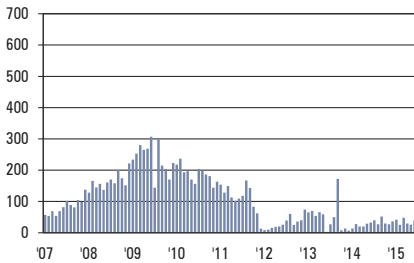
## CITY OF LAS VEGAS **Wards**



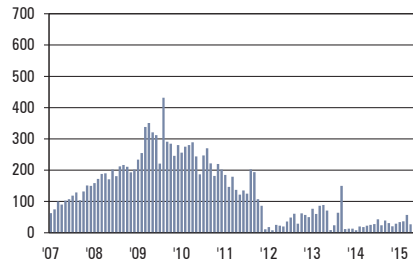


## FORECLOSURE ACTIVITY BY Ward

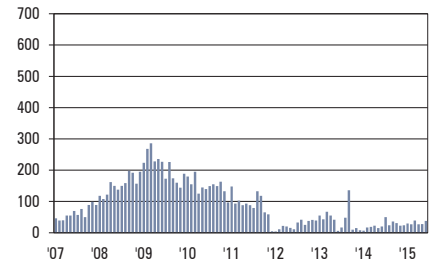
**Ward 1:**  
NOTICES OF DEFAULT



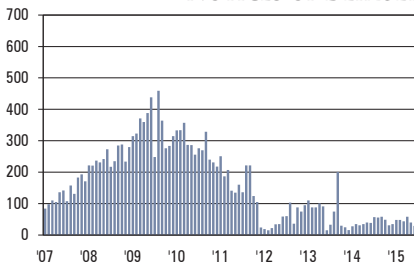
**Ward 2:**  
NOTICES OF DEFAULT



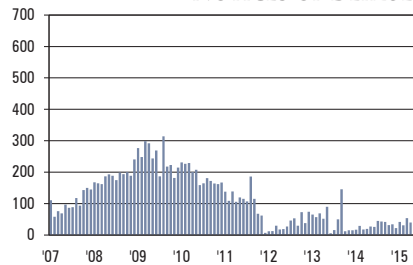
**Ward 3:**  
NOTICES OF DEFAULT



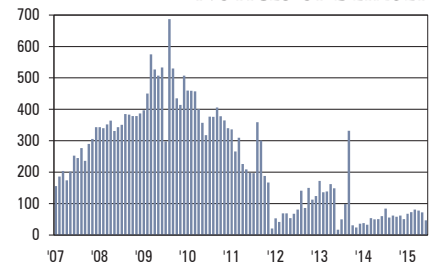
**Ward 4:**  
NOTICES OF DEFAULT



**Ward 5:**  
NOTICES OF DEFAULT



**Ward 6:**  
NOTICES OF DEFAULT

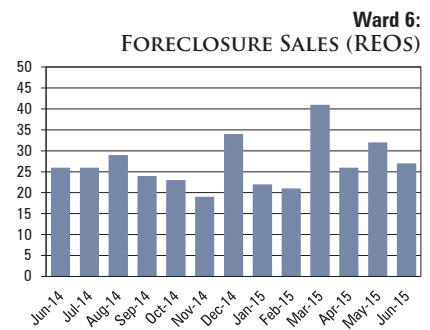
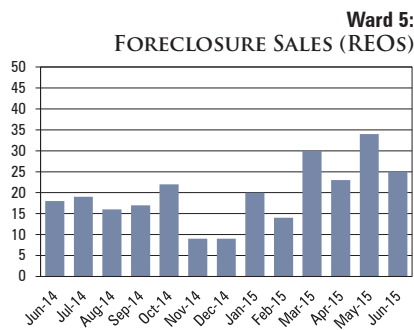
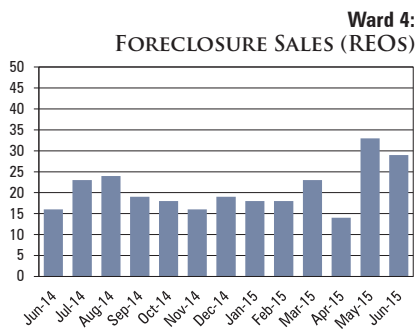
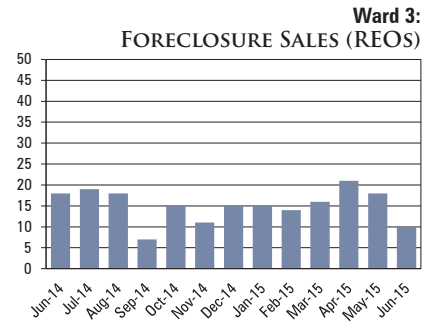
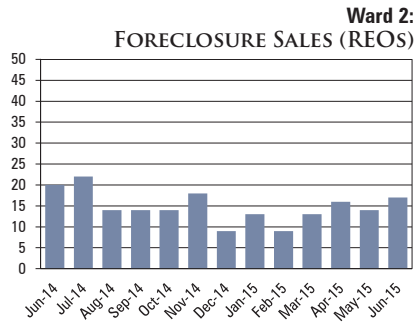
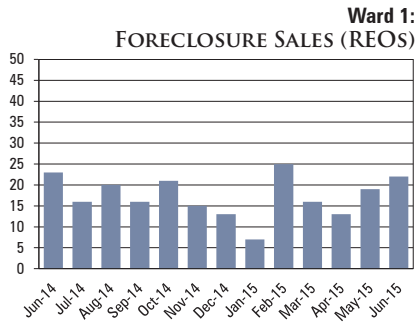


PRE-FORECLOSURE ACTIVITY	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Total City of Las Vegas
<b>Housing Units</b>							
Number of Housing Units	23,945	34,226	21,752	39,558	23,429	46,079	188,989
As a % of Total Housing Units	12.7%	18.1%	11.5%	20.9%	12.4%	24.4%	100.0%
<b>Notices of Default</b>							
Current Month	39	27	38	29	29	47	209
Trailing 3 Months	95	84	93	127	87	197	683
Trailing 12 Months	423	399	377	553	432	792	2,976
<b>Notices of Default (As a % of Total)</b>							
Current Month	18.7%	12.9%	18.2%	13.9%	13.9%	22.5%	100.0%
Trailing 3 Months	13.9%	12.3%	13.6%	18.6%	12.7%	28.8%	100.0%
Trailing 12 Months	14.2%	13.4%	12.7%	18.6%	14.5%	26.6%	100.0%
<b>Rate of Default Notices (X Per 1,000 Housing Units)</b>							
Current Month	1.6	0.8	1.7	0.7	1.2	1.0	1.1
Trailing 3 Months	4.0	2.5	4.3	3.2	3.7	4.3	3.6
Trailing 12 Months	17.7	11.7	17.3	14.0	18.4	17.2	15.7
<b>Notices of Trustee Sale</b>							
Current Month	22	15	28	32	30	36	163
Trailing 3 Months	69	51	67	95	64	113	459
Trailing 12 Months	290	241	261	346	280	461	1,879
<b>Notices of Trustee Sale (As a % of Total)</b>							
Current Month	13.5%	9.2%	17.2%	19.6%	18.4%	22.1%	100.0%
Trailing 3 Months	15.0%	11.1%	14.6%	20.7%	13.9%	24.6%	100.0%
Trailing 12 Months	15.4%	12.8%	13.9%	18.4%	14.9%	24.5%	100.0%
<b>Rate of Notices of Trustee Sale (X Per 1,000 Housing Units)</b>							
Current Month	0.9	0.4	1.3	0.8	1.3	0.8	0.9
Trailing 3 Months	2.9	1.5	3.1	2.4	2.7	2.5	2.4
Trailing 12 Months	12.1	7.0	12.0	8.7	12.0	10.0	9.9





## FORECLOSURE ACTIVITY BY Ward

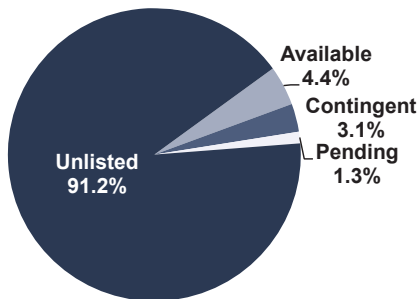


FORECLOSURE ACTIVITY	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Total City of Las Vegas
<b>Housing Units</b>							
Number of Housing Units	23,945	34,226	21,752	39,558	23,429	46,079	188,989
As a % of Total Housing Units	12.7%	18.1%	11.5%	20.9%	12.4%	24.4%	100.0%
<b>Trustee Deeds (Foreclosures)</b>							
Current Month	25	15	14	15	11	28	108
Trailing 3 Months	58	39	38	57	51	83	326
Trailing 12 Months	230	165	192	244	230	320	1,381
<b>Trustee Deeds (Forecl.) (As a % of Total)</b>							
Current Month	23.1%	13.9%	13.0%	13.9%	10.2%	25.9%	100.0%
Trailing 3 Months	17.8%	12.0%	11.7%	17.5%	15.6%	25.5%	100.0%
Trailing 12 Months	16.7%	11.9%	13.9%	17.7%	16.7%	23.2%	100.0%
<b>Rate of Trustee Deeds (Foreclosures)</b>	(X Per 1,000 Housing Units)						
Current Month	1.0	0.4	0.6	0.4	0.5	0.6	0.6
Trailing 3 Months	2.4	1.1	1.7	1.4	2.2	1.8	1.7
Trailing 12 Months	9.6	4.8	8.8	6.2	9.8	6.9	7.3
<b>Foreclosure Sales (REOs)</b>							
Current Month	22	17	10	29	25	27	130
Trailing 3 Months	54	47	49	76	82	85	393
Trailing 12 Months	203	173	179	254	238	324	1,371
<b>Foreclosure Sales (REOs) (As a % of Total)</b>							
Current Month	16.9%	13.1%	7.7%	22.3%	19.2%	20.8%	100.0%
Trailing 3 Months	13.7%	12.0%	12.5%	19.3%	20.9%	21.6%	100.0%
Trailing 12 Months	14.8%	12.6%	13.1%	18.5%	17.4%	23.6%	100.0%
<b>Median Price of Foreclosure/REO Sales</b>							
Current Month	\$145,200	\$197,000	\$91,000	\$175,000	\$99,000	\$172,000	\$155,500
Trailing 3 Months	\$140,000	\$207,000	\$97,100	\$178,000	\$102,188	\$182,900	\$149,900
Trailing 12 Months	\$125,000	\$221,500	\$95,000	\$168,000	\$101,000	\$180,000	\$144,000

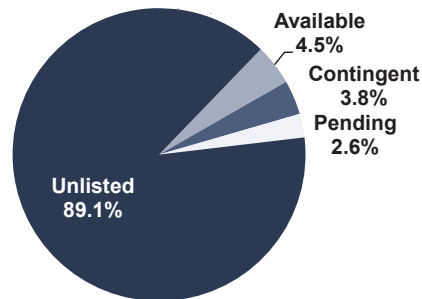


## FORECLOSURE ACTIVITY BY Ward

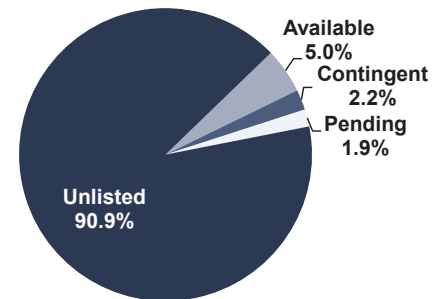
**Ward 1:**  
LISTED STATUS OF BANK-OWNED  
PROPERTIES (REOs)



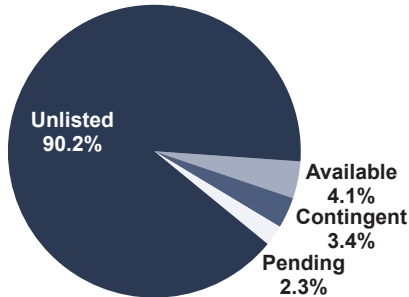
**Ward 2:**  
LISTED STATUS OF BANK-OWNED  
PROPERTIES (REOs)



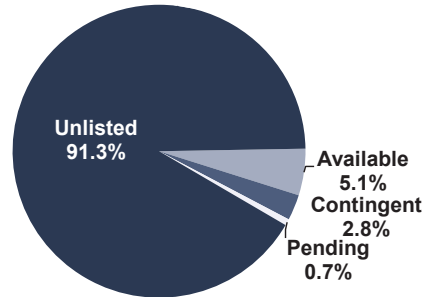
**Ward 3:**  
LISTED STATUS OF BANK-OWNED  
PROPERTIES (REOs)



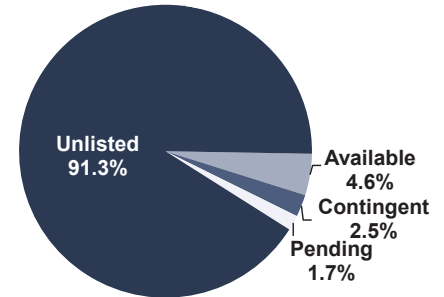
**Ward 4:**  
LISTED STATUS OF BANK-OWNED  
PROPERTIES (REOs)



**Ward 5:**  
LISTED STATUS OF BANK-OWNED  
PROPERTIES (REOs)



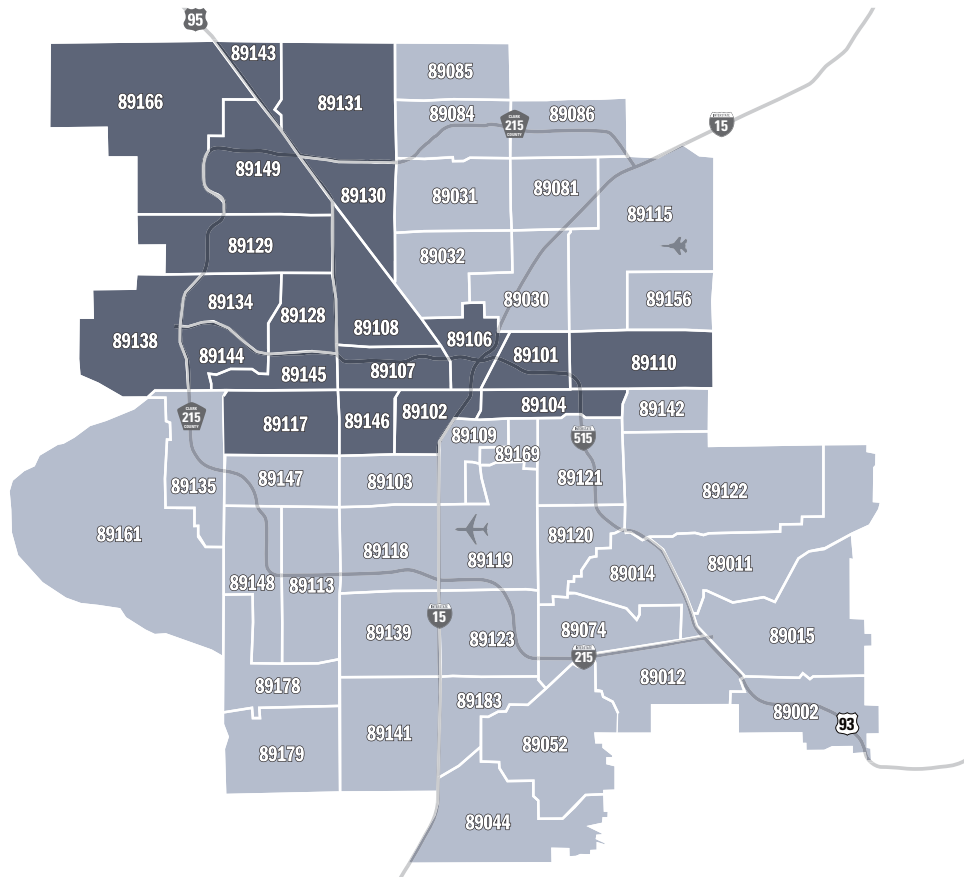
**Ward 6:**  
LISTED STATUS OF BANK-OWNED  
PROPERTIES (REOs)



INVENTORY ANALYSIS	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Total City of Las Vegas
<b>Housing Units</b>							
Number of Housing Units	23,945	34,226	21,752	39,558	23,429	46,079	188,989
As a % of Total Housing Units	12.7%	18.1%	11.5%	20.9%	12.4%	24.4%	100.0%
<b>Bank-Owned Properties (REOs)</b>							
Number of Bank-Owned Properties	547	422	580	612	564	897	3,622
Distribution of Bank-Owned Properties	15.1%	11.7%	16.0%	16.9%	15.6%	24.8%	100.0%
<b>Listed Status of REOs</b>							
Available in the MLS	24	19	29	25	29	41	167
Contingent in the MLS	17	16	13	21	16	22	105
Pending in the MLS	7	11	11	14	4	15	62
Unlisted	499	376	527	552	515	819	3,288
<b>Total</b>	<b>547</b>	<b>422</b>	<b>580</b>	<b>612</b>	<b>564</b>	<b>897</b>	<b>3,622</b>
<b>Listed Status of REOs (As a % of Total)</b>							
Available in the MLS	14.4%	11.4%	17.4%	15.0%	17.4%	24.6%	100.0%
Contingent in the MLS	16.2%	15.2%	12.4%	20.0%	15.2%	21.0%	100.0%
Pending in the MLS	11.3%	17.7%	17.7%	22.6%	6.5%	24.2%	100.0%
Unlisted	15.2%	11.4%	16.0%	16.8%	15.7%	24.9%	100.0%
<b>Total</b>	<b>15.1%</b>	<b>11.7%</b>	<b>16.0%</b>	<b>16.9%</b>	<b>15.6%</b>	<b>24.8%</b>	<b>100.0%</b>
<b>Distribution of Listed Status of REOs</b>							
Available in the MLS	4.4%	4.5%	5.0%	4.1%	5.1%	4.6%	4.6%
Contingent in the MLS	3.1%	3.8%	2.2%	3.4%	2.8%	2.5%	2.9%
Pending in the MLS	1.3%	2.6%	1.9%	2.3%	0.7%	1.7%	1.7%
Unlisted	91.2%	89.1%	90.9%	90.2%	91.3%	91.3%	90.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



## CITY OF LAS VEGAS Zip Codes



## FORECLOSURE RANKINGS BY Zip Code

ZIP CODE FORECLOSURE RANKINGS	Rate of Notices of Default			Rate of Trustee Deeds (Foreclosures)		
	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months
89101	11	15	17	15	16	16
89102	6	5	14	6	3	6
89104	3	6	10	17	17	7
89106	7	14	9	16	5	5
89107	5	11	6	1	1	1
89108	4	3	1	5	2	2
89110	2	4	3	3	10	3
89117	18	18	16	13	14	17
89128	16	10	12	10	9	8
89129	13	12	5	14	12	13
89130	12	1	4	11	6	10
89131	9	2	8	18	15	14
89134	19	20	20	19	19	19
89138	10	19	18	20	20	20
89143	17	8	2	8	7	11
89144	20	17	19	12	18	18
89145	8	16	13	9	13	9
89146	1	7	7	2	4	4
89149	15	13	15	4	11	12
89166	14	9	11	7	8	15





## FORECLOSURE ACTIVITY BY Zip Code

PRE-FORECLOSURE ACTIVITY	Housing Units		Notices of Default			Notices of Default (% of Total)			Rate of Default Notices*		
	Total	% of Total	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months
89101	8,527	3.9%	10	25	99	3.9%	3.1%	2.8%	1.2	2.9	11.6
89102	6,533	3.0%	9	28	97	3.5%	3.5%	2.8%	1.4	4.3	14.8
89104	10,531	4.8%	17	44	173	6.6%	5.5%	5.0%	1.6	4.2	16.4
89106	6,882	3.1%	9	22	115	3.5%	2.7%	3.3%	1.3	3.2	16.7
89107	10,556	4.8%	15	37	183	5.9%	4.6%	5.3%	1.4	3.5	17.3
89108	19,581	8.9%	28	91	422	10.9%	11.3%	12.1%	1.4	4.6	21.6
89110	19,296	8.8%	37	89	373	14.5%	11.1%	10.7%	1.9	4.6	19.3
89117	16,649	7.6%	11	38	210	4.3%	4.7%	6.0%	0.7	2.3	12.6
89128	13,611	6.2%	10	48	208	3.9%	6.0%	6.0%	0.7	3.5	15.3
89129	17,861	8.1%	18	60	316	7.0%	7.5%	9.1%	1.0	3.4	17.7
89130	11,128	5.1%	13	58	205	5.1%	7.2%	5.9%	1.2	5.2	18.4
89131	16,010	7.3%	20	79	269	7.8%	9.8%	7.7%	1.2	4.9	16.8
89134	12,822	5.8%	7	29	93	2.7%	3.6%	2.7%	0.5	2.3	7.3
89138	4,837	2.2%	6	11	54	2.3%	1.4%	1.6%	1.2	2.3	11.2
89143	4,300	2.0%	3	16	86	1.2%	2.0%	2.5%	0.7	3.7	20.0
89144	7,607	3.5%	4	20	74	1.6%	2.5%	2.1%	0.5	2.6	9.7
89145	10,283	4.7%	13	28	156	5.1%	3.5%	4.5%	1.3	2.7	15.2
89146	4,686	2.1%	10	19	79	3.9%	2.4%	2.3%	2.1	4.1	16.9
89149	12,940	5.9%	11	42	186	4.3%	5.2%	5.3%	0.9	3.2	14.4
89166	5,401	2.5%	5	20	84	2.0%	2.5%	2.4%	0.9	3.7	15.6

\* (X Per 1,000 Housing Units)

PRE-FORECLOSURE ACTIVITY	Notices of Trustee Sale			Notices of Trustee Sale (% of Total)			Rate of Notices of Trustee*		
	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months
89101	11	18	69	5.8%	3.4%	3.1%	1.3	2.1	8.1
89102	6	16	63	3.1%	3.0%	2.9%	0.9	2.4	9.6
89104	4	25	106	2.1%	4.7%	4.8%	0.4	2.4	10.1
89106	6	15	66	3.1%	2.8%	3.0%	0.9	2.2	9.6
89107	6	28	146	3.1%	5.2%	6.7%	0.6	2.7	13.8
89108	26	61	284	13.6%	11.4%	12.9%	1.3	3.1	14.5
89110	30	68	263	15.7%	12.7%	12.0%	1.6	3.5	13.6
89117	8	28	130	4.2%	5.2%	5.9%	0.5	1.7	7.8
89128	15	42	133	7.9%	7.9%	6.1%	1.1	3.1	9.8
89129	22	57	190	11.5%	10.7%	8.7%	1.2	3.2	10.6
89130	8	27	110	4.2%	5.0%	5.0%	0.7	2.4	9.9
89131	11	35	143	5.8%	6.5%	6.5%	0.7	2.2	8.9
89134	1	9	54	0.5%	1.7%	2.5%	0.1	0.7	4.2
89138	2	11	31	1.0%	2.1%	1.4%	0.4	2.3	6.4
89143	7	17	61	3.7%	3.2%	2.8%	1.6	4.0	14.2
89144	3	10	43	1.6%	1.9%	2.0%	0.4	1.3	5.7
89145	8	21	94	4.2%	3.9%	4.3%	0.8	2.0	9.1
89146	6	14	52	3.1%	2.6%	2.4%	1.3	3.0	11.1
89149	6	21	103	3.1%	3.9%	4.7%	0.5	1.6	8.0
89166	5	12	54	2.6%	2.2%	2.5%	0.9	2.2	10.0

\* (X Per 1,000 Housing Units)



## FORECLOSURE ACTIVITY BY Zip Code

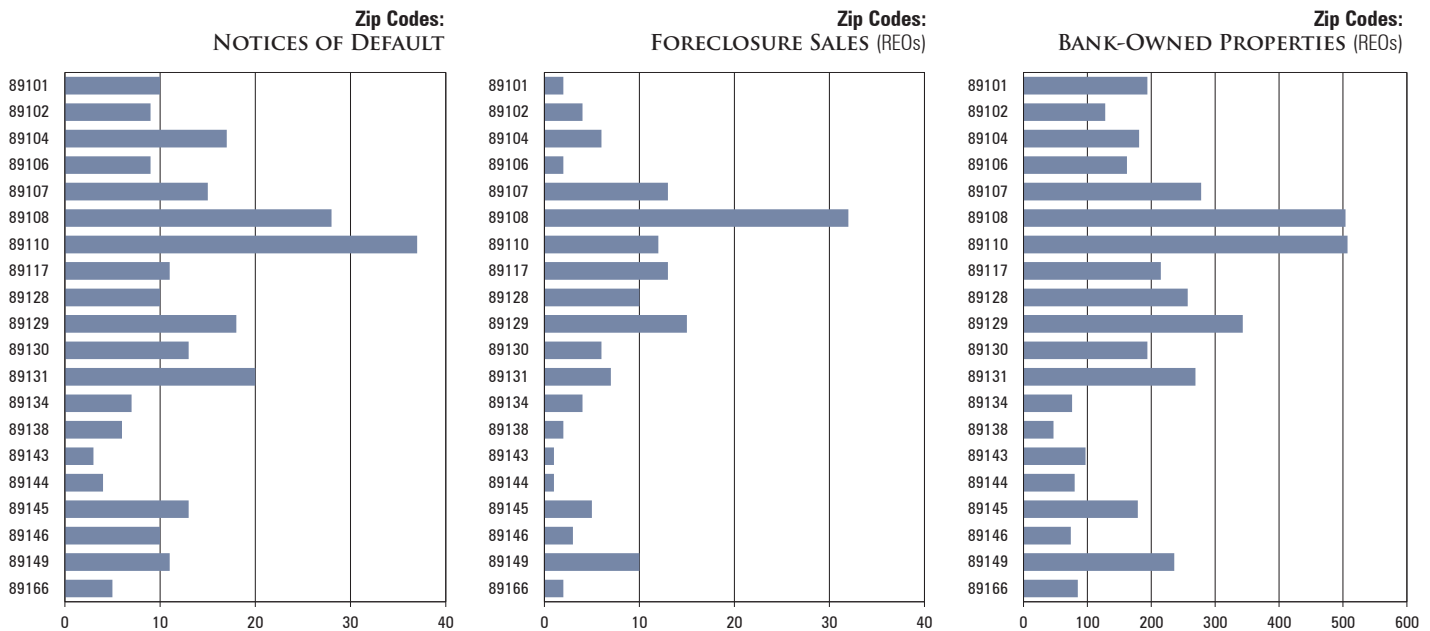
FORECLOSURE ACTIVITY	Housing Units		Trustee Deeds (Foreclosures)			Trustee Deeds (Forecl.) (% of Total)			Rate of Trustee Deeds (Forecl.)*		
	Total	% of Total	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months
89101	8,527	3.9%	3	12	48	2.4%	3.2%	3.0%	0.4	1.4	5.6
89102	6,533	3.0%	5	14	54	4.0%	3.7%	3.4%	0.8	2.1	8.3
89104	10,531	4.8%	3	12	87	2.4%	3.2%	5.5%	0.3	1.1	8.3
89106	6,882	3.1%	2	14	58	1.6%	3.7%	3.6%	0.3	2.0	8.4
89107	10,556	4.8%	14	33	117	11.1%	8.8%	7.3%	1.3	3.1	11.1
89108	19,581	8.9%	15	46	217	11.9%	12.3%	13.6%	0.8	2.3	11.1
89110	19,296	8.8%	16	35	175	12.7%	9.4%	11.0%	0.8	1.8	9.1
89117	16,649	7.6%	8	25	81	6.3%	6.7%	5.1%	0.5	1.5	4.9
89128	13,611	6.2%	8	25	101	6.3%	6.7%	6.3%	0.6	1.8	7.4
89129	17,861	8.1%	8	28	122	6.3%	7.5%	7.6%	0.4	1.6	6.8
89130	11,128	5.1%	6	21	78	4.8%	5.6%	4.9%	0.5	1.9	7.0
89131	16,010	7.3%	4	24	101	3.2%	6.4%	6.3%	0.2	1.5	6.3
89134	12,822	5.8%	1	8	40	0.8%	2.1%	2.5%	0.1	0.6	3.1
89138	4,837	2.2%	0	3	12	0.0%	0.8%	0.8%	0.0	0.6	2.5
89143	4,300	2.0%	3	8	30	2.4%	2.1%	1.9%	0.7	1.9	7.0
89144	7,607	3.5%	4	7	37	3.2%	1.9%	2.3%	0.5	0.9	4.9
89145	10,283	4.7%	7	16	73	5.6%	4.3%	4.6%	0.7	1.6	7.1
89146	4,686	2.1%	5	10	42	4.0%	2.7%	2.6%	1.1	2.1	9.0
89149	12,940	5.9%	10	23	90	7.9%	6.1%	5.6%	0.8	1.8	7.0
89166	5,401	2.5%	4	10	33	3.2%	2.7%	2.1%	0.7	1.9	6.1

\* (X Per 1,000 Housing Units)

FORECLOSURE ACTIVITY	Foreclosure Sales (REOs)			Foreclosure Sales (REOs) (% of Total)			Median Price of Foreclosure/REO Sales		
	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months	Current Month	Trailing 3 Months	Trailing 12 Months
89101	2	16	44	1.3%	3.5%	2.8%	\$64,738	\$87,500	\$93,551
89102	4	9	47	2.7%	2.0%	3.0%	\$121,550	\$125,000	\$130,000
89104	6	27	85	4.0%	5.9%	5.4%	\$150,000	\$117,000	\$113,000
89106	2	13	55	1.3%	2.9%	3.5%	\$88,450	\$93,000	\$93,000
89107	13	27	101	8.7%	5.9%	6.4%	\$139,500	\$133,900	\$119,000
89108	32	85	234	21.3%	18.6%	14.8%	\$118,000	\$115,111	\$116,500
89110	12	46	169	8.0%	10.1%	10.7%	\$91,000	\$105,000	\$102,500
89117	13	29	89	8.7%	6.4%	5.6%	\$275,000	\$240,900	\$233,625
89128	10	34	104	6.7%	7.5%	6.6%	\$72,200	\$170,950	\$147,700
89129	15	33	124	10.0%	7.2%	7.8%	\$178,000	\$178,000	\$178,500
89130	6	22	86	4.0%	4.8%	5.4%	\$194,000	\$189,500	\$170,450
89131	7	25	94	4.7%	5.5%	5.9%	\$170,000	\$193,000	\$209,158
89134	4	9	44	2.7%	2.0%	2.8%	\$217,300	\$236,941	\$225,200
89138	2	4	16	1.3%	0.9%	1.0%	\$128,000	\$303,000	\$339,400
89143	1	7	32	0.7%	1.5%	2.0%	\$236,000	\$245,000	\$213,856
89144	1	10	37	0.7%	2.2%	2.3%	\$0	\$221,950	\$227,000
89145	5	17	71	3.3%	3.7%	4.5%	\$134,000	\$134,000	\$137,000
89146	3	14	42	2.0%	3.1%	2.7%	\$170,000	\$155,175	\$137,350
89149	10	23	85	6.7%	5.0%	5.4%	\$187,000	\$156,500	\$165,000
89166	2	6	22	1.3%	1.3%	1.4%	\$179,950	\$181,000	\$194,950



## FORECLOSURE ACTIVITY BY Zip Code



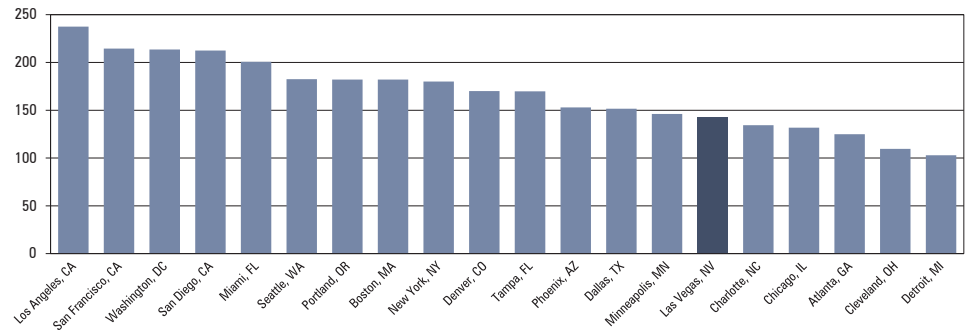
INVENTORY ANALYSIS	Housing Units		REO Properties		Listed Status of REOs				Distribution of Listed Status of REOs			
	Total	% of Total	Number of Properties	% of Housing Units	Available (MLS)	Contingent (MLS)	Pending (MLS)	Unlisted	Available (MLS)	Contingent (MLS)	Pending (MLS)	Unlisted
89101	8,527	3.9%	194	2.3%	10	3	2	179	5.2%	1.5%	1.0%	92.3%
89102	6,533	3.0%	128	2.0%	9	3	2	114	7.0%	2.3%	1.6%	89.1%
89104	10,531	4.8%	181	1.7%	13	6	6	156	7.2%	3.3%	3.3%	86.2%
89106	6,882	3.1%	162	2.4%	5	2	1	154	3.1%	1.2%	0.6%	95.1%
89107	10,556	4.8%	278	2.6%	12	9	4	253	4.3%	3.2%	1.4%	91.0%
89108	19,581	8.9%	504	2.6%	26	21	8	449	5.2%	4.2%	1.6%	89.1%
89110	19,296	8.8%	507	2.6%	19	13	7	468	3.7%	2.6%	1.4%	92.3%
89117	16,649	7.6%	215	1.3%	12	10	6	187	5.6%	4.7%	2.8%	87.0%
89128	13,611	6.2%	257	1.9%	12	8	6	231	4.7%	3.1%	2.3%	89.9%
89129	17,861	8.1%	343	1.9%	12	12	5	314	3.5%	3.5%	1.5%	91.5%
89130	11,128	5.1%	194	1.7%	10	5	2	177	5.2%	2.6%	1.0%	91.2%
89131	16,010	7.3%	269	1.7%	17	5	6	241	6.3%	1.9%	2.2%	89.6%
89134	12,822	5.8%	76	0.6%	4	4	2	66	5.3%	5.3%	2.6%	86.8%
89138	4,837	2.2%	47	1.0%	3		1	43	6.4%	0.0%	2.1%	91.5%
89143	4,300	2.0%	97	2.3%	3	2	3	89	3.1%	2.1%	3.1%	91.8%
89144	7,607	3.5%	80	1.1%	1	2	4	73	1.3%	2.5%	5.0%	91.3%
89145	10,283	4.7%	179	1.7%	10	5	2	162	5.6%	2.8%	1.1%	90.5%
89146	4,686	2.1%	74	1.6%	6	2	1	65	8.1%	2.7%	1.4%	87.8%
89149	12,940	5.9%	236	1.8%	7	6	2	221	3.0%	2.5%	0.8%	93.6%
89166	5,401	2.5%	85	1.6%	6	4	1	74	7.1%	4.7%	1.2%	87.1%



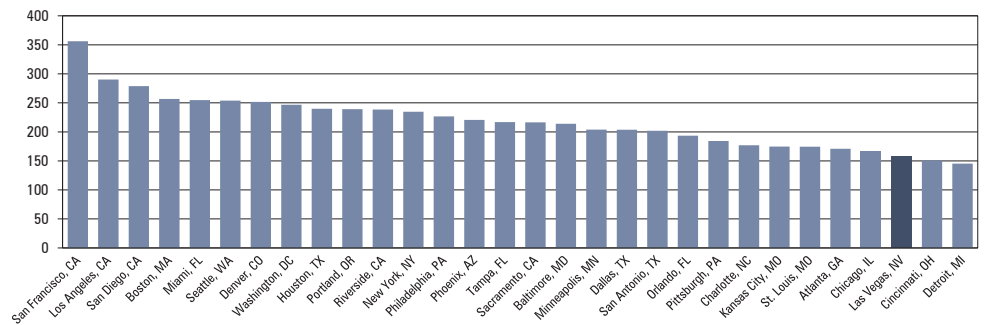


## RANKINGS

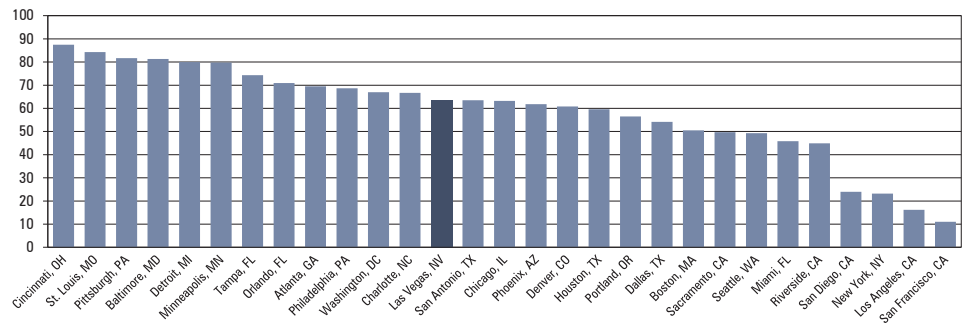
**S&P/Case-Shiller Home Price Indices:**  
SELECT METROPOLITAN AREAS (Jun-15)



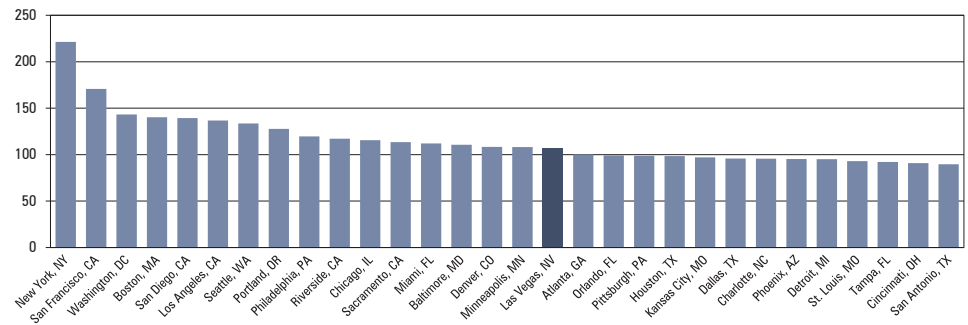
**Housing Price Index:**  
LARGEST METROPOLITAN AREAS  
(Q2 2015)



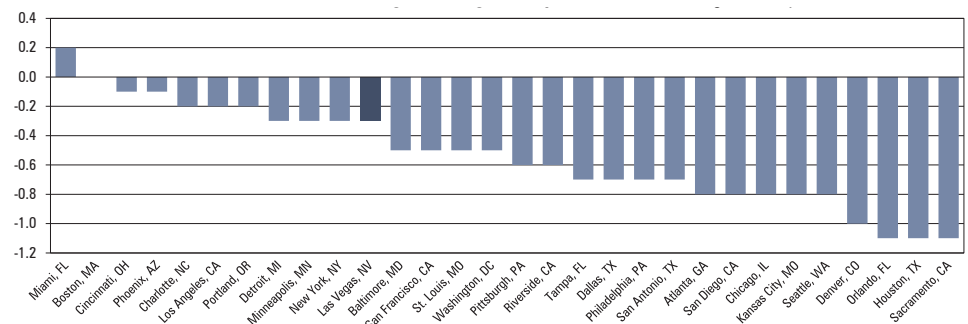
**NAHB/Wells Fargo Housing Opportunity Index:**  
LARGEST METROPOLITAN AREAS  
(Q2 2015)



**Cost of Living Index:**  
LARGEST METROPOLITAN AREAS  
(Q2 2015)

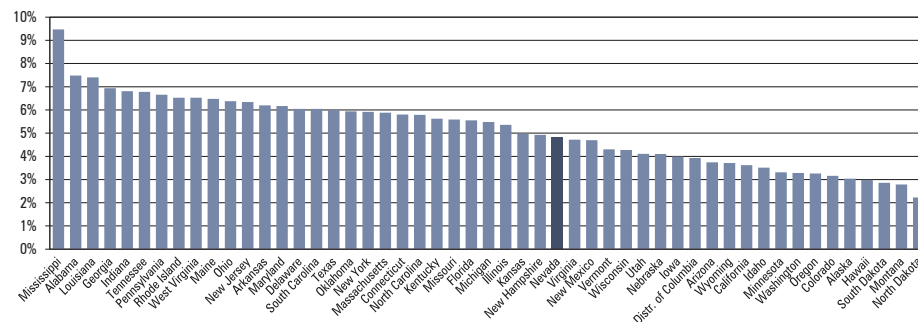
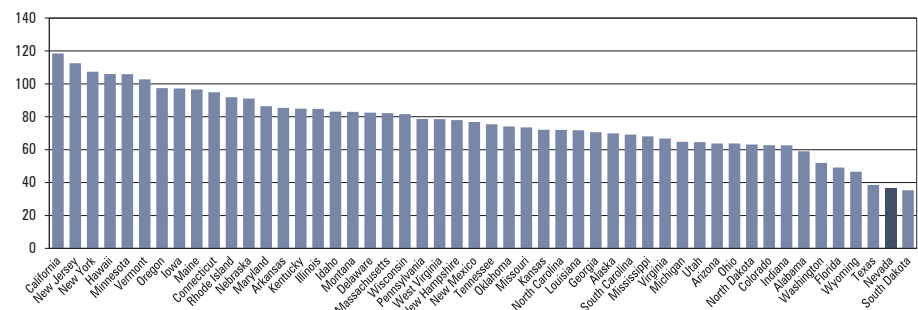
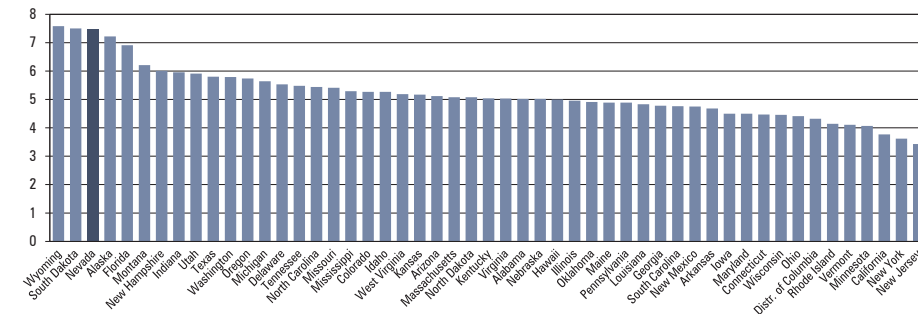
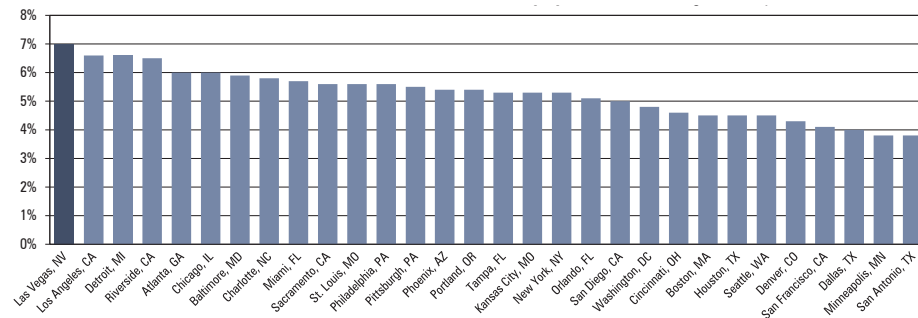
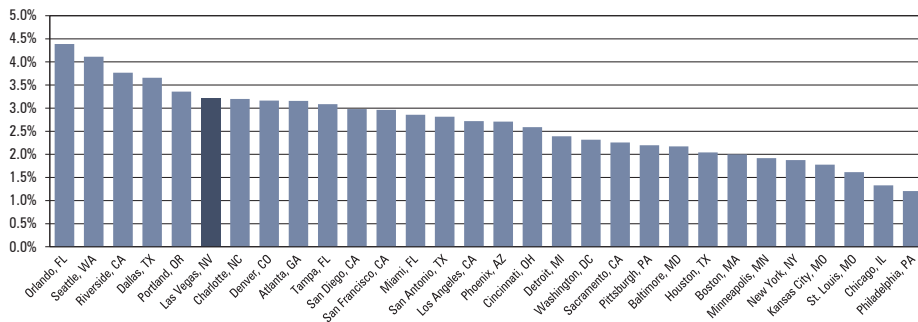


**Change in Average Weekly Hours Worked:**  
LARGEST METROPOLITAN AREAS  
(Jun-15)





## RANKINGS





## Glossary

TERM	DEFINITION	SOURCE
NUMBER OF HOUSING UNITS	The count of dwelling units, regardless of occupancy status; includes single family homes, townhomes, condominiums, plex units, and mobile homes (excludes apartments and timeshares).	Clark County Assessor and Clark County Comprehensive Planning
FORECLOSURE NOTICES OF DEFAULT	The count of notices of default, breaches, lis pendens; not all filings/notices result in foreclosure transactions.	Clark County Recorder's Office and Applied Analysis
FORECLOSURE NOTICE OF TRUSTEE SALE	The count of notices of trustee sale, notice of foreclosure sale; not all filings/notices result in foreclosure transactions.	Clark County Recorder's Office and Applied Analysis
RATE OF FORECLOSURE FILINGS/NOTICES (X PER 1,000 HOUSING UNITS)	The ratio of the total number of foreclosure filings/notices divided by housing units; stated otherwise, X in every 1,000 number of housing units received a foreclosure filing/notice.	Computed by Applied Analysis
TRUSTEE DEED (FORECLOSURE) TRANSACTIONS	The count of homes that are sold in a trustee sale to a financial institution (e.g., lender or mortgage company); also known as a bank repossession.	Clark County Recorder's Office, Clark County Assessor's Office and Applied Analysis
SALES OF FORECLOSURES (REOS)	The count of homes that are sold by a bank to a third party (REO indicates Real Estate Owned by a financial institution/lender).	Clark County Assessor's Office and Applied Analysis
FORECLOSURE (REO) SALES	The number of bank-owned homes sold to third parties during the reporting period.	Computed by Applied Analysis
NUMBER OF BANK-OWNED PROPERTIES (REOS)	The count of foreclosure transactions (bank repossessions) that have not been resold to a third party as of the report date.	Computed by Applied Analysis
LISTED STATUS OF BANK-OWNED PROPERTIES (REOS)	Estimated number of REOs classified by status as noted in the Greater Las Vegas Association of Realtors (GLVAR) Multiple Listing Service (MLS): -- available indicates generally marketed without a contract in place; -- contingent indicates a contract is in place but is subject to conditions before closing; -- pending indicates a contract is in place with no material conditions and is awaiting customary closing procedures to complete; and -- not listed suggests the property is not listed in the MLS.	Computed by Applied Analysis based on MLS

**Note** - Totals for zip codes within the City of Las Vegas may not equal City of Las Vegas totals in other portions of this report as the incorporated city boundaries do not follow zip code boundaries in all areas. The latest available information contained herein has been obtained from various sources deemed reliable. We have no reason to doubt its accuracy, but we do not guarantee it.





APPLIED  
ANALYSIS 

6385 S. Rainbow Blvd.  
Suite 105  
Las Vegas, NV 89118

T: (702) 967-3333  
F: (702) 314-1439

E: [info@appliedanalysis.com](mailto:info@appliedanalysis.com)

[www.appliedanalysis.com](http://www.appliedanalysis.com)



Applied Analysis is a Nevada-based advisory services firm founded in 1997. We are an information and analysis resource for both the public and private sectors. Our team has extensive experience in economics, real estate, hospitality, gaming, information technology and finance. We apply this knowledge in an effort to develop creative solutions to our client's challenges. To put it simply, we are a solutions resource. Our firm is guided by our core values — integrity, diligence and dedication. Our future is branded by the success of our clients and the quality of our professionals. Our commitment lies therein.