



Welcome to the
Historic Westside



MONUMENT CONCEPTS

Segregation built this neighborhood. Desegregation led to its decline. And architecture tells the story. In the 1930s, African Americans were pushed to the Westside as business licenses were no longer issued to them elsewhere. Projects like the Hoover Dam brought workers from all over the country, including the South, where segregation was a way of life. Residents lacked amenities and adequate housing, but the growing community built up the neighborhood, turning Jackson Avenue into a bustling hub of businesses and nightclubs like the Brown Derby and the Cotton Club. The area drew celebrities white and black, from Frank Sinatra to Eartha Kitt.



LOGO CREATION REFERENCE SHEET



COMPASS DESIGN WITH A STAR ON THE WESTSIDE

Compass is an instrument used for navigation and orientation that shows direction relative to the geographic cardinal directions.

HISTORIC WESTSIDE EXISTING ENTRY



FONT TYPE

FAITH & CHURCHES



HISTORIC WESTSIDE SCHOOL



1st public school and 1st open to African-Americans

Welcome to the
Historic Westside



The Moulin Rouge Hotel opened on May 24, 1955 & was the first integrated hotel casino in Las Vegas.



AFRICAN AMERICANS IN WESTSIDE LAS VEGAS 1942

Once Las Vegas saw a boom of African Americans in the early 1920s, black workers and their families were segregated to the area.



Segregation-era guest house
F Street & West Adams Avenue

HARRISON BOARDING HOUSE 1933



DESIGN BY HAROLD BRADFORD & ASSOCIATE.
Historic Westside

CONCEPTUAL RENDERING



Historic Westside

DESIGN BY HAROLD BRADFORD & ASSOCIATE.

CONCEPTUAL NIGHT
RENDERING



Historic Westside DESIGN BY HAROLD BRADFORD & ASSOCIATE.

DOUBLE FACE INTERNALLY ILLUMINATED MONUMENT SIGN DISPLAY

Scale 1/2"=1'-0"

ILLUMINATED ALUMINUM FABRICATED UPPER CABINET WITH 2" RETAINERS, PAINTED GOLD METALLIC HIGH GLOSS.

CLEAR POLY-CARBONATE FACE WITH 2nd SURFACE DIGITALLY PRINTED GRAPHICS & WHITE DIFFUSER VINYL BACKING.

PAINTED SHERWIN WILLIAMS SATIN BLACK.

PAINTED SHERWIN WILLIAMS DESERT THREE TONE HEAVY TEXTURED MONUMENT ALUMINUM FABRICATED BASE.

NOTE: TAPERED

DIMENSIONAL BEVELED FRAME PAINTED WHITE WITH ILLUMINATED CLEAR ACRYLIC FACE & SECOND SURFACE BLUE VINYL & WHITE VINYL.

ILLUMINATED ALUMINUM FABRICATED PAN CHANNEL STARS, PAINTED SHERWIN WILLIAMS PURPLE HIGH GLOSS WITH CLEAR ACRYLIC FACE WITH DIGITALLY PRINTED STAR GRAPHIC & 1" PAINTED PURPLE TRIM CAP.

NOTE: TAPERED

NOTE: TAPERED

