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NEWS UPDATE NEWS UPDATE NEWS UPDATE

New Medical Facilities Move Toward Reality In Las Vegas

The **Las Vegas City Council** on May 2 approved an exclusive negotiation agreement with **Citra Real Estate Capital, LLC** to examine the feasibility of developing medical, senior housing, office and retail facilities in downtown's **Symphony Park**. This agreement with Citra will stay in effect until Dec. 19, 2012.

Citra has expressed interest in developing the following:

- 160-bed, 75,000-square-foot skilled nursing facility
- 100-unit, 150,000-square-foot building that will offer independent-living senior housing
- 6-story (minimum), 50,000-square-foot medical office and retail building including an onsite parking garage serving the three developments

It is anticipated that the skilled nursing facility and medical office/retail complex will be operated by **Country Villa Health Services**, headquartered in Los Angeles. Another entity, subject to approval by the city, will operate the senior housing portion of the project.

This three-faceted development would be built on what is referred to as parcel L in Symphony Park (map link: <http://bit.ly/KqKz8E>), an urban community being developed in downtown Las Vegas. This development would sit between City Parkway and the Union Pacific Railroad, southeast of The Smith Center for the Performing Arts.

In the meantime, **Nevada Health Care Centers, Inc.** (NVHC) is scheduled to open a new facility in **Enterprise Park** on the southeast corner of Mount Mariah Drive and Stella Lake Street on June 8. This new West Las Vegas facility will offer, among other services, a sliding fee scale for uninsured patients. The facility will also accept most private insurance, Medicaid, Medicare and Nevada Check Up.

The new facility will house an administrative staff on the top floor, with 19,300 square feet of space dedicated to the medical center occupying the bottom floor. The new community health center will be one of four NVHC



Nevada Health Care Centers' new facility in West Las Vegas will offer services on a sliding scale fee for the uninsured.

comprehensive centers in the Las Vegas area that accept all patients and offer a full spectrum of integrated care. Physicians will be able to provide comprehensive medical assistance in the new facility, ranging from OB/GYN services to aging-related care.

The city of Las Vegas Economic and Urban Development Department and Redevelopment Agency facilitated the sale of the land to NVHC.

Sanford World Clinics is interested in building a 13,000-square-foot pediatric clinic in the Enterprise Park area near the NVHC facility.

The Las Vegas City Council conditionally approved a six-month exclusive negotiation agreement at the council's May 2 meeting. The agreement allows Sanford World Clinics to explore the possibility of developing a clinic on 2.15 acres at the southwest corner of Martin L. King Boulevard and Mount Mariah Drive.



The Wall Street Journal recently presented a video story on downtown's Neon Boneyard Museum. To view the short production, visit the website: <http://online.wsj.com>.

Efforts to Promote Downtown Paying Off

The city's **Economic and Urban Development Department** (EUD) is in the second year of its concerted campaign to promote the positive improvements — the renaissance — taking place in downtown Las Vegas.

Public relations efforts include generating positive stories on downtown businesses, a 16-page downtown tabloid in the *Las Vegas Review-Journal*, stakeholder interviews and participation, a photo competition and a public lecture series. Planning and implementation of these efforts was, and remains, a true public-private partnership involving EUD staff and local public relations and marketing professionals.

The campaign includes a multimedia approach that enables reaching out to a variety of demographics. For example, the more mature audience is targeted through traditional media such as newspapers, while the younger demographic is approached through social media.

Achievements during the first year (2011) of the campaign included:

- Generating \$1.879 million in free positive publicity through media outreach. (This total excludes publicity related to Zappos' downtown relocation, which was covered without campaign assistance.)
- Obtaining positive publicity for at least 75 downtown businesses; most would not have been able to afford public relations assistance on their own.
- Receiving \$313,250 in added-value donations from individuals and businesses.
- Earning an almost 1:15 rate of return on the \$150,000 campaign budget investment.
- Receiving media acceptance and promotion of our message that 2012 is "The Year of Downtown."
- Realizing downtown office market performance significantly better than the Las Vegas Valley's average.



Sky View Pines Family Apartments

Former Homeless Corridor Becomes New Site For Affordable Housing

A grand-opening celebration for a new city of Las Vegas affordable housing community, **Sky View Pines Family Apartments**, recently took place. The new complex is located in West Las Vegas at 21 W. Owens Ave. **Las Vegas Mayor Carolyn G. Goodman** and **City Councilman Ricki Y. Barlow** were among those attending.

According to city data compiled within the last few years, 300 homeless people could be found living on the sidewalks where Sky View Pines now stands. This blighted site was once filled with tents, trash and debris.

The **city of Las Vegas** partnered with **Nevada HAND** to build the new affordable housing. Nevada HAND is a state-based nonprofit organization and HUD-certified Community Housing Development Organization.

Rental rates for residents at Sky View Pines are calculated based on the specific needs of each household. On average, rents fall between \$369-\$888 for a one- or two-person household. All utilities are included in this rate. Sky View Pines has enabled many residents to move out of local shelters.

The development of this project also brought some relief to a struggling construction industry.

"The construction of Sky View Pines helped the city retain 650 jobs and create 45 new positions. Some of these trades would have shut down if it wasn't for the creation of new affordable housing solutions," said **Michael Mullin**, founder and president of Nevada H.A.N.D., Inc.

The city of Las Vegas was among several organizations, including regional and federal entities, which supplied funding for the development of this multifamily complex.

Las Vegas Redevelopment Agency

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