

PARCEL D – GRAND CENTRAL BLOCK (NORTH OF C)

+/- 1.84 acres / 79,953 sq. ft. (Gross)

+/-1.26 acres / 54,885 sq. ft. (Net Buildable)



ALLOWABLE DENSITY (INCLUDES TOWERS)

Residential 328 units
Retail 11,960 SF
Parking 791 spaces

NOTE: The number of units, square footage and parking spaces planned for each block are approximated based on massing studies. The actual numbers shall be approved by City Council on a case-by-case basis.

DESCRIPTION

- Targeted uses are: Residential, office and retail.
- This parcel fronts on Grand Central Parkway and Promenade Place, as well as two east-west neighborhood streets.
- Situated across from the World Market Center Las Vegas, a global exhibit center for interior design and furniture manufacturing, and Las Vegas North Premium Outlets, one of the country’s most successful retail operations.

- Its primary role is to be a residential parcel within the Symphony Park neighborhood, as well as offer street front retail on Promenade Place.
- All individual buildings are required to meet LEED-NC (new construction) standards.

PEDESTRIAN CIRCULATION

The major pedestrian movement is along Promenade Place, with minor movement along Carson and Bridger Avenues. No pedestrian walkways are required on the interior of the parcel.

CONCEALED AND EXPOSED PARKING

The parking structure shall only be exposed on a portion of Grand Central Parkway, wrapping around to Carson Avenue. On the remaining frontages, parking shall be wrapped with active uses and residential units. Parking shall not be exposed directly under a tower.

BUILD-TO LINES AND SETBACKS

A setback zone is allowed facing Promenade Place, along Grand Central Parkway and wrapping around to Carson and Bridger Avenues. The majority of the length of the street walls shall be built to the back of sidewalk along Promenade Place.

OPEN SPACE AND AMENITIES

An open space amenity deck should be developed on the roof of the parking structure.

TOWER LOCATIONS

Two towers shall only be located on the north and south sides of the site. The tower will have its base beginning at the ground level on the West Carson Avenue frontage. The tower shall be positioned so that sites to the east have views to the west. There is no maximum height for tower.

ACTIVE FRONTAGES

Active street frontages shall be developed along Promenade Place, potentially wrapping around the corners on Bridger and Carson Avenues. Second level retail or restaurant space may be developed on the corners of the site.

TOWER HEIGHTS

There is no maximum height.

PARKING ACCESS

Parking access shall only be brought in from Grand Central Parkway and Carson Avenue. Parking shall be in a podium. Service access shall be brought in from no more than 2 different locations.