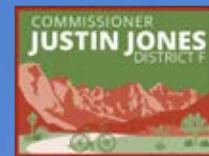


INSPIRING SPRING MOUNTAIN

Where Tradition Meets Innovation



Purdue Marion
& Associates
Public Relations & Digital Marketing





FROM THE COMMISSIONER

The Inspiring Spring Mountain Redevelopment Plan represents a milestone for our community and the future of Las Vegas Chinatown. This effort has been shaped by countless hours of collaboration, community conversations, and thoughtful input from residents, small business owners, property owners, and cultural leaders. I want to thank the many partners, organizations, and advocates who shared their voices, their ideas, and their hopes for what this corridor can become.

Together, we have built a plan that not only invests in safety, mobility, housing, and economic vitality, but also protects and celebrates the cultural identity that makes Chinatown so special. This plan is a roadmap for growth, resilience, and pride, and it reflects what we can achieve when we work together toward a shared vision for the future.


Clark County Commissioner - District F
JUSTIN JONES



ACKNOWLEDGEMENTS

Clark County

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Sou Ngo

Stephany Paluszny

Sasi Phothidokmi

Tuan Pham

Hanq Wong

Peter Lung

Ivy Mai

Reina Manuel

Joe Musciagione

Steve Neiger

Sou Ngo

Stephany Paluszny

Sasi Phothidokmi

Tuan Pham

Hanq Wong

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A

Appendices

NEIGHBORHOOD VISION STATEMENT

The Spring Mountain Corridor celebrates the vibrant spirit of Asian culture as both a thriving community and a premier destination. This dynamic hub fosters small business growth, authentic cultural experiences, and neighborhood pride through its rich blend of cuisine, entertainment, and shopping.

Rooted in tradition yet forward-looking, the corridor connects residents to quality housing, services, and opportunities while inviting visitors to explore its unique energy. A place where heritage and innovation meet, the corridor stands as a beacon of cultural vitality and economic resilience.



COMMUNITY PARTICIPATION

780
Survey 1 Responses
May-Aug 2024

388
Survey 2 Responses
Jan-Mar 2025

8
Stakeholder Roundtables

20
Pop-Up Event Tables

Spring Mountain/Chinatown is growing and changing fast. To make a Plan that fits how people actually live, work, shop, and gather, we centered the process on the voices of residents, workers, businesses, owners, and visitors.

From Input to Action - Comments to Recommendations

- "We need shade."** → Street-tree canopy targets, continuous shade path on both sides of Spring Mountain, and shaded transit stops
- "Crossings feel risky."** → High-visibility crosswalks, median refuges, leading pedestrian intervals, and right-turn-on-red restrictions
- "Sidewalks are narrow/cluttered."** → Sidewalk widening, consolidated driveways, and clear furnishing zones for lighting, trees, and trash
- "Help small businesses stand out."** → Façade & sign grants, architectural recommendations, shared parking management, and bilingual wayfinding.
- "Keep the culture visible."** → Chinatown public-art program, cultural event space, and heritage-inspired streetscape details

Survey results and recommendations are detailed in subsequent Chapters.

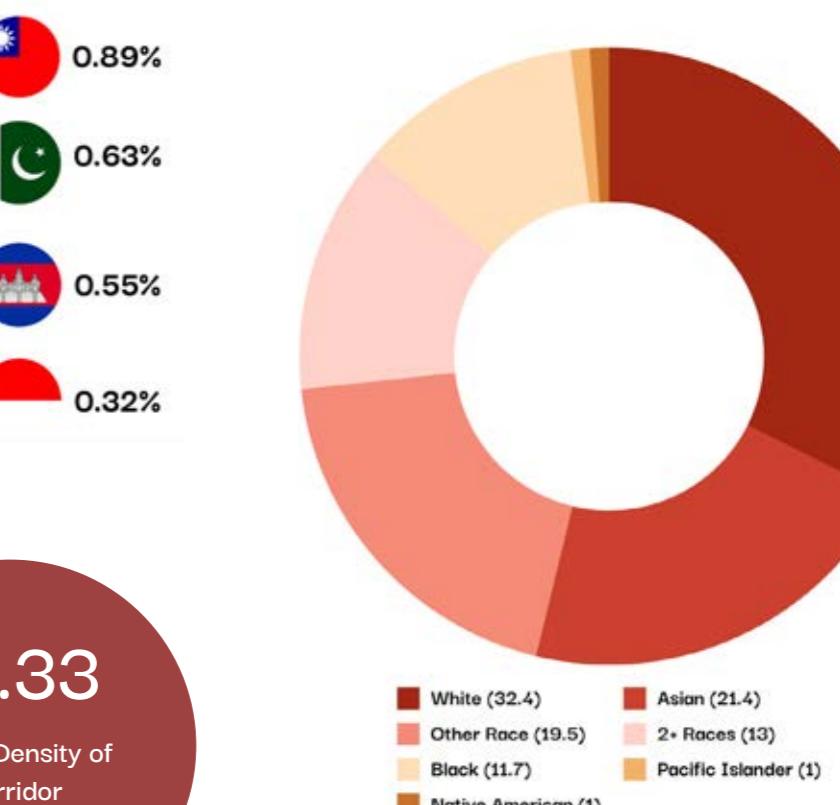


QUICK DEMOGRAPHICS

Percent of Total Asian Population in Clark County, NV



Corridor Demographics - Race%



783.52

Corridor Acreage
(Surrounding Area of
Influence)

49,039

Approx. Population of
Corridor
US Census 2020

19.33

Urban Density of
Corridor
(persons per acre)

Source: US Census 2020

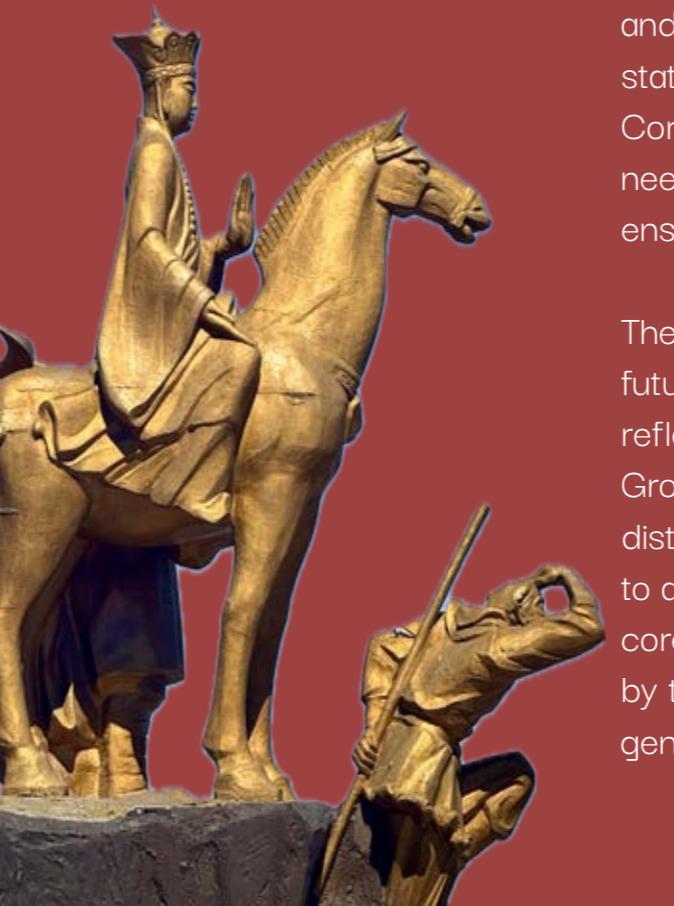


I INTRODUCTION



Chinatown photo. The Building Las Vegas Oral History Project. UNLV Libraries Special Collections & Archives, University of Nevada, Las Vegas.

WHAT IS 'INSPIRING SPRING MOUNTAIN'?



The Spring Mountain Corridor has long served as the heart of Las Vegas' Asian, Native Hawaiian, and Pacific Islander community—a vibrant, dynamic, and ever-evolving cultural district that reflects decades of community resilience, entrepreneurship, and cultural pride. Today, the area is home to over two dozen plazas, hundreds of small businesses, and cultural landmarks, including the Chinatown Plaza gate and the Journey to the West statue. However, like many cultural corridors across North America, the Spring Mountain Corridor/Las Vegas Chinatown is at a crossroads. Growth pressures, infrastructure needs, and shifting demographics necessitate a thoughtful, community-led response to ensure the area can continue to thrive—without compromising its cultural identity.

The Inspiring Spring Mountain Redevelopment Plan was developed to guide the future of the corridor through a shared vision, bold goals, and actionable steps that reflect both the history and aspirations of the people who live, work, and visit there. Grounded in public input and shaped by lessons from other Chinatowns and cultural districts across North America, this plan is not just a vision document—it is a roadmap to a more connected, inclusive, and culturally vibrant Spring Mountain Corridor. At its core, this Plan recognizes that culture is not static. It is living, evolving, and co-created by the community. This is a plan to celebrate that culture while shaping its future for generations.

INSPIRING SPRING MOUNTAIN CORRIDOR - STUDY AREA MAP



HOW TO NAVIGATE THIS DOCUMENT

This Redevelopment Plan is designed to be accessible and easy to use for a wide range of audiences, including residents, business owners, community organizations, public agencies, and private developers. The Plan is organized to help you quickly find what you need and is structured around key themes that emerged from community engagement in Corridor revitalization. **“Spring Mountain Corridor”, the “Corridor”, and “Chinatown” are all used interchangeably to refer to the same area throughout the document.**

Chapter 1 – Introduction lays out the plan’s purpose and vision

Chapter 2 – How Community Input Shaped This Plan outlines the broader regional and local frameworks that shape the corridor’s growth.

Chapter 3 – Existing Conditions Analysis shows current land uses, mobility, cultural assets, economic activity, and physical character.

Chapter 4 – Goals defines the community-driven vision for the corridor, supported by thematic goals and strategies.

Chapter 5 – Land Use & Design Recommendations presents desired improvements, urban design principles, and key opportunity sites.

Chapter 6 – Mobility & Street Design Elements outlines strategies for improving transportation, safety, connectivity, and pedestrian comfort.

Chapter 7 – A Vibrant Economy focuses on strengthening local businesses, attracting investment, and supporting economic diversity.

The Appendices include survey data, public input summaries, and background studies.

Chapter 8 – Public Health, Safety, and Accessibility addresses environmental quality, community safety, and inclusive access for all.

Chapter 9 – Arts, Culture, and Placemaking highlights opportunities to celebrate heritage, cultural programming, and enhance public spaces.

Chapter 10 – Implementation & Funding provides an action plan with timelines, lead agencies, potential partners, and funding sources.

Icons, sidebars, and callout boxes appear throughout the document to highlight key strategies, best practices, and priority actions. The Action Matrix in Chapter 10 serves as a quick reference for all recommended strategies in one place.

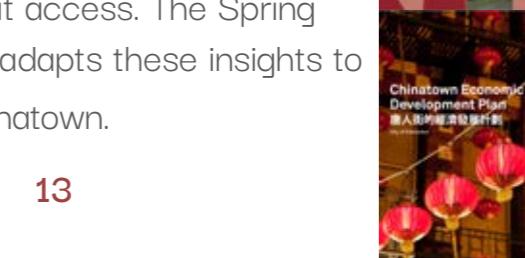
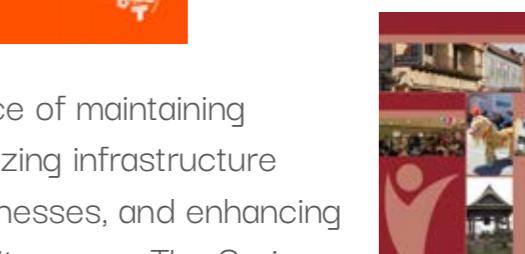
Readers can review the plan sequentially or go directly to chapters of interest based on their role, whether as a community member, business owner, policymaker, or developer.

The Appendices include survey data, public input summaries, and background studies.

REVIEW OF RELEVANT STUDIES ACROSS NORTH AMERICA

To inform the development of this Plan, the project team conducted a comparative review of Chinatown and cultural corridor plans across North America. This allowed Clark County to identify best practices in infrastructure, placemaking, economic development, and cultural preservation. The following list contains examples of resources reviewed to prepare this visioning plan for Las Vegas’ Chinatown:

- » Little Saigon 2030 Action Plan – Seattle, WA
- » Calgary Chinatown Cultural Plan – Calgary, Alberta
- » Chinatown Master Plan – Boston, MA
- » Chinatown Revitalization Plan – Salinas, CA
- » Chinatown Action Plan – Honolulu, HI
- » Chinatown Economic Development Plan – Edmonton, Alberta
- » Seattle CID Implementation Plan – Seattle, WA
- » DTLA 2040 Chinatown – Los Angeles, CA



Common themes across these plans included: the importance of maintaining cultural authenticity, increasing housing affordability, modernizing infrastructure while preserving character, supporting multilingual small businesses, and enhancing the visitor experience through public art, branding, and transit access. The Spring Mountain Redevelopment Plan builds on this foundation and adapts these insights to the unique needs, assets, and challenges of Las Vegas’s Chinatown.

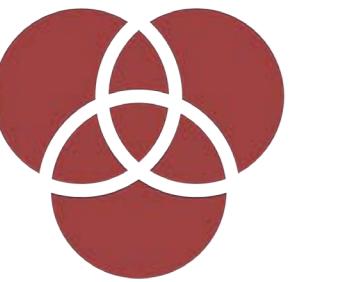
2 HOW COMMUNITY INPUT SHAPED THIS PLAN



From its inception, the Inspiring Spring Mountain Redevelopment Plan was designed to be a collaborative effort. Between May 2024 and July 2025, the planning team engaged hundreds of residents, small business owners, cultural leaders, students, and visitors through surveys, stakeholder interviews, community events, focus groups, and digital outreach tools. The feedback received throughout this process has informed the plan's recommendations and priorities.

This chapter outlines the comprehensive public engagement strategy used by Clark County, RMA, RRAI, and affiliated partners. The approach emphasized inclusivity, accessibility, and transparency to ensure that community values are embedded in each element of the plan.

Guiding Engagement Principles



Inclusivity
Proactively engaged a diverse cross-section of the community, including residents, workers, and business owners from historically underrepresented groups.



Accessibility
Prioritized multilingual materials and diverse outreach formats (in-person, virtual, and mobile) to reduce participation barriers.



Transparency
Shared project goals, milestones, and updates regularly through newsletters, media, and the project website.



Respect
Demonstrated consideration for local knowledge and time by integrating community input into draft concepts.



Accountability
Communicated how community feedback informed specific strategies within the plan.

The planning team also used the **IAP2 Public Participation Spectrum** as a framework to ensure that engagement strategies aligned with the desired level of community influence. Using this framework ensures engagement is intentional, scalable, and responsive. Aligning methods with the desired level of impact builds trust and legitimacy. By grounding efforts in guiding principles and thoughtfully applying the spectrum, organizations foster meaningful, equitable partnerships with communities.

Rules of Public Engagement

1

Provide Opportunities for Involvement

2

Engage the Public Early

3

Engage Traditionally Underrepresented Populations

4

Build Partnerships for Engagement

5

Provide Easy Access to Information + Meetings

6

Use Go-to-Them Strategies for Public Engagement

7

Consider + Respond to Public Input & Comments

8

Coordinate with Various Government Agencies

9

Be Creative, Flexible + Evaluate Participation Outcomes

ENGAGEMENT ACTIVITIES

Surveys

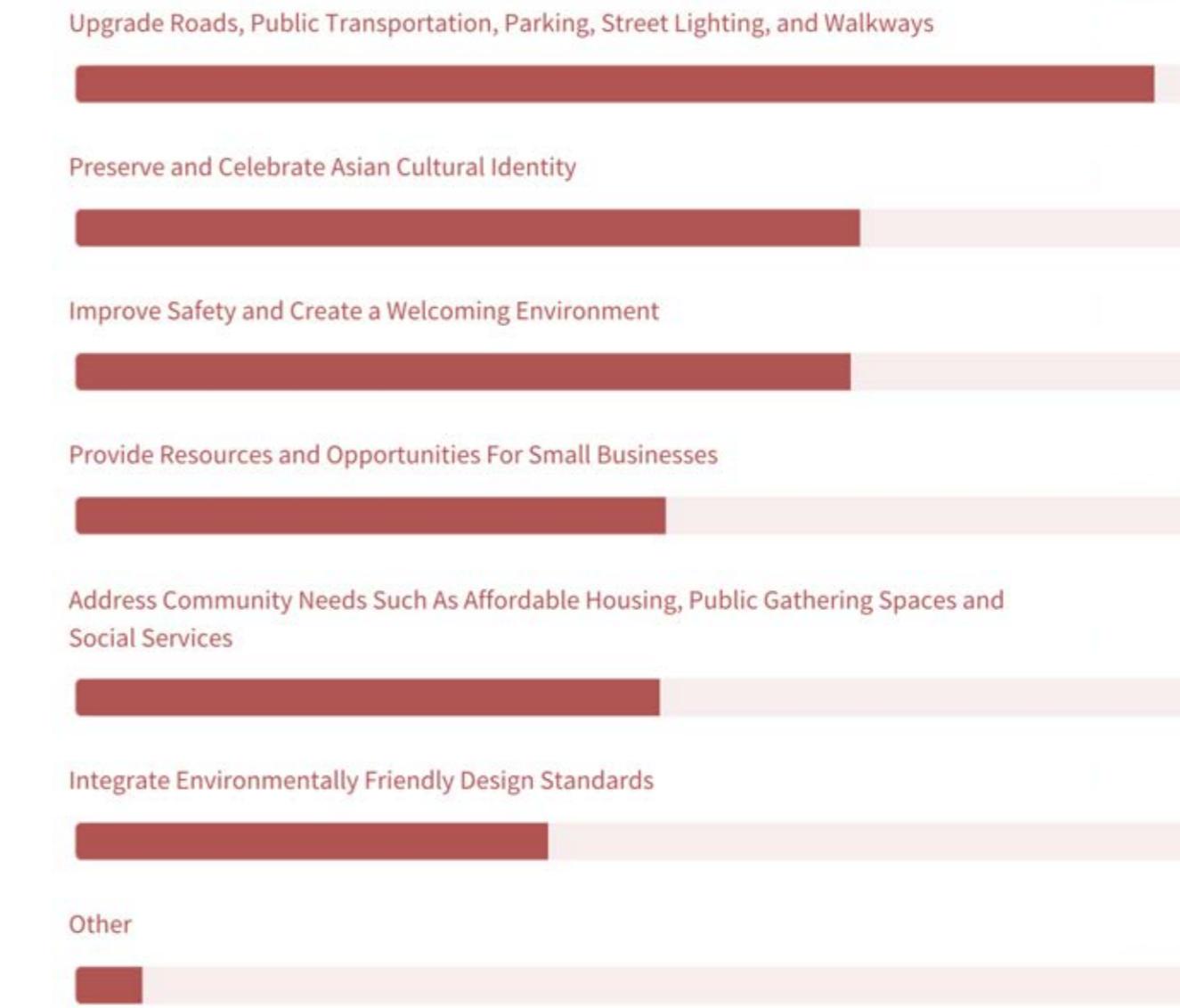
Survey #1 (May–August 2024) gathered broad community sentiment, with 780 responses in English and Chinese. Over 90% of respondents identified parking and traffic congestion as major concerns, with strong emphasis on walkability and safety.

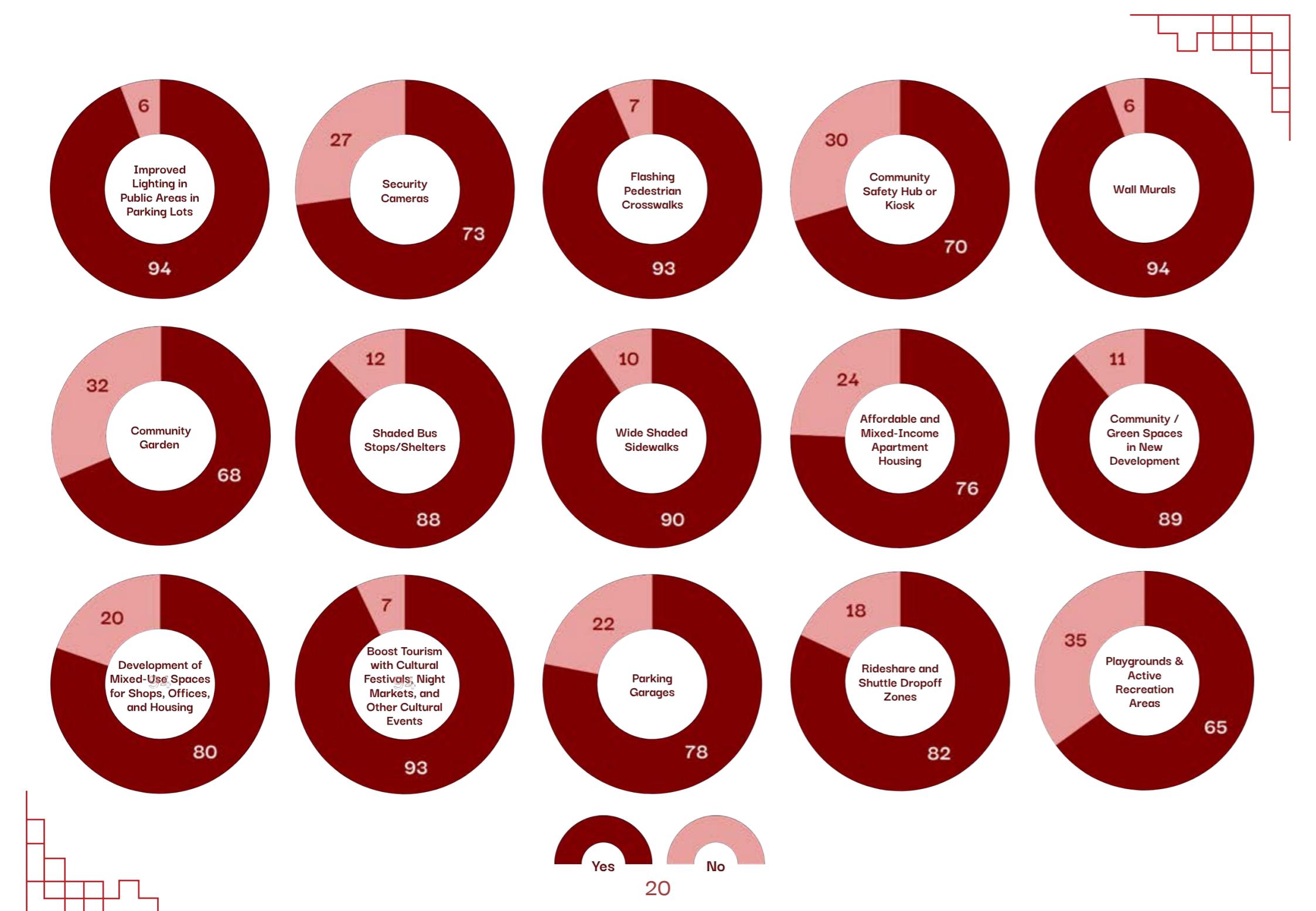
Survey #2 (January–March 2025) was built on early insights and tested community support for specific concepts. With 388 responses in English, Chinese, and Spanish, results affirmed overwhelming community support for pedestrian safety, shaded transit stops, public art, and small business support programs.

The following pages present key parts of **Survey #2**, highlighting the community's priorities and desires for the redevelopment of the Spring Mountain Corridor.



Which of the redevelopment goals should be prioritized?



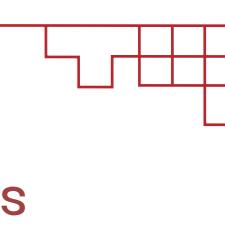


Stakeholder Roundtables + Focus Groups

More than 75 community stakeholders participated in targeted roundtables and focus groups throughout 2024-2025.

These sessions provided a space for in-depth discussions on infrastructure, cultural identity, safety, housing, and economic development. Highlights include:

- » Roundtables with small business owners, property managers, and nonprofits
- » Two youth-led focus groups with Clark High School and Spring Valley High School students
- » A dedicated session with Green Lotus Apps. residents
- » Community organizations represented: ADCCA, AAPI Chamber, UNLV School of Architecture, SNAPQS, LV Asian Chamber of Commerce, and NV Chinese Association, among others.



Pop Up Events

To meet the community where they are, the team organized and staffed 20 pop-up events at night markets, festivals, community centers, and businesses throughout the project area. Engagement activities included surveys, comment boards, dot-voting exercises, and map-based visioning.

Significant events included:

- » The AAPI Cultural Heritage Festival (300 attendees)
- » Dream Asia Food Fest (10,000 attendees)
- » Japan Fest (1,000 attendees)
- » Community Open House during Lunar New Year (200 attendees)
- » Mid-Autumn Moon Festival (2,000 attendees)

These events provided opportunities for one-on-one conversations and multilingual engagement with thousands of community members.



Youth Engagement

Recognizing the importance of youth perspectives in long-term planning, the team facilitated two high school focus groups and hosted walking tours with UNLV students. Youth participants emphasized the importance of safety, transit access, open space, and places to gather. Their contributions are reflected in the plan's emphasis on future-ready infrastructure and inclusive design.

Digital Engagement

The team developed and maintained a project website, www.inspiringspringmountain.com, that served as a central resource for project updates, survey links, contact information, and engagement materials. Content was provided in English, Mandarin Chinese, and Spanish.

The digital strategy also included:

- Online surveys and event calendars
- Social media campaigns and digital newsletters
- Email blasts through the Clark County District F mailing list

This online platform supported broad participation, including from stakeholders who were unable to attend in-person events.



Media Coverage

The project received extensive local, state, and national media coverage, generating public interest and increasing participation. News segments, interviews, and feature articles appeared in outlets such as the Las Vegas Review-Journal, KTNV Channel 13, KSNV Channel 3, and ChinatownVegas.com. These stories amplified community voices and provided regular updates about the project's progress. **A full list of media coverage is provided in the Appendix.**



COMMUNITY PRIORITIES

Between May 2024 and August 2025, we engaged over hundreds of residents, business owners, cultural leaders, and visitors through stakeholder meetings, pop-up events, multilingual surveys, and digital platforms to gather feedback on the Chinatown redevelopment vision. Below is a summary of key priorities shared by the community.

Top Concerns	Descriptions
Lack of Sufficient Parking in the Corridor	Limited parking spaces struggle to accommodate the area's popularity, especially during peak hours, festivals, or weekends, causing traffic issues, jaywalking, and a strong community need for secure parking solutions.
Traffic Congestion + Pedestrian Safety	Excessive speed, heavy traffic, inadequate crosswalks, and the need for pedestrians to cross Spring Mountain Road multiple times create serious safety risks.
Public Safety	Car break-ins, burglaries, and poor lighting in alleys and parking lots contribute to safety concerns.
Lack of Walkability	Narrow or uneven sidewalks, limited shade, and high traffic speeds make walking unpleasant or dangerous, especially for elders and families.
Outdated + Eroding Infrastructure	Potholes, cracked sidewalks, power outages, and aging sewer and electrical systems require urgent upgrades to support growth.

What Would You Like To See on Spring Mountain in the Future?



3 EXISTING CONDITIONS ANALYSIS



This chapter provides a comprehensive overview of the existing conditions within the Spring Mountain Chinatown Cultural Corridor Redevelopment Area. It includes demographic trends, the built environment, housing, public infrastructure, economic activity, safety, and signs of disinvestment. The analysis draws on data from the U.S. Census (2000–2020), American Community Survey (2018–2022), Esri (2024 & 2029 projections), local input, and fieldwork observations.

The Study Area—bounded by I-15 to the east, Desert Inn Road to the north, Rainbow Boulevard to the west, and Twain Avenue to the south—is home to a culturally rich and economically vital district. While the area includes vibrant Asian small businesses, historic landmarks, and significant cultural energy, it also exhibits clear signs of aging infrastructure, insufficient public amenities, and environmental and economic stress.

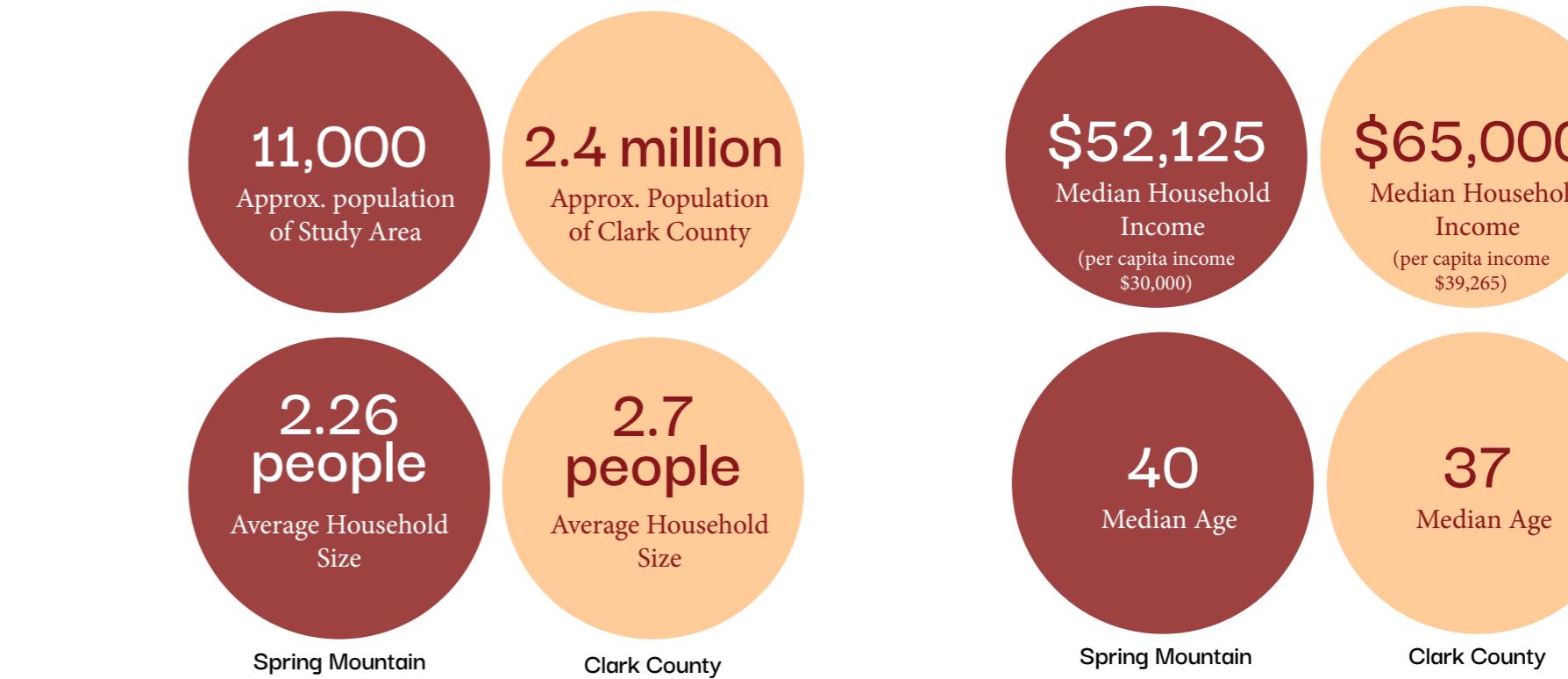
The findings of this chapter provide the foundation for the goals, actions, and investment priorities later in the Plan.



Shanghai Plaza. Credit: Eater Las Vegas

REGIONAL + NEIGHBORHOOD CONTEXT

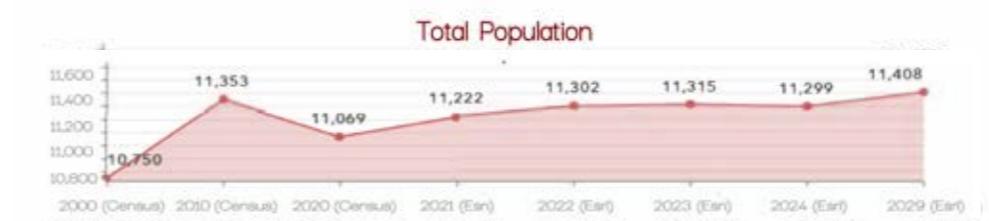
The Chinatown Cultural Corridor sits in a strategic location within the Las Vegas Valley, adjacent to the Las Vegas Strip, and close to the Harry Reid International Airport, and Allegiant Stadium. Despite this proximity to tourism and economic powerhouses, the neighborhood has not experienced equitable investment or infrastructure upgrades.



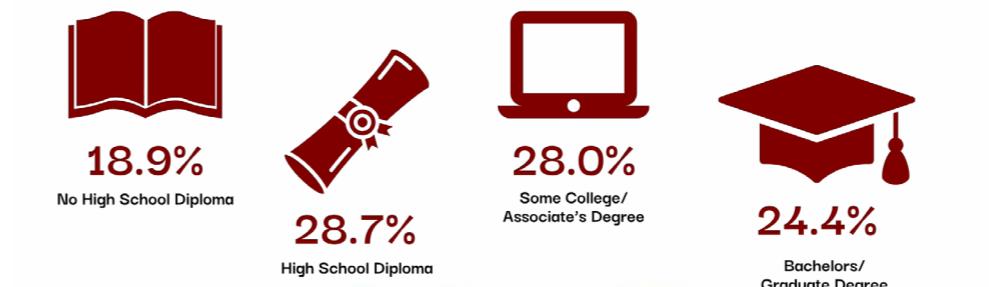
*all data from U.S. Census Bureau 2020



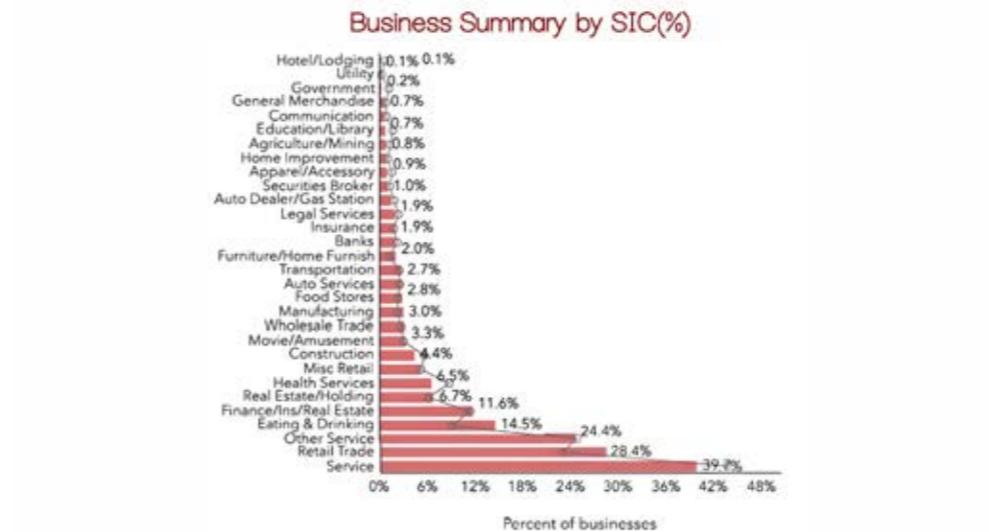
Corridor Demographics cont.



Source: This infographic contains data provided by U.S. Census (2000, 2010, 2020), Esri (2024, 2029), ACS (2018-2022).



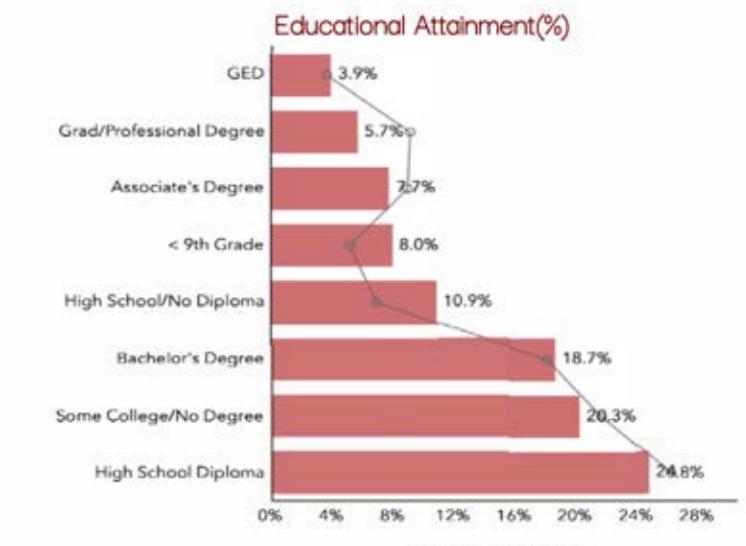
100.9%  28.0% 



Science Translational Medicine, 14 June 2023, 15(681), eabf543 | DOI: 10.1126/scitranslmed.abb681 | Copyright 2023 AAAS



© Esri. These Informatics contain data provided by Esri (2024, 2029), Esri Data Axle (2024), <O> 2024 Esri



Dots show comparison to Clark County

CURRENT LAND USES + ZONING

The physical character of the Corridor is defined by strip retail commercial development, surface parking, and auto-oriented design. Interspersed within this environment are remnants of legacy industrial uses, which contribute to the corridor's eclectic and often conflicting mix of building types and land uses.

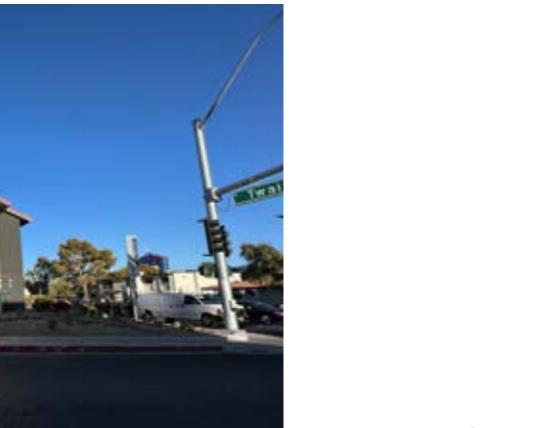
The next pages include an overview of the current state of land use and zoning for the areas within the boundary of the Redevelopment Area of the Spring Mountain Corridor. They also include images of the current state of the Corridor, identifying key areas of Spring Mountain Rd.



SPRING MOUNTAIN REDEVELOPMENT - OVERALL EXISTING ZONING



Existing Infrastructure in Spring Mountain Corridor



Top Left: Chinatown Plaza Gate
Top Right: The Center at Spring Mountain Plaza
Top Center: The Center at Spring Mountain Plaza

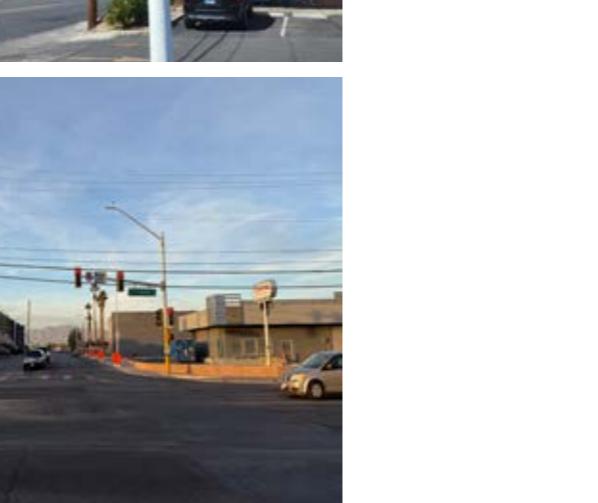
Existing Infrastructure in Spring Mountain Corridor



Top Left: 4415 Spring Mountain Rd, Las Vegas, NV 89102
Top Right: Namaste Apartments in background of construction area

Bottom Left: Polaris Ave @ Spring Mountain Rd
Bottom Right: Chinatown Plaza parking at night, facing east

Existing Infrastructure in Spring Mountain Corridor



Top Left: Shanghai Plaza Gate
Center: Spring Mountain Plaza Gate near Schiff Dr
Top Right: Seoul Plaza

THE PRESENCE OF BLIGHT

Field surveys identified numerous signs of physical and economic deterioration that undermine the area's vitality, including abandoned storefronts, cracked sidewalks, signage disrepair, vacant-fenced off lots, and poorly maintained alleys. This pattern of disinvestment meets official criteria for a "Blighted Area," as outlined by Nevada statutes and Clark County Redevelopment Agency guidelines, making it eligible for targeted revitalization tools and resources.



Bottom Left: 3513 S Stober Blvd
Top Right: Rainbow Dunes Center
Center Right: Rainbow Dunes Center
Bottom Right: 3501 W Spring Mountain Rd

ECONOMIC + BUSINESS CONDITIONS

Chinatown is a hub of economic activity, known for its immigrant and minority-owned restaurants, coffee shops, gaming centers, salons, supermarkets, traditional medicine shops, and niche retail.

Based on a 2024 business inventory:

1500+

businesses operate in
the Corridor

85%

are small businesses
(under 20 employees)



Key sectors include food & beverage, personal services, retail, and logistics

SPRING MOUNTAIN REDEVELOPMENT - BLIGHTED AREAS



EXISTING HOUSING

Housing in the corridor is a mix of older apartment buildings, duplexes, and mobile homes, with some newer multifamily construction near Spring Mountain and I-15. Much of the housing stock dates from the 1980s-1990s. Some new apartment complexes have been built in the past few years or are currently planned for construction but without significant mixed-use presence.

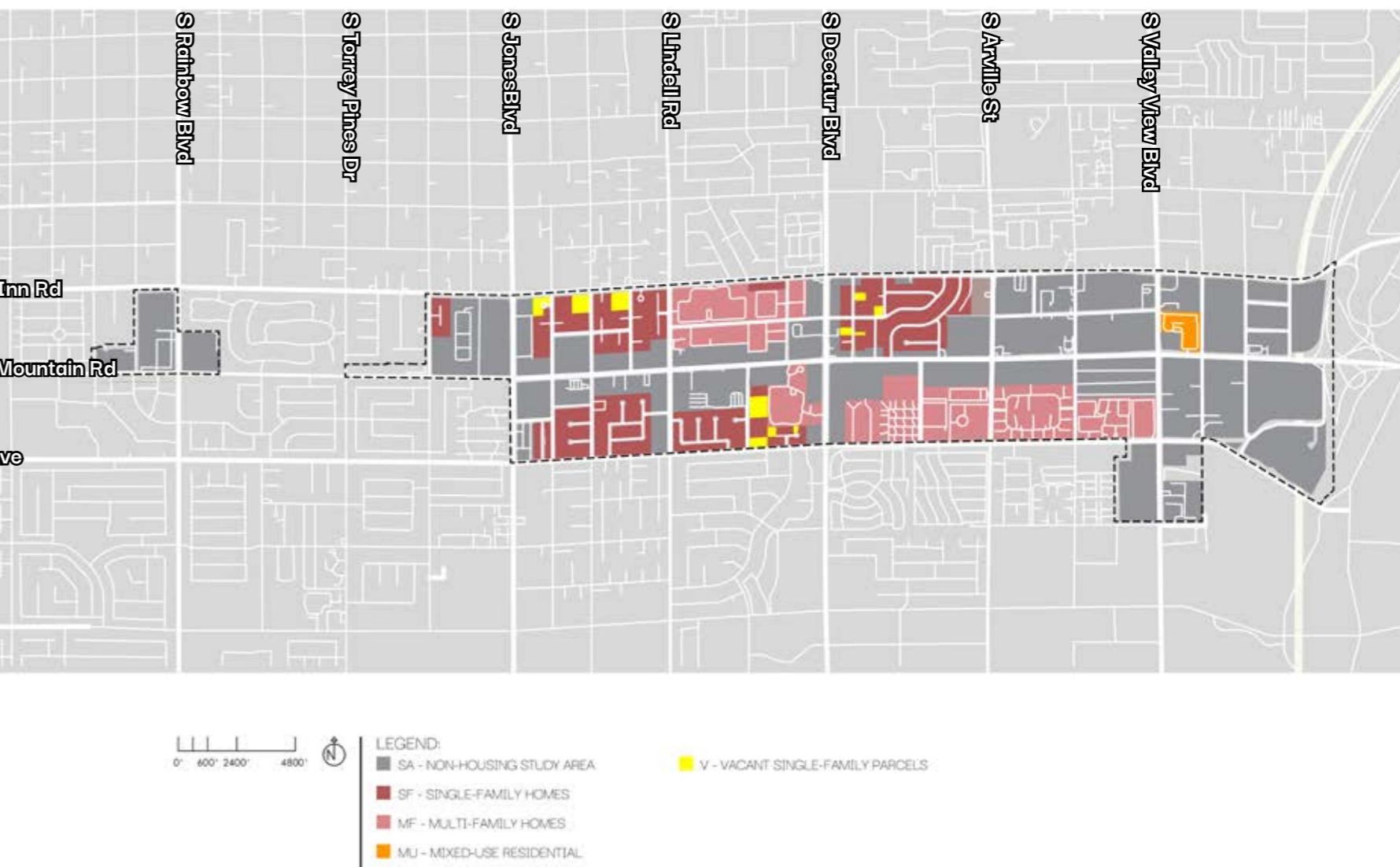
Key trends

- » Owner-occupied housing: **67.2%**
- » Renter-occupied housing: **32.9%**
- » Median home value (2022): **\$325,135**
- » Projected median home value (2029): **\$528,670**

The area faces mounting pressure from rising rents and stagnant wages, increasing the risk of displacement for long-term residents.



SPRING MOUNTAIN REDEVELOPMENT - OVERALL EXISTING HOUSING



PUBLIC SAFETY + SECURITY

Public safety is a recurring concern raised by community members and business owners. For many years, there have been significant issues with break-ins of vehicles parked in shopping centers. In 2024, a coordinated burglary at a multi-tenant shopping center caused economic ripple effects.

Contributing factors include:

- » Poor nighttime lighting
- » Isolated alleys and rear access points
- » Limited surveillance or police visibility

The Spring Mountain Anti-Crime Response Taskforce (SMART) Team, an intervention unit supported by LVMPD Spring Valley Area Command, provides consultation but coverage is limited.



ABSENCE OF OPEN SPACE + HEAT VULNERABILITY

Las Vegas Chinatown has no formal parks or public open spaces. Informal plazas and courtyards exist within private commercial centers but are not accessible, programmed for public use, and are predominately asphalt or concrete. A growing population and climate change further emphasize the need for thermal comfort infrastructure and design that can protect against deadly heat waves and weather in the Valley.

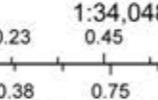
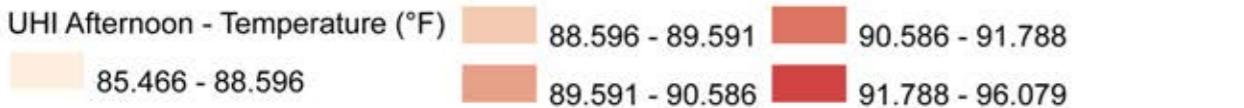
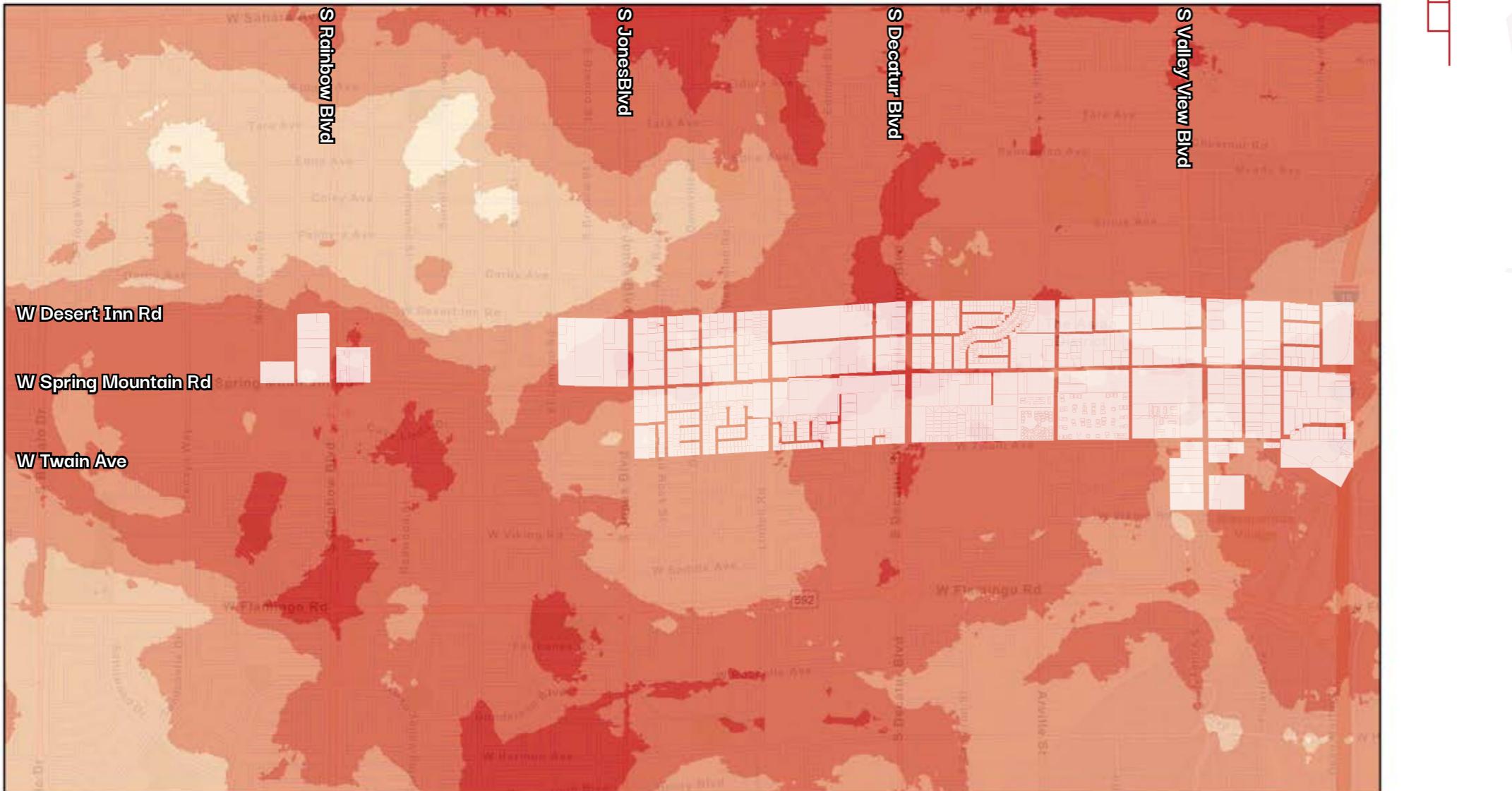
A heat vulnerability map highlights the area as a high-risk zone due to:

- » Lack of shade and vegetation
- » High surface temperatures from extensive pavement
- » Proximity to major arterials



Community members frequently cite the need for shaded rest areas, benches, and gathering spaces—especially for seniors and pedestrians. These sorts of design implementations are crucial for the safety and well-being of Valley residents while also providing substantial benefits to the environment and creates opportunities to integrate passive cooling architecture.

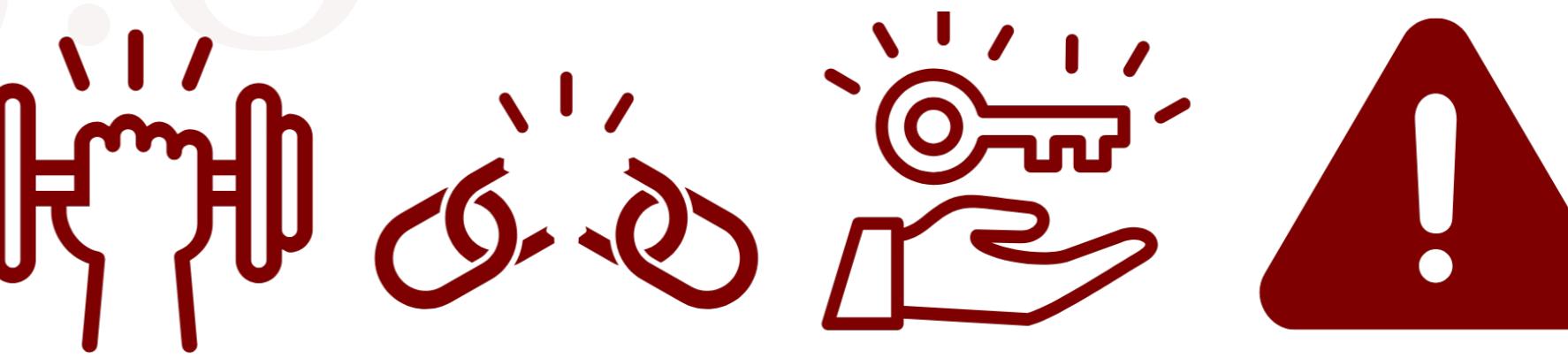
Southern Nevada Urban Heat Mapping Project - Urban Heat Index



1:34,048
0 0.23 0.45 0.9 mi
0 0.38 0.75 1.5 km

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

OPPORTUNITIES + CHALLENGES



Strengths

- » Cultural Identity & Landmarks
- » Strong Small Business Base
- » Regional Visibility

Weaknesses

- » Fragmented Streetscape
- » Lack of Public Space
- » Outdated Infrastructure

Opportunities

- » Mixed-Use Development
- » Public Art & Placemaking
- » Green Infrastructure

Threats

- » Displacement from rising rents
- » Crime and Public Safety concerns
- » Climate Vulnerability



4 MISSION + GOALS

GOALS

The following eight goals represent the community's long-term aspirations and reflect the values and priorities identified through the extensive engagement process. These goals will guide the implementation of the Plan, with each strategy and action aligned to one or more of these objectives. Visual icons will be used throughout the document to denote the goal(s) addressed by specific recommendations.



Enhance Mobility,
Walkability + Transit
Access



Strengthen Economic
Vitality + Small
Business Reliance



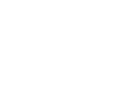
Preserve + Celebrate
Cultural Heritage



Implement Sustainable
+ Resilient
Infrastructure



Create Safe +
Welcoming Public
Spaces



Promote Arts, Culture
+ Creative Spaces



Boost Tourism +
Community Identity



Expand Housing
Options

Goal 1: Enhance Mobility, Walkability, + Transit Access

Objective: Create a safe, convenient, and sustainable multimodal transportation network that prioritizes pedestrians and transit users, reduces car dependency, and improves regional connectivity.



Key Strategies:

- » Maintain and enhance sidewalks, add shade such as trees and structures, and ensure ADA compliance
- » Reduce speed limits and install crosswalks near key destinations
- » Expand bus frequency for Route 203 and add a Chinatown circulator shuttle
- » Encourage parking structures

Goal 2: Strengthen Economic Vitality + Small Business Resilience

Objective: Establish Chinatown as a future-ready economic hub by supporting entrepreneurship, promoting business diversity, and enhancing the resilience of small businesses.



Key Strategies:

- » Provide grants, technical assistance, and loans to small businesses
- » Diversify economic sectors and attract new industries
- » Promote Chinatown as a business-friendly destination
- » Integrate resilience planning to mitigate economic disruption

Goal 3: Preserve + Celebrate Cultural Heritage

Objective: Safeguard Chinatown's unique multicultural identity through preservation, storytelling, and celebration of cultural traditions, history, and local character.



Key Strategies:

- » Create adaptive reuse guidelines for existing buildings
- » Partner with cultural organizations to expand events and community storytelling



Goal 4: Implement Sustainable + Resilient Infrastructure

Objective: Position the corridor as a model for climate-conscious development by investing in sustainable systems that enhance livability and business continuity.

Key Strategies:

- » Retrofit streets and public areas with shade and green infrastructure
- » Install solar canopies and water-efficient landscaping, enhancing extreme heat preparedness
- » Create incentives for updates to existing infrastructure

Goal 5: Create Safe + Welcoming Public Spaces

Objective: Foster a sense of safety, accessibility, and community belonging through inclusive design, public-private collaboration, and responsive services.

Key Strategies:

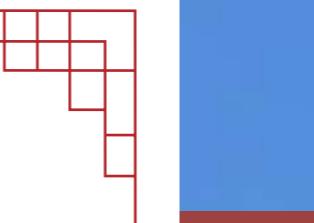
- » Install lighting and wayfinding in underlit areas
- » Design active ground-floor uses and public seating for passive surveillance
- » Expand neighborhood ambassador programs and business safety liaisons
- » Ensure ADA-compliant sidewalks and install multilingual signage
- » Coordinate with LVMPD and local nonprofits on outreach and safety workshops

Goal 6: Promote Arts, Culture, + Creative Placemaking

Objective: Celebrate community identity and engagement through public art, cultural storytelling, and dynamic programming in shared spaces.

Key Strategies:

- » Commission murals and interactive installations from local artists for key nodes and cultural corridors
- » Develop bilingual "Cultural Walk" signage and history plaques
- » Support youth-led arts initiatives and open-air events
- » Create a rotating program of performances, exhibits, and seasonal celebrations



Goal 7: Boost Tourism and Branding

Objective: Establish Las Vegas Chinatown as a regional and international destination through coordinated branding, infrastructure investment, and cultural programming.



Key Strategies:

- » Develop a unified Chinatown/Spring Mountain brand identity
- » Promote night markets, food tours, and cultural festivals
- » Enhance wayfinding and arrival experiences for visitors
- » Launch regional marketing campaigns in partnership with tourism bureaus
- » Provide visitor services including multilingual kiosks and welcome signage

Goal 8: Expand Diverse Housing Options

Objective: Ensure housing choice and affordability for residents at all income levels by supporting inclusive development, anti-displacement tools, and community partnerships.



Key Strategies:

- » Incentivize affordable housing opportunities
- » Encourage mixed-use and missing middle housing typologies
- » Identify & work with developers of underutilized commercial spaces to build residential units
- » Provide rental assistance and homeownership opportunities through nonprofit partnerships

Each recommendation in this Plan will include a visual symbol representing the goal(s) it supports. This ensures clear alignment between community priorities and the actions proposed throughout the chapters that follow.



5 LAND USE + DESIGN RECOMMENDATIONS



Photo by Brian Garcia for RAFI Architecture. Greenland Market Las Vegas

Las Vegas Chinatown sits in a central location with unmatched proximity to the Las Vegas Strip, Harry Reid International Airport, and major regional transit routes. This prime location positions the Spring Mountain Corridor as a high-potential zone for mixed-use growth, small business investment, and culturally rooted placemaking.

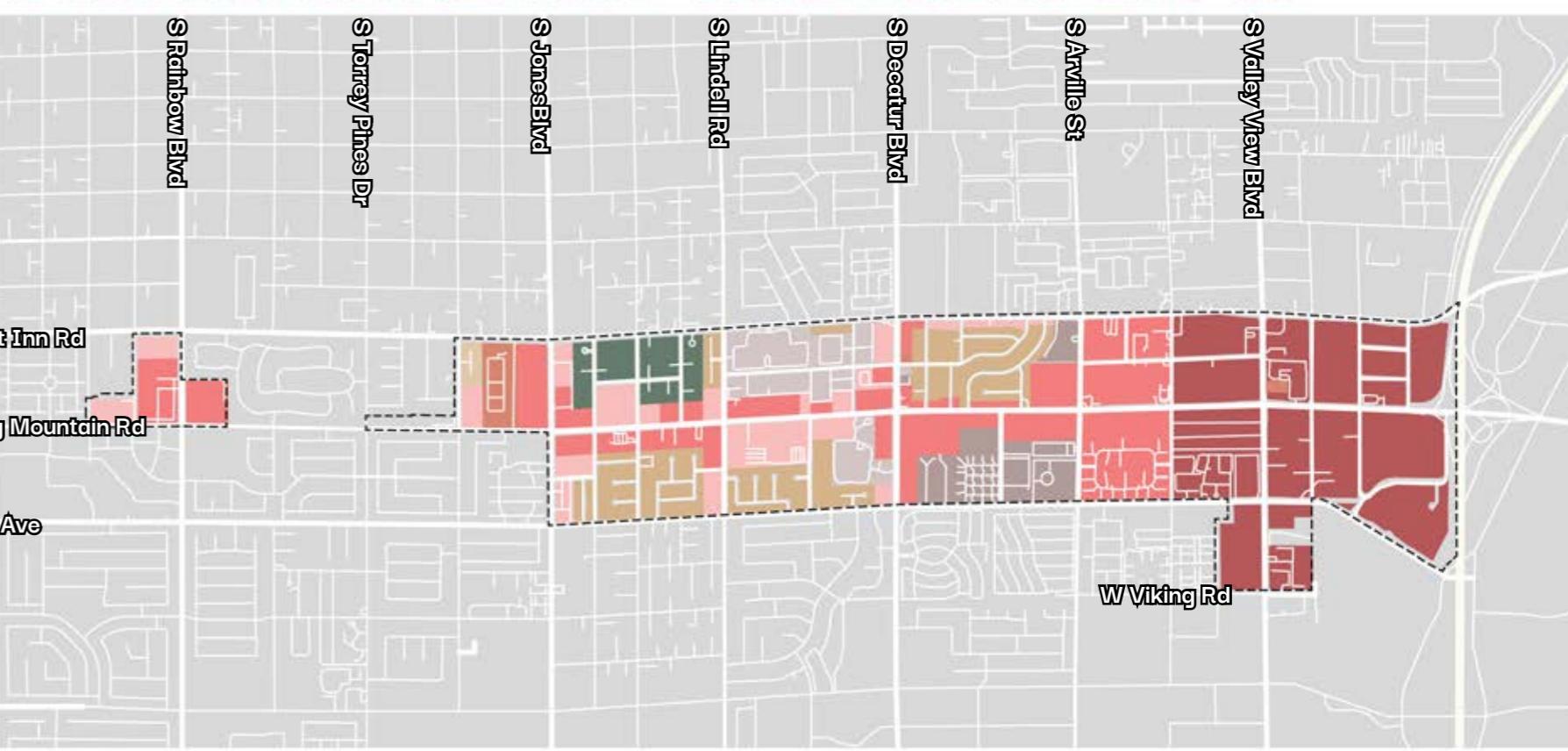
However, this potential is constrained by significant challenges:

- » **Mismatched Land Uses:** Industrial, commercial, and residential uses are often in conflict, lacking a cohesive transition.
- » **Underutilized Parcels:** Vacant lots, aging strip malls, and surface parking lots disrupt the urban fabric and represent missed opportunities.
- » **Auto-Oriented Design:** The corridor is dominated by wide streets, inadequate sidewalks, and a lack of shade, prioritizing cars over people.
- » **Climate Vulnerability:** Extensive impervious surfaces and a lack of greenery contribute to extreme urban heat, making public spaces uncomfortable and unhealthy.

The future vision for Chinatown is a harmonious, walkable, live-work-play environment that celebrates its multicultural identity. This chapter outlines the integrated land use and design framework to achieve that vision, focusing on creating great places for people while ensuring cultural authenticity and climate resilience.



SPRING MOUNTAIN REDEVELOPMENT - CURRENT PLANNED LAND USE





CHINATOWN CULTURAL CORRIDOR OVERLAY

To address the unique needs of the Corridor, this plan recommends the creation of a **Chinatown Cultural Corridor Overlay**. This overlay provides tailored standards that guide growth, protect cultural heritage, and enhance quality of life. The overlay will not alter existing entitlements but will apply to all new development and substantial renovations. The overlay is structured around these strategies:

Use and Activation Flexibility

- » Encourage more uses such as promoting entertainment venues such as museums, cultural, and art centers.
- » Streamline approvals for adaptive reuse of existing buildings for residential, cultural, or creative uses.
- » Establish a corridor-specific process for Temporary Special Events (TSEs) to facilitate frequent night markets and festivals, potentially exempt from standard residential separation requirements.



Bong Eun Sa Temple colorful lanterns as a functional and cultural shaded pathway. Seoul, South Korea. Credit: Brian Garcia for RAFI Architecture.



Form-Based and Placemaking Requirements

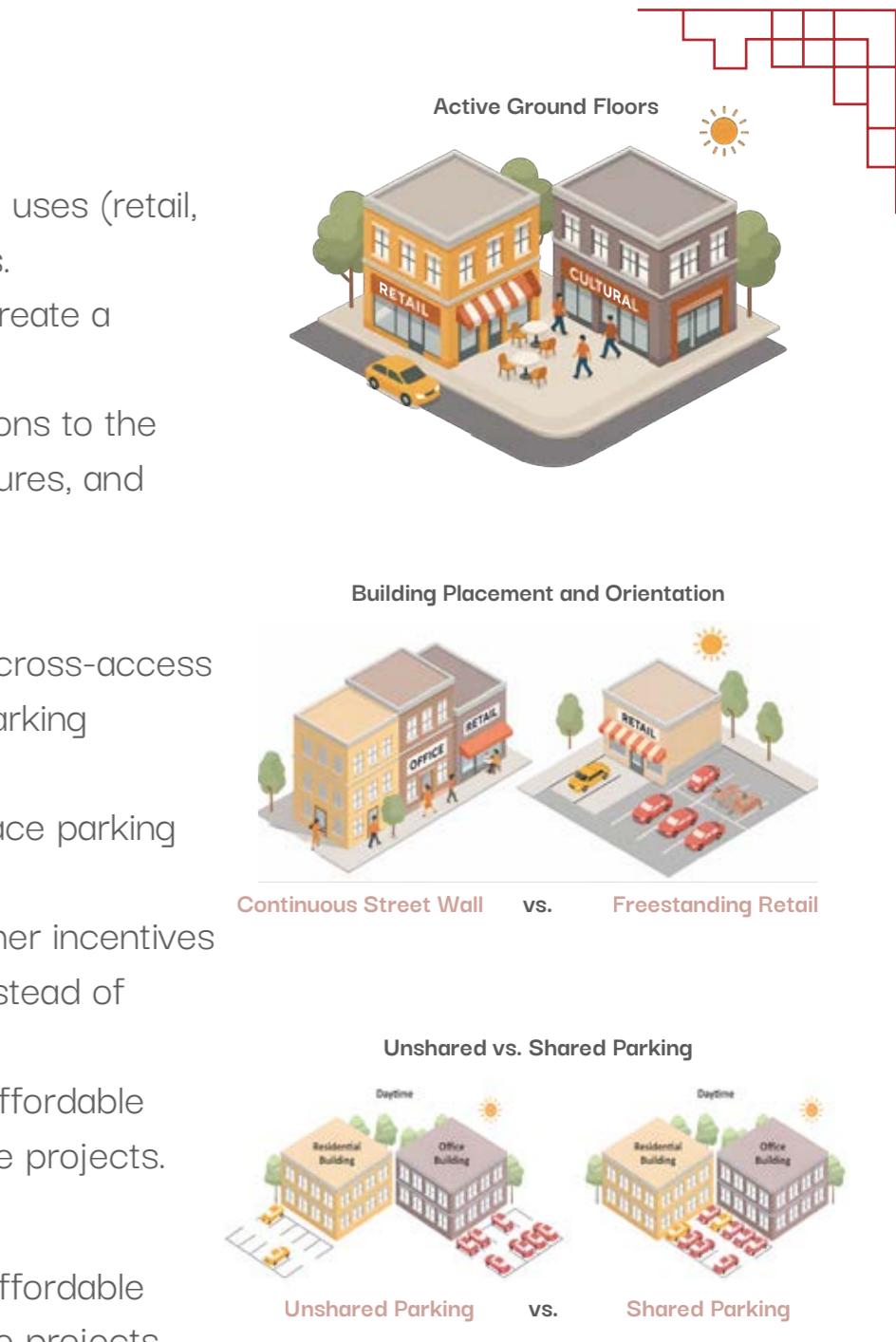
- » **Active Ground Floors:** Encourage active, pedestrian-oriented uses (retail, cafes, cultural spaces) on ground floors facing primary streets.
- » **Building Placement and Orientation:** Minimize setbacks to create a continuous street wall and define the public realm.
- » **Public Realm Contributions:** Incentivize or require contributions to the public realm, such as plazas, widened sidewalks, shade structures, and public art.

Parking and Mobility Management

- » **Shared Parking:** Encourage shared parking agreements and cross-access easements between adjacent properties to create a unified parking network.
- » **Reduced Parking Minimums for Surface Lots:** Reduce surface parking mandates for certain uses to discourage excess pavement.
- » **Structured Parking Incentives:** Offer density bonuses or other incentives for providing structured parking (behind or within buildings) instead of surface lots.
- » Explore incentives for including affordable housing units and affordable commercial space for legacy businesses within new mixed-use projects.

Anti-Displacement and Affordability

- » Explore incentives for including affordable housing units and affordable commercial space for legacy businesses within new mixed-use projects.





BUILDING A PUBLIC REALM

The quality of the spaces between buildings is paramount. The plan prioritizes the creation of a connected network of public spaces that provide relief, gathering areas, and cultural expression.

Public Space Typologies

Cultural Plazas & Courtyards:

Larger, programmable spaces for major festivals, night markets, and performances.

POPS (Privately Owned Public Spaces):

Encourage privately developed and maintained plazas, arcades, or courtyards that are accessible to the public.

Green Pocket Parks & Parklets:

Small-scale oases with seating, shade, and public art, built on vacant lots or reclaimed street space.

Linear Paseos & Green Alleys:

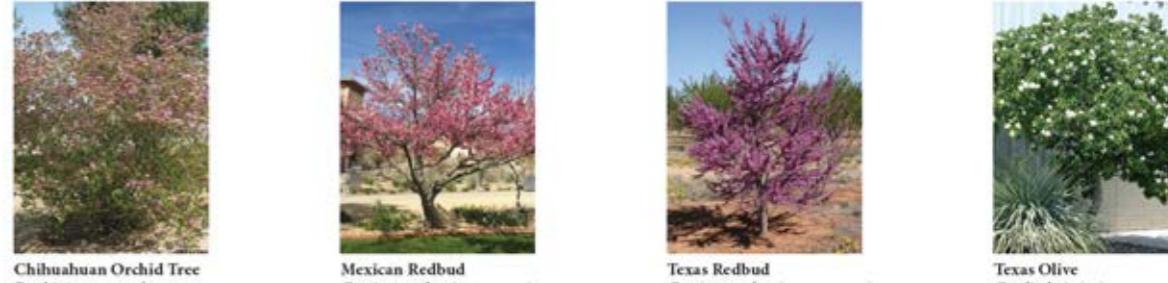
Activate mid-block connections and alleys with lighting, art, and landscaping to create safe, interesting pedestrian shortcuts.



Universal Shade + Climate Resilience

In Las Vegas' extreme climate, shade is a necessity, not an amenity. All public realm improvements will target continuous shade coverage through:

- » A coordinated tree-planting plan with approved, drought-tolerant species.
- » Permanent architectural shade elements: tensile fabric canopies, arcades, and trellises.
- » Requirements for awnings and canopies on all new buildings.
- » High-albedo (light-colored), non-heat-absorbing paving materials.





LAND USE + DEVELOPMENT STRATEGIES

The Overlay District will guide development towards a more sustainable and vibrant pattern.

Encourage Mixed-Use Development:

Mid-Rise Mixed-Use: Encourage 3-6 story buildings with active ground-floor uses and residential or office units above, particularly at key intersections, for example Spring Mountain @ Decatur, @ Arville, and @ Valley View.

Density Bonuses: Offer increased Floor Area Ratio (FAR) or height in exchange for providing cultural space, outdoor/semi-outdoor seating and recreational areas, affordable housing, or significant public realm benefits.



Prioritize Adaptive Reuse:

What is Adaptive Reuse? Adaptive reuse is the process of converting an existing building for a new and different purpose, rather than demolishing it. This focuses on giving old or obsolete structures new life while preserving architectural character and historical value. Adaptive reuse is key for sustainable development, as it reduces construction waste, lowers carbon footprint, and stimulates economic revitalization in communities.

Adaptive Reuse in Action

Streamlined Entitlements: Clark County should create a clear and fast-track permit pathway for converting underutilized industrial buildings (e.g., strip malls, warehouses) into:

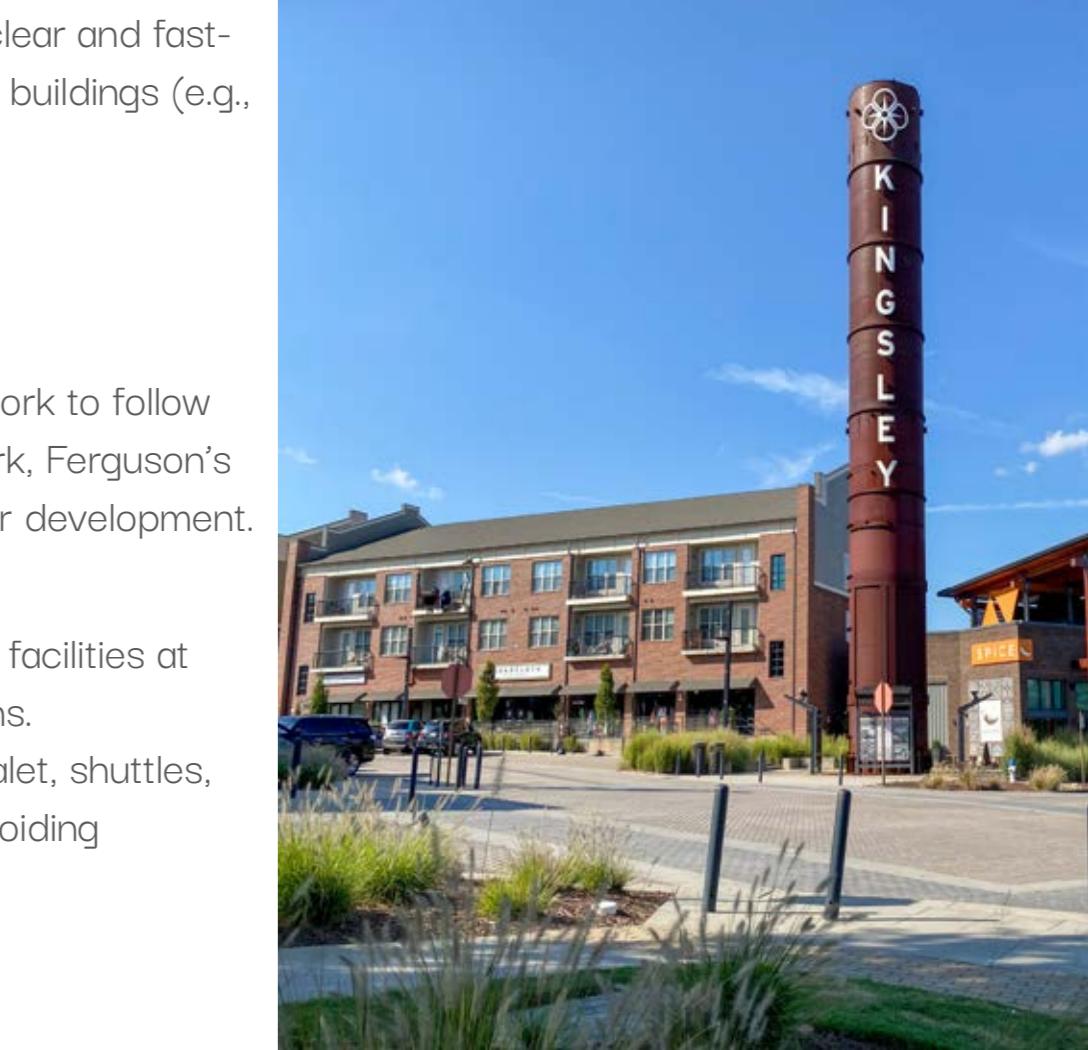
- » Apartments and senior housing.
- » Live/work units for artists and entrepreneurs.
- » Cultural and performance venues.

Easing Restrictions: Clark County should create a framework to follow programs like those in Downtown Las Vegas (Container Park, Ferguson's Downtown) that implement adaptive reuse policies into their development.

Right-Size Parking:

Strategic Parking Nodes: Concentrate structured parking facilities at key gateway intersections to create “park once” destinations.

Event Parking Strategy: Manage peak demand through valet, shuttles, and temporary use of remote lots during major festivals, avoiding permanent overbuilding.



ARCHITECTURAL INSPIRATION

Architecture in Chinatown should integrate cultural references in a clear, consistent, and objective manner while maintaining flexibility for property owners and developers. To achieve this, the Plan introduces a “Cultural Design Menu” that establishes categories of design features which can be incorporated into projects. All new developments and major renovations should select a minimum number of elements from this menu to reinforce a cohesive corridor identity.

Cultural Design Menu (Framework):

- » **Awnings & Canopies:** Pedestrian-scaled coverage using durable materials such as powder-coated metal, carved wood, or composite panels. More traditional or more modern design styles can be chosen.
- » **Color Palette:** Incorporation of culturally significant colors such as red, gold, jade green, terracotta, and deep blue, used for accent and variation rather than as single-color facades.
- » **Motifs & Patterns:** Integration of symbolic designs such as cloud scrolls, latticework, phoenix or dragon motifs, and flora in facades, paving, railings, or furnishings.



Iconic Features

Elements such as gateway arches, pagoda-style pavilions, or culturally significant sculptures placed at key intersections or public plazas.

Lighting & Signage

Warm, low-intensity lantern lighting, and multilingual blade or backlit signs that contribute to nighttime vibrancy. The integration of modern nighttime light fixtures, like neon signs and lanterns, are highly recommended as a placemaking strategy and backlit structures, like mythical creatures and mascots, add to the playfulness and creative expression of the Spring Mountain Corridor.

Materials & Texture

Use of materials like ceramic tile, brick, patterned stucco, or sandblasted concrete with layered façades, balconies, and articulated rooflines to avoid blank walls.

Traditional symbols and patterns

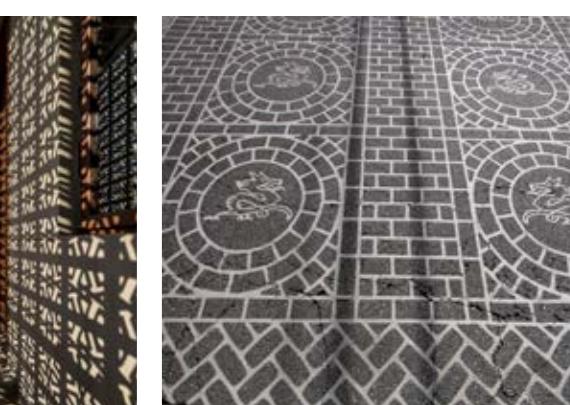
are encouraged to be implemented into more modern, forward-looking design integrations and styles.

Comfort Architecture

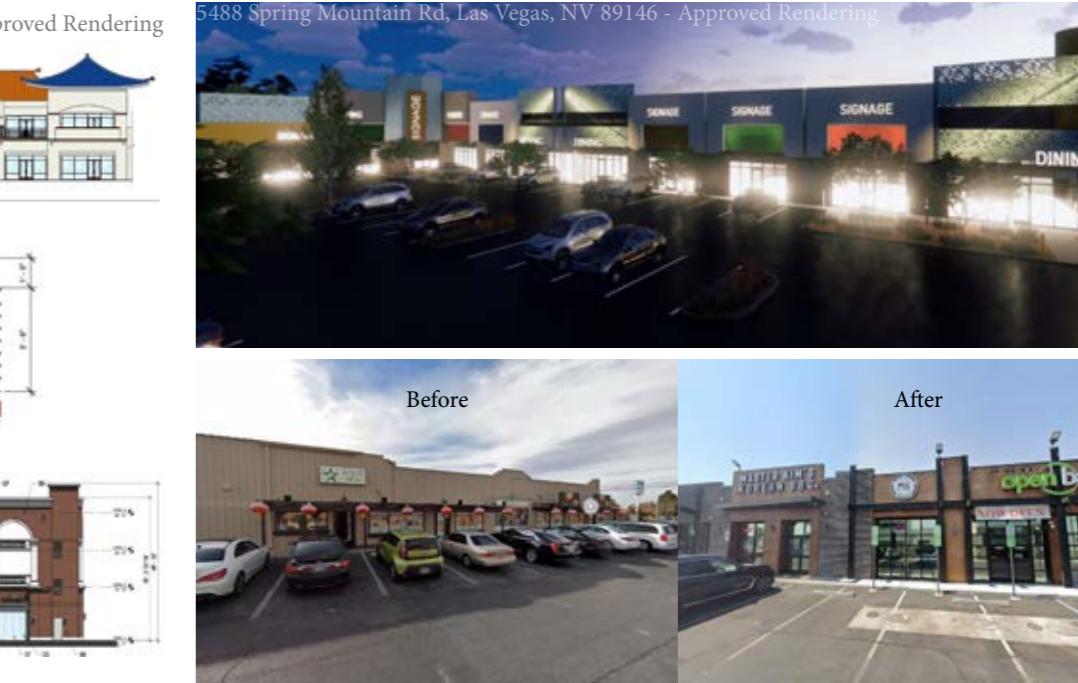
Encourage implementation of brise-soleils and passive cooling architectural elements into new and existing buildings in the corridor to help minimize energy-intensive cooling and reduce thermal discomfort.



Spa Ryogoku Yuya Edoyu / Kubo
Tsuchima Architects
© Nacasa & Partners



Developers will be encouraged to incorporate elements from at least three of the above categories in all major new construction or renovation projects. Examples of recently approved plazas along the corridor will serve as “good examples” in the Design Guidelines Manual. A professional design consultant will be engaged by Clark County to refine standards and produce an illustrated guide that highlights forward-thinking models of cultural and architectural identity.





IMPLEMENTATION + ACTIONS

The success of this chapter hinges on the adoption of the Chinatown Cultural Corridor Overlay District by the Clark County Commission. Subsequent actions include:

Developing Detailed Design Guidelines:

Expanding the “Cultural Design Menu” into a full illustrated handbook for developers and designers.

Prioritizing Public Realm Projects:

Identifying funding and implementing the first pilot projects for pocket parks, shaded sidewalks, and alleyway improvements.

Establishing a Design Review Process:

Creating a clear process for reviewing projects within the overlay to ensure compliance with the vision set forth in this plan.



6 MOBILITY + STREET DESIGN ELEMENTS



Photo by Brian Garcia for RAFA Architecture. Greenland Market Las Vegas.



CREATING WALKABLE + PEDESTRIAN-FIRST STREETS

The core of the mobility strategy is to reclaim space for people, creating an environment that encourages walking, reduces vehicle speeds, and universally improves safety and comfort.

Recommendations

- » Reconfigure parts of Spring Mountain Road to include a continuous center turn lane, significantly widened sidewalks, and a dedicated zone for landscaping and street furniture. This redesign will calm traffic and create a more inviting pedestrian environment.
- » Implement comprehensive traffic calming through intentionally-designed crosswalks, pedestrian refuge islands, and landscaped medians at key locations to slow vehicles and create safer crossing opportunities.



Pedestrian and bicycle paths with tactile paving and clearly marked lanes. Tokyo, Japan. Credit: Brian Garcia for RAFA Architecture.



BUILDING A DIGNIFIED + EFFICIENT TRANSIT NETWORK

A reliable and comfortable transit system is essential for equitable access, reducing congestion, and supporting the Corridor's small businesses.

Recommendations

- » Establish **high-frequency transit service in partnership with the RTC**, featuring real-time arrival information and transit-priority lanes at signals to ensure buses move efficiently.
- » Upgrade transit stops with **shaded shelters, seating, lighting, and multilingual information** to provide a dignified and comfortable experience for all riders.
- » Create a neighborhood **circulator shuttle to connect major parking areas, cultural landmarks, and shopping plazas**, reducing internal single-person/family vehicle trips and improving access for visitors and employees.
- » Design transit shelters to include **drinking water refill stations and provide frequentlyemptied, Chinatown-branded public waste bins** at each transit stop.



Top Left and center left - Air conditioned transit stop in Gangnam. Long lasting materials plus transparency allow for safe and comfortable transit stops, especially in the hot and humid summer days. Gangnam, Seoul, South Korea. Credit: Brian Garcia for RAFI Architecture.

Top Right - Company: Xuzhou Fengyin Sign Manufacturing Co.,Ltd. Product name: ZM Modern Bus Stop Design.

Center Right: Location: Portland, Maine. Installed in the fall of 2020 as part of a larger effort to beautify bus shelters throughout Portland, this stunning stop is the work of Ghana-born artist and Maine resident Ebenezer Akapo, who incorporated a pattern composed of his native country's Adinkra symbols into his design.

Lower Center - Design: HONG KONG POWER STOPS By: Henry Endemann



MANAGING THE CURB FOR SAFETY + EFFICIENCY

Rationalizing the various demands on the street is crucial for reducing conflicts, supporting business operations, and maintaining traffic flow.

Recommendations

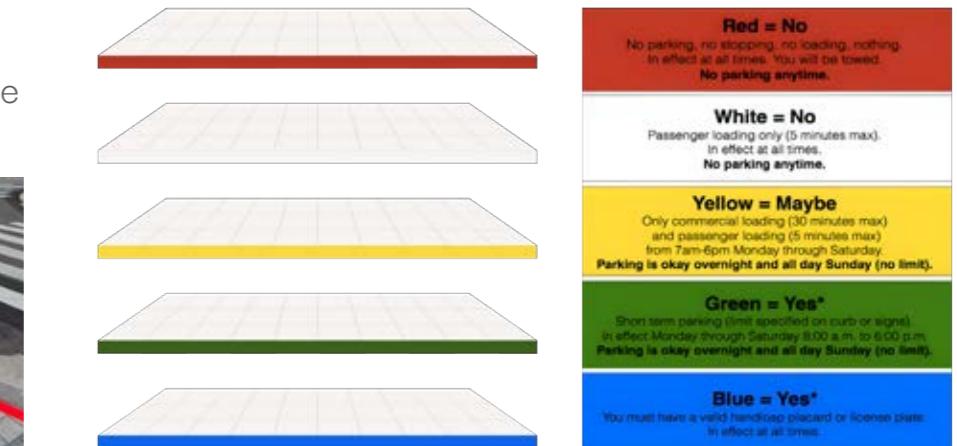
- » Implement managed curb zones with **color-coded paint and signage** to clearly designate specific areas for **ride-share loading, commercial delivery, and short-term parking**.
- » Formalize **shared parking agreements** (mentioned in 5.2) among adjacent property owners to create a unified network that allows visitors to park once and walk to multiple destinations, minimizing redundant pavement.

» Clark County recommends the integration of LED crosswalk markers.

This integrated approach ensures every improvement contributes to a single goal: a multimodal corridor that is safe, equitable, resonant, and built for people.

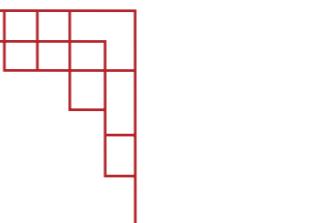


Top Left - LAX has a new color coded rideshare pickup area, clearly marked in a bright and easily accessible neon green color. Credit: Los Angeles World Airports
Top Right - "Welcome to Fabulous" Rideshare Purple color-coded area at the Harry Reid International Airport is a perfect example of branded rideshare pickup, it clearly marked signage and wayfinding, making access and instructions easy for rideshare customers. Credit: LVA



Parking regulations chart recommendations mirror those of the City of Los Angeles but would be modified to local Clark County regulations at the request of the Clark County Department of Public Works



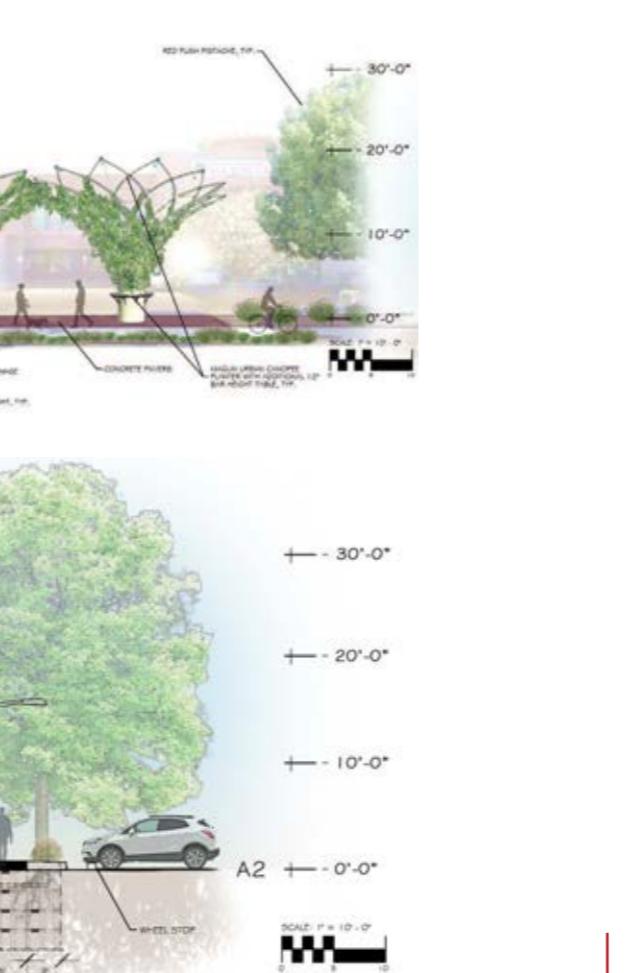


WAYFINDING, BRANDING + STREETSCAPE OPTIONS

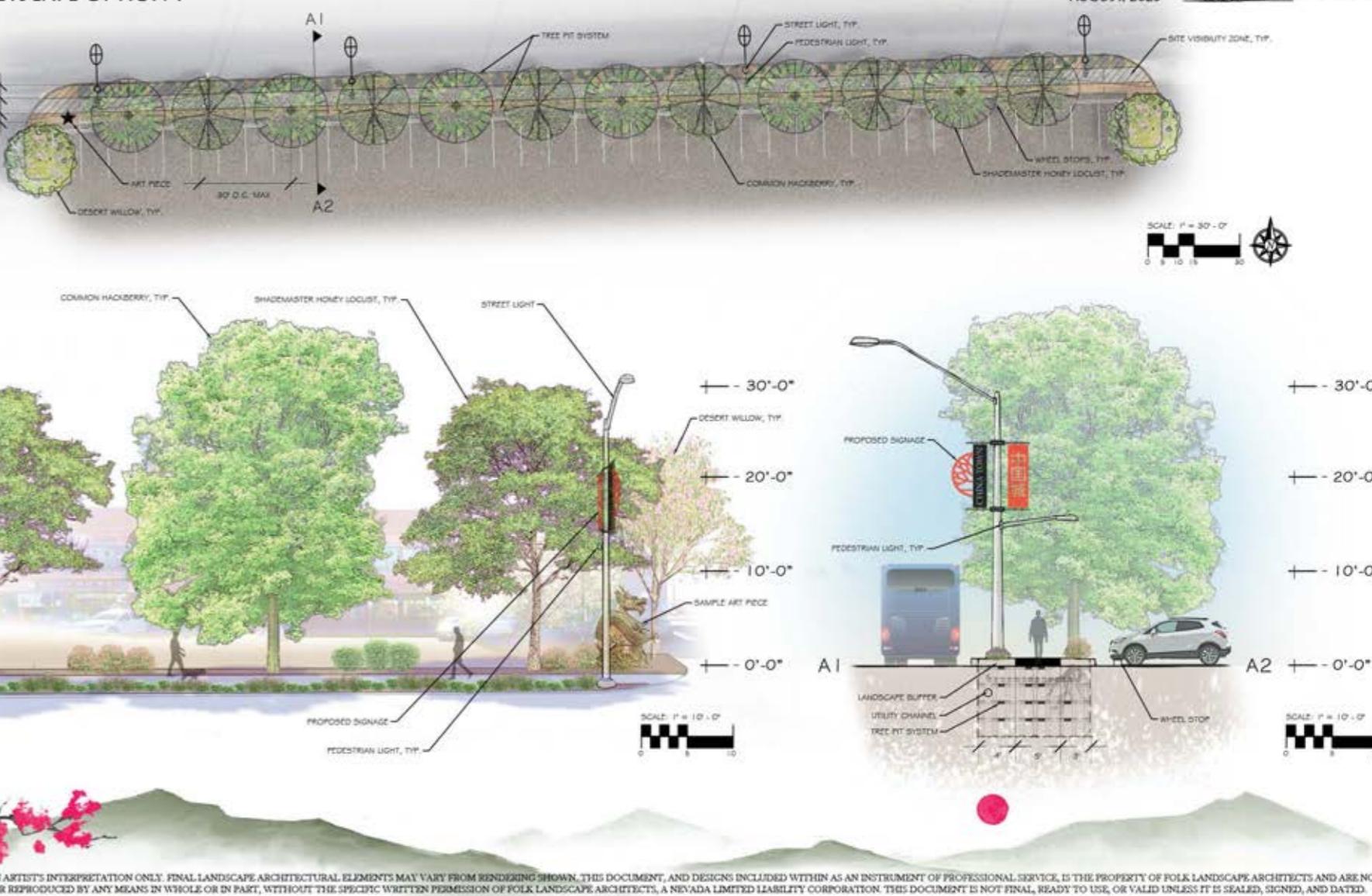
This section outlines the overarching philosophy for a wayfinding system that reinforces the cultural brand of the Corridor.

- » Clark County should develop a unified wayfinding strategy that uses culturally inspired icons, a consistent color palette, and a clear hierarchy of information to guide residents and visitors.
- » Define key subdistricts to create a more navigable and experientially rich environment.
- » Establish naming conventions for all major plazas and public spaces to strengthen their identity and make them easier to locate. Currently, many plazas are unnamed.

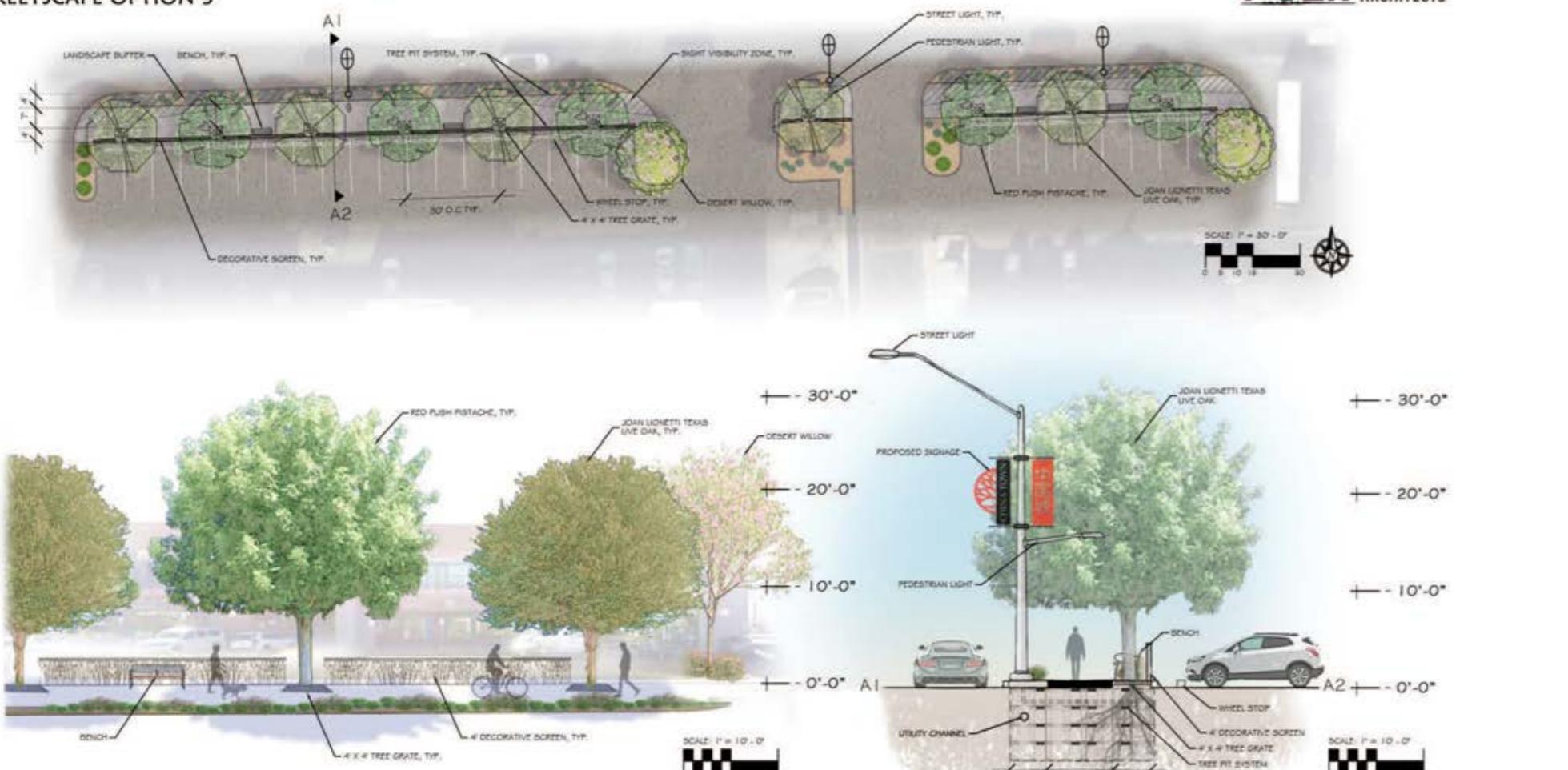
The following images are examples of streetscape options created by FOLK Landscape Architects for Clark County showcasing the variety of landscaping and street designs that can be implemented throughout the Spring Mountain Corridor.



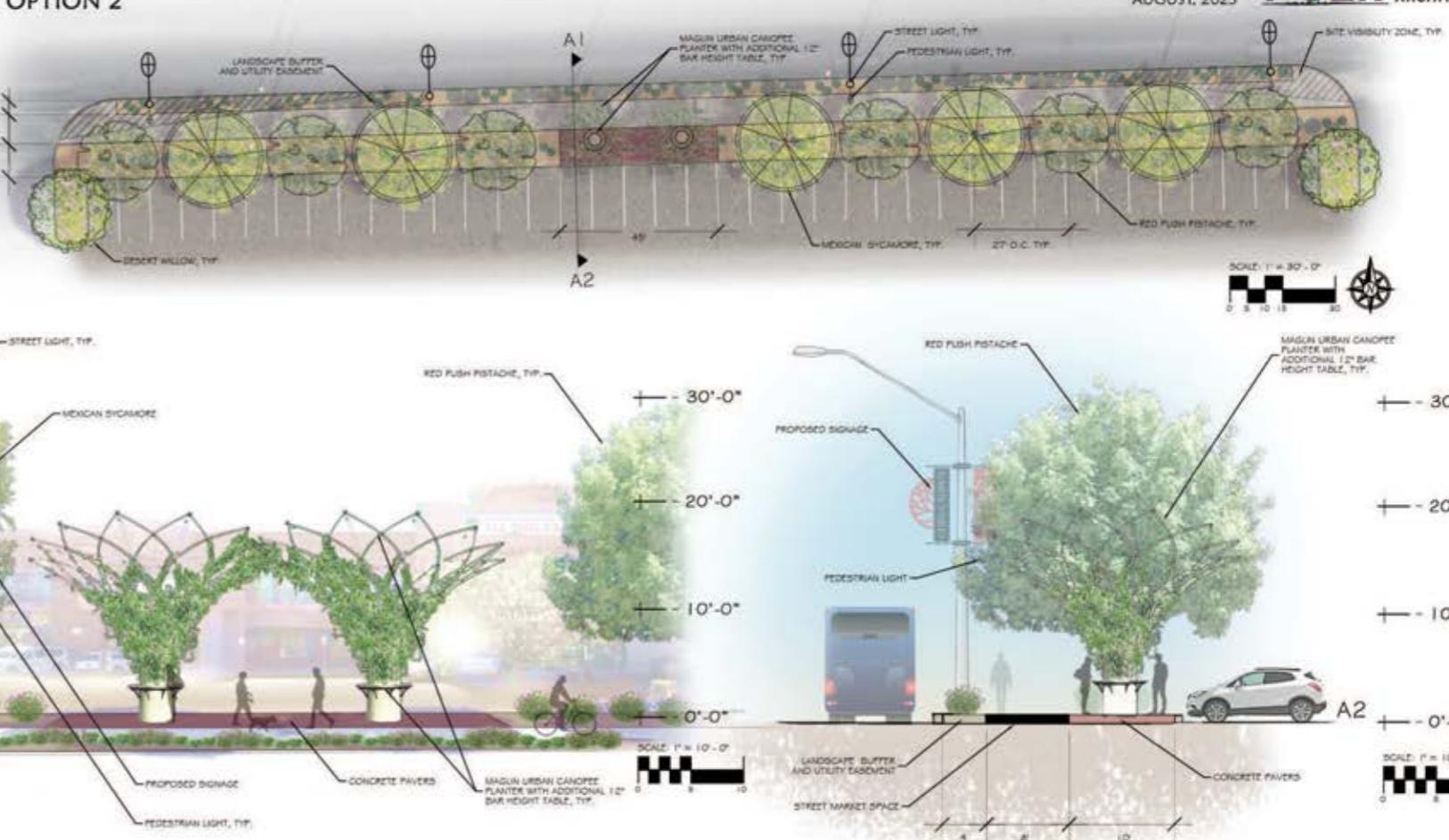
GREEN MOUNTAIN PEDESTRIAN CORRIDOR SCENIC SPACES OPTION 1



SPRING MOUNTAIN PEDESTRIAN CORRIDOR 15' STREETSCAPE OPTION 3



MOUNTAIN PEDESTRIAN CORRIDOR OPTION 2



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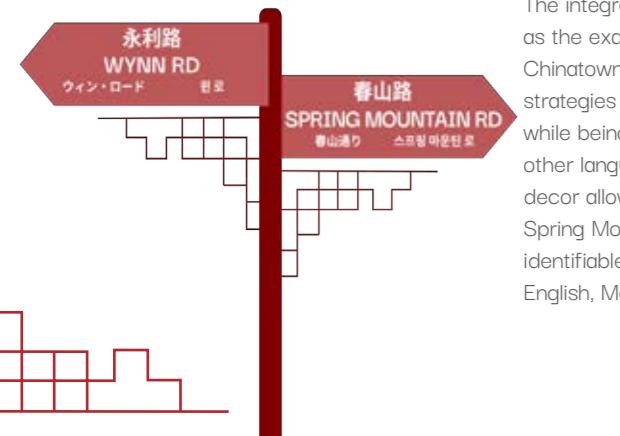


STREET-LEVEL BRANDING + DIRECTIONAL FEATURES

This section describes the physical components of the wayfinding system that users will interact with on the street.

Recommendations

- » Install bilingual or multilingual gateway signage at primary entry points to create a sense of arrival and establish the cultural character of the corridor.
- » Place directional signage that guides pedestrians to cultural landmarks, plazas, and public art, often including estimated walking times.
- » Deploy branded street furniture including custom bike racks, transit stops, and benches that incorporate cultural motifs and materials.
- » Install informational kiosks at key decision points with maps and directories to help orient visitors.



The integration of multilingual signage such as the example to the left will integrate Chinatown's image and placemaking strategies into the wayfinding infrastructure while being accessible to visitors who speak other languages. The maroon color and decor allows sign colors to be unique to the Spring Mountain Corridor while also easily identifiable. The example provides names in English, Mandarin, Japanese, and Korean.



Examples taken from across various cultural corridors, starting from the top left to bottom right - Tokyo, Japan streetlamps; Meiji Jingu temple street lamp; MultilingualStreet Sign in Tokyo, Japan; Koreatown Plaza Facade lamp, Las Vegas, NV; E Pender St @ Carrall St multilingual street sign Chinatown Vancouver, BC, Canada (Henry Lam, 2012); Chinatown Information Kiosk Canal Street @ Baxter Lower Manhattan, Ink and Pixel for Tracy Turner Design, Lower Manhattan Development Corporation, New York City, NY, USA



DIGITAL PRESENCE + TECH-ENABLED WAYFINDING

This section covers the digital tools that complement the physical wayfinding system, providing real-time, interactive information.

Recommendations

- » Launch a digital cultural directory—a mobile-responsive website—that provides real-time information on business hours, public art locations, and event calendars.
- » Integrate QR codes into physical signage, allowing users to instantly pull up more information on their personal devices.
- » Explore smart kiosks in high-traffic areas that can display transit information, cultural stories, and promotional content for local businesses.
- » Utilize adaptive lighting with sensors that adjust brightness based on ambient light and pedestrian activity, enhancing safety and energy efficiency.





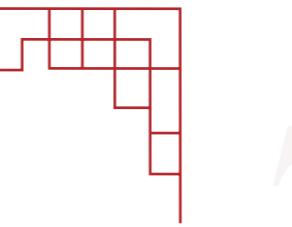
7 A VIBRANT ECONOMY

CONTINUED PROSPERITY

The economic strategy for Inspiring Spring Mountain focuses on “scaling deep”—strengthening from within by investing in existing people, businesses, and cultural assets. This approach prioritizes retaining the neighborhood’s character while fostering resilience, ensuring that economic benefits circulate within the district and growth benefits those who have built it.

This strategy is a direct response to community input, which highlighted a critical need for direct support to help small businesses and property owners improve their properties and feel safe. The plan’s economic policies are therefore designed to provide both immediate assistance and long-term structural support.





EARLY ACTIONS: RESPONSIVE SUPPORT FOR EXISTING BUSINESSES

To quickly demonstrate commitment and catalyze early wins, initial implementation will focus on providing direct tools to the corridor's existing foundation—its small businesses.

Corridor Improvement Grant Program

In direct response to public requests for support, the Clark County Redevelopment Agency will launch this targeted grant program. It will provide matching funds for façade renovations, safety and lighting upgrades, and culturally-themed placemaking, empowering property and business owners to become the first implementers of this plan's vision. Projects that integrate cultural themes, bilingual signage, or work with local AANHPI artists will be prioritized.

Multilingual Technical Assistance

A dedicated navigation service will be established to help small business owners understand and efficiently secure permits and licenses, lowering a significant barrier to operation and improvement.

Pop-Up Activation Program

Vacant storefronts and underused lots will be temporarily activated with vendor markets and art installations, injecting immediate vibrancy and testing new concepts for permanent use. Clark County should financially incentivize these activations.



MEDIUM TO LONG-TERM STRATEGIES

Beyond immediate grants, the long-term strategy will be implemented through the adopted policies of the Chinatown Cultural Corridor Overlay District and strategic partnerships.

Market Diversification & Activation

- » **Expanded Mixed-Use Allowances and Higher Density:** Through the Overlay, expand by-right uses to include galleries, and creative incubators, diversifying the economic base beyond food and beverage and attracting new visitors.
- » **Workforce Development:** Partner with local colleges to offer vocational ESL and job training aligned with corridor industries, ensuring local residents can access new opportunities created by growth.

Cultural Tourism & Marketing

- » **Destination Development:** Develop curated walking tours, food tours, and heritage trails that tell the community's story.
- » **Regional Partnerships:** Integrate Chinatown into LVCVA marketing campaigns, leveraging new investments in the public realm to position the corridor as a essential Las Vegas experience.





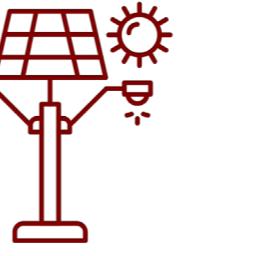
8 PUBLIC HEALTH, SAFETY, + ACCESSIBILITY



PUBLIC SAFETY THROUGH ENVIRONMENTAL DESIGN

A safe and welcoming Chinatown begins with thoughtful urban design. Public safety is achieved not only through enforcement but through the way spaces are lit, activated, maintained, and perceived. The Inspiring Spring Mountain Redevelopment Plan promotes **Crime Prevention Through Environmental Design (CPTED)** principles and community-centered improvements that make the corridor safer, livelier, and more inclusive at all hours.

Lighting, Visibility, and Surveillance



Performance Standards: Establish and enforce minimum lighting levels (measured in lux) for sidewalks, crosswalks, alleys, parking lots, and plazas to eliminate dark zones and ensure uniform, pedestrian-scale illumination.



Collaboration with Law Enforcement: Encourage LVMPD to work directly with developers and property owners to determine optimal lighting layouts and camera placement, based on national CPTED standards and local crime data.

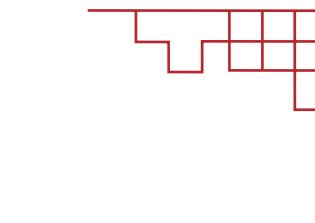
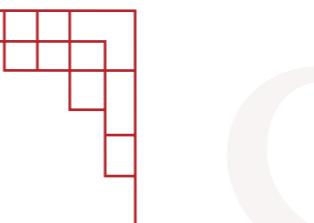


Smart Lighting: Incorporate energy-efficient LED and solar-powered fixtures with integrated sensors that adjust brightness based on activity levels and time of day.



Camera Integration: Develop voluntary guidelines for closed-circuit and smart camera systems to enhance coverage in parking lots, alleys, and gathering spaces—ensuring balance between safety and privacy.





Activation and Ground-Floor Design

- » **“Eyes on the Street”:** Require active ground-floor uses along primary corridors, replacing blank façades with storefronts, display windows, or transparent glazing to enhance natural surveillance.
- » **Nighttime Activation:** Encourage nighttime programming—such as markets, evening art displays, or café seating—which reduce vacant or underused spaces after dark.
- » **Alley Activation:** Promote adaptive reuse of rear alleys through lighting, murals, vendor stalls, and small-scale performances, turning perceived unsafe spaces into community assets.

Well-lit commercial and residential corridor in Downtown Austin 2nd Street, featuring outdoor seating, aesthetic lighting, bike racks, and large amounts of urban greenery. Credit: City of Austin



Space, Cleanliness, + Public Realm Care

- Maintenance Model:** Implement a corridor-wide maintenance Program modeled after Seattle's Chinatown-International District, pairing regular trash collection, graffiti removal, and power washing with small business outreach.
- Stewardship Partnerships:** Work with property neighbors, and nonprofits to monitor conditions, maintenance issues, and ensure consistent care of curbs, curbsides, and street furnishings.
- Land Health:** Ensure trash bins are stored in a locked location and away from pedestrian activity. Remove trash enclosure near pedestrian walkway/ Mountain Road, provide financial incentives for property owners to relocate them.

HEAT + CLIMATE RESILI

Extreme heat poses one of the most urgent public health and livability challenges for the Spring Mountain Corridor. Located in a documented urban heat island, the area experiences surface temperatures significantly higher than surrounding neighborhoods due to extensive asphalt, limited shade, and heat-absorbing building materials. The Inspiring Spring Mountain Redevelopment Plan aims to transform the corridor into a cooler, greener, and more climate-resilient district—one that protects residents, supports thriving businesses, and ensures public spaces remain safe and comfortable throughout the year.

Urban Cooling and Shade Infrastructure

- Tree Canopy Expansion:** Implement a coordinated Urban Shade Strategy targeting 30% canopy coverage along key pedestrian routes within 10 years. Prioritize evergreen, drought-tolerant species that provide broad shade and seasonal greenery.
- Integrated Shade Structures:** Install architectural shade structures such as trellises, pergolas, and transit canopy extensions. Encourage developers to integrate shade canopies in private developments adjoining sidewalks or plazas.
- Cool Pavement and Reflective Surfaces:** Encourage cool pavement coatings and high-albedo materials for parking, sidewalks, and crosswalks, modeled after Phoenix's Cool Pavement Program.



Upper - Urban Tree Canopy. Credit: GroupGS
Lower- Phoenix Cool Pavement Program. Credit: City of Phoenix



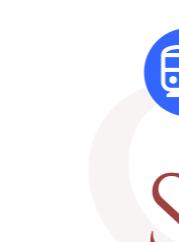
- » **Bus Stop and Mobility Hub Cooling:** Retrofit all major RTC transit stops with shaded canopies and water refill stations to protect transit-dependent residents.

Through these coordinated strategies, the Spring Mountain Corridor will become a national model for heat resilience in cultural districts—a place where walkability, safety, and comfort coexist with economic vitality and cultural vibrancy.

Reducing urban heat is not only an environmental goal—it is a public health, economic, and social equity priority, ensuring that Chinatown remains livable, welcoming, and resilient in the face of a changing climate. The Las Vegas valley is already filled with examples of heat resistant and comfort infrastructure and Chinatown will continue that implementation for the safety and comfort of its residents and visitors.



Top Left - Shading at Aria Las Vegas. Credit: Bleck and Bleck Architects
Bottom Right - Shading at Las Vegas Premium Outlets. Credit: Hennon Group



SAFER CROSSINGS + UNIVERSAL ACCESSIBILITY

Intersections

Tighten curb radii where feasible; add high-visibility crosswalks, corner daylighting, and refuge islands. Install APS (Accessible Pedestrian Signals) where warranted, with longer walk intervals at complex crossings.

Speed Limits

Survey feedback reflects that residents and visitors would like Spring Mountain Rd between Aldebaron St and Decatur Blvd be limited to 30MPH. Clark County Public Works will conduct a traffic study (after road improvements are complete) to determine the proper new limits and proper implementation areas. A 30 MPH speed limit is recommended in denser areas of the Spring Mountain Corridor.



Mid-blocks

Add marked mid-block crossings on long blocks where foot traffic and transit demand are highest; keep approaches clear of sign clutter. Clark County Redevelopment Agency should work with Clark County Public Works on the addition and maintenance of raised crosswalks with in-ground traffic lights, further increasing pedestrians safety, especially at night, and bettering walkability standards in the corridor.

Continuous access

Maintain an 8-10 ft ADA-clear route along Spring Mountain; smooth driveway transitions; provide detectable warnings at curb ramps; encourage grade-free entries and seating with backs/arms for older adults.





9 ARTS, CULTURE + COMMUNITY IDENTITY



Photo Credit: Elite Medical Center
Location: Chinatown Plaza Las Vegas

Public art and cultural programming are not mere decorations in Las Vegas Chinatown; they are essential infrastructure for storytelling, creating belonging, and defining the district's unique identity. Our vision is to weave the rich tapestry of Asian-American, Native Hawaiian, and Pacific Islander heritage into the very fabric of the built environment, transforming the corridor into an open-air museum of living culture.

This vision is already being realized through the Chinatown Mural Art Project, a signature initiative of the Redevelopment Plan. This project exemplifies our core principles:

Community-Led Curation

- » The project is a direct response to public demand, with 84.1% of engagement survey respondents calling for more murals. Artists co-design each piece with property owners and community stakeholders, ensuring the art tells authentic local stories.

Cultural Authenticity & Intersectionality

- » Murals blend traditional AANHPI motifs with contemporary influences—from calligraphy and textile patterns to anime and car culture—reflecting the evolving, multifaceted identity of the community.

Art as Economic Infrastructure

- » These large-scale works transform streets into destinations, encouraging longer visits, social sharing, and increased spending at small businesses. They enhance walkability, improve perceived safety, and are proven catalysts for economic vitality and cultural tourism.



Golden Dragon Park 58 Spring Mural in Chinatown Plaza



STRATEGY + FRAMEWORK CREATIVE PLACEMAKING

To build on the momentum of the Mural Art Project, a multi-faceted approach will coordinate public, private, and community-driven efforts.

Public Art Master Plan

A dedicated master plan, created in partnership with local cultural organizations, will build from the mural project's success to provide a strategic blueprint for all artistic investments. It will:

- » Define priority zones for art investment (gateways, plazas, transit stops, alleys), expanding beyond mural locations.
- » Outline stringent standards for durable, UV-resistant materials and anti-graffiti coatings

Private Development Contributions

The Chinatown Overlay District will include mechanisms to ensure private development contributes to the cultural ecosystem, such as:

- » Percent for Art: Requiring a percentage of project costs for on-site public art or contributions to a public art fund, extending the mural project's model to new development.
- » Density Bonuses: Offering incentives in exchange for significant, culturally relevant public art installations.



CHINATOWN CREATIVE GRANT PROGRAMMING



Heritage Art Grants

Fund lion dance troupes, calligraphy demonstrations, and musical/drama performances at festivals and public spaces.



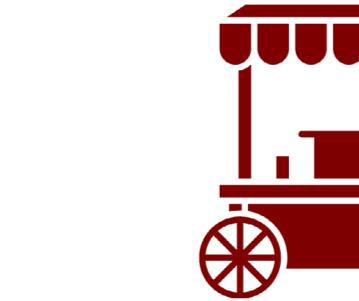
Youth + Community Projects

Fund participatory projects like oral-history storytelling, youth murals, and community workshops.



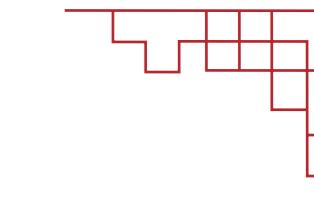
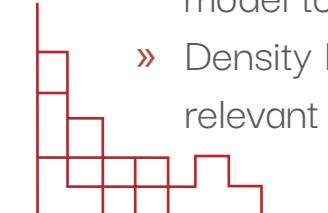
Public Art Commissions

Fund additional murals, sculptures, and light installations by immigrant and AANHPI artists that reflect local narratives.



Temporary Activations

Support pop-up installations, cultural corridors, and creative lighting projects to test new ideas.





MURAL ART DESIGN INTEGRATION

The Chinatown Mural Art Project provides the model for targeting specific, high-impact locations to create a connected experience. Placemaking will focus on:

Gateways & Entry Points:

Iconic arches, sculptural elements, and landscaped features will create a sense of arrival and identity.

The Redeveloped Public Realm:

Integrate art into new pocket parks, widened sidewalks, and plazas as essential elements of their design.

Alleyways & Service Corridors:

Transform underutilized spaces into “Cultural Alleys” using the mural project’s approach, adding patterned paving and lighting to turn service routes into destinations.

Top right - Example from Mexico City Chinatown, Chinatown arch leading to Chinatown entrance meant to be a part of the placemaking strategy of the cultural corridor. Credit: Brian Garcia for RAFI Architecture

Bottom right - Example of cultural corridor in Tokyo, Japan where German and northern European immigrants have created a small cultural corridor and given new life and bright lighting to an alleyway. Credit: Brian Garcia for RAFI Architecture

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IO IMPLEMENTATION + FUNDING

GOVERNANCE + OVERSIGHT STRUCTURE

The successful implementation of the Inspiring Spring Mountain Redevelopment Plan requires a coordinated governance framework that includes clear roles, consistent oversight, and transparent reporting. Oversight will be shared among Clark County agencies, community partners, and a dedicated advisory group.

Proposed Governance Framework:



Clark County Department of Comprehensive Planning

Lead agency responsible for plan coordination, zoning updates, and policy integration.

Clark County Redevelopment Agency (RDA)

Manage funding allocations, incentive programs, and property acquisition strategies.

Spring Mountain/Chinatown Advisory Board

Provide ongoing community input, review proposed projects, and monitor plan implementation.

Special Improvement District (SID)

Manage supplemental services such as landscape planning and maintenance, safety ambassadors, and marketing.

Regional Transportation Commission of Southern Nevada (RTC)

Lead transit, street design, and multimodal connectivity projects.

Nonprofit and Cultural Partners

Coordinate public art, events, and cultural programming.

Biannual progress reports will be provided to the Clark County Redevelopment Agency, with an annual public meeting to review accomplishments, address challenges, and adjust priorities.

FUNDING TOOLBOX - LOCAL, STATE, FEDERAL + PRIVATE

A variety of local, state, federal, and private funding mechanisms will be needed to implement the Plan's recommendations.

Local Tools

Tax Increment Financing (TIF)

Dedicate future tax revenues from increased property values to fund infrastructure and public realm improvements.

Redevelopment Agency Incentives

Provide façade improvement grants, tenant improvement grants, and small business resilience funds. Levy a supplemental property assessment to fund maintenance, events, and marketing.

Clark County Capital Improvement Program

Allocate budget for street upgrades, public facilities, and open space projects.

Private and Philanthropic Tools:

Corporate Sponsorships

Engage large employers and hospitality companies in sponsoring public art, events, or streetscape projects.

Foundation Grants

Apply to local and national foundations for arts, culture, and equity-focused programs.

Public-Private Partnerships (P3)

Leverage joint investment between the County and developers for shared public benefits.

ACTION MATRIX BY GOAL



Goal 1: Enhance Mobility, Walkability, and Transit Access

Policy/Action	Lead Agency	Timeline	Funding
Improve lighting, widen sidewalks, add shade and wayfinding	Clark County Public Works	Short	Redevelopment Agency (RDA), Federal DOT Grants
Reduce speed limits, add crosswalks at key destinations	Clark County Public Works	Short	Clark County, Federal Grants
Enhance bus stops with lighting, shade, and frequency on Route 203	RTC, RDA	Medium	Clark County, RDA
Develop shuttle connections to Strip, Rio, and Allegiant Stadium	RTC, RDA	Long	Clark County, Federal Grants
Incorporate trees and green infrastructure	Clark County Public Works, RDA	Medium	Clark County, RDA
Require parking garages for new plazas above a certain square footage	Comprehensive Planning	Medium	Private
Create visually engaging streetscapes with art and outdoor seating	Clark County Public Works, RDA	Short	Clark County, RDA
Establish a multilingual outreach campaign on road safety	Clark County Public Works, RDA	Short	Clark County, RDA



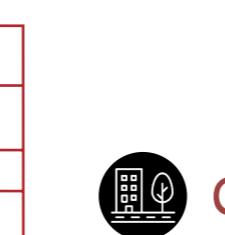
Goal 2: Strengthen Economic Vitality + Small Business Reliance

Policy/Action	Lead Agency	Timeframe	Funding
Provide grants, loans, and technical assistance to small businesses	RDA, Clark County Economic Development	Short to Medium	RDA, Community Development Block Grant (CDBG), Small Business Association (SBA)
Diversify economic sectors and attract non-food industries	Clark County Economic Development	Medium to Long	RDA, State economic grants, Private investment
Promote Chinatown as a business-friendly destination	RDA	Short	RDA
Integrate resilience planning for small businesses	Clark County Economic Development	Medium	RDA



Goal 3: Preserve + Celebrate Cultural Heritage

Policy/Action	Lead Agency	Timeframe	Funding
Adopt the Chinatown Cultural Corridor Overlay District (Title 30 update with design/menu standards, adaptive reuse, parking/shared use, anti-displacement provisions)	Comprehensive Planning	Medium	N/A
Create an Adaptive Reuse Permit Pathway (streamlined approvals for cultural and mixed-use conversions)	Comprehensive Planning	Short	N/A
Partner with cultural organizations for events and storytelling	RDA	Short to Medium	RDA, Arts Council Grants, Local Foundations, Corporate Sponsorships



Goal 4: Implement Sustainable + Resilient Infrastructure

Policy/Action	Lead Agency	Timeframe	Funding
Create incentives for updates to existing infrastructure	RDA	Medium	Tax Increment Financing (TIF), Redevelopment Incentives
Add treescape along Spring Mountain & major intersections	Clark County Public Works	Medium to Long	Clark County
Pilot Public Realm Projects (shaded areas, pocket parks, green alleys as demonstration sites)	RDA	Short	Capital Improvement Program (CIP), RTCC Complete Streets



Goal 5: Create Safe + Welcoming Public Spaces

Policy/Action	Lead Agency	Timeframe	Funding
Install lighting and wayfinding in key areas	RDA	Medium	RDA
Require active ground-floor uses and public seating	Comprehensive Planning	Medium to Long	Private
Ensure ADA compliance and multilingual signage	RDA, Clark County Public Works	Medium to Long	Clark County, RDA
Encourage Plazas (Planned + Current) to work with LVMPD Crime Prevention Specialists to recommend lighting and security infrastructure installation locations within plazas	LVMPD, RDA	Short	N/A



Goal 6: Promote Arts, Culture, + Placemaking

Policy/Action	Lead Agency	Timeframe	Funding
Develop a Chinatown Public Art Master Plan (define zones, curator-in-residence, standards)	RDA, Clark County Office of Public Art	Short	RDA, Clark County Public Art Grants
Commission murals and interactive installations	RDA	Short	RDA, Arts Grants, Corporate Sponsorships
Develop bilingual/multilingual cultural walk signage and plaques	RDA	Medium	RDA, Arts Grants, Foundation Support
Percent for Art Requirement (private development contributions to art)	Comprehensive Planning	Medium	N/A
Launch and/or support rotating program of performances & festivals	RDA	Short	RDA



Goal 7: Boost Tourism + Branding

Policy/Action	Lead Agency	Timeframe	Funding
Develop a unified Chinatown/Spring Mountain brand	RDA	Medium	RDA, Tourism Grants
Enhance wayfinding and arrival experiences for visitors	RDA, Clark County Public Works	Short	RDA, Clark County
Launch regional/national/international marketing campaigns	Las Vegas Convention and Visitors Authority (LVCVA)	Medium	LVCVA, Corporate Sponsorships
Digital Wayfinding Platform (interactive directories for visitors)	RDA	Short	RDA
Provide visitor services with kiosks & signage	RDA, LVCVA	Medium	LVCVA, Redevelopment, Tourism Partnerships



Goal 8: Expand Diverse Housing Options

Policy/Action	Lead Agency	Timeframe	Funding
Incentivize affordable housing opportunities	Clark County	Medium	County Housing Funds, Southern Nevada Regional Housing Authority (SNRHA), US Department of Housing and Urban Development (HUD)
Encourage mixed-use and missing middle housing types	Comprehensive Planning	Medium	N/A
Partner with developers to convert underutilized sites	RDA	Medium	TIF, Public-private partnerships, Developer Contributions
Provide rental assistance & homeownership programs	SNRHA	Medium	HUD County Housing Funds
Run a traffic study on all of Spring Mountain Road from Aldebaran Ave to Montessouri St (stated east to west)	Clark County Public Works	Short	N/A

