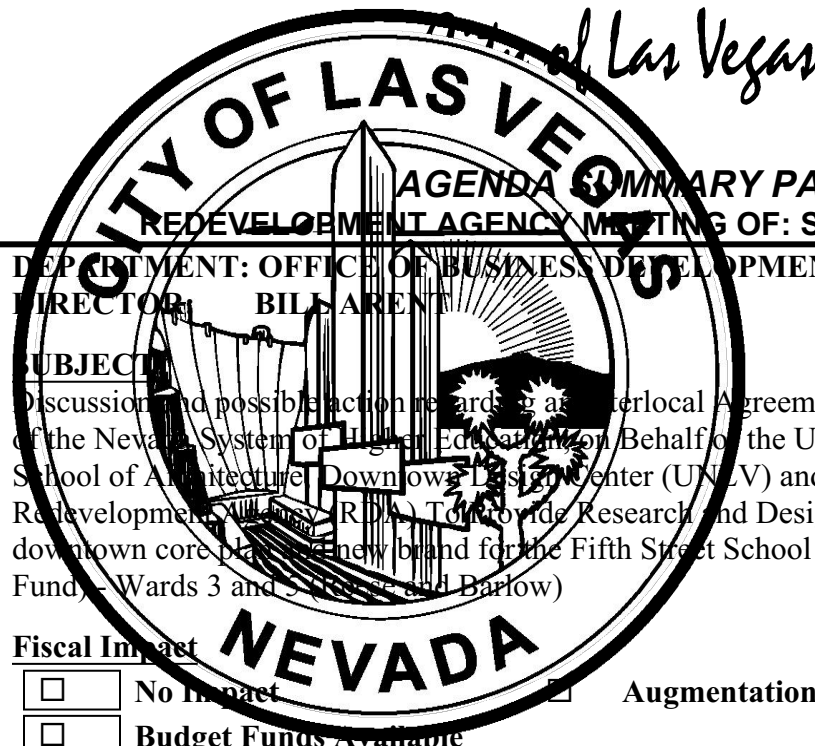




AGENDA SUMMARY PAGE

REDEVELOPMENT AGENCY MEETING OF: SEPTEMBER 15, 2010

DEPARTMENT: OFFICE OF BUSINESS DEVELOPMENT

DIRECTOR: BILL ARENT

SUBJECT:

Discussion and possible action regarding an Interlocal Agreement Between the Board of Regents of the Nevada System of Higher Education on Behalf of the University of Nevada Las Vegas, School of Architecture, Downtown Design Center (UNLV) and the City of Las Vegas Redevelopment Agency (RDA) To Provide Research and Design Services regarding the downtown core plan and new brand for the Fifth Street School (\$50,000 - RDA Special Revenue Fund) - Wards 3 and 5 (Hewes and Barlow)

Fiscal Impact

☐

No Impact

☐

Augmentation Required

☐

Budget Funds Available

Amount: \$50,000

Funding Source: RDA Special Revenue Fund

Dept./Division: OBD/RDA

PURPOSE/BACKGROUND:

Agreement focuses on urban core planning and Fifth Street School branding. The purpose is urban design of the downtown core to connect the major private development projects of CIM Lady Luck and the Mob Museum with Forest City / Live Work Las Vegas with the new City Hall and Symphony Park. Tasks will include urban planning, streetscape, architectural and design guidelines. Area limits for this study are Grand Central Parkway, US-95/I-515, 6th Street and Garces Avenue. UNLV will also be tasked to create a new brand for Fifth Street School. Designers will create graphic design, brochures and help update the website to attract new private users to the facility. UNLV's fee for these grant services will be \$50,000, with an option to renew annually.

RECOMMENDATION:

Approval.

BACKUP DOCUMENTATION:

1. Interlocal Agreement
2. Submitted at Meeting Correspondence from Charleston Neighborhood Preservation by Juanita Clark for Items 5 and 6

Motion made by GARY REESE to Approve

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, LOIS TARKANIAN, STEVE WOLFSON, OSCAR B. GOODMAN, GARY REESE, STEVEN D. ROSS, STAVROS S. ANTHONY; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-None)

REDEVELOPMENT AGENCY MEETING OF: SEPTEMBER 15, 2010

Minutes:

BILL ARENT, Operations Officer of the Redevelopment Agency, stated that through this partnership with the UNLV Downtown Design Center, his staff will be working on an investment strategy and a land-use plan for the downtown area, to complement the Downtown Centennial Plan previously put together by City staff. MR. ARENT explained the focus of this agreement by paraphrasing the Purpose/Background section.

ROBERT DORGAN, Director of the UNLV Downtown Design Center, was amazed at the development that has occurred in the downtown area and stated that correlating the development with the New City Hall and Symphony Park is key.

MR. ARENT explained to JUANITA CLARK, Charleston Neighborhood Preservation, that branding in this case means to find an identity for the Fifth Street School so that patrons can better understand what the facility offers. He also explained to MS. CLARK that the contract will be reviewed annually.

MR. ARENT advised MEMBER TARKANIAN that the new brand of the school is the Fifth Street School, as stated in the marketing brochure, but still would like to find something that would connect with consumers. The branding component of this agreement is being done by UNLV free of charge.

MEMBER TARKANIAN stressed that a connection to the past is important, as it is the history that often attracts people.

