



FIESTA

VISION BOOK

HENDERSON™



TABLE OF CONTENTS

01	Introduction	02
	Context & Background	02
	Community Engagement	04
	Market Analysis	06
	Vision	08
02	Development Concepts	10
	Key Elements & Uses	10
	Concept A	16
	Concept B	20
	Concept C	24

INTRODUCTION

CONTEXT & BACKGROUND

The City of Henderson's acquisition of the former Fiesta Henderson site, and subsequent demolition of the prior uses save an existing parking structure, occurred with aspirations of making this site an attraction for the Henderson community, Southern Nevada area and the Mountain West Region.

With easy access to Lake Mead Parkway and I-11, the site location offers prime opportunity to serve the Las Vegas Metropolitan Area with regional sports and recreation amenities and other potential supporting uses.

Additional Site Information

The site itself is approximately 35 AC. The site is located at the interchange of I-215, I-515, and I-11 with I-11 to the West, Lake Mead Parkway to the North, Fiesta Henderson Boulevard to the East, and single family residential to the south. Part of the northern edge of the site also includes a main drainage and detention feature that continues easterward. There are three existing access points to the site; one along Lake Mead Parkway with only a right turn and no egress (subject to NDOT approval), the second and third at Fiesta Henderson Boulevard.





Site Location



Opportunities

- The former hotel and casino building has been demolished, allowing for a wider range of uses, layouts, and orientations.
- The parking structure has been preserved for re-use in future development.
- The overall slope across the project site is gradual throughout the site with the western edge containing a significant grade change due to the highway
- Existing multi-use paths wrap both the northern and eastern edges of the site.



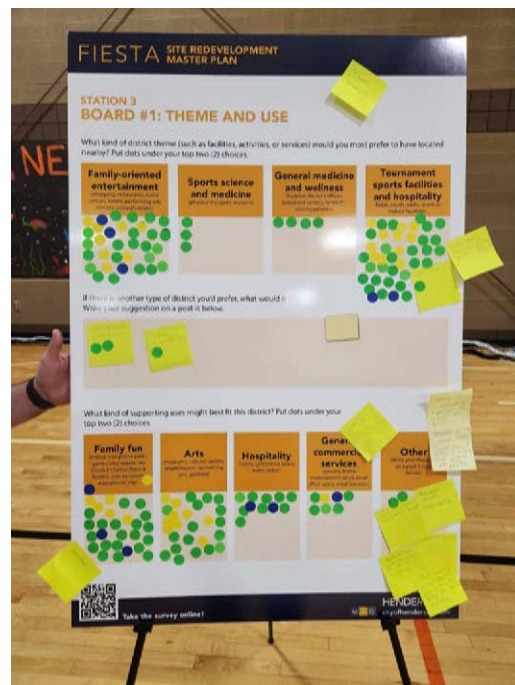
COMMUNITY ENGAGEMENT

Process

The Fiesta Site Redevelopment Planning process began with in-depth research and analysis, followed by a robust public outreach and engagement process. Public engagement efforts included targeted outreach in and around the project site (including Wards 1 & 3 specifically) as well as broad public outreach to Henderson residents at-large via a variety of tools and methods.

Residents were invited to weigh-in on potential uses, amenities, scale and preferences via survey and visual preference activity. Residents also learned more about the project scope and timeline by city staff via an interactive open house format and online survey.

- **Online Survey:** More than 5,600 completed surveys were received over a 30-day comment period.
- **Community Open Houses:** Two community open houses provided in-person opportunities to learn about the project and answer survey questions on activity boards. Approximately 120-150 community members attended the meetings.
- **Stakeholder Interviews:** Nine stakeholder interviews were conducted with individuals representing local businesses, arts and culture, high school sports, local colleges and university, redevelopment agencies, and neighborhood residents.



Key Takeaways

The following key takeaways aggregate the findings from three methods of community input to provide preliminary programming direction for the project site.

- **Tournament Sports Facility & Hospitality** and **Family-Oriented Entertainment** are the two favorite themes or primary uses for the site.
- **Family-Fun** and **Arts & Culture** are the two favorite themes for supporting uses on the site.
- The environment should incorporate a **mix of themes and character-areas based on the adjacent uses**, but should **prioritize the natural environment and climate-appropriate landscaping** to tie it all together.
- The favored scale was **relatively low**, with some areas extending higher.
- The scale is anticipated to vary across the site
- Preference was for a **diverse array of public spaces**.
- **Revenue generation** should be a key determining factor in the final site program
- Preferred additional use determinations included a **wide-variety of options to support this site as a 'destination'**, including arts and cultural facilities and event spaces.



MARKET STUDY

A July 2023 baseline market analysis was completed to find the best potential uses for the site. Five key research topics were studied to assist in the evaluation of programming and feasibility of a multi-use indoor community sports facility with supporting amenities and infrastructure.

The concluded that the overall economic outlook was positive for the area, and that the proposed development could provide increased access to services for local residents and visitors as population increases.

Findings

Economic Overview

Southern Nevada remains one of the fastest-growing economies in the United States, and the city of Henderson remains a key expansion area for the broader region from both a residential and non-residential perspective.



Commercial Retail

Commercial retail market conditions in Southern Nevada, including Henderson, reflect a stable balance between supply and demand with limited risk of overbuilding in the near term.

Tourism Industry

The tourism industry reflects strong growth as many metrics have reached post-pandemic highs, and in many instances, all-time highs.



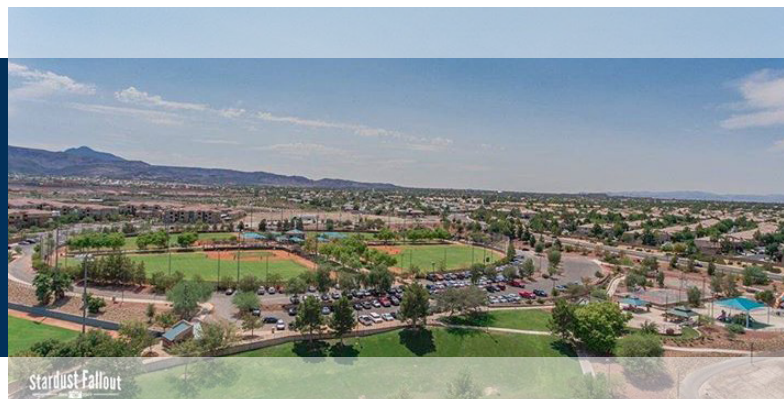
Healthcare Industry

The healthcare industry is the one sector of the economy that continued to expand even through the pandemic, and it remains a key area of expected expansion into the future.



Parks and Open Spaces

The city of Henderson remains a leader in parks, open spaces and recreational facilities within the region; programming additional community assets on the project site could allow the city to continue its legacy of excellence in parks and open space and potentially expand on it.

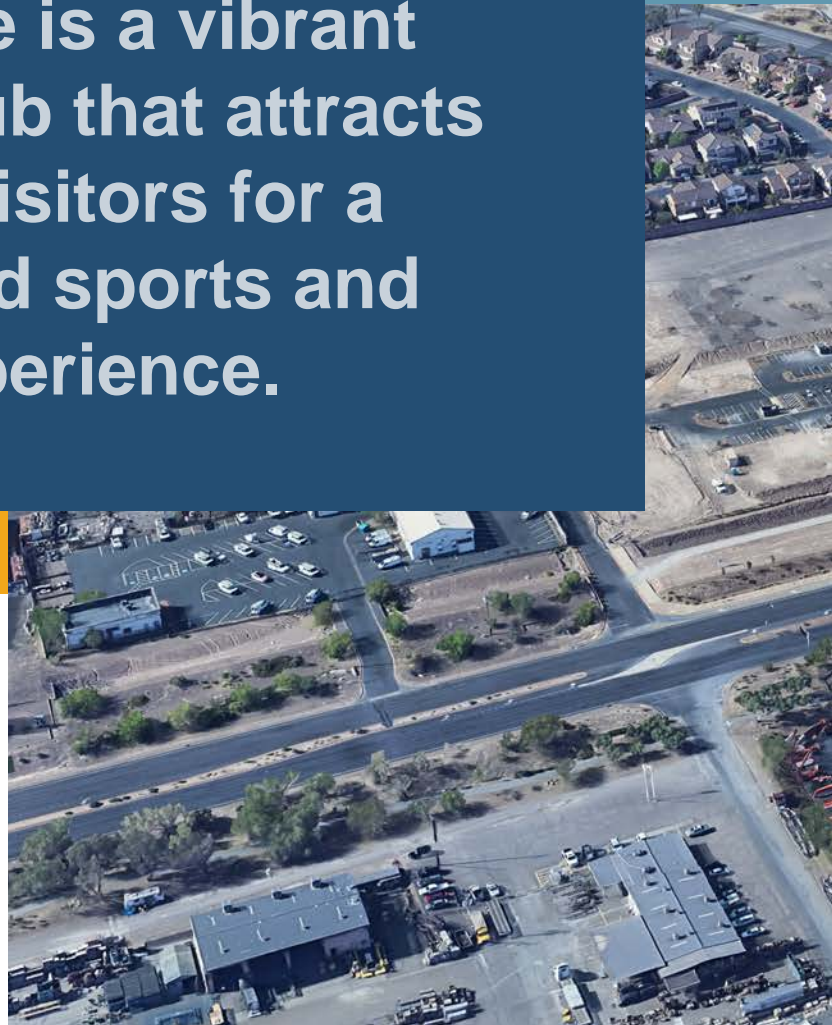


VISION

The former Fiesta Henderson Casino site offers an opportunity to create a unique space focused on sports, families, recreation, and arts and culture. The local community's desire for a mix of uses and the region's need for additional sports facilities can be served in this prominent site, supplemented by hospitality and other commercial services. The opportunities for greenspace and pedestrian-friendly amenities are endless, and already supported by adjacent open space.



The Fiesta site is a vibrant community hub that attracts families and visitors for a family-oriented sports and recreation experience.





DEVELOPMENT CONCEPTS

The intent of the following key elements, uses, and concept alternatives is to provide inspiration for a multitude of configurations that may be appropriate on this site. The key elements and uses reflect some of the major design drives in the concept alternatives. Described in greater detail in the 'Concept Alternatives' section, the approach reflects diverging visions for design and development on the site.



KEY ELEMENTS & USES

The Fiesta redevelopment should **serve both the immediate community** and **act as a regional destination**, providing a **mix of uses** that can support a broader audience.

The development should be **lower-scale (1-5 stories)** and incorporate **pedestrian-friendly, walkable amenities**. Parking should be de-prioritized and limited to on-street parking within the internal street network, and the existing parking garage is encouraged to remain as one parking option.

Desired uses include:

- **Tournament Sports Facility:** A building or buildings that provide a multitude courts, and other activity spaces for individuals, families, and groups within the community.
- **Hospitality:** The tourism and hospitality industry in Henderson is expected to see continued growth, and hospitality services such as hotels will be vital to support a successful mixed use development on this site.
- **Family-Focused Recreation & Entertainment:** Gathering spaces, playspaces, retail, dining, museums, adventure parks, performing arts centers, and cultural centers that attract and entertain families and others looking for unique experiences.
- **Open Space:** Integrating climate-appropriate landscaping within the development and prioritizing the natural environment.



Tournament Sports Facility

A community-serving tournament sports facility would operate as a multi-purpose facility offering space for games, tournaments, lessons, practice, and play for a variety of sports. This flexible space should accommodate a high number of visitors, as it will attract both local and regional visitors.

The facility could operate as home to larger-scale professional or university-level teams, but it should first and foremost operate as a community hub for youth and recreational sports as well as regional and club-level tournaments.

To expand opportunities for additional functionality, the facility may also provide space for other events such as conferences, concerts, and industry shows.

Public spaces should include opportunities to gather and even play casual games.





Hospitality

If a tournament sports facility is to attract regional tourism, hospitality services will be vital to supporting success. Hotels, dining, and retail will be necessary to retain visitors, as well as attract additional visitors.

Hotels, both chain and boutique, should be incorporated around the site to promote movement. A mix of uses within the building, such as ground-level dining and event spaces, would encourage activity.

Mixed-use areas should be pedestrian-oriented and provide limited, multilevel parking on the edges of the site, connected to internal circulation with climate-friendly landscaping that supports rest and activity in the public spaces.





Family-Focused Recreation & Entertainment

The community has expressed a need for more family-oriented spaces that provide recreation and entertainment options for younger residents. This complements a regional tournament sports facility by offering alternative entertainment options for visitors.

Family-focused recreation and entertainment options may include arts and cultural centers, indoor trampoline parks, zoos or aquariums, educational play spaces, or shopping.

Additional family-friendly activities can be incorporated into the public realm through shaded play and game spaces, interpretive signage, and playful art.





Open Space

Nevada's climate and water availability is not supportive of traditional lawns and landscaping, and the state has prioritized climate-friendly landscaping. The desert landscape is, however, widely celebrated and should be incorporated into the development both in the public realm as well as greenspaces.

The amount and type of open space can range from larger spaces with playgrounds and gathering areas, or smaller, shaded pocket parks with activities for all ages. Creative solutions that offer space for play and rest are encouraged.

A shared-use path already exists along the north and east sides of the site and could complete a site-wide open space or trail system.



CONCEPT ALTERNATIVES

The following concept examples include each of the four key elements, in varying arrangements of uses and circulation. Furthermore, each concept includes a designation.

Each concept includes a general example of basic site organization, including uses and their land coverage, access points, and pedestrian and vehicular connections.

Each use bubble includes a number, indicating its parcel number, which corresponds with the Proposed Development Program table on the following page. This table includes possibilities for building footprints, floors or stories, and potential parking requirements.

The concept description describes that concept's specific character and design. Each concept focuses on a different Key Element, but includes the others in a different variety of ways. Other important design elements are also included in all three, including pedestrian-friendly amenities and pedestrian-only spaces, landscaping that is sensitive to Henderson's natural environment, and consolidated and de-prioritized parking. Additionally, "Cultural and Entertainment" is included as a potential use.

Though not described in detail in the prior "Key Elements & Uses" section, Arts and Culture received notable support from the community and these layouts accommodate that uses' integration.

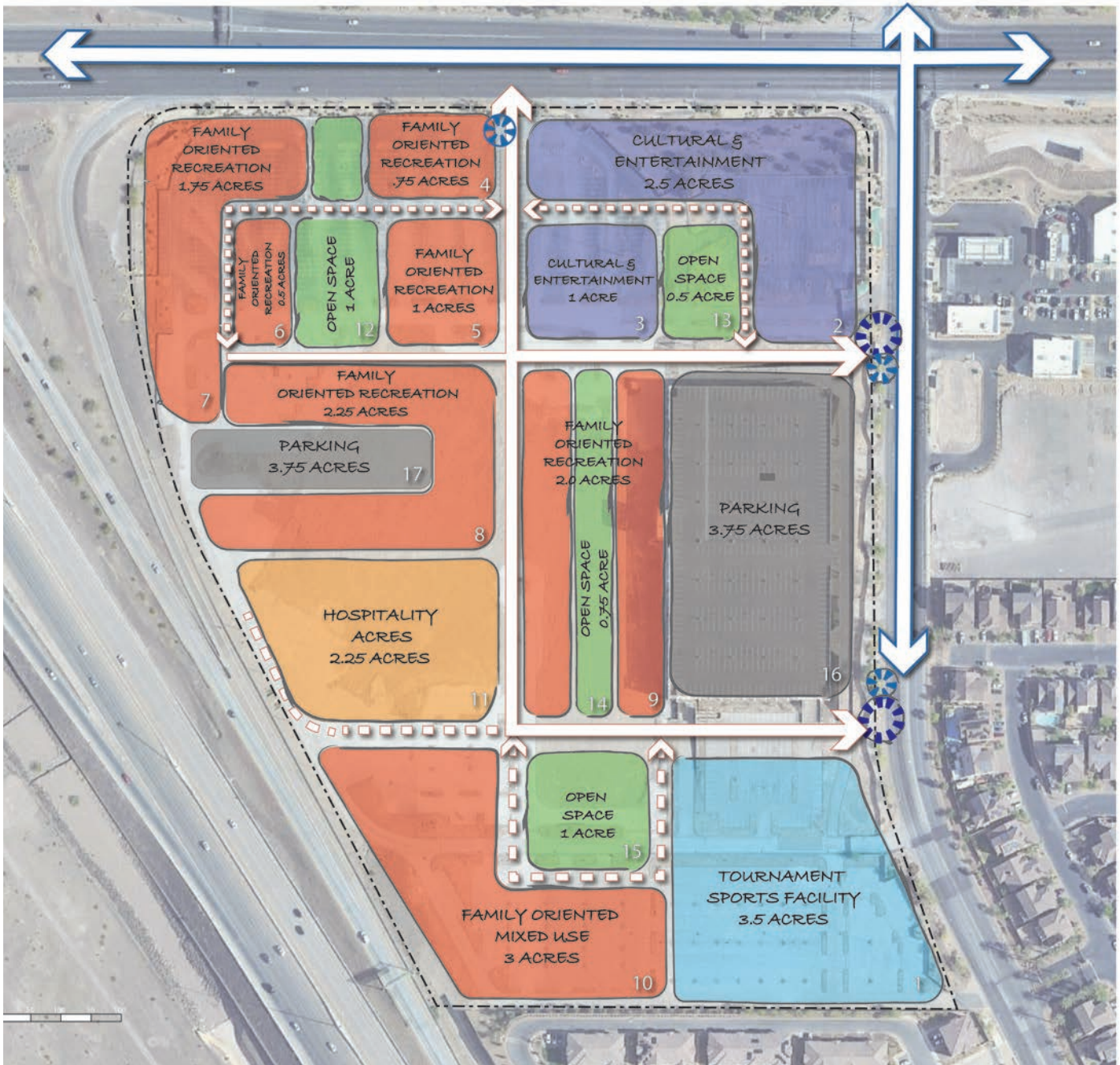
Inspiration for each of the concepts is included alongside massing examples to demonstrate how best practices can be incorporated for a successful development.

Finally, it's worth mentioning that these conceptual illustrations don't fully account for

the significant stormwater detention system situated in the Northeast area of the site, particularly around Lake Mead and Fiesta Blvd crossing. Additional stormwater assessments will be necessary to accommodate any developments in this specific part of the site.



CONCEPT A: SITE ORGANIZATION



Total Site Acreage: 35 Acres

- Tournament Sports Complex (3.5 Acres)
- Hospitality (2.25 Acres)
- Open Space / Park (9.75 Acres) (Including R.O.W)
- Family Oriented Rec & Mixed Use (11.25 Acres)
- Cultural & Entertainment (3.5 Acres)
- Parking Garage (3.75 Acres)

- Existing Major Roadway Corridor
- Primary Vehicle Entrance into Site
- Primary Pedestrian Entrance into Site
- Primary Vehicular Connection
- Secondary Vehicular Connection
- Site Boundary

DESCRIPTION

Concept A

Concept A prominently features a tournament sports facility and cultural and entertainment hub along Lake Mead Parkway. These are supported by hospitality and family-oriented recreation and mixed uses for pedestrian-friendly shopping, entertainment, and dining.

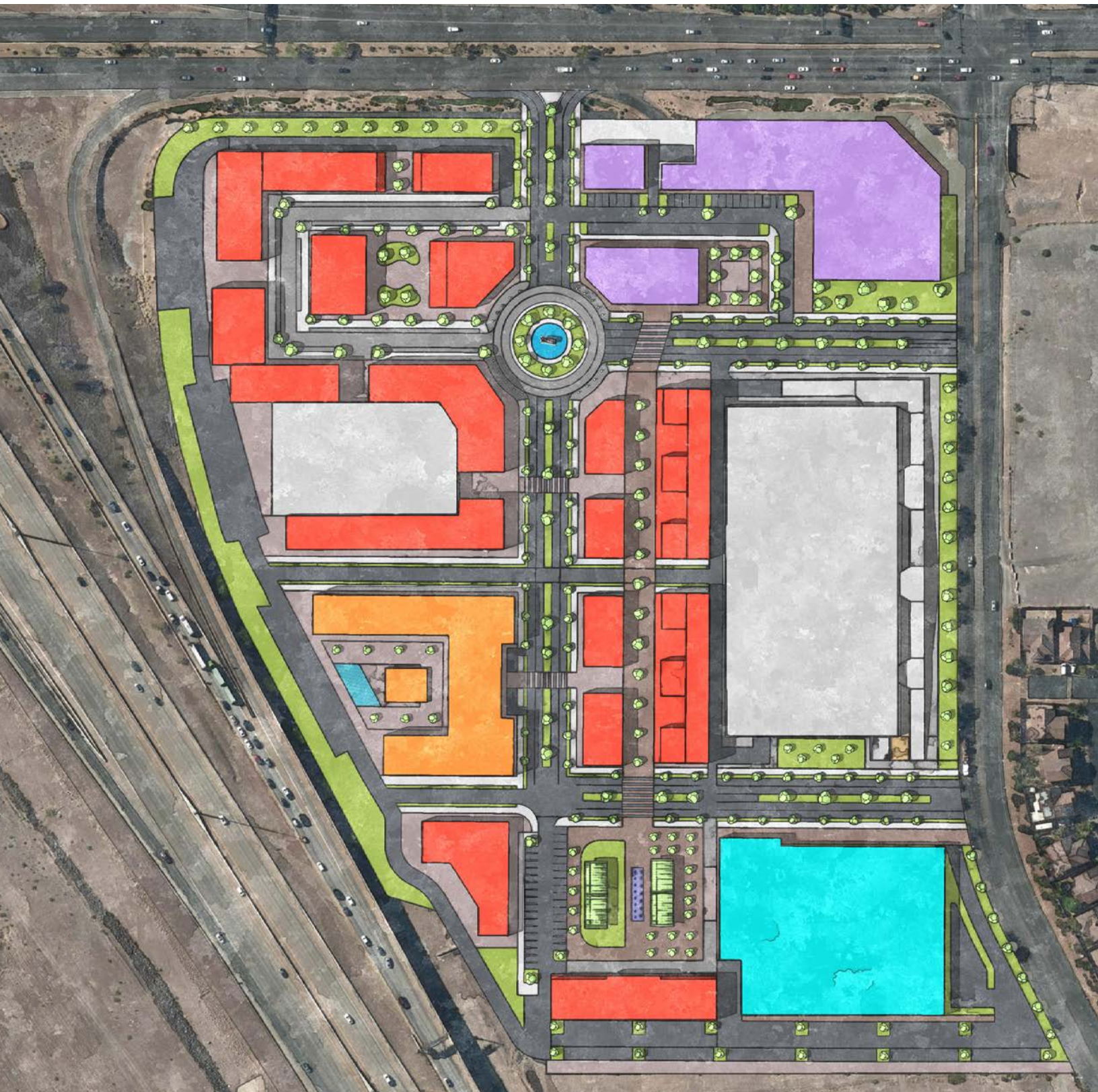
Pedestrian access points are located on Lake Mead Parkway and Fiesta Henderson Boulevard, and the primary vehicle entrances are along Fiesta Henderson Boulevard.



PROGRAM

Parcel	Use	Parcel SF	Parcel Acreage	Footprint	Max Stories	Floors	Building SF (foot x story)	Parking Counts
1	Tournament Sports Facility	154,000	3.5	130,900	3	2	185,000	148
2	Cultural and Entertainment	110,100	2.5	66,060	5	4	264,000	211
3	Cultural and Entertainment	40,600	1	24,360	4	3	73,000	58
4	Family Oriented Mixed Use/ Recreation	29,500	0.75	17,700	4	4	71,000	57
5	Family Oriented Mixed Use/ Recreation	38,100	1	22,860	4	4	91,000	73
6	Family Oriented Mixed Use/ Recreation	19,500	0.5	11,700	4	3	35,000	28
7	Family Oriented Mixed Use/ Recreation	77,400	1.75	46,440	4	4	186,000	149
8	Family Oriented Mixed Use/ Recreation	97,900	2.25	58,740	5	4	235,000	188
9	Family Oriented Mixed Use/ Recreation	86,700	2	52,020	3	4.5	234,000	187
10	Family Oriented Mixed Use/ Recreation	125,300	3	75,180	4	3.5	263,000	210
11	Hospitality	102,600	2.25	61,560	5	5	308,000	246
12	Open Space-Plaza	38,600	1	23,160	-	0	-	-
13	Open Space-Plaza	23,900	0.5	14,340	-	0	-	-
14	Open Space-Promenade	33,300	0.75	19,980	-	0	-	-
15	Open Space-Plaza	39,100	1	23,460	-	0	-	-
16	Parking Garage	160,600	3.75	160,600	4	4	642,000	1,650
17	Parking Garage	38,700	1	38,700	4	4	155,000	600
	Open Space- (R.O.W)	-	6.5	283,140	-	-	-	-
Totals		1,177,200	35	706,320			2,587,000	3,206

CONCEPT A: MASSING



-  Tournament Sports Facility
-  Hospitality
-  Open Space
-  Family-oriented Recreation & Mixed Use
-  Cultural & Entertainment
-  Parking Garage

INSPIRATION

The Battery Park Atlanta, GA

Atlanta's battery Park district is a cluster of walkable shops, restaurants, and mixed use residential apartments lined along a pedestrian promenade that leads to and from the main baseball sports arena. The adjacent hotel, and spacious plaza space is a hub for gathering and pre-game outdoor events. The other avenues in the District contain multi-family mixed use entertainment and retail opportunities with plenty of landscaping and wide sidewalks to accommodate large crowds.

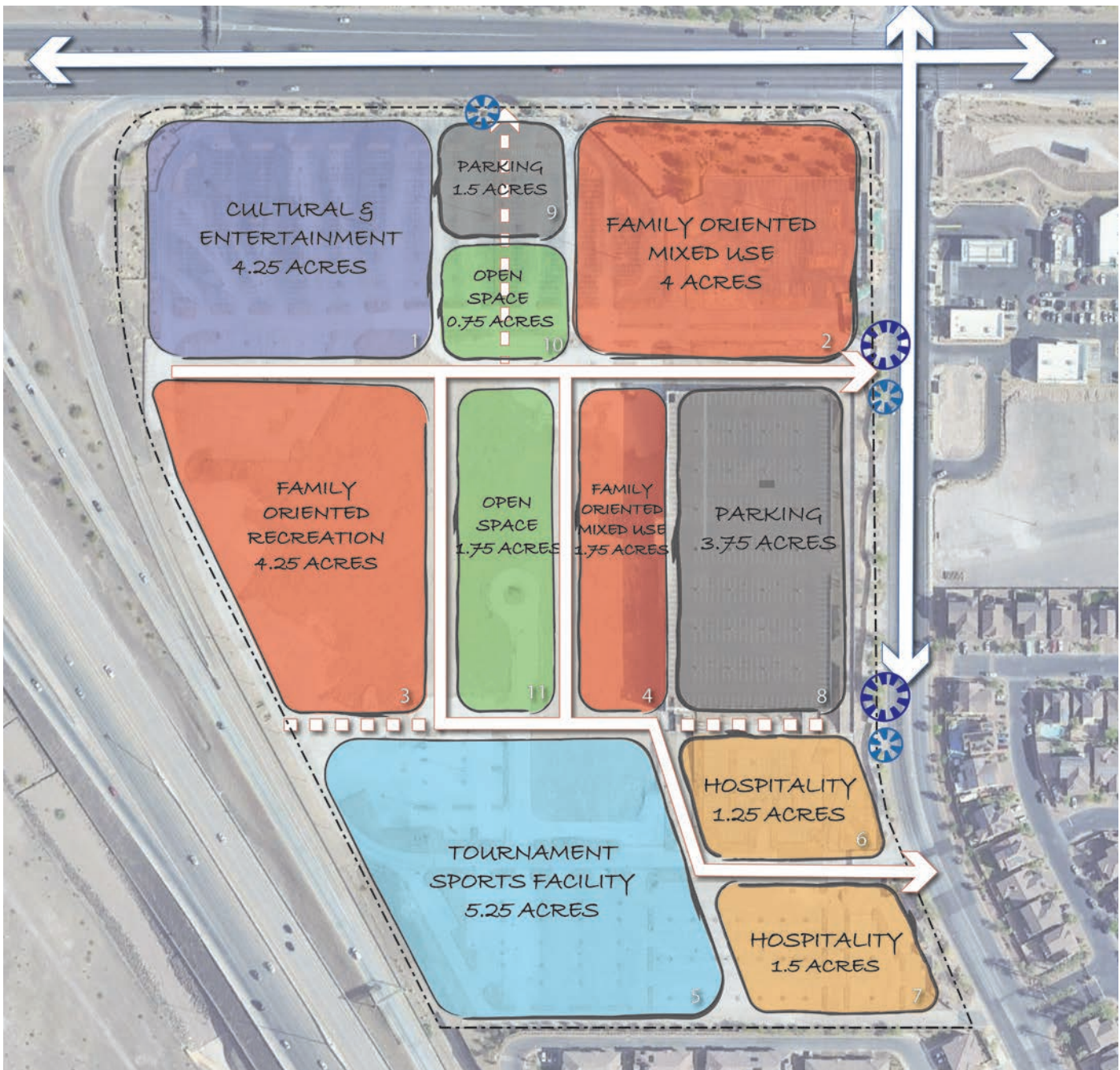


DESIGN ELEMENTS

- Family oriented recreation and and cultural and arts hubs are accessible via Lake Mead Parkway.
- Open spaces and plazas are distributed throughout the site to create gathering hubs and outdoor event spaces.
- Hotel and amenities are located along the main roadway and near the sports facility and retail entertainment opportunities to support regional tourism.
- The Tournament Sports Facility is a detached development from any other program on the site. Further analysis is necessary to fulfill the specific parking requirements.



CONCEPT B: SITE ORGANIZATION



- Tournament Sports Facility (5.25 Acres)
- Hospitality (2.75 Acres)
- Open Space (8.25 Acres) (Including R.O.W)
- Family Oriented Rec & Mixed Use (10 Acres)
- Cultural & Entertainment (4.25 Acres)
- Parking Garage (3.75 Acres)
- Existing Major Roadway Corridor
- Primary Vehicle Entrance into Site
- Primary Pedestrian Entrance into Site
- Primary Vehicular Connection
- Secondary Vehicular Connection
- Site Boundary

DESCRIPTION

Concept B

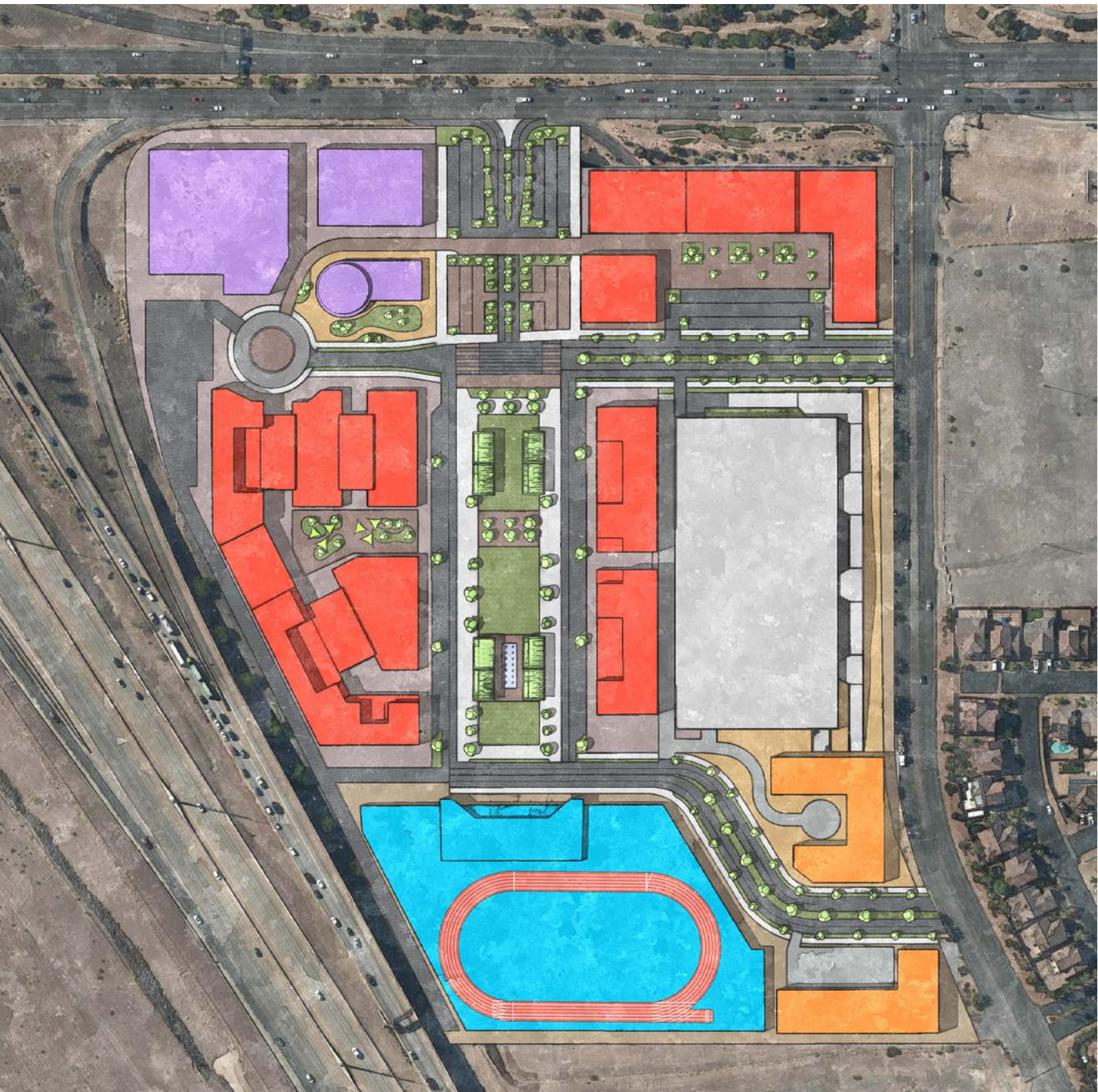
Concept B is internally oriented towards a central open space and activity center that provides connectivity throughout the site, from its prominent cultural and entertainment center visible at the junction of Lake Mead Parkway and I-11 to the tournament sports facility at its south end.

Family-oriented mixed uses and recreation facilities distributed throughout the site support these anchors, offering retail, entertainment, and dining alongside recreation services such as community centers. Hospitality amenities adjacent to the tournament sports facility accommodate visitors.



Parcel	Use	Parcel SF	Parcel Acreage	Footprint	Max Stories	Floors	Building SF (foot x story)	Parking Counts
1	Cultural and Entertainment	220,000	4.25	132,000	4	3.5	462,000	370
2	Family Oriented Mixed Use/ Recreation	177,900	4	106,740	5	3.5	374,000	299
3	Family Oriented Recreation	185,400	4.25	111,240	2	2	222,000	178
4	Family Oriented Mixed Use	73,700	1.75	44,220	3	3	133,000	106
5	Tournament Sports Facility	227,600	5.25	136,560	2	1	137,000	110
6	Hospitality	58,300	1.25	34,980	4	4	140,000	112
7	Hospitality	63,800	1.5	38,280	5	5	191,000	153
8	Parking Garage	160,600	3.75	160,600	4	4	642,000	1,650
9	Parking	37,200	0.75	22,320	-	-	22,320	60
10	Open Space- Flexible Event Space with Paking	37,200	0.75	22,320	-	-	22,320	60
11	Open Space -Plaza	81,300	1.75	48,780	-	-	-	-
12	Open Space- R.O.W	-	5.75	250,470	-	-	-	-
Totals		1,241,700	35	745,020			2,301,000	3,097

CONCEPT B: MASSING



 Tournament Sports Facility

 Hospitality

 Open Space

 Family-oriented Recreation & Mixed Use

 Cultural & Entertainment

 Parking Garage

INSPIRATION

The Ford Center at the Star, Frisco, TX

Concept B is internally oriented towards a central open space and activity center that provides connectivity throughout the site, from its prominent cultural and entertainment center visible at the junction of Lake Mead Parkway and I-11 to the tournament sports facility at its south end.

Family-oriented mixed uses and recreation facilities distributed throughout the site support these anchors, offering retail, entertainment, and dining alongside recreation services such as community centers. Hospitality amenities adjacent to the tournament sports facility accommodate visitors.

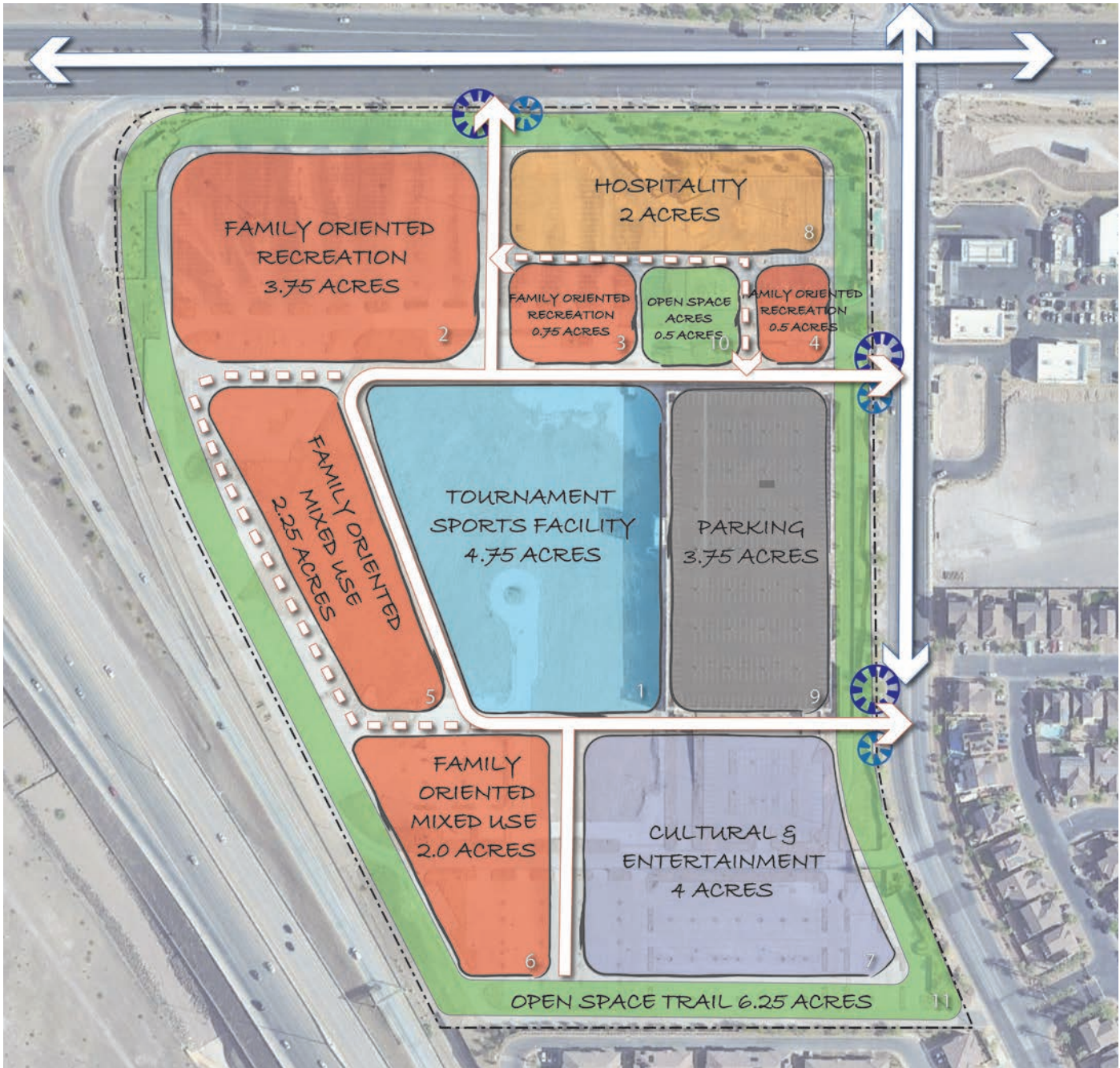


DESIGN ELEMENTS

- Cultural and entertainment facilities sit prominently at the highway intersection.
- Family-oriented recreation and mixed uses abut the activity center.
- Central greenspace and plaza corridor with artificial turf for outdoor events and celebration gatherings. Pedestrian-only spaces interspersed within building clusters.
- Tournament sports facility and hospitality services anchor the opposite end of the site.



CONCEPT C: SITE ORGANIZATION



- Sports Complex (4.75 Acres)
- Hospitality (2.0 Acres)
- Open Space / Park (11.25 Acres) (Including R.O.W)
- Family Oriented Rec & Mixed Use (9.25 Acres)
- Cultural & Entertainment (4 Acres)
- Parking Garage (3.75 Acres)
- Existing Major Roadway Corridor
- Primary Vehicle Entrance into Site
- Primary Pedestrian Entrance into Site
- Primary Vehicular Connection
- Secondary Vehicular Connection
- Site Boundary

DESCRIPTION

Concept C

Concept C highlights the tournament sports facility, a premier concentration of courts that attract both regional and local visitors for youth, family, and group sports and activities. This facility is a central, prominent building or series of buildings that is surrounded by family-oriented recreation and mixed use services.

A cultural and entertainment hub at the intersection of Lake Mead Parkway and Fiesta Henderson Boulevard is highlighted to attract additional visitors. Primary vehicular and pedestrian entrances along both Lake Mead Parkway and Fiesta Henderson Boulevard provide improved internal circulation throughout.



PROGRAM

Parcel	Use	Parcel SF	Parcel Acreage	Footprint	Max Stories	Floors	Building SF (foot x story)	Parking Counts
1	Tournament Sports Facility	220,000	4.75	132,000	2	2	264,000	211
2	Family Oriented Recreation	162,200	3.75	97,320	5	4	389,000	311
3	Family Oriented Recreation	30,900	0.75	18,540	4	4	74,000	59
4	Family Oriented Recreation	17,300	0.5	10,380	3	2	21,000	17
5	Family Oriented Mixed Use	95,900	2.25	57,540	5	4	230,000	184
6	Family Oriented Mixed Use	91,700	2	55,020	4	3	165,000	132
7	Cultural and Entertainment	173,900	4	104,340	5	2	209,000	167
8	Hospitality	82,900	2	49,740	6	5	249,000	199
9	Parking Garage	160,600	3.75	160,600	4	3	482,000	1,650
10	Open Space- Greenspace	23,900	0.5	14,340	-	0	-	-
11	Open Space -Trail	271,800	6.25	163,080	-	0	-	-
	Open Space R.O.W		4.5	196,020			-	-
Totals		1,331,100	35	798,660			2,083,000	2,931

CONCEPT C: MASSING



🏆 Tournament Sports Facility

🍷 Hospitality

🌳 Open Space

🏠 Family-oriented Recreation & Mixed Use

🎭 Cultural & Entertainment

🚗 Parking Garage

INSPIRATION

Xtreme Arena and Greenstate Family Fieldhouse, Coralville, IA

The Xtreme Arena and Greenstate Family Fieldhouse is a sports complex for community sports centered within the core of the Iowa River Landing, a mixed-use development that also includes hotels with conference space, retail, office, residential, and entertainment space. The University of Iowa Health Care's medical center is located just across the street, and the Iowa River Landing Wetland Park, nestled between the river and the edge of the development, is accessible via the Iowa River Trail as well as numerous pedestrian pathways.



DESIGN ELEMENTS

- Tournament sports facility is the centerpiece and anchor for the site, repurposing the roof of the existing parking garage for additional recreational uses.
- Circulation meanders around the site and encompasses the sports facility, including pedestrian amenities on all sides.
- Smaller open spaces are supplemented by a full trail system at the edges of the site.

