

## Henderson boasts projects for booming corridors

### *Future sparked by LandWell master plan, Boulder Highway Corridor*

**HENDERSON, Nev.** – The heart of the City of Henderson, Nevada, was once a simple collection of government-built homes and a WWII-era magnesium factory. It has evolved over the years as growth and change have blossomed throughout one of the nation's fastest growing cities.

In fact, Nevada's second-largest city -- second only to Las Vegas, Henderson arrived on the national scene in the 1990s when it became the United States' fastest-growing city.

Henderson has since been at the front of Nevada's growth spurt for more than a decade, quadrupling its population from 60,000 people in 1990 to more than 270,000 residents today.

Downtown Henderson was forged by patriotic necessity during World War II, and even though it's the most established part of Nevada's second-largest city, it's the heart of the community. After years of planning and partnership between the City of Henderson and private developers, the City's heart will become its crowned jewel again.

Several years ago city planners set to revitalize downtown as well as the business and industrial corridors near the intersection of U.S. Highway 95 and Interstate 215. Partnerships were built with businesses and developers throughout the region to add new sparkle to downtown. Today, many downtown shop owners have successfully used city programs to improve the appearance of their businesses, adding to the burgeoning revitalization of downtown.

Now, city planners and community

partners have new projects that will raise the status of the city even higher.

The City of Henderson was founded to house workers of the Basic Magnesium, Inc. plant. The LandWell Company, current owners, stewards and developers of the original BMI land, have been working with city planners for nearly two decades to bring the now-vacant 2,200 acres off Lake Mead Parkway

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**- Gloria Elder**

*City of Henderson Senior Planner*

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and Boulder Highway into the modern era. The answer has been Southern Nevada's newest master-planned community, which will feature 40 unique neighborhoods with homes for approximately 30,000 residents, four new schools, a new hotel-casino, acres of open-space and park land as well as retail and employment opportunities.

In effect, LandWell's master-planned community will change the landscape of Henderson's urban core. LandWell's project is one of the nation's largest infill developments. This master-planned development will also be one of the largest master-planned communities in Southern Nevada, coming in just behind Henderson's MacDonald Highlands

(3,210 acres) and Sun City Anthem (2,525 acres).

“It will provide unique and desired residential living as well as a wealth of retail and office space, and employment opportunities to everyone in the area,” said Bob Cooper, economic development manager for the City of Henderson.

But this isn't the only prime real estate in the heart of Henderson that will be revitalized within the next few years. Since the fall of 2006, city planners have been working on a plan for the Boulder Highway Corridor – the historic highway connecting Hoover Dam to Las Vegas.

“We want to see more dense, urban development and more efficient development,” said Gloria Elder, a City of Henderson Senior Planner who is working on the plan. “We are setting the stage to encourage investment in that corridor.”

The Boulder Highway Corridor is laced with opportunities as it is a prime location for revitalized infill development and has easy access to downtown Henderson and U.S. Highway 95.

Adjacent to U.S. Highway 95, just off Interstate 215 and progressing to the east, there are booming commercial and industrial opportunities.

The Pacific Business Center, located at American Pacific and Gibson Road,

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Summer 2008

just opened its fourth and final phase after starting construction on its initial phase in 1996. The center offers approximately 900,000 square feet of industrial park space – the largest spec-industrial development in the city.

Black Mountain Industrial Center, located south of Warm Springs and east of U.S. 95, is home to major new business parks including Henderson Commerce Center and Valley Freeway Center. Also, further to the east, near Calico Ridge, is the new Ridge View at Eagle Rock business park development, a 42-building center located along Olsen Street.

Henderson Commerce Center, Ridge View at Eagle Rock and other

developments such as the Pacific Business Center offer much-needed space in an environment with lower rents than that of properties near McCarran International Airport while still offering excellent access to area freeways and airports.

Clearly, the heart of Henderson has a lot to offer – from new master-planned communities to revitalization of older neighborhoods and the development of new business parks.

Handling the new growth shouldn't be a problem for Henderson, as it attracts businesses from across America due to recognition nationwide for its business-friendly environment. Earlier this year it was named as one of the top 100 cities

in America to live and launch a business by Fortune Small Business. In 2007, Nevada was named as one of the best states to do business in according to a survey by CEO Magazine.

This year, the Kiplinger Business Resource Center ranked Nevada third when comparing states and aspects of their tax systems as it relates to their advantages and rewards to businesses.

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