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# FROM THE SPONSOR

Dear In Business Las Vegas readers,

As the developer of the Aliante master-planned community, North Valley Enterprises, LLC is pleased to be a major contributor to the growth of North Las Vegas.

Officially opened in May 2003, Aliante rapidly became one of the most popular and fastest-selling developments in the history of Southern Nevada. During the first and second quarters of this year, Aliante was ranked



number one for new home closings among all master plans in the Las Vegas Valley. Additionally, the community was ranked as the sixth top-selling master plan in the United States during 2004. By all indications, Aliante will continue to sustain its position as a local and national leader through 2005 and beyond.

Aliante is now home to more than 3,400 families and, as development progresses, wonderful and new neighborhoods and amenities continue to

emerge. The community features an excellent selection of homes built by the valley's most respected homebuilders; the championship Aliante Golf Club, the 20-acre Nature Discovery Park, two additional city parks, a 24-mile trail system and abundant open-space areas. Parcels have been allocated for three schools, including the Theron H. and Naomi D. Goynes Elementary School, which opened last August.

Construction is now well underway for the Aliante Library, next to Nature Discovery Park, and, during the first quarter of 2006, our first retail and office centers will be opening.

Since the beginning, Aliante has surpassed our greatest expectations — from the rate of home sales, to the community wide enthusiasm for our recreational amenities and public events. It is a community that truly reflects the quality traditions of its affiliate partners — American Nevada Company and Del Webb Communities, Inc.

We value the partnership we have developed with the City of North Las Vegas and look forward to continuing our role in its future growth.

**John A. Kilduff**  
**President**  
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Publisher Bruce Spotleson, 990-2442, [bruce@gmgvegas.com](mailto:bruce@gmgvegas.com)

### EDITORIAL

Special Publications Editor Rob Langrell, 990-2490, [rob.langrell@gmgvegas.com](mailto:rob.langrell@gmgvegas.com)  
Special Publications Administrator Terry Martin, 990-8170, [terry.martin@gmgvegas.com](mailto:terry.martin@gmgvegas.com)  
Special Publications Writers Allen Grant, 990-8991, [allen.grant@gmgvegas.com](mailto:allen.grant@gmgvegas.com)  
Contributing Writers Lisa McQuerrey  
Deborah Roush

### ADVERTISING & CREATIVE

Creative Director Scott Lien, 990-2430, [scott.lien@gmgvegas.com](mailto:scott.lien@gmgvegas.com)  
Advertising Creative Director Thomas Jackman, 990-2458, [thomas.jackman@gmgvegas.com](mailto:thomas.jackman@gmgvegas.com)  
Designer Bradley Samuels, 990-2521, [bradley.samuels@gmgvegas.com](mailto:bradley.samuels@gmgvegas.com)  
Sales Team Leader Michael Skenandore, 990-2508, [michael.skenandore@gmgvegas.com](mailto:michael.skenandore@gmgvegas.com)  
Account Executives Debbie Donaldson, 990-2457, [debbie.donaldson@gmgvegas.com](mailto:debbie.donaldson@gmgvegas.com)  
Hilary Scott, 990-2502, [hilary.scott@gmgvegas.com](mailto:hilary.scott@gmgvegas.com)  
Carol Skerlich, 990-2503, [carol.skerlich@gmgvegas.com](mailto:carol.skerlich@gmgvegas.com)  
Sue Sran 990-2443, [susan.sran@gmgvegas.com](mailto:susan.sran@gmgvegas.com)

Advertising Account Coordinator

### CIRCULATION

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# Corridor converted from big-box to high-tech hub



In four years, the Cheyenne Technology Corridor has turned into a bustling, "high-tech" area for business in North Las Vegas. More than 4,000 jobs have been created as a result of the project.

**By Deborah Roush**  
**Contributing writer**

**W**hen the City of North Las Vegas' chief economic developer began plans in 2001 to help turn the stretch of land from the North Las Vegas Airport at Decatur Boulevard

to the Community College of Southern Nevada's (CCSN) Cheyenne Campus at Pecos Road from a warehouse and distribution hub into a high-tech corridor, the real estate community scoffed.

"They said this isn't going to work. It's a big-box area. But I love proving conventional wisdom wrong," said Mi-

chael Majewski, the director of economic development.

So, after joining with the developers already invested in the area, adding team members like the local community college and airport, the private-public partnership began promoting what they coined the Cheyenne Technology Corridor.

Now, only four years later, the corridor is an award-winning project recognized by the International Economic Development Council and enticing new businesses to the area — like Qualcomm and Lockheed Martin within the last month alone.

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John Ramous

"For instance, Brennan Brothers recently sold the land to Qualcomm because they had the largest piece of land and were able to attract them.

"Harsch is the newest player and is doing the smaller spaces, so Lockheed Martin, which announced last week it would move here, is their project," he continued.

"Stoltz Management took over from Howard Hughes and has a lot of land in big boxes and they brought in The Upper Deck Co. RDS/Insight has mid-space and retail.

"Jackson-Shaw was the first (developer) out there with flex space and they are breaking ground now on the first two-story purely office building.

*"Four years ago would we have perceived what has taken place? No, I don't think so."*

**Michael Majewski,**  
Director of Economic Development,  
Cheyenne Technology Corridor

"They all have a specific niche," Majewski added.

#### **An acclaimed accomplishment**

Today, the Cheyenne Technology Cor-

ridor is a success. It's a vibrant area with high-paying jobs like those at Sunterra, which employs nearly 600 people, Majewski said.

John Ramous, vice president of operations of Harsch Investment Properties, also has been pleased — and a bit surprised — by the success of the corridor.

His firm's 102,000-square-foot Cheyenne Commerce Center in the corridor is expected to be 100 percent leased by year's end and has been so lucrative it is being expanded.

"We just broke ground on phase two which will be another two buildings totaling 102,000 square feet,"

SEE **HIGH TECH**, PAGE 6A

#### **In the beginning**

So when did the idea originate for converting what was a lower-value distribution area with fewer employees to one that would create better property values with more jobs?

Shortly after the Bureau of Land Management auction in 2001 that would produce Aliante, North Las Vegas' first master-planned community, Majewski said.

"We knew that in order to sell houses in that price range we needed employment nearby. We were studying the possibilities for that when we were contacted by one of the major property owners on Cheyenne (Avenue) who said, 'You know what, we should work together to promote this area,' " he added.

Meetings were scheduled between the five leading Cheyenne-area developers and the city. "In the beginning it was a little rocky," Majewski admitted.

"But like any partnership an equilibrium has to be reached and finally there was trust all around," he said.

Next, the group brought in community college students to create a logo and establish a brand aimed at appealing to professional, medical, defense and technology companies looking for research and development, flex, office or light manufacturing space. Jointly, they hired a public relations firm to promote the corridor.

The amenities of the area — five miles of underground fiber-optic cable, established infrastructure and proximity to I-15, I-215, the North Las Vegas Airport and CCSN's campus were touted in press releases, on a website and in glossy brochures.

"The developers were competitors with each other previously, but realized they could each take a different market segment and they all have been very successful," Majewski said.

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## HIGH TECH

FROM PAGE 5A

Ramous said.

The project, which will include pre-built office units from 800 to 5,500 square feet, will cost about \$12 million.

"Four years ago would we have perceived what has taken place? No, I don't think so," he said.

Like Majewski, Ramous credits the

private-public partnership for much of the Cheyenne Technology Corridor's success. "It's everything together. It's a number of different constituencies supporting one major focus point in the high-tech corridor," he said.

He said the growing community of Aliante also contributes to the appeal of the area. "The residential growth has had an impact on our success so far as well," he added.

He expects the new companies moving into the corridor attract more interest in the area.

"Clearly companies like Qualcomm will bring in feeder companies, and we'll be able to capitalize on that," he added.

Majewski, too, is expecting continued development in the corridor. In fact, it has been so busy lately that the group no longer has the public relations firm send out press materials.

"When you have companies like Qualcomm coming in, the media comes to you," he said.

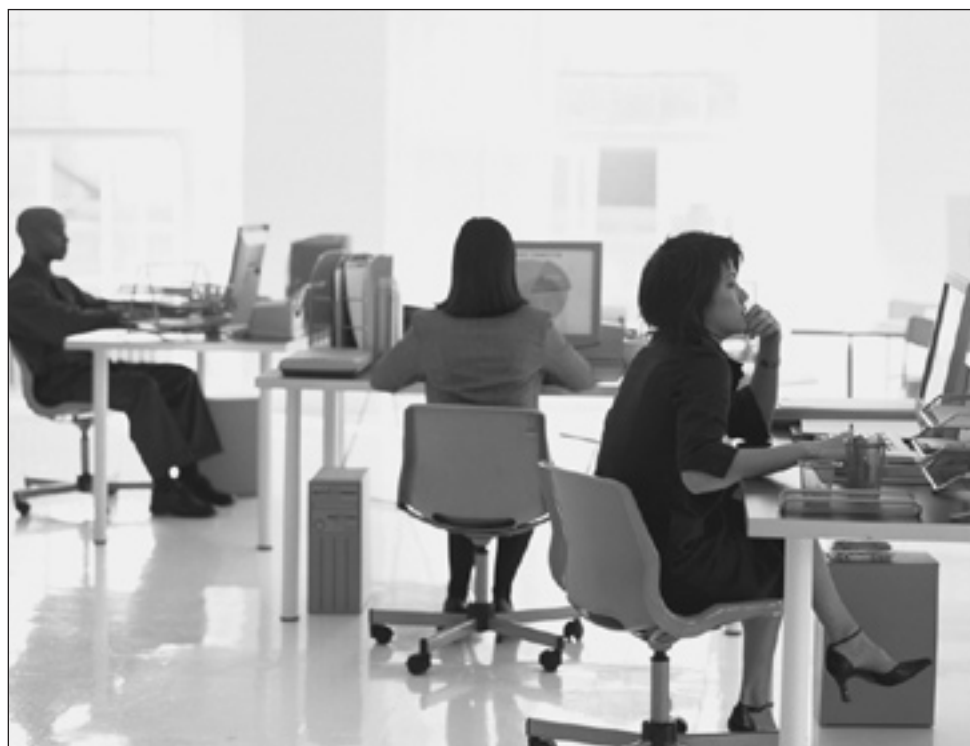
### Making the city proud

For North Las Vegas, which has been the "stepchild" of Las Vegas from a development standpoint, the Cheyenne Technology Corridor is something to brag about, Majewski said.

"It's the role of the city to be an agent for change and sometimes ignore those

*"It just took the developers who had the land and economic interest, and the city that also had an economic interest as far as taxes and a civic interest to say, 'Let's try something different ...' "*

**Michael Majewski,**  
Director of Economic Development,  
Cheyenne Technology Corridor



who say it's not going to work. If you don't try, it definitely won't work. Because we tried, this is no longer a big-box development in a poor area of North Las Vegas," he asserts.

Though he doesn't have exact numbers, Majewski estimates there "has been probably in the hundreds of millions of private investment."

His guess is that the corridor has cre-

ated between 4,000 and 5,000 "good paying jobs."

"It took the developers who had the land and economic interest, and the city that also had an economic interest as far as taxes and a civic interest to say, 'Let's try something different,'" he said.

"It took the vision to see this was a diamond in the rough, but all the pieces were there to put together," he added.

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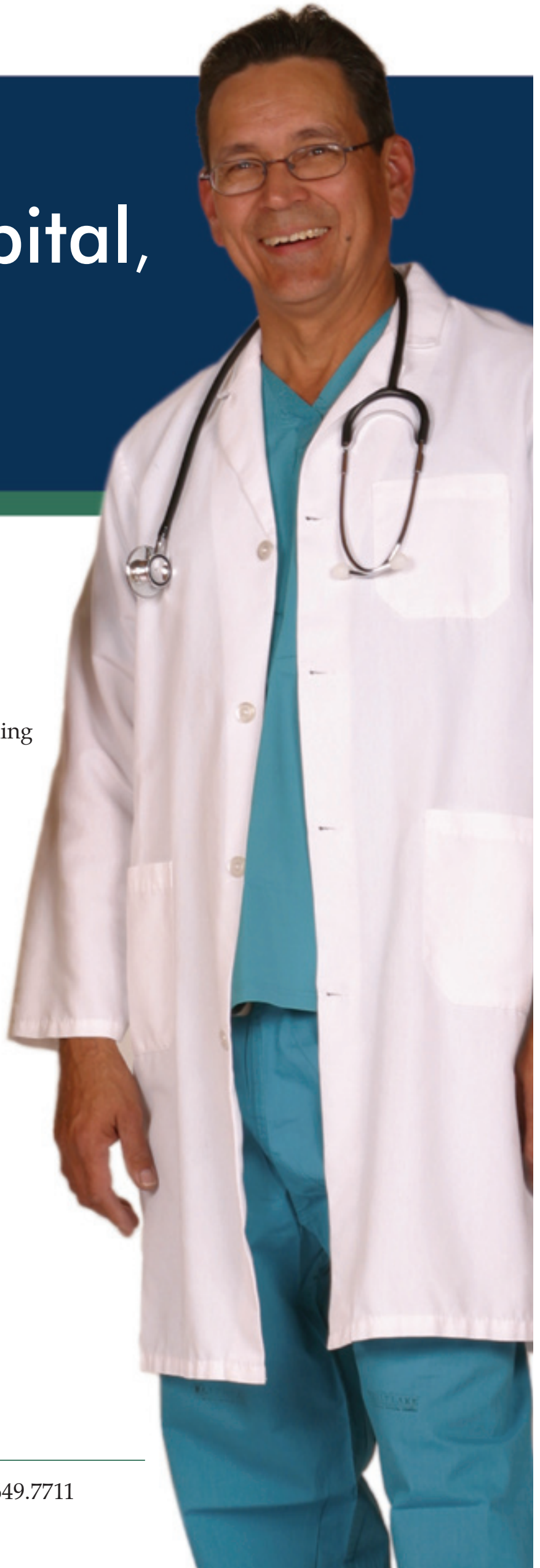
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# Developers prepare for November BLM land sale

By Deborah Roush  
Contributing writer

**A** event that has taken a year of planning will be over in just hours in November at Cashman Theater at Las Vegas' Cashman Center. No, it's not a celebrity wedding, but it promises to be equally exciting for the developers and government officials who have put significant time and money into the event.

It is the twice-yearly auction of land by the Bureau of Land Management (BLM), and this time up for grabs is about 2,600 acres in North Las Vegas.

"Generally speaking, a large piece of property on the market creates interest from those that develop the community, and the North Las Vegas BLM property anticipated to be on the market isn't any different," said Don Boettcher, area vice president of land acquisition for Pulte Homes Nevada.

According to Merv Boyd, assistant field manager of land sales acquisition for the BLM, what makes

this parcel more attractive is that after the auction, only 7,000 acres of land will remain in North Las Vegas in what's called the BLM disposal area.



Don Boettcher

Also appealing is that the acreage is predominately on the north side of the beltway adjacent to the Aliante master-planned community devel-

oped by Pulte Homes/Del Webb.

Said Boettcher, "Aliante proved that a big, master-planned community can be successful in North Las Vegas."

Set for Nov. 16, the auction has those interested in the property crunching all sorts of numbers.

Boettcher said it can take from six to 12 months for developers' researchers to compile the information necessary for a land auction.

"You have to identify your design constraints relative to the property and you have to do due diligence as far as infrastructure like roads and utilities and what all needs to be done.

"Then you have to ask what the municipalities' vision is for the property and what they anticipate being allowed and not allowed," he added.

According to Boyd, readying for the auction is equally time consuming.

"Local governments nominate parcels for sale. They come to the BLM and say, 'We want you to offer these for auction.' Then we're responsible for doing environmental

*"All that acreage will go to a single or group of bidders because both parcels are affected by this agreement that the BLM, city, Fish and Wildlife and State of Nevada signed."*

**Merv Boyd**  
Assistant Field Manager  
of Land Sales Acquisition,  
Bureau of Land Management

assessments and appraisals — all the work necessary for the contract for auction. That takes about a year," he explained.

This auction, he said, took even more preparation time since it had a caveat: Parcels being sold are affected by a conservation agreement, a first in Nevada.

"This land was originally scheduled for a February sale but was delayed to work out a conserva-

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tion agreement," Boyd said.

Through that agreement, two parcels of land — one that's just over 600 acres and another that is about 2,000 acres — will be sold as one transaction.

"All that acreage will go to a single or group of bidders because both parcels are affected by this agreement that the BLM, city, Fish and Wildlife and State of Nevada signed," Boyd said.

The agreement dictates that an adjacent 300 acres with sensitive plant species including bear poppy and buckwheat not be sold, Boyd added.

That acreage, he said, also has mammoth bones and fossils of prehistoric animals on it.

In addition, Boyd said the agreement specifies some development conditions on the perimeter of the 300-acre conservation zone including "anything allowing insects and seed to move more freely — like a wrought-iron fence.

"And some plants will have to be transplanted, and it will need some seed salvage and soil banking," he said.

The complicated conservation agreement hasn't discouraged interest

from any local developers, however.

"No one has registered yet for the auction," Boyd said. "I would expect that we have answered inquiries from all the builders in the valley."

While he wouldn't speculate what price the land might bring — or who the winning bidder might be — the starting price will be the appraised value of more than \$522 million.

Boyd said the 2,000-acre parcel was appraised separately from its 600-acre counterpart for about \$173,000 an acre.

"Comparatively, at the Henderson BLM auction of 1,900 acres in 2001, the appraisal was just under \$129,000 an acre, but it sold for more than twice the appraised price

to the Focus Group," Boyd said.

Boyd said another 500 acres in scattered parcels ranging from 2.5 to 25 acres in unincorporated Clark County and Laughlin will also be up for bid.

"We'll have individual buyers and folks who may buy four, five or six parcels and combine them for a larger development," he said.

Those interested in bidding on property pay a \$10,000 bidder deposit or 20 percent of the appraised value on larger parcels. Then the oral auction begins.

"It's great fun," Boyd admitted. "It's just like any other sale of farm equipment or art. There are bidder cards with numbers and the auction-

eer solicits bids. They identify the high bid on the day of the sale.

"You pay a 20 percent down payment on the day of the sale with six months to pay the remainder," Boyd said.

"What really strikes me, I guess, is that on these large parcels the bids go up by increments of millions of dollars — not hundreds of thousands, but millions," he added.

While a lot of attention is given to the auction champion, Boyd said it is important to remember there are lots of losers.

"Most bidders spend a significant amount of time and money researching what they can do with the land. It's a lot of work just securing the financing for even 20 percent. They're disappointed if they're not successful," he said.

The biggest winners, however, are the residents of Nevada who benefit from the auction proceeds in the form of amenities like parks, trails, boat ramps and campgrounds, Boyd said.

"Las Vegas adds 5,000 new residents every month and the money is used to mitigate our growth. The law is unique to Nevada and says that the money from BLM land sales comes right back to the community," he said.

*"Las Vegas adds 5,000 new residents every month and the money is used to mitigate our growth. The law is unique to Nevada and says that the money from BLM land sales comes right back to the community."*

Merv Boyd

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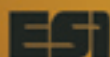
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# Goodwill relocates its local chapter

## Charitable organization chooses NLV

By Allen Grant  
Special publications writer

After countless hours searching for the ideal location and adequate project financing, Steve Chartrand, president and chief operating officer for Goodwill of Southern Nevada, and his non-profit charitable organization finally found their promise land – in North Las Vegas.

“We were bursting at the seams, and needed a new venue with more space,” said Chartrand, whose team relocated in August. “This was just the perfect location for us. We chose North Las Vegas because we wanted to be closer to our work force and have a centrally located distribution center. This has been a four-year project for us.”

Located on Cheyenne Road near Martin Luther King Boulevard in

the Cheyenne Technology Corridor, Goodwill of Southern Nevada’s new 74,000-square-foot compound – the Goodwill Good Neighbor Center – is a significant upgrade from its previous 20,000-square-foot facility in Henderson.

Ron McMenemy of NAI Horizon, a member of Goodwill’s board of directors, said owning this facility compared to leasing the previous one has its advantages. “This is just an ideal fit for us,” he said. “We own this building and create equity. Once it’s paid off, we can help even more people.”

Designed to enable citizens with disabilities to start new careers and independent lives, Goodwill strives to educate citizens with various programs including computer training and interviewing skills classes. The organization accepts financial donations along

with gently used household goods, which can be donated at any one of the local chapter’s eight donation-center locations.

“Helping people is what we’re all about,” Chartrand said.

The organization assisted nearly 3,000 local residences with disabilities since Goodwill’s programs began in March 1997. In addition, 800 citizens with disabilities have started new careers and independent lives with Goodwill’s help.

Along with his staff, board of directors and several political dignitaries, Chartrand dedicated the new \$7.5 million Goodwill Good Neighbor Center in an October ceremony.

“This new building is a symbol of a means to an end,” said Chartrand, crediting his staff, North Las Vegas city officials and the various sponsors for the building’s opening. “It

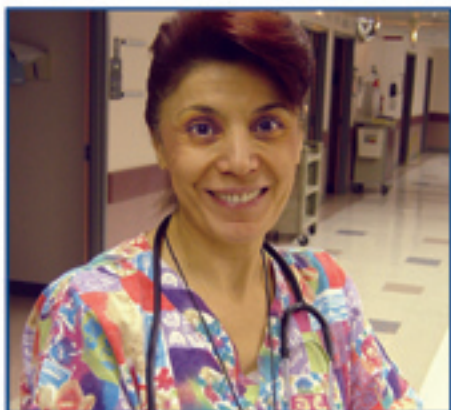


Steve Chartrand

makes us more accountable and gives us a chance to create a legacy of self sustainability.”

“This has been a day we long waited for,” said Larry Seedig of USAA Savings Bank, who is vice chairman of Goodwill’s local chapter. “We will be able to service more people (with this facility and location). This is just the be-

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The new \$7.5 million Goodwill Good Neighbor Center opened in North Las Vegas in October. The compound measures 74,000 square feet — more than triple the size of its previous location in Henderson.

ginning of the journey.”

The Goodwill Good Neighbor Center features several new components including a new retail superstore with a one-of-a-kind processing and distribution center. “One of the most significant additions is we added a retail component,” Chartrand said. Goodwill executives said they expect revenue generated from the retail center to assist other programs. “Our goal is to completely fund all of our service programs through the retail store’s profits,” Chartrand noted.

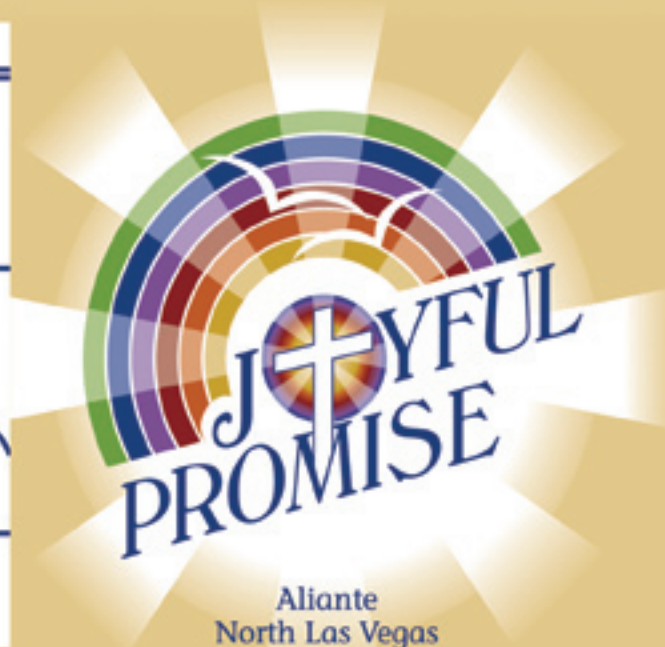
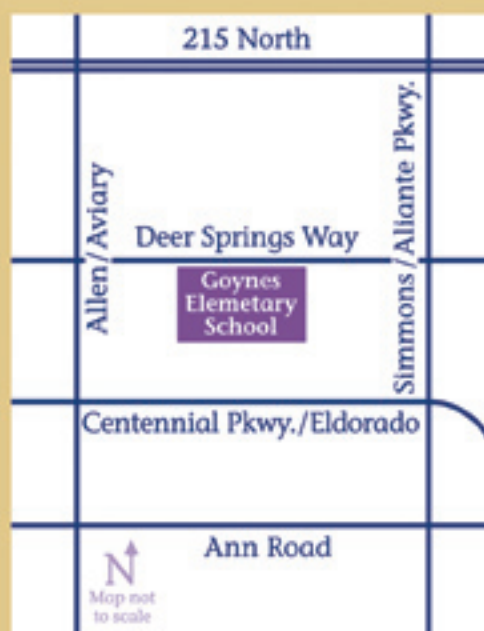
The Las Vegas Valley’s Goodwill chapter manages eight retail stores generating sales per square foot in the top one percent of nearly 2,000 North America Goodwill retail outlets. In fact, Goodwill obtains 92 percent of its national total revenue through its retail operations — some \$9.9 million in 2004. Local Goodwill executives said they are adding two more retail stores in the next few months including a new superstore on East Tropicana Avenue at Pecos Road in November.

Chartrand wants the valley’s retail operations — which have a merchandise mix of 50 percent new purchased goods and 50 percent high-quality gently used goods — to carry the complete financial load for all Goodwill services.

Officials said they believe the Goodwill Good Neighbor Center enables the organization to greatly expand its education, training and job placement services. The facility offers a state-of-the-art computer education and training center, able to serve nearly 250 people each year. In addition, the facility houses a career connection center to assist citizens starting a new career, along with a drive-through donation center and Goodwill of Southern Nevada’s corporate offices.

“Our goal is to help (citizens) develop skills including computer training and career connections,” said Chartrand. “We’re also working on a walk-in employment center.”

*Name: Joyful Promise*  
*Born: September 18, 2005*  
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*Location: Goynes Elementary School*  
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# Going vertical

## Builders turn to three-story homes to help meet demands

By Allen Grant  
Special publications writer

Historians might look back one day and teach children about the golden age of Las Vegas Valley's one-story, ranch-style homes. The home design might even garner a 30-minute documentary or a special "Where are they now" television segment.

While not getting too far ahead, several industry experts said the classic one-story ranch home is now built less often.

U.S. Census Bureau statistics report nearly 55 percent of all new single-family homes in the U.S. had two or more stories in 2004, up from 30 percent in 1978. The reason homebuilders are maximizing square foot-

age on minimum lot sizes is simple — economics.

When Americans needed more living space, homebuilders responded by constructing two-story homes. Today, Las Vegas Valley builders are taking it physically to the next level — a third story.

Using space more efficiently, valley developers are already constructing vertically in the commercial real estate segment. The reasons are threefold: limited land availability, price increases and demand.

The trend recently transitioned from commercial and residential real estate, said home-building industry insiders.

"Our three-story design was developed from a need for higher-density housing," said Shelly Stewart, KB Home's Nevada division execu-



KB Homes' Sunstar model — a three-story residence — is being built at Apple Creek Village in Sierra Ranch.

tive vice president. "Three-story designs offer flexible floor plans and plenty of amenities. (Prospective buyers) seem to like the style because it's something new and innovative with kitchens and living areas on the second floor. (The floor plan) allows the master bedroom to be its own private space (on the top floor)."

Larry Murphy, owner of SalesTraq, a local residential industry research firm, agreed the trend is

an economical necessity. "Land costs and constraints are driving the (vertical) trend," he said. "Lot sizes are definitely getting smaller, and builders are going to three-story designs (in order to maximize interior square footage)."

According to several local real estate professionals, many homebuyers are looking for 2,000 square feet — a sharp increase from just 50 years ago when the average American home was less than 1,000 square feet.

One of the valley's hottest housing markets is North Las Vegas, said Murphy. The area is

growing at a record pace — now Nevada's fourth-largest city. "(Sales) are very strong (in North Las Vegas)," he said. "The area is doing great."

Tom McCormick, president of Astoria Homes, said the North Las Vegas home sales market continues to prosper. "(North Las Vegas) is up and coming with more and more (home buyers) coming to look at the area," he said. "We're out there right now

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looking for more land (for construction purposes). We like North Las Vegas, and we want to continue being a part of it."

Astoria Homes offers nearly 500 home sites within two North Las Vegas communities at Aliante including Prominence and Fields.

Ernie Belair, Las Vegas north division president for Richmond American Homes, said North Las Vegas continues to be a popular homebuyer choice. "North Las Vegas is a great submarket," said Belair, whose company has nearly 10 active North Las Vegas communities.

Stewart agreed saying buyer demand is up in North Las Vegas. "North Las Vegas has growth dramatically over the last 15 years," she said. "We've had a big part in that. We're seeing a growing demand in North Las Vegas."

With 10 area communities including Iron Mountain Ranch, KB Home sales statistics show its North Las Vegas submarket ranks second in the valley. "We've sold more than 1,000 homes (in North Las Vegas) over the last 12 months," Stewart said.

KB Home, the valley's largest home-builder, along with Astoria Homes and Richmond American Homes are all building three-story homes in various parts of the valley.

"Home buyers love (the three-story design) because it's an open design and offers the most home for the money," said McCormick, whose company offers three-story homes at Tapestry at Centennial Town Center in northwest Las Vegas. "It has exceeded our expectations."

After surveying area residents and calculating results from nearly 2,000 respondents, KB Home executives said they learned that more than 80 percent of the buyers were looking for a larger master bedroom with walk-in closet and extensive community features like walk ways, parks and trails. "We created the perfect fit (for those requests) with our three-story design at (Sierra Ranch's) Apple Creek (Village)," Stewart said.

Sierra Ranch's Apple Creek Village development is KB Home's first North Las Vegas community to offer the new three-story floor plan. Ranging from 1,612 square feet, homes start at \$264,890. The three-story units offer two floor plans: a 1,965 square foot, three-bedroom, three-bath model starting at \$298,790 and a 2,021-square-foot, \$306,590 floor plan, featuring four bedrooms and 2 1/2 baths. Both include two-car garages.

Located on Commerce Street be-

tween Ann Road and Centennial Parkway, the master planned community also features four community parks with soccer fields and volleyball courts. "North Las Vegas is a viable part of our business," said Stewart, whose company also plans to offer three-story designs in southwest's Mountain's Edge.

SalesTraq's Murphy said if builders continue to place a 1,500-square-foot home on smaller lot size, they have to build a third story. "(As a result), the whole footprint is the lot," he said. "There is little room left (for a porch area or front yard) and very

little back yard."

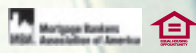
Many building plans are designed with just a one-car garage to help maximize the home's interior square footage. Aside from custom-home communities, three-story designs are new to the valley.

"There's no product like this in Palm Springs and Albuquerque," said Murphy, who reports 15 of the nearly 450 valley subdivisions offer three-story products. "We're probably kind of pioneering that (vertical trend in homes)."

Although industry professionals said they agree three-story designs

are popular with homebuyers, none said they believe a four-story product waits in the wings. "I don't see four stories on a single family detached home, but I do see a future for four-story attached product," said Stewart, whose company builds similar projects in the Los Angeles area.

Murphy said he doesn't see a valley market for four-story homes. "A four-story (non-custom home) would be ridiculous," he said. "You can't squeeze anymore house on the lot that size. If you want a single family home with a garage, this is about it."



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# Centex Homes' Waterfall community offers larger lots

By Allen Grant  
Special publications writer

**W**hile the Las Vegas Valley experiences a home building trend toward smaller lots, one valley home builder continues to construct homes on larger parcels and focuses its developments in North Las Vegas.

"We found in North Las Vegas that we could buy larger lots and offer our buyers more home and more back yard," said Nikki Liesse, operational marketing manager for Centex Homes.

Located in nearly 100 U.S. markets spanning 25 states, Centex Homes delivered more than 30,000 homes in its most recent fiscal year ending last March. Founded in 1950, Centex is one of the nation's leading home builders.

After entering the North Las Vegas market in 1998, Centex Homes again chose a North Las Vegas location to build its latest development — The Waterfall. Although the company has many master-planned communities throughout the country, Waterfall is Centex's inaugural large-scale venture in the Las Vegas Valley.

"This is really our first larger master-

planned community project (in the valley). It's really exciting for us," Liesse said. "Most of our building has been in North Las Vegas. It's lot-size driven. We are offering more home and property and you can see that at Waterfall."

Located at Aliante Parkway and Grand Teton Drive, The Waterfall by Centex Homes features four individually gated neighborhoods:

- **Aberdeen Falls** — Homes range from 2,454 square feet for three-bedroom, 2½-bath floor plan to 3,807-square-foot units featuring up to seven bedrooms and 4½ baths.

- **Angeline Falls** — Single-family units start at 2,539 square feet and reach 3,063 square feet for its Newport floor plan, including three bedrooms, three baths and a bonus room.

- **Isabel Falls** — Homes stretch from 1,750 to 2,227 square feet, including dual masters in its Cypress floor plan.

- **Latourell Falls** — Homes range from 1,955 square feet for its three-bedroom, two-bath Venice units to 2,380 square feet for its three-bedroom, three-bath Pebble model.

Waterfall homes feature pool-sized lots and three-space garages. "We're



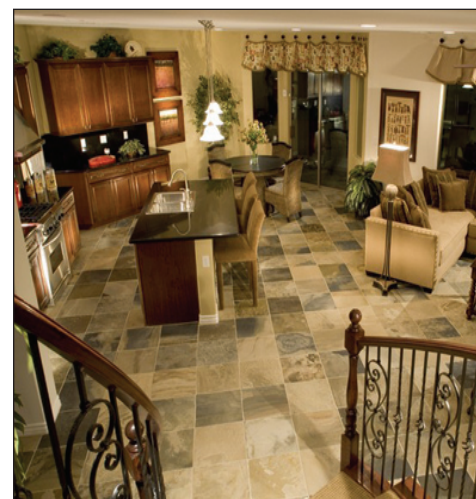
Centex Homes' latest development — Waterfall — includes the Newport floor plan in Angeline Falls (top and middle photos) and the Oasis model in Aberdeen Falls (below).

building on bigger lots of land," she said. "There's still a market for that."

Constructed to meet Energy Star specifications, Waterfall homes offer 15 models and a variety of amenities including granite countertops. The community also features a fabulous grand entrance. "We've created a wonderful first impression, and it is carried throughout each neighborhood," Liesse commented.

The community also offers a variety of floor plans and homes for first-time owners and those accommodating larger families. In addition, the community's open space is also an attractive amenity. "We have private parks in each neighborhood, and we're constructing our community recreation center and pool," she said. "We had an overwhelming response to the community."

According to Liesse, many buyers from several years ago are now looking to upsize and purchase again at Waterfall by Centex Homes. "Now that the market has matured, those buyers are ready for bigger homes with larger backyards to accommodate their families," she said. "This development really meets their needs."



Waterfall's nearly 800 homes should push Centex Homes' fiscal year closings to about 1,300 for 2005. "Each year we are increasing that number," said Liesse, whose company has built nearly 6,000 valley homes in seven years. "We are continuing to be more and more involved (with building homes) through the valley including North Las Vegas and Henderson."

Centex Homes has several other North Las Vegas communities including The Ranches, Traditions, Berkshire Estates, Giavanna, Cantura, and Ardiente North and South.



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# Growing pains

## Wealth of possibilities exists with North 5th Street project

By Allen Grant  
Special publications writer

Growing pains are part of life. Do we choose door number one or door number two?

Should we send the kids to public or private school?

Should we sell the house, downsize and keep the profits or upsize to our dream home?

For a growing city like North Las Vegas, development decisions made today impact the city's future infrastructure and thus its ability to properly serve its residents. North Las Vegas officials stand at the proverbial "fork in the road" and face a classic dilemma: choose one route or the other.

More than likely, each path leads to a different result. And, there's no

going back.

The decision at hand revolves around North 5th Street and the wealth of opportunity it represents. Located between Martin Luther King Boulevard and Losee Road, several proposals for a seven-mile North 5th Street transit-oriented development are in the works. One idea involves a high-speed, three-exit corridor to increase traffic flow, while the other features a slower commute with multiple exits or stoplights to augment local economic growth.

Key players including the Regional Transportation Commission (RTC), the city's planning and public works departments, and the North Las Vegas City Council agree the concept helps propel the city's future expansion.



SEE **GROWING PAINS**, PAGE 16A      The RTC's North 5th Street proposal would include three exits on a high-speed corridor.

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## GROWING PAINS

FROM PAGE 15A

"There's certainly an interest in a high-capacity corridor to enable people to leave their cars at home and get around quickly to work or shop as needed," said North Las Vegas City Manager Gregory Rose.

Jim Bell, public works director for North Las Vegas, said we're all looking at "ways to address future transportation (issues for North Las Vegas)," he said. "It's the city council's decision as to what's right for the city."

According to John Restrepo, principal of Restrepo Consulting Group, a local market research firm subcontracted to assist in the project's feasibility studies, the key is finding the best practice for land use and encourage the area to become a transit corridor.

"What can we do to better link proper transportation from the suburbs to the urban core?" he said. "We need to create a more cohesive (transportation connection)."

Dr. Fred Ohene, assistant general manager of planning and engineering for the RTC, said. The super arterial will "save both travel time and distance" as an alternative to Interstate 15 and 95.

Only one piece of a complex infrastructural puzzle, the super arterial or hybrid there of would be the basis for several years of high-density, mixed-use development and growth in and around North 5th Street, said Ned Thomas, a long-range planner for North Las Vegas.

"We're hoping to create an urban environment from the ground up by creating development that is transit oriented," he said. "It's all about building a better community." Future economic development plans include a university village and a Deer Springs Corridor with "one of the pivotal pieces being the freeway situation," Bell said.

## A fork in the road

With traffic congestion problems mounting and more people relocated into North Las Vegas, the RTC recommends North 5th Street become a six-lane, north-south super arterial to ease traffic issues, based on its recent North 5th Street Corridor Study. The plan would be to link the Las Vegas Beltway with Las Vegas Boulevard at Owens Avenue near downtown Las Vegas — creating an alternative to Interstate 15. RTC officials made their conclusions after considering the Nevada Department of Transportation's I-15 Northeast Corridor Study (2002), which identified shortcomings of the

city's existing transportation systems in providing for long-term travel demand.

The RTC's North 5th Street concept is for the approved taxpayer money to be used for a high-speed highway — considered anything 45 miles per hour or more. The RTC suggests a super arterial — similar to the Desert Inn super arterial — to alleviate future traffic problems.

"(The proposed super arterial) would cover approximately six miles and intercept through the heart of North Las Vegas," said Dr. Fred Ohene, assistant general manager of planning and engineering for the RTC. "It would provide great access (from North Las Vegas) south into downtown (Las Vegas)."

The RTC's North 5th Street super arterial concept has three full-access interchanges: at Cheyenne Avenue, and at Craig and Ann roads. Featuring six general public lanes and a dedicated transit land (for either light rail or perhaps buses), the concept would also include bike and pedestrian trails, along with landscaping buffers. The concept also features overpasses at Washburn, Lone Mountain, Alexander and Gowan roads.

RTC officials said the concept's function is simply to move north-south traffic more quickly to help ease the area's congestion, as the super arterial is designed to handle 65,000 vehicles per day. Armed with plans for a 150-foot-wide limited-access roadway, RTC officials said they believe commutes could be reduced by up to 20 minutes.

Although the RTC has already allocated \$15 million for land acquisition, Ohene admits the final concept is out of his commission's hands. "It ultimately comes down to the businesses (on North 5th Street)," he said. "We are prepared either way, but this (concept) is good for the community."

Those opposing the plan of limited stops along the roadway want more access for vehicles to exit and patronize the forthcoming mixed-use developments along North 5th Street. Beautification standards are also a factor.

"We're proposing wider public areas to increase the public side of this," Bell said. "The aesthetic side is important to keep the positive elements of the neighborhood."

The city's plan is to overhaul North 5th Street and use the transit corridor to attract more businesses, restaurants and even a giant shopping mall. Similar to The District at Green Valley Ranch, the North Las Vegas project would have about 1.7 million square feet of retail

and restaurant space along with nearly 800 townhouses.

"How will the (city's) development mesh with the RTC concept?" said Bell. "(The city doesn't) have it defined yet."

Since most businesses would prefer frequent stops along the transit corridor, the city council said it hopes to develop a light rail concept along the stretch of roadway, said Rose. "Having light rail would help the economic corridor (along North 5th Street develop)," he said.

The transit corridor's best practice debate has North Las Vegas Mayor Mike Montandon's attention. The mayor even called a Town Hall meeting of several property owners along North 5th Street — banning together additional support for more exit access off the super arterial concept.

## What's next?

Passed by North Las Vegas voters in 2002, the \$2.7 billion Question 10 tax package is earmarked to finance a high-speed roadway project. According to the RTC, the tax money needs to be spent on transportation improvements not economic development. Signalized intersections may not be eligible for these particular tax funds, hinted RTC officials.

Bell said the next step involves solutions. If the city's plans do not meet RTC criteria and requirements, the Question 10 tax money can't be utilized to fund this project. "To receive RTC funding, the project will need to meet their requirements," he said.

Ohene cautions city officials about the super arterial. He said he fears if the super arterial concept is dramatically altered, it would create a "volume of traffic" and further congestion that would be detrimental to easy flow through North Las Vegas.

"This proposal really benefits the community," he said. "It creates a better level of service (for drivers in the area.)"

If approved, the project could start as early as January 2006 with final designs. After right-of-way acquisitions, the RTC projects a four-stage construction process beginning in 2008 and concluding in 2018. Ohene said he expects the super arterial to open in stages once complete — similar to the I-215 project.

Whatever the shape of the final project, it's designed to "up light the downtown area of North Las Vegas," Bell said. As a result, "more development will flourish in the newer growth (areas)." He said he believes a final collective effort will result in a "blend of the city's wishes and what the RTC's requirements can fund."

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Council meetings are held the first and third Wednesdays of every month at 6 p.m. in Council Chambers, 2200 Civic Center Drive. Contact the City Clerk's Office at 633-1030 or visit the City Clerk's Office Web site for the form to receive City Council agendas.

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**Assistant to the City Manager**

Brenda S. Johnson  
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# North Las Vegas market welcomes banking institutions

By Lisa McQuerrey  
Contributing Writer

Just as retail development follows residential growth, banking institutions enter a new market only when they're sure they can attract a significant customer base. With more than 1,000 new residents moving to North Las Vegas every month, many institutions are quickly realizing the city is indeed the next viable hot spot.

In September, North Las Vegas even became home to its first chartered bank, the Bank of North Las Vegas, at 3000 W. Ann Road.

"Certain markets in this valley are over-banked," explained Bank of North Las Vegas President & CEO James York. "When we started researching North Las Vegas, we found only 15 bank branches within the city limits versus 275 branches in the rest of the valley. There was a real disparity there. We found only one community bank in existence. The rest were big national and regional branches. It made our decision easy."

York has been in the banking industry for more than 20 years and has worked with small and large banks in different areas of the valley. He said when talks first started with North Las Vegas city planners and local developers, support for the bank was overwhelming.

The bank anticipated needing a minimum of \$10 million in start-up funding, yet found itself oversubscribed at \$16.5 million. At the bank's grand opening, more than 500 residents and business owners turned out to support the institution's launch.

"We provide the same products and services to businesses and consumers as other banks, but as a community bank we're locally owned and operated," explained York. "We have good, strong community lenders you can walk right in and talk to. You won't walk into any (national or regional) bank branch and talk to the president."

York said the Bank of North Las Vegas anticipates expanding to three locations within the next five years. "I think we'll turn into what Henderson has become within 10 years," York stated. "Our mission is to help that type of growth become a reality."

Colonial Bank of Nevada plans to open a new branch at 2805 W. Centennial Parkway in close proximity to Aliante. President & CEO of Nevada Operations Mark Daigle said



James York

the development of the master-planned community was a factor in the bank's decision to open a branch.

"You need to be where people live and work and be accessible, especially in a 24-hour town with three work shifts a day," said Daigle. "Banking is still a people business. Despite advances in banking technology that allow online statements, bill pay via the internet and access to cash through 24-hour ATMs, money issues are personal."

"Banks deal with people's savings and wealth accumulation and customers need to talk to a banking representative in person from time to time," added Daigle. "Our staff lives and works in the same communities as our customers, so we can provide local contacts and make local decisions."

Colonial Bank of Nevada is considering the possibility of opening as many as six additional branches in the northwest over the next three years.

Business Bank of Nevada opened a new branch location at 4310 W. Cheyenne Ave. last May. "We saw an opportunity to serve the needs of the community," said John Guedry, president and CEO. "It's a rapidly growing community, and we've been impressed with how the city has planned its growth, particularly in the commercial and residential corridors."

Like most banks researching a potential new market, Guedry said Business Bank of Nevada looked at business license applications and expansions along with growth in certain commercial and industrial real estate products when gauging the demand for its services. The branch is profitable pre-allocation, something



Mark Daigle

Guedry said is unusual, but not surprising in the North Las Vegas market.

"The (Cheyenne) technology corridor is what really drew us in," Guedry said. "We saw that the types of businesses locating there were part of our target market — regional and national offices in need of electronic banking services."

Guedry said as the banking industry continues to expand in North Las Vegas, residents and businesses benefit from increased competition. He said additional expansion into the market is not "off the table. It's a great market, and we're happy to be there," Guedry said. "It's a good municipality to work with."

Other banks with a significant presence in the city include Wells Fargo, Bank of America, Nevada State Bank and US Bank. First Security Bank, Washington Mutual and First Security Bank of Nevada also have multiple branches.

"I view banking as a retail function," said City of North Las Vegas Economic Development Director Mike Majewski.

Majewski said the success of the Cheyenne Technology Corridor and the city's burgeoning industrial market is leading to a continually increasing need for additional banking options. "When a bank realizes a community is underserved, they enter a market," said Majewski. "If there's a vacuum, someone will rush to fill it."

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# Entrepreneur turns flying passion into business venture

By Allen Grant  
Special publications writer

Jane Pinto loves to fly.

For as long as she can remember, she loved aviation.

In less than a decade, Pinto converted a hobby into a growing and successful small business in North Las Vegas. "Aviation just encompasses you. I have always been interesting in flying," said the pilot-turned-owner of Pinto Aviation Services (PAS). "Aviation was something that always intrigued me. It's a way of life. Aviation stories from World War II were my favorite."

She really admired Gregory Peck's 1949 classic "Twelve O'Clock High," a World War II film about a general who takes over a bomber pilot unit suffering from low morale and whips them into fighting shape.

Growing up in Phoenix, Pinto studied information technology and spent nearly a quarter of a century working as a technology consultant at various companies including Blue Cross Blue Shield and GE Aerospace.

Pinto did not fly much as a child. Even though her mother and brother suffer from motion sickness, she always had a passion to fly. By the time she reached her mid-30s, it was time for a new challenge — and the sky was calling.

"At the time, I needed a new challenge in my life," she said.

Pinto, now 45, was living in Indianapolis. She scoured the yellow pages in search of a flight school and then started flight training on a cold, snowy day in February 1997. She finished her private pilot training in North Las Vegas after moving to the valley in October 1997.

"It's quite a commitment to learn to fly," Pinto said. "The depth of knowledge is massive. There's lots of bookwork and studying involving. You learn about weather conditions and various flight regulations. You're actually building a new area of judgment. It's quite something."

After completing her training, she wanted to further challenges and decided to learn to fly a helicopter — something she called



Jane Pinto took flying lessons in her mid-30s. She enjoyed the experience so much that she decided to buy a flight training school in North Las Vegas.

"love at first flight." Pinto's joy of helicopter flying and quest for ongoing challenges led her to obtain an instructor's certification in hopes of teaching. Her teaching idea was designed to augment a future helicopter purchase. She said she hoped to find a flight school willing to house the aircraft and use it for teaching purposes and contacted First Flight Aviation, a flight training and support center in North Las Vegas in July 2003.

When all the dust settled, Pinto signed a lease to purchase the operation in September 2003. "It was an intriguing opportunity to do what I loved for a living," said Pinto, who just celebrated her second anniversary as a small business owner by purchasing a helicopter.

Pinto Aviation Services took control of a slacking operation and successfully turned it around — similar to Gregory Peck's efforts in "Twelve O'Clock High." In fact, the operation only had four planes two years ago and now has a fleet of 10 airplanes.

Having moved corporate offices to the Rancho Air Center and expanded her pilot shop to

1,500 square feet, Pinto said her operation just topped 11,000 flight hours without an incident or accident. "Safety is our primary concern," she said. "We take seriously our training operations."

The company even purchased a new flight simulator with three 61-inch high definition television screens. "It offers more advanced flight training," Pinto said. "You can even log hours in it. It provides great training through use of peripheral vision."

Today, PAS acts as a holding operation for several companies including First Flight Aviation, which handles the training component of operations, and Vegas Aviation Supply, which oversees the retail factor.

With Pinto at the helm, enrollment is also climbing. A typical month used to yield 300 flight hours. During the last four months, the operation topped 500 flight hours each month. With 65 percent of the company's revenues coming from training and the balance from rentals, PAS continues to experience growth. Pinto said advertising and

marketing certainly help.

"We're looking at re-shooting our television commercial for air time this fall," said Pinto, whose customer base is usually younger males and executive-level business people looking for adventure and easier means of transportation.

The flight school's Federal Aviation Administration-blessed certification program is an approved flight-training provider for Community College of Southern Nevada and Utah Valley State College.

The future is bright, said Pinto, who wants to add three more helicopters to the company's stable of aircraft by year's end. She also plans to expand operations to include Aviation Resources Inc., designed to manage charter services.

A member of the Pilot Career Foundation and Aircraft Owners and Pilots Association, Pinto said she also hopes to expand into Boulder City.

"We treat our customers with respect and that's how we operate," she said. "If it's worth doing, it's worth overdoing."

# Despite rising prices, North Las Vegas remains affordable area for commercial development

By Lisa McQuerrey  
Contributing writer

As the City of North Las Vegas continues to flourish, commercial real estate is quickly stepping up to keep pace with growth in the residential and technology sectors. Once considered the most affordable place to buy land in Southern Nevada, commercial and industrial land prices are now rising, though real estate professionals and developers say North Las Vegas and its submarkets still present the most reasonable options valley wide.

"We're seeing more product for sale than for lease than we've seen in the past," said CB Richard Ellis (CBRE) First Vice President/Industrial Properties Division Donna Alderson. "We're seeing reasonable interest rates combined with a rise in land and construction costs. Rent in North Las Vegas has not gone up commensurately, so it's not as practical to lease right now as it is to buy."

CBRE reported year-to-date new industrial construction in North Las Vegas is at nearly 850,000 square feet with total absorption of more than 542,000 square feet.

"Over the years this area has developed into a national tenant market," Alderson said. "Prices have gone up dramatically in the past 18 months, but those prices are starting to flatten."

Many developers building in North Las Vegas purchased their land several years ago, when land was considered relatively "cheap." Jackson Shaw — a local commercial real estate development company — is completing its Northport Business Center in the Cheyenne Technology Corridor and is set to break ground on Northeast Crossing Commerce Center, a new \$32 million industrial park project at Cheyenne Avenue and Lincoln Road. Jackson-Shaw Vice President of Regional Development Mike Carroll said if he was looking

for land to build such a project today, he probably wouldn't be able to offer as many amenities, such as outdoor yards of more than 30,000 square feet, a nearly unheard of option today in industrial development.

"I don't think you could find anything bigger," said Carroll, who anticipates many future tenants will be contractors, service companies and transportation and distribution-oriented firms that will need additional space for parking vehicles, machinery and possibly for storage.

Jackson-Shaw developed the first product of its kind in the Cheyenne Technology Corridor. The upscale, architecturally pleasing flex-space Northport Business Center sold the developer on the potential of North Las Vegas. Carroll said the company believes in the Corridor and has created mutually beneficial relationships with Community College of Southern Nevada and the North Las Vegas Airport.

"There's a lot of growth headed that way," said Carroll, noting the evolution and sophistication of the residential market combined with smart city planning as factors impacting commercial success. "It was initially a value play in the northwest. Today, if you're a real industrial user, you have to look there. It's hard to justify industrial buildings in other parts of the valley."

The first phase of the Northeast Crossing Commerce Center's 29-acre project will include six buildings for sale, ranging from 16,180 to 46,115 square feet. The buildings will feature dock-high and ground loading in addition to spacious lay-down storage yards. The remainder of the site is designed to be flexible with the ability to handle both large build-to-suits and mid-bay industrial. The center is located minutes from I-15 at Cheyenne and also offers easy access to the Northern Beltway via the recently completed Lamb Boulevard I-15 interchange.

"I think this project will set the bar for that area in terms of industrial development," said Carroll. "When we first started, we were taking a real leap of faith. Fortunately, the City of North Las Vegas is great. We enjoy working with them. The city is very pro-growth and the economic development department is second to none."

City of North Las Vegas Economic

Development Director Mike Majewski noted the importance of commercial and industrial development to the area and said he's pleased to see how the commercial real estate community is realizing the viability of the market.

"North Las Vegas used to be considered the step child of the valley," said Majewski, adding that the area's residential boom has led to a significant increase in both commercial and retail development.

While residential and commercial property in North Las Vegas was once viewed as more affordable than that found in Las Vegas and Henderson, Majewski said prices are starting to level out, which he called a two-edge sword. "I think we'll see a rise in commercial property rates," he noted, though he said it's a trend that's necessary for the continued healthy growth and development of the area.

City officials and developers both said improved traffic patterns and continued residential development are positive signs. Majewski said Nellis Air Force Base is a good regulator for the city. He said that buildable land adjacent to the base is more suitable for commercial and industrial purposes than for residential development, a fact that could diminish what have become common land bidding wars between residential and commercial developers.

Besides Jackson Shaw's Northeast Crossing Commerce Center, CBRE's Alderson said other significant developments in the North Las Vegas area include LogistiCenter, being developed by DP Partners, ProLogis Park North, Panatone, which currently has three North Las Vegas projects under construction, and the Golden Triangle, a more than 200-acre project being developed by Operating Engineers Pension Fund.

In 2004, more than \$37 million in industrial and commercial property was built in North Las Vegas. According to the Restrepo Consulting Group's third quarter Restrepo Market Matrix, North Las Vegas has 713 industrial properties in the market with 1.7 million square feet currently under construction and more than two million square feet of additional space in the works. Year-to-date total net absorption in this market is 1.79 million square feet, the report noted.



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