

DISCOVER

SYMPHONY PARK



bria
SYMPHONY PARK

CAPELLA
SYMPHONY PARK

THE VISION

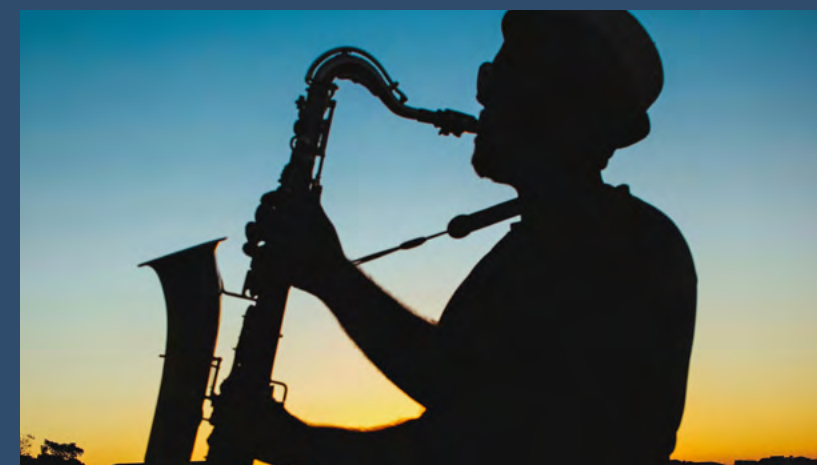
Nestled in the heart of Las Vegas, Symphony Park emerges as the epitome of refined elegance, promising unforgettable sophistication.

Presenting a harmonious blend of culture and luxury, this premier destination boasts top attractions such as the esteemed Smith Center, the highly anticipated Las Vegas Museum of Art, bustling residential buildings and compelling retail offerings.

As the district evolves, Symphony Park emerges as the quintessential destination for those seeking an unparalleled experience of class and allure.



SYMPHONY PARK IS NOT JUST A PLACE. IT'S A FEELING



OPPORTUNITY



Residents of Symphony Park will value convenience and lifestyle amenities. Knowing that there are several thoughtfully curated restaurants available for dining at any time will appeal to people considering calling Symphony Park home. By catering to their needs for dining, shopping, entertainment, and daily services all in one place, we can provide a comprehensive lifestyle experience that fosters strong, long-term relationships. Leveraging the proximity advantage by offering special promotions and priority access for residents will be crucial.

Locals of Las Vegas present a significant market opportunity due to their year-round presence and diverse demographics. By focusing on the needs and preferences of locals, we can build a loyal customer base that consistently supports our businesses. Understanding and incorporating local flavors and cultural elements into our offerings will enhance their appeal. It is imperative that we engage with the community and actively participate in local events and initiatives, to establish ourselves as a trusted and valued part of the Las Vegas community, ensuring steady patronage and positive word-of-mouth.

Tourists are the driving force behind Las Vegas's economy. We can significantly enhance our market presence and profitability by strategically appealing to them. Curating the outlets into unique venues will help in capturing their interest. Establishing a strong online presence will increase our visibility and engagement with tourists planning their trips. By providing world-class cuisine, exceptional service, and unforgettable experiences, we can leave a lasting impression, turning tourists into enthusiastic ambassadors for our brand.





TARGET DEMOGRAPHIC

Symphony Park attracts moderate to high-income young, urban professionals who not only seek convenience and modern amenities but also aspire to a lifestyle that embodies luxury, sophistication, and vibrant experiences. This demographic is drawn to spaces that offer an abundance of amenities, seamlessly integrating their work, social lives, and passion for dining with convenience and comfort. They appreciate the value of eco-conscious living and seek a residence that reflects their commitment to sustainability.

For these young professionals, Symphony Park offers not just a place to live, but a statement of their success, aspirations, and a gateway to the finest dining and cultural experiences.

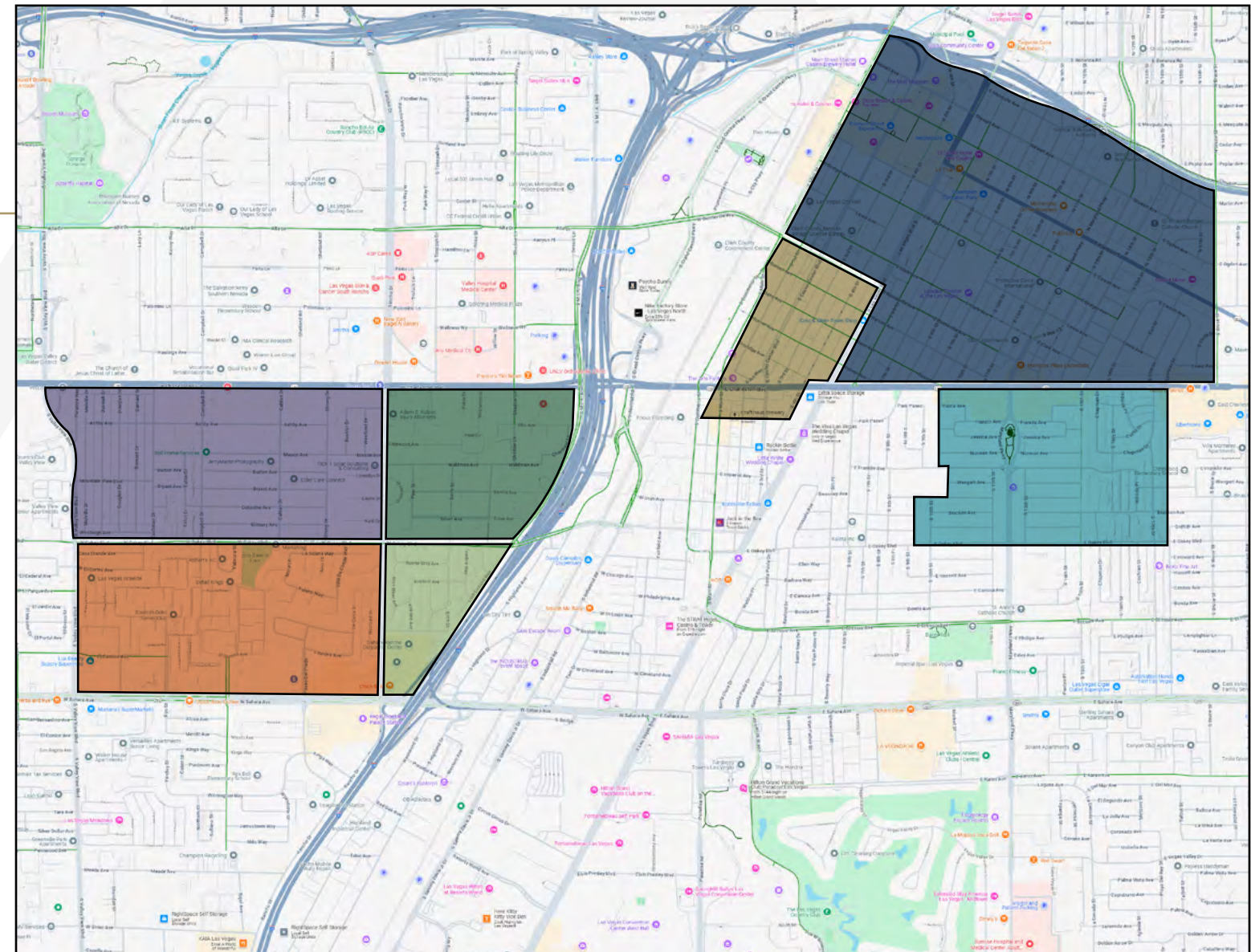


RESIDENTIAL NEIGHBORHOODS

NEIGHBORHOOD

DISTANCE

	Downtown	0.6
	Arts District	0.7
	Huntridge Park	1.4
	Scotch 80's	1.4
	Glen Heather Estates	1.7
	McNeil Estates	1.8
	Rancho Sereno	2.1



HOTELS IN DOWNTOWN

HOTEL	DESCRIPTION	KEY COUNT	DISTANCE
Plaza Hotel	A classic casino hotel with vintage charm	995	0.2
Circa Resort	An adults-only resort with the largest sportsbook in town	512	0.3
The Golden Nugget	One of Downtown Vegas' most celebrated hotel-casinos	2,400	0.3
Binion's Hotel	A historic hotel known for its iconic casino	81	0.4
Four Queens Resort	A classic downtown casino resort that opened in 1966	690	0.4
The D Las Vegas	A popular hotel with a unique two-level casino	995	0.5
Downtown Grand	A contemporary hotel and casino destination away from the Strip	1,124	0.5
The English Hotel	An artfully designed boutique hotel by Chef Todd English	74	0.6



FUTURE MIXED-USE DEVELOPMENTS



Origin & Cello Symphony Park

- Red Ridge Development
- 6-acre development
- 26,000 sqft. of commercial space
- 30,000-square-foot grocery building
- Condos



Illumina Downtown Las Vegas

- Schulman Properties
- 266 luxury units
- 4,000 sqft. restaurant space
- Pool, sports courts, coworking space
- Apartments



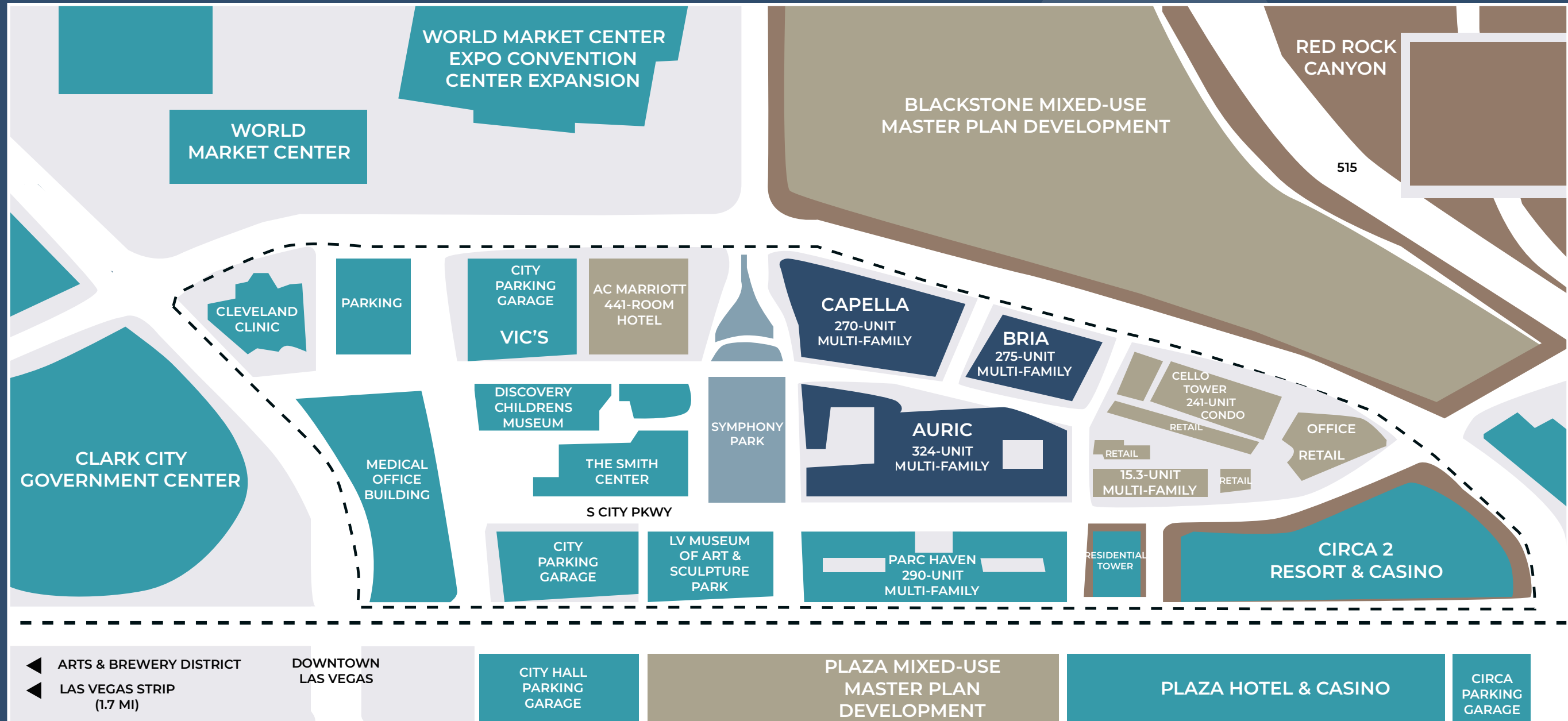
Midtown Arts District

- Z Life Company
- 4-acre development
- 100,000 sqft. commercial space
- Market Bodega, Food Hall, Micro-Retail, Tesla fleet
- Condos

SYMPHONY PARK OVERVIEW

COLOR CODING:

- SLC PROPERTIES
- ACTIVE PROPERTY
- FUTURE DEVELOPMENT



Auric, Symphony Park 2, & Symphony Park 3:

- Total of ~13,201 sf mixed use space at Auric
- Total ~16,630 sf mixed use space at SP 3

Origin at Symphony Park

- 26,000 sf of retail
- 30,000 sf grocery store
- 60,000 sf office spaces

City Parking Garage

- B1 - 15,300 sf grocery hall / food hall space
- B2 - 3,584 sf restaurant space (Vic's)
- B3 - 4,029 sf restaurant space

Parc Haven

- R1 - ~4,500 sf retail space

AC Marriott & Element Hotel:

- C1 - 18,025 sf ballroom space
- 441 keys
- Future Tesla loop site

DOWNTOWN DEMAND DRIVERS

Downtown may not yet have the district's most popular local attractions or tourist destinations, but its central location puts it a stone's throw from all the action and makes it an attractive location for a mixed-use development. A handful of prominent attractions may drive local demand from surrounding neighborhoods, but the main driver for a new food and beverage offering continues to be the growing number of residents that call Downtown Las Vegas home.

The Arts District, a current downtown demand driver, is said to be the fastest-growing neighborhood in Las Vegas. In 2023 it issued 175 new business licenses.

ATTRACTION	DESCRIPTION	VISITATION	DISTANCE
Fremont Street	A vibrant atmosphere with restaurants, bars, and live entertainment	26,000,000	0.6
Container Park	A lively neighborhood showcasing Las Vegas's arts community	730,000	0.8
The Mob Museum	Museum exploring the history of organized crime in America	400,000	1.0
The Smith Center	A world-class performing arts center showcasing various shows & dances	200,000	0.1
Neon Museum	A museum that showcases and preserves historically iconic neon signs	150,000	0.4



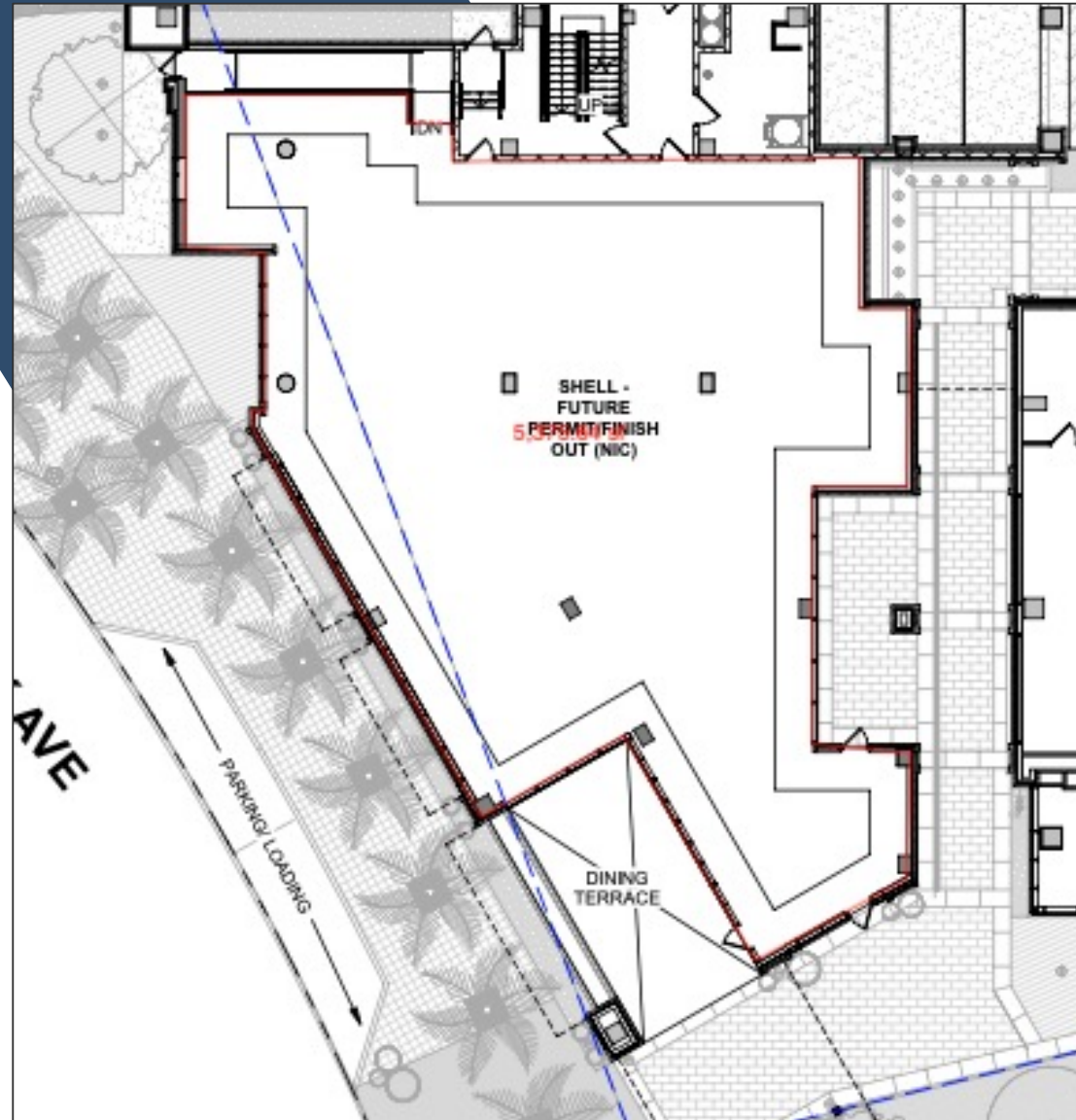
SP3

SOUTHEAST CORNER

CURRENTLY DEMISED

AS 5,375 SF





RETAIL SPACE B

SIZE: 5,376 SQUARE FEET

- All loading operations will be conducted directly from the street
- Trash is brought through guest-facing spaces

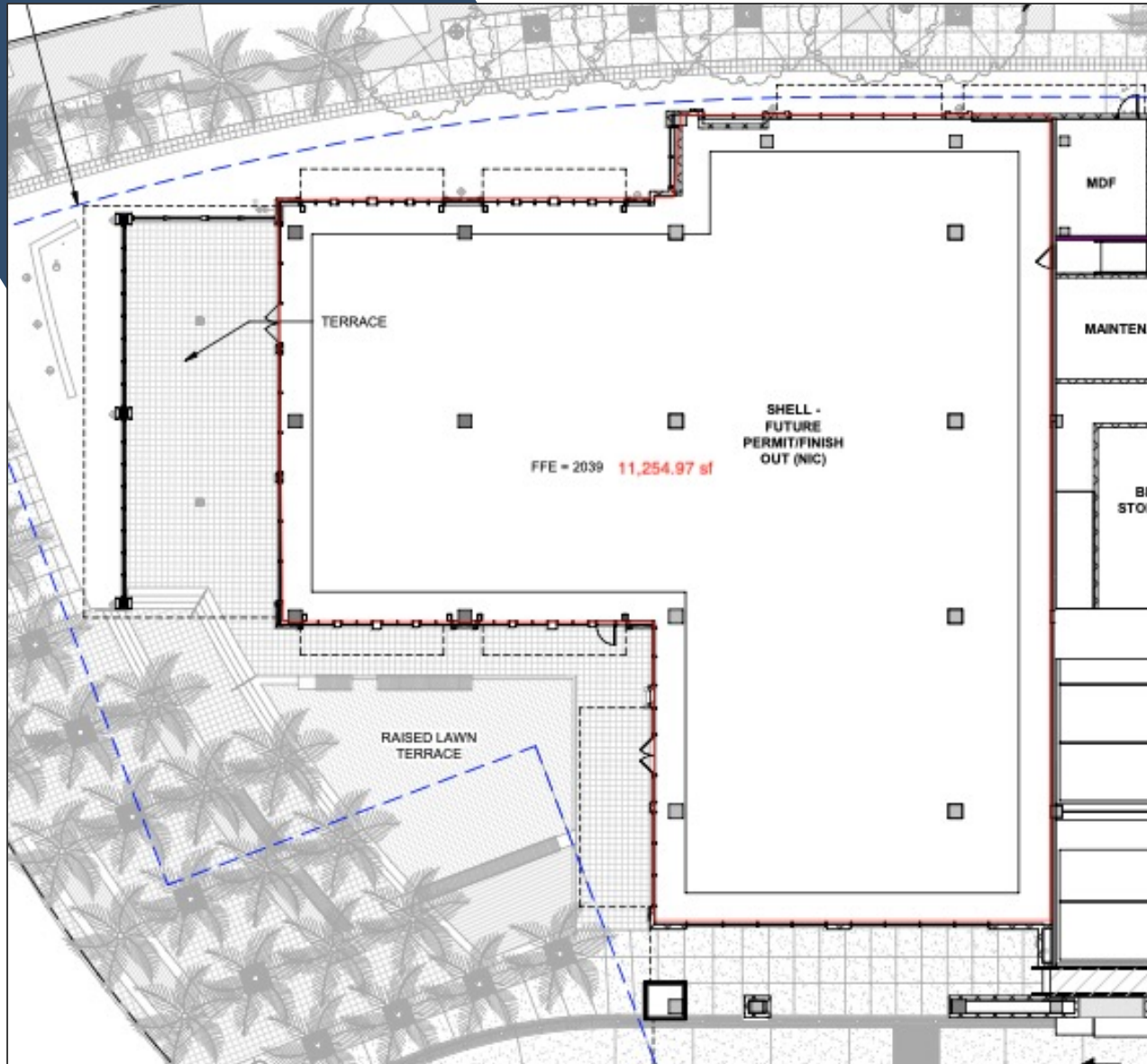
SP3

SOUTHWEST CORNER

CURRENTLY DEMISED

AS 11,255 SF





RETAIL SPACE A

SIZE: 11,255 SQUARE FEET

- Direct access to the loading dock

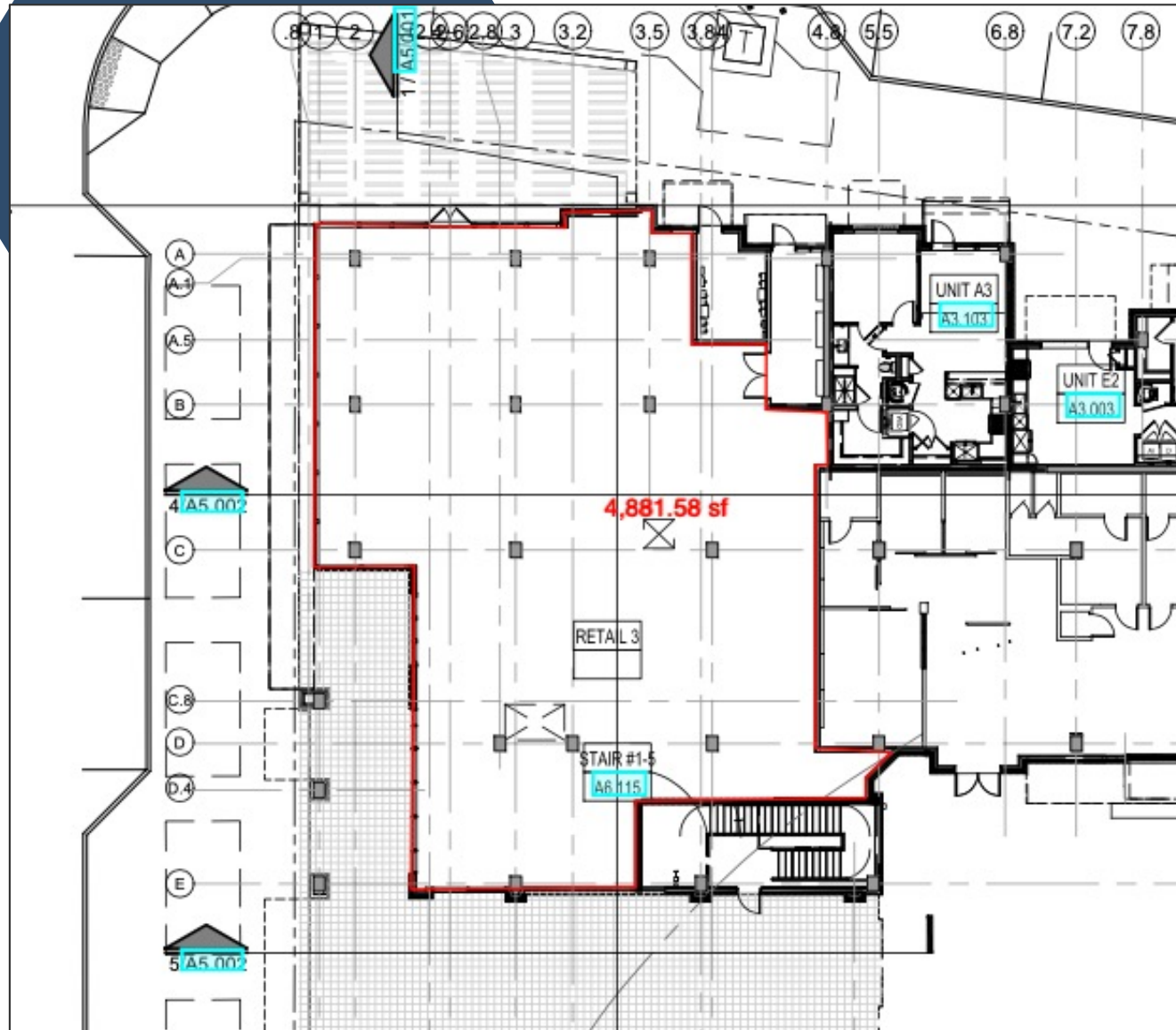
AURIC

SOUTHWEST CORNER

CURRENTLY DEMISED

AS 4,754 SF





RETAIL SPACE C

SIZE: 4,882 SQUARE FEET

- All loading operations will be conducted directly from the street
- Trash is brought through guest-facing spaces

AURIC

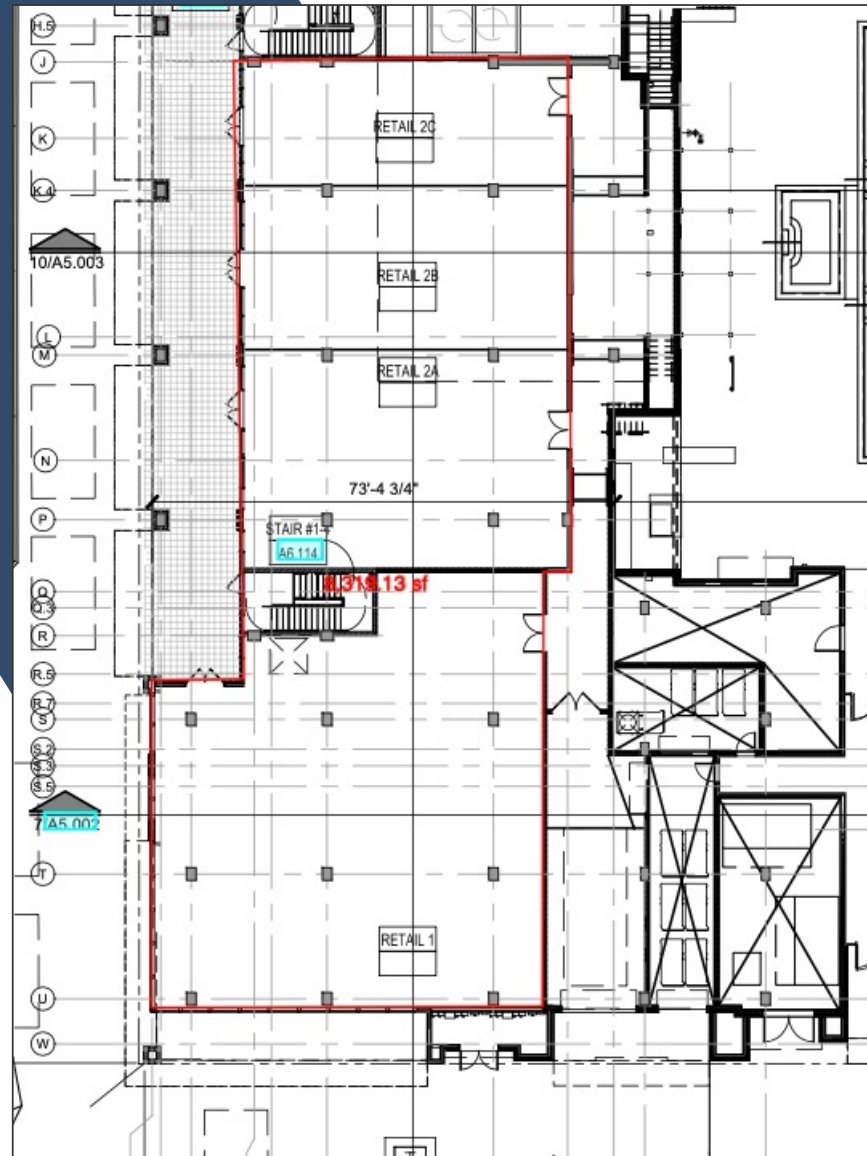
NORTH FACING

CURRENTLY DEMISED

AS 8,319 SF



RETAIL SNAPSHOT



RETAIL SPACE D & E

SIZE: 8,319 SQUARE FEET (COMBINED)

- Direct access to the loading dock

SOUTHERN LAND
COMPANY

Thank you.

For more information

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