

# THE AMERICAN PRINTING BUILDING

1512 -1524 Fremont Street, Las Vegas, NV 89101

LEGACY BUILDING  
For Sale



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# 03

## Executive Summary

- + Property Overview
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# THE AMERICAN PRINTING BUILDING

## Property Overview

MDL Group is please to present the Former Western Theatre on Fremont! 1512-1518 E. Fremont Street, **±14,266 SF one story building** that is currently operating as American Printing, one of the longest running printing operations in Las Vegas. Benefit from a multitude of potential uses including retail, warehouse, office, showroom, or as a redevelopment opportunity. Tremendous frontage on Fremont Street, with exceptional visibility from the hotel and multifamily uses in the area.

## Area Description

Near the corner of E. Fremont and 15th Street. The site is perfect for redevelopment with 100+ feet of frontage on Fremont Street. Within walking distance to Fremont Village and in proximity to the Fremont Redevelopment District.



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Newport  
Lofts

## Investment Snapshot

# \$2,200,000

Sale Price

# ±14,266 SF

Building Square Footage

LAS VEGAS NORTH  
PREMIUM OUTLETS

LAS VEGAS





**SUBJECT**

Minutes Away from the I-11 Freeway





# Own a piece of Vegas History!

1512 - 1518 Fremont Street | Las Vegas, Nevada 89101

+ Parcel Number	139-35-314-002 & 139-35-314-003
+ Submarket	Downtown
+ Building Size	±14,266 SF
+ Estimated Lot Size	±0.52 Acres

+ Zoning	T4 Corridor (T4-C)
+ Year Built	1933   Renovated: 1993
+ Signage	Yes
+ Traffic Counts	Fremont St. // ±9,200 VPD S. 15th St. // ±14,975 VPD



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## Executive Summary: Investment Highlights



### Historical Building

Originally operating as The Western Theatre, the historical background of the property was discovered during a renovation when the owners found an old popcorn bag and movie ticket stub. This proved that this building was one of the original Entertainment District movie theatres. After the theatre closed, the building housed the downtown bicycle store, an lawn mower shop, a barber shop, a furniture store, and currently operates as American Printing, one of the oldest continuously operating printing operations in Las Vegas.



### Strategic Location

Near the corner of E. Fremont and 15th Street. The site is perfect for redevelopment with 100+ feet of frontage on Fremont Street. Within walking distance to Fremont Village and in proximity to the Fremont Redevelopment District with exceptional visibility from the hotel and multifamily uses in the area.



### Future Use

Multiple potential conversion uses:

- Rare large building that be subdivided
- Excellent Redevelopment candidate
- Size and open span space can be used for creative spaces like art galleries, theaters, performance spaces, and more



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## Sprawling New Development

Downtown Las Vegas is revitalizing and redeveloping into a vibrant, economically thriving, and culturally rich urban center, attracting residents, businesses, and tourists.

### Mixed-Use Development

**“Origin at Symphony Park”** The Las Vegas City Council has given the green light to sell around 6 acres in Symphony Park to developer Patrick Brennan from Red Ridge Development. The proposed mixed-use complex near The Smith Center will include: 33-story condo tower, 150 apartment rental units, 26,000 square feet of retail space, 30,000 square foot grocery building with two office buildings above it and approximately 700-space parking garage. The project is slated for completion by 2028. Known as Origin at Symphony Park, this development signifies a revival of the authentic Las Vegas spirit. It is set to become a prominent city attraction, offering a vibrant mix of residential, retail, office spaces, and community areas, all situated where Las Vegas originated over a century ago.

**“The Civic Plaza”** is a new development that will include new city offices as well as a large plaza for gatherings and events in the heart of downtown. The project is being designed by LGA Architecture and renderings of the development will be revealed. The project will encompass an entire city block bordered by Main Street, Clark Avenue, First Street and Bonneville Avenue.

**“The AC hotel by Marriott and Element by Westin”** will feature 406 rooms spread across six stories, a restaurant, a fitness center, 20,000 square feet of meeting space, and additional retail outlets. Positioned at the intersection of Grand Central Parkway and Symphony Park Avenue, near the Smith Center and Expo at World Market Center, this new hotel is set to be completed by 2025. Las Vegas Mayor Carolyn Goodman expressed enthusiasm for Symphony Park, describing it as a vibrant mixed-use development that combines culture, green spaces, residential options, and economic prospects to enrich the city’s downtown area.

**“The Evel Knievel Museum”** is moving from Topeka, Kansas to Downtown Las Vegas, with Dapper Companies spearheading the development of the 32,000 square-foot museum. The museum will feature a remarkable collection of authentic artifacts belonging to the legendary daredevil Evel Knievel. Visitors will have the opportunity to delve into Knievel’s life and his path to becoming a record-breaking superstar. The exhibits will include Evel’s iconic motorcycles, his original leathers and helmets, “Big Red”. Additionally, there will be retail spaces adjacent to the museum, such as a coffee shop and a pizza place.

Source: <https://www.appliedanalysis.com/>



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Downtown area is expanding rapidly, developers have the vision of a 15-minute city type of neighborhood where residents can live an urban lifestyle and go about their daily lives without needing a car.





An aerial map of a city, likely New York City, with 3D building models overlaid. The map shows a dense grid of streets and buildings. The 3D models are dark grey and represent the height and shape of various buildings. The map is tilted slightly to the right.


THE AMERICAN PRINTING BUILDING

# 10

## Maps & Aerials


- + Demographic Profile
- + Area Map
- + Floor Plan
- + Property Photos






708,771

Daytime Pop.




199,755

Households




68.2%

Employees Drive to Work



37.6%

White Collar Employees



0.12%

2024-2029 Growth Rate

5-Mile Radius

Population	1 mile	3 miles	5 miles
2010 Population	26,883	196,044	517,151
2020 Population	26,307	201,732	537,083
2024 Population	25,628	203,555	539,912
2029 Population	26,423	210,837	556,480
2010-2020 Annual Rate	-0.22%	0.29%	0.38%
2020-2024 Annual Rate	-0.61%	0.21%	0.12%
2024-2029 Annual Rate	0.61%	0.71%	0.61%
2024 Median Age	39.7	36.1	35.8

Households	1 mile	3 miles	5 miles
2010 Households	10,490	65,569	177,363
2020 Households	11,459	73,030	194,889
2024 Total Households	11,668	75,276	199,755
2029 Total Households	12,205	79,126	208,685
2010-2020 Annual Rate	0.89%	1.08%	0.95%
2020-2024 Annual Rate	0.43%	0.72%	0.58%
2024-2029 Annual Rate	0.90%	1.00%	0.88%

Average Household Income	1 mile	3 miles	5 miles
2024 Average Household Income	\$53,803	\$63,964	\$67,002
2029 Average Household Income	\$61,708	\$74,862	\$78,543
2024-2029 Annual Rate	2.78%	3.20%	3.23%

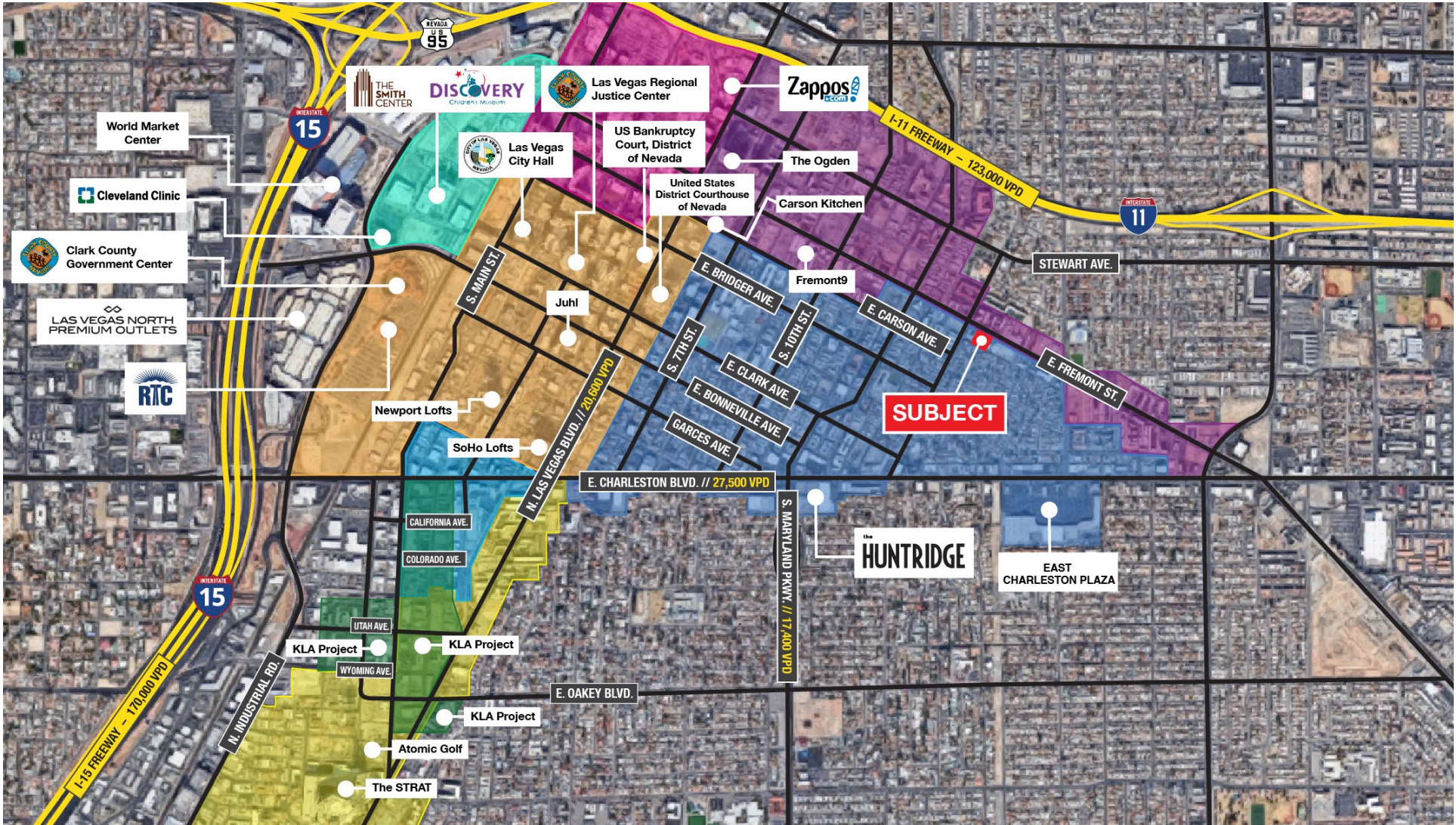
Housing	1 mile	3 miles	5 miles
2010 Total Housing Units	13,205	80,226	220,178
2020 Total Housing Units	13,016	80,410	218,463
2024 Total Housing Units	13,099	81,606	220,805
2024 Owner Occupied Housing Units	2,728	27,493	77,994
2024 Renter Occupied Housing Units	8,940	47,783	121,761
2024 Vacant Housing Units	1,431	6,330	21,050
2029 Total Housing Units	13,660	85,635	230,472
2029 Owner Occupied Housing Units	3,002	29,611	83,567
2029 Renter Occupied Housing Units	9,203	49,514	125,118
2029 Vacant Housing Units	1,455	6,509	21,787

Source: ESRI

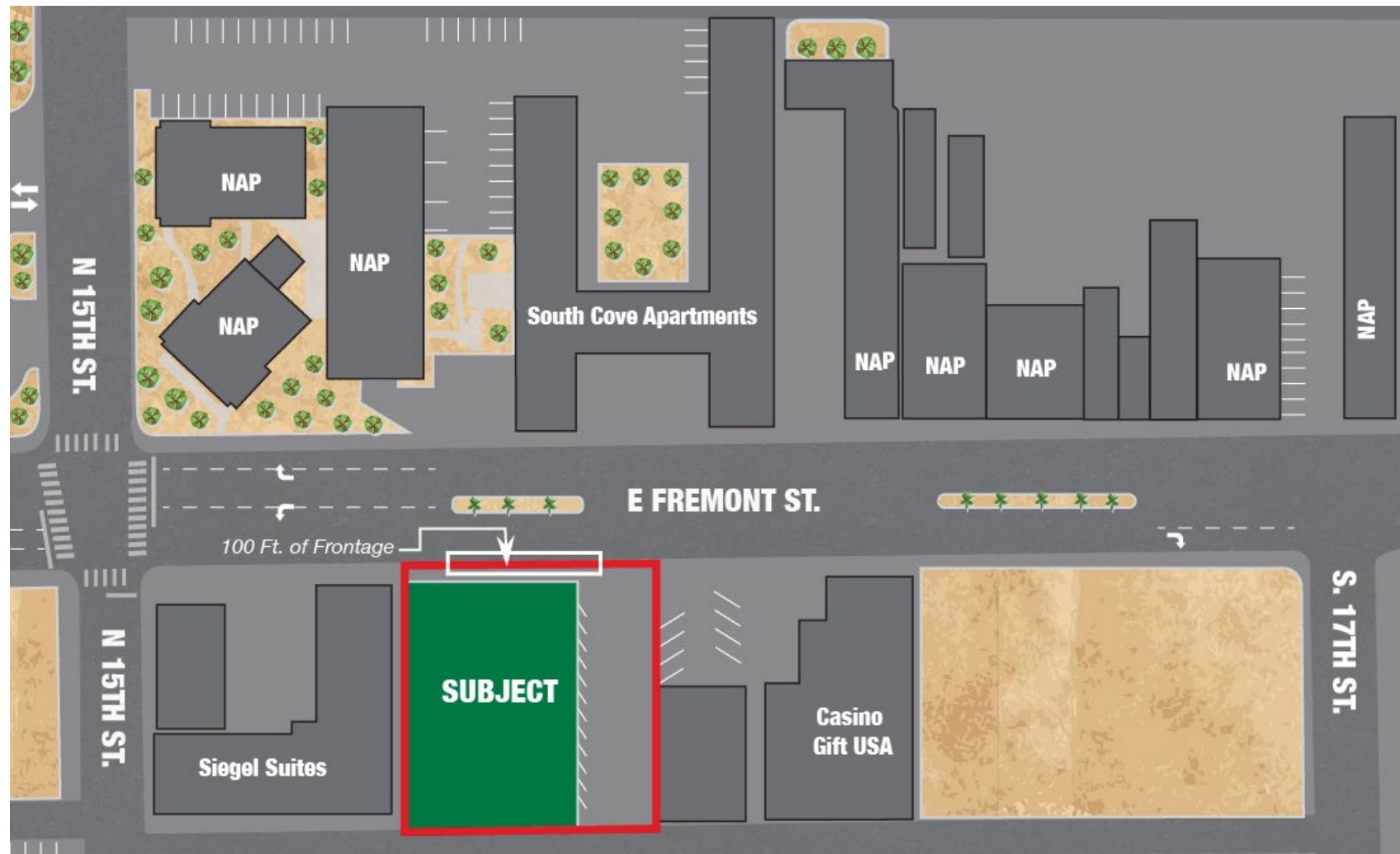


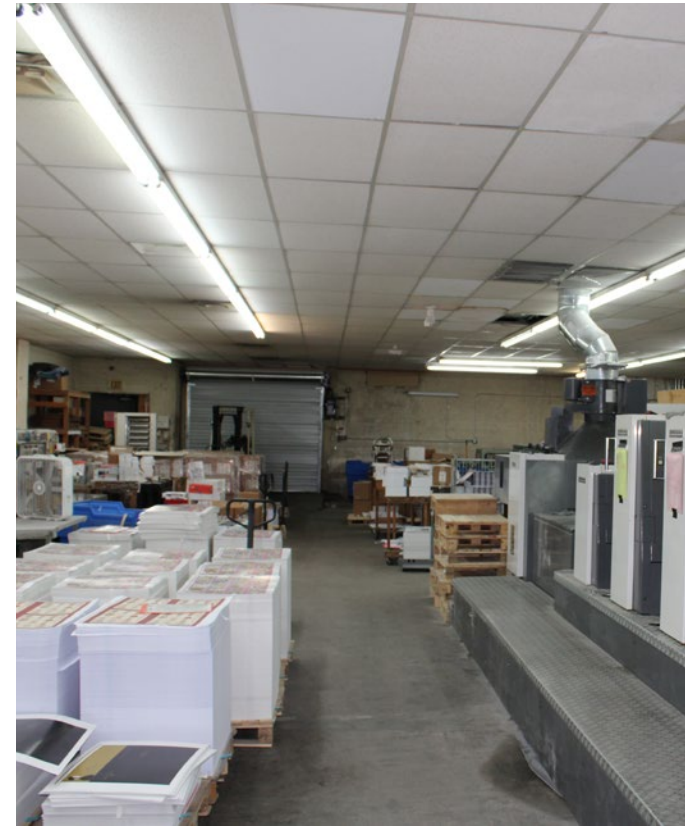
Maps & Aerials: Area Map

● Power Retail Centers    ● Schools    ● Hospitals    ● Las Vegas Strip











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## Market Overview



# Clark County Nevada


## Synopsis


As of the 2010 census, the population was 1,951,269, with an estimated population of 2,265,461 in 2022. Most of the county population resides in the Las Vegas Census County Divisions across 435 square miles. It is by far the most populous county in Nevada, and the 11th most populous county in the United States. It covers 7% of the state's land area but holds 73% of the state's population, making Nevada one of the most centralized states in the United States.


With jurisdiction over the world-famous Las Vegas Strip and covering an area the size of New Jersey, Clark County is the nation's 11th-largest county. The County is a mix of urban and rural locales that offers the convenience of city living with access to some of the nation's best outdoor recreational areas just a short drive away.

Clark County employs more than 10,000 people over 38 departments. The County has an annual budget of \$8.1 billion, which surpasses that of the state government.

## Quick Facts

 **±435**  
Size (Sq. Mi.)

 **2,265,461**  
Population

 **290**  
Pop. Density (Per Sq. Mi.)

*Source:* [www.clarkcountynv.gov](http://www.clarkcountynv.gov),  
[www.wikipedia.com](http://www.wikipedia.com)



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## Market Overview

# Downtown Las Vegas

Downtown Las Vegas is the central business district and historic center of Las Vegas, Nevada. As the urban core of the Las Vegas Valley, it features a variety of hotel and business high-rises, cultural centers, historical buildings and government institutions, as well as residential and retail developments. Downtown is located in the center of the Las Vegas Valley and just north of the Las Vegas Strip, centered on Fremont Street, the Fremont Street Experience and Fremont East. The city defines the area as bounded by I-15 on the west, Washington Ave. on the north, Maryland Pkwy. on the east and Sahara Ave. on the south. The downtown area is made up of 8 districts: the Fremont East Entertainment District, Arts District, Symphony Park, Las Vegas Medical District, Civic & Business District, Founders District, Downtown Casino & Resort District, and Market Corridor.

Source: [www.wikipedia.com](http://www.wikipedia.com)



# Nevada Tax Advantages

## NEVADA

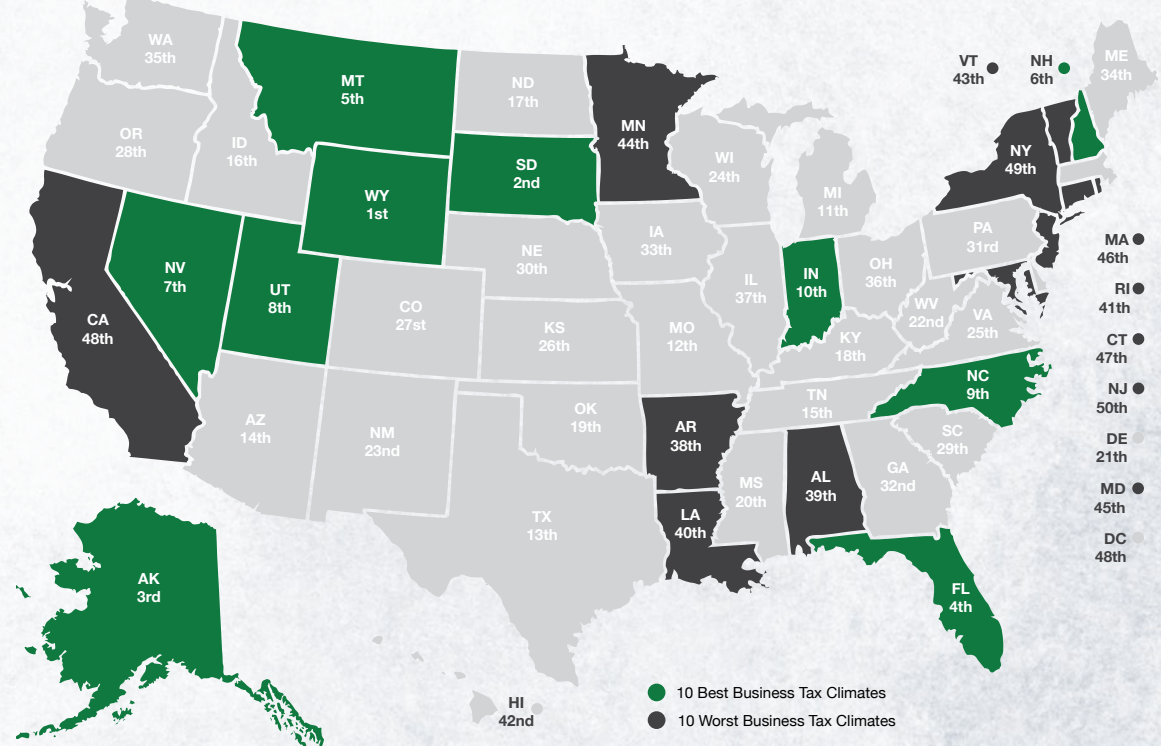
has always been a popular choice for businesses due to various factors such as low-cost startup, regulatory benefits, and competitive utility rates.

The Tax Climate Index ranking California ranks 48th, Arizona 14th, Idaho 16th, Oregon 28th and Utah 8th.

### Here are the main tax advantages of this state:

- No income tax
- No tax on pensions
- No tax on social security
- No tax on estate or inheritance
- Low property taxes
- No gross receipts tax
- No franchise tax
- No inventory tax
- No tax on issuance of corporate shares
- No tax on sale or transfer of shares

2024 State Business Tax Climate Index



## Nevada Tax System:

Nevada is ranked 7th in the Tax Foundation's 2020 State Business Tax Climate Index, focusing on corporate taxes, individual income taxes, sales taxes, unemployment insurance taxes, and property taxes.

**Source:** Nevada Governor's Office of Economic Development;  
[www.TaxFoundation.org](http://www.TaxFoundation.org)



### Road Transportation

Las Vegas, and surrounding towns are less than one day's drive over arterial interstate highways to nearly 60 million consumers as well as to the major U.S. deep water seaports serving the Pacific Rim.



### Rail Transportation

Major Union Pacific and Southern Pacific rail connections in Las Vegas and Reno also, too, play an essential role in carrying the world's freight from the Pacific Coast to America's Heartland and beyond.



### Air Transportation

Globally, Harry Reid International Airport in Las Vegas has been a Top 20 airport for more than five years, annually serving more than 40 million and handling more than 189 million pounds of cargo.



# Southern Nevada Growth

200,000+

Number of jobs  
added between  
2011 and 2019.

7,500+

Number of new  
businesses added  
between 2011 and 2019.

85%

Milestone graduation  
rate for Clark County  
school district in 2019.



## Education & Workforce Development

Southern Nevada's post-secondary education and training institutions have significantly increased their offerings.

Notably, the **University of Nevada, Las Vegas (UNLV)** doubled its research and development (R&D) performance over the last decade and reached R1 status in 2018, the highest classification for research universities. Additionally, the newly formed UNLV School of Medicine started class in 2017.

**Nevada State College (NSC)** more than double its degree awards since 2011, with especially strong growth in awards to racial and ethnic minorities, and in health professions that support a key regional target industry.

**The College of Southern Nevada (CSN)** was named as a Leader College of Distinction by national non-profit network Achieving the Dream in 2019 for its work on improving student outcomes and reducing student achievement gaps.

## Innovation Ecosystem

In 2016, Las Vegas established an Innovation District to spur smart-city technology infrastructure and launched the International Innovation Center @ Vegas (IIC@V) incubator to support development of high priority emerging technologies.

The Las Vegas-based Nevada Institute for Autonomous Systems was designated in 2013 as one of six official unmanned aircraft systems (UAS) test sites in the United States, and the UNLV Tech Park has quickly emerged as a hub for regional innovation.

In July 2019, Google broke ground on a \$600 million data center, and in October 2019 Switch announced a partnership with UNLV to support sports science R&D. Switch also expanded its footprint in Southern Nevada to 4.6M SF of data center space.

The Las Vegas Convention and Visitors Authority (LVCVA) partnered with the Boring Company to build a high-speed electric autonomous people mover for the Las Vegas Convention Center.

*Source: Las Vegas Global Economic Alliance (LVGEA)*



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# Professional Sports



## Synopsis

The Las Vegas metropolitan area is home to many sports, most of which take place in the unincorporated communities around Las Vegas rather than in the city itself.

The Las Vegas Valley has three major league professional teams: the Vegas Golden Knights of the NHL, which began play in 2017 as the region's first major pro team, the Las Vegas Raiders of the NFL which began play in 2020, and the Las Vegas Aces of the WNBA, which began play in 2018.

Las Vegas is home to three minor league sports teams: the Las Vegas Aviators of Minor League Baseball, The Las Vegas Lights FC of the USL Championship, the league at the second of US men soccer league system, The Henderson Silver Knights of the American Hockey league of the NHL. The Las Vegas Lights are currently the only team playing in the city of Las Vegas, at the city-owned Cashman Field.

*Source:* [www.wikipedia.com](http://www.wikipedia.com)





## Disclaimer

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