



September 21<sup>st</sup> 2023

City of Las Vegas Department of Planning  
495 S. Main St  
Las Vegas, Nevada 89101

Re: Justification Letter : Z LIFE Midtown **Application No. 23-0288**

Parcel Nos: 139-34-401-010, 139-34-410-015, 139-34-410-016, 139-34-410-017, 139-34-410-035,  
139-34-410-036, 134-34-410-037, 134-34-410-038, **139-34-410-034**

On behalf of Fuyi Properties LLC (Z Life Company), the following letter details a new Mixed-Use Development located on the South block of Coolidge Avenue, between 1<sup>st</sup> Street & Casino Center Blvd, in Las Vegas, Nevada. Outlined below are the applications we're submitting:

### Application Overview

- Rezone
- Waiver of Development Standards
- Site Development Plan Review
- Vacation of Alley

The project site will be comprised of nine (9) parcels: Nos. 139-34-410-017, -016, -015, and 139-34-410-034, -035, -036, -037, -038, and 139-34-401-010, and part of the public alley way, totaling 1.60 acres. All parcels along 1<sup>st</sup> Street side are zoned C-M and parcels along the Casino Center Blvd. are zoned C-1. All parcels are proposed to be joined, including part of the alley, and re-zoned C-2 which is conforming to the current Commercial Land Use Designation.

### Project Overview

This Mixed-Use development is comprised of two 8-level buildings. The Condominium Tower (South tower) will include six stories of framed condominium units over a 2-story concrete podium for commercial use. The Hotel-Apartment tower (North tower) will include six floors of framing for apartments, managed by a 3<sup>rd</sup> party as long-term hotel units, over 2 floors of concrete podium. The podium will include commercial on the 1<sup>st</sup> floor and residential amenity program on the 2<sup>nd</sup> floor. The plan includes a 12,341 SF courtyard between the two towers that will be open to the public and provide outdoor seating for the restaurant, recreation and general public enjoyment. The buildings have minimal setbacks as defined by the interim Downtown Las Vegas Development Standards and the existing utility easements on site. This project is unique as it is in conjunction with a larger masterplan that Fuyi Properties is developing within the land that is owned by M8TRIX LLC & Siegel Sunset LLC, developing as "Midtown" (separate application TBD). The larger Midtown plan gives way to a new urban hub and will contribute to the much-needed residential density in downtown. The architectural aesthetic of Midtown is to be the same elegant and refined contemporary style of The English Hotel. The buildings of Midtown, including those within this entitlement application, have large glass facades with clean metal panels and the majority of artistic embellishment at the ground level. Similar to The English Hotel, the urban vibe of this project will include a particularly robust landscaping and courtyard as a focal feature of the site. This project is narratively described as follows:

23-0288  
09/26/2023

#### TOWER 1 (CONDOMINIUM/SOUTH TOWER):

- 1<sup>st</sup> Level @ 16'-0" Floor-to-Floor
- 2<sup>nd</sup> Level @ 10'-6" Floor-to-Floor
- 3<sup>rd</sup> – 8<sup>th</sup> Levels @ 10'-0" Floor-to-Floor
- Internal corridors
- Sprinklered
- Ground level includes residential amenities, F&B programming, retail
- 2<sup>nd</sup> Level includes Office Space for lease
- Floors 3 – 8 include studio (Qty: 60), 1 bedroom (Qty:30) and 2 bedroom (Qty: 24) condominium units for sale
- Roof is not occupied

#### TOWER 2 (HOTEL-APARTMENT /NORTH TOWER)

- 1<sup>st</sup> Level @ 16'-0" Floor-to-Floor
- 2<sup>nd</sup> Level @ 10'-6" Floor-to-Floor
- 3<sup>rd</sup> – 8<sup>th</sup> Levels @ 10'-0" Floor-to-Floor
- Internal corridors
- Sprinklered
- Ground level includes F&B program, grocery and retail
- 2<sup>nd</sup> level includes hotel-apartment amenities (not open to the public)
- Floors 3-8 include Apartment Studio Unit (Qty: 214)

#### AMENITIES:

- Public: Full Service Restaurant (3,136 SF) w/ no alcohol sales
- Public: Food Hall (3,770 SF) w/ no alcohol sales
- Public: Bodega Market (1,010 SF) w/ no alcohol sales
- Public: Office Space (15,300 SF)
- Public: Retail (7,954 SF combined)
- Hotel-Apartment Residents: Laundry (625 SF)
- Hotel-Apartment Residents: Gym & Yoga (1,485 SF Combined)
- Hotel-Apartment Residents: Private Cinema Room (1,013 SF)
- Hotel-Apartment Residents: Co-working space (842 SF)
- Hotel-Apartment Residents: Community Kitchen (2,000 SF)
- Hotel-Apartment Residents: Conference Room (1,039 SF)

### **Parking and Driveway Requirements**

This project is designed to deliver a walkable neighborhood that will give residence and guest less reliance on vehicles. The project has limited parking with eight (8) dedicated standard parking spots in the Condominium Tower, plus one (1) handicap parking. The Apartment/North tower will have space for three (3) on-demand electric vehicle car rentals to be managed by a third-party, 28 bicycle storage spaces, and a dedicated area for bike share

23-0288  
09/26/2023

pick-up/drop-off. The entrance to the Apartment Tower garage is off the public alley and will be designated to resident-use and one-way traffic with signage. The entrance to the Condominium Tower garage is off of Casino Center and will be gated access only to designated parking spot lessors.

### Site Landscape

Per the requirements under Title 19 and the Interim Downtown Standards, landscaping will be provided at the courtyard between the buildings. The project will maintain the streetscape landscaping that is existing along 1<sup>st</sup> Street & Coolidge Ave. The landscape will be of similar aesthetic design and plant selection as featured at The English Hotel and will allow a cohesive landscape strategy for future area buildings.

### Building Height

The 8-story building will have an overall height of 88'-0" and this includes considerations for loading access clearance to the ground level and rooftop mechanical screening and elevator overrun and access.

### Building Orientation

The two towers are planned parallel to Coolidge Ave to provide maximum density and a new pedestrian corridor in the bustling Arts District. Orienting the buildings this way is the most energy efficient plan because the large glass facades will be facing North and South, reducing the HVAC load that would be required if the building was oriented with windows facing West. Under this plan, a vacation of the alley between 1<sup>st</sup> Street and Coolidge is required and utility lines along the alley will be relocated to accommodate the new towers.

### Site Lighting and Signage

Site lighting and signage is not included in this application and will be submitted separately. All site lighting and signage will conform with Title 19 Standards.

### Planning Information

- This development anticipates employing 200 people at any given time, between the 2 towers.
- The 214 hotel-apartment building will house upwards of 250 people as long-term/extended hotel stays (typically 3+ days but not more than 30 consecutive days)
- The 114 condominium units will house upwards of 200 people.
- This facility will be in operation 24/7 given the nature of the residential and hotel components.
- The operator of the Hotel-Apartment facility recently opened the English Hotel across 1<sup>st</sup> Street. While the English Hotel is a traditional short stay hotel, the proposed project will fall under the Hotel & Residence and operated as such but managed together with all amenities shared between short and extended-stay guests.
- Regarding sustainable aspects of this development, this project will not seek any program certification, but will qualify as a component of a walkable community in the larger consideration of the area given the assumed appropriate growth of development contributing to routine activities of daily life. The project will provide a fully encompassed lifestyle for guest and residents to live, work and play within the immediate neighborhood without the need to drive. Bicycle parking and EV car rentals will be provided to encourage environmentally-friendly transportation options and reduced overall carbon footprint.

23-0288  
09/26/2023

## Rezone

The nature of this project as mixed-use contains within it acceptable uses for the districts it is surrounded by. The C-2 zone conforms with the 18b Arts District. The project will aim to provide both long and short-term stays, contributing a diverse population to the area. The current C-M and C-1 zoning does not align with the DTLV-O Area 1 permitted uses as well as C-2 would. It is anticipated that the street infrastructure will support the proposed zone and development.

## Special Use Permit

We are not applying for a Special Use Permit at this time.

## Vacation of Alleyway

We are requesting a vacation of the alley that resides between the parcels that are part of this application. As part of the project design, we will provide a paved road from the alley through the North Tower to exit onto Casino Center Blvd. This extension of the alley will be public so any users of the alley that is North of our project will have access to exit safely.

## Waiver of Development Standards

- A waiver of development standards is requested to allow for a reduction of on-site parking to zero.

Justification: This request is sought due to the type of user this project is designed for, and to promote a more sustainable and pedestrian friendly lifestyle. The hotel portion of this project is designed for the younger generation of traveler, from young Millennials, Gen Z and Gen A, which are statistically more likely to use shared-economy resources such as ride-share (Uber, Lyft) and hourly rentals than traditional car rentals. With this target market, we do not anticipate a need for vehicle parking on site because the vast majority will not be driving themselves to the property. We anticipate the condominium tower units will be primarily purchased for secondary homes and/or for residents that work downtown or in close proximity to the site (Medical District, East Fremont, etc.). The project, which aligns with the concept of the "15-minute City" is designed to provide access to the necessities of daily life within 15 minutes by walk or bike. The majority of residents will be short-term or seasonal and less likely to rely on daily vehicle use.

Alternate Transportation is Available: The City's recent street improvements and bike lanes provide safe pathways for walking and biking in the area. The RTC Casino Center & Coolidge Station is located within feet of the project. RTC also offers bike rentals at the corner of Main St & Coolidge (outside The English Hotel) and the Bonneville Transit Center is located within 3 city blocks of the project. The project also allocates space for 3 on-demand electric vehicle rentals by a 3<sup>rd</sup> party vendor, and 28 bike storage. These options allow residents and guests to traverse the City (to and from this location) without vehicle ownership. The residential and hotel program will also include a shared vehicle program that will provide free, limited access to off-site 3<sup>rd</sup> party vehicle rentals to fulfill the occasional need for a car or truck.

**23-0288**  
09/26/2023

Given the direction of development in Downtown Las Vegas, the increasing amount of amenities available within a walking-distance contributes to a more populous urban fabric as pedestrians will occupy the sidewalks along businesses instead of simply driving to and remaining on-site. This project will contribute retail, grocery and office space to the Downtown Art District, which is critical to giving the existing and new residents a sustainable community. As Downtown continues to move to a more walkable neighborhood, the mix of amenities and programming in this plan, as well as future plans for the surrounding area, supports the vision and lifestyle that will be less reliant on vehicles and parking requirements.

This project is designed to appeal to a younger generation and residents that want the density and lifestyle of the urban city life, which has the inherent expectation of no parking and encourages use of public transit, bicycling, and walking. Public street parking is available and will be sufficient for the small number of residents and guests that choose to own a vehicle.

We are excited to present this project to the City of Las Vegas Planning Department as we feel it will be a tremendous benefit to the City of Las Vegas and the growth of Downtown.

Respectfully,



Anna Olin,

Chief Operating Officer

Fuyi Properties LLC | The Z Life Company

[anna@zlifeco.com](mailto:anna@zlifeco.com)

(702) 417-4488

**23-0288**  
09/26/2023