

A Positive Outlook

NORTH LAS VEGAS: “WHAT IFs?” BECOMING REALITIES



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**APPLIED
ANALYSIS**

Las Vegas was built on “What ifs?” From its earliest days as a lonely stop along a dusty railroad track through the current megaresort era, Las Vegas grew and developed because someone with a vision first asked “What if?” That question is as relevant as ever for the city of North Las Vegas, which is trying to rebound from the housing collapse and subsequent recession that put the city on the brink of insolvency and a state takeover. Even with some recent improvements, the city’s financial picture is far from rosy, but what if the script about North Las Vegas’ demise is being rewritten?

What if southern Nevada was again among the fastest-growing areas in the country, and the bulk of the region’s undeveloped land was sitting within North Las Vegas’ city limits? What if the lower cost of land and development made the city more attractive to developers? What if the affordability and availability of homes made North Las Vegas a desirable bedroom community, especially for workers looking for easy access to jobs in burgeoning downtown Las Vegas?

What if southern Nevada lacked warehouse and distribution spaces larger than 50,000 square feet, and North Las Vegas became the region’s hotbed for large industrial center development? What if electric automaker Faraday Future’s \$1 billion factory became the nucleus of a long-awaited economic development boom at Apex Industrial Park? And, what if Faraday and Hyperloop Technologies were merely foreshadowing Apex’s potential to become something akin to Silicon Valley for futuristic transportation research and development?

What if southern Nevada’s health care sector was woefully underserved, and North Las Vegas had a Veterans Administration hospital that could anchor a new medical district on the northern edge of the valley? What if unmanned aerial vehicles were a cutting-edge technology that had federal approval for testing in just a handful of states, including Nevada? And, what if North Las Vegas was located near a critical Air Force base, a national test site and a military base used for development and deployment of drones?

What if people are underestimating North Las Vegas and its ambitious rebound projects in the same way they underestimated the chances of a railroad town in the middle of the desert a century ago?

What if...?

