

CITYCENTER

Las Vegas, Nevada

In late 2003 MGM MIRAGE Design Group initiated a competition among three prominent New York architecture and urban design firms – Ehrenkrantz, Eckstut & Kuhn Architects (EEK), Robert A. M. Stern Architects, and Cooper Robertson Partners – to create a unique mixed-use development concept for a 66-acre site in a superb location on the Las Vegas Strip between the Bellagio and Monte Carlo casino hotels. MGM senior executives felt strongly that the site demanded an urban approach: more density, complexity, and a unique combination of uses, including residential.

RCLCO's Development Services Group was engaged by EEK for strategic and economic guidance in the creation of the development concept – specifically, to conduct market and financial analyses, translate the findings into a multi-use development program, and balance the program against the capacity of the site and design constraints. RCLCO took the lead in developing the concept for the retail component of the plan by devising a market-driven merchandising strategy that would establish the location as the heart of the Strip.

The EEK/RCLCO plan prevailed in the competition and, in November 2004, the MGM MIRAGE Board of Directors announced the new development concept named CityCenter. The original development program included nearly 18 million square feet of gaming, hotel, residential, retail, and entertainment space.

Throughout the design stage of the first phase of the project, RCLCO acted as the development consultant for the retail component. As such, RCLCO successfully paired MGM MIRAGE with Taubman Company, a highly qualified retail development firm, through a competitive process. RCLCO was also involved in the creation of an entertainment program for CityCenter.

The first phase of CityCenter includes a 4,000-key casino hotel, three 400-key boutique hotels, 1,600 residential units, and a 550,000-square foot retail component. The project is slated to open in late 2009.

