

CHAPTER TWO

Goals and
Objectives

1.0 COMMUNITY GOALS AND OBJECTIVES

The community goals were developed during the year-long public planning process. The community was asked to craft statements about their ideal vision of how the South Yale area should develop in the future. From the visioning process, specific goals were generated along with the policy and design objectives necessary for achieving the goals. The visioning goals focused on four development areas: retail/commercial, entertainment/hospitality, healthy neighborhoods and the public realm.



Image Credits: Urban Advantage



2.0 THE GOALS

2.1 Goal for Retail and Commercial Development

In recognition of the underutilized commercial lots along Yale, and the significant potential for a new, vibrant commercial corridor, the community composed the following goal:

Develop South Yale into a retail/commercial destination with local identity to serve local needs.

Design and Policy Objectives for implementing the goal:

1. Encourage more density to increase commercial services.
2. Allow mixed use, but ensure that commercial development is a priority.
3. Ensure development expresses South Yale as a unique area (utilize common urban design elements in the streetscape).
4. Maintain some westerly views by providing variation in building heights, framing views along side streets.
5. Promote a Park Once/Walk environment.
6. Create a pedestrian friendly/transit friendly development.

2.2 Goal for Entertainment and Hospitality Development

In recognition of the significant number of visitors and venues in the area, including UNM, the airport, and City sports venues, the community composed the following goal:

Develop South Yale into an enjoyable entertainment and hospitality destination which is an inviting, comfortable and easy to use environment for tourists and sports enthusiasts as well as residents.

Design and Policy Objectives for implementing the goal:

1. Develop a signage/wayfinding system that assists visitors and supports a unique area identity.
2. Develop an Office of Tourism and other amenities for visitors.
3. Facilitate an easy to use transportation and transit system.
4. Provide a pedestrian friendly environment.
5. Reduce event parking/traffic in residential neighborhoods.
6. Develop non-commercial places for people to frequent (gym, dog park, memorials, cultural center).

2.3 Goal for Healthy Neighborhood Development

In recognition of the importance and need for creating a community with a strong social fabric, the community composed the following goal:

Develop South Yale as a healthy neighborhood which is safe, clean, and walkable with a vibrant mixed-use economic area that promotes community ownership.

Design and Policy Objectives for implementing the goal:

1. Limit development of stand alone apartment buildings along the Yale corridor by requiring mixed-use.
2. Encourage community and pride of ownership through high quality development.
3. Introduce pedestrian friendly sidewalks/streetscape/landscaping.
4. Create Shared Parking and Park Once options.
5. Reduce traffic speeds/congestion.
6. Provide easy access to transit services.

2.4 Goal for Public Realm Development

In recognition of the importance of a public space, including sidewalks, streets, parks, the public face of buildings and landscape that fosters economic and social vitality, the community composed the following goal:

Develop South Yale with a public setting that reflects New Mexico, is family friendly, and an easy and attractive place to conduct business for all populations.

Design and Policy Objectives for implementing the goal:

1. Develop Yale Boulevard as an attractive gateway to Albuquerque with landscaping, street improvements, signage and public art that reflect New Mexico.
2. Create a pedestrian friendly setting where transit is easy to use.
3. Ensure development is supportive of South Yale's transit plans.
4. Ensure variety in building shapes and sizes.
5. Reduce conflicts between pedestrians and vehicles.
6. Ensure that South Yale remains welcoming to all ages and socio-economic backgrounds.
7. Create spaces that engage social interaction and commercial activity.

3.0 TRANSLATING GOALS INTO POLICY

From the community goals and objectives and an analysis of area character and conditions (see Chapter 6), the Plan establishes a strategy to implement the larger community vision. This strategy occurs in the form of zone changes to key parcels as identified in Chapter 3, improvements to the Plan's area transportation network as identified in Chapter 4 and recommendations for future Capital Improvement Projects as identified in Chapter 5. The combination of improvements to the private and the public realms will contribute to the area's redevelopment into a thriving pedestrian oriented neighborhood with a strong social and economic fabric.

This page intentionally left blank.