

VI. APPENDICES



APPENDIX A. A VISION FOR THE FUTURE OF THE HILAND THEATRE AND HIGHLAND NEIGHBORHOOD

Presented to the City of Albuquerque for Inclusion in
The Nob Hill / Highland Sector Development Plan
February 2006
Our Commitment to the People We Serve

Bernalillo County owns the Hiland Theater and the block of property on which it is located. We are concerned with the future of the Highland area both as a property owner and because of our commitment to serving the public interest. Our vision for the future of the Hiland Theater and the Highland Neighborhood is based on this commitment. A vision for the future of this area of our county should offer the most potential for the present and future neighbors, and offer a desirable destination for all of the residents in our county and our region. We believe this vision statement meets the test of public service today and in the future.

A Vision for the Future of the Hiland Theater and Highland Neighborhood

Our vision for the future may be summarized by the following description of the theater and neighborhood in the year 2030. The Hiland Theater is the hub for dramatic and performing arts serving Albuquerque and the region, with an increasing creative contribution to our State and Nation. The Hiland Theater is a destination for persons being trained in various art forms, and for persons attending music and theatrical performances. Transportation for the Hiland Theater and Highland

Neighborhood is provided by both transit and automobile. Transit, bicycle and pedestrian mobility are more common than use of personal passenger cars. When automobile congestion led to new definitions of the lowest level of service at the end of the first decade of the 21st Century, demand for transit grew and public and private providers responded. The Highland neighborhood benefited by having planned for and stimulated Transit-Oriented Development along with pedestrian and bicycle-friendly networks. We encourage action now to enable this vision to become reality by the year 2030. We have already begun. The Albuquerque Metropolitan Planning Area goals include increasing the utilization of transit, biking and walking. In implementing this goal, Central Avenue is designed now and for the future as a Premium Bus Route. (2025 Metropolitan Transportation Plan, 2003) Central Avenue is part of the Long Range High Capacity Transit System for the Albuquerque Metropolitan Planning Area. (Long Range High Capacity Transit System, 2002) Central Avenue is also designated as a bicycle corridor. (Long Range Bikeway System, 2004) The inclusion of Highland Transit-Oriented Development, pedestrian and bicycle-friendly networks in the Nob Hill / Highland Sector Development Plan is consistent with regional plans and is another important step forward in revitalization.

Realizing the Vision

Integrating Land Use and Transit

Integrating land use and transit is key to managing the impacts of rapid growth. With a more innovative approach to planning and development, we can curb unrestrained sprawl and invigorate our existing communities as better places to live and work. These plans identify hubs of activity, and encourage a higher intensity of residential and employment growth around transit stations. The objective is to provide a pleasant, lively and safe Highland community that offers a wide range of transportation choices, to alleviate the negative impacts of and limitations of primary access by personal passenger car. These are some of the community benefits of Transit Oriented Development. (Cervero, *et. al.*, 2004)

Transit Oriented Development

Transit Oriented Development encourages a mix of land-uses, such as residential, office, shopping, civic uses and entertainment within easy walking distance from a transit station. This is typically presented as a 1/4 mile, 5-minute walk. Map 1 shows a 1/4 mile radius around the Hiland Theater. The boundary extends from Washington Street on the west to San Mateo Boulevard on the east. Map 2 shows an initial, notional version of a five- and ten-minute walking contour based on current connections. A comprehensive walking contour map would identify pedestrian impedances and access improvements.



(Schlossberg, 2006) As neighborhood sidewalks are improved, for example, walking contour maps extend. Walking contour maps and related models can help us measure the pedestrian impact of Highland area improvements. We have the beginning of a pedestrian service performance measure for public accountability. The public rightly expects more than commitments from its government. It expects measurable improvements to realize government commitments. The mix of land uses associated with Transit Oriented Development, combined with thoughtfully designed community spaces, plazas, and similar features, forms a vibrant village-like neighborhood where people can live, work and play. Such a village is compact in size, pedestrian-friendly in design, can be customized to offer a wide variety of housing options, with convenient access to services, jobs, and a variety of ways to get around.

Some of the land-use actions to implement Transit-Oriented Development are as follows.

- Provide an exciting mix of housing, employment, entertainment, education, retail and services. Such complementary uses make an area more rich, interesting and convenient. They also generate human traffic and activity throughout the day, making an area safer, and increasing options for consumers and transit users.
- Discourage uses that are auto-dependant, such as drive through windows, car wash, and car sales lots.
- Encourage and give incentives for uses that generate pedestrian activity, particularly at the ground-floor level such as, shops, services, and offices.
- Attract special traffic generators, such as cultural and civic anchors that act as destinations. Examples are a library, theater, museum, recreation center. For the Hiland

Theater area, we propose a consistent emphasis on the arts.

- Create both vertical and horizontal mixed-use. A combination of uses on the same site makes for an interesting and more functional village.
- Encourage a mixture of housing types - for sale, for rent, market rate, affordable, senior housing.
- Preserve and protect the existing, stable neighborhood.
- Enhance existing land uses to make them more transit and pedestrian friendly.
- Locate the transit station in the heart of the development so it both generates and benefits from activity. Our vision is that the Hiland Theater would provide this hub.
- Concentrate the highest level of density closest to the transit station, gradually decreasing as development moves away from the core, creating the sense of a town center.
- Commercial development should be most intense within the core, creating an economic center. Generally, minimum densities for new residential development within a mile from station should be 25-30 (net) dwelling units per acre or greater. Between and mile, development becomes less compact and should allow for 15 dwelling units or greater.
- Mixed-use buildings and non-residential buildings should target a floor-area ratio of 0.75 (net) minimum within the mile from station, and 0.50 (net) floor-area ratio between and mile. This reduction in building set backs provides more space for homes and businesses, while framing the streetscape to make a more pleasant pedestrian experience.

Economic Revitalization

Transit-Oriented Development has the potential to revitalize the economy of the Highland area. National studies show that Transit Oriented Development increases land values. (Porter, 1997)

Properties within a Transit-Oriented Development can experience a substantial premium – 25% or more is not uncommon - over similar properties outside of a Transit Oriented Development. (Cervero, *et. al.*, 2004) Retail and office buildings experience lower vacancy rates and increase in rental rates. A portion of the increased premium is due to the comparative density, but a portion is also due to the desirability of these areas, and the amenity value of transit. Urban developers appreciate the value of transit. (Dunphy and Porter, 2006) Transit-Oriented Development creates a “critical mass” of activity that benefits surrounding businesses and generates significant economic activity for the community beyond the boundaries of the transit village itself. Transit-Oriented Development can result in economic revitalization of the Hiland Theater and Highland Neighborhood. Support for success includes the following.

- Transit-Oriented Developments, like all mixed-use projects, need market, infrastructure and zoning to succeed. *Transit alone is not enough!*
- Transit-Oriented Developments are often more expensive to entitle, design, construct, finance and manage. They require more front-end equity, and often take longer to bring to stabilization. In the long term, however, they also return the highest yields to the developer.
- Transit-Oriented Developments are relatively new, can be complex, and therefore benefit from experienced designers and developers.
- Most Transit-Oriented Developments require financial participation in some form from both the public and the private sectors. Public participation in the form of infrastructure construction, tax exempt financing and/or tax increment financing is not unusual.
- Partnership in Transit Oriented Development, such as that between Bernalillo County and the City of Albuquerque in the Highland Neighborhood, is a foundational principle



for success. (Dunphy and Porter, 2006)
 Each Transit-Oriented Development project is unique in that it must be designed for a particular community and location. It requires a partnership between the public and private sectors and often requires a rezoning of the area. The requirements for excellent design, high quality materials, open space, plazas and public amenities drive up the private investment required. Financing can be complex, as is finding developers with experience in mixed-use villages. As a result, it is not unusual for a project to take four to seven years from conception to completion. But the long term success of these projects is nonetheless attracting more and more attention from the development community, creating more examples and unique communities. (Cervero, *et. al.*, 2004)

Recommendations

Bernalillo County is committed to partnership with the City of Albuquerque and the Highland Neighborhood. We want to make sure that this vision for the future is shared, because to realize the vision will require that we work together. We offer the following recommendations for consideration in the Nob Hill / Highland Sector Development Plan.

We recommend the Highland Transit-Oriented Development be included in the Sector Development Plan, with the Hiland Theater as the hub.

We propose discussion of a Joint Powers Agreement between the City of Albuquerque and Bernalillo County. The purpose of the discussion would be to draft an agreement on support of Highland Transit-Oriented Development.

With support of the Sector Development Plan, and agreement with the City of Albuquerque, re-zoning

to higher densities would be appropriate. We would also identify a tax increment financing plan for consideration by the Bernalillo County Commission and the City of Albuquerque. With this coordination and cooperation, we can then issue a Request for Proposals to select a private sector development partner.

It will require patience and resolve to realize Highland Transit Oriented Development. It will call for our best effort in planning and programming. It will require leadership in our public agencies and in the community. It is, we believe, a compelling vision that is worth the best we have to offer the people we serve.

References

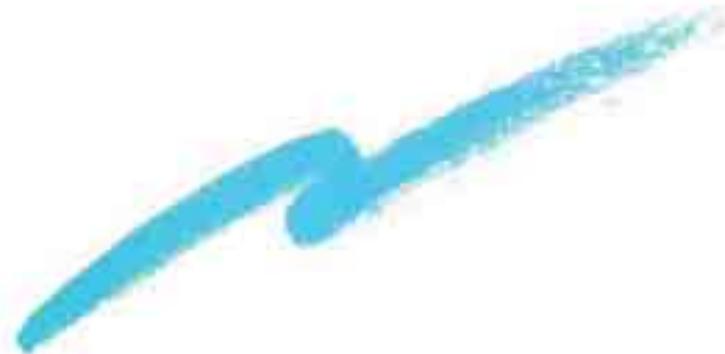
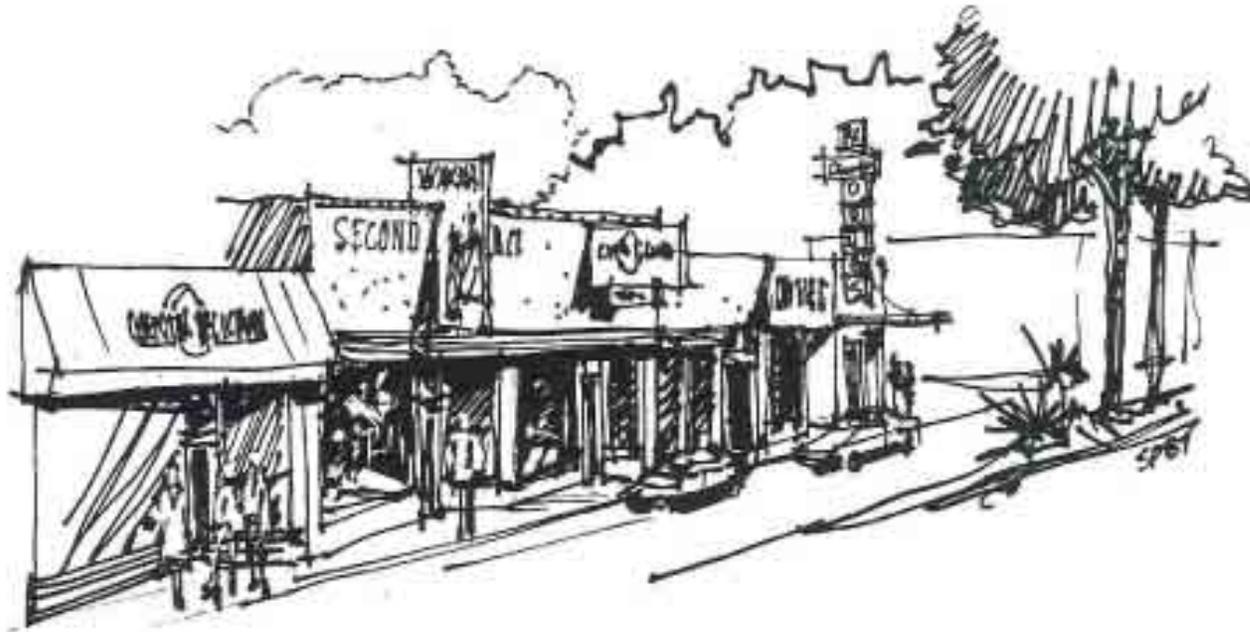
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- _____, *Long Range Bikeway System*, Albuquerque Urban Area, Metropolitan Transportation Board of the Mid-Region Council of Governments, February 12, 2004.
- _____, *Long Range High Capacity Transit System*, Albuquerque Metropolitan Planning Area, Urban Transportation Planning Policy Board, July 8, 2002.
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Appendix B. Excerpts from Revitalization through Design Guidelines for Nob Hill Business District



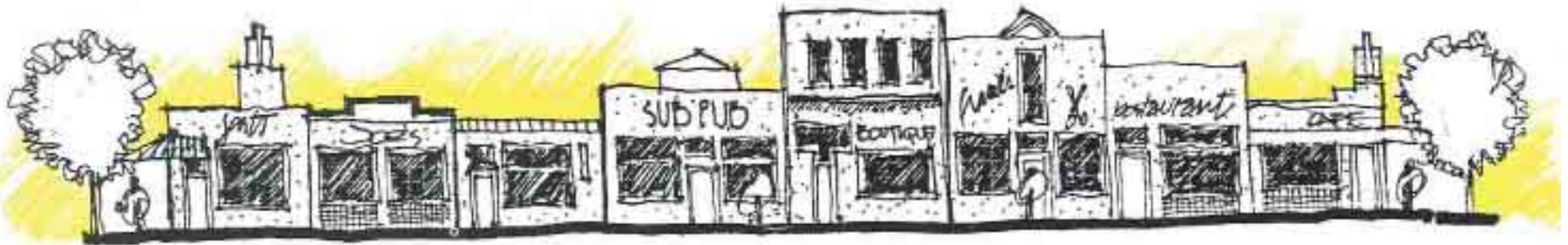
DESIGN GUIDELINES



Whether beginning with an existing building or a vacant lot, you will want to consider some basic tenets in planning your course of action. As a merchant, professional, property owner or property manager, you recognize that your building communicates a lot to customers, clients, and neighbors.

Storefront and building improvements and new construction projects which are based on sound design principles can bring new life to the commercial district and contribute to the success of every business in the Nob Hill area. Changes and additions which are not sensitive to the best qualities of Nob Hill are more likely to create a disharmony of elements and negative appearance.

Improving Existing Buildings



Reasons for improving your building or facade include:

- **Increasing your business.**
A facade will improve the image of your business, attracting new customers and letting old customers know that you are an active, ongoing concern.
- **Attracting tenants.**
If you are a landlord, you will find a renewed appearance will attract quality tenants.
- **Increasing the value of your property.**
Your property or leasehold will have a greater value in the marketplace if its appearance is equal to or better than that of its neighbors.
- **Extending your building's useful life.**
Building improvements and maintenance will greatly add to the number of years that you can expect to have a return on the investment you have made in your buildings.

The types of improvements you can make to your buildings or facade generally fall into one of the three following categories:

REHABILITATION means taking corrective measures which improve the appearance of a building while preserving the essential historical or architectural character of the structure. Of necessity, rehabilitation may require the introduction of entirely new elements in order to adapt to changing needs and modern materials; but this is balanced by care to preserve valuable existing qualities.

In storefront row buildings built as a single unit, the integrity of the row can best be preserved and enhanced through uniform treatment of the individual facades with respect to such elements as color, cornice line and decorative materials. Storefronts built as individual units may allow for more liberal interpretation during rehabilitation, as original development included greater variety of treatment.

Roadside architecture or drive-in/setback buildings are varied in configuration, use and style, calling for careful consideration in the planning of rehabilitation.

In stand-alone buildings, the key issue is one of strengthening the relationship of the building with the street and surrounding buildings while inviting pedestrian access. Utilization of such devices as landscaping, low walls and arcades at the property line will reinforce the connection of the stand-alone structure with the street. Primary entries and windows — preferably display type — should be kept in the street facade, and pedestrian access should be clearly delineated and accented with lighting.

The primary goal in rehabilitation is to **return the building to good working order.**

RESTORATION means the repair and renovation of a building with the intent to return it to its original appearance at some specified time. Historical research has shown that many of the buildings in the Nob Hill area originally had interesting design features which have been covered over or obliterated during the passing years.

The primary goal in restoration is to **return the building to its original condition.**

REMODELING is the alteration of a building sometimes to the extent that its essential and characteristic features are obliterated. While this form of "improvement" may be appropriate for some buildings in the Nob Hill area, many buildings would benefit the most from a rehabilitation which preserves their original character.

The primary goal in remodeling is to **provide a different look, or to accommodate new functions.**

Getting started

The process of rehabilitating your building or facade can be an exciting and personally rewarding experience if you become an active participant in the design process.

The first step is to take a careful look at the exterior facade.

Look closely

Is the paint on the trim weathered or peeling? Is the stucco stained or cracked? Are there broken or missing tiles? How do the window displays appear to your customers? If you were shopping, would you be attracted by your building's appearance?



Look from across the street

How does your building fit in with the other buildings on your block? Examine the building's proportions, the size of the windows and entry, the rhythm of the block and materials and textures. Do the buildings on your block work together or compete with one another?



Research your building

What did it look like originally? How has it been altered over the years? Start by finding the date your building was constructed; check your ownership deed or ask your landlord. A photograph of its original appearance may be available in *Abuquerque Progress*, a magazine published between 1934 and 1964, available at the Albuquerque Public Library. Many of the buildings in the Nob Hill area built in the 1930s, 1940s and 1950s had interesting details and design features which have been lost to insensitive remodeling.

Consult with an architect

If your renovation or remodeling job will cost \$80,000.00 or more, your construction documents must be prepared by a licensed architect. Your architect will not only know how to make your renovations conform to the building and fire safety codes, including the requirements for accessibility to handicapped persons, she or he will be able to help you develop a long-range design plan. With a long-range plan, you can accomplish your improvements in phases while you assure that all the work will create a unified appearance when it is complete.



3225 Central NE, 1940



1960



1980

Follow these guidelines

If done properly, even small improvements such as painting, cleaning, new signage or awnings can have a major impact on the appearance and value of your building.

**DESIGN
RECOMMENDATIONS**



New Construction



The scale and cohesiveness of the Nob Hill district are among its strongest features. New buildings or additions should be designed to fit harmoniously into the existing architectural context. For both small, individual infill projects and larger projects, new construction can enhance and strengthen the special character of the Nob Hill area by adhering to the design recommendations illustrated in these guidelines.

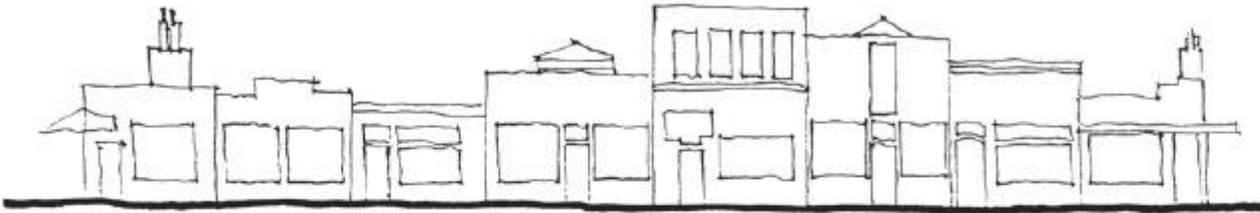
Unfortunately, recent construction trends have destroyed some of the Nob Hill district's special identity by breaking its scale and continuity. These trends include replacing storefront row buildings with setback buildings and siting parking lots directly on Central Avenue. If these trends continue, the Nob Hill district will become just another commercial strip undistinguished from other such strips in Albuquerque.

Before beginning new construction, get to know the district. Use an architect who is familiar with the area and who understands the importance of making new development fit.

New buildings may take many forms; they need not be historic replicas. More important is an awareness of how the pieces of new construction fit together with the other elements in the area. Because every site has its own design constraints and opportunities, prescriptions are not offered in these guidelines. If the designers of new buildings examine the qualities of the existing neighborhood to learn what principles create its special character, they can enhance and preserve the special environment of this segment of America's longest Main Street.

PAIN T AND COLOR

Painting can be one of the most dramatic and least expensive improvements to a building. Painting at regular intervals, over time, is an essential part of maintenance and upkeep. It is also a practical way to visually tie together individual facades.

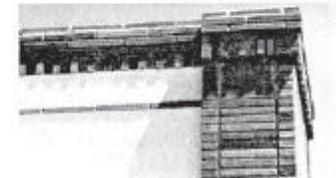
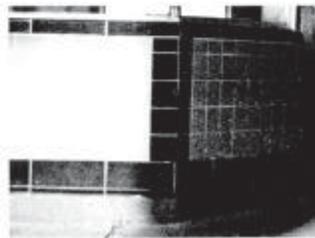


- Attention should be given to selection of appropriate colors, preparation of the surfaces, choices of paint type (oil or latex base) and finish (gloss, semi-gloss or matte). Normally, the previous paint type should be used in repainting. If possible, use oil base paint for wood.
- Color palettes and paint schemes on adjoining buildings should be compatible but not necessarily the same. A good rule of thumb is to use the same color to tie the storefronts together as originally designed where adjacent storefronts were built together as part of a row or large building. On the other hand, if adjacent storefronts were developed individually, they should read as separate units with different but compatible color schemes.
- Color should be used to unite building elements into a single composition, while at the same time highlighting important features like historic detailing, interesting motifs, special cornice treatment, signs, and storefront framing members.
- Color palettes should generally be lighter on the south side of the street, which is normally in shadow, than on the north, which is normally in the sun.
- Very dark and very bright colors are incompatible with most existing buildings and should be avoided unless there is a historic precedent.
- Some materials, like brick, ceramic tile, terra-cotta and glass should **never** be painted. Special techniques may be employed to maintain, clean, or repair and restore these materials.

MATERIALS

Use of appropriate building materials is a key to compatible rehabilitation. Materials common to the building styles in the Nob Hill district include: stucco, brick, porcelain enamel, terra cotta and structural glass. Ceramic tile is commonly used in the bulkhead below windows and as window trim.

Inappropriate materials include exposed adobe, slump block, wood siding, aluminum siding, shingles or shakes, and plastic panels.



- Wherever possible the original appearance as determined by on-site inspection, photographic or other documentary evidence, should be restored.
- New materials should be matched with older materials which are visible on the structure or which are compatible with other buildings on the block.

STYLES

The Nob Hill area is distinguished by its own particular variety of architectural styles. These contribute to the visual and historic interest of the district.

Because this area developed in the thirties, forties, and fifties, as a district oriented to the automobile, its general character is one of modernity. To be modern during these decades meant to abandon traditional styles for the sleek, machined look characteristic of International, Art Deco, and Streamlined architecture. At the same time, the strong local sentiment for Spanish-Pueblo and Territorial styles led to the incorporation of these stylistic elements into many buildings (see Appendix for a description of these styles and buildings of architectural and historic significance).

- Learn about the architectural style, or style of ornament, of your building so you can repair or restore it to an appearance which will enhance its essential interest and appeal and remain in harmony with neighboring buildings.
- Changing an existing facade for a new one in a traditional period style such as Victorian or Colonial, or in the rough textured wood or adobe styles which expressed the return to nature of the sixties and seventies is inappropriate.
- Pseudo-historic styles detract from the character of the area by compromising what is truly historic.
- New buildings should offer contemporary interpretations of predominant styles in the district.

ROADSIDE ARCHITECTURE

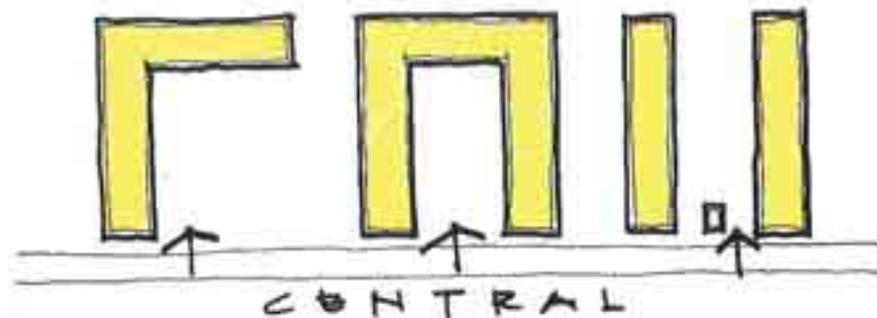
The term *roadside architecture* is used to refer to buildings, beginning in the 1920s, which were located on the highway and oriented to the growing use of the automobile. These included gas and service stations, autocourts, cafes, and their modern day motel and fast food descendants. The designation of Central Avenue as Route 66 in the 1930s led to the early development of classic roadside architecture in the Nob Hill area. Many of the remaining thirties and forties examples of these building types represent outstanding architectural styles of their period. These buildings require careful consideration in their rehabilitation, whether for continuing the present use or for adaptive reuse. Some are worthy of restoration.

MOTELS

Motel is a term coined from the integration of motor hotel. Its predecessor, the tourist court or "campground," was generally made up of individual units or cabins. The "modern" motel which was developed during the late 1930s had an "L", "U", or "I" configuration. The older "I" shaped motel generally had a central office block. While the earlier motels were one-story linear

buildings set back from the highway, those of more recent vintage are generally larger and two-story.

The older motels in the Nob Hill area exhibit regional architectural styles including Pueblo Revival and Spanish Territorial Revival. These styles are important to our regional architectural heritage and the character of the Nob Hill area.

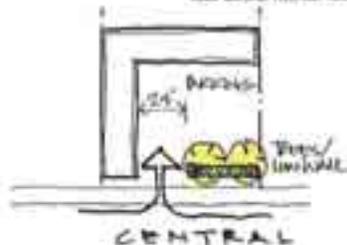


370 Central SE, date unknown



4020 Central NE, ca. 1938

- The improvement or adaptive reuse of older motels exhibiting strong regional style should restore or enhance original architectural features and details.



- Additions to motels, where that is practical, should follow the traditional "U", "L", and "I" configurations. The central office building should be retained where that is an original feature.
- Infill of the parking area is not appropriate and may not be possible, given parking requirements.
- Vehicular access from curb-cuts should be clearly delineated and kept to a 24-foot maximum.
- In those cases where the central parking area fronts on Central Avenue, the connection between the street and the building should be defined through landscaping and low walls. This will also help to discourage loitering by unauthorized persons.
- Walls should match original building materials and colors.



4020 Central SE, 1969



1667

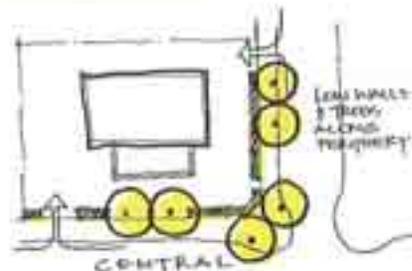
GAS AND SERVICE STATIONS

Yesterday, as today, gas stations were generally located on corners for both physical and visual access. Some of the best local examples of thirties and forties international style architecture can be found in the Nob Hill area's older gas stations. This style typically included rounded corners and cubist towers which allowed instant identification from a rapidly approaching automobile. Surviving structures in the Nob Hill area generally no longer fulfill their original use and many are candidates for rehabilitation and adaptive reuse.



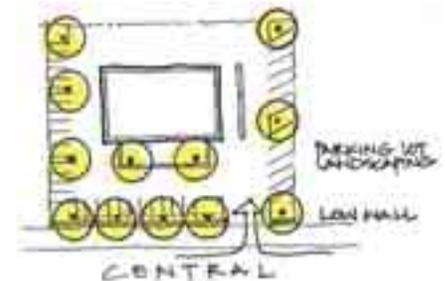
3023 Central NE, NEF

- The original form and character (proportions, massing, materials, and entry, door and window configuration) should be retained or restored.
- Any modern additions should be in keeping with the original character of the building.
- The connection with the pedestrian and the street should be strengthened through landscaping and low walls.
- Canopies, typical of period gas and service stations, should be retained and rehabilitated or restored.



DRIVE-IN RESTAURANTS

While there are no surviving examples of intact vintage drive-in restaurants in the district, their descendants — the fast food restaurant with a drive-up window — are found in the district. These newer buildings follow the old pattern of a small central building located in the middle of a parking lot.



3026 Central NE, NEF

- These set-back buildings should strengthen their connection with the pedestrian through parking lots landscaped to shade cars and provide visual relief from the expanse of asphalt.
- Landscaping and low walls should be located around the parking lot's perimeter.
- Curb-cuts should be limited to a 24-foot maximum and be clearly delineated.



Central Avenue Drive-in, near 3198 E. 1st St, NEF

BUILDINGS OF ARCHITECTURAL OR HISTORIC SIGNIFICANCE OR INTEREST

If your building retains some of its original character, or if old photographs or the removal of layers of material added later can reveal its original design, rehabilitation or restoration is probably the best way to enhance both the building and the block.

While some of the buildings in the Nob Hill district are of important architectural or historic merit and deserve the investment of money and effort for preservation and restoration, many more require careful consideration so that their best features are enhanced and not lost to hasty remodeling.

Unobtrusive vernacular building styles and small details, such as the brickwork and coping on the buildings at 3110 through 3120 Central SE, the terrazo tiles on the building at 3418 Central SE or the terra cotta facade on the buildings at 3412 and 2414 Central SE, contribute to the character of the Nob Hill district. Every building, no matter how modest, has a history and a story to tell.

This list of buildings of architectural or historic significance or interest is not exhaustive. Many buildings have been modified to the extent that their original architectural features are no longer apparent. Research and the removal of newer materials may reveal previously unsuspected architectural gems.

1930, 3211 Monte Vista Blvd. NE

Designed by T. Charles Gaastra, the Monte Vista School is an exceptionally fine example of the Mediterranean style applied to institutional use. As well as architectural importance, it has local historic significance as the focal point of the Monte Vista Addition, the first subdivision east of the University of New Mexico and north of Central Avenue. The school is on the National Register of Historic Places. (Photo after renovation, see page 5)

1933, 3821 Central Avenue NE

Built in the pueblo revival style, the Aztec Motel (originally the Aztec Autocourt) is a good example of the "Oasis in the Desert" Route 66 Motel. With two room blocks facing in on a shaded central court and office, it offers both privacy and access to Route 66. (Illustration, page 32)

1936, 3201 Central Avenue NE



(NE corner at Bryn Mawr) Fire Station No. 3, renovated in 1984 as the Monte Vista Fire Station restaurant, was designed by E. H. Blumenthal and built by the WPA. It is a fine example of Pueblo Revival Style, achieving interest by its composition of massive

elements and ornamented with correct details of timber lintels, vigas showing its true framing, and picturesque ladders based on genuine Pueblo models. It is the only fire station in the United States built in this style. It is on the National Register of Historic Places. (Photo after renovation, see page 5)

1937, 3712 Central Avenue SE

Originally the Modern Autocourt, the Nob Hill Motel is one of the older surviving motels in the district. Its flat stucco walls and pronounced brick cornice are suggestive of the regional Territorial Revival Style. (See page 23)

1937, 3100 Central Avenue SE



(SE corner at Richmond) This is one of the first buildings in the district, constructed at the end of the Great Depression. Built in the Moderne Style, with a curved corner and black tile on the bulkhead, it has been in use as a pharmacy since its construction fifty years ago. It was originally built with a flat wall on the east, allowing for the subsequent construction of storefront row buildings. 3102 through 3108 Central SE were added during the 1940s but maintained the scale and decorative elements of the original pharmacy. Two of these additional buildings have been remodeled.

1938, 3013-3025 Central Avenue NE



The Lobo Theater was hailed as Albuquerque's "first deluxe suburban moving picture house." The theater, with its entrance on the street, extends behind the row of storefront shops built as part of the same project. This was the first major storefront row building in the district. Originally a striking Moderne Style building accented with sleek red and cream colored tiles on the bulkhead, its shopfronts, over the years, have been remodeled in a variety of ways. The theater has been in continuous use since 1938. (See photo, ca. 1938, page 4)

1939, 3226 Central Avenue SE

(SW corner at Wellesley) When the Jones Motor Company, the first of the automobile dealers to do so, moved from downtown out to suburban Route 66, the young designer Tom Danahy created an "extremely modernistic" building in early International Style to house the automobile showrooms and associated services, with an elegant sculptural tower easily seen by motorists traveling in either direction. This is probably the most important remaining building by this talented architect, who died in an accident in the

thirties. Its elegant simplicity and attractive composition of spacious volumes, with the drama of the semicircular automobile showroom at the front, express glamour and luxury. (See page 6)

1939, 3601 Central Avenue NE



(NE corner at Carlisle) Originally housing the Nob Hill Service Station, this is a classic example of a Moderne roadside building with curved volumes and a streamlined cornice. Over the years the building has undergone some remodeling. The east and west garage doors have been filled in, and the canopy was removed.

1939, 4300 Central Avenue NE



(NW corner at Washington) The DeAnza Motel is executed in a modified Pueblo Revival Style. Built on a grand scale, it has murals depicting scenes from New Mexico's past.

1946, 3523 Central Avenue NE



(NW corner at Carlisle)
This is the last remaining Highway 66 gas station of its type, and it is a particularly beautiful example. It was probably designed by Tom Danahy, and like his building for Jones Motor Company is in the early International Style, with a tower — to catch the eye of the motorist — which is like a constructivist sculpture. Against a background of trees with the mountains beyond, it is the sculptural centerpiece in the view from the restaurants of the Nob Hill Business Center across the street.

in its richness and the strong period feeling created with just a few materials, exquisitely composed.

1946, 3509-3513 Central Avenue NE



This modern commercial row was designed by A. W. Boehning, Sr. It contains interesting and well proportioned details including curved pilasters built into the facade and a ribbed concrete facade accented with green and pink tile. The eastern-most storefront was covered using black ceramic tile in 1987.

curved white stuccoed walls are accented with a brick coping at the cornice line, and string courses of brick band the center to provide horizontal definition. Details include: Deco-inspired towers illuminated with colored lights and terra cotta tiles used at the bulkhead level and above some storefronts. Designed originally by Louis Hesselden, it underwent a sensitive renovation by Van Gilbert in 1984.



addition of a second story and a new facade. These additions, designed by A. W. Boehning, Sr., are in a Moderne Style with modest Art Deco features.

1958, 3022 Central Avenue SE

SW Corner at Richmond
The First Interstate Bank, designed by W. C. Kruger & Associates and built as the Bank of New Mexico, is an example of the late International Style. Its magnitude alone gives it an importance in the district; it is also a fine example of its period. It has the vigorous simplicity which became the ethic of this style, and is enriched by its finish of stone panels and polished aluminum.

1948, 105-109 Amherst SE



This commercial row, designed by Max Flatow, is an exceptional variation on the Central Avenue commercial vernacular style. The parapet of each bay rises separately above the roofline in an exaggerated interpretation of a Central storefront roofline. Blue green terra-cotta tile over the window fronts adds a Deco touch to the facade and provides a delicate contrast to the building's pink toned stucco. Eyelet awnings add depth to the flat facade.

1946, 3001 Monte Vista NE



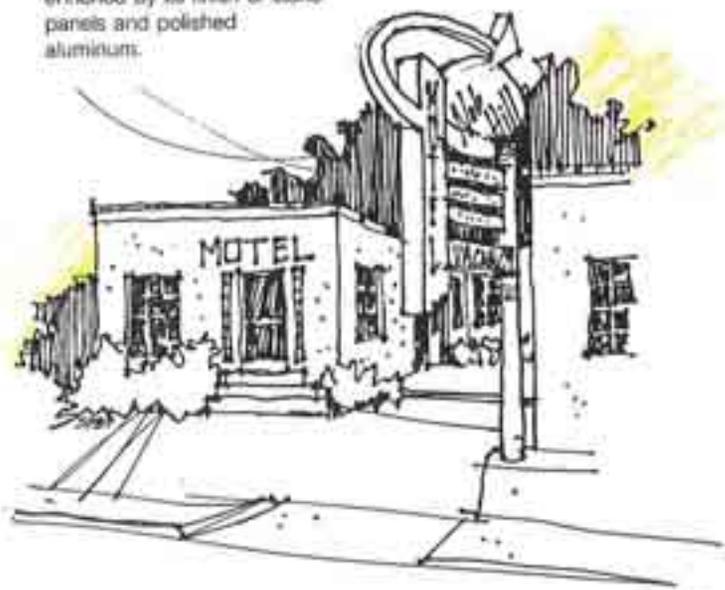
(NW corner at Dartmouth)
Designed by T. Charles Gasstra, the Hendren Building is a sparkling example of the International Style, finished with Art Deco materials: structural glass, pink marble, and polished aluminum. It is no larger than many other buildings of the time and place, but is unique

1947, 3500 Central Avenue SE



(SW corner at Carlisle)
The Nob Hill Business Center is of historical significance as Albuquerque's first drive-in shopping center. The "U" shaped center was originally designed in the Southwestern Territorial Revival Style. Its design was modified prior to construction, creating a marriage of Moderne and Southwestern Styles. Its

1949, 3205 Central Avenue NE
Built during the late 1930s, the American Legion Building (now Thunderbird Travel) underwent extensive remodeling in 1949 with the



ARCHITECTURAL STYLES

International Style

The International Style was introduced in the United States by an Exhibit at New York's Museum of Modern Art in 1932, accompanied by the publication of the book *The International Style* by Henry-Russell Hitchcock and Philip Johnson. In 1939, the talented young Albuquerque Architect Tom Danahy used this supremely up-to-date style for the Jones Motor Company building at 3226 Central NE (see "Buildings of Architectural or Historic Significance"). Danahy probably also designed the gas station on the northwest corner of Central and Carlisle. These buildings do not have traditional ornaments but are characterized by pure, smooth surfaces which express the volume of the space enclosed in the building. Materials which can be used to create large uniform surfaces are characteristic of the International Style: stucco and large unified areas of glass, in these examples.

Art Deco

Art Deco is a style named for another important exhibition, the 1925 Exposition of Decorative & Industrial Art (Exposition des Arts Decoratifs et Industriels) in Paris. True to this name, it is primarily a style of ornament; modern ornament made of modern materials. It is characterized by rich colors; smooth, highly finished surfaces; and abstract design. In Nob Hill, glossy ornamental bands or panels of structural glass or ceramic tile, and shining storefronts of glass and aluminum are the most typical Art Deco elements to be found.

In Albuquerque, the blending of Art Deco with the geometric ornament of Native American designs, and of

the abstracted International Style with the geometric forms of Pueblo and Hispanic adobe architecture, created the style called Pueblo Deco. The best examples of this style are found on Central Avenue in downtown Albuquerque. These include: the KIMO Theatre (1927), 423 Central NW; the Maisel Building (1937), 510 Central SW; the Skinner Building (1931), southwest corner of Eighth and Central; Wright's Trading Post, 616 Central SW.

Streamlined Moderne

Streamlined Moderne is an American variation of the International Style, which rejected external decoration on buildings in favor of unbroken surfaces.

Streamlining expresses modernity through emulating the high-tech machines of the thirties, locomotives and DC-3s streamlined to reduce their air resistance. On buildings, the locomotive's teardrop shape was usually impractical, but rounded corners, bands of polished aluminum sweeping around these corners and along the tops of windows, and even incised lines in the building surface — like the lines in a cartoon drawing which express the motion of characters and objects — produce a style often called Moderne or Streamlined Moderne. This style was most popular from 1930 to 1950.

Spanish-Pueblo Revival

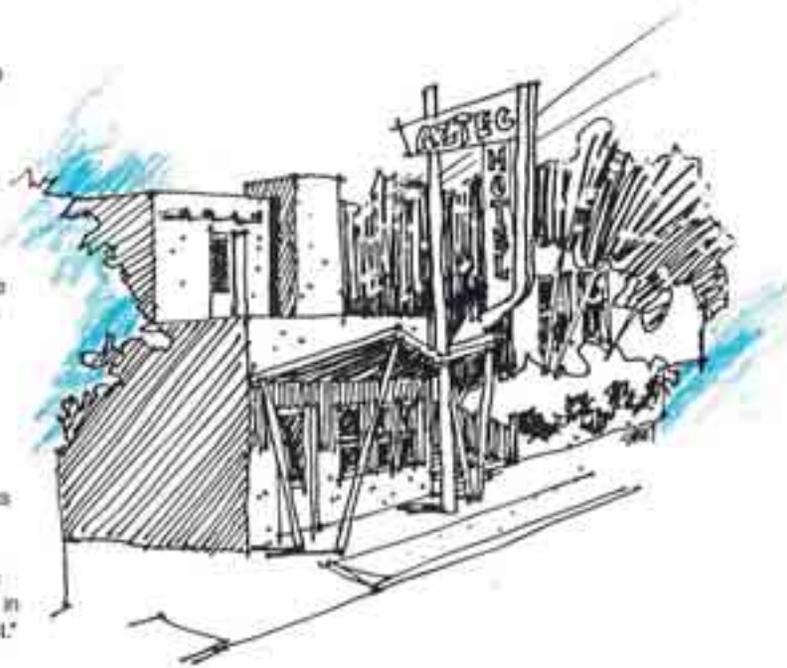
This style is most important in Albuquerque, not only for its widespread use, but also because the first Pueblo Revival buildings were built here on the University of New Mexico campus under the direction of President William George Tipton in the years between 1906 and 1910. Modeled on the

Pueblo villages of the Southwest and on the Spanish Mission churches built in these Pueblos, the style either uses adobe or imitates it by means of a stucco finish. The distinctive battered walls and rounded parapets give a sense of mass and solidity. Roofs are flat; early versions have projecting vigas (roof beams) and canales (rain gutters). Exposed wood lintels above windows are common, as are flat-roofed portales supported by round wood columns topped by corbels.

Pueblo style buildings constructed after the Second World War achieve their image largely through the use of battered walls, adobe colored stucco and recessed windows.*

Territorial Revival

The Territorial Revival style is a natural outgrowth of the Spanish Pueblo style and is modeled on the style of adobe building fashionable during the early years of Anglo-American occupation of New Mexico. Buildings constructed of adobe or stuccoed to resemble it, brick copings, pedimented lintels and wooden dentil courses over large windows and doors are marks of this style. The Territorial Revival style is most frequently used for large houses, churches and public buildings. The style has continued in popularity from 1925 to the present.**



** Adapted from *The Old House Workbook*, Neighborhood Housing Services of Albuquerque, 1990.

GLOSSARY

Definitions are from Webster's New International Dictionary, Second Edition, unless noted otherwise. Note (Ed.) means by the editors. Note (Harris) means from Dictionary of Architecture and Construction, edited by Cyril M. Harris.

Art Deco See the section on styles.

Articulated Expressed in separate items or particulars; distinctly marked off, formulated in clearly distinguished parts. In building plan, having separate spaces pulled out and shown as separate volumes of a building; in facades, having elements such as cornices, pilasters, lintels, and window and door frames relieved, marked with moldings and other ornaments, and recessed.

Bulkhead The member of an entrance frame which forms a base for a sidelight adjacent to a door. (Harris. Dictionary of Architecture and Construction) By extension, the wall which forms a base under a storefront show window.

Carrara glass See Structural glass.

Constructivism Nonfigurative art of a school founded in Moscow in 1920 as a secession from Suprematism, concerned with formal organization of planes and expression of volumes and using modern industrial materials (as glass and plastic).

Coping The highest, or covering course of a wall, often with sloping top to carry off water. Copings are commonly cut with a drip.

Divided light A glazed opening divided into panes by muntins. If the muntins are secondary framing members, and each pane is a separate piece of glazing material, it is a genuine divided light. "Snap-in muntins" are plastic or wood frames which can be installed against a single light to give it the appearance (from one side) of being divided. (Ed.)

Drip A throat: a groove cut along the underside of a member (as a stringcourse or coping on a wall) to prevent water from running back across it (toward the wall). (Harris)

Entry That by which entrance is made: a passage: vestibule.

Facade The front of a building; also, a face, (as a flank or rear facing on a street or court) of a building that is given emphasis by special architectural treatment.

Fenestration The arrangement and proportioning of windows; hence, the decorating of an architectural composition by the window (and door) openings, their ornaments, and proportions.

Flared corner Sidewalk design at a street corner such that the sidewalk widens into the vehicular street. (From flare: to open or spread outward.) (Ed.)

Flat roof A nearly horizontal roof pitched for water drainage only. (A dead flat roof is one which does not drain.)

Glass block Technically, glass masonry units. Hollow or solid blocks of glass constructed so as to be capable of being laid up in mortar, with reinforcements, in a similar way to masonry of brick, stone, or concrete blocks. (Ed.)

Glaze To fit, set, or equip (as a window frame) with glass; to cover or protect with glass; to enclose, case, or wall with glass.

Light The medium through which light is admitted, as a window, or pane in a window, a skylight. (Webster) A pane of glass, a window, or a compartment of a window. (Harris) In the window and glass trades, often spelled "lite" when the meaning is a single pane of glass or a single compartment of a divided light. (Ed.)

Lot An allotment of land, as to a settler. Hence, a distinct portion or plot of land. One of the smaller portions of land (as a division of a block) into which cities, towns, or villages are laid out, the size varying with the locality. (Webster) The typical lot on Central Avenue in the Main Street area is 25 feet wide (street frontage) and 100 feet long (to the alley). (Ed.)

Moderne Stylishly modern in the modes of the period between the World Wars. See the section on styles. (Ed.)

Mullion A slender bar or pier forming a division between lights of windows, screens, etc. An upright member of a framing.

Muntin 1. A secondary framing member to hold panes within a window, window wall, or glazed door; also called a glazing bar, sash bar, window bar, or division bar. 2. An intermediate vertical member that divides the panels of a door. (Harris)

Opening A place or part which is open...an aperture. (Webster) Thus, in walls, openings include doors, windows, gates, and unenclosed apertures. (Ed.)

Parapet A low wall, or similar barrier, as a railing, esp. one to protect the edge of a platform, roof, bridge, or the like. (Webster) Typically, in street front construction, the extended top of the facade which hides the roof and rooftop equipment from view. (Ed.)

Rehabilitation Putting onto a proper basis or into a previous good state: restoration (as of something damaged or decayed) to a state of efficiency and good management; improvement to a higher level or greater value. (Webster) For buildings designated as historic, the owner will want to adhere to the Secretary of the Interior's "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings," which can be obtained from the New Mexico Historic Preservation office in Santa Fe. (Ed.)

Remodeling Alterations within the existing fabric of a building, as distinct from additions. (Harris)

Renovate To restore to life, vigor, or activity: revive, regenerate; to restore to a former state (as of freshness, soundness, purity, or newness of appearance); make over, renew.

Restoration Bringing back or putting back into a former position or condition; the process of putting a building back into nearly or quite the original form; also, the making of drawings or models or both designed to show the conceived original form of a building (as a ruin).

Sidewalk signs Signs oriented to the pedestrian on the sidewalk rather than to the passerby in a vehicle. (Ed.)

Streetwall The composition of the facades along a commercial block at the building property lines, which creates a uniform wall enclosing the sidewalk and street on each side. It is this streetwall which clearly defines the street and establishes its character as an urban place.

Stile One of the upright pieces in framing or paneling; one of the primary members of a frame, into which secondary members are tenoned.

Strip A street or avenue densely lined on both sides by a large variety of retail stores, gas stations, restaurants, bars, etc. (Random House) "Strip" as it is commonly used refers to an area where businesses are primarily oriented to automobile rather than pedestrian traffic. (Ed.)

Structural glass A finish material of pigmented glass, manufactured in the form of sheet. The manufacturers called it "structural glass," and this name for the material was commonly accepted. Carrara glass was the name given to the product manufactured by Pittsburgh Plate Glass Company. Marietta Manufacturing Company produced Sani Onyx, and Libbey-Owens-Ford produced Vitrolite. (Ed.)

Transom 1. A horizontal crossbar in a window, over a door, or between a door and a window or fanlight above it, as distinguished from a mullion, or vertical bar. 2. A window above a door or other window, built on, and commonly hinged to, a transom. Also called a transom window.

APPENDICES

Appendix C. Funds Appropriated for Nob Hill

2/3/2006

	A	B	C	D	E	F	G	H
1	Funds Appropriated for Nob Hill							
2								
3								
4	Activity #	Source	Responsible Agency	Scope	Appropriated	Encumbered/ Expended	Balance	Notes
5								
6	7389730	01 GO / S-A	CIP/DMD	Design & construct streetscape improvements at the intersection of central Ave & Morningside Drive	\$300,000	\$37,694	\$262,306	Design fees incurred
7								
8	7389860	01GO / CS-A	DMD Streets	Design & Construct Street Lighting in the Nob Hill Area	\$275,000	\$89,816	\$185,184	Extensive amount of lighting installed or upgraded on Central and on Silver to the south and Copper to the north. Paid for out of other City funds. Area received the amenity and now has additional funds available.
9								
10	7100260	05 Clean Up	DMD Transportation Development	Funds allocated by Councilor for Central & Morningside to construct pedestrian amenities	\$250,000	\$0	\$250,000	Transportation development studying intersection bump outs. Funds could be used for this purpose
11								
12	7100260	05 Clean Up	DMD Transportation Development	Funds allocated by Councilor for Central & Wellesley to construct pedestrian amenities	\$250,000	\$0	\$250,000	Transportation development studying intersection bump outs. Funds could be used for this purpose
13								
14	7256050	04 SG	DMD Traffic Engineering	For Phase 1 of pedestrian lighting improvements to complement street lighting enhancements & intersection improvements R-061-059-2004	\$130,000	\$0	\$130,000	Significant O&M implications associated with pedestrian street lighting. Operating implications include retail cost of electricity. Maintenance implications include replacement of non-standard fixtures. Standard lighting in the area may be upgraded, but at increased cost of electricity.
15								
16	7256040	04 SG	DMD Traffic Engineering	To Purchase & install phase 1 of the Nob Hill Highland pedestrian lighting. R-061-059-2004. Oct 04 CU: R191-000-05: Lights are over sidewalk & are the luminaries are 12-15 feet high	\$75,000	\$0	\$75,000	Significant O&M implications associated with pedestrian street lighting. Operating implications include retail cost of electricity. Maintenance implications include replacement of non-standard fixtures. Standard lighting in the area may be upgraded, but at increased cost of electricity.
17								
18	7260220	04GO / CS-A	DMD Transportation Development	Traffic Signal Wellesley & Central	\$100,000			Not Warranted
19				Traffic Signal Morningside & Central	\$100,000			
20				Pedestrian Flashers @ Central				
21				Eastbound, east of Girard				Insufficient funding
22				Westbound, west of Washington	\$25,000			
23					\$225,000	\$0	\$225,000	
24				Sub-Total	\$1,505,000	\$127,510	\$1,377,490	
25								
26								



APPENDICES

2/3/2006

	A	B	C	D	E	F	G	H
1	Funds Appropriated for Nob Hill							
2								
3								
4	Activity #	Source	Responsible Agency	Scope	Appropriated	Encumbered/ Expended	Balance	Notes
27	2005 STATE GRANT FUNDS AGREEMENT FINALIZED IN NOVEMBER 2005							
28	7311100	05 SG	Planning	To plan for public improvements, including improvements to streets, sidewalks and transit stops in the Central Highland Upper Nob Hill Metropolitan Redevelopment Area	\$50,000	\$0	\$50,000	<i>Funds unavailable prior to November 2005</i>
29								
30	7311050	05 SG	Planning	For the Metropolitan Redevelopment Area project for public improvements, including improvements to streets, sidewalks and transit stops in the Nob Hill Area	\$75,000	\$0	\$75,000	<i>Funds unavailable prior to November 2005</i>
31								
32	7311010	05 SG	Planning	To design, construct, purchase & install pedestrian lighting in the Central Highland Upper Nob Hill Metropolitan Redevelopment Area	\$200,000	\$0	\$200,000	<i>Funds unavailable prior to November 2005. Significant O&M implications associated with pedestrian street lighting. See lines 14 & 15 above.</i>
33								
34	7305140	05 SG	Planning &/or Family	For exhibition & Office space renovations at the City-owned DeAnza Motel	\$10,000	\$0	\$10,000	<i>Funds unavailable prior to November 2005</i>
35								
36	7311060	05 SG	Planning	For the Metropolitan Redevelopment Area project for public improvements, including improvements to streets, sidewalks and transit stops in the Nob Hill Area	\$125,000	\$0	\$125,000	<i>Funds unavailable prior to November 2005</i>
37	Sub-Total				\$460,000	\$0	\$460,000	
38								
39	Total				\$1,965,000	\$127,510	\$1,837,490	
40								
41								
42								
43								
44								
45								



Appendix D. Prototypical Intersection Drawings and Pedestrian Crossing Recommended in the Conceptual Streetscape Design



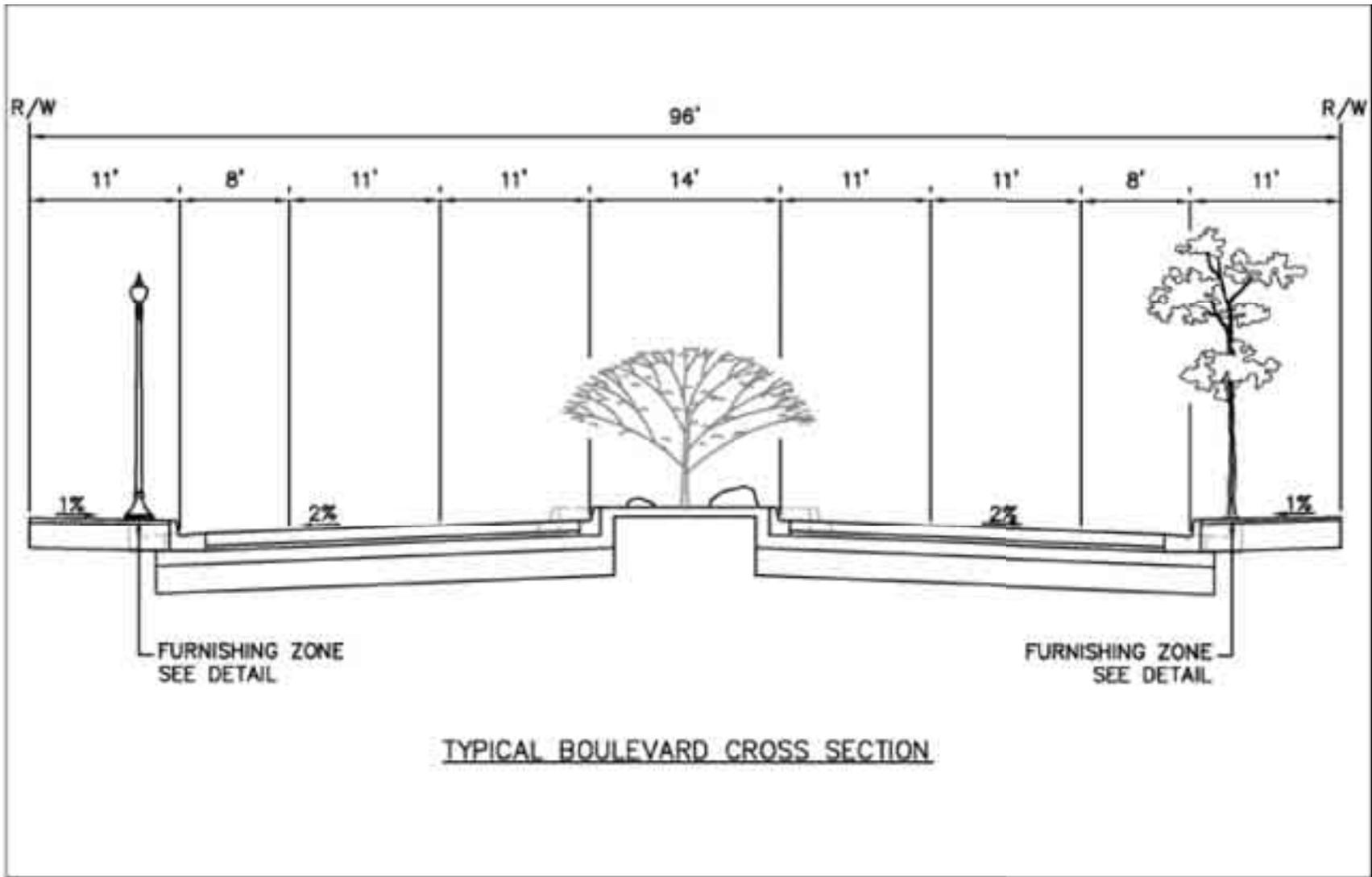


Figure D1



Figure D1: Typical Boulevard Cross Section



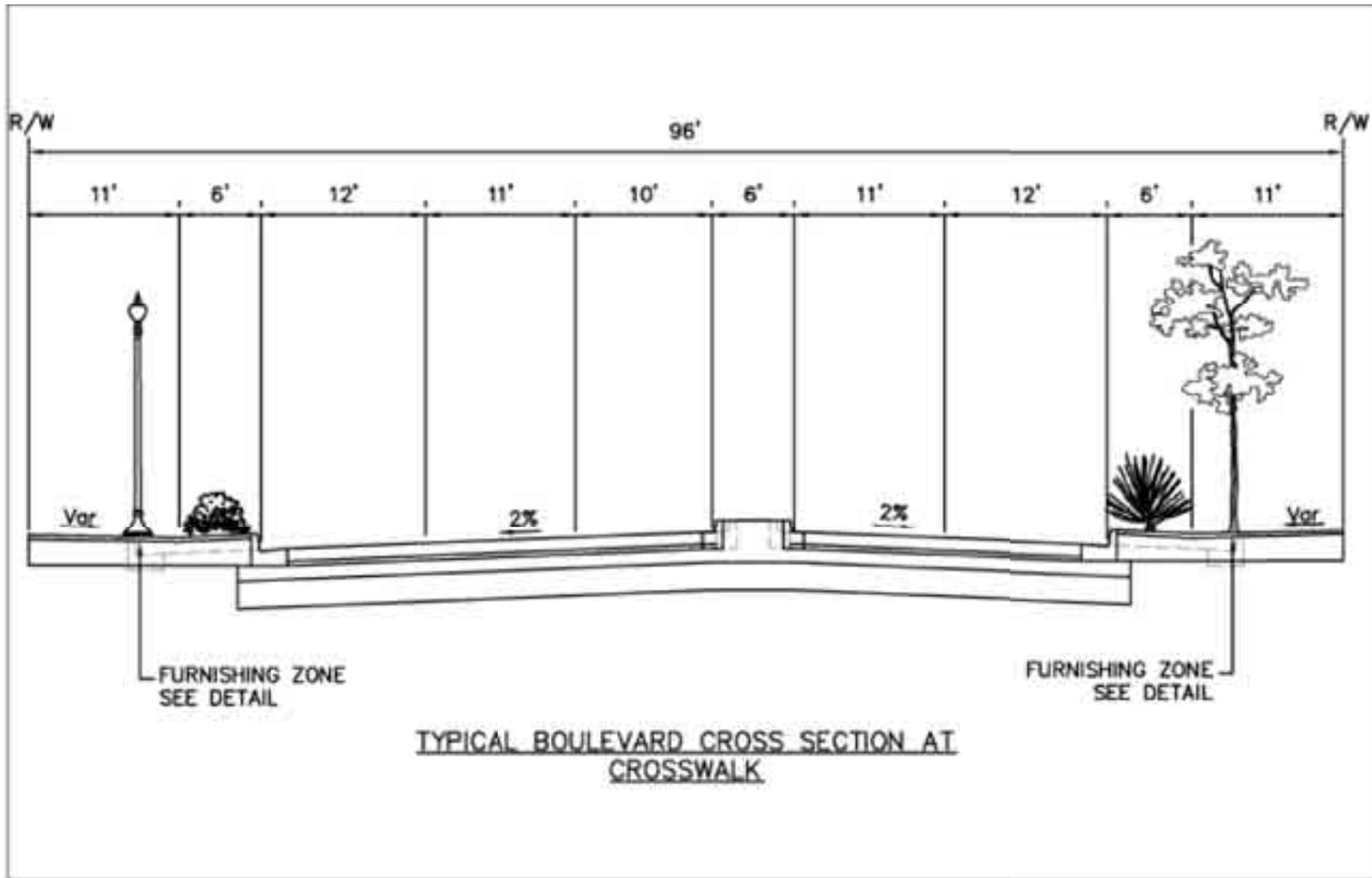


Figure D2



Figure D2: Typical Boulevard Cross Section at Crosswalk



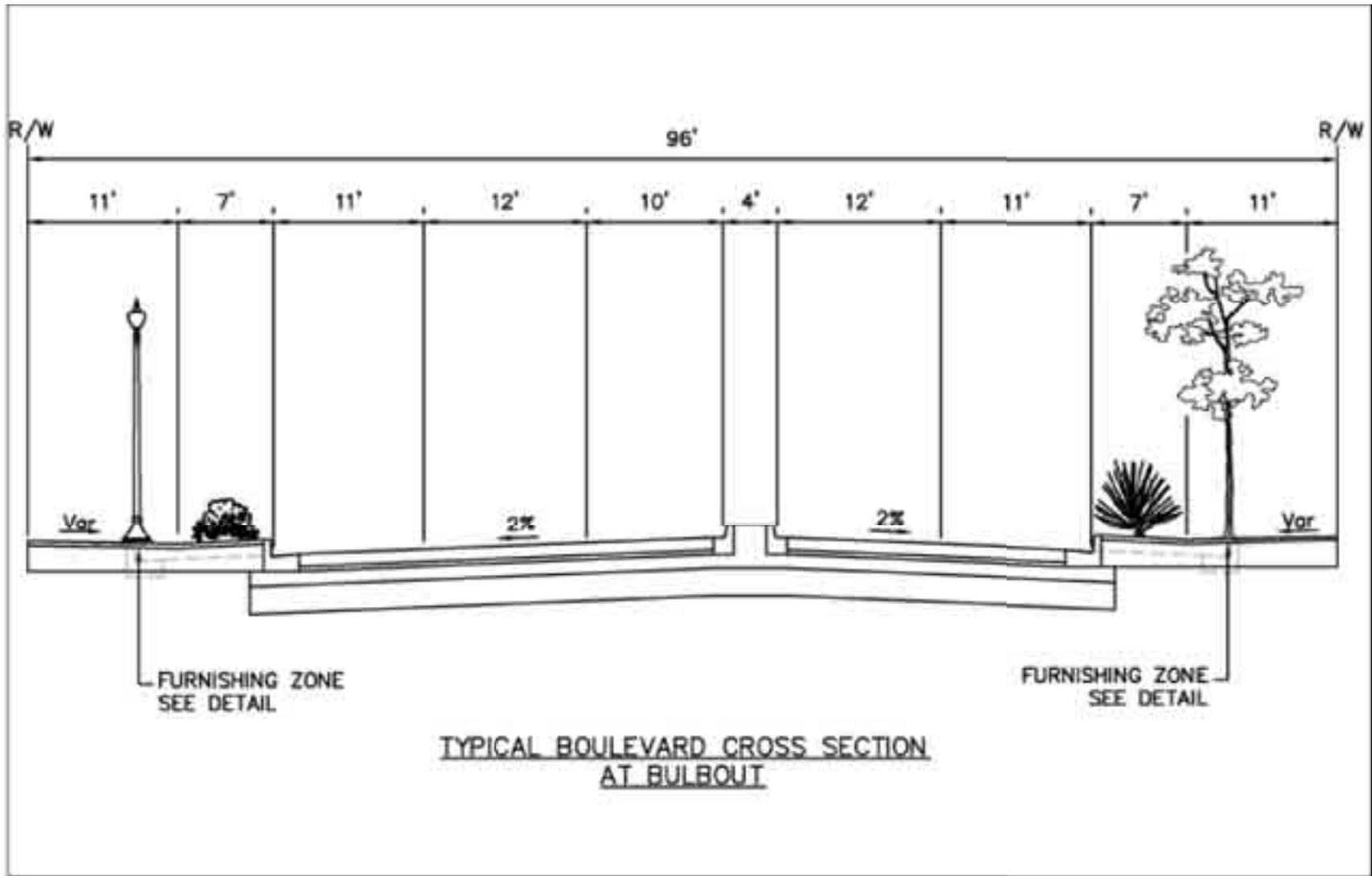


Figure D3



Figure D3: Typical Boulevard Cross Section at Bulbout



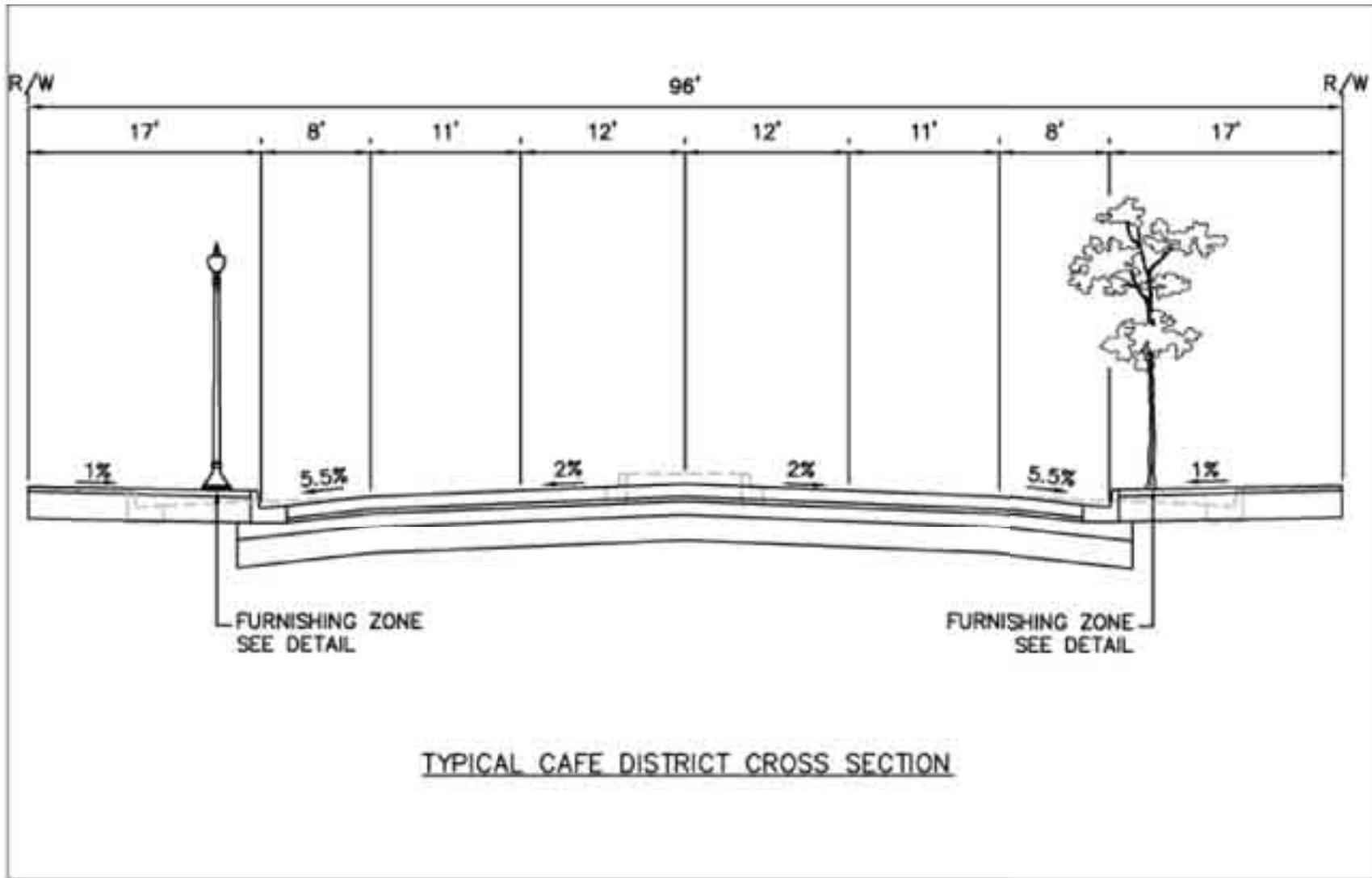


Figure D4



Figure D4: Typical Café District Cross Section



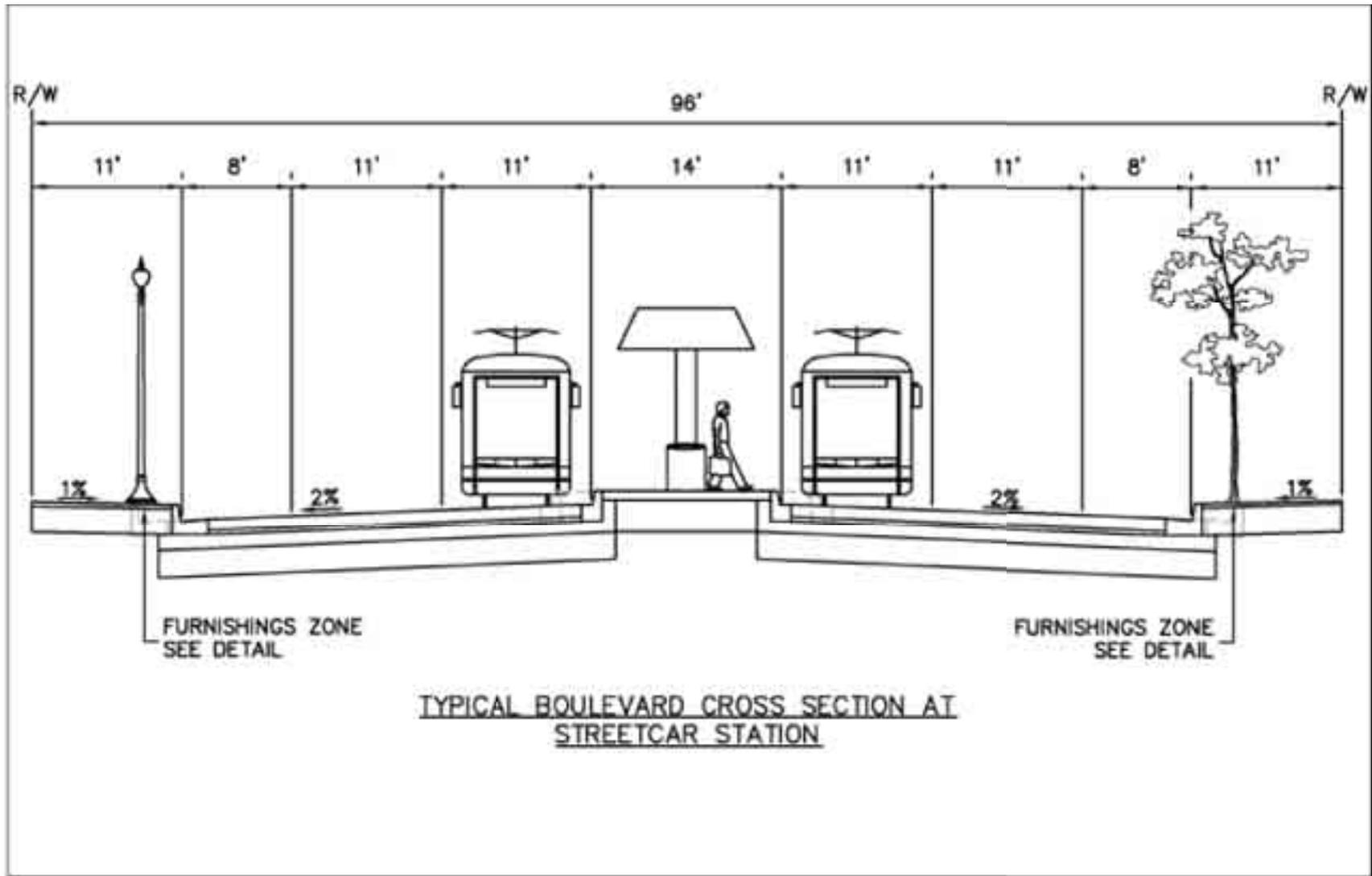


Figure D5



Figure D5: Typical Boulevard Cross Section at Streetcar Station



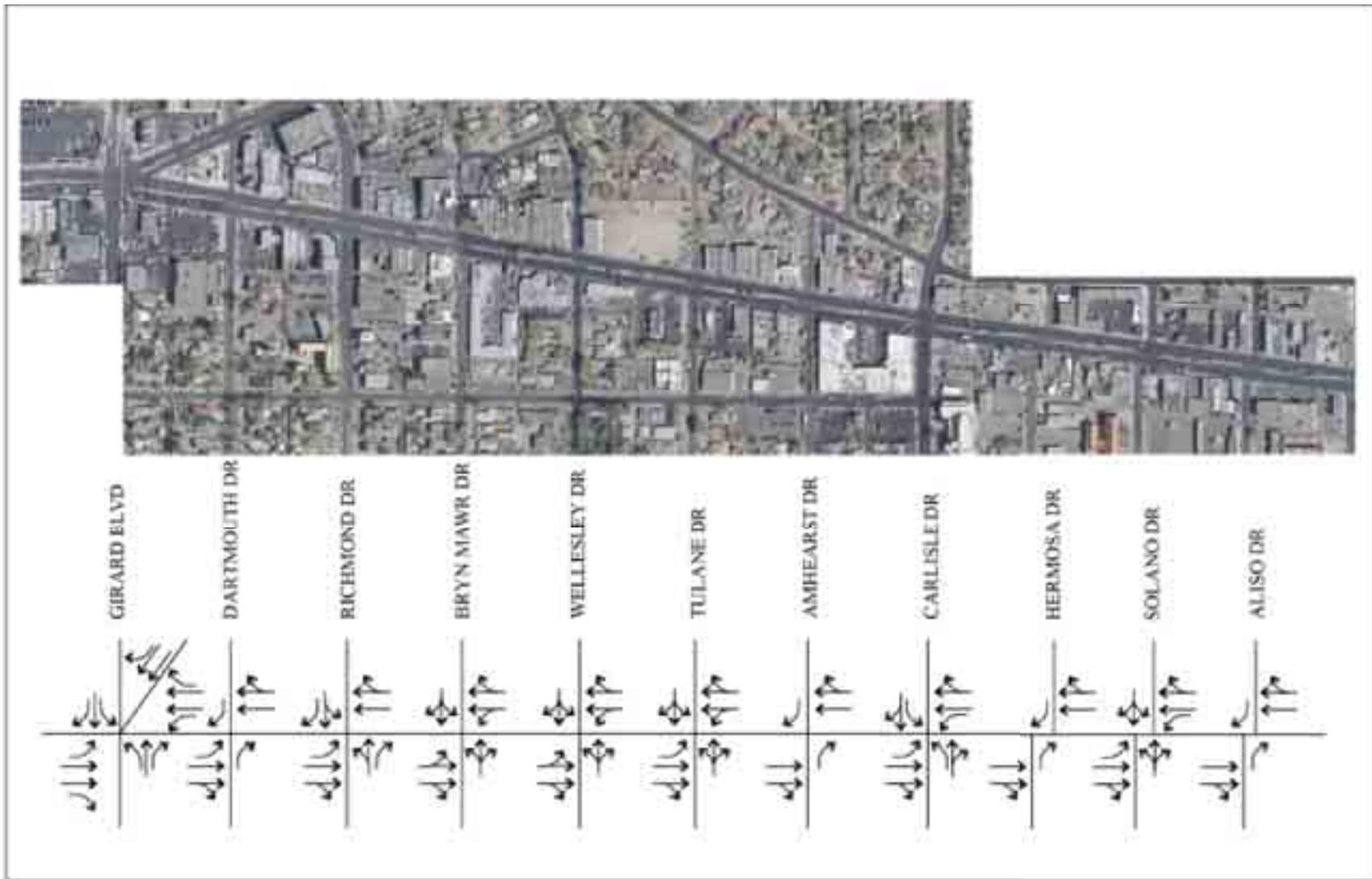


Figure D6

Intersection Turn Movements



Figure D6: Intersection Turn Movements



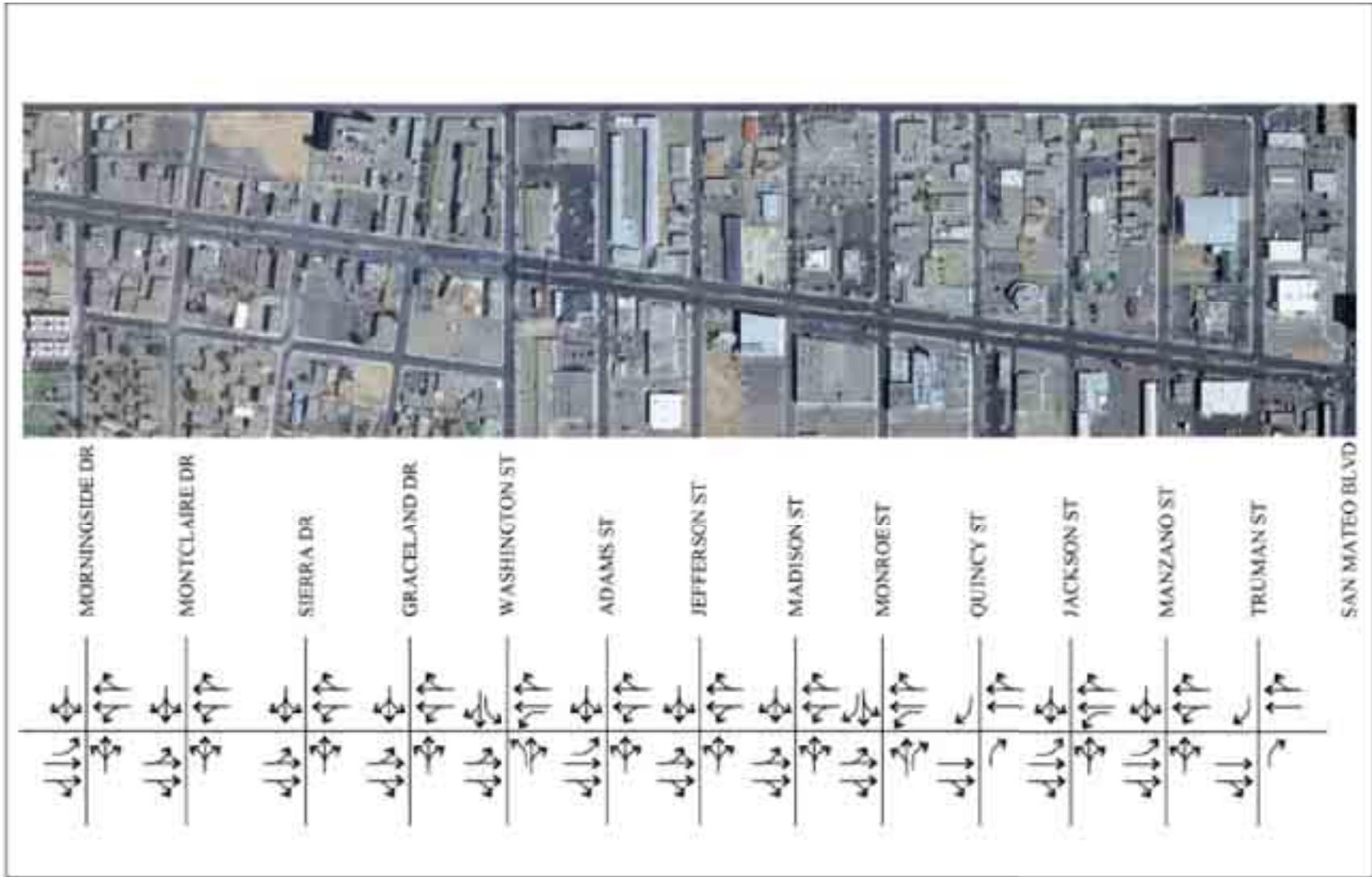


Figure D7

Intersection Turn Movements (cont.)



Figure D7: Intersection Turn Movements (Cont.)





Figure D8



Figure D8: Prototypical Signalized Intersection





Figure D9



Figure D9: Prototypical Unsignalized Intersection





Figure D10



Figure D10: Prototypical Unsignalized Intersection With Median Extension and Enhanced Pedestrian Crossing



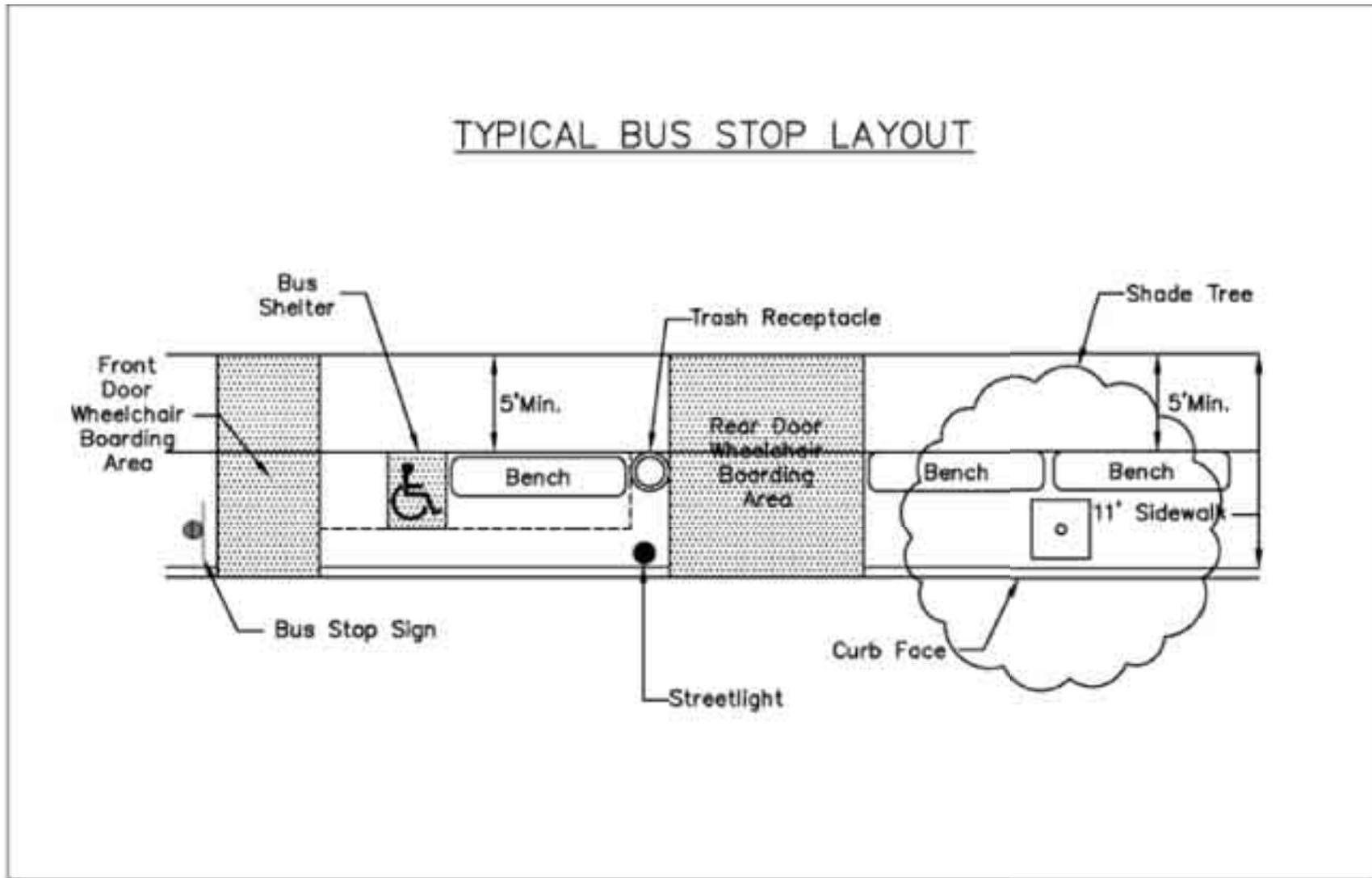


Figure D11



Figure D11: Typical Bus Stop Layout

