

DRAFT DEVELOPMENT GUIDELINES
For proposed City of Albuquerque Landmark
De Anza Motor Lodge
4301 Central Ave. N.E.
Albuquerque, New Mexico

De Anza Motor Lodge is listed in the New Mexico Register of Cultural Properties and has been nominated to the National Register of Historic Places. The property warrants registration for its relationship to the growth of travel on US Route 66, its association with C.G. Wallace, whose enterprises helped develop the international market in Zuni Pueblo arts and crafts, and for embodying the distinctive design characteristics of a pre-WWII tourist court.

The property meets the City of Albuquerque's criteria for landmark designation in the following ways:

1. It is historically significant, suitable for preservation, and has educational value;
2. It is identified with its originator and longtime owner, C.G. Wallace, who significantly contributed to the history of the city and state as an entrepreneur;
3. It embodies the distinctive design of a Route 66 tourist court of the Southwest;
4. It possesses high artistic value in the form of winter Shalako ceremonial procession murals by Zuni artist Tony Edaakie Sr.

The following features of the De Anza Motor Lodge help convey its significance and shall be preserved in any rehabilitation:

- All eight buildings in the complex;
- The mix of one-and two-story massing that evokes Pueblo architecture;
- The automobile court space between the buildings and its openness to Central Avenue;
- Zuni Shalako ceremonial procession murals and the basement room containing them;
- The De Anza Motor Lodge pole sign at the Central Avenue frontage
- The terrazzo floor of the Turquoise room, which contains turquoise chips and inlaid silver figures
- Characteristic windows, doors, hardware, materials, and decorative façade elements.

The following types of features should be preserved if possible:

- Exterior painted murals
- Pattern and proportion of openings in exterior walls
- Characteristic interior fixtures and finishes
- Swimming pool

These guidelines include by reference The Secretary of the Interior's Standards for Rehabilitation, which are attached. More extensive information on how to apply the Standards is available from the City of Albuquerque Planning Department, State of New Mexico Historic Preservation Division, and online at www2.cr.nps.gov/e-rehab.