

Route 66 Action Plan

City of Albuquerque



Photo courtesy of City of Albuquerque and Marble Street Studios

Bringing Back the Mother Road

abqtheplan.cabq.gov

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Executive Summary



Post Card (1)



1940 Standard Oil Map



Historic Route 66 (1)

Introduction

The Route 66 Action Plan (the Plan) is part of ABQ the Plan, Mayor Richard J. Berry's plan to invest in the future of Albuquerque, NM. ABQ the Plan is a long-range plan for projects that will enhance the entire city by spurring job creation and economic development while increasing the quality of life for current residents and future generations. ABQ the Plan consists of several major planning efforts, including the Route 66 Action Plan, the 50-Mile Loop and the Rio Grande Vision.

Albuquerque contains the longest intact stretch of the original Route 66 highway in an urbanized area. The Route 66 Action Plan is a Rank II City plan that covers the 15 miles of Central Avenue/Route 66 within Albuquerque city limits from 116th Street to I-40 at Tramway. The Plan creates strategies to improve, enhance and celebrate this portion of Route 66. The intent of the Plan is to inform and direct City efforts that impact Central Avenue and to guide lower ranking plans. In addition, the Plan outlines actions to be taken throughout the corridor and at specific nodes for pedestrian improvements, urban enhancements and catalytic redevelopment projects. For implementation purposes, the Plan focuses actions within ten established neighborhood districts to foster nodes of activity along the Route 66/Central Avenue corridor.

About Route 66

Commissioned in 1926, Route 66 has played an important role in the history of Albuquerque and the U.S. In 1937, the highway alignment shifted from 4th Street to Central Avenue, but continued to pass through Albuquerque, creating an intersection of the pre-1937 and post 1937 Route 66 highways. The westward migration of those seeking "the cure" for tuberculosis, escaping the Dustbowl and searching for new opportunities during the Great Depression brought people to and through Albuquerque, creating a demand for goods, services and lodging. The more prosperous years, following the Great Depression, brought families on vacation, military supplies and building materials to the area. Both alignments helped to make Albuquerque a thriving place. However, the completion of Interstates 40 and 25 caused traffic to divert off of Central and many businesses left or closed. Since then, many groups have worked to continue the legacy of Route 66 in Albuquerque. The New Mexico Route 66 Association, local businesses, the City of Albuquerque and many other entities champion Route 66 working to maintain its assets and image.



Historic Route 66 (1)



Franklin D. Roosevelt Presidential Library



Historic Route 66 /Central Avenue(2)

About the Route 66 Action Plan

The vision for Route 66 in Albuquerque is a vibrant and rich experience for all generations with attractions that build upon the memories of the past, contribute to the present lives of locals and has an ever-evolving appeal that expands into the future. The Plan identifies strategic actions, developed during an extensive community planning process, which improve, enhance and celebrate the roadway's legacy: as historic Route 66, as Albuquerque's main street, and for the future, as a diverse, technologically advanced economic engine for the City.

The Route 66 Action Plan is a Rank II City plan that includes goals and policies to provide a framework for the preservation and redevelopment of Route 66/Central Avenue within City limits. The Plan also identifies strategic actions, projects and infrastructure improvements to the Route 66 corridor within Albuquerque and makes recommendations for additional efforts for portions of the corridor outside the City limits. Plan actions respond to distinct character and conditions along corridor. In some areas, actions direct physical improvements; including pedestrian amenities, urban enhancement and catalytic redevelopment projects. In other areas, actions focus on revitalization and reuse of existing Route 66 inventory and fostering economic development. The intent of these actions is to focus public and private resources to preserve the existing assets of the Mother Road and stimulate reinvestment in the communities along Central Avenue in order to make Route 66 a viable experience for both visitors and residents. This Plan focuses on the Central Avenue Route 66 Corridor. Future planning efforts should consider developing strategies and projects for the pre-1937 Route 66 alignment along 4th street.

The Plan outlines five main goals that will guide City investments. All of the projects proposed through this planning effort will align with at least one of these goals:

Goals:

1. Historic Legacy: Preserve and protect Route 66 assets and interests.
2. Infrastructure and Transportation: Ensure public infrastructure responds to current and future development needs. Develop and support an attractive, comfortable, efficient and easily accessible multi-modal transportation system.
3. Public Space: Foster a sense of place and a unified streetscape.
4. Business and Development: Support opportunities that are catalytic for a strong and diverse business economy.
5. Promotion and Tourism: Recognize and support the potential Route 66 has to create a thriving local and tourist economy.

Planning Process

In early 2011, the planning process for the Route 66 Action Plan began when Mayor Berry formed a Vision Team comprised of city leaders from the private sector, UNM and key city staff to brainstorm on ABQ the Plan, followed by a Council visioning session. The Route 66 Action Plan was among the concepts that emerged from the vision session. In 2011, the concepts were presented at over 100 events to over 3,000 people, including community groups, business organizations, government functions, town halls and summer festivals as well as on the City's website, Facebook and Twitter. In June of 2012, a consultant, Strata Design, was contracted to work with Planning staff and the Mayor's office to draft the Route 66 Action Plan.

ABQ+UNM CityLab. An additional part of the Route 66 Action Plan planning process included the ABQ+UNM CityLab initiative. CityLab is a partnership between the City of Albuquerque and the University of New Mexico School of Architecture and Planning. The City has provided the Architecture and Planning School with a space downtown where students work on projects in conjunction with the Route 66 Action Plan and other City projects.

Implementation Strategy

In order to facilitate and coordinate public investment along Route 66, projects and actions are grouped into two areas: those which will be implemented corridor-wide and special projects specific to each activity node. This strategy recognizes the need for consistency and inter-department coordination for large-scale projects that affect the entire corridor, as well as the unique conditions and needs of projects within individual neighborhoods and districts. Where possible, projects have been identified for existing public property to maximize City resources. In addition, this strategy recognizes the need for implementation flexibility to allow for actions and projects to be implemented as funds and opportunities become available. An Action Plan Matrix has been developed as part of this Plan and lists priority projects and funding sources. The Action Plan is intended to be a "living" document that is reviewed and updated by relevant City departments on an annual basis.



Mayor Berry, Parade (3)



Working group meeting (3)



City Lab (4)



Aztec and Premier motel signs (1)



Bell Trading Post, then (1)



Bell Trading Post Lofts, now (1)



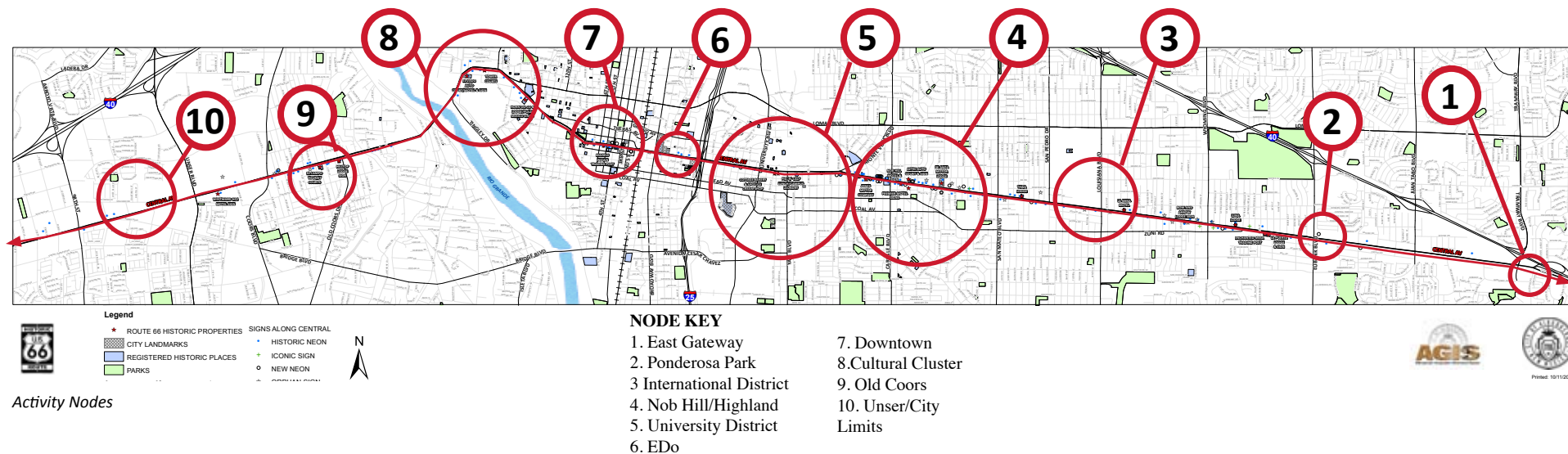
Albuquerque Route 66 Businesses (2)

A. Corridor-wide efforts. Corridor-wide efforts are actions that take place along the entirety of Route 66 and bring quality of life improvements such as building preservation, facade improvements, streetscape improvements, public safety, enhanced transportation, public art, and additional elements that attract businesses, including state of the art digital infrastructure, marketing, and other business incentives. These efforts are part of a long-term investment strategy and intended to be implemented in conjunction with projects and efforts currently identified by City departments.

The Plan identifies specific projects to be implemented throughout the Route 66/Central Avenue corridor within the city limits. They are intended to bring current infrastructure and services up to date and to create an environment that is attractive and to residents and visitors. The following actions and activities have been determined to be significant to the revitalization of Route 66.

- Signage and wayfinding systems
- Modern pedestrian infrastructure
- Digital infrastructure
- Enhanced transit system
- Streetscape infrastructure
- A kit of Route 66 branded pedestrian amenities to develop a public space in each node
- Public Art
- Enhanced public space
- Enhanced attractions
- Neon sign preservation and the implementation of the Central Avenue Neon Sign Design Overlay Zone (CANDOZ)
- Coordinated local marketing efforts
- Façade improvement programs
- Development incentives
- Community ownership
- Neighborhood Identity and Branding of Route 66
- Route 66 website and visitors center
- Special events and festivals
- Incentivize business
- Historic Preservation and conservation of period structures

B. Special Projects (Nodes). Specialized projects are unique projects in identified activity nodes along Route 66 that are vital for creating an experience of “Come, Stay and Stay Longer.” Examples of specialized projects include the development of pedestrian plazas with Route 66 features, micro visitor’s centers, event venues, museums, lodging and public events and activities. Some of these specialized projects are identified in the existing Sector Development and Metropolitan Redevelopment plans for neighborhoods and communities along the Central Corridor. Others are new projects that are intended to enhance the Route 66 experience.



A few key Special Projects are outlined here for each of the ten nodes:

1. East Gateway

Multi-use trail east

Description: Develop a new multi-use trail connecting Four Hills Road and the new 66 on 66 Major Public Open Space. This trail would connect the existing trail system with the new 66 on 66 Major Public Open Space that provides access to trails in the Manzano Mountains. The existing multi-use trail along Four Hills Road could be enhanced with landscaping, lighting and seating. Opportunities exist to enhance the Route 66 theme along these multi-use trails by incorporating Route 66 related public art, landscaping elements and neon. Project should include wayfinding signage to navigate the area on bicycle and foot, with links to Singing Arrow Park.

Interpretive elements

Description: Create a series of public art pieces and or information markers which describe historic aspects of Route 66 and highlight the cultural significance of the area incorporated into the frontage of La Luz de Amistad Park and along the multi-use trail on the south side of Central. Singing Arrow archeological site, the old slough, the 1937 realignment and the construction of Route 66 through Tijeras Canyon are potential topics be featured and reinterpreted. Elements could be visible by day and night from Route 66, adding to the roadway experience.

Public art piece - (bookend east)

Description: Develop a public art element at the eastern city limits that coordinates with a public art element at the western city or county limits to create “bookends” for Route 66 in Albuquerque. Empty Chevron signs that can be found on both the east and west end are an opportunity to develop a unique public art piece.



Rendering of pocket park at BioPark, (5)



Multi-use trail with public art, (5)



Sign frame, Tramway (5)



Vintage Shasta Trailer, (6)

Carshow, (6)



Public market, (6)



Orphan sign project near San Mateo, (5)

2. Ponderosa Park

Ponderosa Park Mixed-Use Redevelopment

Description: This site has the potential to be a catalyst site for redevelopment and reinvestment in surrounding properties within and near this node. Depending on ownership of the site, the highest and best use(s) for the site may go beyond restoration of the site as a destination campground. Potential uses include office, retail, higher-density residential, destination campground and event facility. Any redevelopment of the site may be enhanced by the preservation of design elements and/or actual structures that reflect the historic campground use, including signage, landscape walls, lighting, and pedestrian amenities.

3. International District

International public market

Description: Develop a permanent outdoor market venue that features international goods and food and serves as a destination attraction for locals and visitors beyond the International District. Market should have a major street presence on Central and include landscaping, shade, lighting, public art, seating and other pedestrian friendly amenities to attract and support a variety of vendors. Add neon signs and elements throughout the site to reinforce the Route 66 theme.

Outdoor neon linear park

Description: Create a linear park featuring neon signs that is experienced by both the pedestrian and from the automobile by utilizing existing sign frames. Focus areas could include the south side of Central Avenue between San Mateo Boulevard and Madeira Avenue and sign clusters between Mesilla and Virginia Avenues. Project could include rehabilitating signs with public art, neon or Route 66 related elements with a landscaped public space where space allows.

4. Nob Hill/ Highland

Route 66 motel revitalization

Description: Redevelop a period Route 66 motel to provides an “authentic” Route 66 accommodation or other business which preserve the integrity of the original design and allows visitors a close up experience. Possible motels include the De Anza Motor Lodge, Town Lodge, Hiway House, Desert Sands, Premier Motel, and University Lodge.

Pocket parks

Description: Enhance existing pocket parks, such as Triangle Park, with more shade elements, Route 66 interpretive elements and wayfinding signage. Create new gathering spaces using the excess side street ROW and adding landscaping, street furniture and shade. Seating, public art and shade elements could be added to existing bulb outs. A new pocket park could be created. Consider incorporating the Aztec sign or Zia sign with interpretive elements.

5. University District

Urban trail

Partner with the University of New Mexico to develop a multi-use trail system linking the University Main, North, South Campus and Sport facilities. Portions of the trail that utilize Central Avenue could incorporate Route 66 branding, interpretive features and provide shade, seating and wayfinding signage.

Yale Park renovations

Description: Work with the University of New Mexico to develop Yale Park into a vibrant public space on Route 66. Park could be redesigned to be more of a destination and less of a pathway. More seating, tables, vending and exhibition areas could be added to the park to encourage gathering and people watching.



De Anza Motor Lodge sign, (1)

Highway House sign, (1)



Wide sidewalks, Nob Hill, (5)



Urban Trail, (6)



Special Collections Library, (5)



Gateway at crossroads, rendering, EFG Creative



Proposed neon, courtesy of Downtown Action Team

6. EDO District

Interpretive element

Description: Add an interactive art piece or information kiosk and small public gathering space on Special Collections Library plaza, or a nearby vacant parcel. A Route 66 interpretive element that focuses on railroad history and legacy of Route 66 on area development could be featured.

Central Avenue improved intersections

Description: Construct pedestrian improvements and bulb outs at the Broadway and Central intersection and at an intersection near the Parq Central Hotel to facilitate crossing and improve pedestrian safety.

7. Downtown

Crossroads/4th street mall

Description: Create an interactive experience at 4th Street and Central Avenue to showcase the crossing of the pre and post 1937 Route 66 alignments. Interpretive elements featuring downtown history and public art that encourages a “photo opportunity” could be incorporated into a small pedestrian plaza at the famous intersection. If the pedestrian mall is reopened as a road, a wide sidewalk on one side of the street could be developed as an interpretive experience commemorating the historic crossing.

Downtown neon pedestrian lighting

Description: Enhance existing pedestrian light poles on Route 66 with neon. Color changing neon-like lighting could adapt to commemorate specific holidays or events.

Visitor information kiosk or micro center/museum shop

Description: Create an information center or kiosk for tourists and visitors at the historic crossroads. Route 66 branding and neon could be incorporated into the design. Indoor and outdoor exhibit space could feature Route 66/downtown exhibits. A museum shop featuring local museum merchandise could be a combined use.

8. Cultural Cluster

Pocket parks

Description: Develop pocket parks and plazas on Central along the frontage of the BioPark. A series of plazas and small pocket parks could feature small botanical gardens and Route 66 interpretive elements along Central with seating, shade, lighting and pedestrian amenities.

Pedestrian Cultural trail and streetscape improvements

Description: Create an interactive pedestrian trail to link the Bosque, BioPark, and Tingley Beach to Old Town and Museums. Amenities for bicycle and pedestrian users, such as shaded seating and wayfinding, and Route 66 branding, neon lighting and interpretive elements could be featured along Central Avenue.

Historic motel experience

Description: Redevelop a Route 66 motel, such as the El Vado or the El Don as a visitor destination. Motel could be restored to be true to its original character enabling visitor's to have a firsthand look at history. Possible uses for the motel could include motel that provides an historic Route 66 accommodation, a market place, event venue or museum.

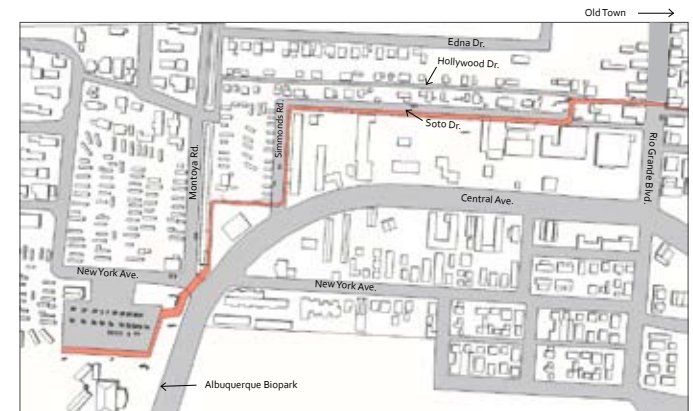
9. Old Coors

Outdoor market and event site

Description: establish an outdoor weekend market and event site on the west side through public/private partnerships.

Acequia trail

Description: Improve pedestrian and bicycle trail along the acequia. A pedestrian intersection at Central Avenue would facilitate trail crossing and improve area connectivity. A pocket park could be incorporated adjacent to Central and include a look out point or vista with shade, seating, lighting and pedestrian amenities with Route 66 branding, interpretive elements and neon lighting accents similar to nearby gateway element.



Philosopher's Path Pedestrian Route Concept
Approximate Distance: 3/4 mile

Philosopher's Path, (3)



El Vado Motel, (1)



Downtown Grower's Market (5)

Carshow, (6)



Frontage Road multi-use trail rendering, (5)



Jefferson, Indiana, wayfinding signage, (6)

10. Unser Crossing/City Limits

Multi-use trail (west)

Description: Create a pedestrian and bicycle trail with public art along the frontage road west of Unser Boulevard. The multi-use trail could be buffered from Central by a landscape drainage area that incorporates public art, interpretive elements and neon lighting visible from Central Avenue.

Route 66 branding at Park and Ride facility

Description: Add Route 66 branding elements and interpretive features into the existing Park and Ride facility. Public art related to Route 66, neon signage featuring Route 66 logo could be added to the pedestrian waiting area and incorporated into signage visible from Central Avenue.

Project: Historic motel/campground event destination

Description: Develop an event site with nearby Route 66 accommodations on the western edge of the city. The proximity of the Palisades Park RV campground, the French Quarter Motel, the Adobe Manor and the old café across Central combined with the excess public right of way along the frontage road could provide an opportunity for a public/private partnership to create an attractive event site for national events.

Funding

The realization of Plan projects is anticipated to be phased over time through long-term funding strategies. The Plan maximize public investment by identifying projects that capitalize on existing public property, infrastructure and utilize existing department resources. Funding for Special Projects is intended to be part of an ongoing effort, with many projects being coordinated and implemented concurrent with existing infrastructure improvements. Other larger projects may have current identified funding or will be prioritized for the acquisition of future funds. Opportunities exist through inter-department to incorporate actions of the Plan into identified future capital outlay projects. Future funding sources include capital outlay, general obligation bonds, grants, collaboration with other government agencies and public/private partnerships.

The Action Plan, which identifies projects and existing funding sources is included in the appendix of the Plan and will be reviewed and updated annually. The following ongoing strategies have been developed to realize the goals and actions of the Plan:

1) Leverage City existing assets

- Using City owned land
- Enhancing and supplementing existing infrastructure and facilities
- Coordinating efforts and resources of City departments
- On-going coordination with other planning efforts

2) Prioritize Route 66 projects for future City funds

- Developing demonstration projects
- Allocating Capital Outlay and General Obligation bonds

3) Partnerships with Other Government Agencies

- Bernalillo County
- State of New Mexico
- Department of Transportation
- Federal Grant Programs



Route 66 Malt Shop, (1)



Nob Hill Motel, Before, (1)



Nob Hill Motel, After, (1)



Aveda Institute, (1)



Vinaigrette, (1)



Vinaigrette, (1)



Post Card (1)



Post Card (1)

4) Investment in Public/Private partnerships

- Formalizing a local non-profit to champion future efforts on Route 66
- Providing development incentives
- Expanding resources of the Metropolitan Redevelopment Program

5) Opportunities for private investment

- Donations /memorials
- Corporate sponsorships /organizations
- Volunteer and stewardship programs
- Design competitions

Moving Forward

The Route 66 Action Plan document will be submitted to City Council for adoption by December 2014. Once adopted, the Plan will serve as a catalyst and guide for future development along the Route 66 corridor. The Plan will provide policy and actions to direct project managers and developers looking to invest in Route 66. The Action Plan Matrix, included in the appendix of the Plan, will continue to be updated and maintained by city staff and review by an inter-department Route 66 planning team. The Plan will ensure that Route 66 continues to contribute to the unique and vibrant culture of Albuquerque.

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Chapter 1

Introduction



Historic Route 66 (1)



Plan Area

Overview

The Route 66 Action Plan, (the Plan) is a Rank II Area and Facility Plan that covers 15 miles of Central Avenue, from 106th to Interstate 40 at Tramway Boulevard. This 15 mile stretch is the longest intact stretch of Route 66 in an urban area. Since its designation in 1926, Route 66 has offered opportunity. Initially, the road served as a lifeline connecting generations to the west and later, as an exciting road trip adventure. It is referenced as the “Mother Road,” a term penned by John Steinbeck in the *Grapes of Wrath*, as it represented the hopes, dreams and desperation of Americans.

“...the people are in flight, and they come into 66 from the tributary side roads, from the wagon tracks and the rutted country roads. 66 is the mother road, the road of flight.” - John Steinbeck, The Grapes of Wrath

The Plan identifies strategic actions, developed during an extensive community planning process, which improve, enhance and celebrate the roadway’s legacy: as historic Route 66, as Albuquerque’s main street, and for the future, as a diverse, technologically advanced economic engine for the city. The Plan calls for actions that are specific to the distinct character and conditions of the corridor. In some areas, actions direct physical improvements, including pedestrian amenities, urban enhancement and catalytic redevelopment projects. In other areas, actions focus on the preservation of existing Route 66 structures, economic development and facilitating private investment. The intent of these actions is to preserve the existing assets of the Mother Road and to stimulate reinvestment in communities along Central Avenue to make Route 66 an attractive and inviting experience for both visitors and residents.

Plan Area

The Plan area includes properties which abut or are adjacent to Central Avenue. Properties that do abut or are not adjacent to Central, but possess elements that contribute to Route 66 may be considered for programs and policies of this Plan if proposed project demonstrates the following criteria:

1. Contributes to the past, present and future legacy of Route 66. Examples: neon & iconic signage, preservation of historic sites, etc.
2. Is visible from Route 66.
3. Contributes to a diverse, sustainable economy.
4. Supports the potential Route 66 has to create a thriving tourist economy.



Historic Route 66 (1)



Franklin D. Roosevelt Presidential Library



Historic Route 66 /Central Avenue(2)

Background

Throughout its almost 100 years, Route 66 has played a vital role in Albuquerque's growth and development, driving the physical shape of the city and becoming its economic pulse. The westward migration of those seeking "the cure" for tuberculosis, escaping the Dustbowl and searching for new opportunities during the Great Depression brought people to and through Albuquerque, creating a demand for goods, services, and lodging. Later, more prosperous years brought families on vacation, military supplies and building materials along Route 66. Businesses and neighborhoods flourished on both the pre-1937 and post 1937 alignments in Albuquerque. However, the completion of I-40 and I-25 in the late 1960's and early 70's diverted traffic from Route 66 causing economic hardship for businesses dependent on vehicular traffic. The past three to four decades have seen economic decline and blight impact many of the neighborhoods and communities along the Mother Road. Once a place to be, the Mother Road has since lost some of its luster.

Recent efforts by local communities to revive commercial businesses along Route 66 have been met with great success. The Nob Hill, Edo (Huning Highlands), Downtown, International and University districts, Old Town and Atrisco communities have worked actively to revitalize their commercial cores along Central Avenue (Route 66) and have been successful in attracting new businesses and residents. The City of Albuquerque continues to work with these communities to develop public events, specialized zoning and improved infrastructure to support redevelopment efforts.

The success of these efforts, combined with the historical legacy of Route 66, has led to the City's desire to develop an action plan for the entire corridor of Route 66 within Albuquerque and stretching beyond its city limits. This need has arisen in response to the cultural and historical significance the Mother Road has played in the collective memory of local residents and visitors as well as the interest its legacy has created abroad. The actions of this plan are intended to preserve and protect the remaining cultural assets of Route 66, while ensuring that the vibrancy of communities along the Mother Road continue to thrive and attract future generations.

Purpose of the Route 66 Action Plan

The Route 66 Action Plan (the Plan) is a Rank II plan developed to inform and guide lower ranking plans and City efforts which impact development along the Central Avenue corridor. The Plan provides goals and policies which provide a framework for the preservation and redevelopment of Route 66/Central Avenue within city limits. The Plan also identifies strategic actions, projects and infrastructure improvements to the Route 66 corridor within Albuquerque and makes recommendations for additional efforts for portions of the corridor outside the City limits. The Plan calls for actions that are specific to the distinct character and conditions of identified nodes and linkages along the corridor. Future planning efforts should consider developing strategies and projects for the pre-1937 Route 66 alignment along 4th street.

Summary of the Action Plan

The Route 66 Action Plan, as a Rank II plan, is intended to guide future redevelopment projects on Central Avenue. It proposes strategies for City investment and projects to implement the goals and policies of the Plan. However, revitalization of Route 66 can only be achieved through close coordination among various City Departments, Bernalillo County, the State of New Mexico, the business community, local and national non-profit organizations, and other key stakeholders.

The success of Route 66 as a vibrant and sustainable commercial corridor is dependent on a diverse mix of uses and destinations, and a cohesive identity for the corridor built from the unique character of each district. The ultimate achievement of any program will depend on the commitment of the people who are involved.

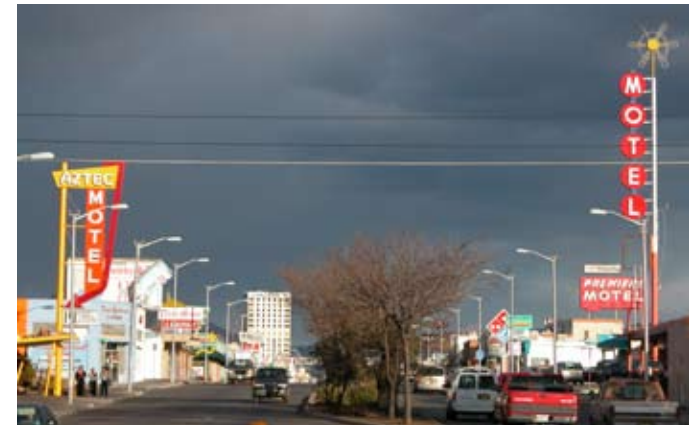
This plan focuses on four key areas, infrastructure and transportation, streetscape, business incentives and promotion, to bring back the Mother Road to Albuquerque and to promote it as a destination for visitors, as well as great place to live, work and play.

Keeping Route 66 local as an unique and authentic experience is in the best interest of the City – not only to position Central Avenue as a destination, but to improve the economic vitality of the city. The resources allocated for economic development should consider how to encourage and support local business.

Where possible, the Plan makes recommendations for projects in conjunction with existing City infrastructure and locates new projects on City property or other Public lands in order to take full advantage of existing assets. In addition, the Plan focuses on coordinating department efforts and prioritizing projects for Central Avenue which further the goals and policies of the Plan. The Action Plan Matrix, which identifies projects and existing funding sources is included in the appendix of the Plan and will be reviewed and updated annually.



Albuquerque Route 66 Businesses (2)



Aztec and Premier motel signs (1)



Bell Trading Post (1)



Bell Trading Post Lofts (1)



Post Card (1)



Post Card (1)



Post Card (1)

The Plan covers five City Council Districts, four County Commission Districts, 10 Metropolitan designated areas and seven adopted sector development areas which include East Gateway (2010), Nob Hill Highland (2007), University Neighborhoods (1986) East Downtown (2005), Huning Highland (1988), Downtown 2010 (2000); Downtown Neighborhoods (2012); Huning Castle and Reynolds Addition (1981), Old Town (1977), West Route 66 Sector Development (1986). In addition, two Sector plans are in development: the update to the West Route 66 Sector Development Plan and the new International District Sector Development Plan. See appendix E for other plans related to Route 66/Central Avenue.

Planning Process

ABQ the Plan. In November of 2010, in his State of the City address, Mayor Richard J. Berry introduced the idea for a plan that sets Albuquerque's long-term strategy for investing in the city and plans for a future that offers new opportunities to the community. ABQ the Plan develops a long-range plan for projects that will enhance the entire city that will:

- Spur economic development in our city,
- Increase quality of life for residents,
- Promote tourism in the metro area, and
- Promote job creation.

Route 66 Action Plan, Planning Process. In early 2011, the planning process for the Route 66 Action Plan began when the Mayor formed a Vision Team comprised of city leaders from the

private sector, UNM and key city staff to brainstorm on ABQ the Plan, which was followed by a Council visioning session. The Route 66 Action Plan was among the concepts that emerged from the vision session. In 2011, the concepts were presented at over 100 events to over 3,000 people, including community groups, business organizations, government functions, town halls and summer festivals as well as on the City's website, Facebook and Twitter. In June of 2012, a consultant, Strata Design, was contracted to work with Planning staff and the Mayor's office to draft the Action Plan.

ABQ+UNM CityLab. An additional part of the Route 66 Action Plan planning process included the ABQ + UNM CityLab initiative. CityLab is a partnership between the City of Albuquerque and the University of New Mexico School of Architecture and Planning. The City has provided the School of Architecture and Planning with a space downtown where students will work on projects in conjunction with the Route 66 Action Plan.



Mayor Berry, Parade (3)



Working group meeting (3)



City Lab (4)



City Lab (3)



City Lab (3)

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Chapter 2

Goals and Policies



Nob Hill signs (5)



Nob Hill signs



KiMo sign (3)



El Vado sign refurbished



Car Show, Route 66 (1)

Introduction

This section provides the policy framework to implement the overall vision for Route 66 in Albuquerque. The following pages contain the goals, policies and actions of the Plan. This section is organized by goal and includes context and background information. Specific projects can be found in Chapter 3, Implementation.

Vision. *Route 66 in Albuquerque is a vibrant and rich experience for all generations; its attraction builds upon the memories of the past, contributes to the present lives of locals with an ever-evolving appeal that expands into the future.*

The following goals and policies were developed during the community planning process. The goals, policies and objectives cover five primary areas of interest that developed during that process and are as follows:

Goal 1 Historical Legacy: *Preserve and protect Route 66 assets and interest.*

Goal 2 Infrastructure and Transportation: *Ensure public infrastructure responds to current and future development needs. Develop and support an attractive, comfortable, efficient and easily accessible multi-modal transportation system.*

Goal 3 Public Space: *Foster a sense of place and a unified streetscape.*

Goal 4 Business and Development: *Support opportunities that are catalytic for a strong and diverse business economy.*

Goal 5 Promotion and Tourism: *Recognize and support the potential Route 66 has to create a thriving local and tourist economy.*



Downtown businesses (1)



(2)



Moon Cafe (1)



Iceberg (1)



Nob Hill (2)

Historical Legacy

Goal 1: *Preserve and protect Route 66 assets and interests.*

Context: Route 66 should be celebrated for its past, present and future experiences. Route 66 needs to resonate with and attract visitors from a diverse range of ages, interests and cultures in order to keep its appeal alive. It is important to craft an experience that takes advantage of the unique characteristics of Route 66 in Albuquerque so visitors will take away memorable images and have reasons to return.

In 1926, Route 66 became one of the first official U.S. highways, connecting Chicago, Illinois to Santa Monica, California. Comprised of a patchwork of dirt roads, the original alignment became the first paved road through New Mexico bringing motorists through downtown Albuquerque. The original (pre-1937 alignment) ran north/south through Albuquerque along 4th street. In 1937, the alignment of the road through New Mexico was changed to improve safety and efficiency, reducing the total in-state millage from 507 to 399 miles. The new east/west alignment through Albuquerque is now Central Avenue. In 1985, Route 66 was removed from the United States Highway System being replaced in its entirety by the Interstate Highway System.

The two alignments of the Mother Road, both pre-1937 and post 1937, have had a direct impact on the development pattern and economic health of Albuquerque. Prior to the 1937 realignment, the transportation pattern through Albuquerque, the Chihuahua Trail, the ATSF railroad and NM HWY 1, had been traditionally north/south. Many historic buildings and businesses characteristic of the 1920's and 30's can still be found along north 4th street and in Barelás south of downtown. However, the east/west realignment of the road in 1937, the creation of Civic Plaza in 1974 which closed 4th street to through traffic, and other economic factors have negatively impacted commercial districts along the original route.

The 1937 realignment, not only impacted businesses along 4th street, but also redefined the growth pattern for Albuquerque. The new alignment provided opportunities for development along an east/west orientation. In addition to new motels and travel related services, new up and coming neighborhoods, hospitals and the University of New Mexico capitalized on the opportunity to expand onto the east mesa along Route 66. Unfortunately, the arrival of I-40 in 1970 diverted cross-country travel away from Route 66 resulting in an economic decline for the area that is still visible today.

Unlike many other cities along Route 66, the new Interstate took an alternative route in Albuquerque, leaving the original Mother Road intact. As a result, over 15 miles of Route 66 remain today within Albuquerque along Central Avenue.

The following policies, objectives and actions have been developed to preserve and celebrate the historic legacy of Route 66:

Policy 1.1: Route 66 should reflect the New Mexico legacy and provide multi-generation and multi-cultural experiences.

Objectives:

1. Route 66 is an authentic experience, reflective of the uniqueness of Albuquerque's and New Mexico's past, present and future, and is not a theme park.
2. Buildings and businesses capitalize upon the uniqueness of Albuquerque and New Mexico's Route 66 history.
3. Neighborhoods and districts should continue to develop and promote their individual unique characteristics.

Actions:

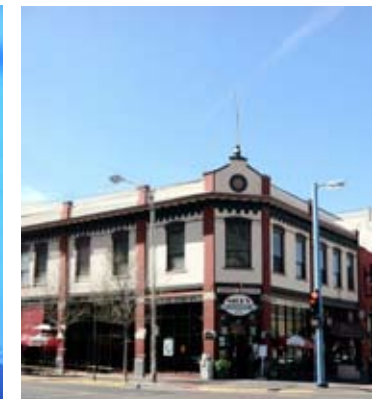
1. Create signage, public art and interpretive features that guide the experience of the road and foster gathering spaces. Use digital media to further the legacy experience. Links and apps could be developed to access archived photos and personal histories.
2. Integrate elements of historic legacy into public infrastructure such as maps, kiosks, bus shelters and light poles.
3. Encourage methods and media for public to express their past, present and future relationship with Route 66. Include opportunities for visual, written and spoken media.
4. Develop a comprehensive visitor's tour and map of signs, buildings, and events along Route 66, using both print and digital media. Incorporate information and history on signs and business that are no longer physically visible. Create interpretive features at the crossroads of the original and post 1937 route alignment. Consider incorporating a display of old neon signs and public art.
5. Create a neon museum. The museum would include a collection of restored, working signs and showcase the history and fabrication of neon technology. Ideally, the "neon museum" should be both an outdoor museum without walls that showcases existing signs that can be interpreted along Central Avenue and other streets with mobile phone apps, and an indoor experience where signs can be easily maintained and viewed. The museum should include opportunities for on-line viewing of the signs via a virtual tour with photos and video. Consider entering into a public/private partnership with a non-profit group to administer a Route 66/Neon/Historic Sign Museum/Collection.



Standard Diner, East Downtown(5)



Two Fools Tavern, Nob Hill (5)



Nick's Cafe, Downtown (5)



Bea's Restaurant, (1)



Triangle Substation, Nob Hill (1)



1930's refurbished building, International District (5)



Mustang Place, International District (5)

Policy 1.2: Route 66 era buildings (prior to the introduction of Interstate 40 in 1970) should be recognized and supported as significant features of the Mother Road experience. In order to assure longevity and to restore vitality to key Route 66 assets, putting remaining structures and sites into active use should be a high priority. Collaboration with property owners is key to developing realistic use strategies.

Objectives:

1. Protection of the existing inventory of period buildings should be recognized as a priority in maintaining the historic legacy of Route 66. Demolition of Route 66 period buildings should be discouraged.
2. Existing Route 66 era buildings should be recognizable and remain true to the original building style. Restoration of existing period buildings should consider original color palettes, motifs, and details.
3. Route 66 era buildings should be utilized in order to ensure the vitality of the building and its contribution to the experience of the Mother Road.

Actions:

1. Establish a preservation process in order to ensure longevity of Route 66 assets. Create a comprehensive inventory of existing assets, determine historic eligibility and develop criteria for determining value and contribution to Route 66 experience. Educate property owners of opportunities related to preserving and revitalizing assets.
2. Adopt more stringent demolition regulations. Prevent unnecessary demolition through demolition review procedure for historic properties. Require full redevelopment entitlements prior to approval of demolition permits.
3. Determine the feasibility of using internal resources to implement a coordinated strategy for revitalizing vacant buildings. Provide development incentives for adaptive re-use of era structures. Develop programs for Route 66 building rehabilitation.

Policy 1.3: Signage on Route 66 should continue to contribute to the visual character of Route 66. Albuquerque has an extensive collection of existing neon and iconic signs along Central Avenue in varying condition. The preservation and maintenance of neon signs is vital to the legacy of Route 66.

Objectives:

1. Decorative neon or neon-like lighting is the preferred illumination type for signs.
2. Signage should be unique, moving beyond text and place names. Symbols, icons and objects should brand and enhance community and business identity.
3. Signage should contribute to the character of Route 66 both by day and by night.
4. Painted advertisements on building walls should be considered contributing.
5. Existing Route 66 period signs should be preserved.

Actions:

1. Develop a comprehensive sign inventory of existing period signs and sign frames. Include a visual inventory of signs that have been removed or destroyed.
2. Create incentives for refurbishing and maintaining existing signs that contribute to the character of Route 66.
3. Provide increases in height and sign area for neon and neon-like signs in order to encourage and incentivize new contributing signs.

Policy 1.4: Key sites and historic places on Route 66 should be celebrated.

Objectives:

1. Provide opportunities for visitors to engage in the legacy of Route 66.
2. Commemorate and recognize places of historical significance.

Actions:

1. Commemorate key sites on the road.
 - Use gateways and public art to mark key places such as the railroad crossing, Route 66 crossroads, I-25 overpass and other key crossings and destinations.
 - Highlight Route 66 on Interstate 25 and 40 as a key element of Albuquerque's sense of place.
 - Mark bookend points where Route 66 intersects I-40 and the crossing at I-25.
2. Develop interpretive experiences.
 - Incorporate Route 66 interpretive elements such as public art, virtual tours, information kiosks and interactive pieces at key locations on Route 66. Utilize existing public sites with proximity to Route 66 assets where possible.
3. Support and encourage state and national preservation processes and programs.



Zia Motel sign, Highland (5)



66 Drive - in (2)



Kimo Theater Sign, Refurbished



El Don Motel (1)



Cafe (5)



NYCDOT - Public Art (6)



BioPark (3)

Policy 1.5: Route 66 should incorporate new opportunities to attract visitors, expanding on the Route 66 theme.

Objectives:

1. A wide range of activities should be available, not just activities related to Route 66 history.
2. Local art and culture should be prominently featured along Route 66. Cultural attractions, such as museums, should be located within close proximity to Central Avenue in order to draw residents and tourists.
3. Route 66 should remain a “link” to activities and attractions in the greater Albuquerque area; including the volcanos, 66 on 66 Open Space, Sandia Mountains, etc.
4. The Route 66 theme should be able to incorporate new activities and opportunities.

Actions:

1. Expand the BioPark into a multi-experiential destination, drawing people to visit, eat and engage in experiences relating to existing attractions.
2. Provide linkage to existing outdoor recreational experiences, such as the volcanoes, Petroglyph National Monument, Major Public Open Spaces including the new “66 on 66” in the Manzano mountains (Cibola National Forest), La Cereja Mesa and the 50 mile loop. Even though some of these opportunities exist outside of the city limits, it benefits the City to market these as part of the experience of Route 66, expanding the range of experiences and memories of visitors to Route 66 in Albuquerque.
3. Construct a pedestrian/bicycle I-40 overpass to connect multiuse trail on Central Avenue to the Sandia Mountains (Cibola National Forest), City Open Space, and regional multiuse trails.
4. Foster local businesses that attract tourism, such as arts and crafts, boutique businesses and dining and entertainment, including food carts, restaurants, local farms and wineries, etc.
5. Attract new cultural experiences to Route 66. Possible attractions could include a Route 66 and automotive museum, a museum shop highlighting goods from all of the Albuquerque museums at the Crossroads or in conjunction with a visitor center.

Infrastructure and Transportation

Goal 2: *Ensure public infrastructure responds to current and future development needs. Develop and support an attractive, comfortable, efficient and easily accessible multi-modal transportation system.*

Context: When the City makes an investment on Route 66, it demonstrates to private business that there is interest and backing for development. Enhanced public infrastructure for the Route 66 corridor improves the level of public services and amenities on Central Avenue creating a more livable, usable and attractive environment for new development and business.

Infrastructure and transportation refers to the public services provided within the public right-of-way (ROW) and includes drainage and storm water management systems, roadway, sidewalks, intersections and crossings, street lighting, fiber optic and data lines and public transit systems.

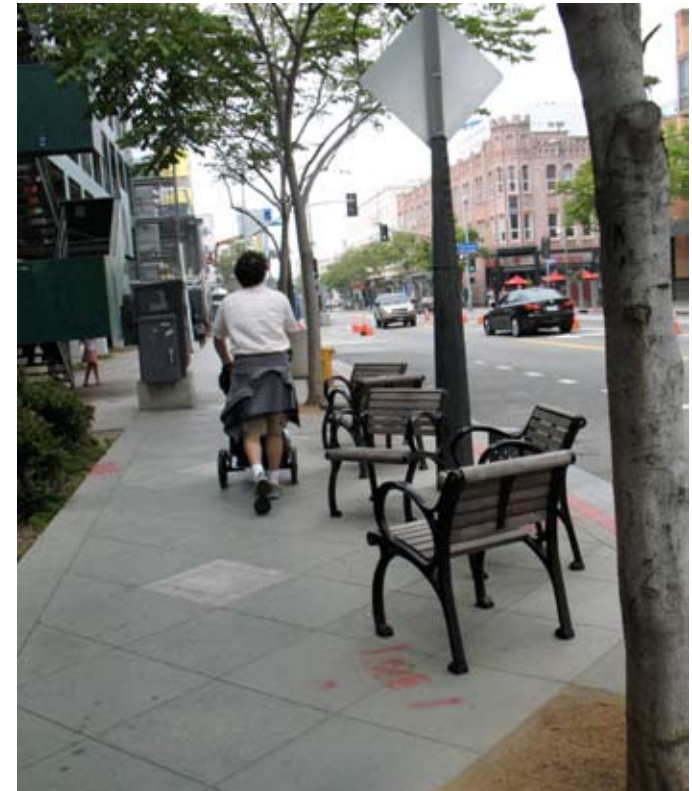
In order to support the growth and development of the local and tourist economy along Route 66, improvements are needed along Central Avenue to upgrade these public services to support and attract future development. These upgrades to infrastructure are generally perceived as a high cost burden to developers, and can be a deterrent to development in areas which lack City investment.

Roadway Improvements. The roadway defines the area of the street curb-to-curb and includes driving lanes, bicycle lanes, on street parking areas, intersections and medians. Central Avenue street sections vary with the widest ROW in the far eastern and western portions to the narrowest in the downtown and older urbanized areas. Portions of Central Avenue meet or exceed current and projected traffic demands, while other sections, particularly near the river crossing currently do not meet traffic demands at certain commute times. Currently, studies and improvements have been identified for portions of Central to expand and attract other modes of transportation including bicycle ridership and enhanced public transit. Other areas of Central could benefit from traffic calming techniques where appropriate, such as on street parking, narrow travel lanes and additional signalized intersections to facilitate pedestrian and vehicular crossing. These improvements support transit-oriented development and offer transportation alternatives to relieve congested areas of some vehicular traffic.

Pedestrian Realm/Sidewalk Improvements. The pedestrian realm includes the area of the public ROW from the back of curb to the private property line abutting the public ROW. A comfortable and safe pedestrian realm is an essential component of a effective transportation system, attracting pedestrians and facilitating access to public transportation. In order to foster a multi-modal transportation system, improvements to the pedestrian realm are necessary along the majority of Central Avenue. In most sections of Central, sidewalks need to be widened in order



Good Samaritan (6)



Santa Monica, Ca (5)



Manhole cover (6)



Fiber Optic Cabling (6)

to provide a minimum 5 foot clear path. All intersections should have sidewalk ramps that meet ADA standards and pedestrian crossing should be facilitated through the use of reduced crossing distances, pedestrian refuges and bulb outs, and signalized crossing times that meet or exceed ADA standards. All improvements to the public realm should be performed in conjunction with streetscape improvements to ensure a safe, pleasant and attractive pedestrian environment.

Storm Water and Drainage Improvements. Storm water management and flooding have been identified by developers in some areas of Central as barriers to development. Some recent improvements to curb and gutter and storm water collection have been implemented, however storm water management continues to be an issue in some areas. Low Impact Development (LID) techniques should be encouraged for drainage improvements along Central Avenue within the public ROW as well as for private sites. Where possible, drainage improvements, such as retention and detention pond sites, should be considered as opportunities for public amenities like parks, amphitheaters and trails.

Transit and Transit Facility Improvements. Transit facilities include elements such as transit shelters, signage, seating and boarding access which allow pedestrians to access and use public transportation. The Central Avenue corridor currently has the highest transit ridership in Albuquerque and offers both a general transit and a rapid transit service. Transit service on Central Avenue should continue to be frequent and should increase hours of operation in order to attract residents and businesses which rely on public transportation to live and locate on Route 66. Transit facilities along Central that are non-existent or inadequate, lacking shelters and seating or fail to serve ridership capacity should be improved. Where appropriate, transit facilities should respond and relate to neighborhood context, contributing to community character and identity.

Enhanced Transit. An enhanced transit line on Central Ave. from Tramway to 98th Street will provide rapid transit service for a distance of almost 15 miles. Bus Rapid Transit (BRT) is currently being studied as a possible enhanced transit system for the Central Corridor. A BRT system would provide quicker service on Central Avenue, from which approximately 45% of Albuquerque's total transit ridership is derived. BRT includes improvements that allow riders to quickly board and exit buses and allows buses to bypass or spend less time in congested vehicle travel lanes. Quicker transit service benefits neighborhoods and encourages private companies to invest, develop and redevelop along an enhanced transit corridor.

High Speed "Fiber to the Premises." The intent is to provide access to high speed information technologies on Central Avenue by completing the existing fiber infrastructure (both lit and dark fiber resources), making it accessible to businesses, institutions, and residents near Central Avenue. The goal is to provide state of the art digital infrastructure to Central Avenue to attract more economic development to the area by providing amenities and resources for technology related businesses and services.

The following policies, objectives and actions have been developed to support Route 66 as a multi-modal transportation system:

Policy 2.1: The City should invest in infrastructure additions and improvements to Central Avenue to attract development and private investment to Route 66.

Objectives:

1. Upgraded public services such as drainage, roadways and public transit, to meet current and forecasted development needs.
2. Improved digital and fiber optic systems to support the future of information technology along Central Avenue.

Actions:

1. Work with AMAFCA and the Water Utility Authority to incorporate Route 66 related projects into infrastructure improvements.
2. Provide high speed digital infrastructure on Central Avenue.
 - Identify current fiber infrastructure, both lit and dark fiber resources, availability and gaps.
 - Determine community broadband demand requirements.
 - Develop design/cost model for implementation.
 - Continue to build on University of New Mexico (UNM) partnerships to leverage resources from both entities.
3. Create a Municipal Wireless Network on Central Avenue.
 - Evaluate the implementation of a municipal wireless service along Route 66 for costs, best practices and common obstacles.
 - Develop a conceptual design to determine cost and phasing requirements.

Policy 2.2: The City should bring pedestrian and bicycle infrastructure up-to-date to support a multi-modal transportation system for all users along Route 66.

Objectives:

1. Safety and usability of pedestrian and cyclist systems should be a priority in conjunction with multi-modal projects.
2. On-street parking should be considered where space is available to support access to local business and encourage a park-once environment.
3. Vehicular lanes and lane widths should be reduced to meet minimum requirements to encourage safe travel speeds and to reduce pedestrian crossing times.
4. Pedestrian activated crossing points should be available at minimum of 1/4 mile intervals in high transit ridership areas. In other areas pedestrian activated crossing points should be at a minimum of 1/2 mile intervals.
5. Pedestrian amenities and enhanced streetscapes should coordinate with enhance public transit to encourage ridership and support transit oriented development.
6. Transit stops should provide adequate seating and shade for riders. Seating and shelters should be setback from the sidewalk to provide space for clear pedestrian movement on sidewalks.



Wi Fi (6)



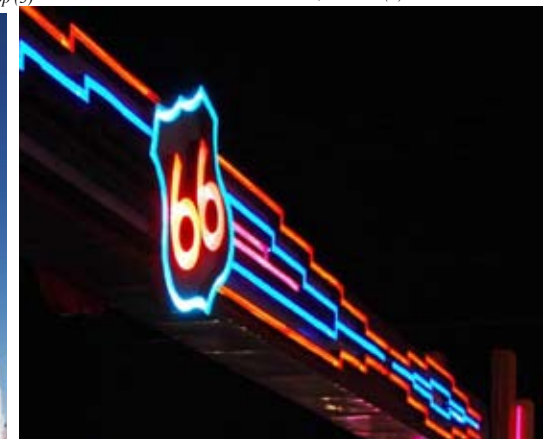
Nob Hill Transit Stop (5)



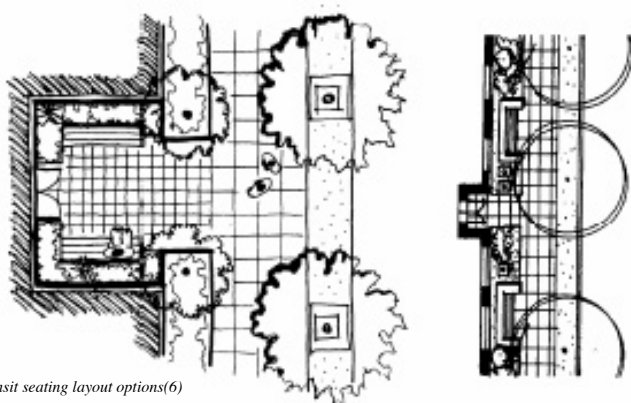
Bike Rack, Nob Hill (5)



Lighting, Nob Hill (5)



Neon Gateway, (1)



Transit seating layout options(6)



Transit stops (3)



Bus Rapid Transit (3)



Rapid Ride (5)

Actions:

1. Evaluate the level of service for vehicles, parking, bicycles, transit and pedestrians. Coordinate the level of service needs with existing Plans, policies and designated Metropolitan Redevelopment Area and Major Activity Center designations.
2. Implement improvements to the public right-of-way (ROW) to facilitate access and safety by all users.
 - Consider narrowing traffic lanes and introducing on-street parking on Central Avenue to manage speed and create a safe and friendly environment for all modes of transportation.
 - Allocate adequate space for a pedestrian realm and bicycle lane. Bring sidewalks up to ADA standards.
 - Adjust pedestrian crossing times at intersections to meet ADA standards.
 - Implement intersection improvements as identified in the plan.
 - At signalized intersections, always show the pedestrian symbols, whether or not it is activated by a pedestrian.
 - Ensure that pedestrian crossings are clearly indicated with signs, markings and striping.
3. Incorporate amenities to support needs of multi-modal transit users.
 - Provide adequate lighting, seating and shade at transit locations.
 - Provide bicycle racks near transit locations and areas with high bicycle use.
 - Provide shade and seating along high pedestrian use areas.
 - Future projects in the public ROW should be coordinated to implement streetscape improvements where possible.

Policy 2.3: Department of Municipal Development should work with Planning, Parks and Recreation and Transit to develop complete street designs (Streetscape Plan) for Central Avenue.

Objectives:

1. Streets which are safe and comfortable for all modes of travel, including pedestrians, bicycles, transit and automobiles, and that encourages economic diversity and supports a sense of place for neighborhoods along the corridor.

Actions:

1. Create a Streetscape Plan for Central Ave. by forming a committee comprised of the City's Department of Municipal Development, Planning, Parks and Recreation, Cultural Services, Transit, etc. on complete street designs for all of Central Avenue.
2. Once adopted by City Council, implementing departments are to refer to the Streetscape Plan and coordinate streetscape efforts when new projects are proposed or improvements to existing right-of-way facilities are made.

Policy 2.4: The City should invest in an enhanced transit system, such as Bus Rapid Transit (BRT) on Central Avenue.

Objectives:

1. Enhanced transit systems should provide expedited travel times, include a pre-pay boarding system, provide ease of use for all riders and operate in a dedicated lane where possible.
2. Future transit projects should incorporate efforts to improve the pedestrian realm and streetscape.
3. Within 1/4 mile of enhanced transit system stops, improvements should be made to the public realm along Central to facilitate pedestrian movement and to provide a safe and attractive walking environment.

Actions:

1. Perform a feasibility study and alternatives analysis for Bus Rapid Transit (BRT). Coordinate and prioritize with City agencies and members of the public to address issues with all modes of travel, design and plan the right-of-way and incorporate comfortable pedestrian environments. Determine potential funding sources, federal and local match funds.
2. If warranted, establish a Bus Rapid Transit (BRT) or other enhanced transit service on Central Avenue.
3. Incorporate Route 66 Branding, public art and wayfinding into transit improvements where appropriate.

Policy 2.5: The City should develop a project team and project management system to facilitate and coordinate public work performed on Route 66.

Objectives:

1. Coordinate department efforts on projects related to Central to maximize resources and reduce duplication.
2. Expedite implementation of projects by combining department resources.

Actions:

1. The Planning Department should develop a Route 66 project team that meets regularly to coordinate and efficiently implement the projects and actions of this Plan as well as other Public projects on Central Avenue. Route 66 project team should include representatives from the Planning Department including Metropolitan Redevelopment (MR), the Mayor's Office, the Department of Municipal Development (DMD), the Parks Department, the Department of Cultural Services, MRCOG, as well as other agencies where appropriate.
2. The City should identify a department or other entity in order to oversee the actions and projects of this Plan.



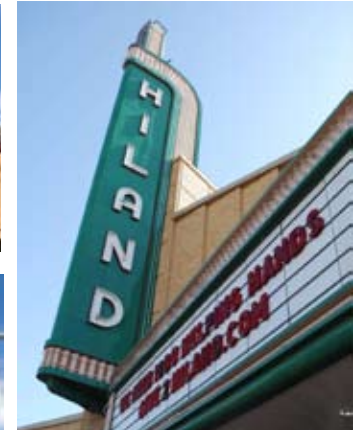
Postcard, (2)



San Philippe de Neri church, Old Town (2)



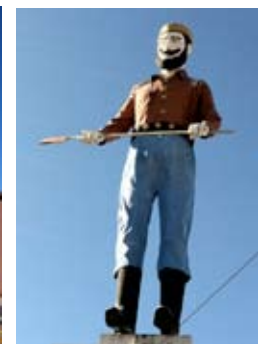
Hiway House sign, Nob Hill, (5)



Highland sign, Nob Hill, (1)



Milton's, East Downtown (5)



Lumberjack, International District (5)



Playground, (6)



Public Art, NYC (6)

Public Spaces

Goal 3: *Foster a sense of place and a unified streetscape.*

Context: Route 66 needs to offer a range of public spaces. Attractive and inviting public spaces, such as streetscapes, parks and plazas, are vital to the success of Route 66. Streetscape design includes the sidewalk (known as the “pedestrian realm”), roadway, on-street parking areas, landscaping (such as street trees and medians) as well as amenities such as transit shelters, bike lanes and street furnishings.

During the community planning process it became very evident that making authentic places for the people who live in Albuquerque is as important as for the people coming to visit. The availability of attractive public spaces is integral to the Route 66 experience, inviting people to get off the highway and experience Albuquerque and its unique districts. Historically, Route 66 has had diversions, competing iconic structures, curios, and rest areas that drew travelers off the highway. Placemaking helps create the attraction, reinforces the identity of an area and provides places where people want to be.

Currently, little public space outside of the public sidewalk is accessible from Route 66. Only three City parks, La Luz de Amistad on the far eastern portion of the road, Robinson Park and Soldiers and Sailors Park both located just west of downtown, front Route 66. The Fourth Street pedestrian mall downtown is located on the original 1937 alignment and is the only point where Route 66 intersects with itself. These four public spaces are currently under-utilized and offer various opportunities to become great places along the Mother Road as well as assets to the local neighborhoods. In addition, new public spaces should be considered important assets to the Route 66 experience for both visitors and local communities that border the road.

Other opportunities exist along Route 66 for great public spaces. Vacant lots could become parks and entertainment venues. Parking lots, old motel sites could be revitalized as plazas and pocket parks. Outdoor seating, cafes, restaurants and various vendors could be located in, on or adjacent to public spaces in order to attract a variety of users and to provide active uses. Each major destination node along Route 66 should include a great public space that serves the neighborhood, attracts visitors, and celebrates the areas identity. These public spaces will not only serve as destination points for the Route 66 traveler, but will also provide much needed gathering spaces for events and local activities in adjacent neighborhoods.

In order to thrive, great public spaces must be accompanied by a built environment that fosters a sense of community. Businesses and buildings should contribute to the pedestrian realm with windows, doors and shading along facades. In addition, residential density is strongly associated with the success and failure of public spaces. Increased housing along Route 66, not only contributes more rooftops for area retailers, but also establishes a critical mass of people necessary for a thriving healthy public space and a diversity of creative opportunities.

The following policies, objectives and actions have been developed to create attractive and meaningful public spaces along Route 66:

Policy 3.1: Reinvestment in Route 66 should include spaces along the road to be enjoyed daily by locals and visitors. Public spaces shall be considered an asset to Route 66.

Objectives:

1. Route 66 should contain a variety of public spaces throughout the route. Some spaces should be small gathering spaces with public art or interpretive pieces, other spaces should be large enough to accommodate car shows and concerts.
2. Public spaces should contribute to the experience of the Route.
3. Public spaces should resound with and belong to the local community.
4. The public ROW should be considered as a public space; a safe, pleasant and visually appealing multi-modal transportation route for use by all.
5. Street signage and wayfinding are important elements in a comprehensive strategy to revitalize the Central Avenue/Route 66 Historic Corridor.

Actions:

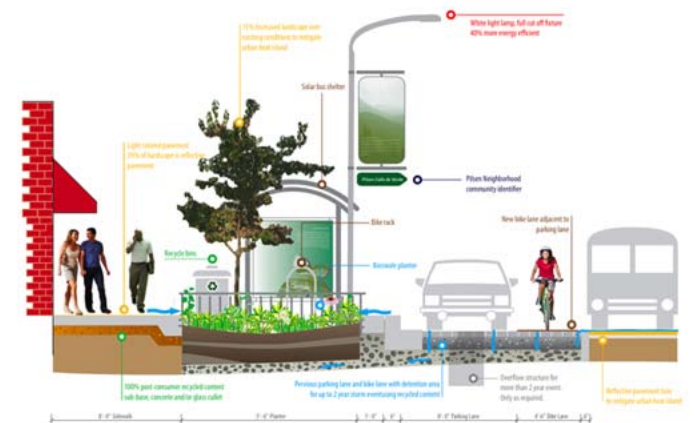
1. **Street signage & Wayfinding.** Implement a wayfinding project centered on the Route 66 theme to entice travelers from I-40 onto Route 66, highlighting historic sites, attractions, and neighborhoods.
 - Work with Department of Transportation to install Route 66 highway signage on Route 66 and directing to Route 66. Consider additional Route 66 signage on streetlights and at major intersections.
 - Develop and install a comprehensive wayfinding system. Use high impact signage on Interstates, such as billboards and highway signs, to inform travelers of Route 66 amenities and their locations. Signage should inform, educate and aid in the experience of Route 66 and entice travelers off the express route. Local wayfinding signs should be direct visitors at a neighborhood level to key attractions along the route.
2. **Streetscape Infrastructure & Amenities.** Develop an attractive streetscape with coordinated pedestrian amenities to create an identity for Central Avenue that is consistent throughout the corridor. Streetscape palettes should be flexible and respond to individual neighborhood character and distinctiveness.
 - Complete pedestrian street lighting along Central. Consider using similar fixtures to those recently installed in the Nob Hill/Highland area in order to maintain consistency along the road and to facilitate maintenance. Fixtures should accommodate banners.
 - Install street furniture, including benches, trash receptacles, bicycle racks, and



Cornerstone Garden (6)



Wayfinding signage (6)



Streetscape for Cermak Road, Chicago (6)



Vest Pocket parks, Manchester (6)



Lott Park, Austin, Tx (6)

- Develop a process for maintaining streetscape, including landscaping, trash pick up, graffiti removal and street furniture and signage maintenance.
- Encourage low walls and landscaping to buffer parking areas that front Central Avenue.
- Develop a process for funding and installing event banners.

- 4. Public Art.** Prioritize the development and installation of Public Art along the Central Corridor. Public Art should reference or relate in some way to the legacy of Route 66.

- Provide opportunities for art, ephemeral and installation, which speak to New Mexico and the historic and existing communities along the road.
- Encourage murals and the incorporation of public art into public infrastructure (parking meters, fire hydrants, etc.).
- Incorporate large-scale public art pieces to re-interpret landscape, vistas and spaces between developed areas.
- Re-purpose orphaned Route 66 signs as Public Art.
- Use public art to recognize and highlight the unique character of communities along the road.

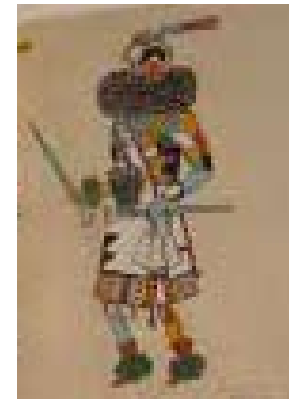
Policy 3.2: The individual character of established districts and neighborhoods along Route 66 should be maintained and reinforced as an asset to the Route 66 experience.

Objectives:

1. The Route 66 layer of Central Avenue should contribute to, but not overshadow the established character of neighborhoods and districts along the road.
2. Enhancements to Route 66 should consider and support the unique characteristics of established neighborhoods, such as building scale and style, street and development patterns.
3. Route 66 reinvestment efforts should contribute to the sense of place of neighborhoods and districts.
4. Buildings and businesses should reflect and capitalize upon the uniqueness of Albuquerque and New Mexico.
5. Neighborhoods and Districts should retain unique characteristics.
6. Local art and culture should be prominently featured along Route 66.

Actions:

1. Involve local residents and community leaders in revitalization efforts.
2. Create destination nodes along Route 66 by highlighting nodes or pockets of interest along the Route and revitalizing existing clusters of signs, motels, campsites and restaurants and introducing new activities which would complement. Spotlight existing neighborhood districts and refine the spaces in between.
3. Determine how streetscape improvements, branding and wayfinding elements can support and contribute to existing community efforts.
4. Provide support and incentives for neighborhoods and districts to take ownership of their communities. Business improvement districts, Mainstreet programs, and Community Development Block grants can assist community redevelopment, strengthening Route 66 experience.
5. Provide opportunities for art, ephemeral and installation, which speak to New Mexico and the historic and existing communities along the road.



Sand Paintings, De Anza Motor Lodge (1)



Public Art, La Luz de Amistad park (5)



Hunting Highland Historic Home (5)



Octopus Carwash (5)



Earthday, Nob Hill (5)



Kelly's, (1)



Lindy's Downtown, (5)

Policy 3.3: Route 66 reinvestment should be an opportunity to develop a sense of place for communities along Central that lack strong center or district/neighborhood identity.

Objectives:

1. Route 66 reinvestment, such as streetscape improvements, public art and new development, should work together with existing infrastructure and development to develop strong community activity nodes.
2. The branding and the identity of neighborhoods and districts along Route 66 should incorporate elements that reflect the existing character and resonate with the immediate community.

Actions:

1. Work with communities on the far west and east portion of Route 66 to identify opportunities for new nodes and districts. Route 66 inspired nodes could include festival venues, museums, interpretive centers, public spaces such as regional parks, large scale plazas or trails.
2. Consider local attributes such as views, open space, rural development patterns when siting and designing new development.
3. Capitalize on clusters of existing era elements, such as signs, buildings and businesses. Attract additional development and business that compliment. Incorporate streetscape improvements and public amenities that facilitate movement between attractions and incorporate thematic elements.
4. Incorporate large-scale public art pieces to re-interpret landscape, vistas and spaces between developed areas.

Economic Investment

Goal 4: *Support catalytic opportunities for a strong and diverse business economy.*

Context: The recent strategy of demolishing buildings has resulted in the loss of many historic resources that contribute to Central Avenue's rich Route 66 history. Left behind are gaps in the streetscape which only serve to illustrate the vicious cycle of disinvestment.

Increased residential density is key to sustainable thriving districts and neighborhoods along Route 66. Increasing residential density along Central offers many interrelated benefits. The more people live on or near Central Avenue, the more people patronize local businesses and use existing transit services. This in turn provides resources for businesses and transit for improvements. Residents also bring high expectations and consumer demand for quality of life, aesthetic improvements, and amenities that can spur the market and City initiatives. The more activity and life on the street, the more others come to see Central as the place to be – to shop, to live, to learn, and to visit. This cycle of improvement and investment is an asset and benefit for everyone.

An expedited review process, coupled with development incentives should be developed in order to attract development to Central. Fee waivers could be offered for proposed projects meeting criteria deemed desirable for Central, such as a waiver of application fees associated with: sign permits for an LED or neon sign or the rehabilitation of a historic sign; high-density residential development projects; cultural/tourism projects; and façade improvement renovations, etc. The City should offer a streamlined approval process for development, redevelopment, and renovations of properties abutting Central Avenue. By saving potential time and money, streamlined approval should offer a significant incentive for businesses and prospective developers to proceed with projects that would improve, enliven, and enrich Central Avenue. Businesses could be offered tax breaks or other incentives.

Parking reductions and reduced open space requirements for new businesses and multifamily development incentivize development by increasing the buildable site area and reducing a developer's bottom line. In addition, parking reductions support transit and promote pedestrian first development.



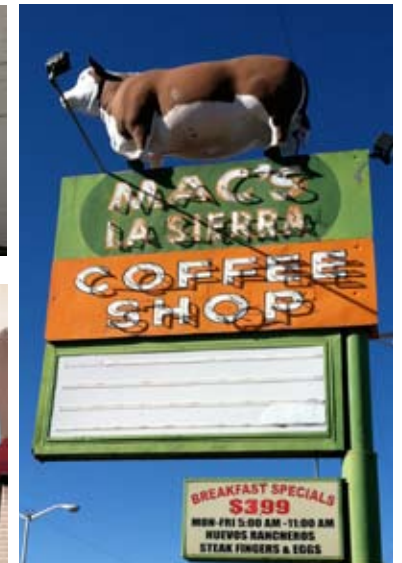
Albuquerque High, (5)



Neon sign shop, Nob Hill, (5)



Waco Taco sign, Downtow



Mac's sign, West Central, (5)



Paradise RV Park, (5)



Route 66 Malt Shop, Nob Hill, (1)



Tire shop, West Central, (5)



Talin Market, International District, (5)

The following policies, objectives and actions have been developed to encourage and incentivize business and development on Central Avenue:

Policy 4.1: City resources should demonstrate commitment and investment in Central Avenue.

Objectives:

1. Projects along Route 66 should be a high priority for the Metropolitan Redevelopment Division, Family and Community Services and the Economic Development Department.
2. Public Art on Route 66 should be a high priority for the Public Arts Program.
3. Museums and cultural events on Route 66 should be a high priority for the Cultural Services Department.
4. Gaps in services and development should be minimized on Central Avenue.
5. Reinvestment strategies should serve local needs while supporting tourism.
6. A façade improvement program should be established for existing businesses along Central. These types of improvements signal that reinvestment is being made in an area and encourages further redevelopment.

Actions:

1. Identify Metropolitan Redevelopment Program as the lead for the development and implementation of a façade improvement program to secure financing and review applications and administer funding.
2. Allocate funding for staff person to oversee façade improvement program to include the procurement of funding sources (grants, capital outlay, etc.), developing and administering façade improvement programs and other related programs.
3. Prioritize façade improvement funding for maintenance and rehabilitation of for sites which meet contributing requirements.
4. Determine the feasibility of using internal resources to implement a coordinated strategy for revitalizing vacant buildings.
5. Designate a clearing house and/or project manager to oversee and coordinate City projects along the Central Avenue corridor to ensure efficiency.

Policy 4.2: The City should incentivize Route 66 business and development.

Objectives:

1. Route 66 should attract a diversity of business types that serve both locally and globally, including tourism.
2. Incentives should be diverse, offering assistance to large and small businesses, property owners and renters.
3. Multi-family residential development should be considered a vital business to Route 66, attracted with parking and open space reductions.
4. City approval process should be streamlined for projects on Route 66.
5. Fee waivers and support from City department should be available.
6. Regulating plans which control development on Route 66 should meet the goals and policies of this plan and have consistent and coordinated development requirements and a streamlined approval process for projects that abut Central Avenue.
7. The City should create mechanisms for communities to become Tax Allocation Districts (TAD).
8. Where appropriate, the City should determine areas appropriate for Tax Increment Districts (TIDS) and Public Improvement District (PIDS).

Actions:

1. Create and adopt new Metropolitan Redevelopment (MR) areas where lacking to provide access to redevelopment incentives.
2. Promote fee waivers for all MR areas for all uses, including retail, restaurant and multi-family.
3. Confirm that properties within an MR area are eligible for Administrative Approval.
4. Ensure that properties along Central will be protected against any negative impacts design review.
5. Explore what types of projects should be eligible for fee waivers and create associated written criteria.
6. Amend Central Avenue zoning in existing Sector Development Plans, if necessary, to adopt C-1 and C-2 text amendments to increase housing density.
7. Allow for reduced parking and open space to support higher densities, transit and attract new development. Allow pre-1965 parking requirements for change of use on site that qualify.
8. Promote awareness of increased density allowances along Central Avenue.
9. Identify catalytic sites for mixed-use and high-density residential projects.
10. Prioritize the implementation of MR projects identified in existing MR plans located along Central Avenue.



Restaurant, International District (5)



Tire shop (5)



Fair 'n' Square, International District (5)



Nob Hill Shop and Stroll (5)



Enchanted Trails (1)



Harvard Mall (5)



Harvard Mall (5)

Policy 4.3: The City should coordinate with organizations to facilitate the development and coordination of public/private partnerships and investment on Route 66.

Objectives:

1. Create an organization and/or partner with existing business or other organization to work with private investors and local communities to create economic development, business improvements and community enhancement projects to further the goals and actions of the Plan.
2. Provide access to reinvestment resources such as match grants and volunteer organizations in order to implement additional community projects which support the goals and actions of the Plan.
3. Establish a website for maintaining information related to events and activities related to Route 66.
4. Coordinate efforts of City departments and private investors with respect to Route 66.

Actions:

1. **Minimize “gaps” on Central.** “Gaps” are defined as undeveloped areas along Central Avenue created by the demolition of structures. Many historic resources that contribute to Central Ave.’s rich Route 66 history have been lost, and gaps in the streetscape illustrate the vicious cycle of disinvestment.
 - An innovative local program should be created that would require coordination between internal departments to identify potential responses before a building could be demolished. An integrated approach to abatement and rehabilitation using existing personnel and resources would reverse this cycle and provide an opportunity to further several City policies and goals simultaneously, including affordable housing, sustainability, and economic development.
 - Promote affordable housing projects, mixed use housing and senior living facilities on undeveloped areas to fill in “gaps” and increase density on Central Avenue.
2. **Attract business.** Route 66 should be an attractive and competitive place to do business.
 - Support local business start-ups on Central Avenue. Provide easy online access for information and applications to start a business. Consider providing business incubators on Central Avenue. Existing motel structures and other small under-utilized facilities could provide temporary start up work and vending spaces.

- Attract technology businesses, such as post production and optical phonics with quality of life incentives (enhanced transportation, recreation, park-once communities) for employees.
- Create incentives and support for tourist related industries, such as hospitality and food service.
- Tap into target markets, such as retirement living, student housing and lifestyle living to recruit specialized development to Route 66.

Policy 4.4: Ensure clean and safe environments on Route 66.

Objectives:

1. Physical environment designed to maximize visibility and foster social interaction among the legitimate users of a space.
2. A clear delineation between public and private space. An environment designed to clearly delineate private space does two things. First, it creates a sense of ownership. Owners have a vested interest and are more likely to challenge intruders or report them to the police. Second, the sense of owned space creates an environment where “strangers” or “intruders” stand out and are more easily identified.
3. A zero tolerance approach to property maintenance; immediate replacement of broken windows and clean up of graffiti.
4. Increased visibility of pedestrians and enforcement officers.

Actions:

1. Encourage CPTED (Crime Prevention Through Environmental Design) strategies in new development.
2. Utilize CPTED strategies in new publicly funded projects.
3. Promote the adoption of applicable CPTED standards into sector development plans.
4. Encourage the location of future police facilities on Central and increase programming at existing substations.
5. Encourage businesses and festivals along Central which draw pedestrian activity.
6. Develop and provide education material on “Broken Window” theory and the City’s graffiti clean up program.
7. Expand Clean City program to include Central Avenue.



Goody's



Goody's Cafe, (1)



Nob Hill Shop and Stroll, (5)



Moped parking, (5)



airstream camper, (5)



Transit stop, International District, (5)



Nob Hill Shop and Stroll, (5)

Promotion and Tourism

Goal 5: *Support Route 66's potential as a thriving local and tourist economy.*

Context: The unique identity of Albuquerque and Route 66 is valued by visitors and residents and should be leveraged to encourage a local and global following. However, if Route 66 is to be a destination for both residents and visitors, it needs to respond to the expectations of visitors by offering a variety of unique, historic and interactive experiences.

Throughout the world there is a strong nostalgic connection to Route 66. For some, it is the historic contribution the road has made in the nation's westward migration. For others, Route 66 conjures up memories of family cars, malts, and summer vacations. The nostalgia extends beyond generations and national borders, attracting people from all around the world, young and old. Strongly tied to American culture and sense of identity, the legacy of Route 66 sparks a desire to experience a cherished moment in history .

Albuquerque, with 15 miles of intact Route 66 within the city limits, provides a unique tourism opportunity. Dotted with roadside motels, businesses and signs, tourists are drawn to Albuquerque for a historic taste of the Mother Road. However, authentic attractions and businesses are vanishing. In recent years, many motels have been demolished or have burned down. The remaining stock of buildings, signs and infrastructure is tired and fading. Limited opportunities exist to engage in authentic Route 66 experiences, such as staying in an era motel or campground, eating at a diner or patronizing a roadside business. It is essential that such opportunities are prioritized and expanded in order to continue to attract tourists.

In addition, it is imperative that new experiences be part of the Route 66 tourism appeal. Since its inception in 1926, Route 66 has been about new experiences, adventure and seeing new things. The allure of the Mother Road for new generations of tourists should continue to build upon a sense of adventure, ranging from the local delights of Albuquerque's neighborhoods and districts to the dramatic natural landscape of the mountains, rivers and volcanoes to the multi-faceted layers of New Mexico's unique culture and heritage.

Regular City-sponsored special events bring people to Central Avenue. The promotion of events unique to Central Avenue would begin to change the perception of Central as a transportation corridor to a destination for local residents and visitors. Temporarily closing portions of the street for community activities would help to build community; celebrate and encourage the strength, identity, and vitality of adjacent neighborhoods; and cultivate cultural and historical events.

The following policies, objective and actions have been developed to support tourism and local attractions on Route 66:

Policy 5.1: Route 66 should draw visitors through a diverse offering of authentic period attractions; places to stay, sights, signs, businesses and events.

Objectives:

1. Creating a Route 66 experience that meet and exceeds expectations of the visitor and the local resident.
2. Maintaining a variety of authentic period Route 66 places to stay and eat that attract tourism along Route 66.
3. A wide range of events associated with Route 66 should be staged throughout the year.
4. A streamlined City event process.

Actions:

1. Create incentives and business support for tourist related industries, such as hospitality and food service. Attract modern and comfortable lodging facilities to Route 66.
2. Encourage the re-use of Route 66 period buildings by tourist related industries. Prioritize the opening of authentic Route 66 lodging, such as a boutique motels, campgrounds and bed and breakfast inns.
3. Develop and attract a series of Route 66 related events.
4. Work with City departments to minimize steps in permitting. Create a event team with representatives from each required department to and determine a scheduled day for event hearings and sign-offs.

Policy 5.2 The marketing and branding of Route 66 should reflect the unique character of Albuquerque and its neighborhoods.

Objectives:

1. Albuquerque should be recognized globally as having a unique Route 66 experience.
2. The identity and character of existing neighborhoods and districts along Route 66 should be considered assets to the identity of Route 66 in Albuquerque.
3. Marketing efforts for Route 66 in Albuquerque should be able to promote an authentic Route 66 experience that is attainable.



Albuquerque Trolley, Nob Hill Shop and Stroll, (5)



Summerfest, Civic Plaza (3)



Downtown Farmer's Market (5)



Nob Hill Shop and Stroll, (5)



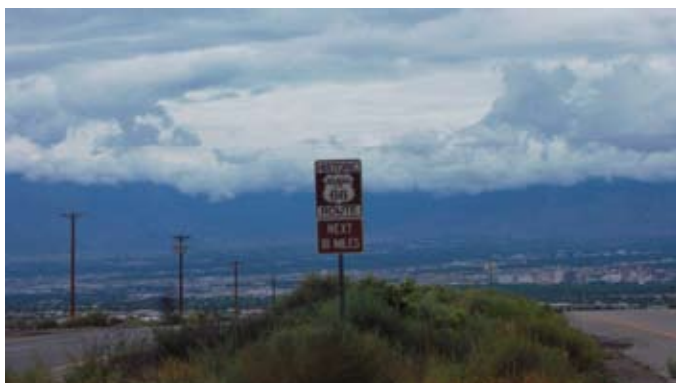
Community branding on Route 66, (6)

Actions:

1. **Digital media.** Digital media dedicated to the events and activities of Route 66 in Albuquerque should be developed and maintained to highlight and accelerate economic development along Route 66/Central by promoting businesses, activities, and neighborhoods along Central Avenue.
 - Develop a Route 66 website for Albuquerque and/or create a comprehensive “page” on existing State, Albuquerque Convention and Visitors Bureau and Route 66 Association websites. Feature local attractions and events.
 - Establish and maintain a web based Route 66 events calendar.
 - Work with technical community to create a vision for one or more apps. Establish what data sets are available. Maps and guides should be available through app technology.
 - Use social media, such as Facebook and Twitter to market Route 66 events and activities.
2. **Branding.** Develop a brand for Route 66 in Albuquerque. Work with community leaders to incorporate local identity and image goals. Incorporate brand into public infrastructure, including bus shelters, wayfinding signage, information kiosks, street signs, banners and other marketing material.
 - Utilize banners along Central to advertise and decorate special events, where feasible.
 - Coordinate with local neighborhoods to develop context sensitive gateways and neighborhood identity elements.
3. **Marketing Campaign.** Develop a national and international marketing campaign for Route 66.
 - Work in conjunction with State and local marketing efforts. Incorporate incentives to draw visitors to experience the road.
 - Develop a multi-channel approach to market Route 66, using apps, websites, social media, email lists, mailers, etc. Use social media to reinforce the Route 66 brand and the sense of place.
 - Market the uniqueness of local artists, crafters and other creative fields. Feature work where appropriate.



Chapter 3 Implementation



Route 66 looking east, (1)



Downtown, (2)



Gulf gas station (1)

Introduction

Route 66 (Central Avenue) travels through downtown, various historic districts, and many neighborhoods as it traverses the 15 miles within the City of Albuquerque. The unique characteristics of these areas are assets to the Route 66 experience. Ten “activity nodes” have been identified through the planning process as having key assets that contribute to the Route 66 experience. These are areas with either a high concentration of Route 66 elements, such as signs, motels, buildings and related businesses, or other amenities that currently attract people to Central Avenue, such as shops, restaurants, entertainment and cultural attractions. In order to create an experience for visitors to “come, stay and stay longer,” building on these unique assets is key to the implementation strategy of this Plan.

This chapter identifies strategic actions and projects to implement the goals and policies of the Plan developed in Chapter 2.



Postcard, (1)



Dog House neon sign, (1)



Ponderosa Park sign, (5)



De Anza Motor Lodge Sign at night (1)

Strategy

In order to facilitate and coordinate public investment along Route 66, projects and actions are grouped into two areas: those which will be implemented corridor-wide and special projects specific to each activity node. This strategy recognizes the need for consistency and inter-departmental coordination for large-scale projects that affect the entire corridor, as well as the unique conditions and needs of projects within individual neighborhoods and districts. Where possible, projects have been identified for existing public property to maximize City resources. In addition, this strategy recognizes the need for implementation flexibility to allow for actions and projects to be implemented as funds and opportunities become available. An Action Matrix has been developed as part of this Plan and lists priority projects and funding sources and can be found in the appendix. The Action Matrix is intended to be a “living” document that is reviewed and updated by relevant City departments on an annual basis.

A. Corridor-wide efforts.

Corridor-wide efforts are actions and projects that take place along the entirety of Route 66 and bring quality of life improvements such as building preservation, facade improvements, streetscape improvements, public safety, enhanced transportation, public art, and additional elements that attract businesses, including state of the art digital infrastructure, marketing, and other business incentives. These efforts are part of a long term investment strategy and intended to be implemented in conjunction with projects and efforts currently identified by City departments.

B. Special Projects.

Specialized projects are unique projects in identified activity nodes along Route 66 that are vital for creating an experience of “Come, Stay and Stay Longer.” Examples of specialized projects include the development of a pedestrian node with Route 66 features, micro visitors’ centers, event venues, museums, boutique lodging and public events and activities. Some of these specialized projects are identified in the existing Sector Development and Metropolitan Redevelopment plans for neighborhoods and communities along the Central Corridor. Others are new projects that are intended to enhance the Route 66 experience. More information regarding the scope and location of specialized projects can be found in each node.

Implementation

In order to implement the actions and projects of the Plan over the long haul, a long-term commitment by City departments is necessary. This commitment requires the cooperation of City departments, the coordination of Route 66 activities and efforts, and the designation of permanent funding sources. Although the coordination of City departments and the coordination of resources allocated to Central Avenue will facilitate the implementation of the Plan, the identification and security of permanent funds is paramount to the Plan's success.

Process:

1. The Planning Department will identify a position to act as Route 66 Project Manager for Route 66 related activities and to lead coordination efforts with respect to the Plan.
2. The Planning Department will develop a Route 66 Project Team to coordinate City efforts on Route 66. The Project Team should consist of representatives from a minimum of four (4) City Departments including, but not limited to Planning, Parks and Recreation, Department of Municipal Development, Department of Cultural Services, Economic Development, and the Albuquerque Police Department.
3. The Route 66 Project Team will meet regularly in order to coordinate efforts with respect to the implementation of the actions of the Plan. Regular meetings will include attendance of Route 66 Project Manager.
4. The Route 66 Project Team will be responsible for an annual update to the Action Matrix, located in the appendix. The update to the Action Matrix will include recording status of current projects (i.e. "complete, on-hold," etc.), adding new projects and identifying potential funding sources.
5. The Route 66 Project Team will prepare an annual report that includes what has been done, an annual budget including the identification of General Obligation Bonds and Capital Outlay expenditures, and a priority plan for the upcoming year(s).
6. The Route 66 Project Manager will work to identify and secure annual funding to support budget requirements. Funding activities may include, but are not limited to lobbying local, state and federal government entities, grant writing, and working to procure other appropriate funding sources provided in the appendix.
7. When determining new Capital Improvement Projects (CIP) within the Central Corridor, projects identified in the Plan will be prioritized.
8. Capital type projects with identified funding sources developed outside of the City should coordinate with the Capital Improvement Project selection process for implementation.



UNM Citylab Student Project, (4)



UNM Citylab Student Project, (4)



UNM Citylab Student Project, (4)



UNM Citylab Student Project, (4)



UNM Citylab Student Project, (4)



UNM Citylab Student Project, (4)

A. Corridor-wide efforts

Corridor-wide investments are necessary throughout the Route 66 corridor in order to make Route 66 an attractive and thriving venue for doing business, recreating, dwelling, and shopping. The purpose of these improvements is to bring current infrastructure and services up to date and to create an environment that is attractive and usable to both residents and tourists. These investments require a collaboration of both public and private resources and are organized by four areas of focus for public investment; Infrastructure and Transportation, Streetscape, Business and Development, and Promotion. Where possible, efforts focus on City owned properties in order to capitalize on existing resources and reduce funding requirements. The following are general priority big picture projects for Route 66, for specific project locations and available funding sources, see the Action Plan in the appendix.

Infrastructure and Transportation

1. **Enhanced Transit System.** The evaluation of a Bus Rapid Transit system for Central Avenue is currently underway. If Bus Rapid Transit is determined to be appropriate for Central Avenue, its implementation is a priority project for this Plan.
2. **High Speed Fiber Optic network.** The implementation of a high speed fiber optic network within the Central public right-of-way is a priority project.
3. **Free Municipal wireless network.** The development of a free wifi network accessible from Central Avenue is a priority project.

Streetscape Design

1. **Signage and wayfinding.** Additional historic Route 66 highway signs, directional signage to Route 66 from the freeway and local wayfinding signage in pedestrian nodes are priority projects.
2. **Streetscape Infrastructure and Amenities.** Streetscape improvements, such as 6' wide sidewalks, street trees and pedestrian street lighting are priority projects. In addition, a **Route 66 Amenity Kit** has been developed with a package of elements intended to transform appropriate sites on existing City property into pedestrian public spaces with Route 66 resources and related experiences along Central Avenue. The Amenity Kit includes elements such as benches, shade, trash receptacles, etc. and cultural components, such as public art, interactive and interpretive elements, and wayfinding to nearby activities.

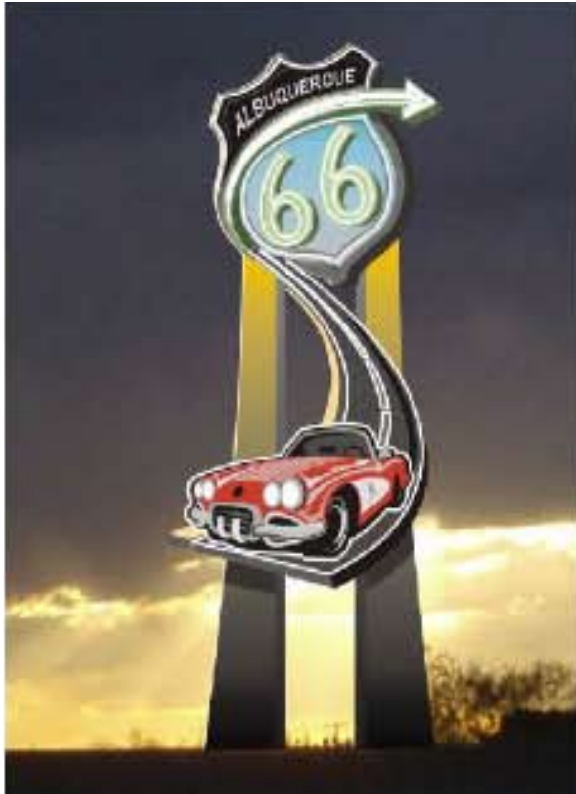
The Amenity Kit, further described in the table below, has been developed to respond to the unique conditions of each neighborhood and district along Route 66 and not all of the components in the kit may be appropriate or necessary for individual sites. Components of the amenity kit have been prioritized for each node. The intent is that at least one Route 66 public space is located in each Activity Node and provides for pe-

		NODES																			
		1. East Gateway		2. Ponderosa Park		3. International District		4. Nob Hill/Highland		5. University District		6. Edo		7. Downtown		8. Cultural Cluster		9. Old Coors		10. Unser	
KIT ELEMENTS		N	S	N	S	N	S	N	S	N	S	N	S	N	S	N	S	N	S	N	S
A	Shelter/shade (needs to cover seating at minimum)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
B	Benches (minimum seating for 6)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
C	Lighting	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
D	Hardscaping	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
E	400sqft min. area withing 20 feet of Central	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
F	Landscaping	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
G	Wayfinding signage	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
H	Directory map	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
I	Public Art	●	●	*	●	*	*	*	●	●	*	●	*	●	*	●	*	*	*	*	*
J	Neon	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
K	Visible Branding	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
L	Parking for two cars or adjacent on street parking	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
M	Bicycle parking	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
N	Route 66 interpretive feature	●	●	*	●	●	*	*	●	●	*	●	●	●	*	●	*	●	*	●	*
O	Route 66 digital feature	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
P	Incorporate Route 66 original element (sign, building, etc)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Q	Food Vending	●	●	●	●	●	●	*	*	*	●	●	●	●	●	●	●	●	●	●	●

● Dot indicates kit element required.

* Astrik indicates optional.

Blank space indicates item already present, not needed.



Roadway Art, EFG Creative

destrian comfort, is visible from Central with clear Route 66 branding and incorporates an interactive experience related to Route 66 and the surrounding neighborhood.

3. **Public Art.** The Action Plan Matrix identifies many opportunities for public art projects along the Route 66 corridor. Priority projects include the bookend art, which incorporates the Chevron sign frames at both ends of Route 66, the orphan sign project and a public art piece or gateway element at the Crossroads.
4. **Preservation and Redevelopment of historic properties.** The redevelopment of the De Anza and El Vato motels will be redeveloped at City Landmarks.

Business Incentives

1. **Facade Improvement Program.** The development of a facade improvement program by the Metropolitan Redevelopment Program is a priority project of the Plan.
2. **Develop Incentives.** The availability of development incentives is a Plan priority.
3. **Increased housing densities.** Increasing allowable housing densities along the Central corridor is a Plan priority.

Promotion

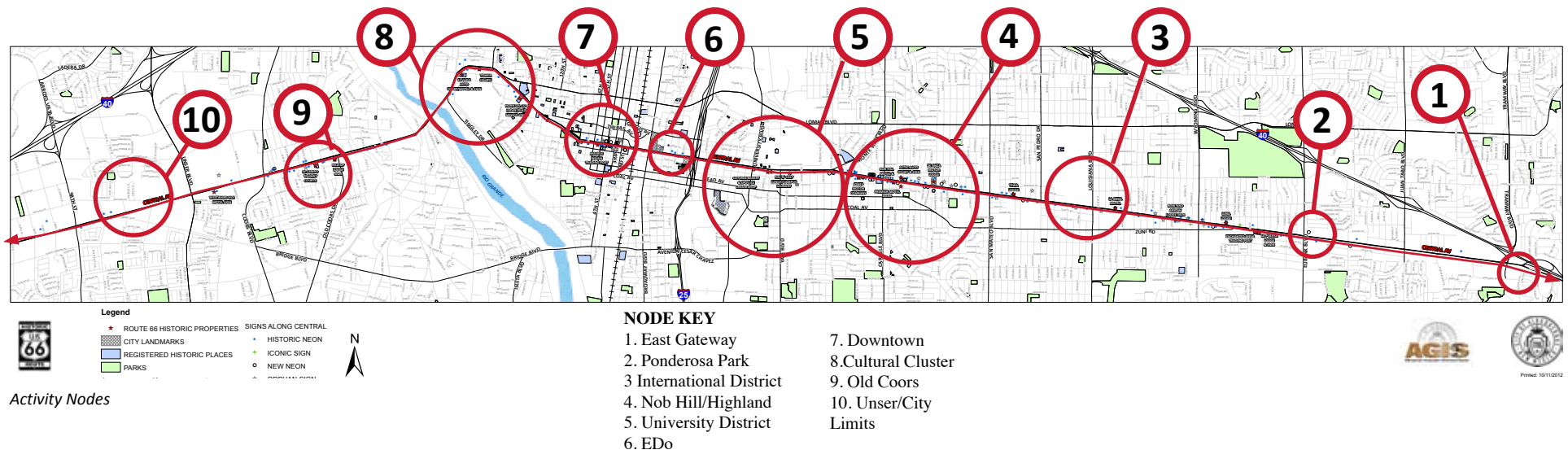
1. **Branding of Route 66.** The development and application of a consistent brand/theme throughout the Central corridor, including benches, street lights, and way-finding signage is a Plan priority.
2. **Special Events and Festivals** The development and marketing of events and festivals on or related to Route 66 is a Plan priority.
3. **Central Avenue/Route66 website and information center.** A comprehensive website devoted to Route 66 events, activities and other related information is a priority project. An information center at the Crossroads and micro information stations along Route 66 are priority projects.

B. Special Projects

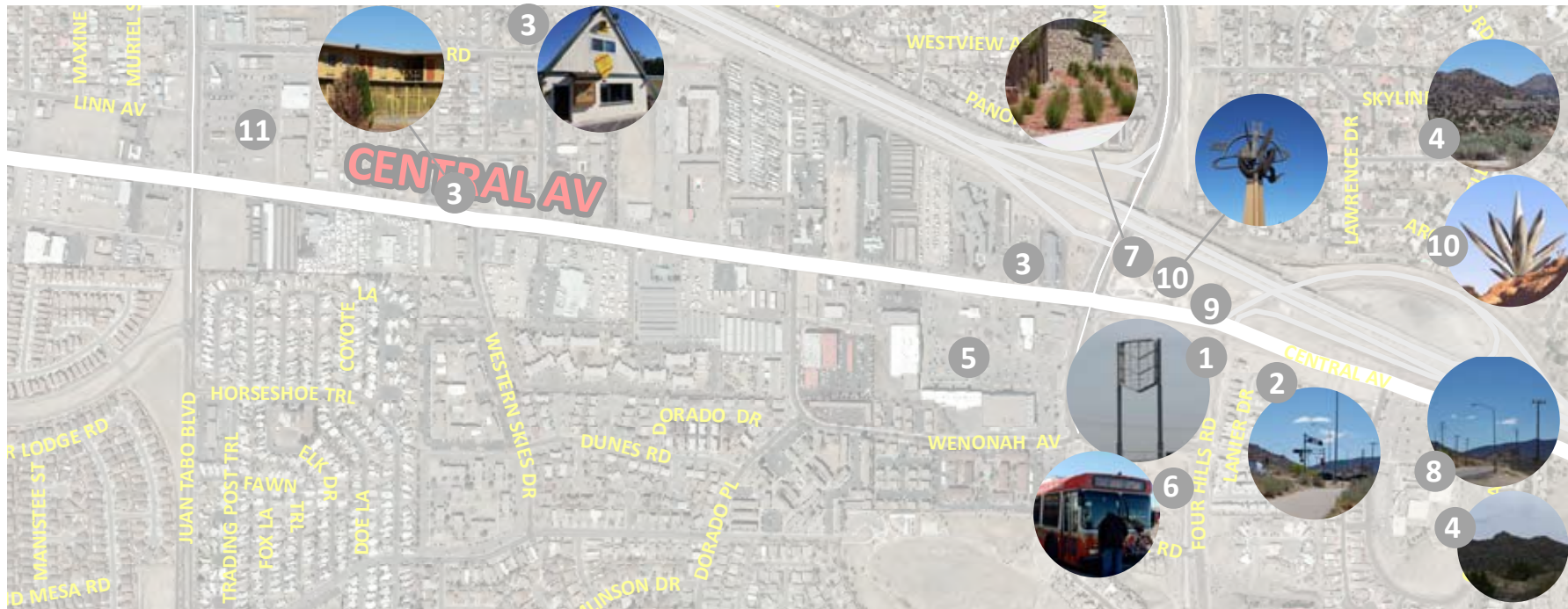
This section identifies special projects for 10 “activity nodes” that have been identified through the community planning process. These special projects build upon the existing character and work of local communities to leverage Route 66 as a major destination for visitors and Albuquerque locals. Projects range from streetscape improvements and façade enhancement to major redevelopment projects such as the DeAnza and El Vado motels. The intent of this section is to maximize public investment by identifying projects that capitalize on existing public property, infrastructure and existing City resources.

Funding for Special Projects is intended to be part of an ongoing effort, with many projects being coordinated and implemented with existing infrastructure improvements. Other larger projects may have current identified funding or will be prioritized for the acquisition of future funds. An Action Matrix, which identifies projects and existing funding sources, can be found in the appendix and will be reviewed and updated annually.

This section is organized by node, moving east to west. Each node provides a brief contextual overview, ranks existing Route 66 assets low (Less than 2), moderate (between 2 and 5) and high (more than 5), outlines issues and opportunities pertaining to its contribution to Route 66 and prescribes pertinent projects for strengthening the appeal and performance of the node. Specialized projects are included in this section and vary in size and scope depending on the opportunities and needs of each activity area.



1. East Gateway



Existing assets and places of interest for the East Gateway node.

Key Route 66 assets and places of interest:

1. Iconic and neon signage
2. Multi-use trail system
3. Local lodging, restaurants, and shops; many in historic buildings
4. Major Public Open Space
5. Four Hill Shopping Center and Theater
6. Rapid Ride access and turn around
7. La Luz de Amistad Public park
8. Rural Route 66
9. Easy freeway access
10. Public Art
11. Franklin Plaza Shopping Center

Location: City limits to Juan Tabo

Neighborhood Era: Post World War II

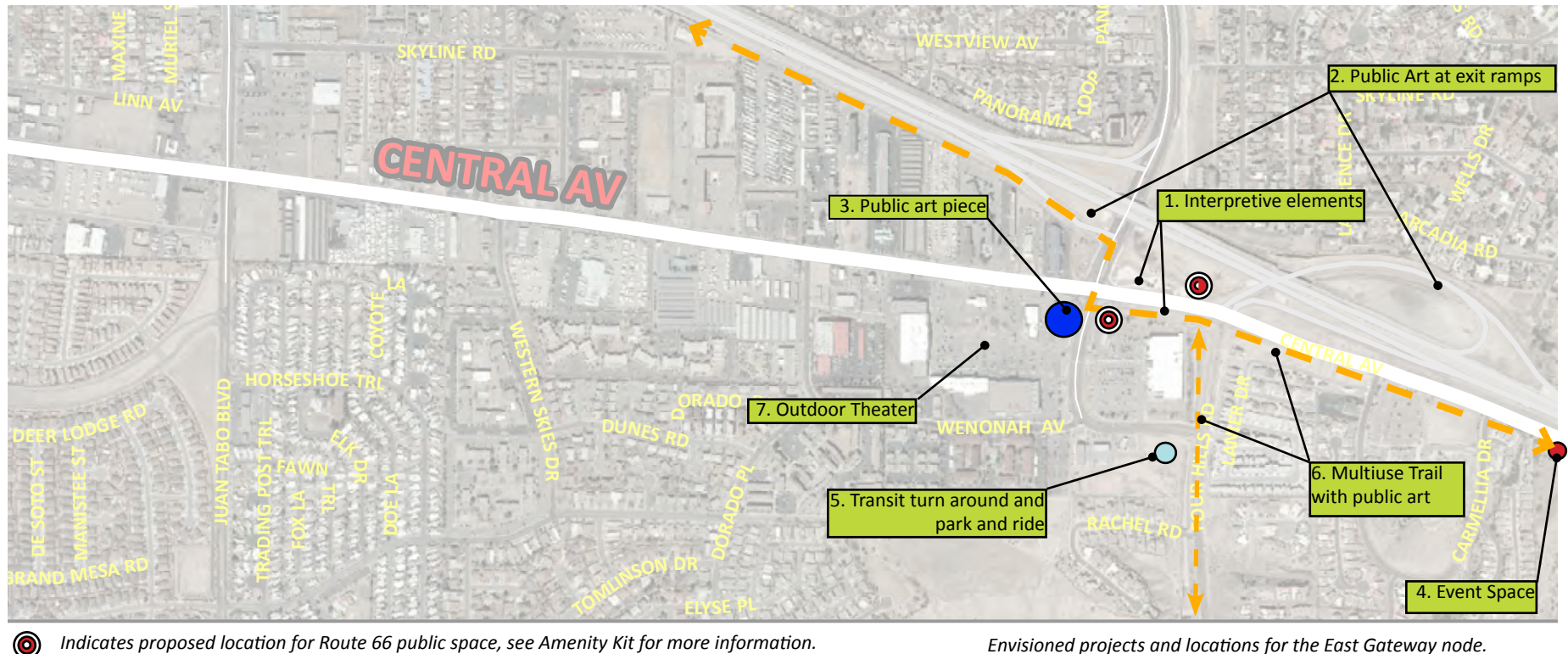
Sector Plan: East Gateway SDP (2010)

MR Plan: Pending

Route 66 asset rank: Low

Context: According to city directories, prior to 1958 no businesses were located in the East Gateway area, despite the realignment of Route 66 in 1937. However, the legacy of the area can be traced back 9,000 years with evidence of human activity in the Tijeras Canyon. An 18th century Spanish settlement was located at nearby Singing Arrow Park and adjacent lands were farmed in the early 20th Century. Originally part of the Carnuel Trail, East Gateway marks the eastern entry point of Route 66 in Albuquerque. Today, many businesses and services, including motels, restaurants and services cater to east/west travelers on I-40 as well as serve adjacent residential areas, including the Four Hills Shopping Center. Current economic conditions have impacted the area; many recreational vehicle, boat and automotive lots are now vacant providing large areas with redevelopment opportunities.

Projects for East Gateway



Intent. Improvements to the East Gateway area are intended to highlight the eastern gateway aspect of Route 66. Project recommendations include historic Route 66 signage, public art, and wayfinding on Interstate 40 in order to highlight the presence of Route 66 and facilitate interest and access in visiting the Mother Road. Improvements to Central Avenue in the East Gateway area include street lighting, wayfinding signage, enhanced streetscaping and pedestrian crossings at Tramway and Central, and public art along the multi-use trail. Additional recommended projects for the area include a public art piece incorporating the orphaned Chevron sign (a sister sign is located at the western end of Albuquerque and should also be incorporated), an interpretive site at La Luz de Amistad park, and an event venue. Opportunities for branding and neon include the 66 on 66 Major Public Open Space, Four Hills Shopping Center, and a Rapid Ride turn around facility with Route 66 interpretive information.

Other Potential Opportunities for Public/Private Partnerships:

- Facade Improvements
- Marketing for camping and recreational activities
- Mixed use development at Four Hill and Franklin Plaza shopping Centers

Projects for East Gateway



Public Art, NYDOT, (6)

1. Interpretive elements

Description: A series of public art pieces and or information markers which describe historic aspects of Route 66, cultural significance of the node, such as the Singing Arrow archeological site, the old slough, the 1937 realignment and the construction of Route 66 through Tijeras Canyon.

Location: Multi-use trail along the south side of Central, east of Tramway and public ROW adjacent to La Luz de Amistad Park.

- Create a series of interpretive elements visible from Central Avenue along trail and public sidewalk.
- Ideas for interpretive elements: showcase historical and cultural elements, reinterpret landscape.
- Elements should relate to the human scale and attract physical interaction.
- Elements should change with light or somehow create a dynamic environment. Incorporate public seating, shade and landscaping. These elements should be incorporated as part of the design of the site.



Public Art, ABQ Sunport, (6)

2. Public art for Tramway exit

Description: A series of public art pieces along the Tramway exit ramps to entice travelers off the interstate and to commemorate the intersection of I-40 and Route 66.

Location: Along sound walls and under-utilized public land adjacent to interstate.

- Create and install a series of public art pieces which are visible from both the interstate and Central Avenue.
- Public art pieces should be illuminated at night.
- Public art pieces should provide visual interest along interstate and while exiting off ramp.



Sign frame, Tramway (5)

3. Public art piece - (bookend east)

Description: A public art element at the eastern city limits which corresponds with a public art element at the western city or county limits.

Location: Possible locations - Chevron sign frame, archway over Central Avenue near Tramway Boulevard.

- Create a recognizable and memorable public art piece.
- If possible, reuse Chevron sign frame.
- Incorporate a small area of land at the base of the Chevron sign or other location determined for bookend to be used as a public space with shade, seating and other pedestrian amenities. Consider possible "photo" opportunities.
- Consider incorporating a few parking spaces to accommodate visitors.

Projects for East Gateway

4. Event space

Description: Create an amphitheater or large shaded area to host events.

Location: 66 on 66 Major Public Open Space.

- Work with Open Space division to determine type of event venue appropriate for site.
- Event facility should relate to context in form and design.
- Parking should be provided in a manner sensitive to geological conditions and should have minimal impact on site. Parking spaces should be limited for event venue. Park and ride facility could accommodate parking for events and shuttle visitors.



(6)

5. Transit turn around and park and ride

Description: A transit turn around facility with a park and ride.

Location: Location should be close to Central Avenue, with access to multi-use trail.

- Create a dedicated transit turn around facility for the Rapid Ride/BRT.
- Provide easy access to Central Avenue.
- Incorporate Route 66 thematic elements to seating, shade structures.
- Incorporate Route 66 information, wayfinding, landscaping neon and public art.



Rapid Ride Park and Ride, Westside, (5)

6. Multi-use trail east

Description: Multi-use trail connection to 66 on 66 Open Space and to adjacent Open Space and trails..

Location: Existing public ROW and multi-use trail.

- Complete multi-use trail between Four Hills Road and 66 on 66 Major Public Open Space.
- Incorporate public art, landscaping elements and neon which re-interpret Route 66.
- Create a pedestrian/bicycle overpass over I-40 in order to connect north and south Open Space and to connect to larger bicycle network. Consider incorporating an observation platform or tower.
- Incorporate pedestrian lighting.
- Incorporate wayfinding signage to navigate the area on bicycle and foot, include links to Singing Arrow.
- Enhance the multi-use trail along Four Hills Road with landscaping, lighting and seating.



Multi-use trail with public art, (5)

7. Pop up Drive-in Theater

Description: An outdoor movie venue with an inflatable screen

Location: Four Hills Shopping Center parking lot or other large parking area.

- Work with the theater and Four Hills Shopping Center to create a pop up theater in the parking lot.
- Movies could be shown in the summer or for special screening events.



Inflatable Drive-in Theater, (6)

2. Ponderosa Park



Existing assets and places of interest for the Ponderosa Park node.

Key Route 66 assets and places of interest:

1. Iconic and neon sign
2. Local lodging, restaurants, and shops; many in historic buildings
3. Transit access
4. Historic buildings and iconic architecture
5. Restaurants, goods and services
6. Route 66 era mobile home park
7. National Museum of Nuclear Science
8. Manzano Mesa Multi-generational Center

Location: Central Avenue, near Eubank Blvd

Era: Unknown

Route 66 asset rank: High

Sector Development Plan area: No

MR Plan area: No

Context: Currently owned and operated by the State Land Office, Ponderosa Park has been a mobile home park for over 50 years. With locations on the north and south side of Central, Ponderosa Park is unique in that each trailer site is articulated with low walls, street lights, and a carport fronting tree lined streets. A large community building, with a pool, as well as a centralized park with iron benches and gazebo provide gathering spaces on the property. These assets, in combination with the site's proximity to Route 66 sites, Kirtland AFB, museums, large retail centers and the freeway, make Ponderosa Park an ideal redevelopment opportunity.

Projects for Ponderosa Park



⊙ Indicates potential location for Route 66 public space, see Amenity Kit.

Envisioned projects and locations for the Ponderosa Park node.

1. Mixed-Use Redevelopment

Description: This area has the potential to be a catalyst site for redevelopment and reinvestment in surrounding properties within and near this node. Depending on ownership of the site, the highest and best use(s) for the site may go beyond restoration of the site as a destination campground. Potential uses include office, retail, higher-density residential, destination campground and event facility. Any redevelopment of the site may be enhanced by the preservation of design elements and/or actual structures that reflect the historic campground use, including signage, landscape walls, lighting, and pedestrian amenities.



Vintage Shasta Trailer, (6)



Carshow, (6)

3. International District



Existing assets and places of interest for the International District node.

Key Route 66 assets and places of interest:

1. Iconic and neon signs
2. Local lodging, restaurants, and shops; many in historic buildings.
3. Transit access
4. Historic buildings and iconic architecture
5. International restaurants, goods and services
6. State Fairgrounds (Expo NM)
7. Public Art

Location: Wyoming Boulevard to San Mateo Boulevard

Neighborhood Era: Depression to Post World War II

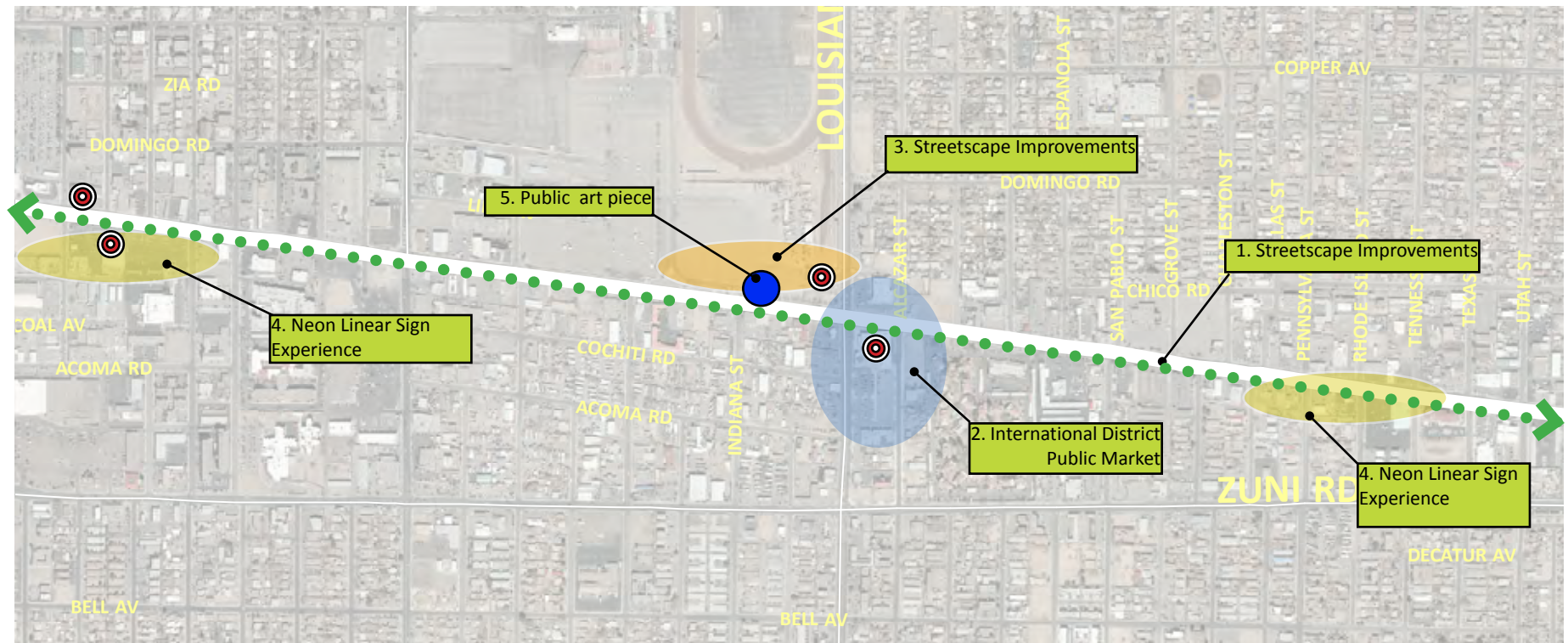
Route 66 asset rank: High

Sector Development Plan area: No

MR Plan area: Near Heights Metropolitan Redevelopment Plan and Expansion Plan

Context: Recently named the International District to reflect the area's diverse cultural communities, this area has a long history of Route 66-oriented development. Rich with neon signage, Route 66 businesses including motels, car and trailer repair shops and part stores, and diners, the area is now a burgeoning international marketplace. Originally on the outskirts of Albuquerque, the International District is now centrally located to Uptown, the University of New Mexico and Kirtland AFB/Sandia Labs.

Projects for International District



⊙ Indicates potential location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects for the International District, see following pages for more information.

Intent: Improvements in the International District are intended to build upon clusters of Route 66 related signs and businesses and international themed businesses to create destination nodes. Streetscape improvements, lighting and enhanced transit stops are intended to create a pedestrian friendly environment. A public market/event space is intended to be a regional draw and the center focus for cultural activities.

Projects for International District



Enhanced pedestrian crossing and streetscape, (6)



Public market, (6)



National Hispanic Cultural Center, (3)

1. Streetscape improvements

Description: An enhanced pedestrian streetscape.

Location: Central ROW between San Mateo and Wyoming Boulevards.

- Introduce bulbouts and on-street parking where possible.
- Reduce lane widths and number of lanes where possible.
- Incorporate street trees and landscaping where space is available.
- Consider creating clusters of landscaping with seating and trash receptacles on leased portions of private property where ROW is too narrow to increase pedestrian realm.
- Improve pedestrian crossing around Expo NM.

2. International Public market

Description: A permanent outdoor market venue.

Location: To be determined.

- Work with the local community and Metropolitan Redevelopment Program to determine potential locations.
- Site should front Central Avenue.
- Site amenities should include landscaping, shade, lighting, public art, seating and other pedestrian friendly amenities.
- Site should be near a transit stop for easy access.
- A neon sign should be developed for the market.
- Market should feature daily vendors and offer different markets throughout the week.
- Market should be a destination attraction for visitors beyond the International District.

3. Fairgrounds streetscape improvements

Description: Create streetscape improvement near the Fairgrounds and properties across Central Avenue.

Location: Central Avenue between San Pedro and Louisiana.

- Possible enhancements to the streetscape in front of the fairgrounds could include incorporating a plaza/gathering space, continuing adobe wall, adding street trees and enhancements to the tower element.
- Enhancements to commercial buildings across the street could include facade improvement programs to update paint, windows, add shading elements such as awnings and street trees where space allows.
- Incorporate street furniture and wayfinding where space permits.

Projects for International District

4. Outdoor neon sign linear experience

Description: A linear park featuring neon signs which can be experienced both by the pedestrian and from the automobile.

Location: South side of Central Avenue between San Mateo Boulevard and Madeira Avenue and sign clusters between Mesilla and Virginia Avenues.

- Create a landscaped setback of a minimum of 10 feet with pedestrian area linking signs.
- Rehabilitate signs with public art, neon or other elements.
- Consider salvaging neon signs that are no longer wanted by owners.
- Add public art, shade and seating.
- Incorporate a transit shelter.



Orphan sign project near San Mateo, (5)

5. Public Art

Description: Establish a large public art piece.

Location: Near Central and Louisiana.

- Work with community to develop a large iconic piece for the International District.
- Consider public art as a possible photo opportunity.
- Include pedestrian amenities and landscaping as part of the site design.



Public Art (6)

6. Transit Shelters

Project Description: Provide larger seating areas and more shade.

Location: International District

- Provide adequate seating and shade for a number of riders. Where possible create a shaded waiting plaza with multiple seating areas, shelters and landscaping.
- Incorporate wayfinding elements.
- Add Route 66 information.
- Add Route 66 logo and neon.
- Provide lighting.
- Create a digital hot spot for virtual Route 66 experiences.



Rapid Ride stop near San Mateo, (5)

4. Nob Hill/Highland



Existing assets and places of interest for the Nob Hill/Highland node.

Key Route 66 assets and places of interest:

1. Historic buildings, including the Nob Hill Shopping Center, Emmanuel Presbyterian church and historic residential neighborhoods
2. Iconic and neon signage
3. Iconic architecture
4. Adaptive re-use of historic buildings, such as the Monte Vista Fire Station, Kelly's Brew Pub, and Starbuck's
5. Local lodging, restaurants, and shops; many in historic buildings
6. Pedestrian environment
7. Mixed use development
8. Transit access
9. Public park and Senior Center
10. Antiques District
11. Entertainment venues, including Hiland, Lobo and Guild Theaters
12. Historic neighborhood and houses

Location: San Mateo Boulevard to Girard Avenue

Neighborhood Era: Depression and Post World War II

Route 66 asset rank: High

Sector Development Plan: Nob Hill/Highland Sector Development Plan

MR Plan: Upper Nob Hill/Highland Metropolitan Redevelopment Plan

Context: Initially developed prior to the 1937 re-alignment of Route 66, the Nob Hill neighborhood, just east of the University, was one of Albuquerque's first suburbs. The Highland neighborhood followed as a result of the post World War II housing boom. Businesses along Central Avenue developed to serve both neighborhood needs and the needs of passing travelers. Architecture in the area represents Pueblo Deco, Streamline Moderne, American Eclectic and International Style eras.

Today, Nob Hill offers a diverse array of local restaurants, shops and entertainment venues and Highland is home to the Hiland Theater and many antique shops. Both of these areas are rich with Route 66 signs, motels, businesses and buildings. Many motels in this area have been lost in the last decade, some due to fire and vandalism. However, many Route 66 structures, including motels and auto related businesses have been restored and reused to serve new purposes.

Both areas lack destination Route 66 lodging, such as a boutique motel or restored motor court. Several motels in the area could be candidates for Route 66 destination lodging.

Projects for Nob Hill/Highland



🎯 Indicates potential location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects and locations, see following pages for descriptions.

Intent: Improvements in the Nob Hill and Highland districts are intended to highlight Route 66 features while supporting the existing pedestrian scale live/work, restaurant and retail environment and surrounding historic neighborhood. Proposed improvements include enhanced transit stops with Route 66 interpretive features, neon and Public art, enhanced pedestrian crossing at Central and Tulane Avenues and Central and Madison Avenues, a comprehensive pedestrian wayfinding system, and streetscape improvements to the Highland area. Additional recommended projects include an event venue along side streets for street fairs and auto related events, a public plaza or pocket park on Central Avenue in the Highland area with Route 66 related public art, and an interpretive walking tour of Route 66 sites.

Projects for Nob Hill/Highland



Bulbout, Nob Hill, (5)



Earthday, Nob Hill, (3)



De Anza Motor Lodge sign, (1)

Highway House sign, (1)

1. Streetscape Improvements

Description: Continue streetscape east of Washington Boulevard.

Location: Central Avenue, Washington Boulevard to San Mateo Boulevard.

- Install bulbouts and on street parking.
- Incorporate street trees and landscaping where space is available.
- Consider creating small plazas of landscaping with seating and trash receptacles on leased portions of private property where ROW is too narrow to increase pedestrian realm. Incorporate wayfinding system throughout Nob Hill/Highland area.

2. Outdoor event space

Description: Create a vending/event space on side streets of Central Avenue or at former motel sites.

Location: Possible locations include Morningside Drive and Monroe Avenue. Consider former motel sites as mixed use venues with usable public space and plazas located along Central Avenue.

- Temporarily close a north/south street between Central Avenue and Copper Boulevard and Central and Silver Avenues.
- Incorporate street banners.
- Consider incorporating a motel site as a local craft vending space with event space.

3. Route 66 Motel Revitalization

Description: A destination motel that provides an “authentic” Route 66 accommodation or an adaptive re-use project that preserves the integrity of the original design.

Location: Possible motels: De Anza, Town Lodge, Hiway House, Desert Sands, Premier motel, University Lodge.

- Work with motel owners to incentivize motel rehabilitation, including landscaping and signage.
- For lodging, offer up-to-date amenities, wifi, business standard room bedding and amenities and consider sites which have conference space or other event space to draw visitors (former restaurant space could be adapted to serve as event space).
- Provide marketing assistance.

Projects for Nob Hill/Highland

4. Transit Shelters

Description: Provide larger seating areas and more shade.

Location: Nob Hill and Highland area.

- Provide adequate seating and shade for number of riders.
- Add shade elements where needed.
- Where possible create a shaded waiting plaza with multiple seating areas, shelters and landscaping.
- Incorporate wayfinding elements.
- Add Route 66 information.
- Add Route 66 logo and neon.
- Provide lighting.
- Create a digital hotspot for virtual Route 66 experiences.



Transit Shelter, Nob Hill (5)

5. Pocket parks

Description: Enhance existing pocket parks and create small gathering spaces.

Location: Nob Hill and Highland area public ROW.

- Utilize excess side street sidewalks to develop small gathering spaces with landscaping, street furniture and shade.
- Add shade elements to triangle park.
- Add seating and shade elements to existing bulb outs.
- Consider creating pocket park incorporating Aztec or Zia Motel sign.
- Incorporate interpretive element and public art.



Wide sidewalks, Nob Hill, (5)

6. Attractive Lodging

Description: A new or refurbished lodging facility.

Location: Nob Hill and Highland area.

- Attract a reputable hotel development.
- Consider using an existing motel or former motel site. Incorporate outdoor amenities such as cafe seating.
- Encourage architecture and design that compliments context.
- Encourage neon signage.



Small hotel in Miami, (6)

5. University District



Existing assets and places of interest for the University District node.

Key Route 66 assets and places of interest:

1. Iconic and neon signage
2. Local lodging, restaurants, and shops; many in historic buildings.
3. Transit access
4. Historic buildings and iconic architecture
5. Entertainment venues
6. Public park
7. University of New Mexico

Location: Girard Boulevard to University Boulevard

Neighborhood Era: 1900's to today

Route 66 asset rank: Moderate

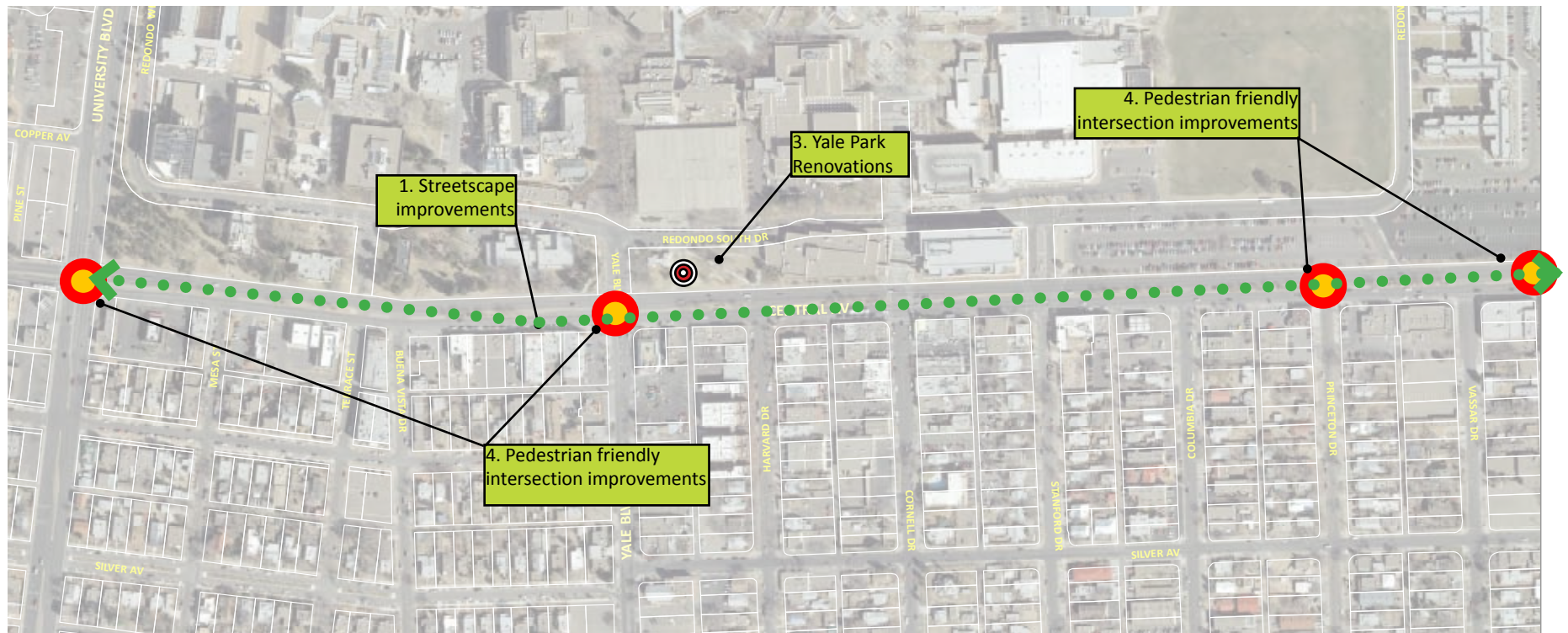
Sector Development Plan: No

MR Plan: No

Context: The University area dates to the late 19th century providing housing to faculty and up and coming residents. In addition, four sanatoriums were located in the area. By the 1920's, the University neighborhoods grew to be one of the most fashionable neighborhoods in Albuquerque, with prominent residents, including Clyde Tingley, living on Silver Boulevard. In the 1960's, enrollment in the University began to rise and housing and businesses in the area began to cater to students, and this continues to be the case today. Traffic congestion began to be an issue at this time and continues to be an issue.

The area is home to historic buildings, neon signage and iconic structures that date to the Route 66 period.

Projects for University District



⊙ Indicates location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects and locations, see following pages for descriptions.

Intent: Improvements in the University district are intended to highlight Route 66 features while supporting the existing pedestrian scale live/work, restaurant and retail environment and surrounding university area. Proposed improvements include enhanced transit stops with Route 66 interpretive features, neon and Public art, enhanced pedestrian crossing at specific intervals on Central, a comprehensive pedestrian wayfinding system, and streetscape improvements along Central Avenue. Additional recommended projects include increased amenities at Yale Park and an urban trail linking University campuses with Route 66 related public art and interpretive elements along Central Avenue.

Projects for University District



Street trees (5)

1. Streetscape Improvements

Description: Introduce pedestrian streetscape amenities.

Location: Central Avenue, University Boulevard to Girard Boulevard.

- Install bulbouts and on-street parking.
- Incorporate street trees and landscaping where space is available.
- Consider creating small plazas of landscaping with seating and trash receptacles on leased portions of private property where ROW is too narrow to increase pedestrian realm.
- Incorporate a wayfinding system throughout University District.
- Install pedestrian streetlighting.
- Create pedestrian refuges and bulb outs at the Girard Boulevard and Central Avenue intersection.
- Work with UNM to create landscape buffers for large parking areas.
- Work with UNM to create and maintain banners.



Urban Trail, (6)

2. Project: Urban Trail

Description: A multi-use trail system linking the University Main, North, South Campus and Sport facilities.

Location: Central Avenue, University Boulevard, Yale Boulevard, other local streets to be determined.

- Work with the University to develop a multi-use trail.
- Incorporate wayfinding signage, seating and landscaping.
- Light high traffic areas which are outside of residential areas.



Yale Park, public art, (6)

3. Project: Yale Park Renovations

Description: Increase amenities at Yale Park to encourage gathering and people watching.

Location: Yale Park.

- Work with the University to add pedestrian elements to the park.
- Develop spaces with seating and shade.
- Develop areas for vending or exhibiting.
- Consider incorporating a cafe structure and seating

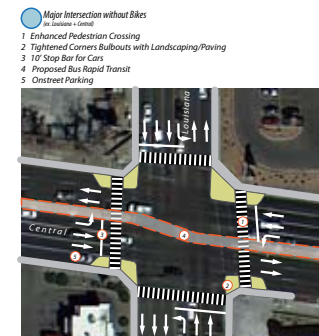
Projects for University District

4. Project: Central Avenue improved intersections

Description: Pedestrian improvements and bulbouts to facilitate crossing.

Location: University Boulevard and Central Avenue, Yale Boulevard and Central Avenue, Stanford Avenue and Central Boulevard, Princeton Avenue and Central Boulevard.

- Add signalized intersection at Princeton Avenue per MUTCD traffic standards.
- Use high definition cross walk markings.
- Provide bulbouts and pedestrian refuges to reduce crossing distances.



Bulbouts, (6)

5. Transit Shelters

Description: Provide larger seating areas and more shade.

Location: Throughout University District.

- Provide adequate seating and shade for number of riders.
- Add shade elements where needed.
- Where possible create a shaded waiting plaza with multiple seating areas, shelters and landscaping.
- Incorporate wayfinding elements.
- Add Route 66 information.
- Add Route 66 logo and neon.
- Provide lighting.
- Create a digital hotspot for virtual Route 66 experiences.



Street trees, (5)

6. EDo District



Existing assets and places of interest for the East Downtown node.

Key Route 66 assets and places of interest:

1. Historic buildings, including the Special Collections Library, Whittlesy House/Albuquerque Press Club (1903) and Historic Huning Highland Neighborhood
2. Iconic and neon signageAdaptive re-use of historic buildings, such as Old Albuquerque High School lofts, Parq Central Hotel and former drive-ins
3. Local lodging, restaurants, and shops many in historic buildings
4. Pedestrian environment
5. Mixed use development
6. Transit access
7. Public park

Location: I-25 to ATSF rail line.

Neighborhood Era: Railroad

Route 66 asset rank: High

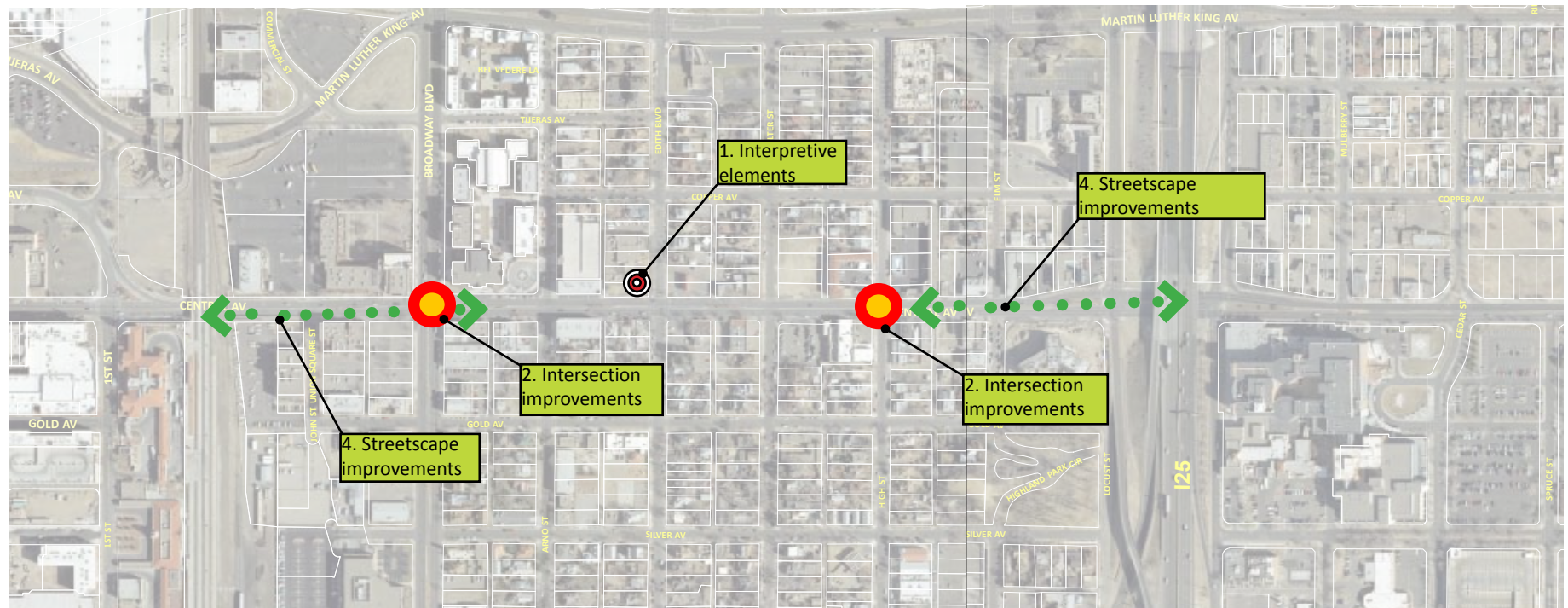
Sector Development Plan: EDo Regulatory Plan

MR Plan: No

Context: East Downtown (EDo), also known as Huning Highlands, was originally platted as a railroad suburb in 1880 and contains a healthy inventory of restored period homes. The area consists of many historic buildings, including the old Albuquerque High School (now converted into lofts), the first city public library (now the Special Collection's Library), and the Memorial Hospital (now Parq Central Hotel). With the realignment of Route 66 in 1937 and the arrival of Interstate 25 in the 1960's, this area attracted motels, diners, drive-in restaurants and other supportive businesses that are visible today.

Presently, EDo is a thriving neighborhood district, with a strong local food and retail scene. Some gaps remain, however, with some vacant lots and empty structures along Central Avenue. Most blocks are pedestrian friendly with street trees and pedestrian lighting.

Projects for EDo District



⊙ Indicates location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects and locations, see following pages for descriptions.

Intent: Improvements in the EDo District are intended to highlight Route 66 features while supporting the existing pedestrian scale live/work, restaurant and retail environment and surrounding historic neighborhood. Proposed improvements include a gateway neon art piece on the I-25 and railroad overpasses, a small plaza at the Special collections Library with a Route 66 interpretive element and Public art that focus on railroad history and Route 66 at the Special Collection's Library. An enhanced transit shelter with neon and seating in proximity to the library is also proposed. Streetscape improvements along Central Avenue will address missing sidewalks and street trees. Additional improvements include an enhanced pedestrian intersection at Broadway Boulevard and Central Avenue to improve pedestrian and bicycle safety, and an additional pedestrian crossing point near the Parq Central Hotel. A comprehensive wayfinding system will lead visitors to area amenities and places of interest; including downtown and the University district.

Projects for EDo District



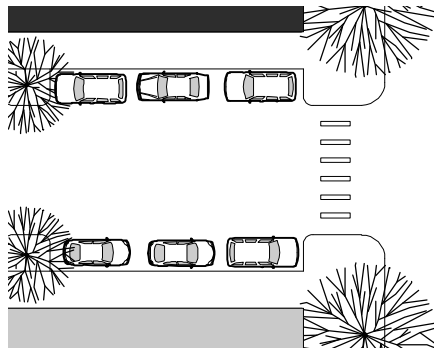
Special Collections Library, (5)

1. Project: Interpretive element

Description: An interactive art piece or information kiosk.

Location: Possible locations, Special Collections Library plaza site, or vacant parcel.

- Create an Route 66 interpretive element, focus on railroad history and effects of Route 66 on area development.
- Elements should relate to the human scale and attract physical interaction.
- Elements should change with light or somehow create a dynamic environment.
- Incorporate public seating, shade and landscaping. These elements should be incorporated as part of the design of the site.



Bulbouts, (6)

2. Project: Central Avenue improved intersections

Description: Pedestrian improvements and bulb outs to facilitate crossing.

Location: Broadway Boulevard and Central Avenue, an intersection near Parq Central Hotel

- Add signalized intersection at new locations.
- Use high definition crosswalk markings.
- Provide bulbouts and pedestrian refuges to reduce crossing distances.



Tempe Transit, (6)

3. Transit Shelters

Description: Provide larger seating areas and more shade.

Location: Throughout EDo District.

- Provide adequate seating and shade for number of riders.
- Add shade elements where needed.
- Where possible create a shaded waiting plaza with multiple seating areas, shelters and landscaping.
- Incorporate wayfinding elements.
- Add Route 66 information.
- Add Route 66 logo and neon.
- Provide lighting.
- Create a digital hotspot for virtual Route 66 experiences.

Projects for EDo District

4. Streetscape Improvements

Description: Introduce pedestrian streetscape amenities.

Location: Central Avenue, I-25 to RR overpass.

- Install bulbouts and on-street parking where needed.
- Incorporate street trees and landscaping where space is available.
- Consider creating small plazas of landscaping with seating and trash receptacles on leased portions of private property where ROW is too narrow to increase pedestrian realm.
- Incorporate wayfinding system throughout EDo District.
- Create pedestrian refuges and bulb outs at Broadway Boulevard and Central Avenue intersection.



Street trees, (5)

5. Innovate ABQ

Description: a collaborative initiative among the City of Albuquerque, UNM, and the business community to create an integrated live/work/play community.

Location: Northwest corner of Central and Broadway

Program includes:

- research and commercial labs
- a business incubator/accelerator
- science and technology companies
- educational programs, business and support services
- commercial/retail businesses.



Innovate ABQ site, (5)

7. Downtown



Key Route 66 assets and places of interest:

1. Iconic and neon signage
2. Local lodging, restaurants, and shops; many in historic buildings.
3. Transit and regional train access
4. Historic buildings and iconic architecture
5. Entertainment venues
6. Public park
7. Pre and post 1937 alignments
8. Crossroads - intersection of pre and post 1937 alignments

Opportunities

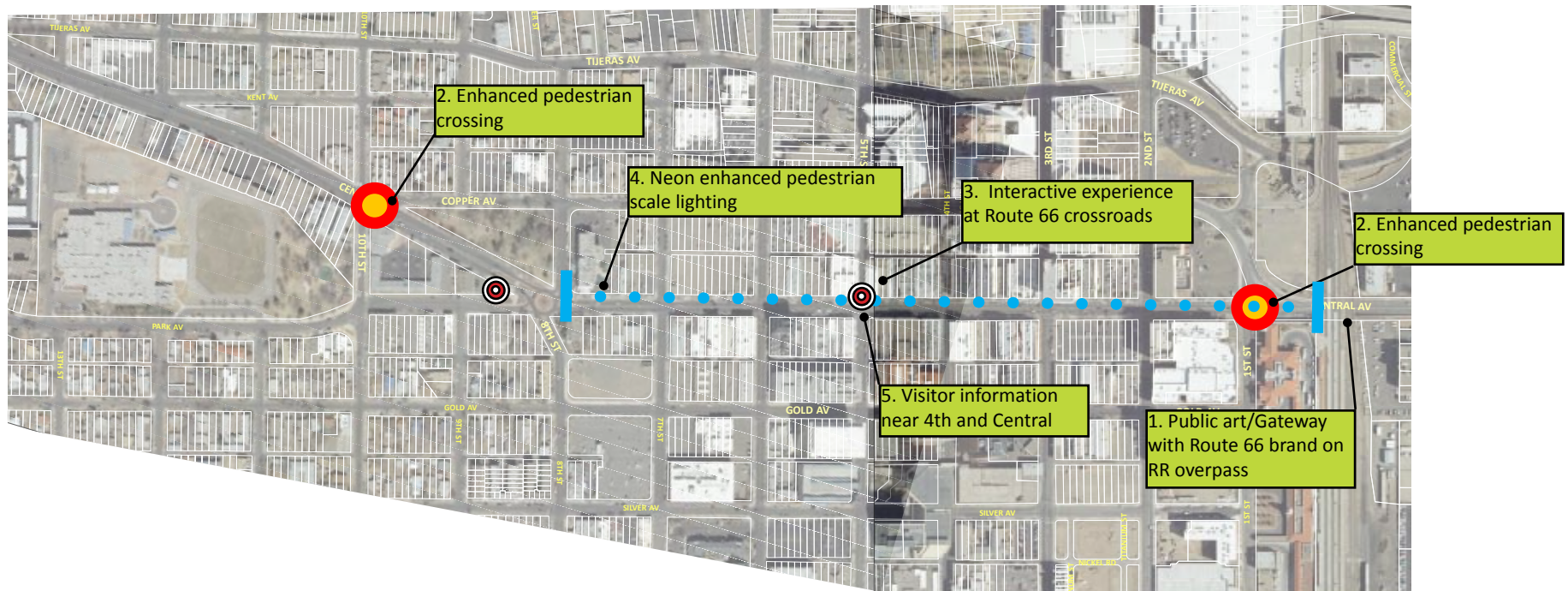
Existing assets and places of interest for the Downtown node.


Location: Railroad to 8th Street
Neighborhood Era: Railroad to today
Route 66 asset rank: Moderate

Context: Originally known as “new town,” downtown Albuquerque developed as a railroad town in the 1880’s surrounded by agricultural activities. Route 66 began here as a horse drawn trolley route between old town and new town, known as Railroad Avenue. In 1915, the state designated 4th street as New Mexico 1 which in 1926 became the pre-1937 alignment of Route 66. In 1937, modifications were made to Route 66 throughout the state, realigning Route 66 east/west along Central Avenue. The completion of I-25 and I-40 in the late 50’s and early 60’s diverted travelers from Central. This, combined with the burgeoning Uptown area drew business out of downtown.

Today, Route 66 in downtown passes by a variety of local restaurants, entertainment venues,

Projects for Downtown



 Indicates location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects and locations, see following pages for descriptions.

retailers and service oriented businesses. A portion of the pre-1937 alignment of Fourth Street has been converted to a pedestrian mall.

Intent: Improvements in the downtown district are intended to highlight the historic crossroads of the original Route 66 alignment and the post 1937 alignment and to enrich the existing pedestrian environment. Proposed improvements include an interactive element commemorating the crossroads, visitors amenities with Route 66 interpretive features, neon and public art, enhanced pedestrian crossing at Central Avenue and 10th Street, and enhanced pedestrian lighting.

Projects for Downtown



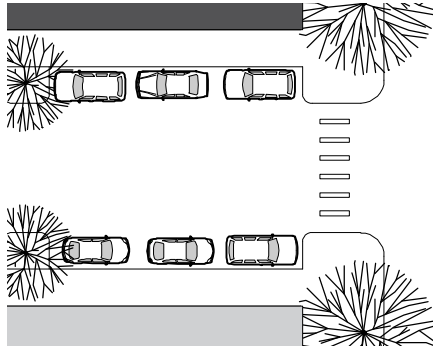
ATSF Overpass, (6)

1. Projects: Public art/neighborhood gateway piece on ATSF overpass

Description: A neon art element incorporating the I-25 overpass marking the entry point to East Downtown.

Location: I-25 and ATSF overpass.

- Work with artists to develop a Route 66 element to the I-25 and ATSF overpasses.
- Work with Department of Transportation to install pieces.



Bulbouts, (6)

2. Project: Intersection improvements

Description: Create safe crossing points.

Location: Central intersections at 10th Street and Central Avenue and 2nd Street and Central Avenue.

- Create bulbouts, pedestrian refuges and on-street parking on Central Avenue, west of roundabout.
- Provide pedestrian streetscape improvements west of Central Avenue, especially near Robinson Park.



Gateway at crossroads, rendering, EFG Creative

3. Project: Crossroads/4th street mall

Description: The development of an interactive experience at the historic crossing of the pre and post 1937 Route 66 alignments.

Location: 4th Street and Central

- Incorporate interpretive elements, history and photo opportunity
- Include neon lighting
- Incorporate wayfinding signage
- Incorporate gateway or iconic identity piece, possible public art
- Coordinate with City to dedicate a small plaza space and wide sidewalks if reopened as a road



Proposed neon, courtesy of Downtown Action Team

4. Project: Downtown lighting

Description: Enhancing existing light poles on Route 66.

Location: 4th Street between Civic Plaza and Hispanic Cultural Center and Central Avenue between railroad tracks and 10th Street.

- Introduce a neon lighting element or artwork to existing light poles
- Introduce pedestrian scale lighting on existing street lights

Projects for Downtown

5. Project: Visitor information kiosk or micro center/Museum shop

Description: A information center for tourists and visitors.

Location: Proximity to 4th Street and Central Avenue.

- Coordinate with Albuquerque Visitor's Bureau to locate a walk-in visitors center or kiosk.
- Incorporate Route 66 branding and neon.
- Include indoor or outdoor exhibit space for rotating Route 66 exhibit and material display.
- Interface with digital media.
- Facility and information should be interactive and attract to multi-generational audiences.
- Include museum shop with items and exhibits from Albuquerque museums.



Australian Museum shop 6)

8. Cultural Cluster (Old Town)



Existing assets and places of interest for the Old Town node.

Key Route 66 assets and places of interest:

1. Iconic and neon signage - see appendix for more sign information.
2. Multi-use trail system
3. Local lodging, restaurants, and shops; many in historic buildings.
4. Rio Grande State Park
5. Proximity to BioPark, Zoo, Tingley Beach Old Town and Museums
6. Rapid Ride access
7. Historic buildings

Location: Old town to Atrisco Boulevard

Neighborhood Era: 1700's to post World War II

Route 66 asset rank: High

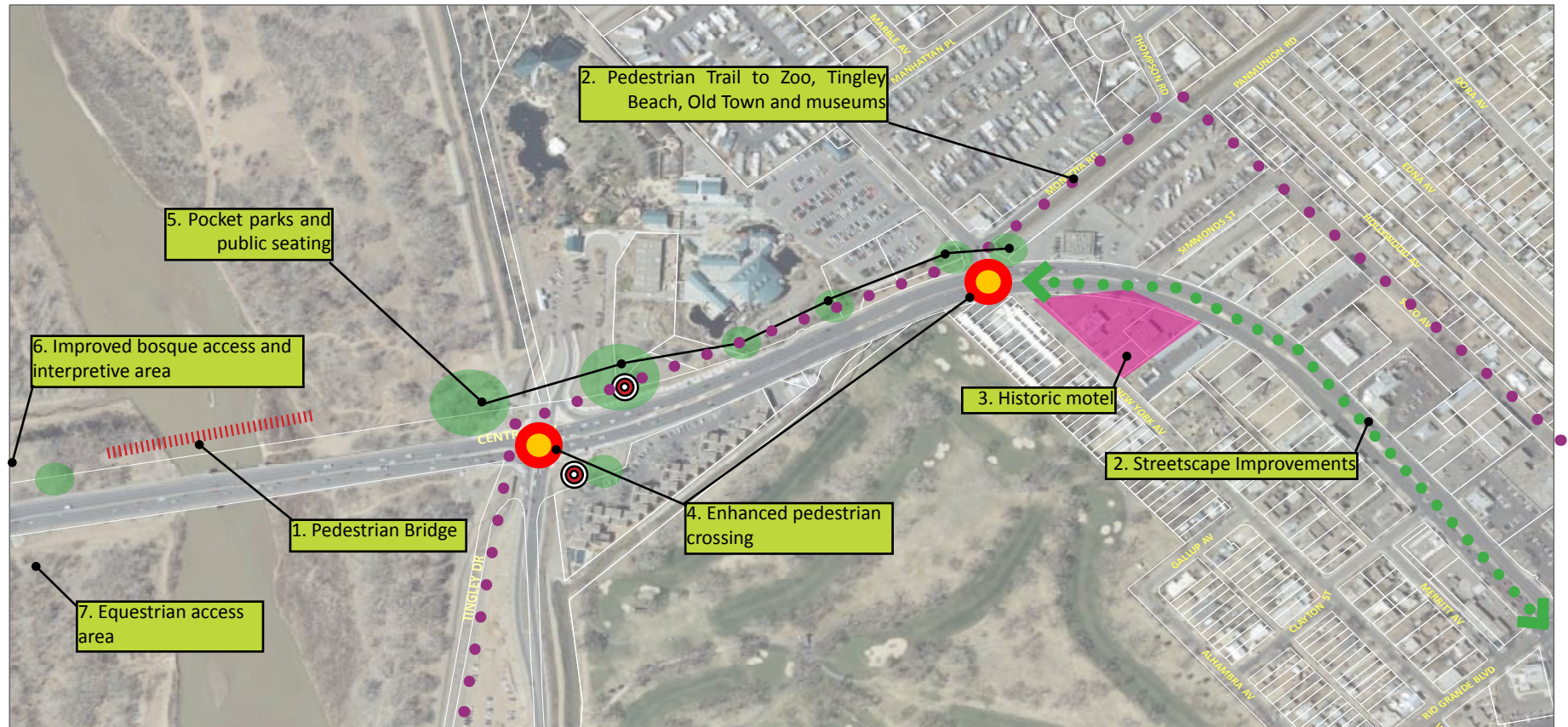
Sector Development Plan: Huning Castle and Reynolds Addition, Old Town Sector Plan

MR Plan: No

Context: The Cultural Cluster represents the heart of Albuquerque's historic and cultural amenities. Located at the crossing of Route 66 and the Rio Grande, this area has a deep and rich cultural legacy. Home to Old Town, Albuquerque's original Spanish settlement, Tingley Beach, the Rio Grande State Park, and BioPark with close proximity to other major museums including Explora Children's Museum, the Natural History museum and the Albuquerque Museum, this area attracts tourists and residents from throughout New Mexico.

Route 66 culture is found here too in neon signage, motels, and iconic restaurant buildings. Strong opportunities exist in this area for destination tourism.

Cultural Cluster Projects



⊙ Indicates location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects and locations, see following pages for descriptions.

Intent: Projects in this area are intended to support the development of a tourist destination for both local residents and visitors. Projects, such as pedestrian streetscape and intersection improvements, provide comfortable environments for visitors to move between existing attractions. Other actions, such as improved access to the west side of the Bosque for pedestrian and equestrian use and pocket parks along the Biopark street frontage build upon existing facility infrastructure. The goal is to create strong linkages so that visitors can park once and access many of the existing activities by foot or bike.

Cultural Cluster Projects



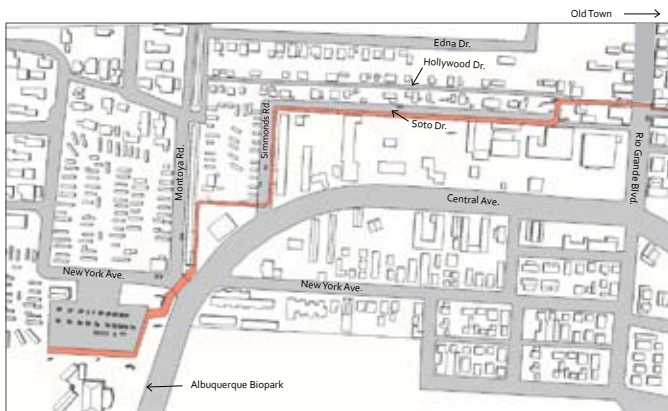
Pedestrian Bridge, (5)

1. Project: Pedestrian bridge over Rio Grande

Description: A pedestrian bridge connecting both sides of the Bosque.

Location: North side of Central Avenue bridge.

- Design and implement a visually interesting and iconic pedestrian bridge.
- Link existing bicycle and multi-use trails.
- Provide lookouts, places to sit and shade.
- Incorporate neon and pedestrian lighting.



Philosopher's Path Pedestrian Route Concept
Approximate Distance: 3/4 mile

Philosopher's Path, (3)

2. Project: Pedestrian Cultural Trail and streetscape improvements

Description: An interactive pedestrian trail linking BioPark, Tingley Beach, Old Town and Museums.

Location: Central Avenue, Mountain Road, Tingley Drive and other local streets to be determined.

- Widen sidewalks, create wayfinding signage, provide shade, seating and landscaping connecting Old Town, Biopark, Tingley and Museums, and the Atrisco area.
- Implement philosopher's trail or other pedestrian/bicycle connection to Old Town and museums.
- Incorporate seating, shade, lighting and other appropriate street furniture.
- Incorporate pedestrian lighting.
- Include access to enhanced transit stops.
- Incorporate interpretive elements and public art.
- Improve area bicycle and pedestrian connectivity to neighborhoods.



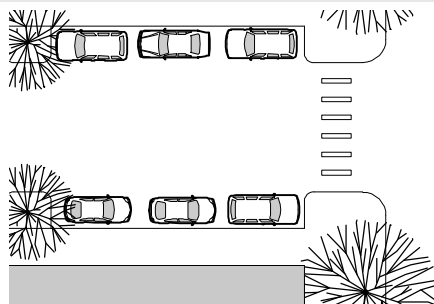
El Vado Motel, (1)

3. Project: Historic Motel

Description: A destination motel that provides an "authentic" Route 66 experience.

Location: Possible motels: El Vado, El Don

- Work with motel owner to incentivize motel rehabilitation, including landscaping and signage.
- Create a destination motel or consider an adaptive re-use project which encourages public interaction with the site.
- Provide marketing assistance.



Bulbouts, (6)

4. Project: Intersection Improvements

Description: Facilitate pedestrian crossing.

Location: Central Avenue and Rio Grande Boulevard, Central Avenue and New York Avenue, Central Avenue and Tingley Beach Drive, Central Avenue and Atrisco Boulevard.

- Provide pedestrian refuges and bulbouts where possible.
- Reduce lane widths where possible.
- Provide enhanced pedestrian crosswalks.
- Increase pedestrian crossing times to meet ADA standards.

Cultural Cluster Projects

5. Project: Pocket parks

Description: Create pocket parks and plazas along Central Avenue with interactive interpretive elements.

Location: Biopark frontage along Central Avenue, New York and Central Avenues, south side of Central Avenue on east side of bridge, north and south sides of Central Avenue on west side of bridge.

- Create a series a plazas and small pocket parks along Central Avenue with seating, shade, lighting and pedestrian amenities.
- Include public art, interpretive elements and wayfinding information.
- Pocket parks should be accessible via pedestrian cultural trail.



ABQ Uptown, plaza (5)

6. Project: Bosque West

Description: A cultural destination site with retail, restaurant and residential.

Location: City property west of Central bridge adjacent to Rio Grande Valley State Park.

- Develop a public/partnership to create a mixed use development on Metropolitan Redevelopment land, consider incorporating land up to Sunset Avenue.
- Provide direct trail access to Bosque and pedestrian bridge.
- Screen parking areas from road and Bosque.
- Incorporate wayfinding signage to area amenities.



Trails, Austin, Tx, (6)

7. West Bosque Equestrian access

Description: An equestrian trail head.

Location: Southside of Central Avenue, City property, west of bridge.

- Provide parking areas for vehicles with trailers; screen parking areas from Central Avenue and the Bosque.
- Create pocket park at trail head with shade, seating, tie up areas for horses and access to water.
- Create an interpretive piece or public art.
- Provide pedestrian lighting at trail head, parking lot and pocket park.
- Provide trail head access for horses.
- Make improvements to existing southern bosque trails.



Equestrian riders, (6)

8. Project: Transit Shelters

Description: Provide larger seating areas and more shade.

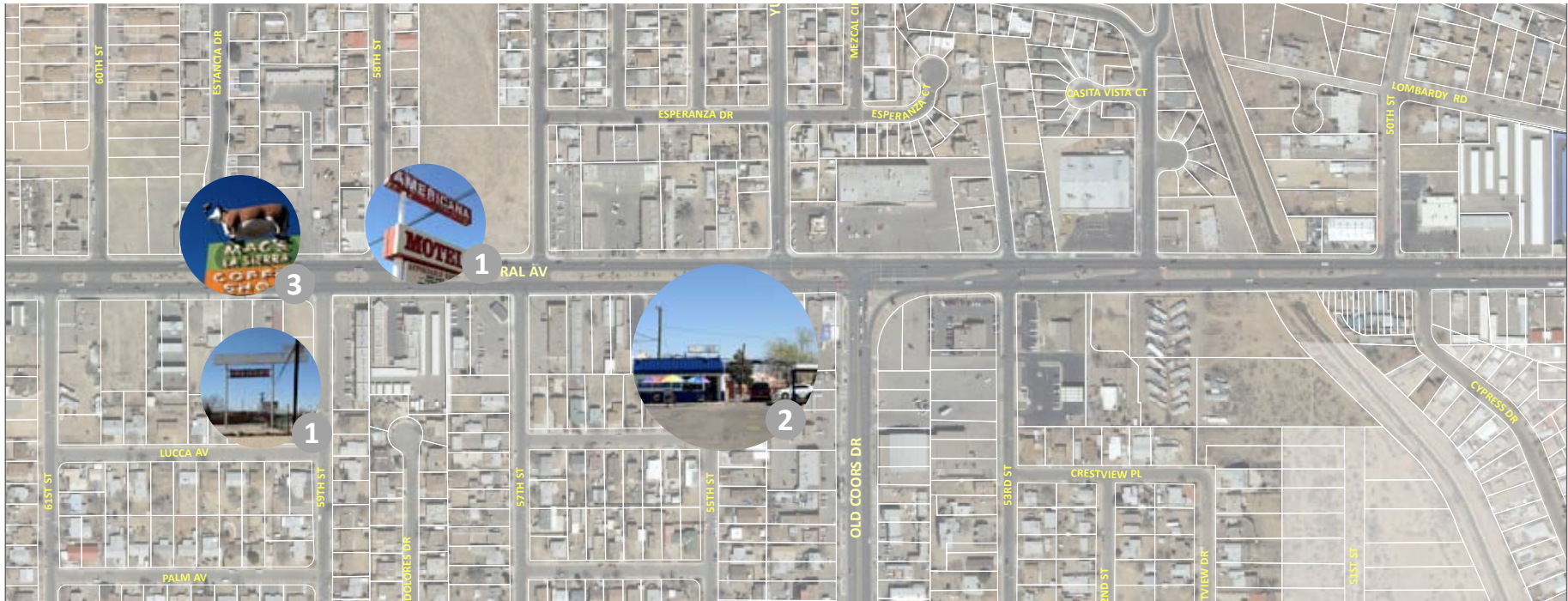
Location: Existing transit stops.

- Provide adequate seating and shade for number of riders. Where possible create a shaded waiting plaza with multiple seating areas, shelters and landscaping
- Incorporate wayfinding elements.
- Add Route 66 information, logo and neon.
- Provide lighting.
- Create a digital hotspot for virtual Route 66 experiences.



Tempe Transit Shelter (6)

9. Old Coors



Existing assets and places of interest for the Old Coors node.

Key Route 66 assets and places of interest:

1. Iconic and neon signage Local lodging, restaurants, and shops; many in historic buildings
2. Historic buildings and iconic architecture

Location: Old Coors to Coors

Neighborhood Era: depression to today

Route 66 asset rank: Moderate

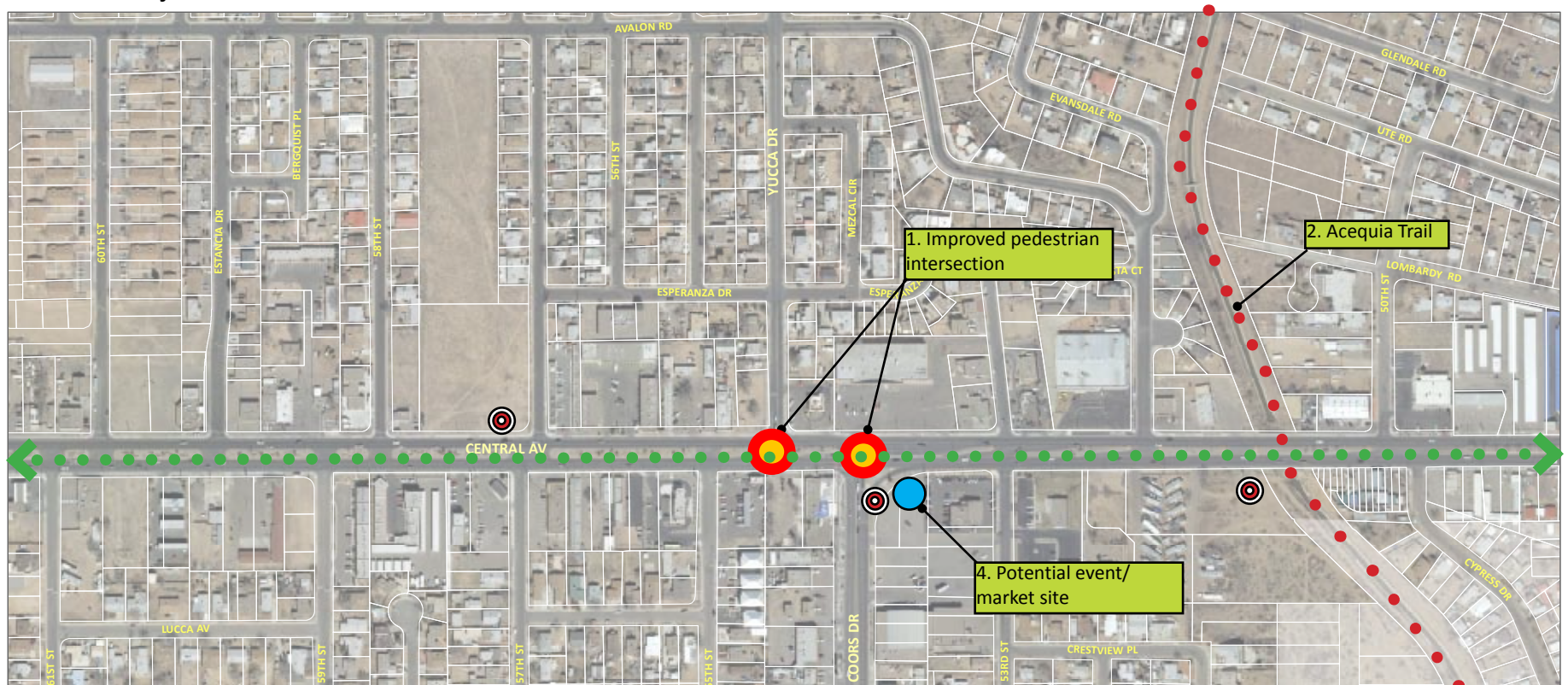
Sector Development Plan: West 66 Sector Development Plan

MR Plan: West Route 66 Metropolitan Redevelopment Area

Context: Originally, part of the Atrisco Land Grant (1768), the area which is now located between Coors and Old Coors Boulevards was primarily grazing land for cattle and sheep. In the 1920's and 30's, oil exploration and Route 66 arrived in the area. It was not until the late 1950's that the area began to develop with housing and continues today to be one of the fastest growing residential areas in Albuquerque.

The segment of Route 66 between Old Coors and Coors Boulevards is home to many empty sign frames, motel structures, iconic buildings and Route 66 business in operation for over 50 years. Spectacular views of downtown can be seen eastbound on this stretch of Route 66.

Old Coors Projects



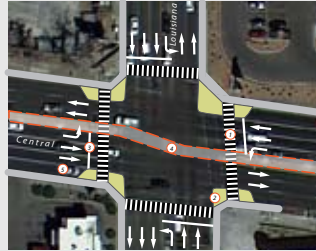
⊙ Indicates location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects and locations, see following pages for descriptions.

Intent: To develop a streetscape improvements plan between Coors Boulevard and Sunset Avenue that addresses crime, pedestrian safety and reinforce Route 66 branding. Identified projects include street lighting (moving existing lighting from current median location to street edges to better illuminate businesses and sidewalks in addition to road pavement), sidewalk upgrades, curb-cut consolidation where feasible, and pedestrian improvements for intersections. Additional projects include pedestrian trails along acequias connecting to nearby neighborhoods and recreational amenities.

Old Coors Projects

- Major Intersection without Bikes
 1. Enhanced Pedestrian Crossing
 2. Tightened Corners Bulbouts with Landscaping/Paving
 3. 10' Stop Bar for Cars
 4. Proposed Bus Rapid Transit
 5. Onstreet Parking



Bulbouts, (6)

1. Project: Intersection Improvements

Description: Facilitate pedestrian crossing.

Location: Central and Old Coors Boulevards, Central and Yucca Avenues, Central Avenue and Atrisco Boulevard, Central Avenue and Coors Boulevard. Additional pedestrian crossing points should be determined.

- Provide pedestrian refuges and bulbouts where possible.
- Reduce lane widths where possible.
- Provide enhance pedestrian crosswalks.
- Increase pedestrian crossing times to meet ADA standards.



Bike Trail, (6)

2. Project: Acequia Trail

Description: Facilitate pedestrian crossing and access to and along the acequia.

Location: Lateral.

- Make improvements to trail along acequia.
- Create pedestrian crossing point at Central Avenue.
- Create pocket park, lookout with shade, seating, lighting and pedestrian amenities.
- Provide Route 66 interpretive elements and public art along trail near Central Avenue.
- Incorporate 1 or 2 parking spaces.



Tempe Transit Shelter, (6)

3. Project: Transit Shelters

Project Description: Provide larger seating areas and more shade.

Location: Throughout area.

- Provide adequate seating and shade for number of riders.
- Add shade elements where needed.
- Where possible create a shaded waiting plaza with multiple seating areas, shelters and landscaping.
- Incorporate wayfinding elements.
- Add Route 66 information.
- Add Route 66 logo and neon.
- Provide lighting
- Create a digital hotspot for virtual Route 66 experiences

Old Coors Projects

4. Project: Outdoor market and event site

Description: A public/private partnership to establish a weekend market on the west side.

Location: To be determined.



Downtown Grower's Market (5)



Carshow, (6)

5. Streetscape Improvements

Description: Introduce pedestrian streetscape amenities.

Location: Central Avenue, Atrisco Boulevard to Coors Boulevard.

- Install bulbouts and on-street parking where needed.
- Incorporate street trees and landscaping where space is available.
- Consider creating small plazas of landscaping with seating and trash receptacles on leased portions of private property where ROW is too narrow to increase pedestrian realm.
- Create pedestrian refuges and bulb outs at major intersections.



Pedestrian seating and walking area, (6)

10. Unser/City Limits



Existing assets and places of interest for the Unser node.

Key Route 66 assets and places of interest:

1. Iconic and neon signage
2. Proposed multi-use trail system
3. Local lodging, restaurants, and shops; many in historic buildings
4. Proposed Unser Crossing shopping center
5. Transit access and turn around
6. Rte 66 Public Art markers
7. Unser Children's Museum

Location: Unser Boulevard to western City limits

Era: 1768 to today

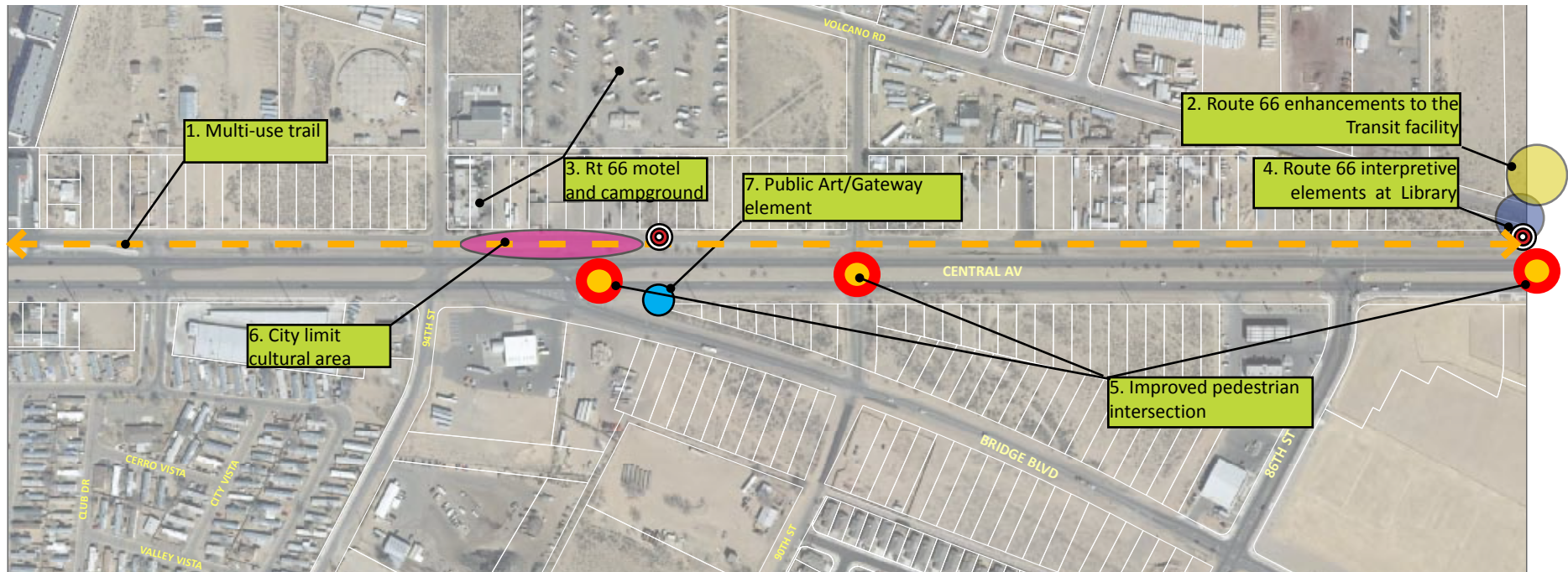
Route 66 asset rank: Low

Sector Development Plan: West Route 66 Sector Development Plan

MR Plan: West Central Metropolitan Redevelopment Area

Context: Originally part of the Atrisco Land Grant (1768), the Unser area was primarily used for grazing prior to the re-alignment of Route 66 in 1937. Until the recent housing boom in the last two decades, development in the Unser area was minimal and primarily served the motorist. Several tourist courts, an RV park, cafe and automotive repair stations continue to operate in the area. Recent commercial development can be found in the area, primarily adjacent to major intersections, providing goods and services which serve the surrounding residential areas. Large portions of undeveloped land remain in the area, including the much anticipated Unser Crossing Shopping Center site.

Unser Projects



⊙ Indicates location for Route 66 public space, see Amenity Kit for more information.

Envisioned projects and locations, see following pages for descriptions.

Intent: Projects in the Unser/City limits area are intended to develop a Route 66 gateway to the City and to capitalize upon the existing public facilities to strengthen the Route 66 brand. Projects in this area include adding Route 66 branding elements to the Rapid Ride turn around and library, developing a multi-use trail with Route 66 related public art along the north frontage road and to create a destination lodging/event space that includes the cluster of motels and a campground near the City limits.

Unser Projects



Frontage Road multi-use trail rendering, (5)

1. Project: Multi-use trail west

Description: A pedestrian and bicycle trail with public art.

Location: Frontage road west of Unser Boulevard.

- Create a multi-use trail with a landscape buffer and drainage area.
- Incorporate public art, landscaping interpretive elements and neon .
- Incorporate lighting.
- Incorporate wayfinding signage to navigate area on bicycle and foot, include links to La Ceja and Petroglyph National Monument.



Westside park and ride, (5)

2. Project: Enhancements to Park and Ride facility

Description: Route 66 branding elements and interpretive features at Park and Ride facility.

Location: Park and Ride facility at Unser Boulevard and Central Avenue

- Add Route 66 branding and art work to existing transit shade structure and signage.
- Add wayfinding signage
- Add interpretive elements to site.
- Provide a multi-use trail connection to frontage road.



French Quarter Motel, (5)

3. Project: Historic Motel/campground

Description: A destination motel that provides an “authentic” Route 66 accommodation.

Location: Possible motels: Westward Ho, Adobe Manor, RV park.

- Work with motel owner to incentivize motel rehabilitation, including landscaping and signage.
- Offer up to date amenities, wifi, business standard room bedding and amenities.
- Consider sites which have conference space or other event space to draw visitors (former restaurant space could be adapted to serve as event space).
- Provide marketing assistance.



Jefferson, Indiana, wayfinding signage, (6)

4. Project: Unser Plaza

Description: A public plaza with public art, pedestrian amenities and Route 66 interpretive elements.

Location: Library site.

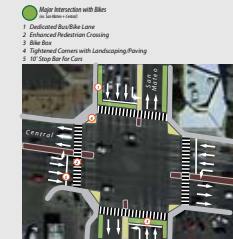
- Provide shade, seating and pedestrian amenities.
- Install public art.
- Provide wayfinding information.
- Provide interactive Route 66 interpretive elements.
- Include pedestrian lighting and neon.

Unser Projects

5. Project: Pedestrian improvements to Unser and Central and Bridge and Central Intersections

Description: Improvements to intersection to increase pedestrian safety and facilitate crossing.

- Coordinate with West Route 66 Sector Development Plan.



Example of intersection improvements, (5)

6. Project: City limit cultural area

Description: Create a destination venue for regional events, “Stay and Play.” Revitalization of existing Route 66 assets and a new event venue.

Location: To be determined.

- Revitalize French Quarter motel, Grandview motel, Palisades Park campground and café.
- Create a large outdoor event venue for car shows, fairs and markets, possible locations - a linear park along frontage road, vacant land in area, include seating, shade and lighting.
- Incorporate neon.
- Incorporate pedestrian linkages to existing Route 66 attractions.
- Create a photo opportunity through public art.
- Create an interpretive element.
- Provide wayfinding signage and links to multi-use trail on frontage road.



Street Fair, (6)

7. Project: Gateway

Description: A public art piece marking west city limits.

Location: At city limits.

- Create a gateway or monument element.
- Incorporate neon.



Route 66 Highway Pubic Art, rendering, EFG Creative

Outside City Limits

The following projects are outside of the City limits and would require City/County partnership:



Chevron sign frame, western city limits, (5)

Project: Bookend west

Description: A public art element at the western city limits which corresponds with a public art element at the eastern city limits.

Location: Possible locations - Chevron frame sign near I-40.

- Create a gateway or monument element.
- Create a recognizable and memorable public art piece.
- Incorporate neon.
- If possible, reuse orphaned chevron sign.
- Incorporate a small area of land at the base of the Chevron sign or other location determined for bookend to be used as a public space with shade, seating and other pedestrian amenities. Consider possible “photo” opportunities.
- Consider incorporating a few parking spaces to accommodate visitors.



Route 66 Roadway markers, (6)

Project: Interstate historic Route 66 markers and wayfinding signage

Description: Installation of national Route 66 signs.

Location: Along Route 66 and Interstates 40 and 25.

- Work with Route 66 association to determine locations for historic signs.
- Determine if Scenic Byway and heritage signage is desired and where.
- Work with Department of Transportation and Department of Municipal Development to have signs installed along Central Avenue and Interstates 40 and 25.
- Incorporate wayfinding signage to direct travelers to and from Route 66.



Carnuel Village (6)

Project: I-40 Carnuel exit

Description: Interstate signage and information on accessing Route 66 at Carnuel exit.

Location: I-40 and Carnuel exit.

- Locate Route 66 Highway markers on exit signs.
- Create a public art piece which attracts people to exit at Carnuel to experience Route 66.
- Provide Route 66 directional signage from Interstate exit to Albuquerque.
- Provide visitor information and note places of interest in the Carnuel area.



Chapter 4 Funding



Lobo Theater, Nob Hill, (2)



Nob Hill Station, Nob Hill, (2)

The City is committed at this time to “big picture” projects to support the implementation of this Plan and to demonstrate major public investment in the future of Route 66. This section provides funding mechanisms and strategies for implementing Plan projects. It is based on the understanding that City resources are limited and financing strategies need to be creative and flexible with incentives that entice private sector investment.

Route 66 investment priorities

- *Bus Rapid Transit*
- *Fiber Optic Infrastructure*
- *Façade Improvement Program*
- *Streetscape improvements and wayfinding*
- *Public Art*
- *Neon Sign Incentives*
- *Coordinated Route 66 website and events calendar*
- *Specialized events and festivals*
- *Route 66 branding*

Funding Strategy

The realization of Plan projects is anticipated to be phased over time and project implementation is intended as part of a long-term funding strategy. In order to maximize existing City resources, many projects have been identified for City-owned property and public infrastructure, thereby reducing the need for additional land acquisition. For other projects, coordination with existing department projects and resources to identify opportunities to incorporate the actions of the Plan. Opportunities for future funding include state capital outlay, general obligation bonds, grants, partnerships with other government agencies and public/private partnerships.

The following on-going four part strategy has been developed in order to facilitate the realization of the goals and actions of the Plan:

1) Leveraging City existing assets

- **City-owned land.** Where possible, projects have been identified for existing City-owned property and public ROW in order to reduce land acquisition costs.
- **Enhancing and supplementing existing infrastructure and facilities.** Projects, such as pub-



Standard Station, (2)



Central Avenue, (2)



Downtown, (2)



Downtown, looking east, (2)

lic art, neon and interpretive elements that augment existing facilities, maximize public resources and consolidating City efforts.

- **Coordinating efforts and resources of City departments.** The Plan provides actions and objectives to coordinate existing and future City department work on Route 66 to realize the goals and actions of the Plan.
- **Coordination with other planning efforts.** The Plan, as a Rank II plan, provides goals and guidance for future planning efforts to support the actions of the Plan. In addition, the Plan recognizes and builds upon projects identified in existing Metropolitan Redevelopment (MR) and Sector Development Plans (SDP).

2) Prioritizing Route 66 projects for future City funds

- **Demonstration Projects.** The Plan identifies demonstration projects for the Plan that provide a big impact with limited resources. These projects are anticipated to be funded by the Mayor and City Councilor set aside, and future Capital Outlay requests.
- **Capital Outlay and General Obligation bonds.** The projects of this Plan are prioritized for future funding cycle requests.

3) Partnerships with Other Government Agencies

- Bernalillo County.
- State of New Mexico.
- Department of Transportation.
- Federal Grants.

4) Investing in Public/Private partnerships

- **Formalizing a local non-profit to champion future efforts on Route 66.** The working group and others interested in the future of Route 66 have been encourage to develop a non-profit organization in order to further the goals and policies of the Plan.
- **Development Incentives.** The Plan and recent City efforts have focused on providing incentives for development on Route 66 which supports the Plan policies. These recent efforts have included the amendments to the C-1 and C-2 zones in City Zoning Code in order to increase allowable densities, the adoption of the CANDOZ (Central Avenue Neon Design Overlay Zone) in order to permit new Route 66 type signage and to provide incentives for property owners to restore existing neon signs along the Central corridor. In addition, the policies of the Plan call for reductions in parking and open space requirements for future development projects along the Central corridor.
- **Metropolitan Redevelopment Program.**

Project Selection Criteria

The prioritization of projects in this Plan has been deliberately left flexible to allow for projects to move forward when time, money and resources become available. Some projects may move ahead quickly, due to compatibility with projects currently in the pipeline, others may attract the attention of local community leaders and receive funding sooner than others, etc. An Action Plan Matrix, located in the appendix, includes relevant and priority projects. This project list is intentionally included in the appendix to allow for annual updates without requiring revisions to the Action Plan. Updates to the project list should be considered as assets and key contributions to the implementation of the plan as they meet the following criteria:

1) Has community support.

- Is there cooperation/support from the community?
- Extent to which the public, nonprofit groups, landowners, and others will contribute to the project

2) Has Identified Potential Funding Sources.

- Are funds/grants available?
- Public/private partnerships &/or collaboration with other entities?

3) Readiness

- Is this project already in a City plan or part of the Capital Improvements Program?
- Is the site controlled by the City?
- Is it clear for construction? (Environmental, ROW, etc.)
- Has the City Council has identified a project and allocated funding?



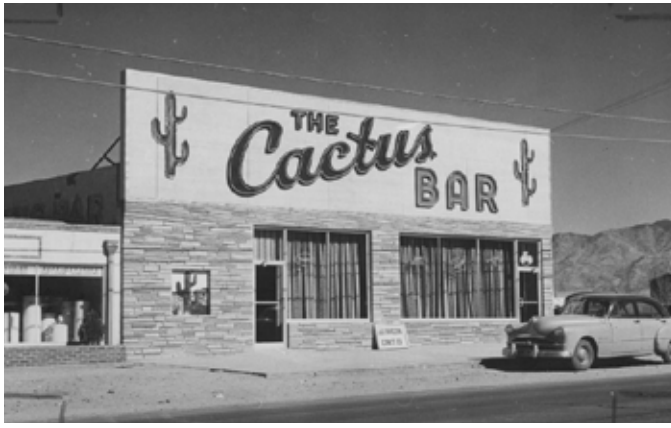
Fairgrounds service station, (1)



Firestone Tires (1)



Gas Station, (1)



Cactus Bar, (1)



Dog House, (1)



El Sombrero Restaurant, (1)

Other projects

In addition to projects included in the 5 year plan, the Plan contains a “wish list.” This is an on going list of projects related to Route 66 which have been identified as potential future projects. As funding becomes available, these projects may move to the 5 year plan. Additional projects may be added to the wish list if they address one or more of the following goals:

- **Historic legacy.** Projects contributes to the past, present and future legacy of Route 66. Examples: neon & neon-like signage, preservation of historic sites and providing an interactive experience for locals & tourists.
- **Community placemaking.** Projects support places for people. Examples: parks/public spaces, districts, housing, art & culture, signage, marketing & branding.
- **Economic investments & development.** Projects contribute to a diverse, sustainable economy. Examples: incentives for business development, streamlined city processes and permitting, infrastructure improvements & maintenance (water, drainage, transportation, etc.), support from City departments: economic development, information technology, planning, transportation/transit, housing, etc.
- **Tourism.** Projects recognize and support the potential Route 66 has to create a thriving tourist economy. Examples: Rt. 66 attractions, events, nostalgia, marketing & information for locals and tourists.

Potential partnerships

This Plan provides the actions to implement additional and ongoing resources for public/private partnerships and economic development on Route 66.

1) Economic Development. Economic Development currently offers incentives for business development and is working on a plan to promote the entire city to new businesses and investors.

2) Family and Community Services. Family & Community Services Department has invested funding for affordable housing on Central. Future resources should be allocated to projects on Central Avenue.

3) Metropolitan Redevelopment.

- Façade Improvement Program. – the Metropolitan Redevelopment program is looking at developing a facade improvement program.
- Catalytic projects
- Development assistance

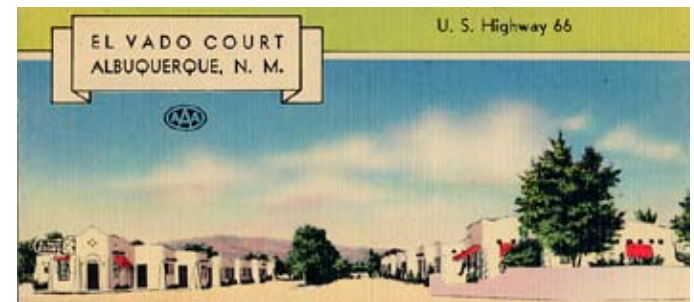
Private Investments

The following mechanisms may be employed to initiate private investment on Route 66:

- Private donations /memorials
- Corporate sponsorships /organizations
- Volunteer and stewardship programs
- Competitions

Funding Sources

Projects identified in this Plan are intended to be implemented over time through State Capital Outlay and other City revenue sources. For more information regarding available funding sources, see the appendix.



Postcard, (1)



El Vado Sign, retored, (1)



UNM Johnson Gym, postcard, (1)



Route 66 sign marker, (5)

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Appendix A

Recent Investments

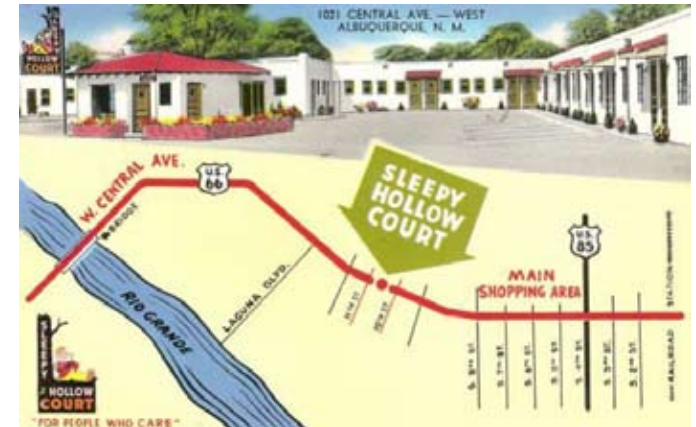
Recent Route 66 Investments

The City's long-term commitment to Route 66 as a significant economic generator for the City's future is evidenced by recent work in the Plan area. The following projects, completed within the previous 5 years, demonstrate investment by multiple City departments in Route 66:

1) Family and Community Services

The following are key projects along Route 66 implemented by the Department of Family and Community Services:

- Sleepy Hollow** (historic redevelopment) - 1023 Central NW completed in 2013
 The New Mexico AIDS Services requested federal funding for the partial demolition, reconstruction, and rehabilitation of property located at 1023 Central NW. The funding requested allowed the property owned by NMAIDS to be partially demolished and reconstructed. The project redeveloped the eastern wing and manager's unit, and preserved the earliest structure, a wing of units bordering the western and northern boundaries of the property. This partial demolition, reconstruction, and rehabilitation of attractive housing within the Central Avenue corridor in the City of Albuquerque, transformed the seventeen (17) units (16 + 1 Manager unit) into ten (10) affordable housing units and one (1) meeting space unit designated for supportive services, targeted to HIV+ Low to Moderate-Income persons.
- Luna Lodge** (historic redevelopment) – 9119 Central NE, completed 2012
 Luna Lodge was originally opened on Route 66 in 1950. Its iconic pueblo style architecture was a welcome sight to many travelers. Now it serves as a home to some of Albuquerque's most vulnerable citizens. The original motel has been converted into 14 energy-efficient units with an addition 16 units built as an extension in a similar style to the original motel. *Funding:* DFCS committed \$1,241,523 in Workforce Housing Trust Funds.
- Edward Romero Terrace** (new development) – 8200 Central SE, completed in 2010
 Edward Romero Terrace is a 40-unit low- income, affordable housing development for seniors 62+. The facility is an equal housing facility and provides accommodations and amenities for disabled and/or impaired individuals which it operates through a HUD Section 8 program. *Funding:* \$800,000 of HOME funds.



Sleepy Hollow Court Postcard



Luna Lodge, before (1)



Luna Lodge, after (1)



Edward Romero Terrace (1)



Sundowner, (1)



Casa Grande, (1)



Bell Trading Post, (1)



Bell Trading Post, (1)

- **Sundowner** (historic) – 6101 Central NE, Completed Fall 2013.

The Sundowner Motel was built in the 1950s originally had 110 rooms, a restaurant and nightclub. It was built in the 1950s, but gained notoriety in the 1970s as the site where Bill Gates and Paul Allen developed their first version of BASIC computer language for the Altair computer. The motel flourished for years because of its location along Historic Route 66. It most recently served as a Veteran's Reintegration Center and now is in development as a 71-unit multifamily rental development with a community space and a 3,400 SF commercial/retail space along Central Avenue targeted for small business incubators. *Funding:* DFCS has contributed \$2,112,908 in Workforce Housing Trust Funds.

- **Bell Trading Post** (historic) – 1503 Central NW, Completed 2008.

Bell Trading Post is a cooperative urban infill development that includes the renovation of the historic Bell Trading Post into 15 lofts and new construction of 10 single family homes. The Bell Trading Post was built in 1946 and was in use as a Southwestern/Indian jewelry manufacturing business until 1974. *Funding:* DFCS \$5000,000 toward property acquisition and an additional \$405,000 in HOME funds for down payment assistance to eligible, low-income home buyers.

- **Casa Grande** – 2412 and 2424 Central SW (Current project).

The former Casa Grande restaurant property is located adjacent to the historic El Vado motel (owned by the Planning dept.). Planned as a mixed-use redevelopment project, the property will use a formal market study including stakeholder input to help determine the final use of the property in conjunction with the El Vado motel.

Funding: DFCS has utilized \$600,000 in CDBG-R funds from HUD for property acquisition.

2) Public Art Program

In 2012, the Public Art Urban Enhancement Program partnered with the Friends of Orphan Signs to refurbish a sign structure into a work of public art. This first project has served as a model for partnership with private property owners to convert existing roadside infrastructure into artistic and cultural enhancements along the route.

- Orphan Sign at Central & Sierra

Recently selected for the Public Art Network year in Review 50 Best Public Artworks in America (official national announcement coming June 14th) - *Funding:* \$20,000, 1% for the Arts.

3) Open Space Division

- 66 on 66 Open Space - 2010

In December 2010, the City of Albuquerque added 66 acres to its Major Public Open Space system. Formally named the Route 66 Open Space, the property protects a portion of the Tijeras Arroyo near Four Hills. In 2011, volunteers began the process of restoring this natural treasure. *Funding:* \$2,700,000, 2009 General Obligation Bonds.

4) Metropolitan Redevelopment Program

- **International Streetscape Gateway** – 7100 Central Avenue SE, Completed 2008.

Metropolitan Redevelopment and DMD made improvements to the streetscape in the International District. Streetscape improvements included a stone dragon, landscaping and cultural pillars along Central and Louisiana Blvd. *Funding:* \$1,304,211.

- **Old Albuquerque High School (historic property)** – 321 Central Avenue

Old Albuquerque High School began its redevelopment process in 2000. The City purchased the property and put out an RFP for a vibrant, mixed-use development. Albuquerque High School opened in 1914 and was closed in 1974. The high school was designed by Trost and Trost, Architects of El Paso, Texas in the style known as Jacobethan Revival. *Funding:* MR purchased the property for approximately \$1. 8 million dollars and put in an addition \$8 million in infrastructure and off-site improvements.

- **De Anza Motor Lodge**(historic property) – 4301 Central Avenue

De Anza Motor Lodge is a former 85-unit motor lodge, with a café built in 1939. Included on the property are Zuni murals designed by a Zuni artist that is contained in a basement community room. The City purchased the property in 2004. *Funding:* MR \$890,000 toward property acquisition and an additional \$300,000 in CIP 2011 was acquired for the project. *Funding:* \$225,544 has been spent on the project with a remaining balance of \$74,456.

- **El Vado** (historic property)- 2500 Central Avenue

El Vado was purchased by the City of Albuquerque in 2006. It was built in 1937 as a traditional Auto Court Motel that could be found on historic route 66. It was constructed in the customary Pueblo Revival character of the South West, including an intact historic neon sign advertising the “El Vado Motel”.

Funding: MR purchased the property for \$1.2 million dollars.



Public Art, Orphan Sign Project (1)



66 on 66 Major Public Open Space (1)



Route 66 Malt Shop, (1)



Nob Hill Motel, Before, (1)



Nob Hill Motel, After, (1)



Aveda Institute, (1)



Vinaigrette, (1)



Vinaigrette, (1)

5) Recent private investment

The following recent private sector redevelopment projects demonstrate an ongoing interest in preserving and re-using Route 66 buildings. Please see appendix for additional private investment.

- Old Beauty College, 3810 Central Avenue NE.** The original building has been renovated and now consists of the Route 66 Malt Shop and the Thai Vegan Restaurant, three commercial businesses, Frame City, Nob Hill Fabrics and Rhythm Dance Studio and 4 apartments plus a well lit large parking lot at Silver Avenue and Solano Avenue. Completion date: 2010
- Nob Hill Court** 3712 Central Ave. SE. Nob Hill Court was renovated from an old 17 room motel to 9 small to mid-size office suites. The images shown represent the original building, a run-down picture before the renovation and the final project. Project completed in 2010.
- Bricklight Courtyards**, South of Central on Harvard. Bricklight Courtyard is a mixed-use infill development located in Albuquerque's dense university area. It consists of 7200 square feet of retail space and 46 apartments distributed across four buildings and separated by individual public and private courtyards. Completion date: 2008
- Vinaigrette Restaurant**, 1828 Central. The former Farmers Market building was speculatively renovated along with the Sandia Theater for Aveda as a way to attract the best restaurant possible. With luck and great gratitude we were fortunate enough to attract one of the most exciting restaurants out of Santa Fe, Vinaigrette. We took great care in bringing back the original façade so to connect the restaurant with Central and provide a window for all of those to enjoy. Our goal is to bring in the right uses and urban form to encourage the neighborhood to walk to the project. An outdoor dining area was purposely placed at the entrance to liven the street and show the activity of our project while placing a separate more private courtyard to the west. Completion date: 2012.
- Aveda Institute**, 1816 Central. The former vacant and boarded up Sandia Theater building was entirely restored and re-purposed to house Aveda Institute and the corporate offices for Mark Pardo Salons; the largest independent salon operator in the state of New Mexico. Great effort was taken to restore the entire building but we are particularly proud of the renovation of the façade and design of the new blade sign on Central. This effort is part of a three phase project to include Vinaigrette and ideally a grocery store or mixed use building in the rear. Completion date: 2011.



Appendix B

Funding Resources

Additional Funding Mechanisms

The following funding mechanisms are available to fund or finance the projects identified through the planning process. Many of these tools are currently utilized by the City and through department coordination, future funding could be allocated toward the implementation of relevant projects. Some of these tools, such as the establishment of Tax Increment Financing (TIFs), Special Investment Districts (SIDs), and Public Investment Districts (PIDs), would need additional research in order to determine appropriateness and effectiveness for projects and areas identified by the Plan.

Funding sources provided are organized into the following categories; incentive based, direct funding, city financing, State/local grants and loans, Federal programs for local governments and Federal programs for private development.

1) Incentives. Incentives are mechanism to facilitate aspects of the development process in order to reduce the financial burden of development. The following incentives have been identified as and should be implemented for projects along Route 66 as possible.

- **Incentive zoning.** For mixed use and multi-family projects, reducing parking requirements allows for more of a site's development to be dedicated to income producing uses. Reduced parking requirements are a logical incentive along the City's most significant transit corridor, where access to bus and future BRT is easy and efficient. As sector plans and regulatory documents are amended or created, ensure language for these reductions is included. Investigate parking overlay zone for entire corridor.
- **Expedited development review process.** Projects that meet the goals and objectives of this plan should receive expedited treatment for their development review process. This expedited approval process can be a significant financial benefit to new development and redevelopments as longer, drawn out processes are significantly more expensive. As sector plans and regulatory documents are amended or created, ensure language for expedited review is included.
- **Public/Private Partnerships.** There are a number of opportunities for partnerships to occur between the City and private developers. The City can provide incentives through public financing, land holdings, or eminent domain authority, to serve as incentive/collateral for private development.

- **Metropolitan Redevelopment Area Designation.** Many areas along the Route 66/Central Avenue corridor are designated as MR areas. Areas along Route 66 that are not currently within MR designated areas should be considered for future designation. MR designation enables the following mechanisms which facilitate development:
- **MR Bonding Capacity.** Metropolitan Redevelopment Bonds are available to a wide variety of projects. The public purpose for these projects is to stimulate redevelopment activities in economically distressed areas. Metropolitan Redevelopment Bonds provide limited property tax abatement on the net improvements to the project site (i.e., current property taxes on the existing value of the property are not exempted). The maximum property tax abatement period is for seven years. While Metropolitan Redevelopment Bonds do not offer gross receipts or compensating tax exemptions on the purchase of equipment for the facility, they are a reasonable option for projects that may not generally qualify for Industrial Revenue Bonds (See below).
- **MR Funds.** The Metropolitan Redevelopment Agency has discretionary spending for projects within designated MR areas, and with an approved MR plan. Future MR plans should include and prioritize projects identified in this Plan
- **TIF financing.** (See below).

2) Direct Funding. The following funding sources provide direct funding for projects.

- **City Capital Improvement Funds.** Make City Capital Improvement Funds available for identified projects. The purpose of the City of Albuquerque's Capital Improvement Plan (CIP) is to enhance the physical and cultural development of the City by implementing the Albuquerque/Bernalillo County Comprehensive Plan and other adopted plans and policies. Through a multi-year schedule of public physical improvements, CIP administers approved capital expenditures for systematically acquiring, constructing, replacing, upgrading and rehabilitating Albuquerque's built environment. Projects identified in this Plan should be priority CIP projects.
- **TIP Funds.** Federal Transportation Improvement Funds are administered through the MRCOG. Work with MRCOG to identify transportation related projects with multi-modal benefit including streetscape, trails, networking and multi-modal safety improvement in the Route 66 corridor.
- **GRT.** Raise GRT ¼ cent for 10 years to pay for Albuquerque The Plan Projects.
- **MR Funds.** (see above)

3) City Financing Mechanisms. The following mechanisms are available through coordination with the City and may be considered where appropriate in order to generate additional financing for projects.

- **Tax Increment Financing.** Tax increment financing is created through a local government's property tax assessment. The incremental difference in tax is used to finance the improvement within the district. In New Mexico, tax increment financing is enabled in forms through the Metropolitan Redevelopment Code, Enterprise Zone Act and the Urban Development Law. The City of Albuquerque uses tax increment financing within its designated Metropolitan Redevelopment Areas (MRA). Creating a TIF District of the entire Route 66 corridor could be beneficial, although additional research and analysis are needed.
- **Establish tax increment mechanism to fund corridor improvements.** Exact a special authorization that allows the City Metropolitan Redevelopment Agency to use tax increment from for cultural or recreational facilities in the project area.
- **Special Improvement District Assessment.** A SID is an organization, management, and financing tool used by local businesses to provide specialized services that complement rather than replace existing municipal government services as part of a revitalization downtown plan. A SID is first created under state law and then enacted by a municipal ordinance. The law permits property owners and businesses to organize and assess themselves in order to pay for the services that are needed. Propose a Special Improvement District to implement streetscape improvements, including sidewalks, street lighting, street scape landscaping, etc.
- **Public Improvement District.** A Public Improvement District (PID) is a taxing entity which can finance, construct and maintain public improvements. It has authority to issue debt and to impose an assessment against real and personal property within the district. Money paid to PIDs is deductible from Federal income tax for those who itemize deductions. The maximum allowable assessment can be set by election at the time of district formation. Money paid to a PID is kept in a fund separate from other funds. It can only be used for the established purpose of the PID. A PID may be formed to address any type of public improvement or service, including housing; health, sanitation, or drainage improvements; street and sidewalk improvements; mass transit improvements; parking improvements; library improvements; park, recreation and cultural improvements; landscaping and other aesthetic improvements; art installation.

- **Municipal Bonds.** City issues bonds are available for a variety of public improvements. Increase City GRT/or reallocate GRT funding that would be dedicated to pay bonds for infrastructure for Route 66 redevelopment projects.
 - **Motor Fuel Excise Tax/Bonds.** A portion of the increased state gasoline tax is returned to the City. Utilize increment to finance redevelopment bond for Route 66 improvements.
 - **State/Local Grants and Loans.** The following grant and loans are available to facilitate development through public/private partnerships:
 - **Local Economic Development Act (LEDA) Grant Funds.** Partnership with a private entity to pursue State Bernalillo County and City LEDA grant funds. Working in partnership with a private developer, these grants can be significant and support all levels of a project.
 - **The Loan Fund.** Formerly known as The New Mexico Community Development Loan Fund, the Loan Fund is a private, non-profit organization that provides loans to business owners and non-profit organizations. Loans are available to new and existing small businesses for such needs as equipment, inventory, building renovations and operating capital. This program also provides loans of up to \$250,000 to municipalities and counties to construct or implement projects necessary to encourage the location or expansion of industry, in order to create jobs, stimulate private investment, promote community revitalization, and expand the local tax base. Eligible uses include infrastructure improvements, rehabilitation or installation of public facilities, site improvements and utilities, and commercial or industrial buildings or structures and other commercial or industrial real property improvements.
- 3) Federal Programs for local governments.** The City currently receives funding from many of the following federal programs. Departments should work to identify and request future funding for Route 66 projects that qualify for participation in federal programs.
- **HUD funds for local CDBGs.** Community Development Block Grants are used to finance locally determined activities and can include coping with contamination and financing site preparation or infrastructure development. Eligible activities include planning for redevelopment, site acquisition, environmental site assessment, site clearance, demolition, rehabilitation, contamination removal and construction. The City of Albuquerque receives an annual Community Development Block Grant from the U.S. Department of Housing and Urban Development to fund redevelopment activities in low and moderate income communities across the City.

- **HUD Section 108 loan guarantees.** Section 108 is the loan guarantee provision of the Community Development Block Grant (CDBG) program. Section 108 provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects. This makes it one of the most potent and important public investment tools that HUD offers to local governments. It allows them to transform a small portion of their CDBG funds into federally guaranteed loans large enough to pursue physical and economic revitalization projects that can renew entire neighborhoods. Such public investment is often needed to inspire private economic activity, providing the initial resources or simply the confidence that private firms and individuals may need to invest in distressed areas. Section 108 loans are not risk-free, however; local governments borrowing funds guaranteed by Section 108 must pledge their current and future CDBG allocations to cover the loan amount as security for the loan.
- **HUD's CDBG Grants.** The CDBG program, one of the nation's largest Federal grant programs, is administered by the Department of Housing and Urban Development to promote the revitalization of neighborhoods and the expansion of affordable housing and economic opportunities. This includes activities that support the redevelopment of properties in distressed areas if such activity supports the mission of the program.
- **EDA Title I and Title IX.** Grants from the Economic Development Association are available to government and nonprofit organizations in distressed areas to fund improvements in infrastructure and public facilities, including industrial parks. The primary goal of the EDA Title IX Revolving Loan Fund (RLF) is to create or save jobs by making capital available for fixed and/or operating expenses. These proceeds can be used for land and building acquisitions, site improvements, machinery/equipment and operating capital. The objective of the loan program is to create new permanent full-time job opportunities, provide sufficient capital for high risk ventures, make the availability of assistance to minority and disadvantaged business owners, and continue the diversification for the business and industry sectors.

4) Federal programs for private development. The following federal programs are available to assist private development:

- **Historic Rehabilitation Tax Credits.** Investors can receive a credit against their total in-

come taken for the year in which a rehabilitated building is put into service. Rehabilitation of certified historic structures qualifies for a credit equal to 20 percent of the cost of the work; rehabilitation work on non-historic structures built before 1936 qualifies for ten percent.

- **New Markets Tax Credits (NMTC).** The New Markets Tax Credit Program was established by Congress in 2000 to spur new or increased investments into operating businesses and real estate projects located in low-income communities. The NMTC Program attracts investment capital to low-income communities by permitting individual and corporate investors to receive a tax credit against their Federal income tax return in exchange for making equity investments in specialized financial institutions called Community Development Entities (CDEs). The credit totals 39 percent of the original investment amount and is claimed over a period of seven years (five percent for each of the first three years, and six percent for each of the remaining four years). The investment in the CDE cannot be redeemed before the end of the seven-year period.



Appendix C

Action Matrix

Route 66 Action Plan: Projects List
A = Active Projects, W= Wish List, C=Complete

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Type of Project	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
A	Blue Spruce Housing Project	Alcazar/Central	Streetscape	Complete the old Blue Spruce housing project (Victor Limary)	\$3,500,000.00	Public/Private Partnership	Velarde, Rebecca
A	Bus Rapid Transit (BRT)	CW	Infrastructure	Finish Alternatives Analysis	\$1,100,000.00	ABQ Ride, FTA	Kline, Lawrence S.
A	Business Incentives	CW	Business Incentives	Business incentives (Economic Development)		TBD Economic Development	Garcia, John A.
A	Digital Backbone	CW	Infrastructure	Implement Digital Backbone project on Central Ave.	\$1,000,000.00	ITSD	Ambs, Peter L.
A	Rt 66 App	CW	Promotion	Route 66 App (ITSD)		TBD ITSD	Mark Leech
A	Wayfinding Signs (Scenic Byways)	CW	Streetscape	Scenic Byways Grant for public art wayfinding signs - implement.	\$120,000.00	Mayor's Office, Public Art, Planning, NMDOT	Rumpf, Linda M.
A	CityLab	CW	Planning	Implement CityLab program where college students work on City projects.		Planning	Brito, Russell D.
A	Neon design assistance / Public Art	CW	Streetscape	Implement Neon (CANDOZ) by offering design assistance to businesses & offering incentives.	\$5,000.00	Planning, Public Art	Brueggemann, Sherri S.
A	West Central Intersection Improvements	Cultural Cluster	Infrastructure and Transportation	West Central Intersection Improvements (Lomas, and Rio Grande Intersection. Hold on San Pasquale)		Council;#DMD	Lozoya, Melissa R.
A	BioPark Master Plan	Cultural Cluster	Planning	Complete & implement the BioPark Master Plan.	\$ 306,000.00	Cultural Services	Feldman, Dana
A	Central tol-40 River Project	Cultural Cluster	Infrastructure	Central to I-40 River Amenities, Enhancements, Bosque Restoration and Trail Development. (DPS)	\$2,892,000.00	Mayor's Office, Parks, DPS	Rumpf, Linda M.
A	Adobe walls near Central/River	Cultural Cluster	Streetscape	Extend adobe walls near Central & the River.	1,500,000.00	MRA	Velarde, Rebecca
A	El Vado / Casa Grande	Cultural Cluster	Historic Route 66	Improvements for the El Vado / Casa Grande (MRA)		MRA	Velarde, Rebecca
A	DeAnza virtual museum app	Cultural Cluster	Historic Route 66	DeAnza virtual museum app to provide interpretive guidance regarding auto tourism on the corridor; rehabilitate neon sign and Zuni murals. (currently on hold)	\$100,000.00	MRA, Transit & _(non-profit)___	Velarde, Rebecca
A	Historic Central MRA Plan	Cultural Cluster	Historic Route 66	Develop Historic Central MRA plan and other strategies for maintaining & landmarking existing structures & encouraging private owners of historic properties.	\$600,000	Planning, MRA, Family	Velarde, Rebecca
A	Digital Backbone	CW	Infrastructure and Transportation	Implement Digital Backbone using GO Bond funds.		ITSD	Ambs, Peter L.

Route 66 Action Plan: Projects List

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Type of Project	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
A	Neon DOZ / Planning	CW	Public Art / Neon	Promote CANDOZ. Develop a brochure. Reach out to businesses regarding DOZ opportunities. Implement initial neon projects: Loyola's, Malt Shop, other.		Planning	Brito, Russell D.
A	Downtown grocer	Downtown	Business Incentives	Partner to get a grocery store downtown.	\$445,000	MR	
A	Silver Moon Lodge Housing	Downtown	Housing	Complete Silver Moon Lodge housing project.		MRA	
A	East Central (Great Streets Segment)	East Gateway	Infrastructure and Transportation	East Central (Great Streets Segment)		Council;#DMD	Lozoya, Melissa R.
A	Visitor Center - East Side (County)	East Gateway	Promotion	Route 66 Visitors Ctr on East & West Central Ave Coordinate with State on design and construction of visitor center elements - signage, info. kiosks & public art. \$70,000.00		MRA	Velarde, Rebecca
A	East Gateway Intersection Improvements	East Gateway	Infrastructure	Central and Eubank Intersection Improvements	\$1,800,000.00	DMD	Lozoya, Melissa R.
A	Singing Arrow Communtiy Center	East Gateway	Public Space	Perform needs assessment and make improvements for Singing Arrow Community Center.	\$1,500,000.00	Family & Community Svcs.	Sena, Arnold R.
A	East Gateway	East Gateway	Streetscape	Improvements for the East Gateway. - (Acquire property, construct, design, improve infrastructure, streetscape, façade, building renovations)	\$1,500,000.00	Council;#MRA	Velarde, Rebecca
A	Stories of Route 66: NEA Grant	International District	Streetscape Design	Project to create public space/plaza and tell the story for Rt. 66.	150000.00	Cultural - Public Art	Brueggemann, Sherri S.
A	Sundowner - Neon	International District	Streetscape	Neon signs/artwork at Sundowner Property		Public Art	Brueggemann, Sherri S.
A	Sundowner	International District	Housing	Redesign Sundowner hotel for low-income housing. Under construction.		Family;#MRA;#MRA, County	
A	Public art for fire station at central / 57th	Old Coors	Public Art / Neon	Public art for fire station at central / 57th		Public Art	
A	International District Sector Plan	International District	Planning	International District sector plan. (Strata Design)		? Planning	Gould, Maggie S.
A	West Route 66 Sector Plan	Planning	Planning	West Route 66 Sector Plan street scape improvements. Plan has not been renewed. Currently on hold.		Planning	Toffaleti, Carol G.
A	Great Streets	University District	Planning	Central from 1st to Girard Complete Streets.		Council	Webb, Andrew

Route 66 Action Plan: Projects List
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Type of Project	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
A	Unser/MR	Unser	Public/Private	NWC of West Central and Unser. There are 6 remaining acres for development in this area. Market Study needed. Library.		MRA	
A	Visitor Center - West Side (County)	West Central	Promotion	Route 66 Visitors Ctr on West Central Ave. Purchase, plan, design, construct and equip a route 66 visitors center on W. Central in Bernco	\$247,105.00	County	
A	Library	Unser	Public Space	Public Library	aprox \$10M	Cultural Services	Smith, Dean P.
A	Innovate ABQ	EDo	Business Improvements	Partner with UNM on the development of a business incubator/accelerator at the former First Baptist Church site at Central and Broadway.	\$6,500,000.00	Economic Development	Oppedahl, Gary
C	Rio Grande Vision Plan	Cultural Cluster	Planning	Rio Grande Vision Plan. Scope: Conceptual plan for the future of the river/Bosque corridor. (not ranked)	\$150,000.00	Mayor's Office, Parks, DPS	Rumpf, Linda M.
C	Cultural Services app	CW	Technology	Complete Cultural Services app that provides information on various cultural attractions.		Cultural Services	
W	Downtown Lighting	Downtown	Infrastructure	Install Downtown lighting per DT 2010 MR Plan.		MRA, DMD	Velarde, Rebecca
W	Event Space	CW	Promotion	Events space for car shows and other events (Ex. Owl Café car shows) (Private property)		0 Cultural Services;#Mayor's Office	Velarde, Rebecca
W	Branding/Signage	CW	Streetscape Design	Branding / Signage along Route 66/Central Ave. (Route 66 logo, wayfinding, etc.)		DMD;#Mayor's Office	Rumpf, Linda M.
W	Special Collections Historic Signage	CW	Signage & Wayfinding	Interpretive signage near SC Library to explain signifance of building/designer/library system, etc.		Cultural Services	Feldman, Dana
W	Philosopher's Path	Cultural Cluster	Infrastructure	Create walking path to and from Old Town and the North Side of the ABQ BioPark (Aquarium and Botanic Garden)			
W	Central/Unser Library Tower Lighting	Unser	Infrastructure	Light tower of Central/Unser Library to make it a stand out landmark		Cultural Services	Feldman, Dana
W	Transit Shelters	CW	Infrastructure	Provide larger seating areas and more shade			
W	Rt 66 Branding & Signage	CW	Streetscape	Branding / Signage along Route 66/Central Ave. (Route 66 logo, wayfinding, etc.)		Planning, DMD	Rumpf, Linda M.
W	Marketing Partners	CW	Promotion	Partner with ACVB, Rt. 66 Association and NM Tourism		Mayor's Office?	Rumpf, Linda M.
W	Rt 66 Marketing Plan	CW	Promotion	Develop a Route 66 Marketing Plan		Mayor's Office?	Rumpf, Linda M.

Route 66 Action Plan: Projects List

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Type of Project	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
W	Rt 66 Visitor Brochure	CW	Promotion	Create a Route 66 visitors brochure - PDF and for print.		Mayor's Office?	Rumpf, Linda M.
W	Rt 66 Website	CW	Promotion	Route 66 Central website and events calendar (partner with Route 66 Assn.)		Mayor's Office?	Rumpf, Linda M.
W	Rehab Historic Motels	Cultural Cluster	Promotion	Rehab historic motels for various uses (lodging, commercial, tourism, etc.)			
W	Intersection Improvemtns	Cultural Cluster	Infrastructure	Facilitate pedestrian crossing at Central and Rio Grande, Central and New York, Central and Tingley Beach, Central and Atrisco.			
W	Pocket Parks	Cultural Cluster	Public Space	Create pocket parks and plazas along Central with interactive interpretive elements at the Biopark frontage along Central, New York and Central, south side of Central on east side of bridge, north and south sides of Central on east side of bridge.			
W	Pedestrian Cultural Bridge	Cultural Cluster	Infrastructure	An interactive pedestrian trail linking BioPark, Tingley Beach, Old Town and Museums at Central Avenue, Mountain Road, Tingley Drive and other local streets to be determined.			
W	Bosque Equestrian Access	Cultural Cluster	Infrastructure	Create an equestrian trail head on the southside of Central, west of bridge.			
W	Bosque West	Cultural Center	Infrastructure	A cultural destination site with retail, restaurant and residential on City property west of Central bridge adjacent to Rio Grande State Park.		MRA	Velarde, Rebecca
W	Pedestrian Bridge: Central at Rio Grande	Cultural Cluster	Infrastructure and Transportation	Pedestrian Bridge at Central and the Rio grande river.		Planning	Toffaleti, Carol G.
W	BioPark neon	Cultural Cluster / Downtown	Public Art / Neon	The Bio park management wants to install moving neon art on their new insectariums. On hold until the bulding is constructed.		Public Art	
W	Public Art at the River	Cultural Cluster / Downtown	Public Art / Neon	Install Public Art at the River (check with River Project first)		Public Art	
W	Laguna - mixed use	CW	Housing	Laguna and Central. Mixed Use, Retail and Housing		MRA	
W	Downtown streetlights	CW	Infrastructure and Transportation	Downtown streetlights and multi-use trails and transit stops.		MRA	
W	Bus Rapid Transit Implementation	CW	Infrastructure and Transportation	Implement BRT (need additional funds)		ABQ Ride, FTA	Kline, Lawrence S.
W	Events	CW	Special events & festivals	Continue Route 66 Summerfest(yes) and Twinkle Light Parade (location may change).		Cultural Services	

Route 66 Action Plan: Projects List

DRAFT

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Type of Project	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
W	Business incentives	CW	Business Incentives	Promote incentives for business development and work on a plan to promote the entire city to new businesses and investors.		Economic Development	
W	Regional Open Data Hub	CW	Technology	Use the Route66 as a means to develop a regional open data hub as a partnership between UNM, the City and other community stakeholders. This would become a freely available resource that can be used to give the region a competitive advantage		ITSD	
W	Route 66 App	CW	Technology	Use the ITSD App Contest as a means for creating a Route 66 app. This could happen in the next year. The UNM library has a wealth of information and images of old Route 66, these images could be used for a historic app along Central.		ITSD	
W	Website	CW	Technology	Create a central website or identify an existing site to be the primary site for Route 66 information & events. Incorporate social media, too.		ITSD	
W	Housing density	CW	Housing	Housing & adaptive reuse projects (Family & Community Services, per Consolidated Plan & rolling RFP process).		MRA, Family	
W	Façade Improvement Program	CW	Façade Improvement Program	Obtain funding to create a façade improvement program, with an emphasis on cost sharing between the city & property owners.		Planning/MRA	
W	Branding	CW	Neighborhood Identity & Branding of Route 66	Install historic markers & brown Route 66 signs to identify the corridor.		Planning?	
W	Crime Prevention	Downtown	Crime prevention and/or efficiency measure?	add crime prevention info to Rt 66 Plan		Police	
W	Orphan signs	Downtown	Public Art / Neon	Orphan signs		Public Art	
W	Crossroads	Downtown	Promotion	Create visitor information kiosks at the Route 66 Crossroads (Central @ 4th) (Ex. Winslow, AZ)		Mayor's Office	Rumpf, Linda M.
W	KiMo Rt 66 Shop	Downtown	Promotion	Convert KiMo lobby into a visitor center and gift shop.		Cultural Services	Feldman, Dana
W	Creative ABQ space	Downtown	Public Space	Develop Creative ABQ space: public private partnership to address opportunities for visitor center, museum, gallery, outdoor gallery/café		Creative ABQ	
W	Bike share/bike racks	Downtown	Infrastructure and Transportation	Bike share/bike racks with Route 66 theme		Downtown Action Team (DAT)	
W	Civic Plaza improvements	Downtown	Streetscape	Civic Plaza: improvements to support visitor/event use including shade, trees, public/interactive art - a BIG signature piece of art		Downtown Action Team (DAT)	

Route 66 Action Plan: Projects List
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Type of Proje	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
W	Downtown Storefronts	Downtown	Façade Improvement Program	Interior/Storefront Window Improvement Program - Glazing, lighting		Downtown Action Team (DAT)	
W	Downtown Alley Improvements	Downtown	Streetscape	Downtown Alley Improvements		Downtown Action Team (DAT)	
W	Façade Improvement Programs: Central and 4th	Downtown	Façade Improvement Program	Façade Improvement Programs: Central and 4th		Downtown Action Team (DAT)	
W	Food Truck parking	Downtown	Infrastructure and Transportation	Create designated Food cart/truck area/parking on the newly opened 4th street in front of Creative Albuquerque and the Telephone Museum		Downtown Action Team (DAT)	
W	Neon lighting / signage	Downtown	Public Art / Neon	Decorative celebrative neon lighting on Rt. 66 signage between 1st and 8th Street (as proposed by DAT)		Downtown Action Team (DAT)	
W	Plaza at crossroads	Downtown	Streetscape	Plaza area for the clock tower at 4th and Central - needs to remain and be prominent due to number of visitors who go there to have their pics taken - very popular!		Downtown Action Team (DAT)	
W	Pocket parks and plazas	Downtown	Streetscape	Develop Pocket Parks and Plazas: vacant, underutilized sites as cultural and recreational venues		Downtown Action Team (DAT)	
W	Public Pianos	Downtown	Public Space	Install Public pianos (a la 16th Street Mall in Denver)		Downtown Action Team (DAT)	
W	Random/surprise artwork	Downtown	Public Art / Neon	Random/surprise artwork		Downtown Action Team (DAT)	
W	Rosenwald building redevelopment	Downtown	Public/Private	Rosenwald redevelopment with retail, restaurant, gallery, residential, institution, offices, etc.		Downtown Action Team (DAT)	
W	Urban Street Trees	Downtown	Streetscape	Urban Street Trees, grate replacements and irrigation program to replace our disappearing urban canopy		Downtown Action Team (DAT)	
W	Wayfinding / Downtown	Downtown	Signage & Wayfinding	Add wayfinding: to support vistorship in the area including convention, tourism and local area understanding		Downtown Action Team (DAT)	
W	Public Art/ Neighborhood Identift Piece on ATSF overpass	Downtown	Public Art/ Neon	A neon art element incorporating the I-25 overpass marking the entry point to East Downtown.			
W	Intersection Improvemetrns	Downtown	Infrastructure, Streetscape	Create safe crossing points at Central intersections around 10th St			
W	DT wayfinding - upgrade	Downtown	Signage & Wayfinding	Upgrade downtown wayfinding signage.			
W	4th St. Mall	Downtown	Streetscape	4th Street Mall project is underway. The area has been decommissioned as a park, thus making use easier to regulate.		Planning	

Route 66 Action Plan: Projects List

A = Active Projects, W= Wish List, C=Complete

DRAFT

Type of Project	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
W	Visitor information Kiosk or center/ Museum Shop	Downtown	Promotion	Develop an information center for tourists and visitors in proximity to 4th Street and Central			
W	8th Street Traffic Circle and Plaza	Downtown	Infrastructure, Streetscape	Create a route 66 interpretive site Location: 8th street traffic circle and plaza bounded by Park and Central			
W	Downtown Street Lighting	Downtown	Infrastructure	Enhancing existing light poles on 4th Street and Central Avenue			
W	Crossroads public art	Downtown	Public Art / Neon	Crossroads public art		Public Art	
W	Event Space	East Gateway	Public Space	Create an amphitheater or large shaded area to host events.		Open Space	
W	Transit Turn Around and Park and Ride	East Gateway	Infrastructure	A transit turn around facility with a park and ride close to Central Avenue, with access via multi-use trail.			
W	Multi Use Trail East	East Gateway	Infrastructure	Multi-use trail connection from one Open Space and to another in the existing public ROW and multi-use trail.			
W	Pup Up Drive-in Theature	East Gateway	Public Space	An outdoor movie venue with an inflatable screen in the Four Hills Shopping Center parking lot. Movies could be shown in the summer or for special screening events.			
W	Interpretive Elements	East Gateway	Streetscape	A series of public art pieces and or information markers which describe historic aspects of Route 66, cultural significance of the node. Location: Multi-use trail along south side of Central, east of Tramway and public ROW adjacent to La Luz de Amistad Park. Create a series of interpretive elements visible from Central along trail and public sidewalk.			
W	Carnuel Exit	East Gateway/ Outside City Limits	Signage & Wayfinding	Interstate signage and information on accessing Route 66 at Carnuel exit. I-40 and Carnuel exit			
W	Public Art for Tramway Exit	East Gateway	Public Art/ Neon	A series of public art pieces along the Tramway exit ramps to entice travelers off the interstate and to commemorate the intersection of I-40 and Route 66. Location: Along sound walls and under-utilized public land adjacent to interstate.			
W	Bookend West	East Gateway/ Outside City Limits	Public Art / Neon	A public art element at the western City limits which corresponds with a public art element at the western City or County limits. Possible locations - orphaned chevron sign, archway over Central near Tramway			
W	Neon Park / Boneyard / Museum	East Gateway	Public Art / Neon	Neon Park / Boneyard / Museum		Cultural Services	

Route 66 Action Plan: Projects List
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DRAFT

Type of Proje	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
W	Public Art Bookends	East Gateway & West Gateway	Streetscape	Public Art bookends on East & West ends of Route 66/Central Ave. (Public Art) (\$)		Public Art	Brueggemann, Sherri S.
W	Trail connection to 66 Open Space	East Gateway and Lodging / Venue	Infrastructure and Transportation	Connect trail to 66 Open Space (check with James in Parks)		Parks	
W	66 Open Space public space	Edo	Infrastructure and Transportation	Create visitor center / event space at 66 Open Space public space		Parks	
W	Route 66 Destination Motel	EDo	Promotion	A destination motel that provides an “authentic” Route 66 accommodation			
W	Interpretive Elements	EDo	Public Art / Neon	An interactive art piece or information kiosk			
W	Streetscape Improvements	Corridor Wide	Streetscape				
W	International Public Market	International District	Public Space	A permanent outdoor market venue. Location: Possible locations, Caravan West parking lot, Alcazar site, former motel sites. former			
W	Public Art	International District	Public Art/ Neon	Establish a large public art piece near Central and Louisiana.			
W	Neon Sign Linear Experience	International District	Public Art/ Neon	A linear park featuring orphaned signs which is experienced by both the pedestrian and from the automobile on the south side of Central Avenue between			
W	Outdoor Event Space	Nob Hill/ Highland	Promotion; Public Space	Create a vending/event space on side streets of Central or at former motel sites.			
W	Pocket parks and plazas	Nob Hill/ Highland	Streetscapes	Enhance existing pocket parks and create small gathering spaces in the Nob Hill and Highland area public ROW		Parks	
W	Boutique Motel	Nob Hill/ Highland	Promotion; Public Space	A destination motel that provides an “authentic” Route 66 accommodation			
W	Classic Century Square - repurpose	Nob Hill/ Highland	Historic Route 66	Investigate possibilities to repurpose the Classic Century Square, east of Hiland Theater.		PPP	
W	Acequia Trail	Old Coors	Infrastructure and Transportation	Facilitate pedestrian crossing at Central and Old Coors, Central and Yucca, Central and X			
W	Outdoor Market and Event Site	Old Coors	Promotion; Public Space	A public/private partnership to establish a weekend market on the west side			
W	57th Senior Housing	Old Coors	Minimize “gaps”	Complete the senior housing project (cost?) on 57th near 57th/Avalon north of Fire Station 7.		Family	

Route 66 Action Plan: Projects List

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DRAFT

Type of Project	Project Name	Node	Project Areas	Description	Funding	Depts/Partners	Who
W	Urban Trail	University District	Infrastructure and Transportation	A multi-use trail system linking the University Main, North, South Campus and Sport facilities. Central Avenue. University Boulevard. Yale Boulevard. other local		Parks, Open Space	
W	Yale Park Renovations	University District	Streetscape	Increase amenities at Yale Park to encourage gathering and people watching at Yale Park		Parks, Open Space	
W	Rt 66 exit sign: I40/Tramway	University District	Streetscape	Route 66 exit sign on I-40 to Tramway (brown sign) (NMDOT)		DMD;#Mayor's Office	Rumpf, Linda M.
W	Enhancements to Park and Ride Facility	Unser	Infrastructure and Transportation	Multi-use trail connection to Route 66 between open spaces and at the Park and Ride facility at Unser and Central		Open Space, Parks	
W	Unser Plaza	Unser	Promotion; Public Space	A public plaza with public art, pedestrian amenities and Route 66 interpretive elements at the Library site.			
W	Boutique Motel	Unser	Promotion	A destination motel that provides an “authentic” Route 66 accommodation. Possible motels: Westward Ho, Adobe Manor			
W	City Limit Cultural Area	Unser	Promotion; Public Space	Create a destination venue for regional events, “Stay and Play.” Revitalization of existing Route 66 assets and a new event venue			
W	Pedestrian improvements to Unser and Central Intersection	Unser	Infrastructure and Transportation	Improvements to intersection to increase pedestrian safety and facilitate crossing.			
W	Multi-use trail connection	Unser	Infrastructure and Transportation	Frontage road west of Unser			
W	Gateway	Unser	Public Art / Neon	A public art piece marking west city at City limits			
W	Scenic overlook on Nine Mile Hill.	Unser	Promotion; Public Space	Create a scenic overlook at the top of Nine Mile Hill with parking and visitor information.			
W	West of Central Bridge/MR	Cultural Cluster	Infrastructure and Transportation	West end of Central Bridge (facilities/development yet to be determined)		MRA	
W	W Central MRA	West Central	Planning	West Central MRA. From Soldiers and Sailors Park to West Side of Bridge. Adopted.		MRA	
W	Extend Tijeras Canyon	Cultural Cluster	Infrastructure and Transportation	Extend the Tijeras Canyon near the East Gateway		MRA	



Appendix D

Related Planning Documents

Route 66 Action Plan: Related City Plans on Central Ave.

As of the printing of this document, the following City planning documents are related to Route 66 / Central Ave. in Albuquerque.

Rank 1 - Comprehensive Plans:

Albuquerque & Bernalillo County Comprehensive Plan (2013)

Rank 2 - Area and Facility Plans:

- * Albuquerque Comprehensive On-street Bicycle Plan (2000)
- * Trails & Bikeways Facility Plan (1996)
- * Bosque Action Plan (1993)
- * Central Avenue Streetscape Master Plan (2001)

Rank 3 - Sector Plans:

- * Downtown 2010 Sector Development Plan (2000)
- * Downtown Neighborhood Area Sector Development Plan (2012)
- * East Gateway Sector Development Plan (2010)
- * Huning Castle & Reynolds Addition Neighborhood Sector Development Plan (1981)
- * Huning Highland SDP (1988)
- * La Cuesta Sector Development Plan (1982)
- * Nob Hill Highland Sector Development Plan (2007)
- * Trumbull Neighborhood Sector Development Plan/La Mesa (2011)
- * University Neighborhood Sector Development Plan (1986)
- * West Route 66 Sector Development Plan (1987)

Overlay Zones:

- * Central Avenue Neon Design Overlay Zone (2013)
- * EDo Regulatory Plan SDP (2009)
- * Fourth Ward Historic Zone Guidelines (2002)
- * Huning Highland Historic Zone Guidelines (2010)
- * Old Town Historic Overlay Zone (1998)

Metropolitan Redevelopment Area (MRA)

- * Central-Highland-Upper Nob Hill Master Plan (2004)
- * Downtown 2010 Sector Development Plan (2000)
- * East Gateway (2013)
- * Historic Central (2013)
- * Near Heights (2010)
- * Soldiers and Sailors Park (1985)
- * Sycamore (1986)
- * West Central Metropolitan Redevelopment Area (2004)

Other City Plans

- * 50-Mile Loop Plan (Planning) (2013)
- * ABQ the Plan (Planning) (2013)
- * BioPark Master Plan, etc. (Cultural Services) (2014)
- * Bus Rapid Transit Alternatives Analysis
- * Central Avenue Complete Street Plan: 1st St. to Girard Blvd. (City Council) (2013)
- * Infill Development Study (1988)
- * Multitude of Riches (Cultural Services/Main Street) (2014)
- * Rio Grande Vision Plan (Planning) (2013)
- * West Central Corridor Concept Plan (City Council) (2010)
- * Conceptual Design for Central Ave/Unser Blvd Intersection and Adjoining Public ROW (Planning) (2010)



Appendix E

Map

ROUTE 66 ACTION PLAN AREA



0 1 2 Miles



1/22/2014



ABQ^{the}PLAN

Investing in Our Future



ABQ the Plan is Albuquerque's long-term strategy for investing in the City and planning for a future with new opportunities for the community. Initially, Albuquerque's Mayor Richard J. Berry introduced the idea of having a Plan for the future of Albuquerque in his State of the City address in November of 2010. Our goal is to, together as a community, develop a long-range plan for projects that will enhance our entire city by stimulating job creation and economic development, while improving the quality of life for everyone.

abqtheplan.cabq.gov