

Chapter 2 Goals and Policies

Chapter Contents

This chapter contains the community goals and City policies that were used to guide the development of the Plan's regulations and recommendations.

The chapter is divided into three sections:

1.0 Community Vision, Goals and Objectives

2.0 Adopted City Policy

3.0 Conformance to City Plans

4.0 Activity Center Designations

1.0 Overview for Community Vision and Goals

Visions, goals and objectives were developed during the community visioning process for the Plan. Participants were asked to generate ideas about what they wanted West Route 66 to be like in 10 to 20 years and to consider the goals and objectives necessary to achieve their vision. The following represents the synthesis of the thoughts and ideas generated by the community on the future vision of the West Route 66 corridor.

1.1 Community Vision for West Route 66

West Route 66 will be a full service destination that celebrates its diverse cultural legacy and attracts tourists and visitors from the larger Albuquerque area while also serving the needs of local residents.

1.2 Community Goals for Land Use

1.2.1 Goal: *Improve and expand commercial, residential, employment and entertainment opportunities along the West Central Corridor to benefit neighborhood residents and to attract tourists and residents from the greater Albuquerque area.*

Objectives

- a. Attract a diversity of businesses that meet the needs of local residents as well as draw tourists and residents of the greater Albuquerque area.
- b. Identify areas that are appropriate for different types and scales of development ranging from small local businesses to large retail facilities.
- c. Encourage a diversity of housing types with a range of price values
- d. Increase employment opportunities.
- e. Attract cultural and family oriented entertainment to the area.
- f. Promote development such as recreational and cultural uses that encourage people to cross the river and bridge the historic divide of the Rio Grande.
- g. Encourage commercial activities that provide active family recreation such as gyms, batting cages, miniature golf, etc in appropriate parts of the corridor.
- h. Create incentives that encourage new development and redevelopment.
- i. Ensure that changes to land use maintain existing property rights.

1.2.2 Goal: *Promote mutually supportive land uses and minimize conflicts between less compatible land uses.*

Objectives

- a. Ensure that commercial and residential developments provide multi-modal connections to other development as well as to area destinations in order to promote mutually supportive land uses.
- b. Cluster civic uses together and make them accessible by all modes of transportation to the surrounding neighborhoods.
- c. Minimize conflicts between trucking, industrial and warehouse uses and commercial goals for the area.
- d. Encourage land use densities that support a potential Bus Rapid Transit System on the corridor.

Community Goals and Objectives

1.2.3 Goal: *Encourage land uses that support the existing open space and recreational facilities such as the Rio Grande, Bosque, the BioPark and Tingley Beach.*

Objectives

- a. Attract restaurants and services that encourage visitors to stay in the area rather than visit one destination and leave.
- b. Encourage cultural facilities, such as museums and a visitor center that celebrate Route 66 and the area's unique identity and history.
- c. Support the creation of an iconic structure, such as a tower, to overlook the Bosque.
- d. Build a Visitor Center that would draw travelers off of I-40 and encourage them to travel Old Route 66 into the City.

1.2.4 Goal: *Celebrate Historic Route 66 on the corridor.*

Objectives

- a. Encourage the adaptive reuse and preservation of registered and unregistered historic Route 66 structures and signage.
- b. Support the registration process for structures and signage through incentives such as technical assistance for preservation grants.
- c. Promote the continuance of the character of Route 66 through land use and signage regulations that allow for design elements like neon signage and iconic architecture.

1.3 Community Goals for Urban Design

1.3.1 Goal: *Preserve and enhance the unique identity of the West Central Corridor including Route 66, the New Mexican cultural legacy and the eclectic nature of existing development.*

Objectives

- a. Create a Route 66 District that features iconic structures and architecture.
- b. Incorporate wayfinding and public art elements that enhance and celebrate the existing character of the area.
- c. Create design guidelines for large and franchise retail.
- d. Encourage architectural diversity.
- e. Encourage sustainable energy use in the built environment.

1.3.2 Goal: *Protect and celebrate the distinct views from higher elevations of the Plan area to the Albuquerque Valley and the Jemez, Sandia and Manzano Mountains.*

Objectives

- a. Create height regulations that limit heights in view sensitive areas and allow greater heights in clustered and flatter areas.
- b. Promote projects that celebrate views.
- c. Acknowledge the open feeling of the West Route 66 corridor.

1.3.3 Goal: *Create pedestrian friendly activity centers and segments of commercial and residential development that encourage a "park once and walk" or "bus once and walk" strategy.*

Objectives

- a. Where appropriate, encourage development that prioritizes pedestrian use and connectivity within sites and along the corridor.
- b. Improve pedestrian connections from adjoining neighborhoods to the corridor.
- c. Improve pedestrian connectivity to and between the Bosque, the Bio Park, Old Town and other area attractions.
- d. Improve pedestrian connections to and from existing transit and future Bus Rapide Transit stops.

1.4 Community Goals for Transportation and Transit

1.4.1 Goal: *Make Central Ave. an attractive and inviting corridor that accommodates all modes of transportation including walking, biking, transit and motor vehicles.*

Objectives

- a. Improve pedestrian and bicycle safety and conditions.
- b. Identify areas along the West Central corridor that are more appropriate for certain modes of travel (pedestrian, transit and vehicular) and support these areas with design modifications and land use.
- c. Use traffic calming techniques in areas with high pedestrian volumes.
- d. Reduce noise pollution by slowing vehicular traffic.
- e. Reduce traffic congestion.
- f. Provide more street trees and landscaping.
- g. Install pedestrian oriented street lights
- h. Widen sidewalks where right-of-way (ROW) allows.
- i. Reduce traffic speeds.
- j. Limit Central to four driving lanes.
- k. Create more pedestrian friendly intersections at Activity Centers.
- l. Improve Rio Grande Bridge and/or build a parallel pedestrian and bicycle bridge to acknowledge the significance of the crossing.

1.4.2 Goal: *Improve transit service in the plan area by increasing frequency and efficiency of service and by improving the perception of transit.*

Objectives

- a. Support Bus Rapid Transit through the development of pedestrian friendly streets, a diversity of housing types and a diversity of businesses and employment opportunities.
- b. Expand Park and Ride facilities along Central.
- c. Provide benches, shelter and lighting with iconic Route 66 identity at bus stops.
- d. Provide transit service that connects commercial and residential areas, including neighborhood circulators.

1.5 Community Goals for Parks, Open Space and Trails

1.5.1 Goal: *Realize the full potential of the BioPark as an area destination and a gateway to the Bosque Open Space that serves both tourists and Albuquerque residents.*

Objectives

- a. Improve and formalize access from the BioPark to the adjacent Bosque.
- b. Encourage more BioPark interaction with the community through educational activities such as guided nature walks in the Bosque.
- c. Remove security fencing around the BioPark on Central Ave.

1.5.2 Goal: *Create more opportunities for active recreation.*

Objectives

- a. Encourage the development of neighborhood scale sports facilities.
- b. Encourage the development of neighborhood parks near higher density residential areas.

1.5.3 Goal: *Ensure that the Bosque, drains, ditches and canals are being utilized in ways that best benefit the community.*

Objectives

- a. Improve coordination between agencies: Army Corps of Engineers, Middle Rio Grande Conservancy District, and City Open Space.
- b. Improve recreation opportunities for trails adjacent to the River on land controlled by MRGCD.
- c. Protect Open Space through sustainable management techniques, including adequate fire protection.
- d. Ensure regular maintenance of canals and ditches, including trash and weed removal.
- e. Create and improve pedestrian and bike trails along canals and ditches.
- f. Ensure good connections to recreational amenities such as the Bosque, the BioPark and Tingley Beach.
- g. Improve trail linkages within the Plan area as both a means of transportation and a recreational amenity.

Community Goals and Objectives

1.6 Goals for Drainage & Utilities

1.6.1. Goal: *Improve area drainage and sewer infrastructure and on-site drainage management to prevent flooding and address environmental concerns.*

Objectives

- Encourage on-site management of stormwater through low impact design techniques.
- Where appropriate, design parks, medians, sidewalks and rights-of-way to function as both landscaping and/or recreation and stormwater drainage.
- Improve area sewer infrastructure to function at required capacity and eliminate odors

1.6.1. Goal: *Minimize visual impact of utilities.*

Objectives

- Encourage the location of utility service lines to be underground.
- Locate utilities, lighting and fire hydrants and other infrastructure outside of pedestrian realm.
- Encourage utility location to protect significant views.
- Develop appropriate locations and design standards for cell towers.

2.0 Policy Overview

The City of Albuquerque has three ranks for plans that are intended to guide development. Higher ranking plans contain general City-wide policy guidance and lower ranked plans contain more detail for specific areas. Lower-ranking plans must be consistent with higher-ranking plans. The highest-ranking plan, the Albuquerque/Bernalillo County Comprehensive Plan is designated as a Rank One plan. Facility and Area Plans are Rank Two plans. Sector Development Plans that address zoning and development concerns for individual neighborhoods and corridors are Rank Three plans.

The West Route 66 Sector Development Plan is a Rank Three Plan. The policies, regulations, and recommendations contained within are guided by and consistent with adopted higher-ranking plans including the Rank One Albuquerque/Bernalillo County Comprehensive Plan and the Rank Two West Side Strategic Plan.

2.1 Comprehensive Plan Policies

The West Route 66 Sector Development Plan falls within Established Urban and Developing Urban areas of the Comprehensive Plan. The Plan recognizes that West Route 66 is a very diverse section of Albuquerque that includes areas of high development intensity as well as areas of larger tracts of undeveloped land.

The Comprehensive Plan contains many goals and policies that are relevant to the WR66 Plan; however the goals and policies that are the most pertinent to guiding the development of this Plan are those regarding Central Ave. as an Enhanced Transit Corridor and the development of Activity Centers along this corridor. These goals and policies are summarized below.

Community Resource Management Goal 4: Transportation and Transit

Develop corridors, both streets and adjacent land uses, that provide a balanced circulation system through efficient placement of employment and services, and encouragement of bicycling, walking, and use of transit/paratransit as alternatives to automobile travel, while providing sufficient roadway capacity to meet mobility and access needs.

Policy a: Objectives for Enhanced Transit Corridors include providing an entrance from the street, setbacks should be provided only to include landscaping strips and pedestrian activity areas, parking should be located either

behind or to the side of the building and parking reductions should be encouraged, and density targets are floor area ratios of 0.5 to 1.5 and 7-30 dwelling units per acre.

Land Use Goal 7: Activity Centers and Transportation Corridors (“Centers and Corridors”)

Expand and strengthen concentrations of moderate and high-density mixed land use and social/economic activities which reduce urban sprawl, auto travel needs, and service costs, and which enhance the identity of Albuquerque and its communities.

Policy a: Existing and proposed Activity Centers are designated by the Comprehensive Plan to help shape the built environment in a sustainable development pattern, create mixed use concentrations of interrelated activities that promote transit and pedestrian access both to and within the Activity Center, and maximize cost-effectiveness of City services.

The intensity of development and types of land uses within activity centers depends on their classification as either a major activity center, a community activity center, a neighborhood activity center or a special activity center. A Major Activity Center should provide the most highly concentrated locations of commercial, service and employment uses in conjunction with area-wide needs. Community Activity Centers should provide a variety of commercial and entertainment uses in conjunction with community-wide services, civic land uses, employment, and the most intense land uses within the community sub-area. Neighborhood Activity Centers should provide for the daily service of convenience goods and personal services for the surrounding neighborhoods; they should serve as the social and recreational focal point for, and be accessible from, all surrounding residential neighborhoods. Special Activity Centers should provide locations for unique attractions serving local, regional and statewide needs. All activity centers should develop in a manner that supports a range of transportation choices including walking, biking, transit and vehicular use.

City Policy Framework

2.2 Rank 2 Plans

The following Rank 2 Plans provide guidance for the West Route 66 Plan area:

1. West Side Strategic Plan/Southwest Albuquerque Strategic Action Plan
2. Trails and Bikeways Facilities Plan
3. Bosque Action Plan
4. Facility Plan for Electric Service Transmission Facilities

All of these Rank 2 plans have provided guidance for the development of the West Route 66 Plan's goals and policies. The most relevant of these plans regarding land use strategies is the West Side Strategic Plan/Southwest Albuquerque Strategic Action Plan (WSSP/SWASAP). The following goals from the WSSP/SWASAP were specifically considered in the writing of this plan:

Goal 1. Build Complete Neighborhoods and a Network of Activity Centers to Serve Them;

Goal 4. Increase and Improve Retail and Commercial Services and,

Goal 5. Develop a Complete Multi-Modal Transportation Network

2.4 Rank 3 Plans

There are a number of Rank 3 Sector Development Plans that share a boundary or overlap with the West Route 66 Plan. These plans were reviewed and development recommendations in this Plan were developed with consideration to these shared boundaries. These plans include:

1. Coors Corridor Plan
2. Rio Grande Blvd. Corridor Plan.
3. Huning Castle and Reynolds Addition Sector Development Plan
4. Old Town Sector Development Plan

The West Central Metropolitan Redevelopment Area Plan overlaps the West Route 66 Plan area. Recommendations for redevelopment contained in that plan have been incorporated into the West Route 66 Plan.

2.5 Other Plans

In addition to the City's ranked plans, a number of other plans influenced the development of the Plan's policies and recommendations. These plans include:

1. Central Ave. Streetscape Urban Design Master Plan (2001)
2. West Central Ave. Corridor Concept Plan (2010)
3. Atrisco Business Park Master Plan
4. Conceptual Design for Central Ave/Unser Blvd. Intersection and adjoining Public Right of Way (2010)
5. 2035 Metropolitan Transportation Plan (2011)

3.0 Conformance to Applicable City Plans

The following analysis explains how the West Route 66 Sector Development Plan is both guided by and supportive of the goals and policies of the applicable higher-ranking plans. With its adoption, the West Route 66 Sector Development Plan establishes land use, design and development standards for the area to ensure development outcomes that are more predictable for the community and affected stakeholders, while at the same time are supportive of larger City and community goals and policies. The parentheses in this section reference highlighted applicable policies and regulations that are furthered by adoption of the Plan and identified on page 16.

3.1 Promoting Activity Center Development

Consistent with applicable City plans, the West Route 66 Sector Development Plan promotes complete communities and neighborhoods by encouraging the development of existing and new activity centers and transportation corridors. The Plan creates zoning which supports existing activity center designations. The Plan also designates a new Major Activity Center to support the need for regional commercial, employment and housing opportunities (1).

The Plan concentrates related service, housing, employment and commercial uses within these activity centers by allowing a higher intensity of uses within a pedestrian oriented setting, which is an efficient, cost-effective, and sustainable way of meeting the daily needs of the community (2). The Plan also promotes the development of transportation corridors to connect activity centers, both to each other and to the larger community, as an essential building block for creating sustainable, efficient and livable communities (3).

According to applicable City plans, activity centers should provide for the daily commercial, service, employment and housing needs of the community. The intensity of development and land uses within activity centers depends on their classification as either major, community or neighborhood activity center(4).

3.2 Promoting Multi Modal Development

The Plan is consistent with applicable City plans by promoting the use of various modes of transportation along transportation corridors that connect activity centers to each other and to the larger community. It does this through transportation

improvement recommendations that encourage pedestrian and bicycle use where appropriate, while also accommodating vehicular and transit use (5).

From the City limits to Atrisco Drive, Central is designated as an Enhanced Transit Corridor; from Atrisco Drive to Rio Grande Boulevard, Central Ave. is designated a Major Transit Corridor. The intensity of development, the design, and land uses along transportation corridors depend on their classification as Major Transit Corridor or Enhanced Transit Corridor (6). Major Transit Corridors generally have greater intensity of land development than Enhanced Transit Corridors; Major Transit corridors should allow for the transportation of a larger volume of people and encourage a greater variety of travel modes (vehicular, transit, pedestrian and bicycle) compared to an Enhanced Transit Corridor (7). This Plan complies with the Comprehensive Plan's policies for transit corridors through the establishment of transportation regulations that provide for multi-modal travel, as well as the land use and design regulations that promote high quality, higher density development, in order to support existing transit as well as future high capacity transit services.

According to applicable City plans, all activity centers and transportation corridors should be designed to promote environments that are safe, comfortable and visually pleasing for people walking in and around the centers and along the corridors (8). This Plan furthers these objectives through street and development design improvements.

3.3 Promoting Context Sensitive Development

In addition, applicable adopted City plan policies for activity centers and transportation corridors encourage design that encourage development that promotes community character and identity (9). This Plan encourages the preservation and creation of area character and identity through recommendations such as: creation of a frontage road multi use trail celebrating Historic Route 66, the creation of the West Route 66 Major Activity Center and its associated design standards, the preservation of historic structures and signage, land use regulations that allow for iconic signage and architecture, regulations that control building heights and setbacks in order to preserve corridor views, and recommendations that promote and protect the multiple values of the Rio Grande and Bosque, where they intersect Central Ave..

City Policy Compliance

According to applicable City plans, zoning should encourage development of desired land uses and design within designated centers and corridors (10). The zoning regulations of the Plan reflect these policies. This Plan promotes development that will further the success of designated activity centers and of Central Ave. as a designated transit corridor by providing both the land use regulations that concentrate densities and development intensities in centers and the transportation improvements that create a safe, attractive and efficient multi-modal corridor.

Policy references:

Note: Albuquerque/Bernalillo County Comprehensive Plan ("Comprehensive Plan"); West Side Strategic Plan/Southwest Albuquerque Strategic Action Plan ("WSSP/SWASAP"); 2035 Metropolitan Transportation Plan ("2035 MTP")

1	WSSP/SWASAP Goal 1: Build Complete Neighborhoods and a Network of Activity Centers to Serve Them; 2035 MTP, Chapter 3, p. 9
2	Comprehensive Plan, Land Use Goal 7: Activity Centers and Transportation Corridors policies a, c, and d. WSSP/SWASAP, Goal 1. Build Complete Neighborhoods and a Network of Activity Centers to Serve Them and Goal 2. Provide Convenient Public Services. 2035 MTP, Chapter 5, p. 14
3	Comprehensive Plan, Environmental Protection and Heritage Conservation Goal 9: Community Identity and Urban Design, policy e. WSSP/SWASAP, Goal 3. Plan and Build a Complete Interconnected System of Public Parks, Trails, and Major Public Open Space and Goal 5. Develop a Complete Multi-Modal Transportation Network. 2035 Metropolitan Transportation Plan, Chapter 3, p. 9
4	Comprehensive Plan, Environmental Protection and Heritage Conservation Goal 9: Community Identity and Urban Design, policy c. WSSP/SWASAP, Goal 1. Build Complete Neighborhoods and a Network of Activity Centers to Serve Them and Goal 2. Provide Convenient Public Services
5	Comprehensive Plan, Community Resource Management Goal 4: Transportation and Transit Policy a. WSSP/SWASAP, Goal 5. Develop a Complete Multi-Modal Transportation Network and Goal 3. Plan and Build a Complete Interconnected System of Public Parks, Trails and Major Public Open Space. 2035 MTP, Chapter 5, p. 14 and Chapter 5, p. 10
6	Comprehensive Plan, Community Resource Management Goal 4: Transportation and Transit Policies a, b and c
7	Comprehensive Plan, Community Resource Management Goal 4: Transportation and Transit Policy a. 2035 MTP, Chapter 3, p. 40; Executive Summary, p.2; Chapter 2, p. 7; Chapter 3, p. 5; Chapter 5, p. 11; and Chapter 2, p. 27
8	Comprehensive Plan, Community Resource Management Goal 4: Transportation and Transit Policy a; Land Use Goal 7: Activity Centers and Transportation Corridors policy a; and Environmental Protection and Heritage Conservation Goal 9: Community Identity and Urban Design, policies d and e. WSSP/SWASAP, Goal 5. Develop a Complete Multi-Modal Transportation Network; Goal 1. Build Complete Neighborhoods and a Network of Activity Centers to Serve Them. Goal 4; Increase and Improve Retail and Commercial Services; and Goal 3. Plan and Build a Complete Interconnected System of Public parks, Trails and Major Public Open Space. 2035 MTP, Chapter 3, p. 18; Chapter 3, p. 54; and Chapter 2, p. 26
9	Comprehensive Plan Land Use Goal 7: Activity Centers and Transportation Corridors, policy a; Environmental Protection and Heritage Conservation Goal 9: Community identity and urban design, policies c, d, and e; Land Use Goal 1: Open Space Network, policies b and c; 2035 MTP, Chapter 5, p. 19
10	Comprehensive Plan Land Use Goal 7: Activity Centers and Transportation Corridors, policy a; Environmental Protection and Heritage Conservation Goal 9: Community identity and urban design, policies c and d; and Community Resource Management Goal 4: Transportation and Transit, policies b and c. WSSP/SWASAP Goal 1. Build Complete Neighborhoods and a Network of Activity Centers to Serve Them; Goal 2. Provide Convenient Public Services; and Goal 4. Increase and Improve Retail and Commercial Services

4.0 Activity Center Overview

The Activity Center designations are intended to drive land use and design policies in order to create regional, community or neighborhood wide destinations that are accessed by a range of transportation modes including vehicular, transit, biking and walking. Often this means locating residential and commercial uses in close proximity to each other and with an urban design that supports real street life. As stated by the Comprehensive Plan, the goal for activity centers is

“... to expand and strengthen concentrations of moderate and high-density mixed land use and social/economic activities which reduce urban sprawl, auto travel needs, and service costs, and which enhance the identity of Albuquerque and its communities.”

The intent of the Major Activity Center (MAC) designation is to concentrate community service and employment uses in a center with a regional draw. Special Activity Centers (SAC) provide locations for unique attractions that serve a regional area. Community Activity Centers (CAC) contain entertainment, commercial and service uses for a community area. Neighborhood Activity Centers (NAC) provide daily services for surrounding neighborhoods. For more information on the characteristics and criteria for different types of Activity Centers, see the Comprehensive Plan.

In the case of the activity centers located within the Plan area, the designations have not yet achieved the larger community vision for these areas, and in some cases the existing zoning makes it very difficult to achieve.

The Comprehensive Plan (Comp Plan) designates Community Activity Centers at Unser Blvd., Coors Blvd. and Atrisco Dr., and, a Major Activity Center at the Atrisco Business Park, of which only the southernmost portion lies within the plan boundary. (Note that the MAC and the business park have the same name, but not the same boundaries, see Appendices page xx.)The West Side Strategic Plan (WSSP) designates a Community Activity Center at Unser Blvd. and Coors Blvd., and Neighborhood Activity Center. Neighborhood Activity Centers at Central and 98th St., Coors Blvd., and Atrisco Dr.

The following are the activity centers, proposed and existing, in the Plan area:

Activity Center Name	Acreage
Central / 98th NAC (WSSP)	23
Central/Unser CAC (Comp Plan and WSSP)	71
Proposed West Route 66 MAC	350 (28.5 previously in ABP)
Atrisco Business Park(ABP) MAC (Comp Plan)	545 (employment center)
Central/Coors CAC (WSSP)	48
Central/Coors NAC (WSSP)	xx
Central & Atrisco CAC (Comp Plan)	54
Proposed SAC	42

4.1 New Activity Center Designations

During the planning process, activity center designations were analyzed in relation to land use and transit objectives for the corridor, resulting in the following proposals:

4.1.West Route 66 Major Activity Center

There is currently only one Major Activity Center in the SW quadrant of the City, the Atrisco Business Park MAC. The Atrisco Business Park however, does not function as a Major Activity Center. A typical MAC should function as a regional destination for retail, employment and housing opportunities within the context of a multi-modal setting. The Atrisco Business Park MAC, instead, contains a checkerboard of light industrial uses, punctuated by some housing and limited commercial uses. Much of it remains vacant.

This Plan is recommending that a new Major Activity Center designation be placed on the West Route 66 corridor between approximately 86th St. and Coors Blvd. An analysis performed by the Planning Team found that the two Community Activity Centers located at Central Ave. and Unser Blvd. and at Central Ave. and Coors Blvd. were in such close proximity that it made more sense to combine them into a single, larger Major Activity Center. The portion of the Central/Coors NAC near the corridor would also be incorporated in the new MAC. The remainder of the NAC is oriented toward the residential neighborhood to the south. In addition, the analysis performed in the retail market study commissioned for the Plan, found that this area needs more residential and employment development in order to support a wide range of commercial development. This new Major Activ-

Activity Center Designations

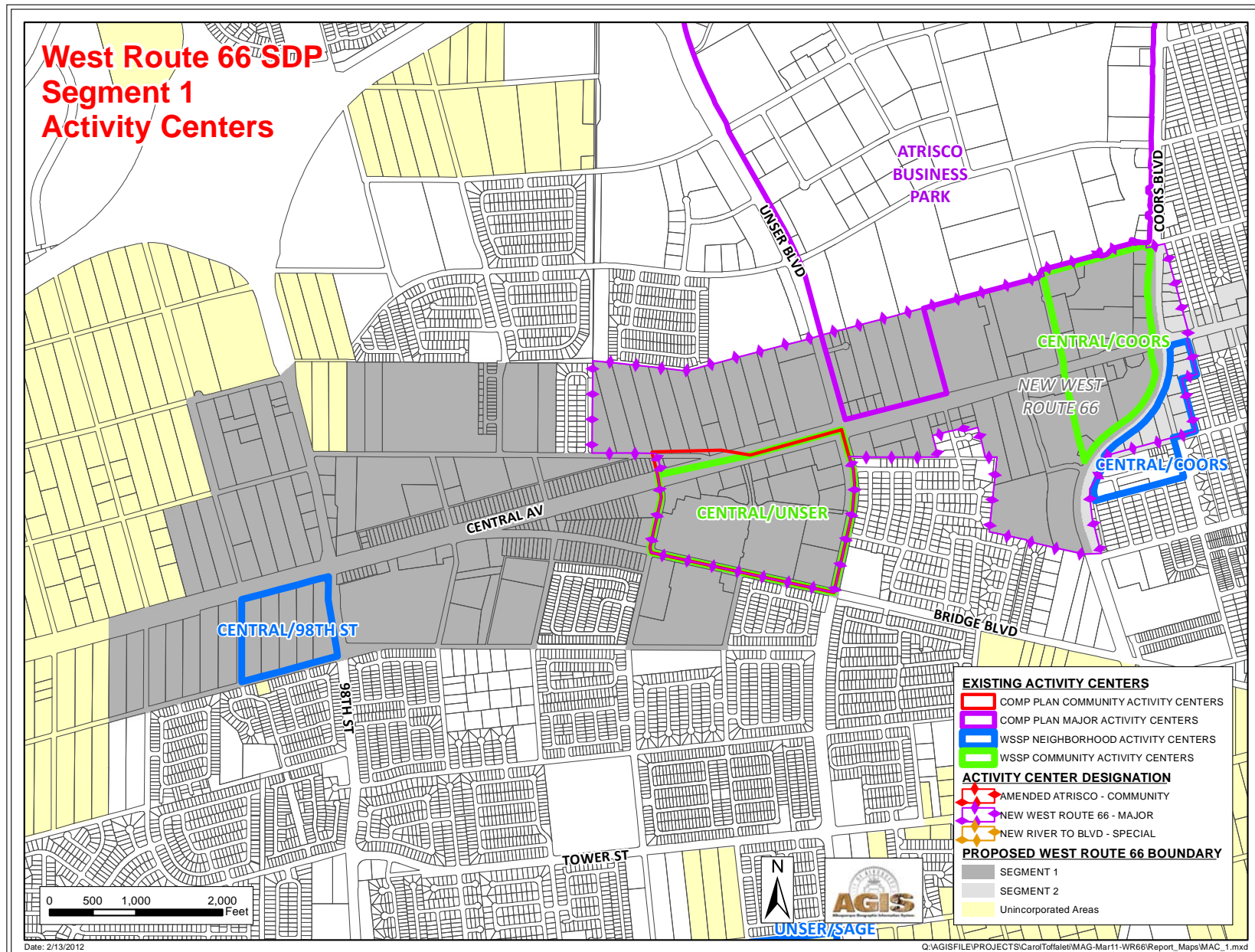


Figure 4: Activity Centers, Segment One

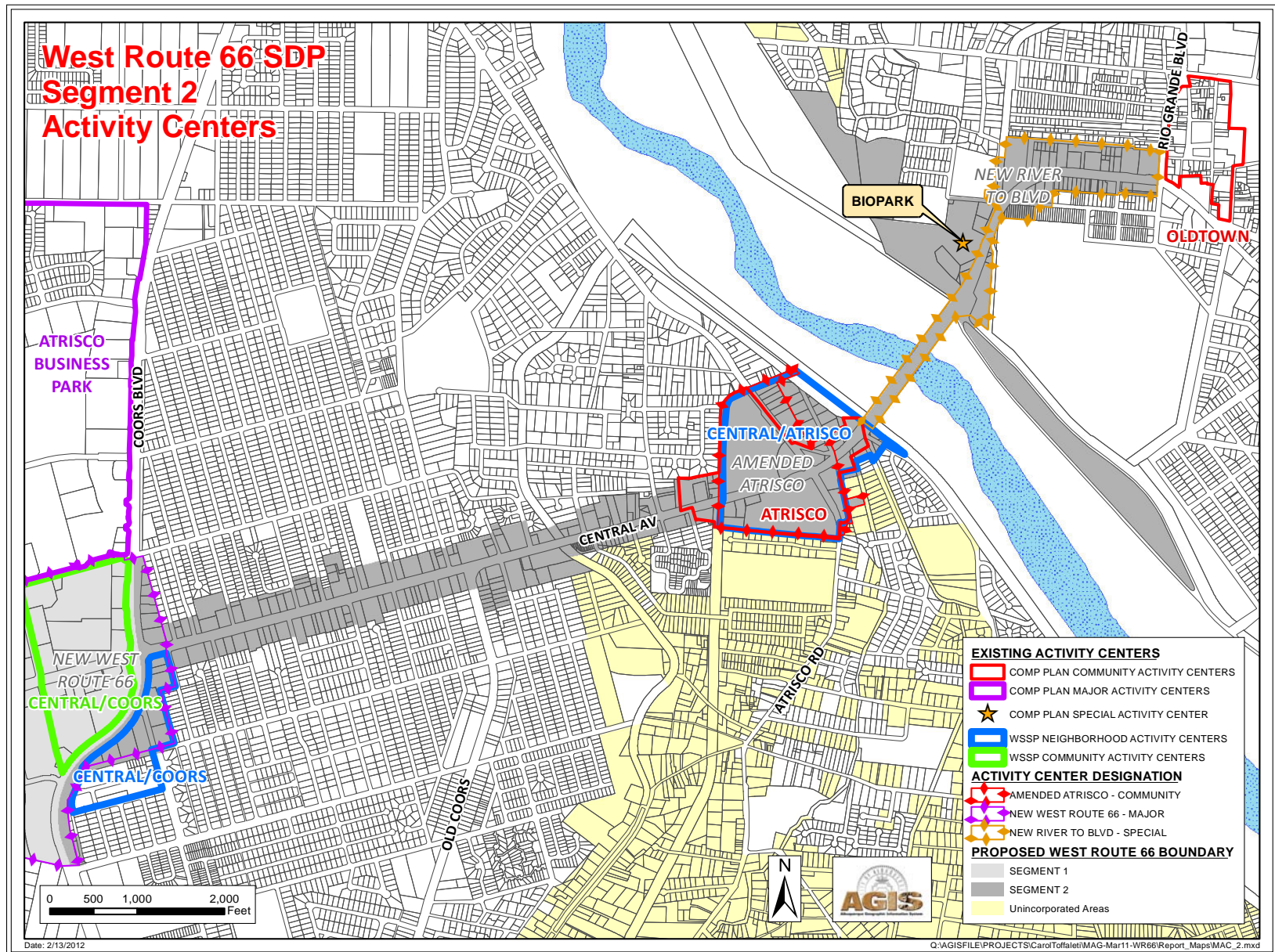


Figure 5: Activity Centers, Segment Two

Activity Center Designations

ity Center would provide a regional draw to the area and create the opportunity for a high quality mixed use center that draws on the unique Route 66 identity of the area through a “live, work, play” approach to development.

4.1.2 Special Activity Center

A new Special Activity Center is proposed by the Plan between the river and Rio Grande Blvd. This new designation is an opportunity to create a distinctive district of land uses that support the existing amenities in the area such as Old Town, the BioPark, Tingley Beach and the Bosque. The Center is envisioned as a pedestrian oriented environment with supporting retail and service uses such as restaurants, gift shops and hotels. Providing these types of services in close proximity to the amenities in the area will encourage visitors to walk between facilities and perhaps spend the day in the area rather than at just one location. It is important in the development of this district to embrace a unifying identity for the area. This can be accomplished through unified streetscape improvements and the consistent use of urban design elements such as adobe street walls and pocket gardens.

4.1.3 Atrisco Community Activity Center

The Plan proposes to concentrate this center at the crossroads of Central and Atrisco and to acknowledge its function as a community activity center, per policy in the Comprehensive Plan. Areas have been removed because the corridor west of the Arenal Canal is more characteristic of a “main street,” while the area east of 40th street should be allowed to capitalize on its proximity to acequias, river and Bosque.

The Activity Center map shows the designated activity centers adopted by the Comprehensive Plan and the West Side Strategic Plan as well as activity centers which are proposed by this plan.

4.2 Activity Center Designation Process

The Activity Center designations entail changes to the West Side Strategic Plan, which were addressed in conjunction with adoption of this Plan. The designations for the Major and Special Activity Centers are also reflected in a wider revision to the Albuquerque/Bernalillo County Comprehensive Plan being undertaken by the City and County.