

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:

4.1.1 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

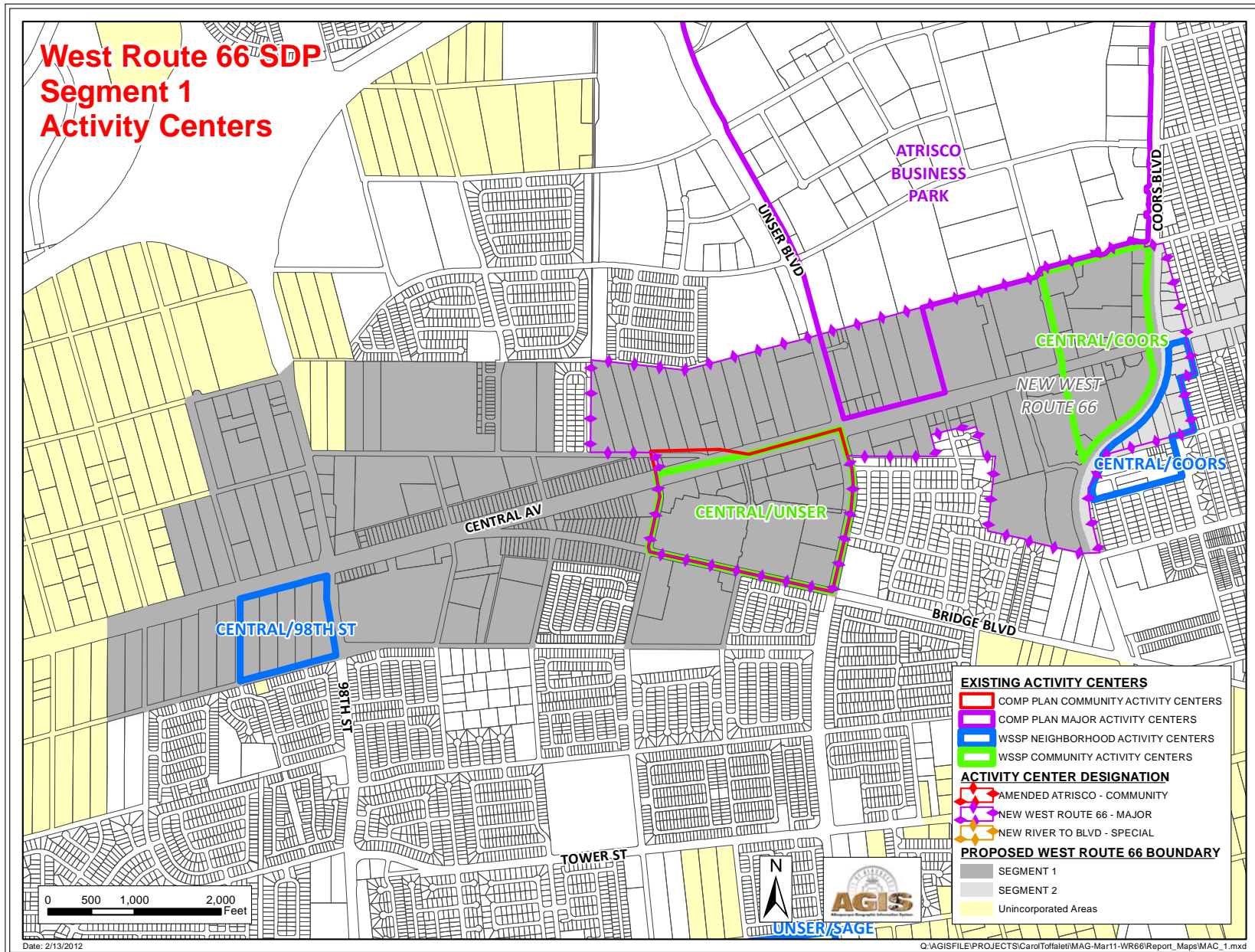


Figure 4: Activity Centers, Segment One

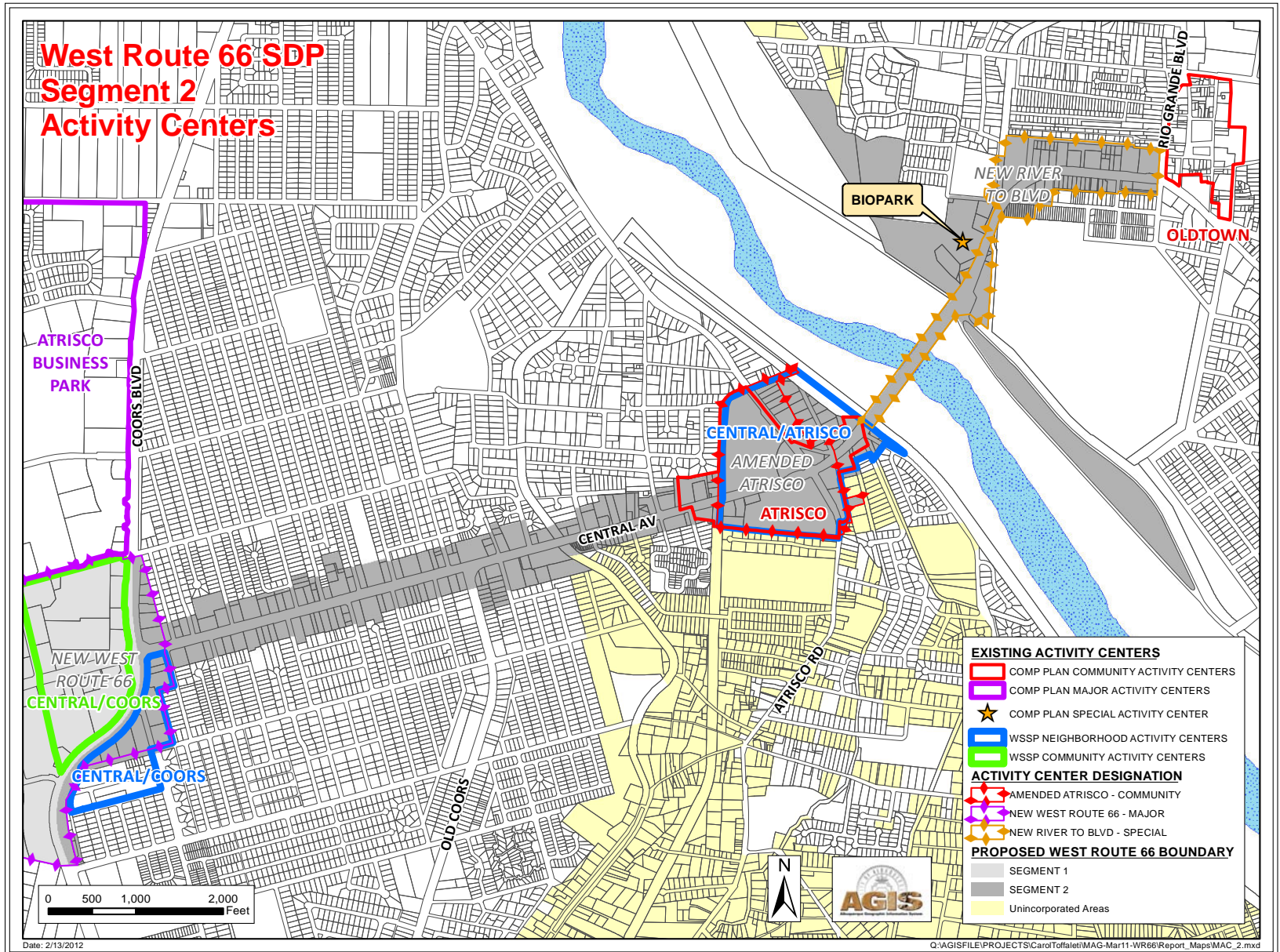


Figure 5: Activity Centers, Segment Two

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.