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Historic Route 66

General Image Response:

- No, too busy and old.
- Love the neon signs, but not the buildings.
- Neon is good, sprinkle it throughout on Central, we shouldn't lose the point that this is Route 66.
- Not everywhere, but where it is existing is ok. It should be sprinkled throughout but not everywhere.
- Let development happen as it will.
- Incorporate into landmarks and wayfinding.
- No, it is too much money and don't like the colors.
- Lowrider museum is good-associate it with a visitors center.
- Murals are good, they reflect the character of the area.
- No, Route 66 is reflective of what it is, but I don't want to see more.
- General preference for neon.
- All great examples-done well, just not too many regulations.
- Existing Route 66 should be prioritized. Incentives if it is historic.
- Like all of them, they are harmless and make you smile. Let people do their own thing and see what they come up with.
- Get rid of the Chevy but do an arch idea-a gateway.
- Route 66 legacy of one of the best things going for the area
- Concerned about losing the El Vado.
- This kind of stuff makes your neighborhood stand out-puts it on the map.
- A lot of old buildings aren't worth re-using and should be torn down.
- Having people maintain their properties is more important than encouraging Route 66.

Specific Image response:

- Image No. 1-Like it
- Image No. 2-Not east of the River, on West Central-could be ok west of River if that is what residents/business owners want.
- Image No. 3-Mixed Response
- Image No. 4- No one liked it
- Image No. 5-Liked it-car culture is good, keep auto businesses; it is part of the Route 66 ambience.
- Image No. 6-Very positive response especially from the males at the table.
- Image No. 7-Some people liked it but not in W. Central
- Image No. 8-it is appropriate if it already exists.
- Image 8 (Chevy on a stick)-disliked, but all others seem appropriate.



New Mexico's Cultural Legacy

General Image Response:

- Yes, all of the images are good, but they should be mixed in-not everywhere.
- Most of the group agreed that they don't like wood balconies or pitched roofs.
- Someone gave the example of Coors and Montano Plaza to say that it is a really nice development, but you can only achieve that kind of thing with a master developer, not individuals.
- Let businesses do what they will do.
- Verizon is very nice.
- Peterson development at Central and 98th is very nice, but it does not consciously replicate Route 66 or NM Architecture-still nice.
- Central is very wide. Welcome people and enhance with architecture, but don't make it too rigid. Design regulations should not be mandatory, they shouldn't be too tight, but more policy recommendations. Nob Hill has density, they can support design guidelines, West Central can't.
- It is nice if you preserve history, but don't drive out existing businesses.
- Very important
- Don't mandate NM Architecture-everyone should be allowed to do their own thing as long as it's reasonable.
- It is important to have NM Architecture, but should be a mix-not too draconian, not like Santa Fe.
- Don't demand too strict historic guidelines-build on what is already there.
- It is fine to not be NM Architecture-don't make it all the same.
- Infill-new construction should fit the context of what is already there.
- It should continue-everyone doesn't need to use it, but it shouldn't go away completely.
- Liked all of the images but said new development could be more modern

Specific Image Response:

- Image No. 1-didn't like it
- Image No. 2-Good, in small amounts
- Preferred images 2 and 8, two story pueblo/territorial mixes with tower elements and portals.
- Image No. 3-Liked it
- Image No. 4-Liked it
- Image No. 5-Liked it
- Image No. 6-Liked it, very prevalent in the area.
- Image No. 7-Didn't like it, unfriendly and too modern
- Image No. 8-Liked it



Mainstreet

General Image Response:

- With our land values, we want looser regulations. In areas where there is no development, regulations should be as loose as possible. Have stricter guidelines for denser areas, looser for less dense.
- Too many constraints will inhibit development.
- There is not safety on W. Central-people don't want to walk.
- Look at how lots are platted in order to figure out how to divide corridor. Lots in the west portion of the plan area are not appropriate for buildings at the street.
- Mainstreet is a small town thing, Albuquerque is not a small town.
- The mainstreet images would be appropriate in small contained areas, but not along Central.
- It was generally felt that no portion of the west central felt like a "mainstreet"
- Could only be done if land is assembled.
- Mixed development is hard to imagine because there are so many other pressing issues.
- The only way to create mainstreet development is to have a master developer assemble land.
- The majority of participants did not like the old or original mainstreet images. They felt that they were old. They like the new mainstreet images but felt they were only appropriate in certain areas like Unser Crossing.
- Unser west to 110th st. has long narrow lots.
- A few participants didn't like the mainstreet concept at all and didn't think it applies to the corridor.
- Atrisco and Coors is the only place it could happen, but it is too late. You can't go in and build that now.
- Unser and Central is the perfect location for it now.
- There are mainstreet elements between Atrisco and Coors, but there isn't the density.
- If you start out fresh, out by 98th St.
- How many people will walk up the hill?
- Encourage people to keep walking across the bridge, a good area for mainstreet.
- 98th St. could serve motels.
- Suggestion to combine Mainstreet with Route 66.
- I like the setbacks; gives people in cars a chance to see the buildings. A reasonable setback would be safer.
- Liked it, traditional, like the tile, looks like the Kimo-nice.
- Williams Arizona is a good example of Mainstreet.
- Connect pieces of mainstreet along Central.
- Most of these are fine for where they are but they don't fit the character of our neighborhood.

Specific Image Response:

- Image No. 2-Didn't like it (1 table), Liked it (1 table)
- Image No. 3-Didn't like it
- Image No. 4-Didn't like it (1 table), Liked it (1 table)
- Image No. 5-Didn't like it-we're not Nob Hill (1 table), Liked it (1 table)
- Image No. 6-Didn't like it
- Image No. 7-Didn't like it
- Image No. 8-Didn't like it



Public Realm

General Image Response:

- Old Town photo-mainstreet appropriate
- All of them are really nice-good for out in the open
- Don't like the big open plaza with public art-not sure there is room on Central.
- All of them should be encouraged but not mandated.
- Easy access
- Shade
- Weed control
- Welcoming
- Playground-shouldn't have a playground on Central. It would be ok if it was enclosed-but not on Central.
- Like public squares, but not too large.
- Like outdoor seating areas especially at restaurants so people can enjoy the great views
- Comfortable benches are good.
- Table favored outside sitting areas for local businesses
- Table favored creating a more lively pedestrian environment in the Central and Rio Grande area.
- All liked 2, 3 & 4, because they have places with shade to sit, gather, stay a while, and are buffered from traffic.
- There was a later comment about how public art is good along street frontages where it can separate/buffer buildings from the street.

Specific Image Response:

- Image No.1: When you have benches on public access, you will have people sitting in them that you don't want; Didn't like it.
- Image No. 2: Mixed reaction. Liked it, especially trees and bushes
- Image No.3: This is the only image that is viable on the corridor. Participants did not see this area as pedestrian. Coors to River the images could work; Preferred out of all of them-shaded seating areas in small plazas; Didn't like it.
- Image No.4: No one would use them; Liked it, pedestrian friendly, trees, shade, wide sidewalks, it would be good on Central, good lighting, unobtrusive-blends, subtle, not out of scale.
- Image No.5: Encourage this in a larger development, would not work anywhere else; Looks beautiful and peaceful.
- Image No.6: No comment; Didn't like it
- Image No.7: Central is not appropriate for playgrounds; Didn't like it.
- Image No.8: This is good as landscaping/trail but not as a place for people to gather; Liked it, mural and trees; Very well liked.



Small Retail

General Image Response:

- Mix of everything-don't limit
- Want national chains and mom & pops.
- 2 and 3 story elements would be nice especially for live/work.
- Have a variety of heights
- Don't like Delicia's diner-it is too much of a hodge podge, different color awnings, not quality, not inviting.
- Like Delicia's diner and strip mall it is the eclectic character of the neighborhood-it is always full of customers.
- There should be both local and chain restaurants as long as they fit the design standards.
- Big box vs. mom and pop-small businesses can't compete. There needs to be a separation limit big boxes on the east side of the River. Big boxes on the west side of the River would draw residents across the River.
- Like attractive/sensitive design with entrances on the street and screened parking
- There is concern small retail and services would not be viable unless they are located in clearly defined segments and "promoted".
- Located closer to the street, but with a buffer for the traffic
- Maintain some space between buildings to open character of the corridor, especially west.

Specific Image Response:

- Image No.1: Unanimous-did not like it; Split between good and neutral
- Image No.2: Majority felt that it was ok; Didn't like it.
- Image No.3: Unanimous-liked it, and thought neon was good; Didn't like it
- Image No.4: Unanimous-did not like it; Didn't like it
- Image no.5: Unanimous-liked it; Preferred out of all of them; Liked it but said it needs trees and more vegetation; Good, traditional Route 66 style.
- Image No.6: Unanimous-liked it; Not an appropriate style; Not great, but not as bad as it could be.
- Image No.7: Unanimous-did not like it; It's good for where it is, Old Town shouldn't be extended across the River.
- Image No.8: Unanimous-thought it was ok; Preferred out of all of them, liked the scale and style of Atrisco Plaza



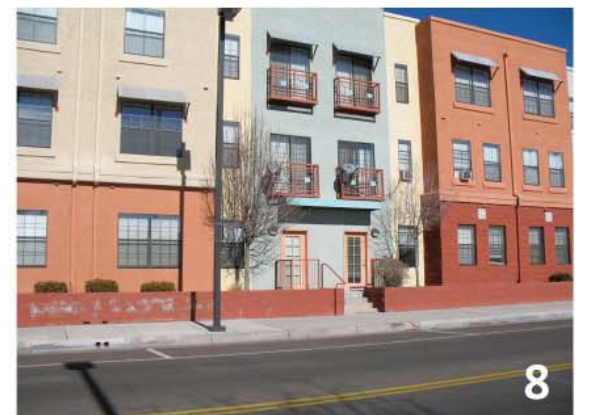
Large Retail

General Image Response:

- None of these images were desirable
- Have large retail in shopping centers
- Like the street frontage of ABQ Uptown, flags, benches etc. Mainstreet concept-speakers with music.
- Like red tiled, umbrella picture-cozy and inviting.
- Don't like arcade-It is not inviting and would be hard to find off the street, doesn't look cozy from the street.
- All pictures are taken from areas where there is more affluence. We won't get ABQ Uptown, but it can still have the principle elements and be more eclectic.
- You will kill demand by imposing regulations.
- Large retailers are appropriate on Central as long as they are designed to break up their size with different colors, walkways and trees. Good example of shopping center is at Wyoming and Academy.
- They should have wider sidewalks

Specific Image Response:

- Image No. 1: Did not like it; Didn't like it, there is no room for this type of development; Big boxes are not appropriate; Keep activity centers downtown; Residents want something they can walk to.; This is too common, not unique.
- Image No.2: Did not like it and commented that it looks old; Didn't like it-no room for this type of development.
- Image No. 3: Liked it; This one is better because it is pedestrian friendly and has some uniqueness.
- Image No. 4: Liked it; Liked it, it is pedestrian friendly.
- Image No. 5: Liked it; Didn't like it-there is no parking in front.
- Image No.6: Liked it; It's ok, good for west of the River.
- Image No. 7: Liked it; Very nice.
- Image No.8: Liked it; Nice and unique but looks too much like Nob Hill.



Mixed Use

General Image Response:

- Like all-mixed use is great for the corridor but the images don't portray what will be the reality in the Corridor.
- Like the stepped back buildings-second story stepped back.
- Broadway mixed use doesn't fit in-too boxy.
- Like shorter buildings-height limited to 3-4 stories. Want to keep openness and views of the mountains.
- A developer can't build residential there because there isn't enough of a view. Capitalize on demand. Can't be too demanding. Don't restrict it.
- Diversity of housing types is ok and table agreed that denser development can be made family friendly through good design.
- Comment regarding the vitality of the mobile home park off Central, west of Unser. There are kids playing, residents out and about-in contrast to the residential subdivision to the north.
- Several people liked apartments with central courtyards, one person didn't like them because they are shut off from their surroundings.
- Everyone at table liked 4 story example with retail on the bottom with awnings.
- Don't want buildings to block views-mixed use could be too tall
- Liked high density senior housing, and more housing for young people. The Central Corridor was seen as a good location for higher density housing. Noted that the Beach Apartments are always full.
- Dislike the architecture in all the images because the edges are too hard and the buildings look "dropped" into place instead of "emerging from the earth".
- No. All buildings are too tall. Maybe ok for areas with big street setbacks or where it won't block the views.

Specific Image Response

- Image No. 1: Liked it; Liked it, it is nice for mixed use.
- Image No. 2: Liked it; Didn't like it. No character, it looks like a jail; Disliked 2 because it's too close to the street. Another said it would be OK if the sidewalk is wide enough.
- Image No. 3: Liked it; Didn't like it.
- Image No. 4: Liked it; Liked 2,3,4 story but stepped back. Ground floor commercial/office.
- Very nice-liked the brick and the awnings. The height is good, it doesn't look like 4 stories.
- Image No. 5: Liked it; Didn't like it.
- Image No. 6: Liked it; Didn't like it
- Image No. 7: Liked it; Mixed response
- Image No. 8: Liked it; Didn't like it.



Office

General Image Response:

- WESST-too industrial looking and outdated.
- Verizon-would be pleased if something like that went on K-Mart site, but needs to be mixed in along the Corridor. Don't want to see a lot of them right next to each other.
- Need incentives for re-use.

Specific Image Response:

- Image No. 1: Liked it; Liked one and two story scale with New Mexico elements; It's ok.
- Image No. 2: Didn't like it.
- Image No. 3: Liked it; mixed response.
- Image No. 4: Mixed response. Some liked it and others thought it looked too modern; Didn't like it-too modern.
- Image No.5: Liked it.
- Image No. 6: Liked it.
- Image No. 7: Didn't like it.
- Image No. 8: Didn't like it.



Warehouse and Distribution

General Image Response:

- Don't think this use is appropriate on corridor.
- Should be located in Atrisco Business Park.
- Keep them where they are now.
- Small warehouse won't come in on the Central Corridor, it is too expensive.
- It is more appropriate at the Atrisco Business Park-discourage as a use on Central it is too low intensity.
- Table liked to design of the Atrisco Business Park.
- Graybar is a really good example.

Specific Image Response:

- Image No. 1: Liked it; Liked it, but don't want warehouses in the eastern area.
- Image No. 2: Mixed response; Some liked it, and others thought it was too old; Didn't like it.
- Image No.3: Didn't like it.
- Image No.4: Did not like it, thought murals were only good close to the River; Mixed response-didn't like the architecture but thought the mural was good.
- Image No. 5: Liked it; Didn't like it.
- Image No. 6: Liked it; Mixed response.
- Image No. 7: Liked it; Didn't like it-too massive.
- Image No. 8: Liked it; Didn't like it.