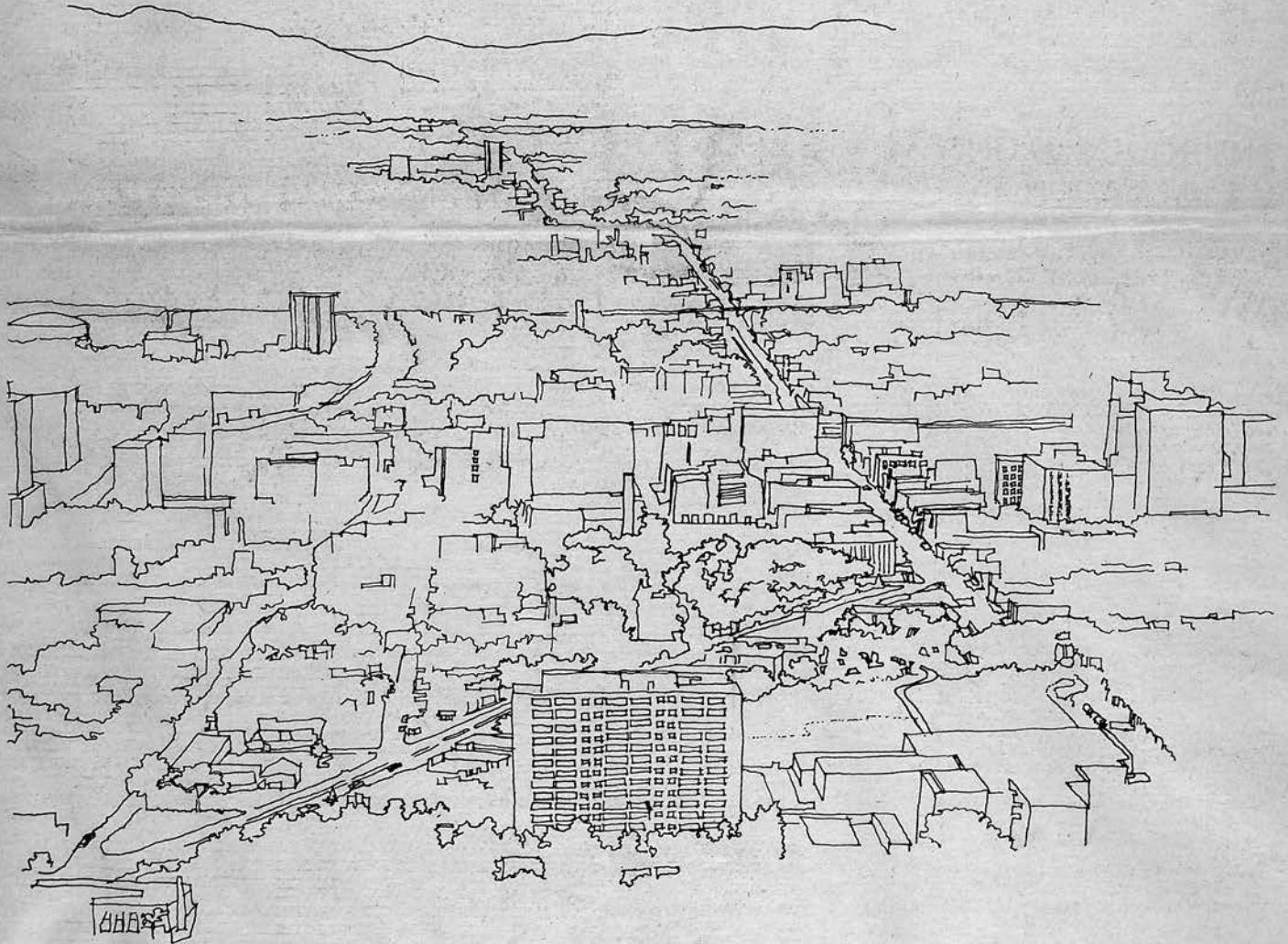
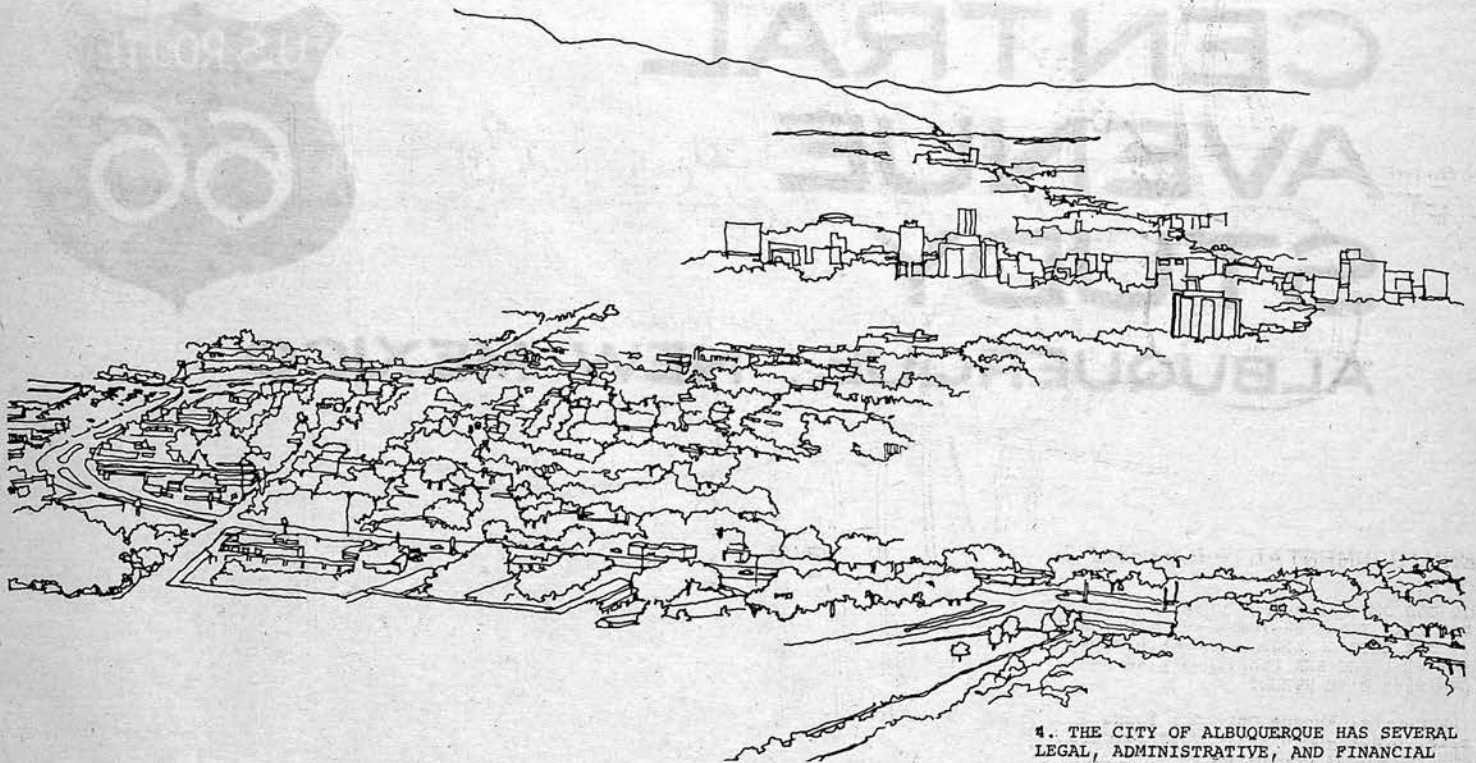


CENTRAL AVENUE STUDY

ALBUQUERQUE, NEW MEXICO



REGIONAL URBAN DESIGN ASSISTANCE TEAM (R/UDAT) 1984



INTRODUCTION

"A trip through Albuquerque's history"; "A place where all of Albuquerque's cultures can come together"; These were common descriptions of Central Avenue that we heard during our Regional Urban Design Assistance Team (R/UDAT) visit to the city November 15-19.

At the invitation of the Albuquerque Chapter of the American Institute of Architects and supported by a broad coalition of civic, business and neighborhood organizations, the Urban Design Committee of the AIA assembled this seven-member team of architects, planners and other professionals to deal with the future of Central Avenue from Atrisco to the Fair Grounds.

During our four-day visit, we listened to the concerns, ideas, plans and hopes of citizens, public officials, business persons, and professionals. We toured the Corridor and surrounding areas on foot, by car and by air; and reviewed several plans, reports and studies about the area done during the past several years.

Thanks to the excellent work of the local R/UDAT Steering Committee and the support and interest of dozens of students and volunteers, we were able to get a good understanding of the problems and possibilities of "Route 66" in a very short time.

Based on our study, we offer proposals ranging from broad design principles for the entire corridor to a shelter for the homeless; and from an expanded range of transit services to a new concept for neighborhood commercial centers. Some of our proposals, such as our ideas for downtown, should spark a lively debate; others incorporate plans that are widely accepted already. Taken together, they reflect the themes of unity and diversity that are the Albuquerque Route 66 tradition.

OPPORTUNITIES

1. BROAD-BASED INTEREST AND ENTHUSIASM FOR A CONCERTED APPROACH TO CENTRAL AVENUE'S REVITALIZATION IS NECESSARY FOR SUCCESS; THOSE INGREDIENTS ARE HERE IN ABUNDANCE.

We talked with more than 100 persons, including individuals and representatives of organizations of all sizes and perspectives. While their views on specific problems and projects sometimes clashed, their interest in the Avenue's future and enthusiasm about its potential were unanimously high.

2. DESPITE THE CITY'S RAPID GROWTH, ITS RESIDENTS HAVE A DEEP RESPECT FOR ITS HISTORY AND TRADITIONS.

Nearly twice as many people live in Albuquerque today than in 1960; this rate of growth will continue. Such explosive growth can easily bury local values and history, but that hasn't happened here. While some historic landmarks have been lost to new projects, many more remain. Citizens are demanding that these links to the past, with their comfortable scale and handsome details, be protected. The new and old can work together.

3. SEVERAL MAJOR INSTITUTIONS CAN PLAY IMPORTANT ROLES IN SHAPING ALBUQUERQUE'S FUTURE; MOST HAVE A LARGE STAKE IN CENTRAL AVENUE.

The City of Albuquerque has made a commitment to the Central Avenue area, as evidenced by street beautification, the 4th Street Mall, its own building program, Convention Center expansion plan, and by soliciting the Festival Market proposal. Other institutions such as the University of New Mexico, Presbyterian Hospital, and the State Fair Commission have expansion plans. If these and other institutions could agree on a common strategy for the Corridor, their combined resources could make it happen.

4. THE CITY OF ALBUQUERQUE HAS SEVERAL LEGAL, ADMINISTRATIVE, AND FINANCIAL DEVICES AVAILABLE AS INCENTIVES FOR HIGH-QUALITY DEVELOPMENT.

From time to time, the City has provided incentives, subsidies, its condemnation powers and zoning authority to help bring projects to reality. These incentives can be powerful tools to implement a long-range program of Central Avenue revitalization.

5. ALBUQUERQUE PROUDLY SUPPORTS A WIDE VARIETY OF CULTURES; ITS PEOPLE WANT TO WORK TOGETHER FOR A BETTER COMMUNITY.

The richness of Albuquerque (as well as some of its problems) lies in its diversity: its Spanish heritage and its high-tech population; its Fine Arts community and the special art of the low-riders; the old established neighborhoods and the new townhouse projects, the Old Town shops and the Nob Hill Center.

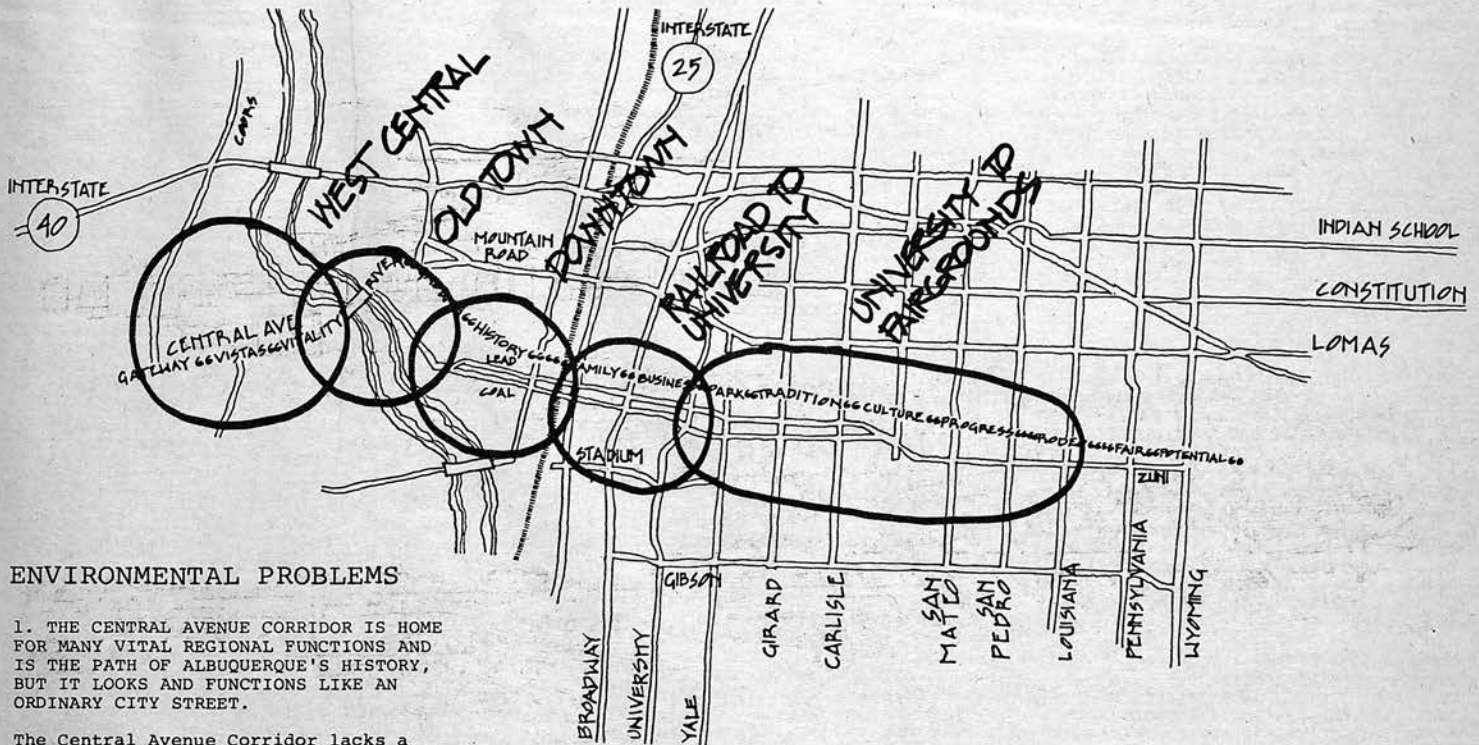
From what we've seen, all these groups want to work together to make Central Avenue the spine that holds this diverse community together.

6. THE NEIGHBORHOOD MOVEMENT IS STRONG AND GROWING.

We were impressed with the vitality and strength of the neighborhood organizations along Central Avenue. Compared to most cities, these associations are well-organized, have clear views about the future of their areas, and understand how their neighborhoods fit into the city as a whole. They can be full partners in Central Avenue's renewal.

7. NEW DEVELOPMENT WILL OCCUR ON CENTRAL AVENUE ANYWAY; THE PRINCIPAL ISSUES ARE ITS QUALITY, CHARACTER AND TIMING.

Central Avenue is already getting a share of the city's growth. Unlike many cities with underutilized inner cores, Albuquerque doesn't have to beg businesses and residents to come in. It need only select, guide, and shape projects that benefit the corridor area and the city as a whole.



ENVIRONMENTAL PROBLEMS

1. THE CENTRAL AVENUE CORRIDOR IS HOME FOR MANY VITAL REGIONAL FUNCTIONS AND IS THE PATH OF ALBUQUERQUE'S HISTORY, BUT IT LOOKS AND FUNCTIONS LIKE AN ORDINARY CITY STREET.

The Central Avenue Corridor lacks a clear order and hierarchy of circulation systems. It is unattractive, in places, and doesn't serve adjoining neighborhoods very well. It could advertise its history and purpose, and serve the city, much better than it does.

2. THE AUTOMOBILE DOMINATES THE CIRCULATION SYSTEM, RESTRICTING ALTERNATE TRANSPORTATION AND LIFESTYLE CHOICES.

Because bus, bicycle and pedestrian networks are fragmented or non-existent, it is impossible by choice of residence or workplace to live any alternative lifestyle which might be more healthful or energy conservative. This automobile tyranny wastes the land and fouls the air, two precious resources that belong to all.

Planning exclusively for the automobile also ignores the beneficial humanizing effects of the frequent random meetings of pedestrians, the essence of community.



3. MOST RECENT DEVELOPMENT IN THE CENTRAL BUSINESS DISTRICT LACKS WARMTH, ANIMATION, AND HUMAN SCALE.

The recent tendency toward huge, separate corporate and government enclaves is making parts of downtown elephantine. In many cases, this has resulted in windowless, block-long automobile tunnels that are boring and hostile to the pedestrian. In spite of the huge public and private investments in these projects, Central Avenue (even with its many empty stores) is the best pedestrian environment downtown.

4. THE LACK OF CONTROL AND MANAGEMENT OF PERIPHERAL GROWTH IS DIRECTLY RESPONSIBLE FOR CENTRAL AVENUE DECAY.

While these two phenomena may seem unrelated, the preoccupation of developers and government with large-scale peripheral developments is a principal reason for the deterioration of most of Central Avenue. Albuquerque should remember where it started and not turn its back on its inner city, the people who live and work there, and its role in clarifying the city's image.

LAND USE PROBLEMS

1. LAND IN NEW MEXICO IS AN ABUNDANT RESOURCE FAR TOO OFTEN TREATED IN ALBUQUERQUE AS A DISPOSABLE COMMODITY.

A cursory review of present land uses along the Central Corridor indicates an underutilization of urban land. Thirty to thirty-five percent of the east and west Corridor zones are vacant, while in the downtown area fifty percent of the land is vacant or used only for surface parking. Most community groups see such underutilization as a problem.

We consider it to be a resource that can be the key to satisfying several urban needs.

2. PRESENTLY, ALBUQUERQUE HAS FEW HOUSING PROTOTYPES EXCEPT THE SINGLE-FAMILY DETACHED RESIDENCE AND THE GARDEN APARTMENT.

Urban growth using only these forms creates high development costs on the urban fringe, and underutilized support systems close in. Historically, there have been mixed residential-commercial prototypes such as the Koubert and Yrisarri Buildings in the downtown area. There are also a few apartments "over the store" in Old Town that work very well.

3. COMPACT, HIGHER-DENSITY, MORE INTENSIVE LAND USES ALONG THE CENTRAL CORRIDOR CAN JUSTIFY A HIGHER QUALITY OF URBAN AMENITIES.

City bus systems, for example, operate more conveniently with higher densities. Commercial services can be closer to home.

TRANSPORTATION PROBLEMS

1. USING NEIGHBORHOOD STREETS FOR THROUGH TRAFFIC IS CAUSING SAFETY PROBLEMS

Representatives from neighborhoods flanking Central Avenue report that vehicles are using their residential streets for through traffic access.

Access on Central Avenue is controlled by restrictions on the number and location of median cuts allowing left-turns. Cars use the alleys to shortcut through neighborhoods. As a representative from a neighborhood on the south side of Central Avenue put it, "To access our neighborhood, you really have to know the alleys."

2. SPECIFIC TRAFFIC FLOW PROBLEMS NEED TO BE ADDRESSED

The arterial street system generally works well. The City has done a good job in the design and engineering of the streets which connect neighborhoods and major activity centers. However, there are specific problem areas. The projected increase in population means that traffic will increase. The development of the West Mesa will require new arterial streets and additional traffic lanes across the Rio Grande. Specific problems, such as the traffic generated by major events, intersections with a high traffic volume-to-capacity ratio, and high accident locations need to be improved.

3. THE TWO INTERSTATES CARRY TOO MUCH SHORT-DISTANCE, LOCAL TRAFFIC

Interstate highways are intended to carry high volumes of traffic at high speeds over relatively long distances. To accomplish this role they have high design standards, a limited number of access points, and grade-separated crossings. In some areas there is a tendency for short-distance, local traffic to use I-25 or I-40, which leads to congestion on some segments.

4. THE SUNTRAN BUS SYSTEM IS UNDERUTILIZED

We have been given many reasons explaining low bus ridership here: Albuquerque is a low density city; bus service is inconvenient because of the 30-minute wait between buses; lack of night service; and the need to make connections for some trips. Riding the bus carries the stigma of being low-income in an affluent society where car ownership is the norm. As a western city, Albuquerque lacks a tradition of mass transit use, while valuing independence and personal freedom. Some of these problems can be overcome by marketing and creative route planning.

However, the transit system must accommodate its "captive" riders — children, senior citizens, one-car families, and persons without a car. A successful transit system relies on a strong, compatible relationship between transit and land use. The density and pattern of land use must be high enough to create ridership for the system. For routes at one-half mile intervals, for example, a density of 2,000 to 4,000 persons per square mile is desirable. For routes at one-quarter mile intervals, a density of more than 4,000 persons per square mile is appropriate.

5. PARATRANSIT SERVICE IS NOT COORDINATED

Paratransit includes the special transportation services provided to the elderly and handicapped. Service is provided by SunTran and social service agencies. For example, it is possible for two vans to go to adjacent pick-up points at the same time and deliver clients to the same destination.

6. DOWNTOWN PARKING PROBLEMS ARE CHANGING

The amount of parking for long-term users (four hours or more) seems to be sufficient. The amount of parking for short-term users (less than four hours) is not sufficient in some areas. Since employees arrive before shoppers in the morning, there is a tendency for long-term parkers to use short-term spaces. With the projected population growth, the demand for parking will increase, while the supply of parking will decrease as surface parking areas are developed. Also, there is a high percentage of off-street, unpaved surface parking areas that should be paved.

7. NEIGHBORHOODS NEAR MAJOR INSTITUTIONS HAVE SPILLOVER PARKING

Major institutions, such as the hospitals, University of New Mexico, and the Fairgrounds generate a large parking demand that leads to institutional parking on neighborhood streets.

8. THE PEDESTRIAN ENVIRONMENT LEAVES MUCH TO BE DESIRED

The existing pedestrian environment is a cold, unwelcoming experience in most areas. At night, some areas appear unsafe and vulnerable. The contrast between Fourth Street Mall and other areas is striking.

There are not enough amenities in high pedestrian volume locations. Blank walls without windows, graphics, or textures discourage the pedestrian.

9. CULTURAL INSTITUTIONS DON'T FOCUS ON TRANSPORTATION AS A PROBLEM

Distance is an obstacle to be overcome. Our impression is that cultural institutions concentrate on what occurs at their facility, but put little effort towards making it easier for people to visit them.

10. THE TRANSPORTATION SYSTEM DOESN'T PROVIDE ENOUGH INFORMATION TO USERS

The existing transportation system doesn't communicate consistent, effective messages to users. To find public parking, bicycle routes, or the right bus can be a confusing experience.

11. THE CITY COULD USE TRAVEL REDUCTION PROGRAMS MORE EFFECTIVELY, ESPECIALLY IN THE CENTRAL AREA

One way to reduce traffic congestion is to increase street capacity by means of widenings, turning lanes at intersections, and improved roadway geometrics. Another way is to reduce travel demand (without reducing the number of trips) by means of car pools, van pools sponsored by major employers, staggered work hours, flex-time, and four-day work weeks. Although some employers are using demand reduction programs, increased use of them would be beneficial.



12. THE EXISTING BICYCLE SYSTEM IS INADEQUATE AND UNSAFE

The problems with the existing bicycling system are based upon a lack of standards that are known and accepted by the public. These standards include the legal rights and responsibilities of people in cars and on bikes, and route location and design principles.

SOCIAL PROBLEMS

1. COMMUNITY INITIATIVES

Some of Albuquerque's neighborhoods have been successful in organizing and carrying out programs for neighborhood betterment. Others have not, but may be reaching the capacity to carry out successful initiatives.

One essential key to the success of the Central Ave. corridor's revitalization is its adoption by its flanking neighborhoods. This will require neighborhood initiatives to identify interests and goals, and the ability to perceive these goals in an overall framework for revitalization. While the issues fronting Central Ave. may not hold the highest priority for some neighborhoods, a successful resolution will have a positive and snowballing effect on neighborhood quality of life.

2. NEIGHBORHOODS' STAKE

The neighborhoods' stake in the Central Ave. corridor is their stability, identity and voice.

Powerful forces are acting on the corridor's current development patterns. Neighborhoods must understand these forces and then act in an organized way to turn them toward accomplishing some of the neighborhoods' agendas. Identifying overlapping interests between development forces and neighborhoods is difficult, but possible. For neighborhoods to protect their stability and enhance their identity, they must project a reasoned but persistent voice. In their own long-term interests, developers and City officials must listen.

3. CRUISING IS AN ART FORM TO SOME AND AN AFFRONT TO OTHERS

Cruising is a long-standing expression of youth culture, but its side effects give it a negative image. Crackdowns on cruising have had two effects: cruising has been pushed from the river eastward, and the organized leadership of the Low Riders' clubs has abated. Neither of these effects are necessarily intended. Moving cruising routes has not eliminated cruising, and the weakened leadership of the clubs has given way to more anarchic cruising patterns.

The problems associated with cruising which were told about include bottle tossing, drugs, alcohol, and occasional fights. On the positive side, ninety-five percent of the low riders do not cause problems.

Low riding is an art form and historic tradition in the Hispanic community.

4. SOME NEIGHBORHOODS APPEAR TO BE MORE EQUAL THAN OTHERS

Based on our limited review, neighborhoods in the corridor do not have equal access to the decision-making structure, public or private.

While not unusual or unique to this city, such a situation works against efforts to build on common interests in the corridor, and it requires a positive and supportive response from decision makers. Decision makers need to be patient and attentive. Neighborhoods need to be responsible and persistent. The dialogue needs to be ongoing.

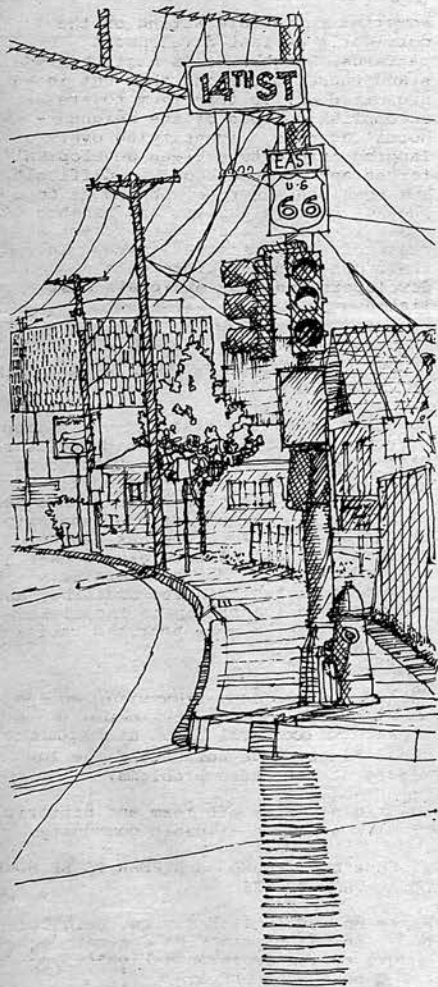
5. NOT ALL OF THE SYMBOLS OF CENTRAL AVENUE ARE POSITIVE

Central evokes a range of responses. It is a no-mans land and a meeting place. It is a "sin strip" and a retail, restaurant, and entertainment resource. It is access to fine neighborhoods and the turf of the homeless. It is a vestige of a dying past and it is the very roots and meaning of Albuquerque. It is a traffic problem and a cruising paradise. It is a barrier and a link between neighborhoods. It is a symbol of what is wrong with Albuquerque and an opportunity to tie a glittering future to a proud past.

ECONOMIC PROBLEMS

1. COMMERCIAL PROPERTIES APPEAR TO BE ASSESSED WELL BELOW THEIR CURRENT VALUE

This not only reduces funds for public improvements and services, it also encourages property owners to use their land inefficiently. For both reasons, development and revitalization are slowed.



2. THERE IS TOO MUCH COMMERCIAL-ZONED LAND ALONG CENTRAL AVENUE

Although some areas have been re-zoned to reflect the changing role of Central, the present zoning still encourages speculation and marginal development. Property owners and developers may find that limited commercial, office, and high-density residential zoning would make their land more attractive for development or rehabilitation.

3. FINANCING TOOLS FOR LONG-TERM, LARGE-SCALE REDEVELOPMENT ARE INADEQUATE

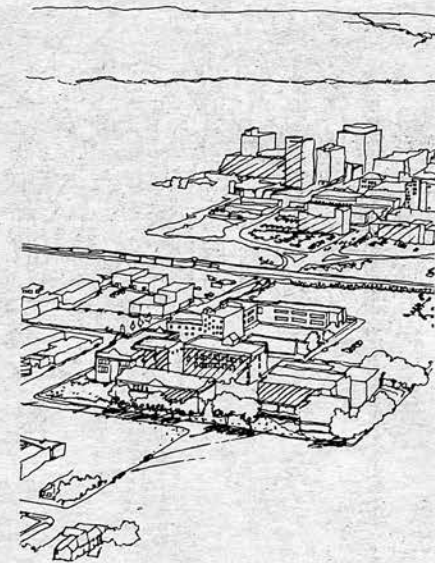
The City's redevelopment options are limited by the New Mexico Redevelopment Act. Compared with most states, this act is extremely restrictive, and is useful only for small-scale improvements. If the City determines that the more ambitious program we propose is appropriate, it should seek to amend this law.

4. UNLESS SPECIFICALLY PROVIDED FOR, SMALL BUSINESSES CAN BE THE BIG LOSERS IN CENTRAL AVENUE REDEVELOPMENT

The Avenue is home to many small businesses and professional offices, and could be an attractive location for many more. Such businesses, usually owned by local residents, lend an important personal quality as well as economic return to the community. This value can be lost in the rush to large-scale, expensive new construction along the corridor; these should be retained whenever possible. Assistance programs for small business are common in many cities; some may be appropriate here.

5. COOPERATION BETWEEN THE CITY AND PROPERTY OWNERS TO CONSERVE HISTORIC BUILDINGS IS INADEQUATE

While the City can designate buildings as landmarks, it offers no offsetting benefits to the building owners. Other cities have certain incentives such as code variances and property tax reductions to support conservation efforts. While we were unable to review the City's efforts in detail, comments by knowledgeable persons suggest that more must be done.



6. UNDERUTILIZED LAND IS AN ECONOMIC DRAG ON THE COMMUNITY

Unused and marginally used lands are abundant between Old Town and Downtown and near the Fairgrounds. They are a blighting influence on the surrounding area, provide little or no revenue for their owners, and less tax revenue. A strategy to bring these lands into productive use must be part of any plan for Central Avenue.

MANAGEMENT PROBLEMS

1. IN ORDER TO PROMOTE REVITALIZATION OF THE CENTRAL AVENUE CORRIDOR, THE CITY OF ALBUQUERQUE MAY HAVE TO SLOW THE GROWTH OF OUTLYING AREAS

While outside the scope of our study, it appears that continued rapid outward expansion of the city is working against Central Avenue renewal, or at least slowing it down. We suggest a serious evaluation of current policies with an eye toward directing more development into the Central area.

2. UNTIL ALBUQUERQUE SPECIFIES WHAT IT WANTS CENTRAL AVENUE TO BE, IT WILL HAVE TO ACCEPT WHAT OTHERS DECIDE TO OFFER

New projects and rehabilitation will continue to occur whether or not a corridor plan and management program are in place. Without a "playbook" that lets property owners and investors know what is expected (and what they can expect in return) the city is forced to react to proposals as they come in, with no clear frame of reference.

3. DEVELOPMENT AND REDEVELOPMENT OF CENTRAL AVENUE WILL TAKE MANY YEARS AND A LOT OF PUBLIC AND PRIVATE MONEY; CAREFUL TIMING OF PROJECTS CAN SAVE MONEY AND REDUCE FRICTION

Central Avenue's problems took many years to reach their current state; correcting them will take just as long. A phased program of improvement will permit resources to be used efficiently, and by giving private developers a clear "playbook", enable them to invest more effectively.

4. MOST NEIGHBORHOOD GROUPS ALONG CENTRAL AVENUE HAVE CLEAR AGENDAS, BUT THESE ARE NOT ALWAYS MESHED WITH PROGRAMS BY THE CITY AND OTHER INSTITUTIONS IN THE CORRIDOR

Some tension between these organizations is expected and is healthy; however, all sides have an interest in negotiating differences as constructively as possible. There appears to be room for improvement here.

5. BECAUSE SO MANY PERSONS AND ORGANIZATIONS HAVE STRONG INTERESTS IN MATTERS ALONG THE CORRIDOR, DISPUTES ARISE OFTEN AND ESCALATE QUICKLY

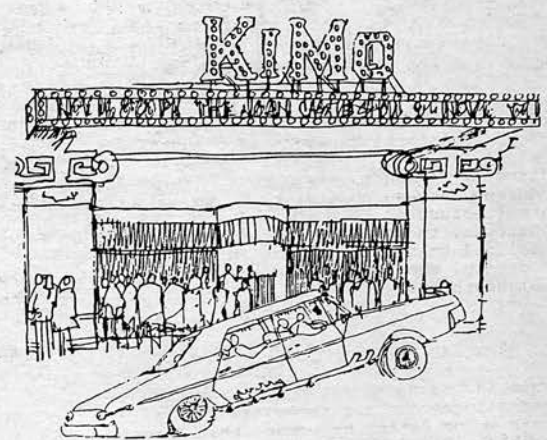
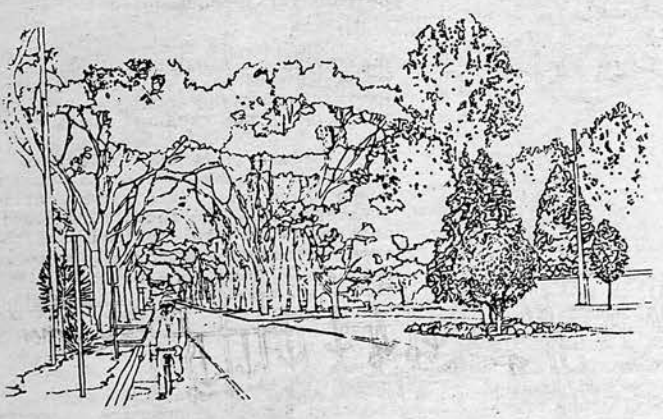
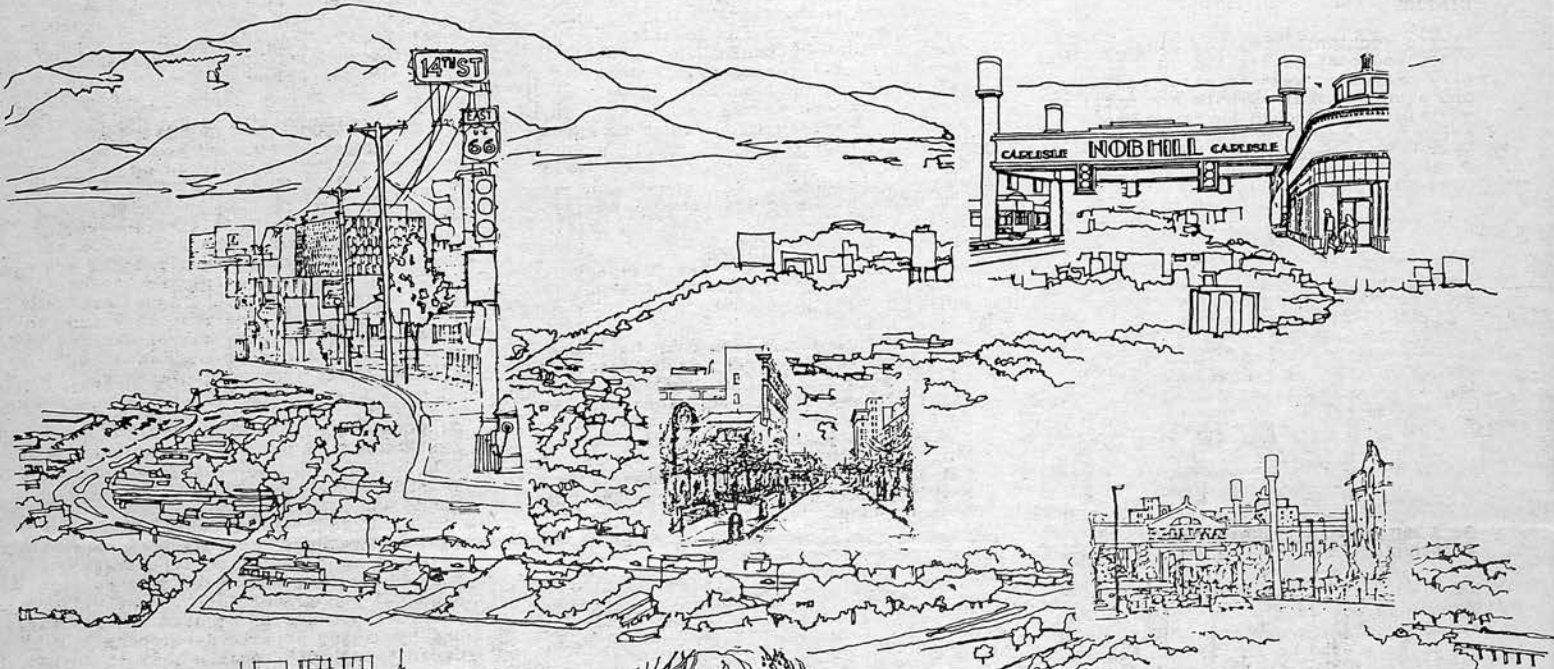
As outsiders listening to various groups, it appears to us that some minor issues have grown into major conflicts unnecessarily. We found more consensus on several matters, for example, than some combatants seemed willing to realize. Until communication between the City, major institutions, and neighborhood and business groups improve, concerted, sustained action will be difficult.

6. THE UNEVEN QUALITY OF RECENT PROJECTS ALONG THE CORRIDOR DRAMATIZES THE ABSENCE OF CLEAR DESIGN STANDARDS

In our opinion, Albuquerque can and should demand better quality in new projects. The City may not realize how attractive it is.

CENTRAL AVENUE

ALBUQUERQUE,
NEW MEXICO



CORRIDOR CONCEPTS

From listening to the people of Albuquerque and reviewing data on Central Avenue activity, we distilled five compatible roles for the street. Taken together, they suggest a clear urban design direction for redevelopment activity.

1. A PATHWAY THROUGH ALBUQUERQUE'S HISTORY

Like a section across the rings of a tree, Route 66 traces the growth of the city traveling west to east. Activity and architectural symbols are still visible; they should be reinforced through new construction, conservation, and public improvements.

2. A PLACE WHERE CULTURES MEET

"We need a place for people of different cultures to meet", said one speaker. We heard the same thought several times during our visit. There's no area in Albuquerque where diverse cultures come together more naturally than on Central Avenue. There are tensions, but none of these are unmanageable. By acknowledging that Central Avenue should be the place, interested parties can determine how to constructively bring it about.

3. A MULTIMODAL TRANSPORTATION CORRIDOR

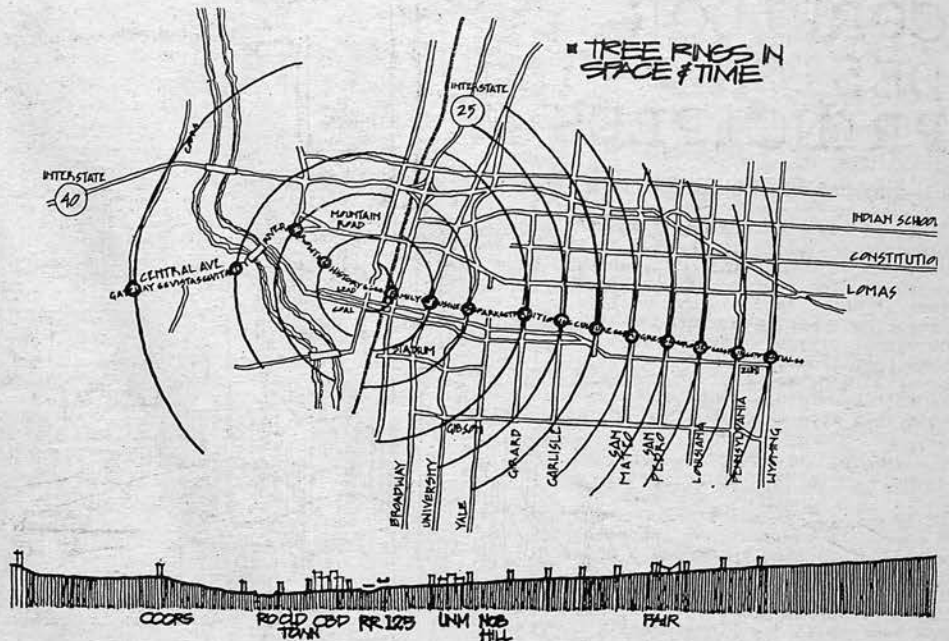
Despite its "Route 66" history, Central Avenue is not just for cars anymore. As Albuquerque grows and Central Avenue redevelops, the domination of the automobile will have to lessen. Central should be redesigned to welcome pedestrians, bicyclists, public and specialized transit - and cars. For most of its length, modifications can be made easily. Adding transit capacity to tie activity centers together should get high priority.

4. A LINK FOR THE NEIGHBORHOODS

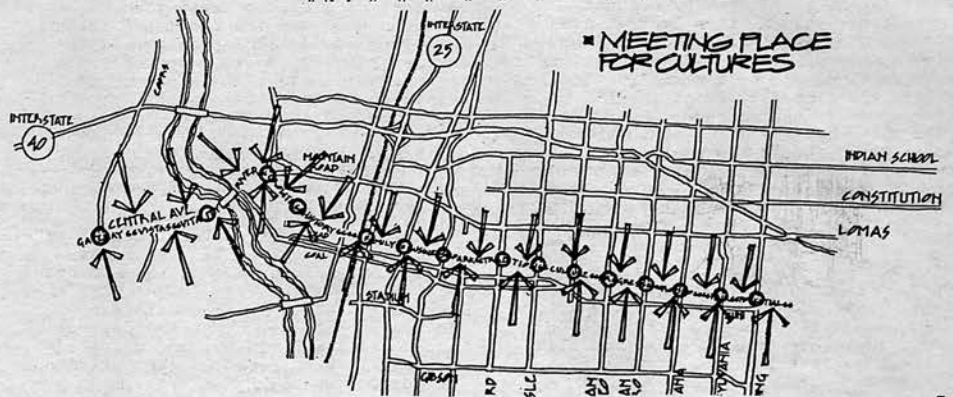
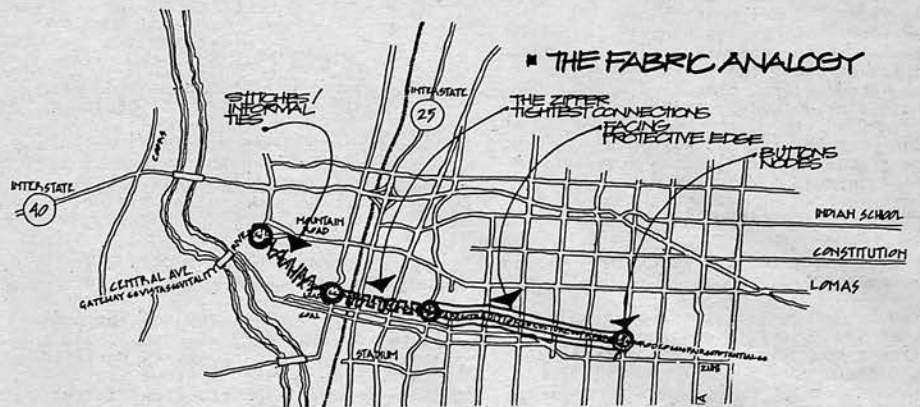
While most neighborhoods along the corridor turn their backs to Central, their associations recognize that the quality of their communities is directly linked to the Avenue. Through designed access points, land use and architecture on Central, and activity patterns, the street's future should be designed to strengthen the integrity, security, and support systems of the neighborhoods.

5. SHOWCASE FOR THE CITY

When it was Route 66, Central Avenue was Albuquerque for travelers and visitors. For better or worse, that street shaped their image of the city. Even though Central has been supplanted by I-40 for the traveler, it can still be the destination for the visitor. As a showcase for the arts, commerce, civic activity and entertainment, the Avenue can present a strong, positive image again. The basic elements are already present; a commitment is needed to finish the job.



THE MUSIC ANALOGY



CORRIDOR DESIGN PRINCIPLES

1. RESTRUCTURE AN OUTDATED URBAN FORM

Route 66 was a generator of growth in Albuquerque during its heyday in the 30's and 40's with the early automobile culture. The pattern of development that it encouraged — low density, linear, automobile-oriented — is now obsolete. Its new form — as a local transportation corridor linking several important activity centers — is still emerging. This evolution can be accelerated through urban design.

2. PROVIDE A SENSE OF CONTINUITY THROUGH THE DESIGN OF THE CORRIDOR

While Central Avenue is recognized as a corridor, it lacks the strength and cohesion required to become a powerful focus for the city. Its continuity is interrupted by the presence of the railroad tracks and I-25. The trend has been to locate higher density development downtown away from Central Avenue, thereby failing to generate the "critical mass" activity needed to make it a focus.

In order to provide continuity for the entire corridor, a theme or over-all design approach incorporating such features as gateways, standardized landscaping, and public art is needed. This theme should establish an identity for the entire corridor, while allowing for a sense of transition between specific precincts, such as Old Town, the CBD, and the University area.

One way to signal the corridor's continuity would be to establish a hierarchy of ordering devices to mark locations and movement through the corridor. These might consist of high pylon lighting portals at key measured intersections. The portals could be seen from several blocks' distance and could provide the ordering framework for a lower level rhythm of lighting, tree-planting and signage. The specific expression of the portals and the intervening blocks would reflect the neighborhood and the character of commercial activity.

3. RECOGNIZE THE DIVERSE NATURE OF THE CORRIDOR

A number of distinctive sub-areas exist along the Central Avenue corridor which exhibit specific uses, activities, and character.

Their richness and variety are not immediately evident from Central Avenue because they are largely hidden from view by the presence of fairly uniform commercial development along the street. Within the over-all design theme developed for the corridor, entries into these special areas could be highlighted, while the sense of continuity and identity of the corridor itself is maintained.

4. PROVIDE A FOCUS FOR EACH AREA

Individual focal points along the corridor should be built into the urban fabric, not added as a decorative afterthought. While focusing attention on their immediate area, they should also contribute to the over-all image of the corridor.

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5. ESTABLISH A COMMUNITY PLACE FOR NEIGHBORHOOD IDENTITY

An internal identity and focus should exist in each neighborhood that can also be a visual link between the neighborhood and Central Avenue.

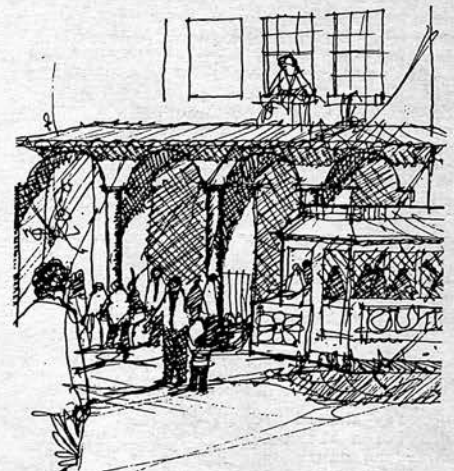
6. SUPPLEMENT MISSING COMMUNITY/ NEIGHBORHOOD NEEDS

Many of the individual neighborhoods located along Central Avenue lack the number of people necessary to sustain their own support services and activities. If located on Central Avenue, as a link between the neighborhood and the corridor, these services could take advantage of the extra activity provided by Central Avenue while providing a degree of distinction and focus to the neighborhood as well.

7. BUILD UPON THE HISTORIC CHARACTER AND LANDSCAPE OF ALBUQUERQUE

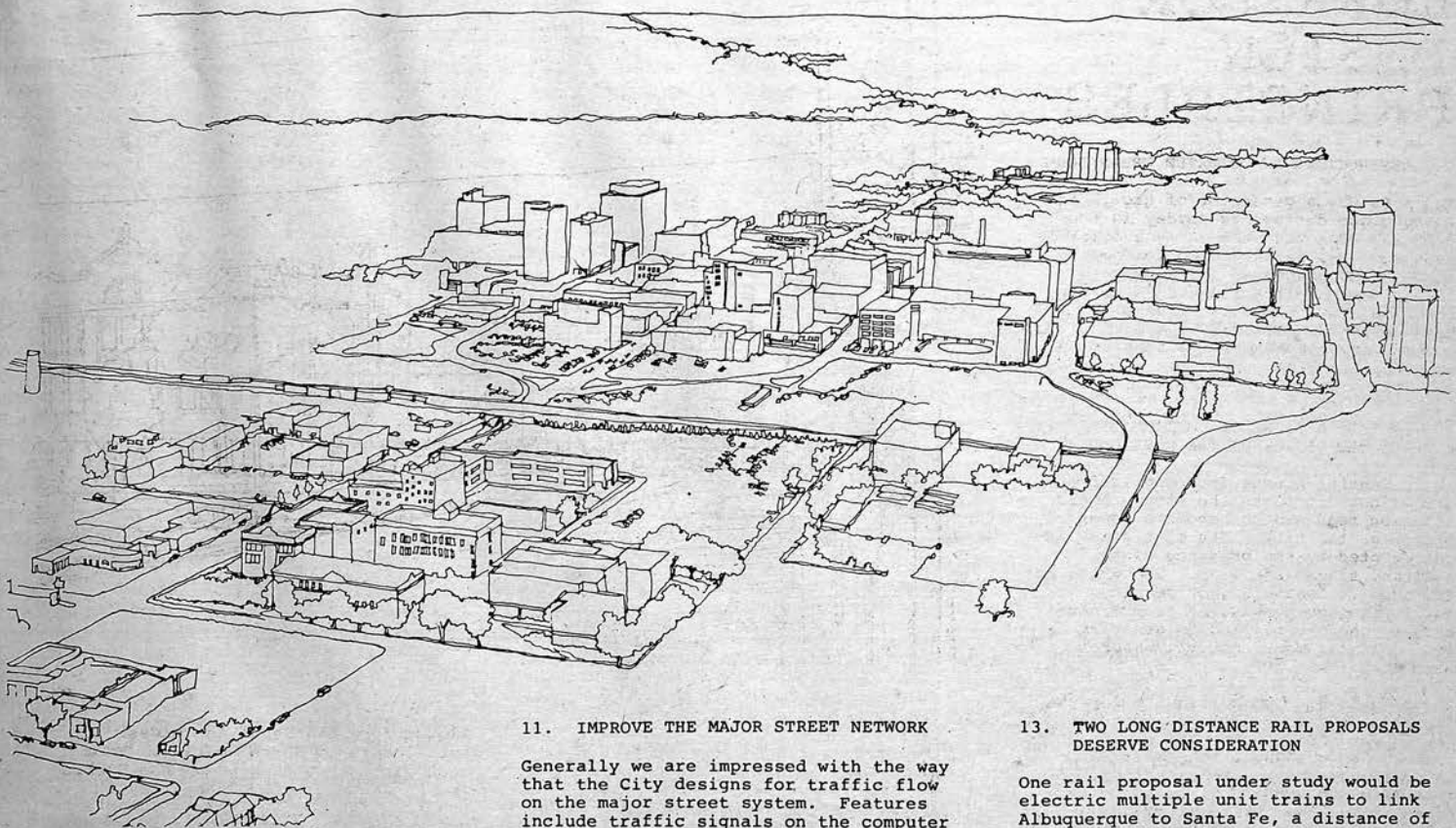
Albuquerque's dramatic landscape is one of its most compelling attributes. The open vistas, vast horizontal mesas, mountains, volcanoes, and the Rio Grande valley all offer rich imagery for the generation of form. The city's desirable climate, with many days of sunshine, low humidity, and breathtaking sunsets, promotes the active use of outdoor spaces.

Albuquerque is one of the oldest settlements in North America. From such diverse influences as the Pueblo Indian culture, colonization by the Spanish, its role as a train-stop and gateway to the West, and as an integral part of Route 66, the city inherits its rich cultural and historic character. The architecture of Albuquerque should reflect this heritage and show its pride of place.



8. PROVIDE FOR MORE PEDESTRIAN-ORIENTED ACTIVITIES AT STREET LEVEL

Albuquerque's physical design and layout is strongly influenced by the automobile. Buildings tend to be widely separated by vast areas of surface parking. Access to buildings and activities is generally from parking areas rather than directly oriented to the pedestrian. Ground floor spaces are often given up to office use as opposed to retail shopping that would engage pedestrian interest.



There are, however, areas along Central Avenue - Downtown and the University, for example - where pedestrians do congregate at certain times. These areas have common characteristics which are conducive to pedestrianism, such as street-level display windows and retail activities, proximity between the sidewalk and buildings, and less distance between buildings. Where these patterns exist, they should be reinforced, where appropriate in other areas, they should be required.

Corridors of pedestrian activity should be identified and reinforced by means of street furniture, including places to sit, appropriate lighting, trees, and trash baskets. Every effort should be made to encourage pedestrian activity, recognize walking as a necessary part of most trips, plan pedestrian routes, and provide appropriate design features.

9. ESTABLISH A PROGRAM FOR PUBLIC CIVIC SPACES

The City should promote public activities along Central Avenue by providing civic spaces as part of the design of the corridor, and encouraging their use. These spaces should vary in their ability to accommodate large or small gatherings and their adaptability for use during different times of the year. These spaces can also be focal points for individual neighborhoods.

10. ORIENT PRIVATE INSTITUTIONS TOWARDS CENTRAL AVENUE

Some private institutions have viewed Central Avenue as an edge and have turned their backs to the street. UNM is one example. If they strengthened their link to Central, the institution and the corridor would both benefit from the increased quality and level of activity.

11. IMPROVE THE MAJOR STREET NETWORK

Generally we are impressed with the way that the City designs for traffic flow on the major street system. Features include traffic signals on the computer network, one-way street pairs in high volume locations, and high design arterials such as Tramway Blvd.

We support the kinds of improvements that the City is installing. However many of the neighborhoods have legitimate concerns about through traffic on residential streets. Resolving this problem is neither difficult nor expensive, and we believe that the City would like to continue to work constructively with neighborhood groups.

12. IMPROVE BUS TRANSIT SERVICE

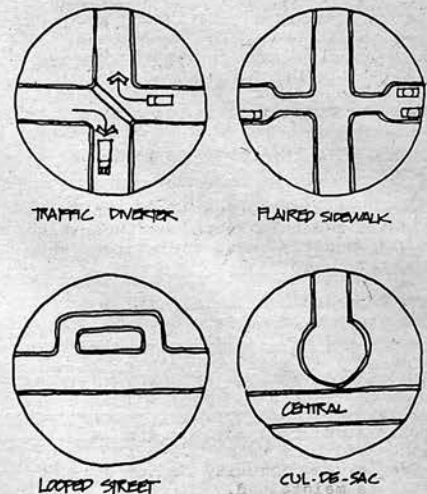
An improved transit system should encompass both short and long-term solutions. Short-term solutions include: 1) providing better service; 2) constructing a downtown transit center; 3) employing more aggressive marketing techniques; 4) instituting special programs such as employer subsidized bus passes for employees (under the present system of providing employee parking, employers are, in effect, subsidizing the use of personal automobiles. A parallel subsidy of mass transit is not unreasonable); and 5) providing charter service.

The present low fare box recovery ratio of 23% - 25% indicates that transit service is heavily subsidized. An awareness of the fiscal impact of the cost of improvements on the recovery ratio is essential.

Long-term improvements include: 1) promote land-use relationships that complement one another by designating transit corridors, locating high density uses along transit corridors and providing more choice in living and commuting patterns; and 2) the potential development of large tracts of land on the West Mesa presents a golden opportunity to incorporate mass-transit planning from the ground up in selected areas.

13. TWO LONG DISTANCE RAIL PROPOSALS DESERVE CONSIDERATION

One rail proposal under study would be electric multiple unit trains to link Albuquerque to Santa Fe, a distance of 66 miles. The other proposal is a joint effort by New Mexico and Colorado to obtain Amtrak service from Denver, through Albuquerque and New Mexico to El Paso. Since the studies are not complete, it is too soon to determine feasibility. If either or both are proved feasible, they would strengthen the downtown and region.



14. REDUCE OR ELIMINATE THROUGH TRAFFIC ON LOCAL RESIDENTIAL STREETS

The program for reducing through traffic on local streets consists of upgrading the arterial streets to provide good service and then build diverters, loop streets; cul-de-sacs, or flared sidewalks on the local streets.

WEST CENTRAL

Description

West Central Avenue is the historic gateway to Albuquerque from the west. There are two memorable views of the valley, the city, and the mountain backdrop (views not matched by the I-40 entrance). The first is just east of the I-40 interchange as the highway drops off the mesa; the second is at 59th street as the Avenue crests and descends to the river. As one approaches and then enters the urban area, the mesa gives way to outskirts development gaining in intensity, if not cohesiveness, as one approaches town.

Utility poles, too, multiply in number and complication, joined by median street lights. (The median is otherwise bare). In short, the quickening city is heralded by the ad-hoc, elemental structures, signs, colors, lights, poles, driveways, automotive symbols and trappings that are synonymous with strip entry streets in cities all over the West.

Issues

We did not make a detailed reconnaissance or analysis of this segment of Central. We did consider the issues likely to affect this segment of the corridor in a general way.

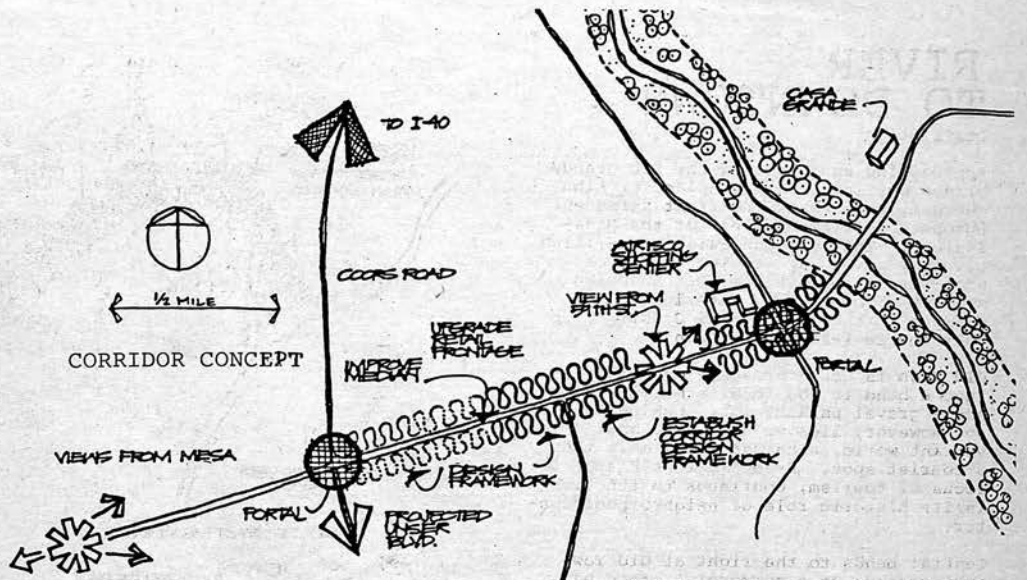
Clearly, the rush to growth in the West Mesa is on, and the Central Avenue corridor will be one of the major East-West growth corridors.

There is apparently little concern for the character this segment takes on as it grows, either from the private or the public sector: it is a purely utilitarian street, anarchically developing.

It is nonetheless a street in which some overriding public interests exist and need to be recognized.

Projects

Recent and proposed projects point the way toward near term development. The new shopping center, Atrisco Plaza, punctuates the certainty of west corridor growth. Unser Boulevard will rectify the existing discontinuity between North and South Coors. Sector plans are in the works for the undeveloped land west of the Unser Boulevard route. And, while not directly related to Central's corridor development, the new Double Eagle 2 Airport will affect the nature and extent of development further west.



Concepts

The suggested concepts for dealing with this segment of Central Avenue address three levels of concern. First on the broadest level, a growth management concept and system for the entire West Mesa area, whether in the City limits or not, is essential. Policies for transportation, land use mix and patterns, infrastructure capacities and costs, private-public cooperative agreements, and a citizen input program are advisable.

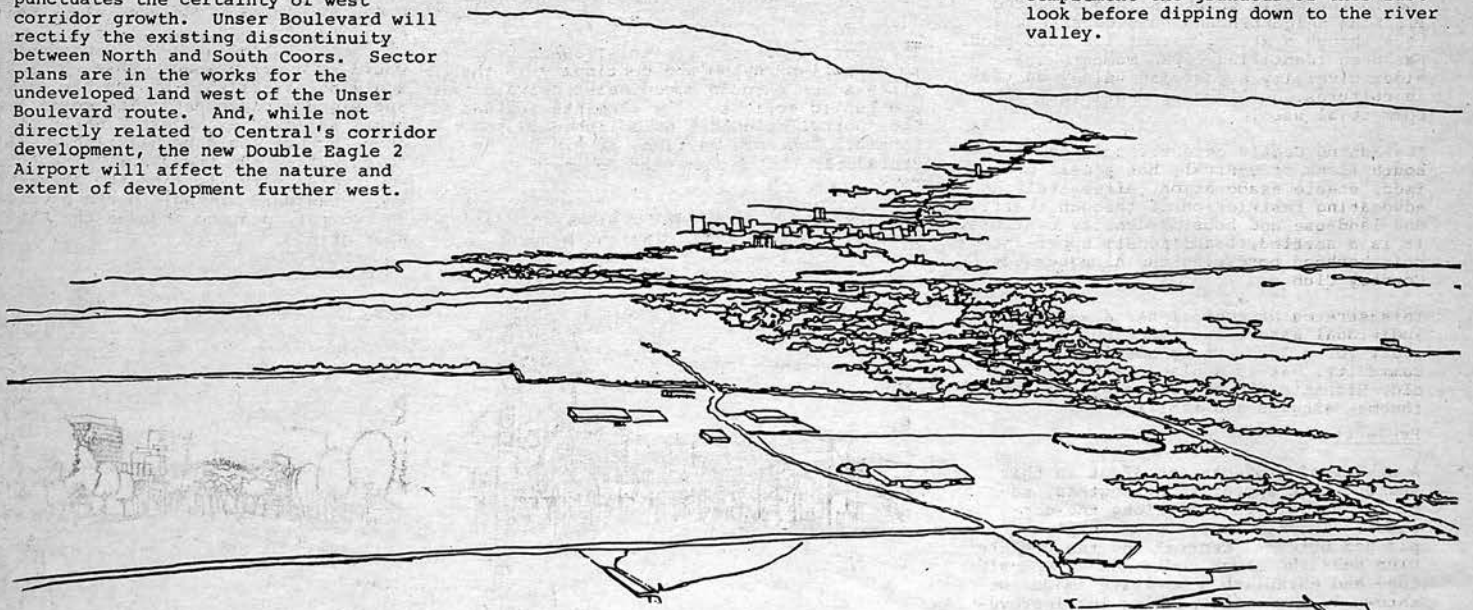
At a second, more finite level, the Central Avenue Corridor should have a development framework plan, again not limited to the City limits. The great resource that the street represents, from the majesty of its gateway vista to the inevitable growth concentrations, cries out to be managed positively.

With the projected increase in population on the West Mesa, additional river crossing capacity is needed. We understand that bridges are a contro-

versial issue here, and hope that the legal and political disputes can be resolved equitably and quickly. The bridges can improve accessibility, increase development potential, improve traffic flow, and make it easier to attract new industry.

Third, implement the concept outlined in the "Overall Corridor Concepts" section of this report. By placing high level lighting pylons, dramatic vertical structures at key intersections, the rhythm and gateway nature of the corridor would be expressed and reinforced. Intersections where this treatment would appear most suitable would be at Atrisco Blvd. and at North Coors. To dramatize the approach to Albuquerque, a portal structure should be placed at the point where the mesa first drops toward the basin, just east of the I-40 interchange, as well. The bare median offers the opportunity for a landscaping treatment that could help establish a visually effective continuity.

Finally, the vista of the City from 59th Street, fleeting as it is, should be graced with public-private action to complement the grandeur of this last look before dipping down to the river valley.



RIVER TO DOWNTOWN

Description

Approaching and crossing the Rio Grande brings one into the birthplace of Albuquerque, and one of the first permanent European settlements west of the Mississippi. The soft and quiet tree-filled riverway gives way to the jangle of post-war strip development. Shopping centers, motels, and a fleeting glimpse of the Albuquerque Country Club golf course, lead to Old Town.

Old Town is not a presence on Central, just a bend in the road, a billboard, and a gravel parking lot. Behind that lot however, lies an authentic and vibrant world, a neighborhood more than a tourist spot. Even Old Town Plaza, the focus of tourism, continues to function in its historic role of neighborhood center.

Central bends to the right at Old Town and proceeds as a commercial strip past dressed-up Lomas Boulevard to Robinson Park, the entry point to the downtown area. Along this strip are many notable and diverse landmarks, institutions that draw clients from a cross-section of Albuquerque's citizens.

Neighborhoods

Clear, active, and organized neighborhoods flank this segment. San Felipe-Old Town Neighborhood Association, beyond insisting on recognition of its strong, stable and diverse residential character, has projected a persistent goal of improving the parking lot between Central and the Plaza. The Downtown Neighborhood Association is one of the oldest active associations in the City. It adjoins San Felipe-Old Town and runs north of Central Ave. to the Central Business District. It has long taken an urban, cosmopolitan stance on issues facing the community, and it has been an active and persistent force in recognizing the positive cultural, historical and functional values of Central Avenue.

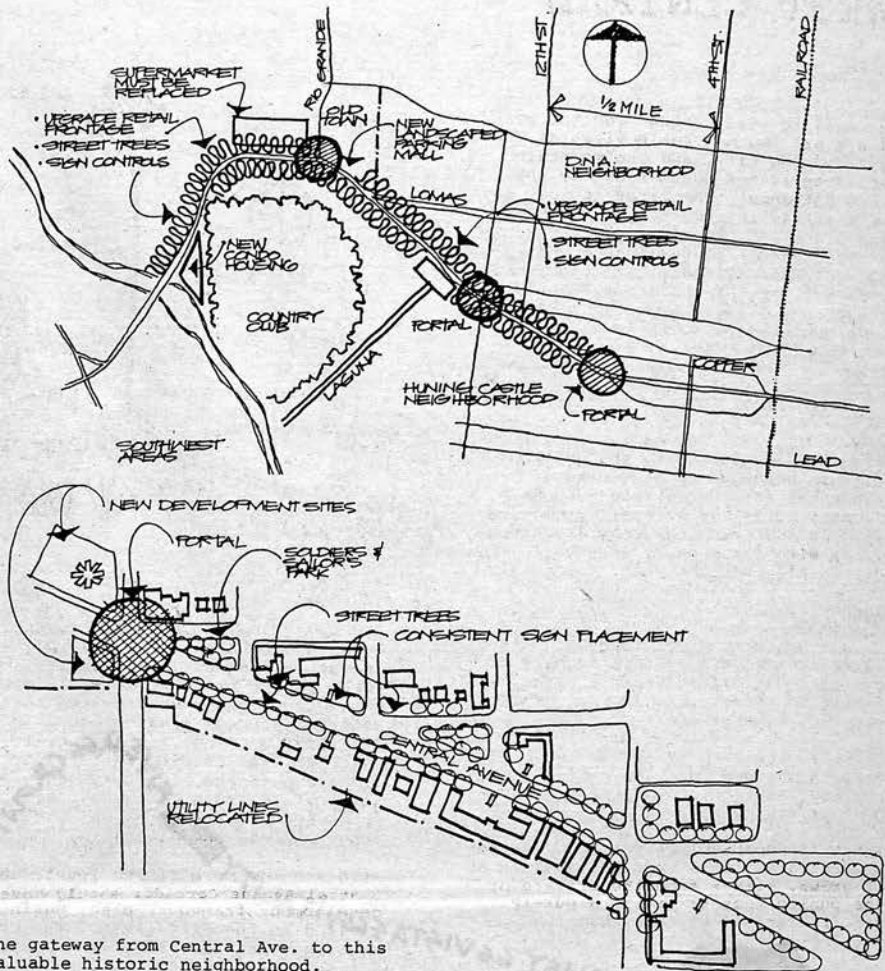
The Downtown Neighborhood Association (DNA) has pushed for a reintegration of Central Avenue's businesses with neighborhood needs. Apparently, most of the businesses catering to the basic shoppers' needs of the flanking neighborhoods have departed, even though a strong market for such goods has been identified. DNA members consider diversity a positive value, whether in cultures, development densities, or commercial uses.

The Huning Castle neighborhood, on the south flank of Central, has a well-organized, stable association, effectively advocating restriction of through traffic and land-use and housing density controls. It is a settled, traditional, upper-income neighborhood bordering the Albuquerque Country Club.

This stretch of Central has a variety of individual assets and functions effectively for a large cross-section of the community. It is a place where young and old, Hispanic and Anglo, upper and lower income, singles and families come.

Projects

A number of projects are afoot in this segment that appear to strengthen, recycle, or fill in gaps along the corridor. The new condominium complex planned between Central and the Country Club near the river could set an upscale tone and establish a positive image for intown living. The parking lot improvement for Old Town Plaza should produce a major transformation in the image of



the gateway from Central Ave. to this valuable historic neighborhood.

Design Concepts

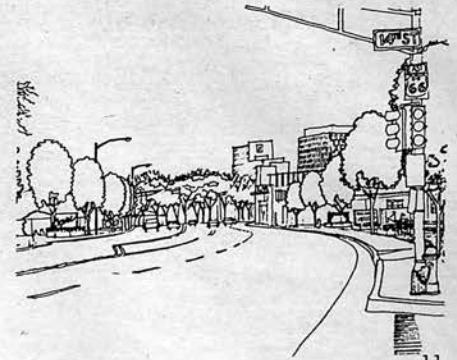
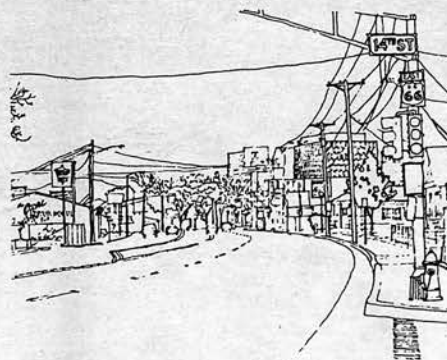
The principal issue in this sector is the long-term viability of the older commercial uses, especially the motels. The size and configuration of the frontage properties are inadequate for modern commercial purposes. Creative approaches to recycling these facilities are in order.

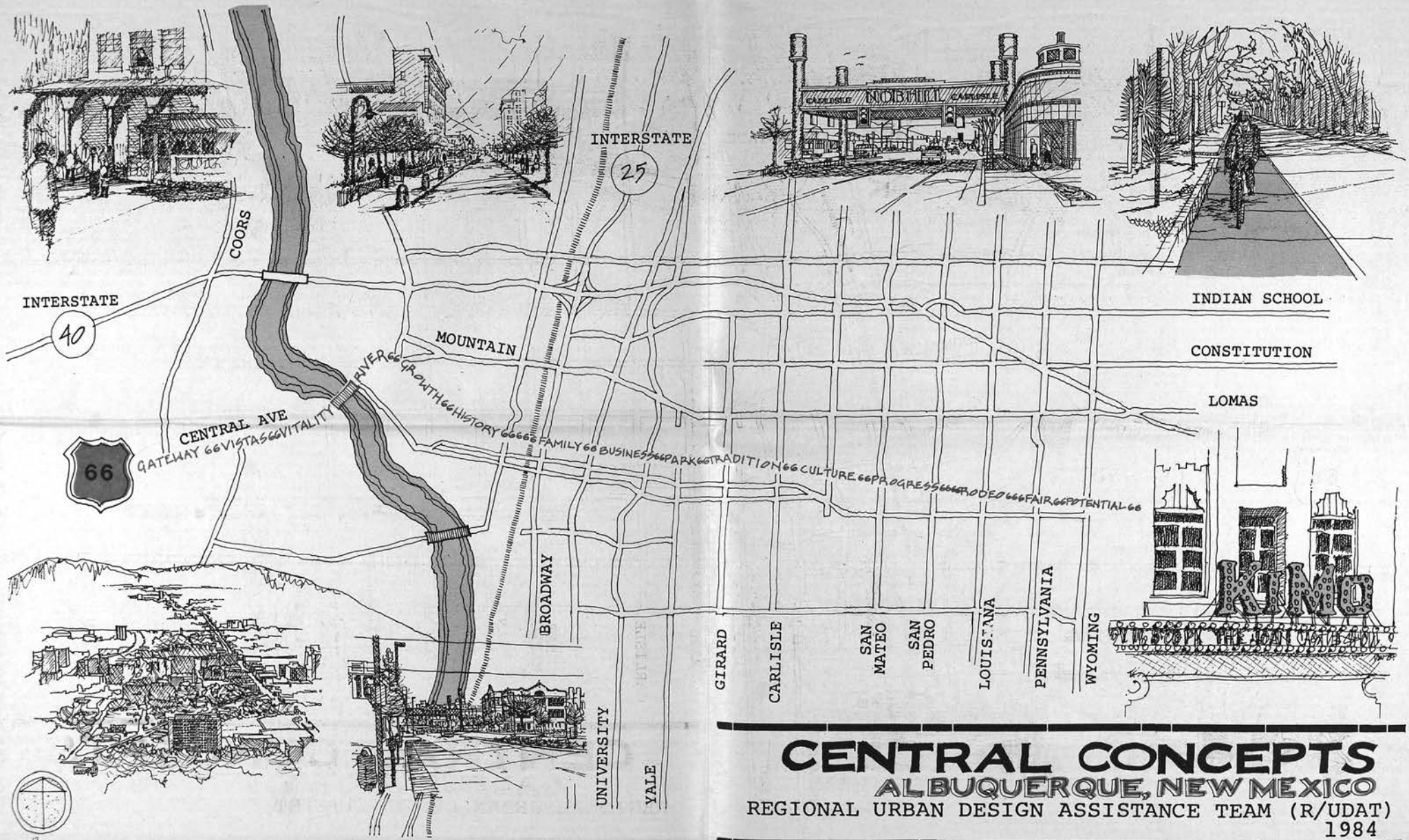
The overall concept for this segment is to establish rhythm and continuity in the streetscape through coordinated private and public actions. The elements include the "portal" elements established in the Corridor Concepts section, at Rio Grande Boulevard, 14th street, and Robinson Park.

The next level of ordering elements would include a street tree planting program

emphasizing the motel entrance courts. The trade-off for the property value improvement represented by the continuum of street trees would be private agreement to spruce up the facades of their buildings.

In addition, a signing standard would establish a channel within which signs could be placed. The removal of utility poles to the rear property lines would complete the "clean-up". The result would be a streetscape whose continuity would be established by the street trees and signage placement. The motel and other selected examples of early strip architecture would be highlighted as "windows" in the treescape. The trees would also serve to link the street to the occasional triangle parks created as Central cuts and crosses the East-West grid.





CENTRAL CONCEPTS
ALBUQUERQUE, NEW MEXICO
 REGIONAL URBAN DESIGN ASSISTANCE TEAM (R/UDAT)
 1984

DOWNTOWN

Description

This precinct extends from 9th street to the Santa Fe railroad viaduct.

Originally a trail connecting the Rio Grande fords to the Eastern Mesa, Central Ave. evolved into a major transportation corridor. The establishment of the railroad station required a link connecting the river and Old Town to the station. That link became Central Ave.

With the introduction of a trolley system, the importance of Central Ave. became even greater with ties to the east allowing expansion beyond the rail. Central Avenue's heyday originated with the introduction of the automobile and the Route 66 crossing of the United States. The Route 66 designation led to intensified development of commercial, civic, and private institutions and a shift to roadside development in the newer areas. Backing up to the corridor were the major residential areas of the 19th century.

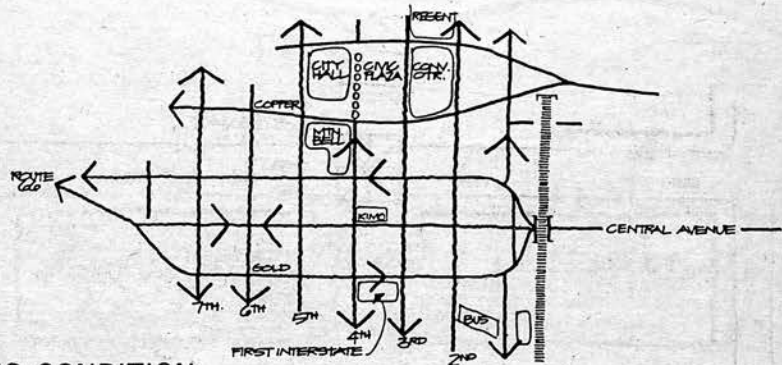
This situation continued until the introduction of the Interstate system and the regional shopping center phenomenon. These two factors led to the demise of downtown as Albuquerque's major shopping focus.

Projects

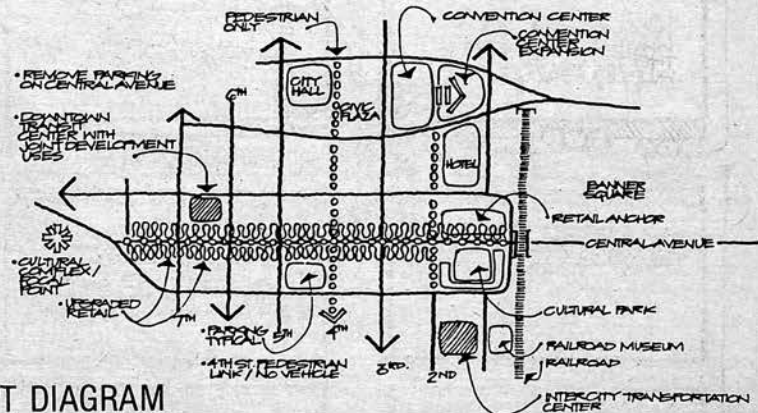
- * 4th Street Mall - 4th Street from Central to Tijeras, the first pedestrian street developed by the City
- * Copper Square - Copper and 5th, old hotel renovated into atrium office building.
- * Copper Avenue Parking Garage - Copper and 4th, the City continues to develop its system of parking structures, this is the first one to explicitly incorporate retail space at the street level
- * La Posada - 2nd and Central, recently renovated luxury hotel
- * Plaza Compana - Tijeras and 4th, new headquarters for Mtn. Bell, sculptural office bldg. with some retail on street level
- * Sunwest Bank Building - Roma and 4th, expansion of office tower with minimal retail on ground floor. Surface parking to south
- * Walgreen's Building - 4th and Central, renovated bldg. with no storefront windows
- * Several renovations of existing bldgs along Central and Gold, providing mainly office space.
- * Civic Plaza, Convention Center and Regent Hotel
- * First Plaza - Tijeras and 2nd, mid-rise office building with underground shopping mall, some storefront onto 3rd, monumental plaza facing 2nd, Harry Weese, Architect.
- * Intercity Bus Terminal - Silver and 2nd, combined both major bus lines into center next to RR station
- * Lead Avenue Parking Garage - city parking structure on south side of downtown
- * Hudson Hotel - Broadway and Central, renovated into offices.

Key Concepts

- * The restoration of Central Avenue for retail usage.
- * The development of a pedestrian circulation system.
- * The continuation of the Corridor as its traditional role in downtown commercial usage and focus.



EXISTING CONDITION



CONCEPT DIAGRAM

- * The development of major use and activities centers at ends of the corridor linking the corridor to the east and west.
- * The development of a cultural park as a focus.

*Develop a system of one-way streets which will allow the use of Second Street as a pedestrian way linking the cultural park, new retail, expanded convention center and new hotel.

*The development of a cultural park as a focus to the proposed commercial development and a transition to the neighborhood and Banner Square development to the east.

Design Ideas

- * Create an "Albuquerque" setting:

With the use of water, landscaping, oasis sun pockets; to respond to the climate.

With the cultural influence of materials, colors, lighting, gardens, open spaces.

With the scale of development reflecting historical spatial qualities but responding to present economic needs.

- * Provide a strong pedestrian environment.

Reduce traffic volumes on Central Avenue: eliminate parking lanes and reduce travel lanes.

Develop additional north-south pedestrian ways to connect to the civic facilities and the convention center to the north and to the office buildings to the south.

Establish street-level pedestrian-generating uses through renovation and new construction to provide festive, secure public spaces.

Provide shuttle services to communities in neighboring areas, including Old Town.

Provide infill retail commercial uses at open lots along Central Avenue.

Reinforce pedestrian scales through selection of street furnishings, spatial designs materials scaled to the pedestrian and reflecting late 19th Century Albuquerque.

Require all development in this corridor to provide for commercial activities at grade level when fronting upon pedestrian ways and Central Avenue.

Improve and intensify downtown parking by providing structured facilities separating long-term employee parking from short-term retail parking. At street level design parking structures with retail stores and other pedestrian generating functions, landscape and pave all surface areas.

Create a strong pedestrian link to Banner Square with the redesign of the railroad crossing creating a generous passage, better lighting and visibility through the underpass. This should be reinforced with the development of street level retail from the bridge connection to Broadway.

- * Provide retail kiosks at Civic Plaza to reinforce pedestrian usage.

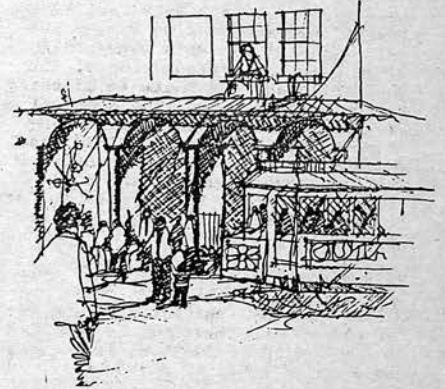
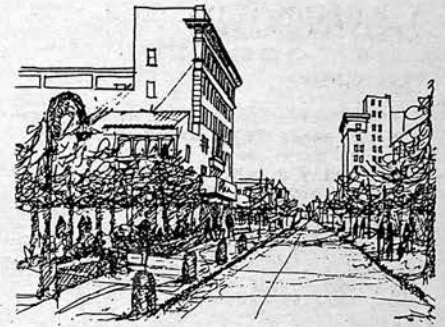
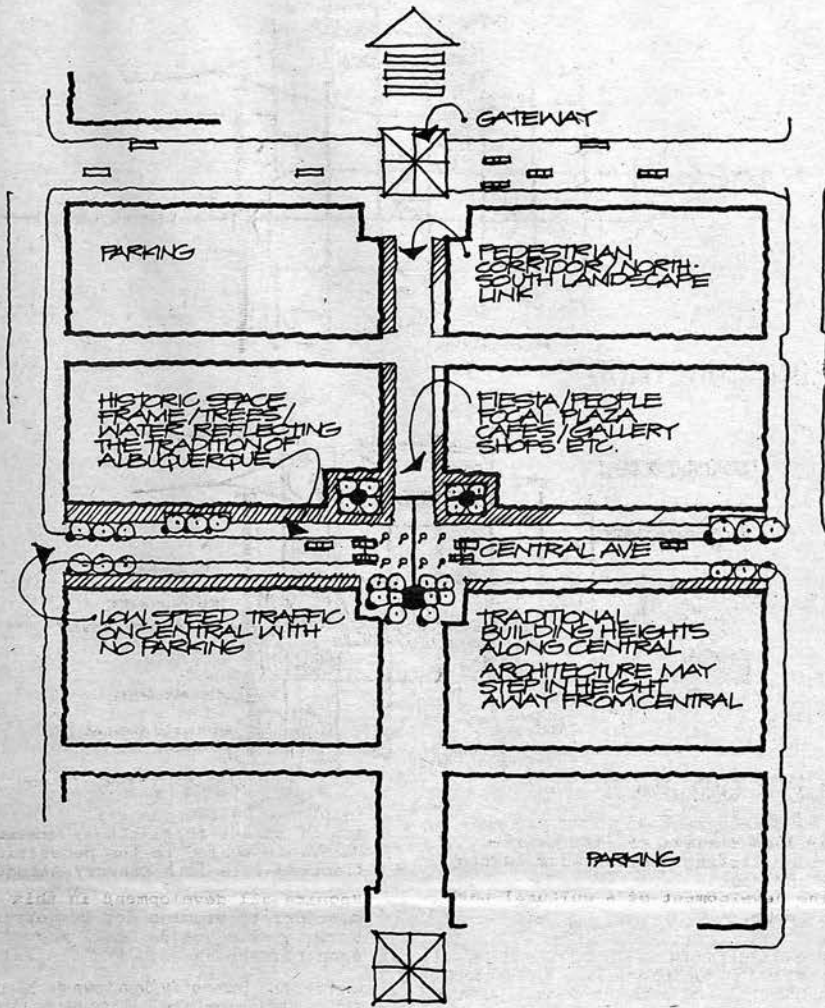
Create a mixed mutually reinforcing land use plan.

* Reinforce existing corridor retail with high-density parking and continuous store frontages (on major pedestrian ways) and develop a strong major retail magnet at the eastern end and a cultural arts facility at the western end.

Two long distance rail proposals deserve consideration.

One rail proposal under study is investigating electric multiple-unit trains to link Albuquerque and Santa Fe, a distance of 66 miles. The other proposal is a joint effort by New Mexico and Colorado to obtain Amtrak service from Denver, through Albuquerque and New Mexico, to El Paso. Since the studies are not complete, it is too soon to determine feasibility.

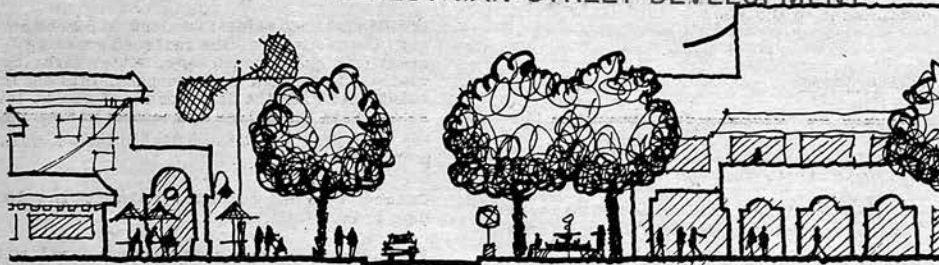
A long-distance transportation center adjacent to downtown near the existing Amtrak and intercity bus terminals should be developed. The center should



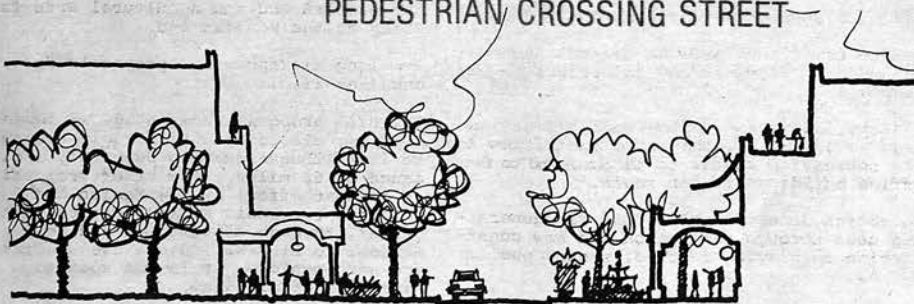
include the local intercity bus, and taxi services, as well as the proposed high speed train to Santa Fe. Parking should be provided. Joint development and "value capture" activities should be encouraged.

A SunTran Center should be located on the north side of Central Ave. between 6th and 7th Streets, or other central location. The center should be an off-street facility to reduce traffic congestion during periods of bus layover, provide sheltered waiting areas, facilitate bus transfers, and provide a central location for transportation information. The center should take advantage of joint development, which means that other non-transportation users can be included in the center.

PEDESTRIAN STREET DEVELOPMENT



PEDESTRIAN CROSSING STREET



TYPICAL CENTRAL AVENUE SECTION

The Festival Marketplace

We noted general support for the concept of a Festival Marketplace downtown but strong reservations about the current proposal. We share those reservations. To us, the Festival Marketplace debate dramatizes a generally felt need to connect Central Avenue with the rest of the City. Its attempt to plug the gap between downtown and the railroad, to bring people downtown and re-orient their attitudes toward downtown. All these suggestions contribute toward a positive continuity of Central. The need to connect downtown eastwards, and the evocative cultural expression of the Sunshine Building all appear to be goals of comparable importance. We did not analyze the financial aspects of the current proposal.

We believe that the goals can all be met. Both sets appear to be manageable technically, and if achieved, each will be better served as the result.

RAILROAD TO UNIVERSITY

Description

This segment of Central Ave. extends from the railroad underpass to the University of New Mexico. It begins the long ascent to the higher ground of East Albuquerque. This long slope is a familiar image from the downtown and offers excellent views back toward the City, especially at night. Many of the benefits that should come with the unique convenience of living between the downtown and the University, however, are cancelled by the interruptions of the railroad and the freeway.

Neighborhoods

The neighborhoods lying north and south along Central Ave. are affected by two continuing problems. The first is the lack of any reasonable way to walk or bike to downtown, because of the lack of a good pedestrian railroad underpass, and a similar lack of bicycle access under the freeway. The second problem is the strip commercial along Central Ave. which, if it is successful, generates nuisance overflow parking in the neighborhood or, if it fails, usually yields it's place to some less desirable business.

The neighborhoods along Central Ave. are maintaining their attractiveness as places to live. With a little help from the City and the initiative they have already demonstrated, they can become even better places to live. They can actually benefit from new families who would like to share their unique proximity to both downtown and the University.

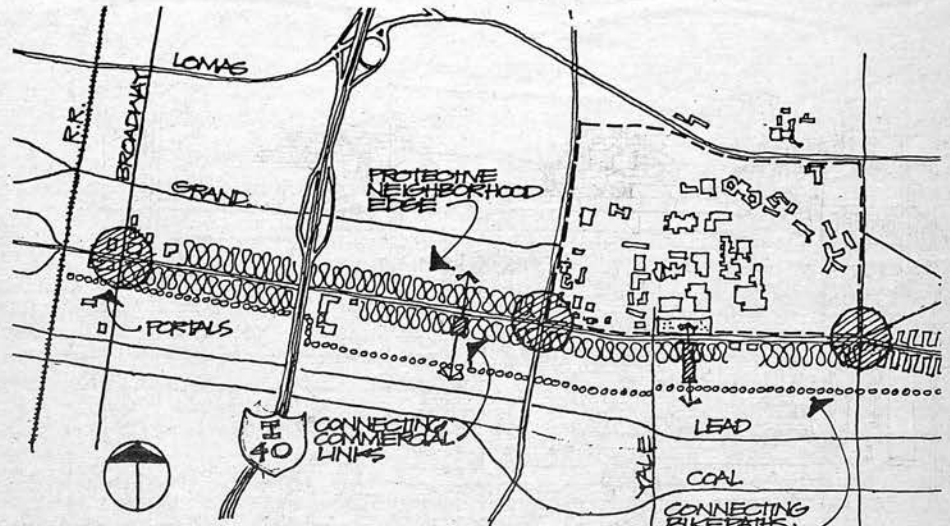
Projects

Several recently completed and proposed projects emphasize the potential of this segment of Central Avenue for rehabilitation and redevelopment. The recent street beautification which added sidewalk paving, medians, and street trees has encouraged existing businesses to remain, and has produced the successful Artichoke Cafe and the rehabilitation of several houses. The proposed Banner Square Project also offers great potential for adding vitality to the area. It is additional evidence of developers' confidence in this unique location. Banner Square's location also coincides with one of our proposed portals at Broadway.

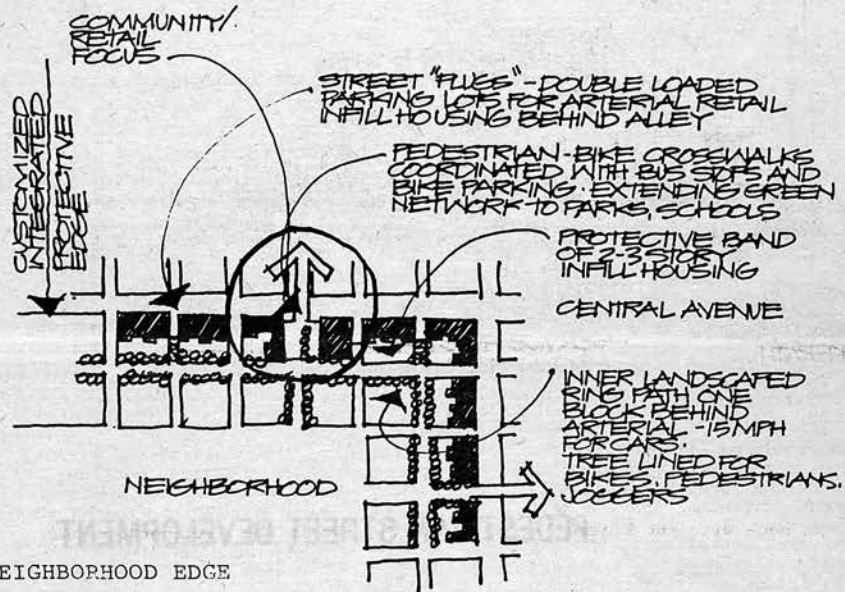
Key Concepts

The concepts which offer the best opportunities for the segment of Central Ave. between between the railroad and U.N.M. seem to be a paradox: PROTECT AND CONNECT.

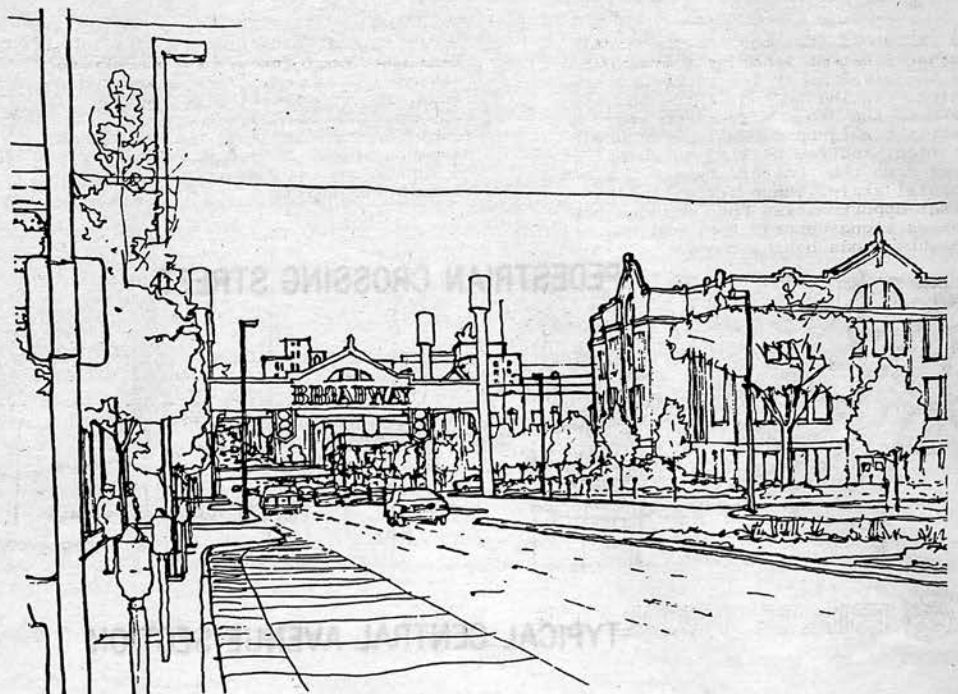
When these two ideas are integrated by neighborhoods who know their problems and their goals, however, they can reinforce one another. The perimeters of the neighborhoods can be protected by an integrated edge that will simultaneously benefit both the commercial activities along Central Ave. and the neighborhood behind. Such a protective edge can also provide safe connections across the boundaries for bus riders, bike riders, and pedestrians. These linkages can be extended to connect all the neighborhoods south of Central Ave. along its entire eastern extension.



CORRIDOR CONCEPT



NEIGHBORHOOD EDGE



UNIVERSITY TO FAIRGROUND

Description

The Central Avenue Corridor from the University of New Mexico Campus to the State Fairgrounds abuts urbanized areas platted as early as the turn of the century. The bulk of the commercial and residential development occurred after the designation of Central Avenue as Route 66 in 1926. As such development was oriented less to pedestrian mobility than to automotive transportation, the emphasis is a linear, low-density urban form.

Neighborhoods

The neighboring housing stock includes stable, upper-income residences, smaller detached housing in excellent condition, small low density garden type apartments in uneven condition to mobile home parks. In the eastern parts of this zone, extensive areas are undeveloped and poorly maintained. Commercial activity on the Avenue is undergoing substantial change due to the elimination of the Avenue's role as the major east/west interstate artery. Highway motor courts, for example, are no longer commercially viable. As the Avenue progresses eastward, commercial development decreases and substantial blocks of land have not been developed. Neighborhoods adjacent to the eastern sector are also less dense and include the mobile trailer courts.

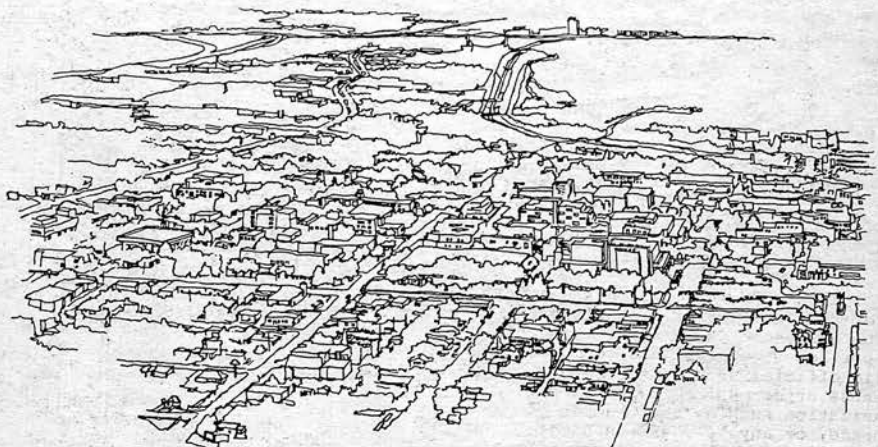
Design Concepts

A strong visual design program should acknowledge and reflect the existing community abutting the commercial strip. While this portion of Albuquerque was oriented to automobile travel, it bears some similarities in density to the River-to-Downtown sector. A program including shade producing trees, street and pedestrian lighting and controlled signage geared to local automotive travel is appropriate.

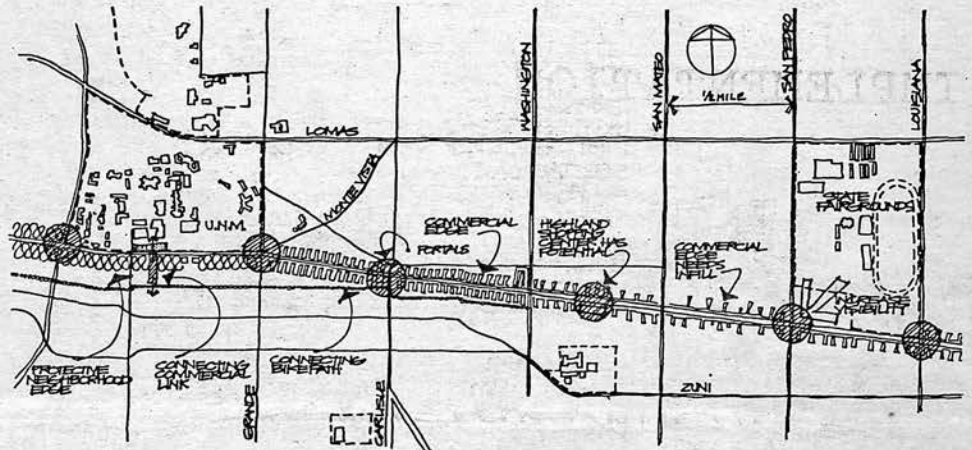
This program would be flexible to accommodate and enhance private efforts such as those at Harvard Mall and Nob Hill. Other developments similar to Harvard Mall could be encouraged and enhanced by eliminating through traffic, by utilizing the street for modest parking facilities and by installing pedestrian amenities.

The portals used on the western portion of the Avenue could also be located at the intersection of Central Ave. with University Avenue, Nob Hill, Highland Mall and at both the east and west limits of the State Fair site.

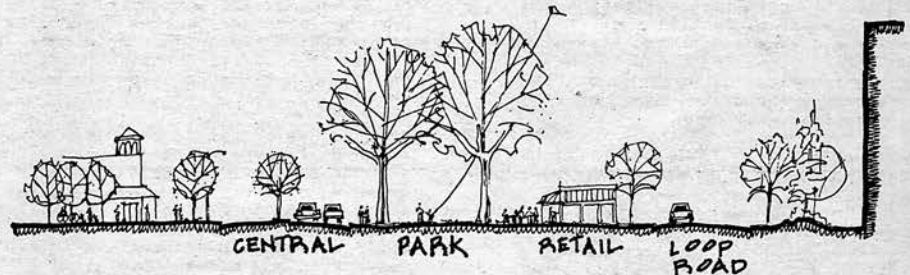
Three critical traffic situations must also be addressed: The entrance to the University, the Five Point intersection at Monte Vista and Girard Avenue and the entrances to the State Fair. Present efforts to improve traffic flow at Monte Vista should be supplemented. The problem at the entrance to the University includes the inward focus of the University. Consideration must be given to locating some University activities in a functional relationship to the avenue. Such efforts could include the addition of small scale University retail activity in Yale Park.



CENTRAL AVENUE AT U.N.M.

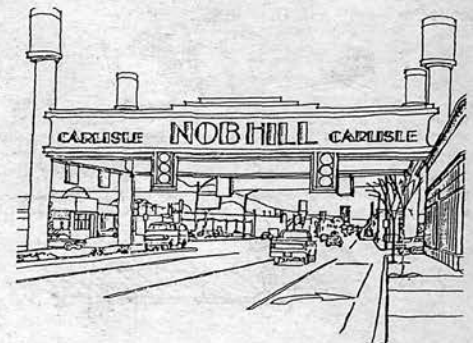


CORRIDOR CONCEPT



YALE PARK DEVELOPMENT

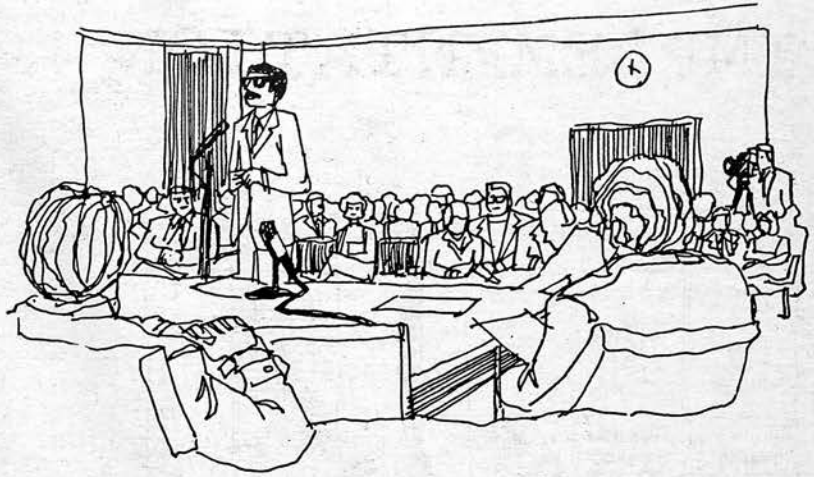
The future location of the State Fair, is uncertain, but the facility will remain in place for the foreseeable future. The addition of parking on the south side of Central Ave. will relieve automobile congestion but will add the problem of pedestrian crossings. The portals could be designed at these locations to incorporate pedestrian bridges. Should the Fair be moved eventually, plans should be prepared with enough anticipation so that this substantial parcel not remain a vacant eyesore on the Avenue.



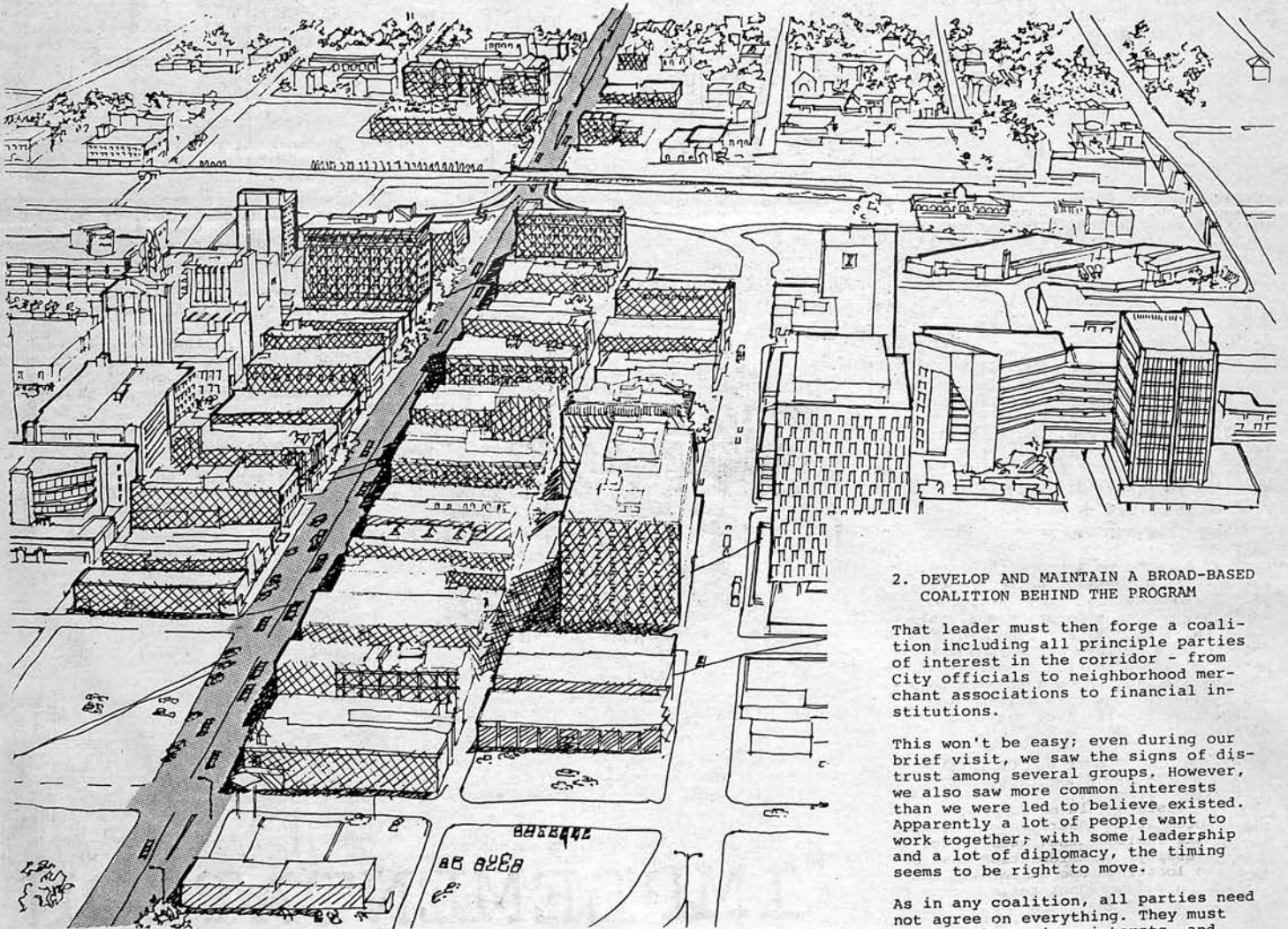
The foregoing sections have listed problems and opportunities, broad concepts, several proposals, and some food for thought. But as at least one person noted during our visit, "This area is not short of plans, just on followthrough." We agree.

1. LEADERSHIP IS THE ESSENTIAL INGREDIENT

The interests in Central Ave. are many and varied. We see no insurmountable barriers to bringing them together, but it won't happen by itself. Someone, or some institution, must decide that the issue is important enough to assume the risk of bringing the parties together. This could be a public official such as the mayor, a business or community leader, a civic organization such as the Chamber of Commerce, or anyone whose interests clearly lie with the area as a whole.



IMPLEMENTATION



2. DEVELOP AND MAINTAIN A BROAD-BASED COALITION BEHIND THE PROGRAM

That leader must then forge a coalition including all principle parties of interest in the corridor - from City officials to neighborhood merchant associations to financial institutions.

This won't be easy; even during our brief visit, we saw the signs of distrust among several groups. However, we also saw more common interests than we were led to believe existed. Apparently a lot of people want to work together; with some leadership and a lot of diplomacy, the timing seems to be right to move.

As in any coalition, all parties need not agree on everything. They must respect the various interests, and share a commitment to the basic goals of the program.

IMPLEMENTATION



3. ESTABLISH A MANAGEMENT PROCESS THAT MONITORS PROGRESS, ALLOCATES RESOURCES, AND TARGETS ACCOUNTABILITY

Central Avenue's future is not in any one person's hands. The City government has many issues before it; neighborhood and merchant associations have specialized concerns; and so on. That's a critical flaw: if any of the proposals and concerns we heard are to be addressed on a sustained basis, a management system must be devised to make it happen.

We make no firm recommendations on this issue, but suggest that several options be explored:

A Central Avenue Commission, similar to Washington D.C.'s Pennsylvania Avenue Commission to plan and oversee all development along the Avenue in behalf of the City.

A Central Avenue Task Force, representing all interests on the Avenue to review, evaluate, and advise on public and private development activities.

A City Office For Central Ave. Development, in the office of the Mayor or C.A.O., with command authority over all departments to implement the revitalization plan.

A Central Avenue Association, a non-profit corporation to plan for, monitor, and promote avenue revitalization.

4. EVALUATE AND TAILOR AVAILABLE TOOLS TO FIT THE PROGRAM FOR CENTRAL AVE.

Many tools exist that could be orchestrated in support of Central Avenue revitalization. Some can be used as is, others require some creative refinement.

We recommend that the City's financial and regulatory devices be evaluated for their relevance to the Central Ave. program; and that private institutions do the same.

5. FORGE NEW TOOLS IF NECESSARY

The Central Ave. revitalization process will go on for many years. Taking the long view, it would be worthwhile to consider changes in State Law and other new techniques to attack specific problems in the corridor area.

6. MARKET CENTRAL AVENUE

Several persons we spoke with noted the interrelationships between activities along Central Ave.. We recommend that merchant associations, cultural institutions, and other interested groups collaborate on a joint marketing and promotion campaign for the whole strip, encouraging visitors and residents to sample all the good things that Central Ave. has to offer.

7. REVIEW THE PROGRAM PERIODICALLY, AND ADJUST THE STRATEGY TO MEET CHANGING CONDITIONS

Nothing stays the same. No plan (certainly not this one) can predict the future with any certainty. While the basic goals we propose should stand the test of time, the strategy to achieve them will require regular adjustment.



IMPLEMENTATION

R/UDAT TEAM MEMBERS

Michael A. Dobbins, AIA

Mr. Dobbins has been Administrator of the Community Resources Division of the Community Development Department of the City of Birmingham, Alabama since 1983. In addition, he coordinates the Neighborhood Business Revitalization Program for that department. An architect and planner, he has worked for the City of New York, Jefferson County (Alabama) and several private architectural firms. He had his own practice from 1977 to 1978. He has taught at Tulane and Columbia Universities.

He holds a Masters of Architecture Degree from Yale University and is incoming Chairman of the Urban Design and Planning Committee of the American Institute of Architects.

Clifford W. Graves, AICP

Mr. Graves is Chief Administrative Officer for the County of San Diego, California. He oversees all County operations on behalf of the Board of Supervisors. Mr. Graves came to San Diego County after seven years in Washington D.C., where he had been Deputy Associate Director of the U.S. Office of Management and Budget, and Deputy Assistant Secretary at the U.S. Department of Housing and Urban Development.

Mr. Graves holds Bachelors of Arts and Masters of City Planning degrees from the University of California at Berkeley. He is an adjunct professor of Public Administration at San Diego State University, and has lectured at numerous colleges and universities throughout the country.

Craig Halvorson

Mr. Halvorson graduated with honors from the University of Massachusetts in 1966. He began his professional career with the firm of Mason and Frey in Cambridge, Massachusetts. In 1968, he returned under scholarship to the University of Massachusetts for graduate study. Upon graduation he joined the firm of Johnson and Dee in Avon, Connecticut.

From 1971 to 1980, he was associated with Carol R. Johnson and Associates in Cambridge, Massachusetts. As Senior Vice-President, he was involved in management decisions in addition to his responsibilities as a principal designer and project manager. From 1973 to 1975, he taught at the Rhode Island School of Design.

In 1980 he founded the Halvorson Company, specializing in Landscape Architecture and Land Planning. Mr. Halvorson is a registered Landscape Architect in several states. He is also certified with the Council of Landscape Architectural Registration Boards.

Rick Kuner, AICP

Mr. Kuner is the president of New Alternatives, Inc., a Chicago consulting firm specializing in transportation, planning and real estate analysis. He has worked on projects in 50 municipalities in 19 states.

He holds a Masters of City Planning from the Massachusetts Institute of Technology. He has taught at Loyola University and has lectured at several colleges and universities in the Midwest and New England. He has written articles for several professional journals.

W. Kirby Lockard, FAIA

Mr. Lockard is Professor of Architecture at the University of Arizona in Tucson, where he teaches a fifth-year Community Design studio. He practices architecture and consults in urban design. His buildings have won regional AIA awards, and he has placed in national urban design competitions. He has also authored three books on architectural drawing.

He received his undergraduate degree in Architecture from the University of Illinois, and a Masters of Architecture degree from MIT. He is Chairman of the Tucson Chapter AIA Community Design Forum, a member of Tucson's Community Development Advisory Committee, and Chairman of Tucson Tomorrow Urban Design Committee.

John Stebbins, AIA

Mr. Stebbins is an architect, urban designer, and exhibit designer with the firm of Cambridge Seven Associates, Cambridge, Massachusetts. Acting as one of the principals, he has been involved with several waterfront and city redevelopment projects for the cities of Portland, Maine; Erie, Pennsylvania; Patterson, New Jersey; and Boston, Massachusetts. His architectural experience has included museum design, office development, convention center development, transit and housing. Prior to joining Cambridge Seven Associates, Mr. Stebbins worked as an architect with the London firm of Building Design Partnership, as an urban designer and architect with Skidmore Owens and Merrill of Washington, and RTKL, Inc., of Baltimore. He received his Bachelors and Masters degree from Rensselaer Polytechnic Institute, served on academic juries, taught and published. He is currently associated with the Urban Land Institute and the AIA Urban Design Group.

Louis Viramontes, AIA

Mr. Viramontes, a native of San Antonio, Texas, is an architect specializing in the development of historic commercial properties. He served as President of Plaza De Las Armas, Inc. for six years during the development of the Plaza De Armas Buildings in San Antonio, Texas. Presently he is developing four turn-of-the-century railroad hotels in Cattleman Square into a mixed-use residential/commercial adaptive re-use complex.

Mr. Viramontes received a Bachelor of Architecture Degree from the University of Texas-Austin and was jointly a Loeb Fellow in Advanced Environmental Studies at the Harvard Graduate School of Design and a Community Fellow at the Massachusetts Institute of Technology. He also served as Director of the Housing Center of the Commission for Mexican American Affairs, an agency of the Catholic Archdiocese of San Antonio.

R/UDAT ALBUQUERQUE

Charles Redmon, AIA - architect
National R/UDAT Coordinator

R/UDAT TEAM:

Clifford Graves, AICP, (Chair) - Chief
Administrative Officer, County
of San Diego, CA.
John Stebbins, AIA - architect,
Cambridge, MA.
Michael Dobbins, AIA - architect/
planner, Birmingham, AL.
Kirby Lockard, FAIA - author/
architect, Tucson, AZ.
Rick Kuner, AICP - transportation
planner, Chicago, IL.
Craig Halvorson - landscape architect,
Boston, MA.
Louis Viramontes, AIA - architect/
rehab specialist, San Antonio, TX.

STEERING COMMITTEE:

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Roger Lujan, Chairperson - architect
Marc Schiff, Chairperson - architect
Susan Bennett - Albuquerque Center,
Inc.
Harold Stewart - Albuquerque, Center
Inc.
Barbara Daniels - editor, Owl Editing
Ray Trujillo - architect
Susan Nunemaker - UNM Art Museum
Mike Norton - architect
Bob McCabe - architect
Pat McClernon - architect
Alan Nagle - architect
Gordon Church - City of Albuquerque,
Community Cultural Affairs
Bob Cole - City of Albuquerque,
Planning
Steve Borbas - City of Albuquerque,
Redevelopment Agency

**STUDENTS: UNIVERSITY OF NEW MEXICO,
SCHOOL OF ARCHITECTURE AND PLANNING:**

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Robert Torres, AIA
Don Ashbaugh
Kurt's Camera Corral

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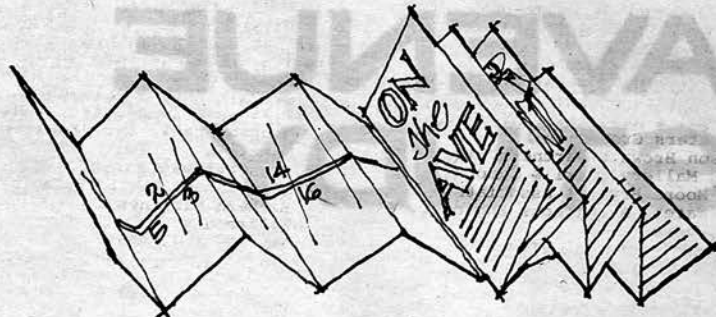
INFORMATION-COOPERATION-PROMOTION

The R/UDAT project brought together a community, or rather several communities of common interests. This accomplishment should not be lost. We feel that the enthusiasm and cooperation of many groups of people who share concerns for their community is more valuable than any physical arrangement of streets or buildings or trees.

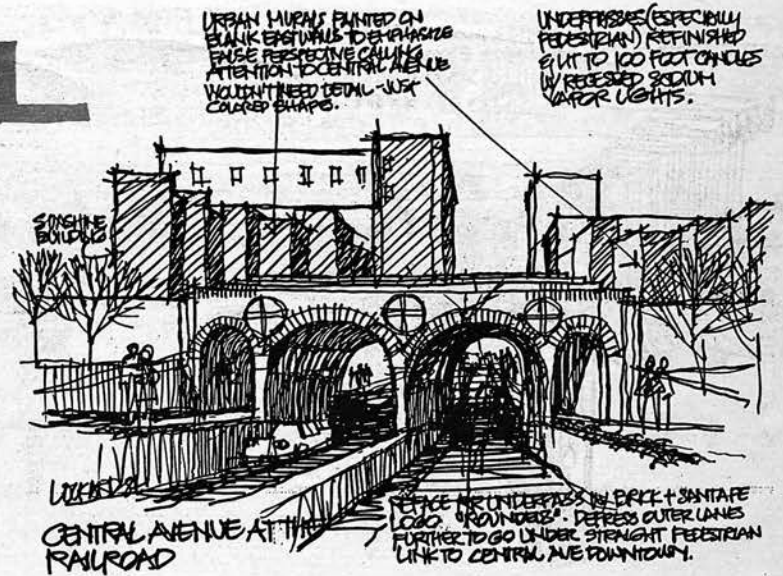
The identification and mapping of the various cultural elements along Central Avenue is an excellent example of these potential associations. We recommend that you make a folder which maps, explains and calendars all the Avenue's cultural elements. Such a folder could be mailed out to conventioners and distributed to the community at large.

The same kind of association and information could promote the restaurants along the Avenue. A historical group should publish a history of Central Avenue and Route 66, identifying older buildings and their role in the street's history.

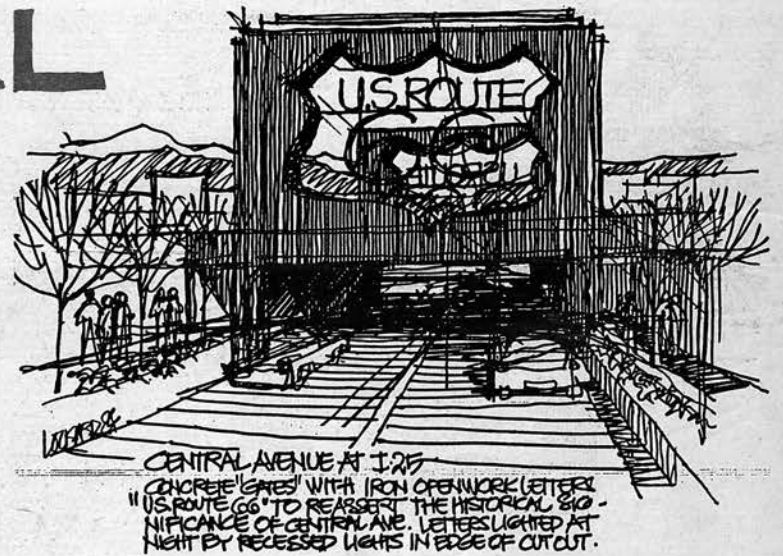
One consistent quality of great cities is the pride evidenced in the care they take to inform people about their city. The graduate students from UNM's School of Architecture and Planning who have helped so much in the production of this report have drawn a marvelous collection of images of Central Avenue. These images could be used in any efforts you make to help citizens or visitors understand and experience Central Avenue.



CENTRAL AVENUE STUDY



CENTRAL AVENUE STUDY



CENTRAL AVENUE STUDY

