



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 3: International District



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

Key Route 66 assets and places of interest:

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

Location: Wyoming Boulevard to San Mateo Boulevard

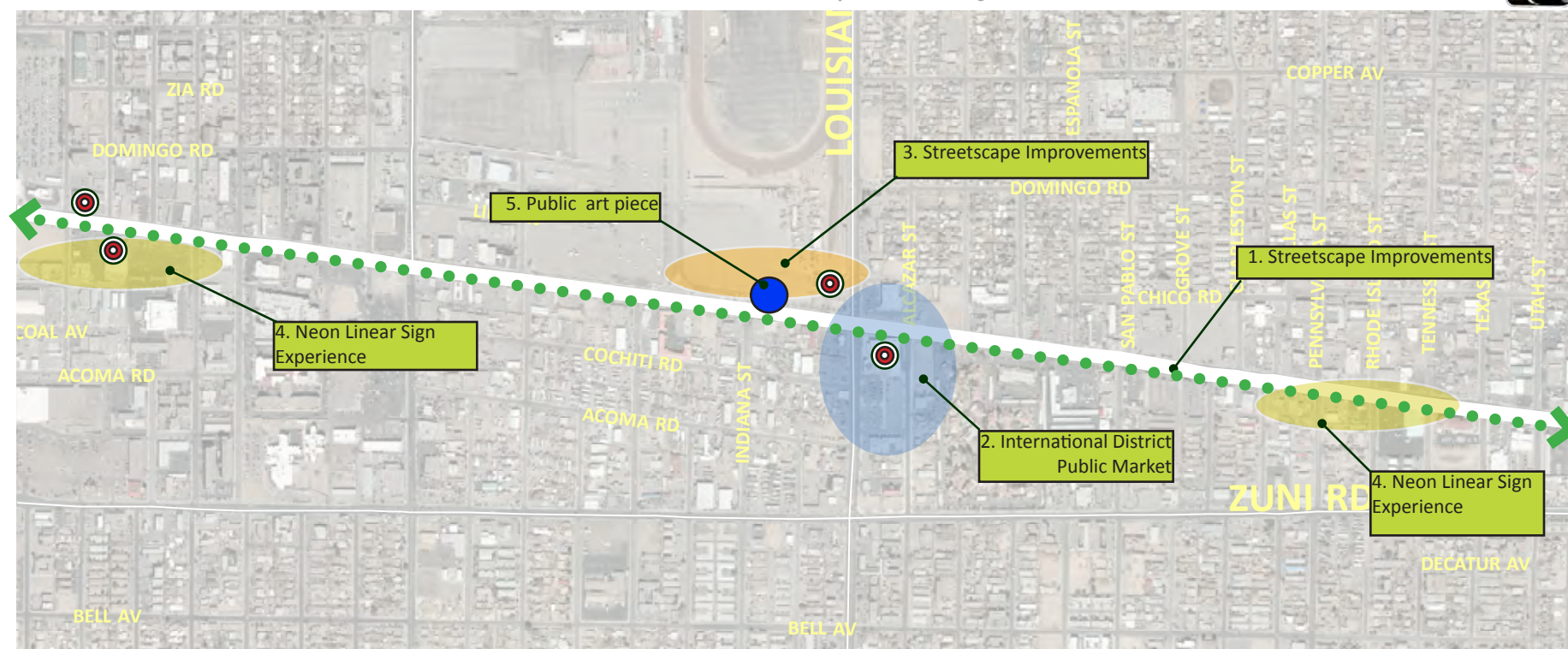
Neighborhood Era: Depression to Post World War II

Route 66 asset rank: High

Sector Development Plan area: No

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

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



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

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

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



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Enhanced pedestrian crossing and streetscape, (6)

1. Streetscape improvements

Description: An enhanced pedestrian streetscape.

Location: Central ROW between San Mateo and Wyoming Boulevards.

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



Public market, (6)

2. International Public market

Description: A permanent outdoor market venue.

Location: To be determined.

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



National Hispanic Cultural Center, (3)

3. Fairgrounds streetscape improvements

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

Location: Central Avenue between San Pedro and Louisiana.

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



4. Outdoor neon sign linear experience

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

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

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



Orphan sign project near San Mateo, (5)

5. Public Art

Description: Establish a large public art piece.

Location: Near Central and Louisiana.

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



Public Art (6)

6. Transit Shelters

Project Description: Provide larger seating areas and more shade.

Location: International District

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



Rapid Ride stop near San Mateo, (5)