



## Chapter 3: Implementation: Recommended Projects

### Special Projects – Node 4: Nob Hill/Highland



Existing assets and places of interest for the Nob Hill/Highland node.

#### Key Route 66 assets and places of interest:

1. Historic buildings, including the Nob Hill Shopping Center, Emmanuel Presbyterian church and historic residential neighborhoods
2. Iconic and neon signage
3. Iconic architecture
4. Adaptive re-use of historic buildings, such as the Monte Vista Fire Station, Kelly's Brew Pub, and Starbuck's
5. Local lodging, restaurants, and shops; many in historic buildings
6. Pedestrian environment
7. Mixed use development
8. Transit access
9. Public park and Senior Center
10. Antiques District
11. Entertainment venues, including Hiland, Lobo and Guild Theaters
12. Historic neighborhood and houses

**Location:** San Mateo Boulevard to Girard Avenue

**Neighborhood Era:** Depression and Post World War II

**Route 66 asset rank:** High

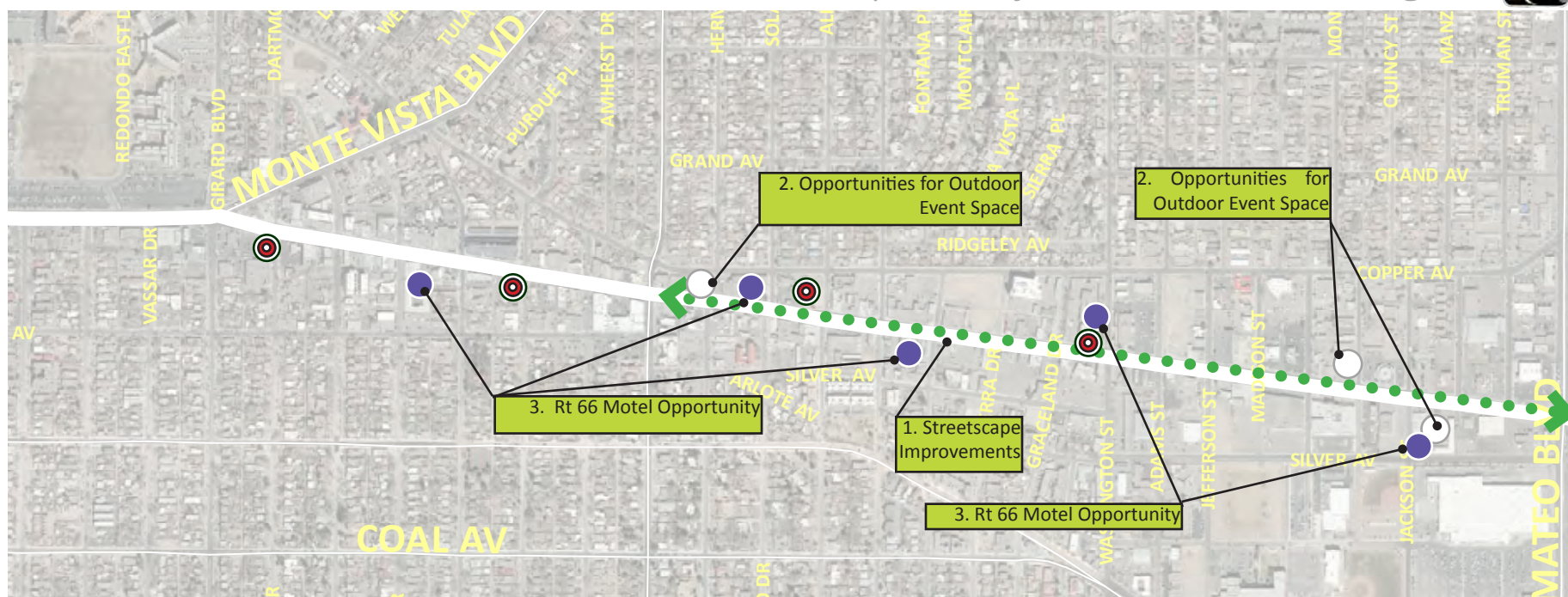
**Sector Development Plan:** Nob Hill/Highland Sector Development Plan

**MR Plan:** Upper Nob Hill/Highland Metropolitan Redevelopment Plan

**Context:** Initially developed prior to the 1937 realignment of Route 66, the Nob Hill neighborhood, just east of the University, was one of Albuquerque's first suburbs. The Highland neighborhood followed as a result of the post World War II housing boom. Businesses along Central Avenue developed to serve both neighborhood needs and the needs of passing travelers. Architecture in the area represents Pueblo Deco, Streamline Moderne, American Eclectic and International Style eras.

Today, Nob Hill offers a diverse array of local restaurants, shops and entertainment venues and Highland is home to the Hiland Theater and many antique shops. Both of these areas are rich with Route 66 signs, motels, businesses and buildings. Many motels in this area have been lost in the last decade, some due to fire and vandalism. However, many Route 66 structures, including motels and auto related businesses have been restored and reused to serve new purposes.

Both areas lack destination Route 66 lodging, such as a boutique motel or restored motor court. Several motels in the area could be candidates for Route 66 destination lodging.



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

Envisioned projects and locations, see following pages for descriptions.

**Intent:** Improvements in the Nob Hill and Highland districts are intended to highlight Route 66 features while supporting the existing pedestrian scale live/work, restaurant and retail environment and surrounding historic neighborhood. Proposed improvements include enhanced transit stops with Route 66 interpretive features, neon and Public art, enhanced pedestrian crossing at Central and Tulane Avenues and Central and Madison Avenues, a comprehensive pedestrian wayfinding system, and streetscape improvements to the Highland area. Additional recommended projects include an event venue along side streets for street fairs and auto related events, a public plaza or pocket park on Central Avenue in the Highland area with Route 66 related public art, and an interpretive walking tour of Route 66 sites.





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Bulbout, Nob Hill, (5)

#### 1. Streetscape Improvements

**Description:** Continue streetscape east of Washington Boulevard.

**Location:** Central Avenue, Washington Boulevard to San Mateo Boulevard.

- Install bulbouts and on street parking.
- Incorporate street trees and landscaping where space is available.
- Consider creating small plazas of landscaping with seating and trash receptacles on leased portions of private property where ROW is too narrow to increase pedestrian realm. Incorporate wayfinding system throughout Nob Hill/Highland area.



Earthday, Nob Hill, (3)

#### 2. Outdoor event space

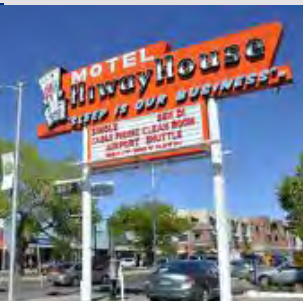
**Description:** Create a vending/event space on side streets of Central Avenue or at former motel sites.

**Location:** Possible locations include Morningside Drive and Monroe Avenue. Consider former motel sites as mixed use venues with usable public space and plazas located along Central Avenue.

- Temporarily close a north/south street between Central Avenue and Copper Boulevard and Central and Silver Avenues.
- Incorporate street banners.
- Consider incorporating a motel site as a local craft vending space with event space.



De Anza Motor Lodge sign, (1)



Highway House sign, (1)

#### 3. Route 66 Motel Revitalization

**Description:** A destination motel that provides an “authentic” Route 66 accommodation or an adaptive re-use project that preserves the integrity of the original design.

**Location:** Possible motels: De Anza, Town Lodge, Hiway House, Desert Sands, Premier motel, University Lodge.

- Work with motel owners to incentivize motel rehabilitation, including landscaping and signage.
- For lodging, offer up-to-date amenities, wifi, business standard room bedding and amenities and consider sites which have conference space or other event space to draw visitors (former restaurant space could be adapted to serve as event space).
- Provide marketing assistance.



#### 4. Transit Shelters

**Description:** Provide larger seating areas and more shade.

**Location:** Nob Hill and Highland area.

- Provide adequate seating and shade for number of riders.
- Add shade elements where needed.
- 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.



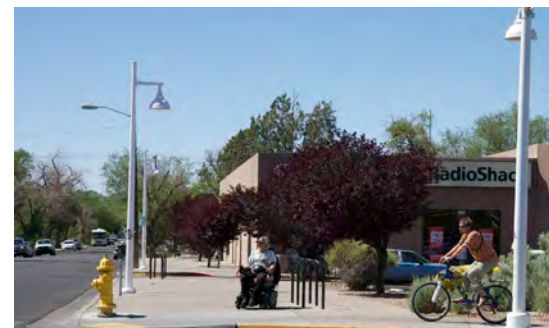
*Transit Shelter, Nob Hill (5)*

#### 5. Pocket parks

**Description:** Enhance existing pocket parks and create small gathering spaces.

**Location:** Nob Hill and Highland area public ROW.

- Utilize excess side street sidewalks to develop small gathering spaces with landscaping, street furniture and shade.
- Add shade elements to triangle park.
- Add seating and shade elements to existing bulb outs.
- Consider creating pocket park incorporating Aztec or Zia Motel sign.
- Incorporate interpretive element and public art.



*Wide sidewalks, Nob Hill, (5)*

#### 6. Attractive Lodging

**Description:** A new or refurbished lodging facility.

**Location:** Nob Hill and Highland area.

- Attract a reputable hotel development.
- Consider using an existing motel or former motel site. Incorporate outdoor amenities such as cafe seating.
- Encourage architecture and design that compliments context.
- Encourage neon signage.



*Small hotel in Miami, (6)*