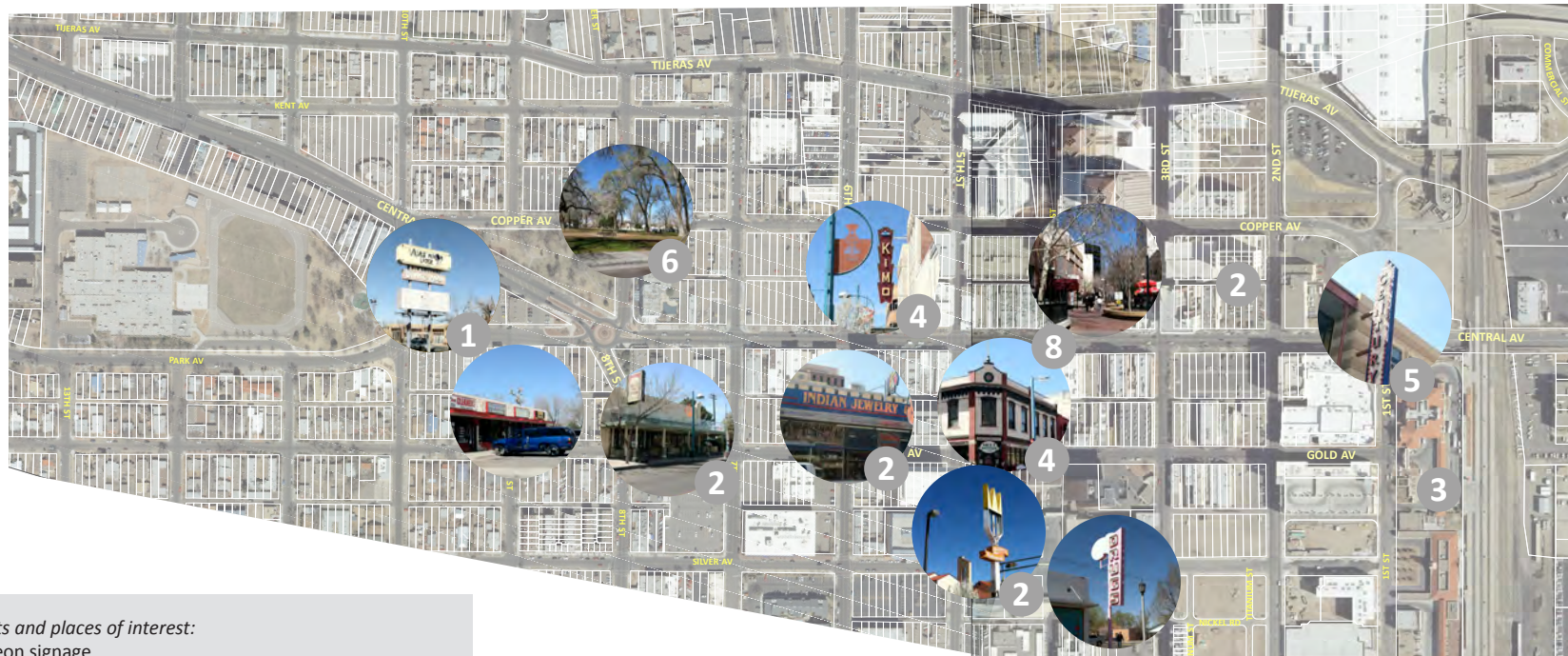




Chapter 3: Implementation: Recommended Projects

Special Projects – Node 7: Downtown



Key Route 66 assets and places of interest:

1. Iconic and neon signage
2. Local lodging, restaurants, and shops; many in historic buildings.
3. Transit and regional train access
4. Historic buildings and iconic architecture
5. Entertainment venues
6. Public park
7. Pre and post 1937 alignments
8. Crossroads - intersection of pre and post 1937 alignments

Existing assets and places of interest for the Downtown node.

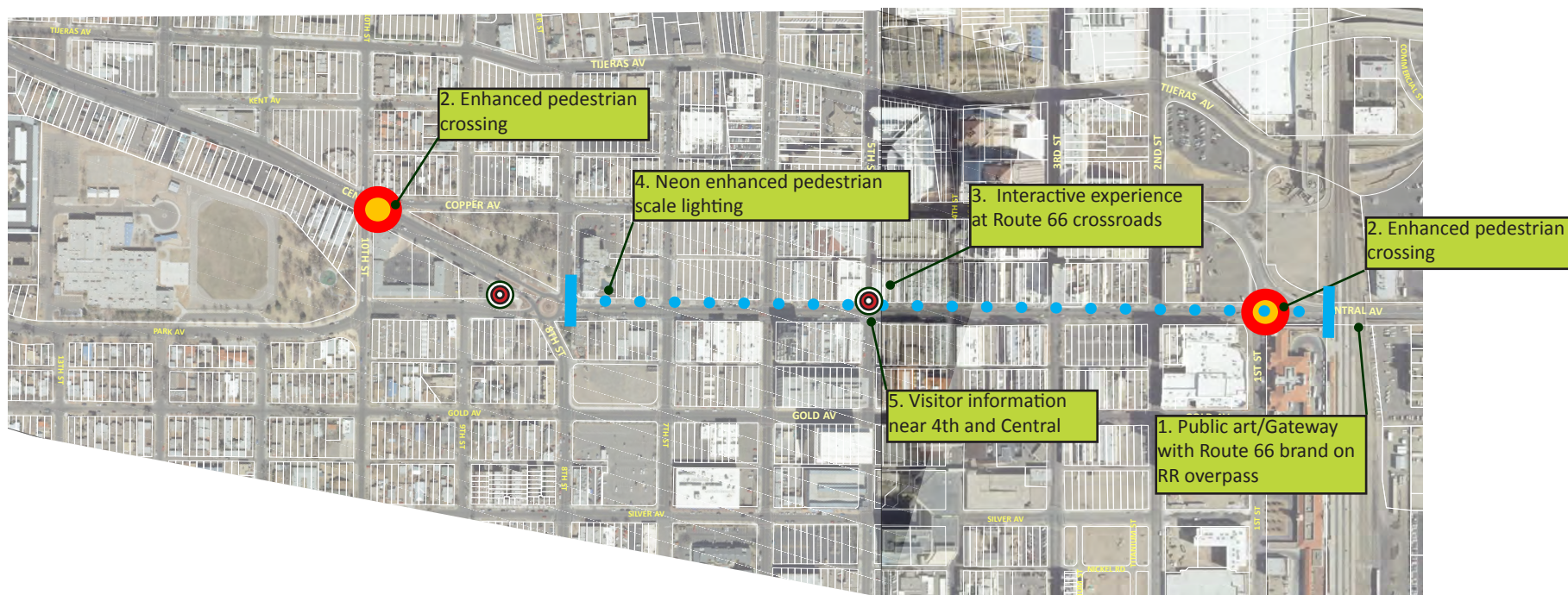
Location: Railroad to 8th Street

Neighborhood Era: Railroad to today

Route 66 asset rank: Moderate

Context: Originally known as “new town,” downtown Albuquerque developed as a railroad town in the 1880’s surrounded by agricultural activities. Route 66 began here as a horse drawn trolley route between old town and new town, known as Railroad Avenue. In 1915, the state designated 4th street as New Mexico 1 which in 1926 became the pre-1937 alignment of Route 66. In 1937, modifications were made to Route 66 throughout the state, realigning Route 66 east/west along Central Avenue. The completion of I-25 and I-40 in the late 50’s and early 60’s diverted travelers from Central. This, combined with the burgeoning Uptown area drew business out of downtown.

Today, Route 66 in downtown passes by a variety of local restaurants, entertainment venues, retailers and service oriented businesses. A portion of the pre-1937 alignment of Fourth Street has been converted to a pedestrian mall.



Indicates 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 downtown district are intended to highlight the historic crossroads of the original Route 66 alignment and the post 1937 alignment and to enrich the existing pedestrian environment. Proposed improvements include an interactive element commemorating the crossroads, visitors amenities with Route 66 interpretive features, neon and public art, enhanced pedestrian crossing at Central Avenue and 10th Street, and enhanced pedestrian lighting.



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 7: Downtown



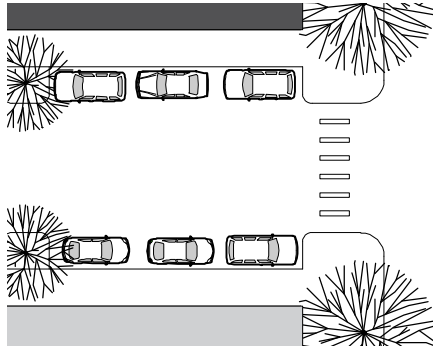
ATSF Overpass, (6)

1. Projects: Public art/neighborhood gateway piece on ATSF overpass

Description: A neon art element incorporating the I-25 overpass marking the entry point to East Downtown.

Location: I-25 and ATSF overpass.

- Work with artists to develop a Route 66 element to the I-25 and ATSF overpasses
- Work with Department of Transportation to install pieces



Bulbouts, (6)

2. Project: Intersection improvements

Description: Create safe crossing points.

Location: Central intersections at 10th Street and Central Avenue and 2nd Street and Central Avenue.

- Create bulbouts, pedestrian refuges and on-street parking on Central Avenue, west of roundabout
- Provide pedestrian streetscape improvements west of Central Avenue, especially near Robinson Park



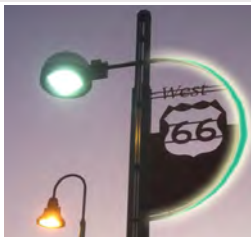
Gateway at crossroads, rendering, EFG Creative

3. Project: Crossroads/4th street

Description: The development of an interactive experience at the historic crossing of the pre and post 1937 Route 66 alignments.

Location: 4th Street and Central

- Incorporate interpretive elements, history and photo opportunity
- Include neon lighting
- Incorporate wayfinding signage
- Incorporate gateway or iconic identity piece, possible public art
- Coordinate with City to dedicate a small plaza space and wide sidewalks if reopened as a road



Proposed neon, courtesy of Downtown Action Team

4. Project: Downtown lighting

Description: Enhancing existing light poles on Route 66.

Location: 4th Street between Civic Plaza and Hispanic Cultural Center and Central Avenue between railroad tracks and 10th Street.

- Introduce a neon lighting element or artwork to existing light poles
- Introduce pedestrian scale lighting on existing street lights

**5. Project: Visitor information kiosk or micro center/Museum shop**

Description: A information center for tourists and visitors.

Location: Proximity to 4th Street and Central Avenue.

- Coordinate with Albuquerque Visitor's Bureau to locate a walk-in visitors center or kiosk
- Incorporate Route 66 branding and neon
- Include indoor or outdoor exhibit space for rotating Route 66 exhibit and material display.
- Interface with digital media
- Facility and information should be interactive and attract to multi-generational audiences
- Include museum shop with items and exhibits from Albuquerque museum



Australian Museum shop 6)