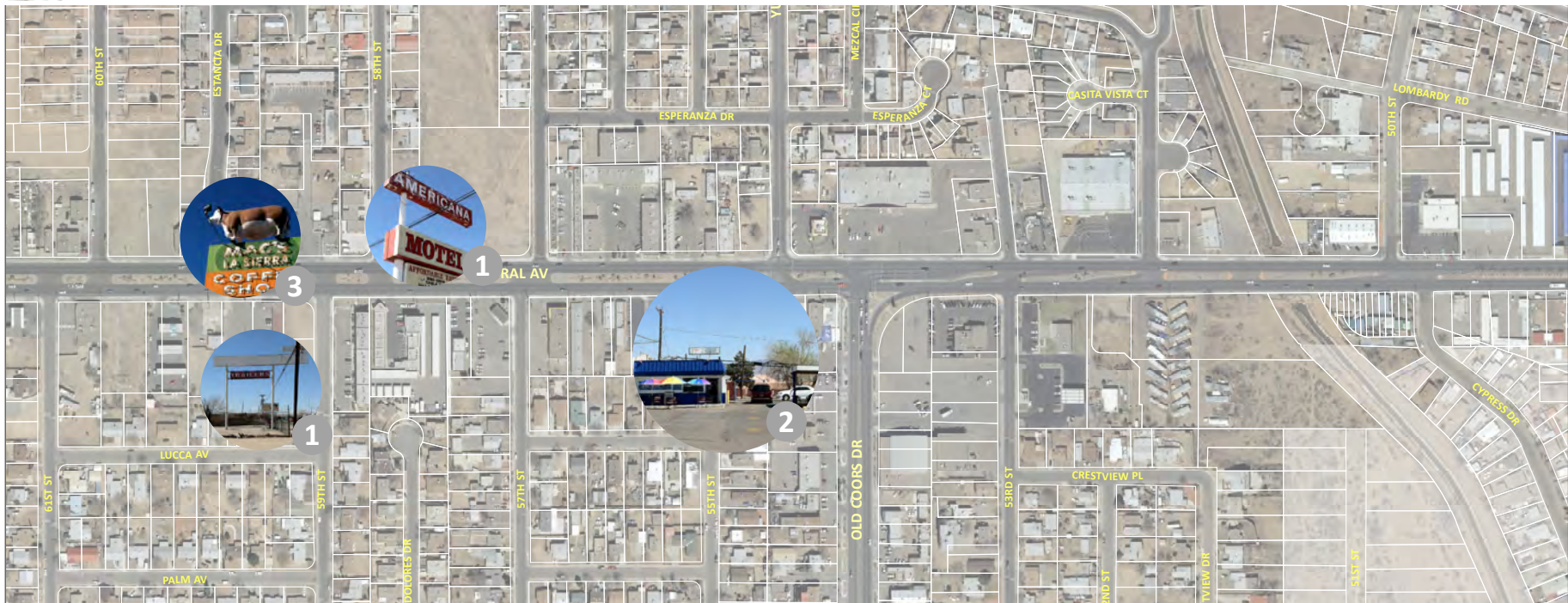




Chapter 3: Implementation: Recommended Projects

Special Projects – Node 9: Old Coors



Existing assets and places of interest for the Old Coors node.

Key Route 66 assets and places of interest:

1. Iconic and neon signage Local lodging, restaurants, and shops; many in historic buildings
2. Historic buildings and iconic architecture

Location: Old Coors to Coors

Neighborhood Era: depression to today

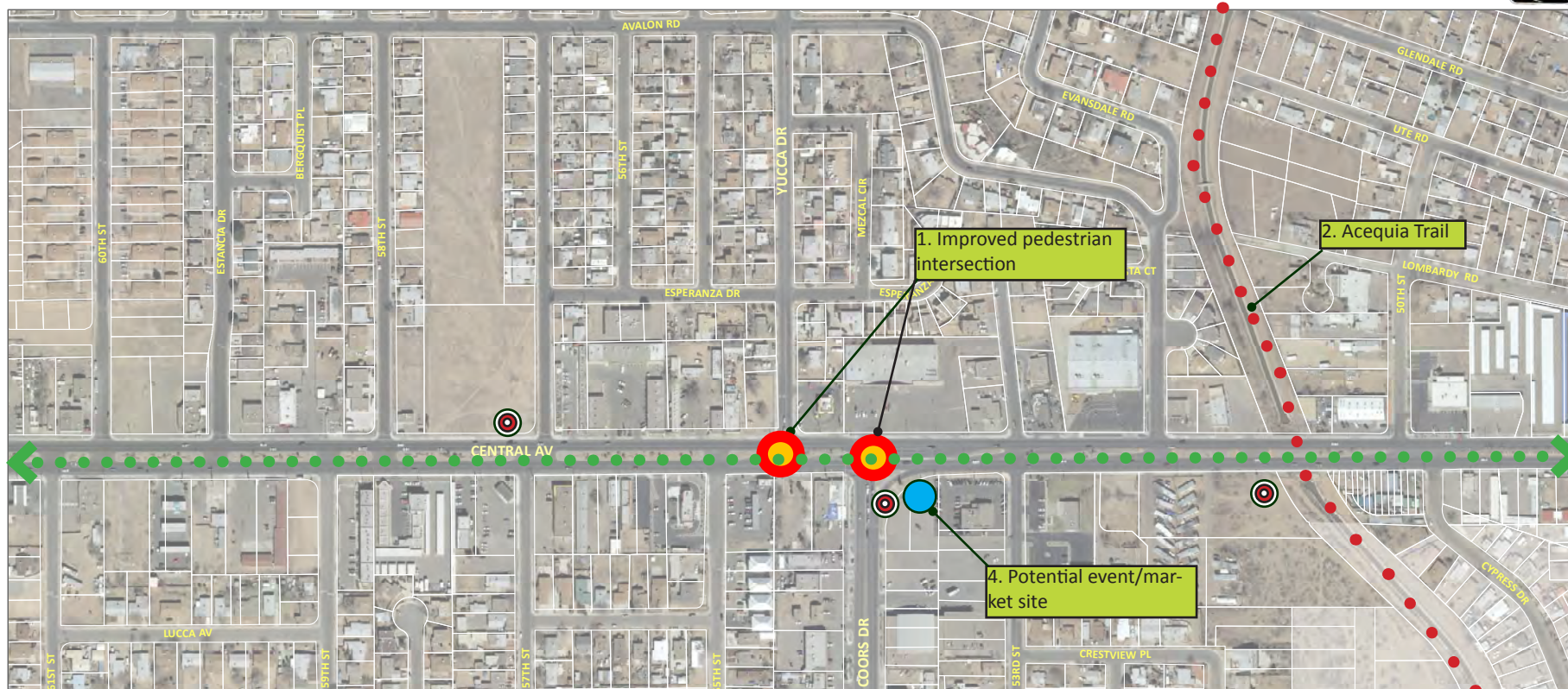
Route 66 asset rank: Moderate

Sector Development Plan: West 66 Sector Development Plan

MR Plan: West Route 66 Metropolitan Redevelopment Area

Context: Originally, part of the Atrisco Land Grant (1768), the area which is now located between Coors and Old Coors Boulevards was primarily grazing land for cattle and sheep. In the 1920's and 30's, oil exploration and Route 66 arrived in the area. It was not until the late 1950's that the area began to develop with housing and continues today to be one of the fastest growing residential areas in Albuquerque.

The segment of Route 66 between Old Coors and Coors Boulevards is home to many empty sign frames, motel structures, iconic buildings and Route 66 business in operation for over 50 years. Spectacular views of downtown can be seen eastbound on this stretch of Route 66.



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

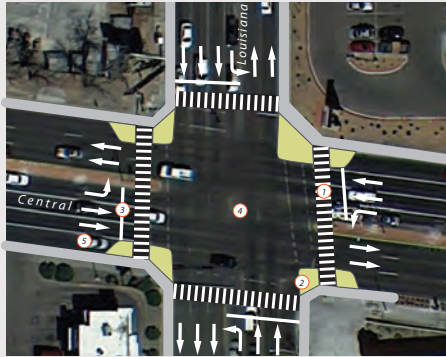
Envisioned projects and locations, see following pages for descriptions.

Intent: To develop a streetscape improvements plan between Coors Boulevard and Sunset Avenue that addresses crime, pedestrian safety and reinforce Route 66 branding. Identified projects include street lighting (moving existing lighting from current median location to street edges to better illuminate businesses and sidewalks in addition to road pavement), sidewalk upgrades, curb-cut consolidation where feasible, and pedestrian improvements for intersections. Additional projects include pedestrian trails along acequias connecting to nearby neighborhoods and recreational amenities.



Chapter 3: Implementation: Recommended Projects

Special Projects – Node 9: Old Coors



Bulbouts, (6)



Bike Trail, (6)



Tempe Transit Shelter, (6)

1. Project: Intersection Improvements

Description: Facilitate pedestrian crossing.

Location: Central and Old Coors Boulevards, Central and Yucca Avenues, Central Avenue and Atrisco Boulevard, Central Avenue and Coors Boulevard. Additional pedestrian crossing points should be determined.

- Provide pedestrian refuges and bulbouts where possible.
- Reduce lane widths where possible.
- Provide enhanced pedestrian crosswalks.
- Increase pedestrian crossing times to meet ADA standards.

2. Project: Acequia Trail

Description: Facilitate pedestrian crossing and access to and along the acequia.

Location: Lateral.

- Make improvements to trail along acequia.
- Create pedestrian crossing point at Central Avenue.
- Create pocket park, lookout with shade, seating, lighting and pedestrian amenities.
- Provide Route 66 interpretive elements and public art along trail near Central Avenue.
- Incorporate 1 or 2 parking spaces.

3. Project: Transit Shelters

Project Description: Provide larger seating areas and more shade.

Location: Throughout 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

**4. Project: Outdoor market and event site**

Description: A public/private partnership to establish a weekend market on the west side.

Location: To be determined.



Downtown Grower's Market (5)



Carshow, (6)

5. Streetscape Improvements

Description: Introduce pedestrian streetscape amenities.

Location: Central Avenue, Atrisco Boulevard to Coors Boulevard.

- Install bulbouts and on-street parking where needed.
- 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.
- Create pedestrian refuges and bulb outs at major intersections.



Pedestrian seating and walking area, (6)