



## Chapter 2

### Goals and Policies



Nob Hill signs (5)



Nob Hill signs



KiMo sign (3)



El Vado sign refurbished



Car Show, Route 66 (1)

## Introduction

This section provides the policy framework to implement the overall vision for Route 66 in Albuquerque. The following pages contain the goals, policies and actions of the Plan. This section is organized by goal and includes context and background information. Specific projects can be found in Chapter 3, Implementation.

**Vision.** *Route 66 in Albuquerque is a vibrant and rich experience for all generations; its attraction builds upon the memories of the past, contributes to the present lives of locals with an ever-evolving appeal that expands into the future.*

The following goals and policies were developed during the community planning process. The goals, policies and objectives cover five primary areas of interest that developed during that process and are as follows:

**Goal 1 Historic Legacy:** *Preserve and protect Route 66 assets and interest.*

**Goal 2 Infrastructure and Transportation:** *Ensure public infrastructure responds to current and future development needs. Develop and support an attractive, comfortable, efficient and easily accessible multi-modal transportation system.*

**Goal 3 Public Space:** *Foster a sense of place and a unified streetscape.*

**Goal 4 Business and Development:** *Support opportunities that are catalytic for a strong and diverse business economy.*

**Goal 5 Promotion and Tourism:** *Recognize and support the potential Route 66 has to create a thriving local and tourist economy.*



Downtown businesses (1)



(2)



Moon Cafe (1)



Iceberg (1)



Nob Hill (2)

## Historic Legacy

**Goal 1:** *Preserve and protect Route 66 assets and interests.*

**Context:** Route 66 should be celebrated for its past, present and future experiences. Route 66 needs to resonate with and attract visitors from a diverse range of ages, interests and cultures in order to keep its appeal alive. It is important to craft an experience that takes advantage of the unique characteristics of Route 66 in Albuquerque so visitors will take away memorable images and have reasons to return.

In 1926, Route 66 became one of the first official U.S. highways, connecting Chicago, Illinois to Santa Monica, California. Comprised of a patchwork of dirt roads, the original alignment became the first paved road through New Mexico bringing motorists through downtown Albuquerque. The original (pre-1937 alignment) ran north/south through Albuquerque along 4th street. In 1937, the alignment of the road through New Mexico was changed to improve safety and efficiency, reducing the total in-state millage from 507 to 399 miles. The new east/west alignment through Albuquerque is now Central Avenue. In 1985, Route 66 was removed from the United States Highway System being replaced in its entirety by the Interstate Highway System.

The two alignments of the Mother Road, both pre-1937 and post 1937, have had a direct impact on the development pattern and economic health of Albuquerque. Prior to the 1937 realignment, the transportation pattern through Albuquerque, the Chihuahua Trail, the ATSF railroad and NM HWY 1, had been traditionally north/south. Many historic buildings and businesses characteristic of the 1920s and 30s can still be found along north 4th street and in Baretas south of downtown. However, the east/west realignment of the road in 1937, the creation of Civic Plaza in 1974 which closed 4th street to through traffic, and other economic factors have negatively impacted commercial districts along the original route.

The 1937 realignment, not only impacted businesses along 4th street, but also redefined the growth pattern for Albuquerque. The new alignment provided opportunities for development along an east/west orientation. In addition to new motels and travel related services, new up and coming neighborhoods, hospitals and the University of New Mexico capitalized on the opportunity to expand onto the east mesa along Route 66. Unfortunately, the arrival of I-40 in 1970 diverted cross-country travel away from Route 66 resulting in an economic decline for the area that is still visible today.

Unlike many other cities along Route 66, the new Interstate took an alternative route in Albuquerque, leaving the original Mother Road intact. As a result, over 15 miles of Route 66 remain today within Albuquerque along Central Avenue.





The following policies, objectives and actions have been developed to preserve and celebrate the historic legacy of Route 66:

**Policy 1.1: Route 66 should reflect the New Mexico legacy and provide multi-generation and multi-cultural experiences.**

*Objectives:*

1. Route 66 is an authentic experience, reflective of the uniqueness of Albuquerque's and New Mexico's past, present and future, and is not a theme park.
2. Buildings and businesses capitalize upon the uniqueness of Albuquerque and New Mexico's Route 66 history.
3. Neighborhoods and districts should continue to develop and promote their individual unique characteristics.

*Actions:*

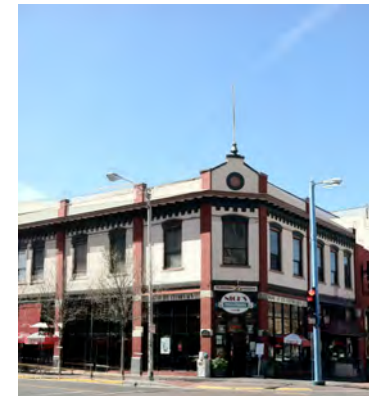
1. Create signage, public art and interpretive features that guide the experience of the road and foster gathering spaces. Use digital media to further the legacy experience. Links and apps could be developed to access archived photos and personal histories.
2. Integrate elements of historic legacy into public infrastructure such as maps, kiosks, bus shelters and light poles.
3. Encourage methods and media for public to express their past, present and future relationship with Route 66. Include opportunities for visual, written and spoken media.
4. Develop a comprehensive visitor's tour and map of signs, buildings, and events along Route 66, using both print and digital media. Incorporate information and history on signs and business that are no longer physically visible. Create interpretive features at the crossroads of the original and post 1937 route alignment. Consider incorporate a display of old neon signs and public art.
5. Create a neon museum. The museum would include a collection of restored, working signs and showcase the history and fabrication of neon technology. Ideally, the "neon museum" should be both an outdoor museum without walls that showcases existing signs that can be interpreted along Central Avenue and other streets with mobile phone apps, and an indoor experience where signs can be easily maintained and viewed. The museum should include opportunities for on-line viewing of the signs via a virtual tour with photos and video. Consider entering into a public/private partnership with a non-profit group to administer a Route 66/Neon/Historic Sign Museum /Collection.



Standard Diner, East Downtown(5)



Two Fools Tavern, Nob Hill (5)



Nick's Cafe, Downtown (5)



Bea's Restaurant, (1)



Triangle Substation, Nob Hill (1)



1930's refurbished building, International District (5)



Mustang Place, International District (5)

**Policy 1.2:** Route 66 era buildings (prior to the introduction of Interstate 40 in 1970) should be recognized and supported as significant features of the Mother Road experience. In order to assure longevity and to restore vitality to key Route 66 assets, putting remaining structures and sites into active use should be a high priority. Collaboration with property owners is key to developing realistic use strategies.

*Objectives:*

1. Protection of the existing inventory of period buildings should be recognized as a priority in maintaining the historic legacy of Route 66. Demolition of Route 66 period buildings should be discouraged.
2. Existing Route 66 era buildings should be recognizable and remain true to the original building style. Restoration of existing period buildings should consider original color palettes, motifs, and details.
3. Route 66 era buildings should be utilized in order to ensure the vitality of the building and its contribution to the experience of the Mother Road.

*Actions:*

1. Establish a preservation process in order to ensure longevity of Route 66 assets. Create a comprehensive inventory of existing assets, determine historic eligibility and develop criteria for determining value and contribution to Route 66 experience. Educate property owners of opportunities related to preserving and revitalizing assets.
2. Adopt more stringent demolition regulations. Prevent unnecessary demolition through demolition review procedure for historic properties. Require full redevelopment entitlements prior to approval of demolition permits.
3. Determine the feasibility of using internal resources to implement a coordinated strategy for revitalizing vacant buildings. Provide development incentives for adaptive re-use of era structures. Develop programs for Route 66 building rehabilitation.





**Policy 1.3: Signage on Route 66 should continue to contribute to the visual character of Route 66. Albuquerque has an extensive collection of existing neon and iconic signs along Central Avenue in varying condition. The preservation and maintenance of neon signs is vital to the legacy of Route 66.**

*Objectives:*

1. Decorative neon or neon-like lighting is the preferred illumination type for signs.
2. Signage should be unique, moving beyond text and place names. Symbols, icons and objects should brand and enhance community and business identity.
3. Signage should contribute to the character of Route 66 both by day and by night.
4. Painted advertisements on building walls should be considered contributing.
5. Existing Route 66 period signs should be preserved.

*Actions:*

1. Develop a comprehensive sign inventory of existing period signs and sign frames. Include a visual inventory of signs that have been removed or destroyed.
2. Create incentives for refurbishing and maintaining existing signs that contribute to the character of Route 66.
3. Provide increases in height and sign area for neon and neon-like signs in order to encourage and incentivize new contributing signs.

**Policy 1.4: Key sites and historic places on Route 66 should be celebrated.**

*Objectives:*

1. Provide opportunities for visitors to engage in the legacy of Route 66.
2. Commemorate and recognize places of historic significance.

*Actions:*

1. Commemorate key sites on the road.
  - Use gateways and public art to mark key places such as the railroad crossing, Route 66 crossroads, I-25 overpass and other key crossings and destinations.
  - Highlight Route 66 on Interstate 25 and 40 as a key element of Albuquerque's sense of place.
  - Mark bookend points where Route 66 intersects I-40 and the crossing at I-25.
2. Develop interpretive experiences.
  - Incorporate Route 66 interpretive elements such as public art, virtual tours, information kiosks and interactive pieces at key locations on Route 66. Utilize existing public sites with proximity to Route 66 assets where possible.
3. Support and encourage state and national preservation processes and programs.



Zia Motel sign, Highland (5)



66 Drive - in (2)



Kimo Theater Sign, Refurbished



El Don Motel (1)



Cafe (5)



NYCDOT - Public Art (6)



BioPark (3)

#### **Policy 1.5: Route 66 should incorporate new opportunities to attract visitors, expanding on the Route 66 theme.**

##### *Objectives:*

1. A wide range of activities should be available, not just activities related to Route 66 history.
2. Local art and culture should be prominently featured along Route 66. Cultural attractions, such as museums, should be located within close proximity to Central Avenue in order to draw residents and tourists.
3. Route 66 should remain a “link” to activities and attractions in the greater Albuquerque area; including the volcanos, 66 on 66 Open Space, Sandia Mountains, etc.
4. The Route 66 theme should be able to incorporate new activities and opportunities.

##### *Actions:*

1. Expand the BioPark into a multi-experiential destination, drawing people to visit, eat and engage in experiences relating to existing attractions.
1. Provide linkage to existing outdoor recreational experiences, such as the volcanoes, Petroglyph National Monument, Major Public Open Spaces including the new “66 on 66” in the Manzano mountains (Cibola National Forest), and the 50-Mile Activity Loop. Even though some of these opportunities exist outside of the city limits, such as La Ceja Mesa, it benefits the City to market these as part of the experience of Route 66, expanding the range of experiences and memories of visitors to Route 66 in Albuquerque.
2. Construct a pedestrian/bicycle I-40 overpass to connect multiuse trail on Central Avenue to the Sandia Mountains (Cibola National Forest), City Open Space, and regional multiuse trails.
3. Foster local businesses that attract tourism, such as arts and crafts, boutique businesses and dining and entertainment, including food carts, restaurants, local farms and wineries, etc.
4. Attract new cultural experiences to Route 66. Possible attractions could include a Route 66 and automotive museum, a museum shop highlighting goods from all of the Albuquerque museums at the Crossroads or in conjunction with a visitor center.





## Infrastructure and Transportation

**Goal 2:** *Ensure public infrastructure responds to current and future development needs. Develop and support an attractive, comfortable, efficient and easily accessible multi-modal transportation system.*

**Context:** When the City makes an investment on Route 66, it demonstrates to private business that there is interest and backing for development. Enhanced public infrastructure for the Route 66 corridor improves the level of public services and amenities on Central Avenue creating a more livable, usable and attractive environment for new development and business.

Infrastructure and transportation refers to the public services provided within the public right-of-way (ROW) and includes drainage and storm water management systems, roadway, sidewalks, intersections and crossings, street lighting, fiber optic and data lines and public transit systems.

In order to support the growth and development of the local and tourist economy along Route 66, improvements are needed along Central Avenue to upgrade these public services to support and attract future development. These upgrades to infrastructure are generally perceived as a high cost burden to developers, and can be a deterrent to development in areas which lack City investment.

**Roadway Improvements.** The roadway defines the area of the street curb-to-curb and includes driving lanes, bicycle lanes, on street parking areas, intersections and medians. Central Avenue street sections vary with the widest ROW in the far eastern and western portions to the narrowest in the downtown and older urbanized areas. Portions of Central Avenue meet or exceed current and projected traffic demands, while other sections, particularly near the river crossing currently do not meet traffic demands at certain commute times. Currently, studies and improvements have been identified for portions of Central to expand and attract other modes of transportation including bicycle ridership and enhanced public transit. Other areas of Central could benefit from traffic calming techniques where appropriate, such as on street parking, narrow travel lanes and additional signalized intersections to facilitate pedestrian and vehicular crossing. These improvements support transit-oriented development and offer transportation alternatives to relieve congested areas of some vehicular traffic.

**Pedestrian Realm/Sidewalk Improvements.** The pedestrian realm includes the area of the public ROW from the back of curb to the private property line abutting the public ROW. A comfortable and safe pedestrian realm is an essential component of a effective transportation system, attracting pedestrians and facilitating access to public transportation. In order to foster a multi-modal transportation system, improvements to the pedestrian realm are necessary along the majority of Central Avenue. In most sections of Central, sidewalks need to be widened in order



Good Samaritan (6)



Santa Monica, Ca (5)



Manhole cover (6)



Fiber Optic Cabling (6)

to provide a minimum 5 foot clear path. All intersections should have sidewalk ramps that meet ADA standards and pedestrian crossing should be facilitated through the use of reduced crossing distances, pedestrian refuges and bulb outs, and signalized crossing times that meet or exceed ADA standards. All improvements to the public realm should be performed in conjunction with streetscape improvements to ensure a safe, pleasant and attractive pedestrian environment.

**Storm Water and Drainage Improvements.** Storm water management and flooding have been identified by developers in some areas of Central as barriers to development. Some recent improvements to curb and gutter and storm water collection have been implemented, however storm water management continues to be an issue in some areas. Low Impact Development (LID) techniques should be encouraged for drainage improvements along Central Avenue within the public ROW as well as for private sites. Where possible, drainage improvements, such as retention and detention pond sites, should be considered as opportunities for public amenities like parks, amphitheaters and trails.

**Transit and Transit Facility Improvements.** Transit facilities include elements such as transit shelters, signage, seating and boarding access which allow pedestrians to access and use public transportation. The Central Avenue corridor currently has the highest transit ridership in Albuquerque and offers both a general transit and a rapid transit service. Transit service on Central Avenue should continue to be frequent and should increase hours of operation in order to attract residents and businesses which rely on public transportation to live and locate on Route 66. Transit facilities along Central that are non-existent or inadequate, lacking shelters and seating or fail to serve ridership capacity should be improved. Where appropriate, transit facilities should respond and relate to neighborhood context, contributing to community character and identity.

**Enhanced Transit.** An enhanced transit line on Central Ave. from Tramway to 98<sup>th</sup> Street will provide rapid transit service for a distance of almost 15 miles. Bus Rapid Transit (BRT) is currently being studied as a possible enhanced transit system for the Central Corridor. A BRT system would provide quicker service on Central Avenue, from which approximately 45% of Albuquerque's total transit ridership is derived. BRT includes improvements that allow riders to quickly board and exit buses and allows buses to bypass or spend less time in congested vehicle travel lanes. Quicker transit service benefits neighborhoods and encourages private companies to invest, develop and redevelop along an enhanced transit corridor.

**High Speed "Fiber to the Premises."** The intent is to provide access to high speed information technologies on Central Avenue by completing the existing fiber infrastructure (both lit and dark fiber resources), making it accessible to businesses, institutions, and residents near Central Avenue. The goal is to provide state of the art digital infrastructure to Central Avenue to attract more economic development to the area by providing amenities and resources for technology related businesses and services.





The following policies, objectives and actions have been developed to support Route 66 as a multi-modal transportation system:

**Policy 2.1: The City should invest in infrastructure additions and improvements to Central Avenue to attract development and private investment to Route 66.**

*Objectives:*

1. Upgraded public services such as drainage, roadways and public transit, to meet current and forecasted development needs.
2. Improved digital and fiber optic systems to support the future of information technology along Central Avenue.

*Actions:*

1. Work with AMAFCA and the Water Utility Authority to incorporate Route 66 related projects into infrastructure improvements.
2. Provide high speed digital infrastructure on Central Avenue.
  - Identify current fiber infrastructure, both lit and dark fiber resources, availability and gaps.
  - Determine community broadband demand requirements.
  - Develop design/cost model for implementation.
  - Continue to build on University of New Mexico (UNM) partnerships to leverage resources from both entities.
3. Create a Municipal Wireless Network on Central Avenue.
  - Evaluate the implementation of a municipal wireless service along Route 66 for costs, best practices and common obstacles.
  - Develop a conceptual design to determine cost and phasing requirements.

**Policy 2.2: The City should bring pedestrian and bicycle infrastructure up-to-date to support a multi-modal transportation system for all users along Route 66.**

*Objectives:*

1. Safety and usability of pedestrian and cyclist systems should be a priority in conjunction with multi-modal projects.
2. On-street parking should be considered where space is available to support access to local business and encourage a park-once environment.
3. Vehicular lanes and lane widths should be reduced to meet minimum requirements to encourage safe travel speeds and to reduce pedestrian crossing times.
4. Pedestrian activated crossing points should be available at minimum of 1/4 mile intervals in high transit ridership areas. In other areas pedestrian activated crossing points should be at a minimum of 1/2 mile intervals.
5. Pedestrian amenities and enhanced streetscapes should coordinate with enhance public transit to encourage ridership and support transit oriented development.



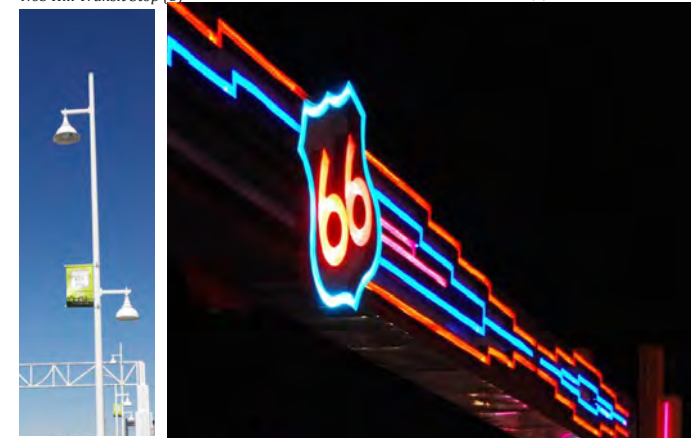
Wi Fi (6)



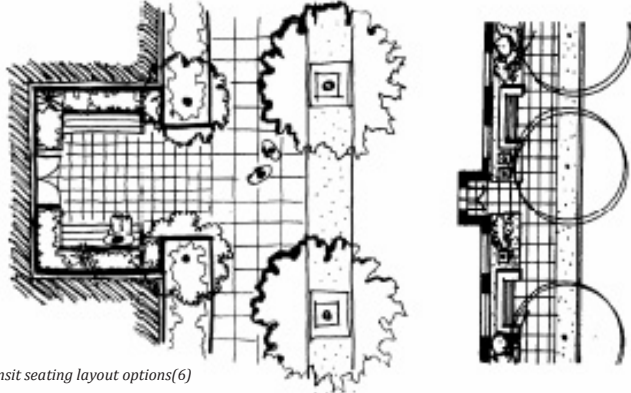
Nob Hill Transit Stop (5)



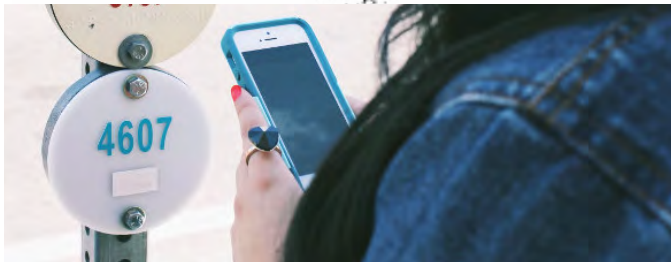
Bike Rack, Nob Hill (5)



Lighting, Nob Hill (5) Neon Gateway, (1)



Transit seating layout options(6)



Transit apps (3)



Bus Rapid Transit (3)



Rapid Ride (5)

6. Transit stops should provide adequate seating and shade for riders. Seating and shelters should be setback from the sidewalk to provide space for clear pedestrian movement on sidewalks.

#### Actions:

1. Evaluate the level of service for vehicles, parking, bicycles, transit and pedestrians. Coordinate the level of service needs with existing Plans, policies and designated Metropolitan Redevelopment Area and Major Activity Center designations.
2. Implement improvements to the public right-of-way (ROW) to facilitate access and safety by all users.
  - Consider narrowing traffic lanes and introducing on-street parking on Central Avenue to manage speed and create a safe and friendly environment for all modes of transportation.
  - Allocate adequate space for **buses**, a pedestrian realm and bicycle lane. Bring sidewalks up to ADA standards.
  - Adjust pedestrian crossing times at intersections to meet ADA standards.
  - Implement intersection improvements as identified in the plan.
  - At signalized intersections, always show the pedestrian symbols, whether or not it is activated by a pedestrian.
  - Ensure that pedestrian crossings are clearly indicated with signs, markings and striping.
3. Incorporate amenities to support needs of multi-modal transit users.
  - Provide adequate lighting, seating and shade at transit locations.
  - Provide bicycle racks near transit locations and areas with high bicycle use.
  - Provide shade and seating along high pedestrian use areas.
  - Future projects in the public ROW should be coordinated to implement streetscape improvements where possible.

**Policy 2.3: Department of Municipal Development should work with Planning, Parks and Recreation and Transit to develop complete street designs (Streetscape Plan) for Central Avenue.**

#### Objectives:

1. Streets which are safe and comfortable for all modes of travel, including pedestrians, bicycles, transit and automobiles, and that encourages economic diversity and supports a sense of place for neighborhoods along the corridor.

#### Actions:

1. Create a Streetscape Plan for Central Ave. by forming a committee comprised of the City's Department of Municipal Development, Planning, Parks and Recreation, Cultural Services, Transit, etc. on complete street designs for all of Central Avenue.
2. Once adopted by City Council, implementing departments are to refer to the Streetscape Plan and coordinate streetscape efforts when new projects are proposed or improvements to existing right-of-way facilities are made.





**Policy 2.4: The City should invest in an enhanced transit system, such as Bus Rapid Transit (BRT) on Central Avenue.**

*Objectives:*

1. Enhanced transit systems should provide expedited travel times, include a pre-pay boarding system, provide ease of use for all riders and operate in a dedicated lane where possible.
2. Future Public Works/DMD projects should incorporate efforts to improve the pedestrian realm and streetscape.
3. Within 1/4 mile of enhanced transit system stations, improvements should be made to the public realm along Central to facilitate pedestrian movement and to provide a safe and attractive walking environment.

*Actions:*

1. Perform a feasibility study for Bus Rapid Transit (BRT). Coordinate and prioritize with City agencies and members of the public to address issues with all modes of travel, design and plan the right-of-way and incorporate comfortable pedestrian environments. Determine potential funding sources, federal and local match funds.
2. Establish a Bus Rapid Transit (BRT) or other enhanced transit service on Central Avenue.
3. Incorporate Route 66 Branding, public art and wayfinding into transit improvements where appropriate.

**Policy 2.5: The City should develop a project team and project management system to facilitate and coordinate public work performed on Route 66.**

*Objectives:*

1. Coordinate department efforts on projects related to Central to maximize resources and reduce duplication.
2. Expedite implementation of projects by combining department resources.

*Actions:*

1. The Planning Department should develop a Route 66 project team that meets regularly to coordinate and efficiently implement the projects and actions of this Plan as well as other Public projects on Central Avenue. Route 66 project team should include representatives from the Planning Department including Metropolitan Redevelopment (MR), the Mayor's Office, the Department of Municipal Development (DMD), the Parks Department, the Department of Cultural Services, MRCOG, as well as other agencies where appropriate.
2. The City should identify a department or other entity in order to oversee the actions and projects of this Plan.



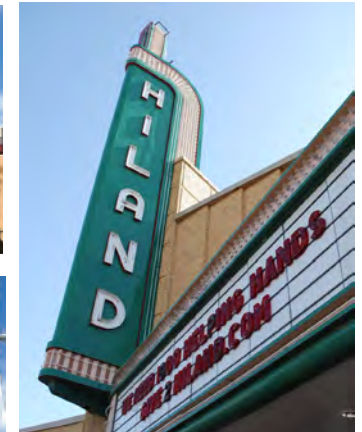
Postcard, (2)



San Philipe de Neri church, Old Town (2)



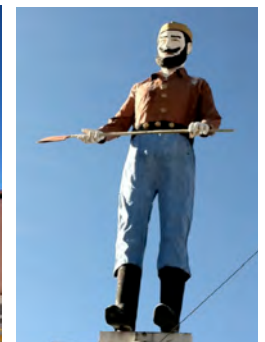
Hiway House sign, Nob Hill, (5)



Highland sign, Nob Hill, (1)



Milton's, East Downtown (5)



Lumberjack, International District (5)



Playground, (6)



Public Art, NYC (6)

## Public Spaces

### Goal 3: Foster a sense of place and a unified streetscape.

**Context:** Route 66 needs to offer a range of public spaces. Attractive and inviting public spaces, such as streetscapes, parks and plazas, are vital to the success of Route 66. Streetscape design includes the sidewalk (known as the “pedestrian realm”), roadway, on-street parking areas, landscaping (such as street trees and medians) as well as amenities such as transit shelters, bike lanes and street furnishings.

During the community planning process it became very evident that making authentic places for the people who live in Albuquerque is as important as for the people coming to visit. The availability of attractive public spaces is integral to the Route 66 experience, inviting people to get off the highway and experience Albuquerque and its unique districts. Historically, Route 66 has had diversions, competing iconic structures, curios, and rest areas that drew travelers off the highway. Placemaking helps create the attraction, reinforces the identity of an area and provides places where people want to be.

Currently, little public space outside of the public sidewalk is accessible from Route 66. Only three City parks, La Luz de Amistad on the far eastern portion of the road, Robinson Park and Soldiers and Sailors Park both located just west of downtown, front Route 66. The Fourth Street pedestrian mall downtown is was located on the original 1937 alignment and is the only point where Route 66 intersects with itself. At the time of this publication, the Fourth Street mall is being reopened as a street, to improve circulation in the Downtown. These public spaces are currently under-utilized and offer various opportunities to become great places along the Mother Road as well as assets to the local neighborhoods. In addition, new public spaces should be considered important assets to the Route 66 experience for both visitors and local communities that border the road.

Other opportunities exist along Route 66 for great public spaces. Vacant lots could become parks and entertainment venues. Parking lots, old motel sites could be revitalized as plazas and pocket parks. Outdoor seating, cafes, restaurants and various vendors could be located in, on or adjacent to public spaces in order to attract a variety of users and to provide active uses. Each major destination node along Route 66 should include a great public space that serves the neighborhood, attracts visitors, and celebrates the areas identity. These public spaces will not only serve as destination points for the Route 66 traveler, but will also provide much needed gathering spaces for events and local activities in adjacent neighborhoods.

In order to thrive, great public spaces must be accompanied by a built environment that fosters a sense of community. Businesses and buildings should contribute to the pedestrian realm with windows, doors and shading along facades. In addition, residential density is strongly associated with the success and failure of public spaces. Increased housing along Route 66, not only contributes more rooftops for area retailers, but also establishes a critical mass of people necessary for a thriving healthy public space and a diversity of creative opportunities.



The following policies, objectives and actions have been developed to create attractive and meaningful public spaces along Route 66:

**Policy 3.1: Reinvestment in Route 66 should include spaces along the road to be enjoyed daily by locals and visitors. Public spaces shall be considered an asset to Route 66.**

*Objectives:*

1. Route 66 should contain a variety of public spaces throughout the route. Some spaces should be small gathering spaces with public art or interpretive pieces, other spaces should be large enough to accommodate car shows and concerts.
2. Public spaces should contribute to the experience of the Route.
3. Public spaces should resound with and belong to the local community.
4. The public ROW should be considered as a public space; a safe, pleasant and visually appealing multi-modal transportation route for use by all.
5. Street signage and wayfinding are important elements in a comprehensive strategy to revitalize the Central Avenue/Route 66 Historic Corridor.

*Actions:*

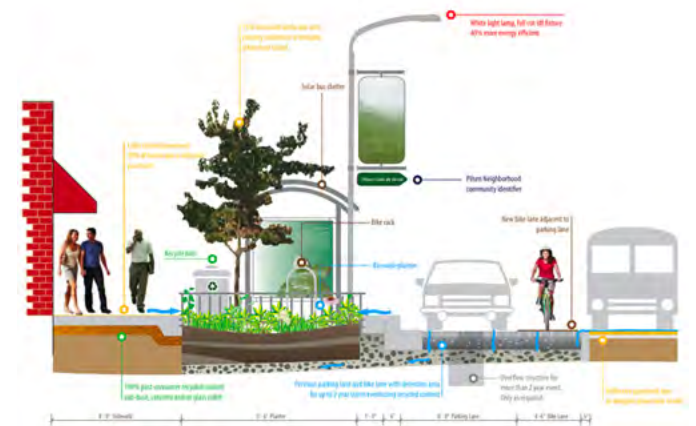
1. **Street signage & Wayfinding.** Implement a wayfinding project centered on the Route 66 theme to entice travelers from I-40 onto Route 66, highlighting historic sites, attractions, and neighborhoods.
  - Work with Department of Transportation to install Route 66 highway signage on Route 66 and directing to Route 66. Consider additional Route 66 signage on streetlights and at major intersections.
  - Develop and install a comprehensive wayfinding system. Use high impact signage on Interstates, such as billboards and highway signs, to inform travelers of Route 66 amenities and their locations. Signage should inform, educate and aid in the experience of Route 66 and entice travelers off the express route. Local wayfinding signs should be direct visitors at a neighborhood level to key attractions along the route.
2. **Streetscape Infrastructure & Amenities.** Develop an attractive streetscape with coordinated pedestrian amenities to create an identity for Central Avenue that is consistent throughout the corridor. Streetscape palettes should be flexible and respond to individual neighborhood character and distinctiveness.
  - Complete pedestrian street lighting along Central. Consider using similar fixtures to those recently installed in the Nob Hill/Highland area in order to maintain consistency along the road and to facilitate maintenance. Fixtures should accommodate banners. Street light poles that are part of the PNM system are not designed to accommodate banners.



Cornerstone Garden (6)



Wayfinding signage (6)

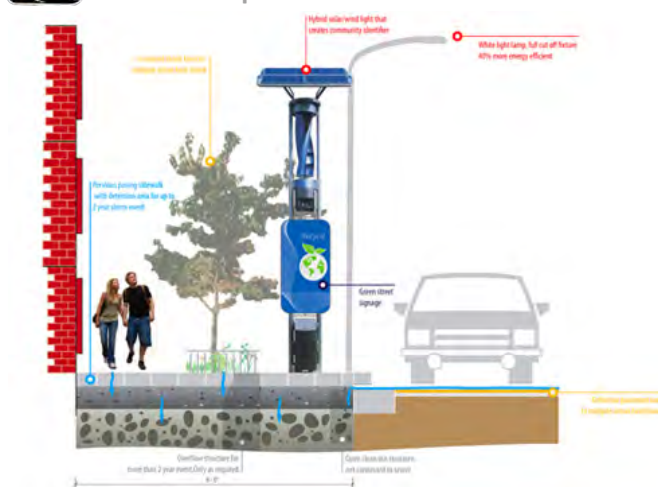


Streetscape for Cermak Road, Chicago (6)



## Chapter 2: Goals and Policies

### Public Spaces



Streetscape for Blue Island Avenue, Chicago (6)



Vest Pocket parks, Manchester (6)



Lott Park, Austin, Tx (6)

- Install street furniture, including benches, trash receptacles, bicycle racks, and shade structures along Central Avenue for pedestrian comfort. Consider utilizing a consistent manufacturer and color pallet to reinforce Route 66 theme and for ease of maintenance. Route 66 branding should be incorporated wherever possible. Key locations for street furniture include bus and transit locations, public spaces such as pocket parks and plazas and other high traffic areas.
- Develop a process for maintaining streetscape, including landscaping, trash pick up, graffiti removal and street furniture and signage maintenance.
- Encourage low walls and landscaping to buffer parking areas that front Central Avenue.
- Develop a process for funding and installing event banners.

### 3. Enhanced Public Space. Incorporate public spaces that promote gathering and attract new businesses and provide opportunities for events such as summer theater, dances, festivals and other activities. More public spaces are needed along Central Avenue in the form of parks, plazas and event spaces in order to activate and enliven the pedestrian experience of Route 66.

- Identify opportunities for public spaces along Route 66. Destination nodes, such as Atrisco, Old Town, Downtown, Edo, University, Nob Hill, and International District should be considered appropriate locations for public space. Select sites that offer access to a combination of activities. Showcase neighborhood features and areas of interest along the route such as existing clusters of signs, motels, campsites and restaurants.
- Develop a plan for acquiring new spaces for public use. Work with communities on the far western and eastern portions of Route 66 to identify opportunities for new public space. Consider local attributes such as views, open space, rural development patterns when siting and designing new public space.
- Create programs for public spaces with local communities to further local efforts and to assure that space serves the needs of the neighborhood. Route 66 inspired public space could include festival venues, museums, interpretive centers, public spaces such as regional parks, large scale plazas or trails.
- Develop public spaces to commemorate the historic crossing at 4th street and the river crossing. Incorporate a mixture of uses, large public art pieces, interpretive signage, community activities, event spaces and neon signage. Coordinate with Rio Grande Vision plan and related agencies.





4. **Public Art.** Prioritize the development and installation of Public Art along the Central Corridor. Public Art should reference or relate in some way to the legacy of Route 66.
  - Provide opportunities for art, ephemeral and installation, which speak to New Mexico and the historic and existing communities along the road.
  - Encourage murals and the incorporation of public art into public infrastructure (parking meters, fire hydrants, etc.).
  - Incorporate large-scale public art pieces to re-interpret landscape, vistas and spaces between developed areas.
  - Re-purpose orphaned Route 66 signs as Public Art.
  - Use public art to recognize and highlight the unique character of communities along the road.

**Policy 3.2: The individual character of established districts and neighborhoods along Route 66 should be maintained and reinforced as an asset to the Route 66 experience.**

*Objectives:*

1. The Route 66 layer of Central Avenue should contribute to, but not overshadow the established character of neighborhoods and districts along the road.
2. Enhancements to Route 66 should consider and support the unique characteristics of established neighborhoods, such as building scale and style, street and development patterns.
3. Route 66 reinvestment efforts should contribute to the sense of place of neighborhoods and districts.
4. Buildings and businesses should reflect and capitalize upon the uniqueness of Albuquerque and New Mexico.
5. Neighborhoods and Districts should retain unique characteristics.
6. Local art and culture should be prominently featured along Route 66.

*Actions:*

1. Involve local residents and community leaders in revitalization efforts.
2. Create destination nodes along Route 66 by highlighting nodes or pockets of interest along the Route and revitalizing existing clusters of signs, motels, campsites and restaurants and introducing new activities which would complement. Spotlight existing neighborhood districts and refine the spaces in between.
3. Determine how streetscape improvements, branding and wayfinding elements can support and contribute to existing community efforts.
4. Provide support and incentives for neighborhoods and districts to take ownership of their communities. Business improvement districts, Mainstreet programs, and Community Development Block grants can assist community redevelopment, strengthening Route 66 experience.
5. Provide opportunities for art, ephemeral and installation, which speak to New Mexico and the historic and existing communities along the road.



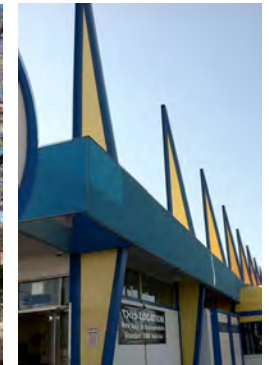
De Anza Motor Lodge (1)



Public Art, La Luz de Amistad park (5)



Huning Highland Historic Home (5)



Octopus Carwash (5)



Earthday, Nob Hill (5)



Kelly's, (1)



Lindy's Downtown, (5)

**Policy 3.3:** Route 66 reinvestment should be an opportunity to develop a sense of place for communities along Central that lack strong center or district/neighborhood identity.

*Objectives:*

1. Route 66 reinvestment, such as streetscape improvements, public art and new development, should work together with existing infrastructure and development to develop strong community activity nodes.
2. The branding and the identity of neighborhoods and districts along Route 66 should incorporate elements that reflect the existing character and resonate with the immediate community.

*Actions:*

1. Work with communities on the far west and east portion of Route 66 to identify opportunities for new nodes and districts. Route 66 inspired nodes could include festival venues, museums, interpretive centers, public spaces such as regional parks, large scale plazas or trails.
2. Consider local attributes such as views, open space, rural development patterns when siting and designing new development.
3. Capitalize on clusters of existing era elements, such as signs, buildings and businesses. Attract additional development and business that compliment. Incorporate streetscape improvements and public amenities that facilitate movement between attractions and incorporate thematic elements.
4. Incorporate large-scale public art pieces to re-interpret landscape, vistas and spaces between developed areas.





## Economic Investment

**Goal 4:** *Support catalytic opportunities for a strong and diverse business economy.*

**Context:** The recent strategy of demolishing buildings has resulted in the loss of many historic resources that contribute to Central Avenue's rich Route 66 history. Left behind are gaps in the streetscape which only serve to illustrate the vicious cycle of disinvestment.

Increased residential density is key to sustainable thriving districts and neighborhoods along Route 66. Increasing residential density along Central offers many interrelated benefits. The more people live on or near Central Avenue, the more people patronize local businesses and use existing transit services. This in turn provides resources for businesses and transit for improvements. Residents also bring high expectations and consumer demand for quality of life, aesthetic improvements, and amenities that can spur the market and City initiatives. The more activity and life on the street, the more others come to see Central as the place to be – to shop, to live, to learn, and to visit. This cycle of improvement and investment is an asset and benefit for everyone.

An expedited review process, coupled with development incentives should be developed in order to attract development to Central. Fee waivers could be offered for proposed projects meeting criteria deemed desirable for Central, such as a waiver of application fees associated with: sign permits for an LED or neon sign or the rehabilitation of a historic sign; high-density residential development projects; cultural/tourism projects; and façade improvement renovations, etc. The City should offer a streamlined approval process for development, redevelopment, and renovations of properties abutting Central Avenue. By saving potential time and money, streamlined approval should offer a significant incentive for businesses and prospective developers to proceed with projects that would improve, enliven, and enrich Central Avenue. Businesses could be offered tax breaks or other incentives.

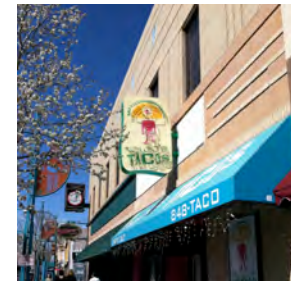
Parking reductions and reduced open space requirements for new businesses and multifamily development incentivize development by increasing the buildable site area and reducing a developer's bottom line. In addition, parking reductions support transit and promote pedestrian first development.



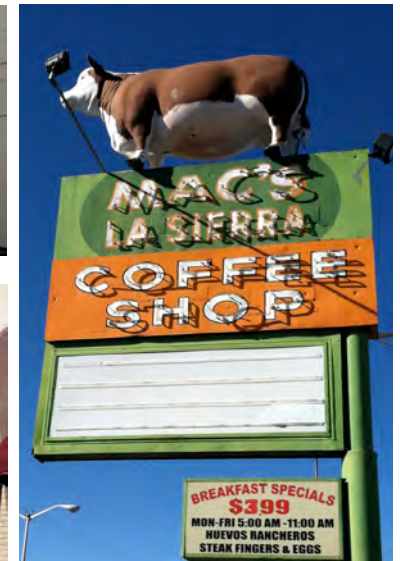
Albuquerque High, (5)



Neon sign shop, Nob Hill, (5)



Waco Taco sign, Downtow



Mac's sign, West Central, (5)



Paradise RV Park, (5)



## Chapter 2: Goals and Policies

### Economic Investment



Route 66 Malt Shop, Nob Hill, (1)



Tire shop, West Central, (5)



Talin Market, International District, (5)

The following policies, objectives and actions have been developed to encourage and incentivize business and development on Central Avenue:

#### **Policy 4.1: City resources should demonstrate commitment and investment in Central Avenue.**

##### *Objectives:*

1. Projects along Route 66 should be a high priority for the Metropolitan Redevelopment Division, Family and Community Services and the Economic Development Department.
2. Public Art on Route 66 should be a high priority for the Public Arts Program.
3. Museums and cultural events on Route 66 should be a high priority for the Cultural Services Department.
4. Gaps in services and development should be minimized on Central Avenue.
5. Reinvestment strategies should serve local needs while supporting tourism.
6. A façade improvement program should be established for existing businesses along Central. These types of improvements signal that reinvestment is being made in an area and encourages further redevelopment.

##### *Actions:*

1. Identify Metropolitan Redevelopment Program as the lead for the development and implementation of a façade improvement program to secure financing and review applications and administer funding.
2. Allocate funding for staff person to oversee façade improvement program to include the procurement of funding sources (grants, capital outlay, etc.), developing and administering façade improvement programs and other related programs.
3. Prioritize façade improvement funding for maintenance and rehabilitation of for sites which meet contributing requirements.
4. Determine the feasibility of using internal resources to implement a coordinated strategy for revitalizing vacant buildings.
5. Designate a clearing house and/or project manager to oversee and coordinate City projects along the Central Avenue corridor to ensure efficiency.

#### **Policy 4.2: The City should incentivize Route 66 business and development.**

##### *Objectives:*

1. Route 66 should attract a diversity of business types that serve both locally and globally, including tourism.





2. Incentives should be diverse, offering assistance to large and small businesses, property owners and renters.
3. Multi-family residential development should be considered a vital business to Route 66, attracted with parking and open space reductions.
4. City approval process should be streamlined for projects on Route 66.
5. Fee waivers and support from City department should be available.
6. Regulating plans which control development on Route 66 should meet the goals and policies of this plan and have consistent and coordinated development requirements and a streamlined approval process for projects that abut Central Avenue.
7. The City should create mechanisms for communities to become Tax Allocation Districts (TAD).
8. Where appropriate, the City should determine areas appropriate for Tax Increment Districts (TIDS) and Public Improvement District (PIDS).

#### Actions:

1. Create and adopt new Metropolitan Redevelopment (MR) areas where lacking to provide access to redevelopment incentives.
2. Promote fee waivers for all MR areas for all uses, including retail, restaurant and multi-family.
3. Confirm that properties within an MR area are eligible for Administrative Approval.
4. Ensure that properties along Central will not be subject to additional design review processes.
5. Explore what types of projects should be eligible for fee waivers and create associated written criteria.
6. Amend Central Avenue zoning in existing Sector Development Plans, if necessary, to adopt C-1 and C-2 text amendments to increase housing density.
7. Allow for reduced parking and open space to support higher densities, transit and attract new development. Allow pre-1965 parking requirements for change of use on site that qualify.
8. Promote awareness of increased density allowances along Central Avenue.
9. Identify catalytic sites for mixed-use and high-density residential projects.
10. Prioritize the implementation of MR projects identified in existing MR plans located along Central Avenue.



Restaurant, International District (5)



Tire shop (5)



Fair 'n' Square, International District (5)



## Chapter 2: Goals and Policies

### Economic Investment



Nob Hill Shop and Stroll (5)



Enchanted Trails (1)



Harvard Mall (5)



Harvard Mall (5)

**Policy 4.3: The City should coordinate with organizations to facilitate the development and coordination of public/private partnerships and investment on Route 66.**

#### Objectives:

1. Create an organization and/or partner with existing business or other organization to work with private investors and local communities to create economic development, business improvements and community enhancement projects to further the goals and actions of the Plan.
2. Provide access to reinvestment resources such as match grants and volunteer organizations in order to implement additional community projects which support the goals and actions of the Plan.
3. Establish a website for maintaining information related to events and activities related to Route 66.
4. Coordinate efforts of City departments and private investors with respect to Route 66.

#### Actions:

1. **Minimize “gaps” on Central.** “Gaps” are defined as undeveloped areas along Central Avenue created by the demolition of structures. Many historic resources that contribute to Central Ave.’s rich Route 66 history have been lost, and gaps in the streetscape illustrate the vicious cycle of disinvestment.
  - An innovative local program should be created that would require coordination between internal departments to identify potential responses before a building could be demolished. An integrated approach to abatement and rehabilitation using existing personnel and resources would reverse this cycle and provide an opportunity to further several City policies and goals simultaneously, including affordable housing, sustainability, and economic development.
  - Promote affordable housing projects, mixed use housing and senior living facilities on undeveloped areas to fill in “gaps” and increase density on Central Avenue.
2. **Attract business.** Route 66 should be an attractive and competitive place to do business.
  - Support local business start-ups on Central Avenue. Provide easy online access for information and applications to start a business. Consider providing business incubators on Central Avenue. Existing motel structures and other small under-utilized facilities could provide temporary start up work and vending spaces.





- Attract technology businesses, such as post production and optical phonics with quality of life incentives (enhanced transportation, recreation, park-once communities) for employees.
- Create incentives and support for tourist related industries, such as hospitality and food service.
- Tap into target markets, such as retirement living, student housing and lifestyle living to recruit specialized development to Route 66.

#### Policy 4.4: Ensure clean and safe environments on Route 66.

##### Objectives:

1. Physical environment designed to maximize visibility and foster social interaction among the legitimate users of a space.
2. A clear delineation between public and private space. An environment designed to clearly delineate private space does two things. First, it creates a sense of ownership. Owners have a vested interest and are more likely to challenge intruders or report them to the police. Second, the sense of owned space creates an environment where “strangers” or “intruders” stand out and are more easily identified.
3. A zero tolerance approach to property maintenance; immediate replacement of broken windows and clean up of graffiti.
4. Increased visibility of pedestrians and enforcement officers.

##### Actions:

1. Encourage CPTED (Crime Prevention Through Environmental Design) strategies in new development.
2. Utilize CPTED strategies in new publicly funded projects.
3. Promote the adoption of applicable CPTED standards into sector development plans.
4. Encourage the location of future police facilities on Central and increase programming at existing substations.
5. Encourage businesses and festivals along Central which draw pedestrian activity.
6. Develop and provide education material on “Broken Window” theory and the City’s graffiti clean up program.
7. Expand Clean City program to include Central Avenue.



Goody's



Goody's Cafe, (1)



Nob Hill Shop and Stroll, (5)



Moped parking, (5)



airstream camper, (5)



Transit stop, International District, (5)



Nob Hill Shop and Stroll, (5)

## Promotion and Tourism

### Goal 5: Support Route 66's potential as a thriving local and tourist economy.

*Context:* The unique identity of Albuquerque and Route 66 is valued by visitors and residents and should be leveraged to encourage a local and global following. However, if Route 66 is to be a destination for both residents and visitors, it needs to respond to the expectations of visitors by offering a variety of unique, historic and interactive experiences.

Throughout the world there is a strong nostalgic connection to Route 66. For some, it is the historic contribution the road has made in the nation's westward migration. For others, Route 66 conjures up memories of family cars, malts, and summer vacations. The nostalgia extends beyond generations and national borders, attracting people from all around the world, young and old. Strongly tied to American culture and sense of identity, the legacy of Route 66 sparks a desire to experience a cherished moment in history.

Albuquerque, with 15 miles of intact Route 66 within the city limits, provides a unique tourism opportunity. Dotted with roadside motels, businesses and signs, tourists are drawn to Albuquerque for a historic taste of the Mother Road. However, authentic attractions and businesses are vanishing. In recent years, many motels have been demolished or have burned down. The remaining stock of buildings, signs and infrastructure is tired and fading. Limited opportunities exist to engage in authentic Route 66 experiences, such as staying in an era motel or campground, eating at a diner or patronizing a roadside business. It is essential that such opportunities are prioritized and expanded in order to continue to attract tourists.

In addition, it is imperative that new experiences be part of the Route 66 tourism appeal. Since its inception in 1926, Route 66 has been about new experiences, adventure and seeing new things. The allure of the Mother Road for new generations of tourists should continue to build upon a sense of adventure, ranging from the local delights of Albuquerque's neighborhoods and districts to the dramatic natural landscape of the mountains, rivers and volcanoes to the multi-faceted layers of New Mexico's unique culture and heritage.

Regular City-sponsored special events bring people to Central Avenue. The promotion of events unique to Central Avenue would begin to change the perception of Central as a transportation corridor to a destination for local residents and visitors. Temporarily closing portions of the street for community activities would help to build community; celebrate and encourage the strength, identity, and vitality of adjacent neighborhoods; and cultivate cultural and historic events.

The following policies, objective and actions have been developed to support tourism and local attractions on Route 66:



**Policy 5.1: Route 66 should draw visitors through a diverse offering of authentic period attractions; places to stay, sights, signs, businesses and events.**

*Objectives:*

1. Creating a Route 66 experience that meet and exceeds expectations of the visitor and the local resident.
2. Maintaining a variety of authentic period Route 66 places to stay and eat that attract tourism along Route 66.
3. A wide range of events associated with Route 66 should be staged throughout the year.
4. A streamlined City event process.

*Actions:*

1. Create incentives and business support for tourist related industries, such as hospitality and food service. Attract modern and comfortable lodging facilities to Route 66.
2. Encourage the re-use of Route 66 period buildings by tourist related industries. Prioritize the opening of authentic Route 66 lodging, such as a boutique motels, campgrounds and bed and breakfast inns.
3. Develop and attract a series of Route 66 related events.
4. Work with City departments to minimize steps in permitting. Create a event team with representatives from each required department to and determine a scheduled day for event hearings and sign-offs.

**Policy 5.2: The marketing and branding of Route 66 should reflect the unique character of Albuquerque and its neighborhoods.**

*Objectives:*

1. Albuquerque should be recognized globally as having a unique Route 66 experience.
2. The identity and character of existing neighborhoods and districts along Route 66 should be considered assets to the identity of Route 66 in Albuquerque.
3. Marketing efforts for Route 66 in Albuquerque should be able to promote an authentic Route 66 experience that is attainable.

*Actions:*

1. **Digital media.** Digital media dedicated to the events and activities of Route 66 in Albuquerque should be developed and maintained to highlight and accelerate economic development along Route 66/Central by promoting businesses, activities, and neighborhoods along Central Avenue.



Albuquerque Trolley, Nob Hill Shop and Stroll, (5)



Summerfest, Civic Plaza (3)



Downtown Farmer's Market (5)



Nob Hill Shop and Stroll, (5)



Community branding on Route 66, (6)

- Develop a Route 66 website for Albuquerque and/or create a comprehensive “page” on existing State, Albuquerque Convention and Visitors Bureau and Route 66 Association websites. Feature local attractions and events.
- Establish and maintain a web based Route 66 events calendar.
- Work with technical community to create a vision for one or more apps. Establish what data sets are available. Maps and guides should be available through app technology.
- Use social media, such as Facebook and Twitter to market Route 66 events and activities.

2. **Branding.** Develop a brand for Route 66 in Albuquerque. Work with community leaders to incorporate local identity and image goals. Incorporate brand into public infrastructure, including bus shelters, wayfinding signage, information kiosks, street signs, banners and other marketing material.

- Utilize banners along Central to advertise and decorate special events, where feasible. Street light poles that are part of the PNM system are not designed to accommodate banners.
- Coordinate with local neighborhoods to develop context sensitive gateways and neighborhood identity elements.

3. **Marketing Campaign.** Develop a national and international marketing campaign for Route 66.

- Work in conjunction with State and local marketing efforts. Incorporate incentives to draw visitors to experience the road.
- Develop a multi-channel approach to market Route 66, using apps, websites, social media, e-mail lists, mailers, etc. Use social media to reinforce the Route 66 brand and the sense of place.
- Market the uniqueness of local artists, crafters and other creative fields. Feature work where appropriate.