

BARELAS NEIGHBORHOOD COMMERCIAL AREA REVITALIZATION PLAN



Barelas

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Introduction:

This study was commissioned by the City of Albuquerque Department of Human Services to evaluate and identify opportunities to revitalize this important Historic Albuquerque neighborhood. The stated initial goals of the study were as follows:

- Elimination of slum, blight, decay and deterioration of the Barelás Commercial area, (South Fourth Street) and residential area.
- Restoration of the economic, functional and esthetic value of the Barelás commercial area.
- Restoration of a sympathetic environment for preservation of the Barelás area in association with Albuquerque's downtown core.
- Provision of a sympathetic environment for preservation and rehabilitation of surviving structures of historic, architectural and environmental value.
- Development of economic solutions for use of the Barelás Commercial area and its buildings of symbolic, esthetic, and environmental importance to serve the Barelás residents, the Albuquerque community, and its visitors.
- Provision of opportunities for expansion of existing facilities and the introduction of new buildings to retain the symbolic, esthetic qualities of the Barelás area.
- Stimulation of private and public participation in the achievement of these goals for the Barelás commercial area.

This study was further defined to consist of three components; Revitalization Plan, Design Guidelines for the Commercial Area, and a Historical Study. The initial criteria for each study component is as follows, and constitutes the format of the study body.

Revitalization Plan:

-Develop a neighborhood commercial revitalization plan (that does not attempt a return to the past,) to find new solutions to long-standing problems, coordinating the best of existing resources for sensitive new development in the Barelas area. The plan should also emphasize business development that generates jobs for the Barelas area.

-Develop an implementation plan that identifies projects and develops a process by which to deal with revitalization and conservation in a systematic way.

Design Guidelines:

Develop design guidelines for the Barelas Commercial area with assistance from the community to preserve and reinforce the character and visual value: the design guidelines should include the following elements:

Architecture - for new construction and alterations of existing buildings and for the basis for formulating legal restrictions, if deemed necessary.

-Lighting

-Paving

-Signage

-Streetscape - including lighting, landscaping, architecture, signage, street furniture, street patterns, and paving.

-Open Space

-Corridors into the design area

Historical Study:

-Historical Overview of the Barelás area.

-The forces that shaped the area.

-Identify aspects of Barelás which should be preserved.

-Barelás in the larger context relative to the development of the City of Albuquerque (its relationship to the railroad, new Albuquerque, and old Albuquerque.)

-An oral history element, to include the above mentioned, utilizing the Barelás oral history project being developed by the University of New Mexico.

Metropolitan Redevelopment Plan

The Metropolitan Redevelopment Code (3-60A-1 to 3-60A-48 NMSA 1978) provides cities in New Mexico with power to correct conditions which "arrest the sound and orderly development" of an area. These powers can be used within Metropolitan Redevelopment areas, areas which have been declared a "slum" or "blighted area" pursuant to the requirements of the Metropolitan Redevelopment Code. The entire Barelás neighborhood has been designated a blighted area by the City of Albuquerque because of physical and economic conditions in the area. (R430 Enactment 148-1991). As identified in the Metropolitan Redevelopment Area Designation Report.

The Barelás Neighborhood Commercial Revitalization Plan is the Metropolitan Redevelopment Plan. The implementation of this plan will aid in the elimination of the slum and blight identified in the Designation Report.

The City will provide any individual families living along South Fourth Street with decent, safe and sanitary housing within their means and without undue hardship if they are displaced because of the implementation of this plan.

The Metropolitan Redevelopment Plan conforms to the goals and policies of the Albuquerque/Bernalillo County Comprehensive Plan and the 1992 Barelás Sector Development Plan.

The recommendations of the Metropolitan Redevelopment Plan provides maximum opportunities for rehabilitation of the area by private individuals and businesses through its recommendations regarding loans and grants to small and start-up businesses in the area.

Barelas in Context with Albuquerque

What value to Albuquerque is the revitalization and preservation of older districts? As cities grow and develop, economic forces and planning decisions lead to the development of districts that have identifiable characteristics. While Albuquerque is a youthful city, older sections have developed definable features and distinct images as emerging districts. Cities with identifiable districts are easier to visualize and understand. Diversity and uniqueness are qualities of great cities that shape their character and livability. Variety of choice and the affordable housing opportunities older districts provide have great value to any city.

In addition, stable neighborhood districts with well maintained residences of every class are highly valued in every city. Various laws and neighborhood support measures have been adopted by the City of Albuquerque to strengthen and reinforce Albuquerque's neighborhoods. The substantial investment in the Rio Grande Zoo, and the impression of Albuquerque that Zoo visitors form in traveling to the Zoo alone justifies the stabilization and enhancement of Barelas.

The elements of a city that have a tendency to define districts are transportation depots/networks, historical districts, zoning, natural features, and major capital investments by commercial or governmental interests. These features define a district and give an area unique

identity. Some districts, like Old Town, promote their unique character, while others like the Country Club cherish their privacy. It is true that some districts gain notoriety over time, and others enviable images. Many times the district boundaries overlap, and sometimes the boundaries create friction. However, it is this friction at the boundaries that defines a district and gives it meaning.

Barelas has many special characteristics as a district, very few have been developed in a positive context. Properly developed and skillfully molded, these characteristics have great value to Albuquerque as a developing major city. As one recalls visits to other cities, it may be the districts that are the most memorable for their special characteristics.

Unique districts have proven to be a financial asset to both the district and the city at large. Albuquerque and Barelas have much to gain by forming a partnership to develop the positive aspects of the Railroad District. The history of Barelas and railroad heritage are building blocks of early Albuquerque. Any enhancement of Barelas and development of the historical aspects of the district will be mutually beneficial to Albuquerque and Barelas alike.

In summary, Barelas is important given the larger context of Albuquerque. Barelas is one of the more significant center city neighborhoods because of geographic position, proximity to the Rio Grande Zoo, and the re-developing Downtown area. The potential economic benefits to Albuquerque of developing the railroad district will augment the city's convention business and area tourism as well.

Part I:

Barelas Neighborhood Commercial Revitalization Plan

1.0 INTRODUCTION

The purpose of this component of the Barelas Neighborhood Commercial Revitalization Plan is to evaluate options for revitalization of the commercial strip along South Fourth Street from Coal Avenue to Bridge Boulevard south of downtown as shown in Figure 1.

The strengths of South Fourth Street – its history and traditions, the strengths of its business owners and area residents, its inviting pedestrian scale, its proximity to Downtown and amenities such as the Rio Grande Zoo, – are the foundations for revitalizing the local economy. The revitalization plan outlines a program of public and institutional support to enhance the area’s strengths and eliminate the factors which have contributed to its economic decline.

The proximity of South Fourth Street to the Downtown Core, the Rio Grande Zoo and other amenities near Downtown is an important asset for the area. Other projects currently underway, including the Albuquerque Biological Park and transportation system improvements are part of the network of downtown amenities that will enhance Barelas and surrounding neighborhoods.

The revitalization plan recognizes that a successful turnaround for the South Fourth Street commercial strip will involve a combination of physical improvements, improved social services, financing opportunities and neighborhood stability.

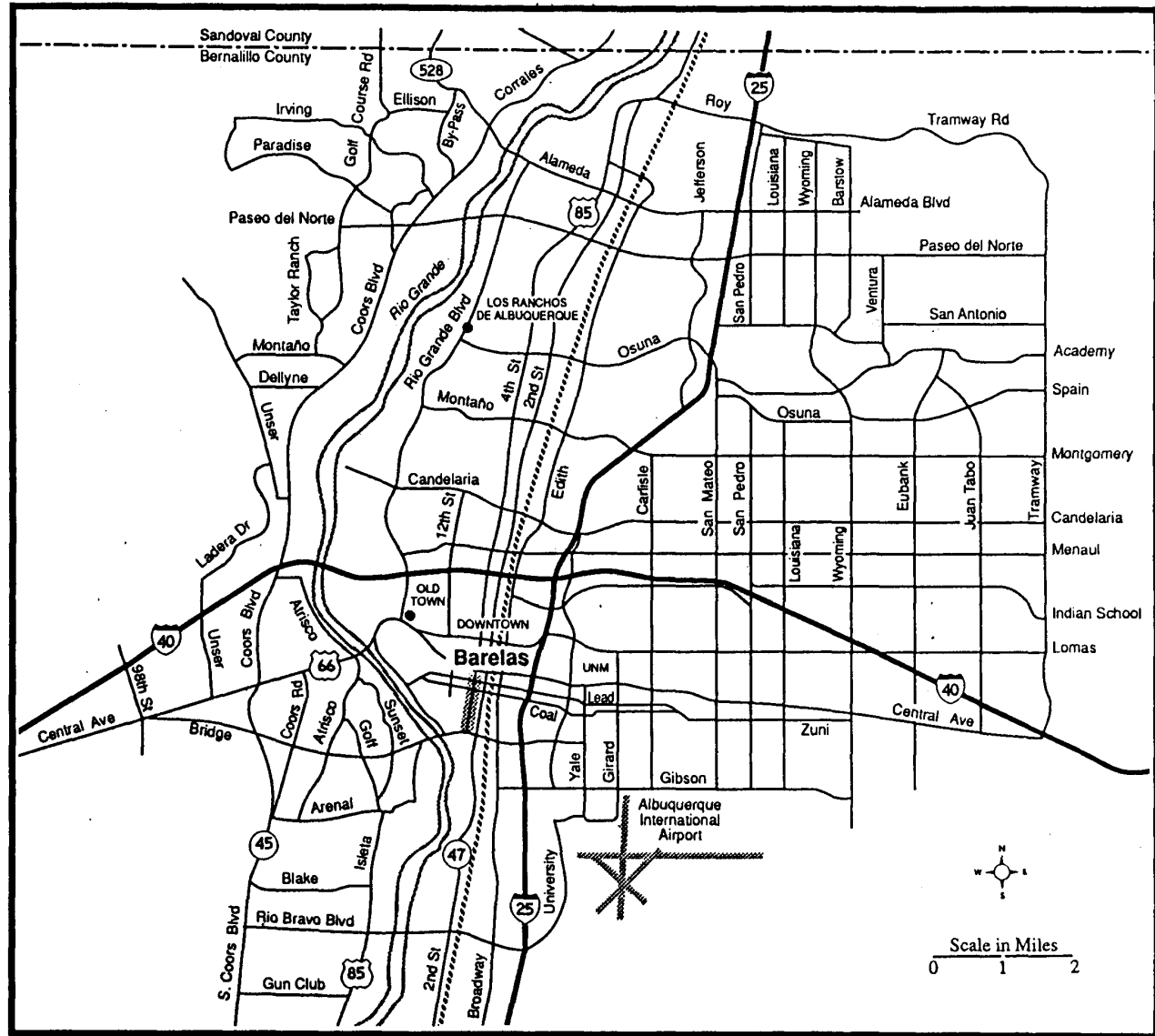


Figure 1. Location Map

2.0 TRADE AREA ANALYSIS

Information about successful neighborhood commercial revitalization projects nationwide and potential financial resources to supplement funds currently available to the South Fourth Street area is contained in Appendix A. The remainder of the plan includes the following sections:

- Trade Area Analysis determines the retail potential of the area.
- Redevelopment Opportunities analyzes the areas strengths and development potential.
- Revitalization Plan contains recommendations for improving physical and economic conditions along South Fourth Street, alleviating blight along the corridor.
- Plan Implementation lists priorities for the corridor.

2.1 Definition of Trade Area

The Barelás neighborhood is located immediately south of Downtown Albuquerque. The neighborhood includes the Rio Grande Zoological Park. Physical boundaries which affect the trade area include the Rio Grande on the west, Downtown on the north, the Santa Fe railroad tracks on the east and the Barelás South Industrial Park on the south. Each of these limits the geographic boundaries of the residential neighborhood which is likely to use the south Fourth Street commercial area for day-to-day convenience shopping. However, proximity to Downtown places the commercial strip within a short driving distance of the more than 20,000 Downtown employees. Proximity to activity centers such as the Albuquerque Convention Center, the zoo and, potentially, the Rio Grande Biological Park being proposed at Central Avenue and the Rio Grande, provide opportunities for commercial enterprises appealing to a broader spectrum of customers than the immediate neighborhood.

Some of the businesses along south Fourth Street have attracted a City-wide clientele with specialty merchandise. Businesses such as Christy Records provide specialty items to customers outside the City through mail order. The City-wide, regional and national markets for specialty items are an additional possibility for the Barelás area. Businesses such as Christy Records, Ruppe Drugs, the existing restaurants and Bueno Foods already cater to these markets.

Because of the small size of the neighborhood, it will be necessary to bring in customers from outside the immediate area to create a thriving commercial district. These may include Downtown workers, but will likely need to be a City-wide customer base.

The primary trade area includes the 3500 residents of the Barelás neighborhood, 19,000 Downtown workers, convention delegates and other visitors to Downtown. The Albuquerque metropolitan area is a secondary trade area for specialty goods and services. In the future, visitors to the proposed Biological Park and other Downtown attractions will be potential customers for Barelás businesses.

2.2 Retail Environment

There are currently several retail businesses on South Fourth Street, including three restaurants, a grocery store, a drug store, a flower shop, a beauty salon, a record store, and an auto supplies store. Service businesses include auto and construction related businesses; a finance company; and the offices of Camp Fire, a social service agency. A few buildings are occupied by manufacturing and warehousing businesses.

Business owners and residents were surveyed to identify strengths of the area and problems which must be solved before existing or new businesses can thrive. A summary of business survey results is contained in Appendix C. A summary of resident survey results is contained in Appendix D.

In general, both business owners and residents are concerned about the neighborhoods' image. Physical appearance, including property maintenance, and perceptions of public

safety are areas which must be improved. Residents would like to see the shopping environment improved through new businesses, physical improvements to building and streetscape, and improved police protection and social services. The provision of financial incentives for new businesses is considered an important "carrot" to revitalize the area.

2.3 Primary Trade Area Expenditure Potential

An estimate of purchasing power within the primary trade area, which includes Barelás residents and Downtown core workers is shown in Figure 2. Information about Downtown workers was obtained from the Central Avenue Market Analysis. Barelás statistics were obtained from the 1980 and 1990 Census. Barelás income statistics for 1979 as reported in the 1980 census were updated to 1990 using information contained in the Central Avenue Market Analysis. A more detailed socioeconomic profile is contained in the Barelás Sector Development Plan.

The analysis of purchasing power shows that in aggregate, neighborhood residents have relatively little purchasing power. The small number of households combined with relatively low incomes confirms the conclusion that the neighborhood alone cannot support retail businesses. However, Downtown Core Workers comprise a large market for a variety of goods. The mix of goods recommended for Downtown in the Central Avenue Market Analysis includes clothing stores, art galleries, with locally produced arts and crafts, home furnishings, gift stores, and restaurants/entertainment.

These same types of businesses would complement the existing mix of retail businesses in Barelás.

Several of the existing businesses along South Fourth Street cater to customers throughout the city, and a few businesses have a Southwest region or national customer base. Specialty goods, particularly Hispanic products, are a potential emphasis for retail businesses along South Fourth Street.

The trade area analysis shows that it is necessary to encourage a mix of businesses on South Fourth that will appeal to Downtown workers and customers outside of the primary trade area if retail businesses are to thrive.

2.4 Transportation and Parking Opportunities

A comparison of traffic flows along South Fourth Street and Eighth Street through the Barelás Neighborhood from 1980 through 1989 shown in Figure 3. Since 1980, South Fourth Street has had less traffic than Eighth Street. Opinions of residents and business owners along Eighth and Fourth Street are that less traffic on Eighth and more traffic on Fourth would benefit both groups.

For comparative purposes, traffic flows along Coal and Lead Avenues and Bridge Boulevard also shown in Figure 3. Bridge Boulevard is the most heavily travelled street, followed by Lead and Coal.

PRIMARY TRADE AREA MARKET SUPPORT FACTORS

	Barelas Residents	Downtown Workers
Population		
1980	3,042	N/A
1990	3,465	19,000
% Compound Annual Change	0.2%	N/A
Source: U.S. Census, Middle Rio Grande Council of Governments		
Households		
1980	1,229	
1990	1,435	
% Compound Annual Change	+1.5%	
Average Household Income		
1979 Actual	\$ 9,579	
1989 Estimate	\$16,446	
Source: U.S. Census, SWLR, Inc.		
1979 Household Income Distribution		
\$0-14,999		
15,000-24,999	61.2%	
25,000-34,999	34.4%	
35,000-49,999	2.7%	
5000+	1.7%	
Source: U.S. Census		
1990 Expenditure Potential		
Shopper Goods	\$1,820,656	\$112,947,000
Eating and Drinking	\$ 782,883	\$ 48,440,000
Convenience Goods	\$1,675,004	\$103,963,000
Other	\$2,676,364	\$ 86,928,048
Total	\$6,954,907	\$432,355,000
Source: SWLR, Inc., McComb Group, Ltd.		

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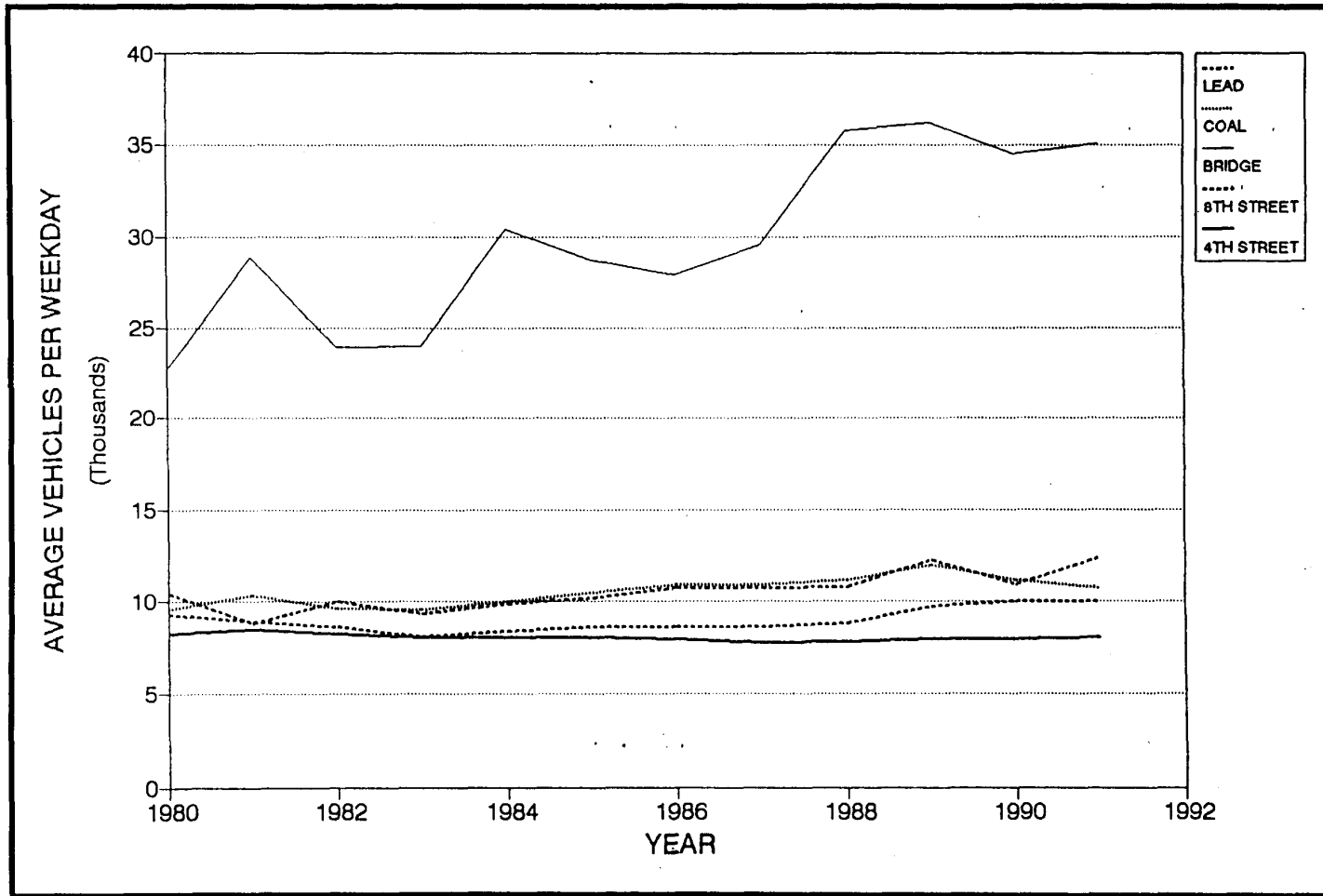


Figure 3. Average Weekday Traffic
Barelas Area Major Streets

3.0 REDEVELOPMENT OPPORTUNITIES

The Barelás neighborhood has strengths which will enhance commercial redevelopment efforts along South Fourth Street. The area's positive features must be emphasized and strengthened through the City's redevelopment efforts. In addition, concerns of local residents and business owners must be addressed if revitalization efforts are to be successful.

An analysis of neighborhood commercial district revitalization projects in other communities indicated that there are several characteristics which distinguish successful projects. Common attributes of successful programs are:

1. Strong local support and leadership.
2. A local community development corporation to handle finances and implementation.
3. Physical improvements in tandem with business revitalization and recruitment. Changing the neighborhood image which is perceived as blighted and unsafe is an important component of creating an environment conducive to commercial ventures.

3.1. Area Strengths

The Barelás area's strengths are the foundation for a successful commercial revitalization effort. The strengths listed below are the core of the neighborhood's identity and essential resources to support new development.

3.1.1 History

The Barelás community is one of several Hispanic communities which grew up along the Camino Real in the urban area. Because of its proximity to Downtown and the Santa Fe railroad yards, Barelás grew rapidly during the early 1900's. Heirs of the families who settled in the area during its heyday remain, and the area still has a relatively high proportion of home ownership. Neighborhood traditions such as the annual Las Posadas, are examples of strengths related to the neighborhood's history. The area's strong and stable Hispanic community is another strength which can contribute to a revitalization effort. Neighborhood history is essential to the image of the Barelás area as a unique and special place in Albuquerque.

3.1.2 Proximity to Downtown

The Barelás neighborhood is immediately adjacent to Downtown. Recent commercial development in the area, including the office building at 700 Fourth Street SW and the expansion of the Barelás Coffee House, have occurred in response to demand for office space and restaurants near Downtown. In past years, conversion of residential structures to office buildings has been a concern in neighborhoods adjacent to Downtown. Along south Fourth Street, there are opportunities for renovating vacant structures into businesses with no negative impact on residential areas.

Properties near Coal are immediately adjacent to Downtown. If implemented, Corporate Plaza, proposed in the Downtown Center City Plan would create a high density business center immediately North of Fourth Street and Coal Avenue. The planned development at Coal and Fourth will provide an impetus for retail activity at the north end of the study area.

3.1.3 Proximity to Activity Areas

At the neighborhood's western edge are the Rio Grande Zoological Park, Rio Grande Park and Tingley Beach. An aquatic park, an aquarium and a botanic garden are proposed in this area as part of the group of projects funded through the City's Quality of Life fund. These projects in conjunction with the Zoo are expected to draw 500,000 to 600,000 visitors annually to the area.

Over 200,000 delegates annually attend activities at the Albuquerque Convention Center. These conventioners represent a potential market for specialty businesses in Barelás.

There are approximately 19,000 workers in the Downtown core and the Barelás area. Downtown workers are a prime target market for businesses along south Fourth Street, particularly for retail and service businesses at Coal Avenue. The eventual redevelopment of the railroad to the East will be an opportunity to enhance the neighborhood.

3.1.4 Proximity to South Industrial Park

Businesses located in the south Barelás Industrial Park include Bueno Foods, a food processing plant; El Modelo Tortilla Factory; Rose's Paper Company; and the Middle Rio Grande Conservancy District. South Fourth Street is a potential location for services related to these businesses, restaurants and other services to employees of the industrial park and retail outlets for manufacturers located in the park.

3.1.5 Available Funding Sources

There are funds available for public improvements and for Barelás businesses. The funding sources are described in Section 3.3. Urban Development Action Grants have provided financing for improvements related to El Encanto (Bueno Foods) and its expansion.

The money paid back from the El Encanto projects is all targeted to the Barelás area and is intended for economic development projects. Money paid back from the Albuquerque Plaza project is targeted to the entire pocket of poverty and is to be divided between housing and economic development.

3.1.6 Local Business Support

There is a base of business support for commercial revitalization along south Fourth Street. This support can be nurtured by the City to supplement public revitalization efforts. It will be important to structure a revitalization program in a way which is not threatening to viable existing businesses.

3.1.7 Existing zoning

NCR and zones along Fourth Street as adopted in the Barelas Sector Development Plan, generally correspond to standard commercial and medium density residential zones in the Comprehensive City Zoning Code. These zones require extensive landscaping for new development and prohibit outdoor storage. Additions to existing buildings will trigger a requirement that landscaping be brought to current code standards and that other site standards of the zoning code be met. Some of the neighborhood's blight could be eliminated through enforcement of existing zoning.

3.2 Potential Sources of Support

3.2.1 Institutional Support

Communities with successful commercial revitalization projects have relied on nearby institutions for financial, technical and political support. Institutions were often able to provide financial backing for the

initial programs or projects through cash contributions or in-kind donations. These institutions, particularly hospitals and schools, may have also provided a significant portion of the commercial area's market for goods and services. There is a potential for limited institutional support of revitalization in the Barelás area; Albuquerque Public Schools, the Rio Grande Zoo, and the Archdiocese of Santa Fe have a presence in the area. Each of these institutions are potential supporters of revitalization efforts. Private businesses, could also become more involved in the neighborhood's future by leading and supporting revitalization efforts.

3.2.2 Community Development Corporation

A local community development corporation is one method of ensuring project implementation. No such organization exists in the Barelás area at this time. The United South Broadway Corporation provides a variety of services in the Neighborhoods to the east of Barelás and could extend its service area to include Barelás. A CDC could be formed to serve all "Pocket of Poverty" neighborhoods in the Downtown area. This alternative is being proposed as a project to be funded through the Albuquerque Plaza UDAG payback.

Financial institutions are also considering forming Community Development Corporations to assist in financing of projects in low and moderate income areas. A bank can form a CDC as a sepa-

rate corporation which borrows money from the bank. The CDC's funds can be loaned to businesses or individuals, invested in housing or economic development projects, or used in joint ventures with another entity. The Barelás Neighborhood Association could work with such an entity to secure financing for revitalization projects.

3.2.3 Population Base

New housing has been constructed, and the population has increased. There is a need to stabilize and expand the population base through stabilizing and expanding the area's housing stock. The City has participated in several successful small scale housing projects in the area. The continuation of this commitment to affordable housing proposed in the Sector Development Plan will be an important component of overall revitalization efforts.

3.2.4 Expanded Trade Area

Downtown, the railroad track, the Rio Grande and south Industrial Park separate the Barelás neighborhood from other nearby neighborhoods. These physical barriers make convenience shopping along South Fourth Street less attractive to people from outside Barelás. Attracting customers from outside the immediate neighborhood is essential to the health of neighborhood businesses. Two strategies could help alleviate this problem. First,

modifications to the Downtown transportation system could route more traffic to South Fourth Street. Businesses could then more easily serve Downtown workers. Secondly, transportation links to Quality of Life projects and other activity areas would enhance the attractiveness of the area to visitors to recreational facilities along the river. Transportation improvements could include both roadway improvements and transit. Both of these options are being considered in the Downtown Center City Transportation Study.

3.2.5 Mixed Land Use Pattern

Existing commercial activity is spread throughout the length of the study area. Vacant land and buildings and non-retail uses are interspersed with established retail businesses. This land use pattern makes it difficult to create a commercial core with a pedestrian oriented environment.

Zoning, transportation improvements and streetscape improvements can be used to create nodes which encourage concentrations of commercial activity. A mixed land-use pattern outside of commercial nodes can support expansion of the area's housing base.

3.3.1 Urban Development Action Grants

Three UDAG projects in Albuquerque are potential sources of funding for economic development projects along south Fourth Street. These are El

Encanto 1 and 2, projects related to the construction and expansion of the Bueno Foods plant, and Albuquerque Plaza, the Beta West office building and Hyatt Hotel.

The City is developing a general ten year plan with more specific two year plans which define how UDAG proceeds are to be spent. The UDAG payback is a logical source of funding for some of the revitalization projects on south Fourth Street.

3.3.2 Urban Enhancement Trust Fund

The City's Urban Enhancement Trust Fund was established in 1983 with proceeds from funds received through a Federal court ruling. Urban Enhancement funds are allocated in two-year cycles. Projects vary widely in size and scope. Projects have ranged from \$2,000 to publish a brochure to \$600,000 for a median landscaping project. A grant from the Urban Enhancement Trust Fund proceeds funded the development of the Barelas Commercial Revitalization Plan. Funds can be used for projects which provide neighborhood identity and pride. Funds are allocated to projects which need Urban Enhancement monies to make them work. Urban Enhancement supplement other funding sources.

3.3.3 City of Albuquerque CIP

The Capital Improvements Program funds capital projects City-wide. These are scheduled through the CIP Decade Plan, a ten-year plan for General Obligation bond funding.

3.3.4 Community Development Block Grants

The City of Albuquerque has received \$3.5 to \$3.9 million in Community Development Block Grant funds for each of the past few years. These funds are granted primarily to private non-profit organizations who operate social services, housing programs and economic development activities. Approximately 41 percent of funds are allocated to housing programs, including housing rehabilitation loans and grants and emergency housing assistance. Economic development projects focus on job creation, and include some programs offered by Albuquerque Development Capital. Social services and physical improvements to facilities which provide services are also funded through the CDBG program.

3.3.5 Albuquerque Development Capital

One CDBG funded program is the Community Economic Development Loan Program (CEDLP). This loan pool administered by Albuquerque Development Capital (ADC) provides loan underwriting for small business loans in the City's pocket of poverty, which includes the Barelás neighborhood. The loan pool has been used by some businesses along Fourth Street to finance expansion. ADC works with lenders to provide loans to qualifying individuals.

ADC also administers a direct loan program to meet the special needs of participants in ADC programs such as the Big E Program, described below. Direct loans are usually under \$10,000. ADC conducts periodic educa-

tional programs to assist individuals in developing the financial plans needed to qualify for the fund. The Big E Program targets new entrepreneurs from low income areas and provides business management training along with financial assistance. This program, which is administered by ADC and conducted in conjunction with TVI, supports very small businesses. This program meets a need for support of very small businesses along South Fourth Street.

3.3.6 Metropolitan Redevelopment Financing

The Barelás neighborhood is a designated Metropolitan Redevelopment Area. Metropolitan redevelopment bond financing can be used to finance large scale redevelopment projects.

In general, metropolitan redevelopment bond financing is not cost efficient for projects under \$2 to \$2.5 million. The project must be sufficiently large to justify the expense of selling the bonds.

There are some opportunities for larger scale redevelopment projects along South Fourth Street, particularly close to the Downtown core. However, most projects in Barelás will be financed through other programs.

3.3.7 Tax Increment Financing

When private improvements which affect the value of properties take place in an area, it is possible to

capture a portion of the tax increase attributable to the improvements to help further rehabilitate an area. This mechanism works best in a densely valued development such as a large office building. On a small commercial scale such as south Fourth Street, this approach is unlikely to produce enough income to accomplish the goals of a revitalization program.

3.3.7 Community Reinvestment Act

The Community Reinvestment Act (CRA) is intended to ensure that financial institutions meet the needs of other communities in which they operate, including low-and moderate- income neighborhoods. Institutions are assessed by the Office of the Comptroller of the Currency as to their performance.

To meet the intent of the CRA, local financial institutions market their services and seek lending opportunities in low-income areas like Barelás. As part of their obligation to the community, financial institutions participate in governmentally insured, guaranteed or subsidized loan programs, including programs of the Small Business Administration and the City of Albuquerque. First National Bank is considering forming a Community Development Corporation, which, as a separate entity from the bank, could assist in financing of affordable housing and economic development. The CDC could participate as a financial partner in projects and joint ventures with entities like United South Broadway Corporation.

3.3.8 Private Foundations

A number of private organizations fund redevelopment projects. A sample of these sources of grants and loans is contained in Appendix A.

3.4 Potential Incentives

In some communities enterprise zones have been used to encourage commercial revitalization through tax abatement, including waivers and credits. The State of Colorado program is described briefly below. There are currently no opportunities for enterprise zones in New Mexico. The goal of enterprise zones is the creation of new jobs in addition to alleviation of physical blight. As a result, the types of incentives typically associated with enterprise zones may have limited appeal to small sole proprietor retail and service businesses such as are located along south Fourth Street. The following is the status of proposals to enable enterprise zones at the Federal and State levels.

3.4.1 Federal Enterprise Zones

Federal Enterprise Zones are a new legal and financial vehicle being developed through the U.S. Department of Housing and Urban Development to encourage economic development in distressed areas. HUD currently has the authority to designate enterprise zone districts, but no regulations have been promulgated as yet to define the benefits associated with the enterprise zone designation. Federal enterprise

zones are potentially a powerful tool for economic development, with a variety of Federal tax breaks. The City of Albuquerque has submitted an application to HUD to be considered with the first round of applications for enterprise zone designation once regulations are in place. Albuquerque will be competing with communities nationwide for a limited number of zones.

3.4.2 State Enterprise Zones

Legislation has been introduced in New Mexico which would set up the mechanism for designating enterprise zones. This legislation has not been passed. No regulations or legislation has been drafted to define the benefits which would be applicable within an enterprise zone.

The State of Colorado has an enterprise zone program which provides an extensive menu of tax credits and tax waivers for businesses which are located in designated areas. Tax breaks are given for business investment, new jobs created, employee medical and health insurance costs, building rehabilitation, contributions to enterprise zone administration and research and development. This program has been successful in Colorado, and, in the Denver area neighborhood business revitalization projects have been undertaken in enterprise zones.

4.0 REVITALIZATION PLAN

The revitalization plan outlines steps which should be undertaken by the City and by private landowners and businesses along south Fourth Street to begin to change the trends and conditions which have contributed to the decline of the street as a viable commercial area.

The recommendations outlined below are intended to create the attributes necessary for successful commercial revitalization of the South Fourth Street commercial area.

It should be noted here that the general condition of the neighborhood is an important factor in the success of the revitalization effort. Therefore, some of the recommendations outlined in this section are targeted to the larger neighborhood. It is anticipated that overall neighborhood observations and recommendations will be explored further as part of the revisions to the Barelas Sector Development Plan currently underway.

Recommendations generally fall into four categories: urban design, public safety and public services, business development and redevelopment and neighborhood stability. The following recommendations are organized around these categories.

4.1 Urban Design

Urban design recommendations are intended to create a visual identity for Barelas. Visual identity includes a unifying theme in streetscaping and facade improvements

which builds on the area's history and character. The following items were identified in surveys and public meetings as important to the shopping environment on South Fourth Street. Specific design guidelines are contained in Part VII of the Revitalization Plan.

Fourth Street extends to Central Avenue and is an important physical link to Downtown. The landscaping concepts for the portion of Fourth Street south of Coal, while unique to Barelás, should blend with landscaping on Fourth Street north of Coal and into Downtown.

4.1.1 Commercial Nodes

Create nodes of commercial activity which build on existing commercial areas. Provide residential opportunities where businesses are sparse. Current land use is shown in Figure 4. A suggested land use pattern is shown in Figure 5.

4.1.2 Housing

Provide new infill housing and rehabilitation of existing residential buildings in areas of mixed use as shown in Figure 5.

4.1.3 Design Guidelines

Create a visual identity for Barelás through the use of design standards for buildings along Fourth Street. Design Guidelines are detailed in Part VII. These guidelines are voluntary, except any business receiving the public financial assistance described in

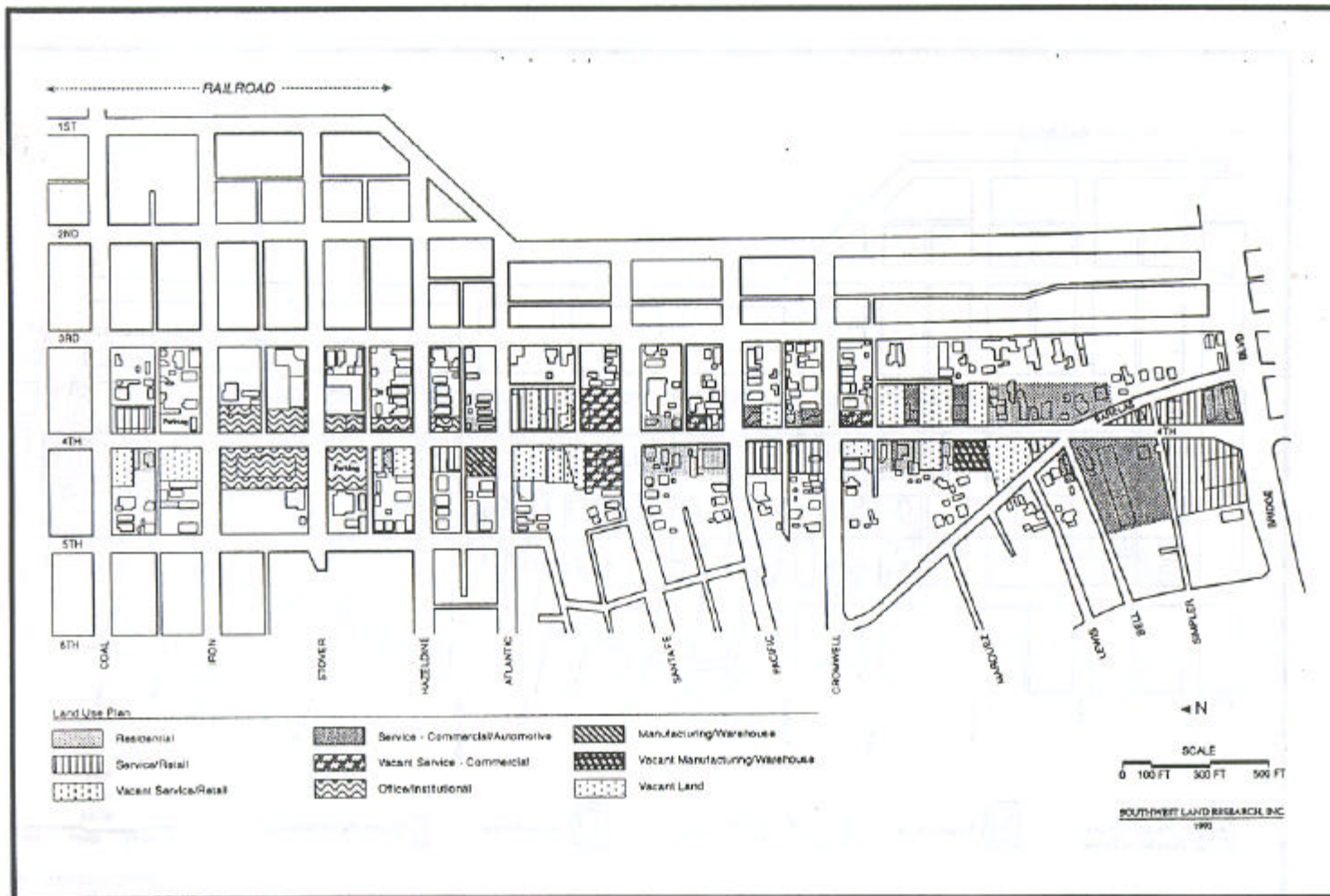


Figure 4. Existing Land Use

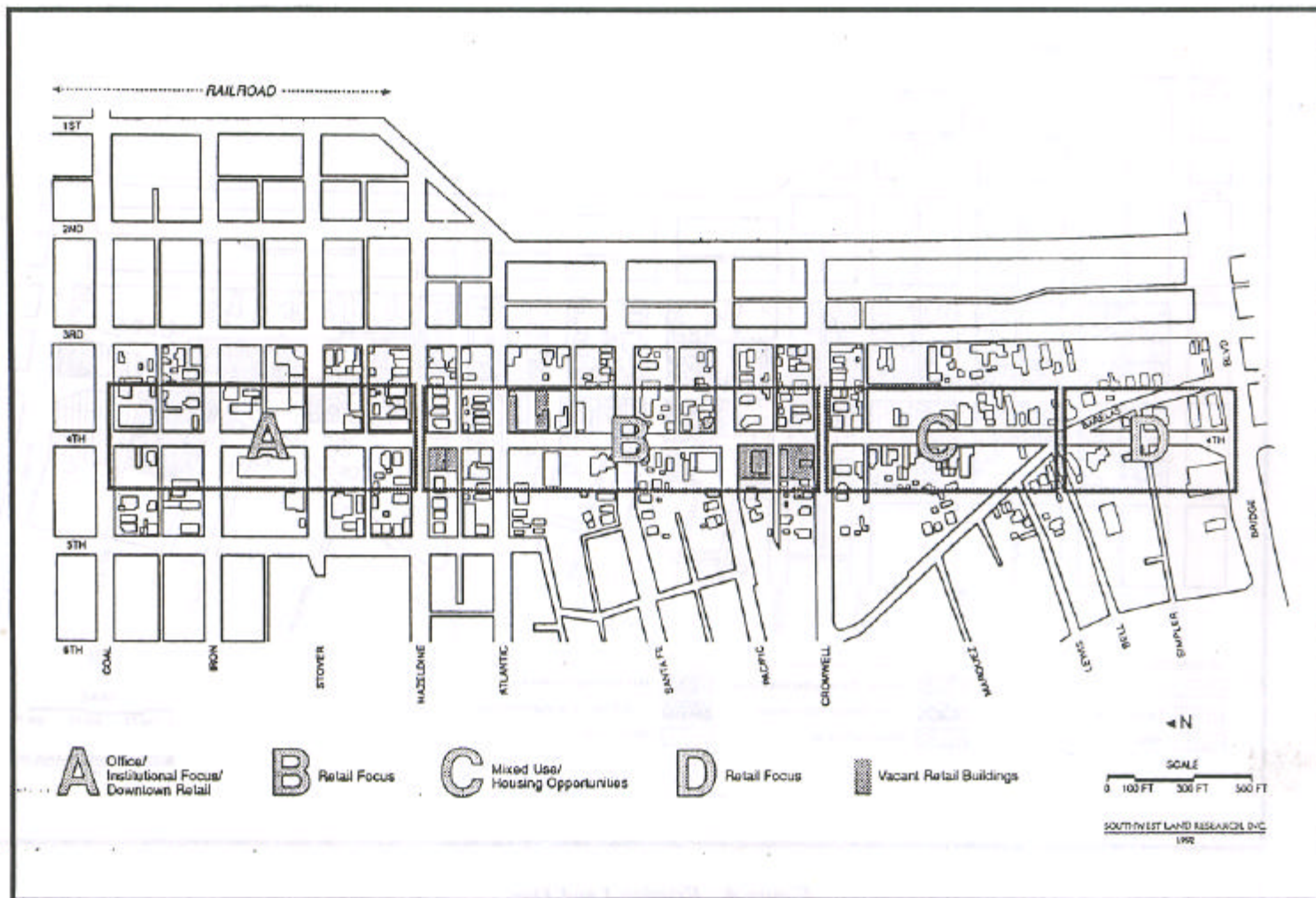


Figure 5. Development Segments

5.3.2 must comply with the guidelines. Upgrading of properties to conform to the guidelines should be a condition financial assistance. Rehabilitation loans/ grants should be part of the total financial package.

4.1.4 Landscaping

Landscaping should be used to physically improve public spaces. Landscaping improvements may include streetscapes, plazuelas and parks. The City should enforce existing ordinances related to weed control and trash removal.

4.1.5 Street lighting

Provide street lighting to provide for night time pedestrian safety.

4.1.6 Off-street parking

On-street parking is not adequate to serve all businesses; therefore, off-street parking areas will be needed. Clearly defined entrances, signage, street landscaping and parking lot landscaping will help make parking lots a positive feature. When possible, parking can be placed behind stores to preserve solid blocks of buildings. Potential parking areas are shown in Figure 6.

4.1.7 Zoning enforcement

Outdoor storage is one source of the area's blighted image. Screening of stored items would

benefit the appearance of south Fourth Street.

4.1.8 Self-Insurance Fund

Establish a self-insurance fund through the Community Development Corporation (see below) to cover repairs of damaged caused by vandalism, such as broken windows and spray painting.

4.1.8 Transportation improvements

Transportation improvements which make Barelas more accessible and bring it closer to its former position as a community crossroad, are important to the economic health of Barelas. Such improvements are being discussed as part of the Downtown/Center City Transportation Plan and the Lead/Coal Avenues Corridor Study. These studies are currently being conducted to plan for Downtown's future transportation needs.

4.2 Public Safety and Public Services

4.2.1 Police Protection

Improve police protection to eliminate vandalism and other forms of property damage along south Fourth Street. Increased police protection and possibly foot patrols, would help reduce property

damage such as broken windows. The elimination of vandalism is important if public and private monies are to be invested in physical improvements.

4.2.2 Services to the Homeless

Improve services to the homeless to reduce vagrancy and panhandling along south Fourth Street. The visible presence of homeless persons is perceived by local businesses as a threat to clients and a factor in the area's poor image. A number of service agencies are located on the periphery of the commercial district. Improved day services could help reduce vagrancy during business hours.

4.2.3 Coordination of City Services

Establish a City staff committee to coordinate implementation of the revitalization plan as well as revitalization projects throughout the pocket of poverty. The revitalization of south Fourth Street will come about as a result of the efforts of Barelas business owners and residents as well as a number of City agencies. It will be important to coordinate projects funded and implemented by multiple entities to ensure that the end results meet the goals of the City and neighborhood. During plan implementation the staff committee would meet periodically to review ongoing projects, coordinate new activities and discuss the progress of the total package of improvements.

Based upon the plan recommendations, the committee could include representatives of the Human Services, Planning, Police, Transportation, Cultural and Recreational Services, Parks and General Services, and Public Works Department. This coordination could be accomplished in conjunction with the overall efforts of a community Development Corporation.

4.3 Commercial Development and Redevelopment

4.3.1 Technical Assistance

Continue to provide technical and financial assistance to neighborhood entrepreneurs and small businesses interested in locating in the Barelás neighborhood.

The Big E Program is working with very small businesses and individuals who wish to set up small businesses to provide training and to assist entrepreneurs in finding appropriate financing. This program includes contacts with non-traditional lenders such as the New Mexico Community Development Loan Fund, WESSTCorp, and others which better serve very small businesses.

The City should continue to target small business development with its comprehensive loan programs. Such programs supplement other sources of financing for very small, high risk businesses that may not qualify for conventional loans. A small business development program emphasizes

the establishment and growth of small businesses, while recognizing that their immediate job creation potential might be small. Over time, healthy small businesses would contribute to the health of the entire commercial area.

4.3.1.1 Community Development Corporation

Establish a Community Development Corporation to set funding priorities; carry out implementation activities, such as implementation of Design Guidelines, public education, and project monitoring; and seek additional funding for the area.

South Fourth Street Business owners should initiate contact with the representatives of major financial institutions who are involved in promoting services pursuant to the Community Reinvestment Act to ensure that Barelás Area firms are considered a pilot area if a private CDC is formed.

4.3.1.2 Small Business Education

Educate area business owners on financial assistance programs available to them. This education process would include assistance with business planning and completing loan application paperwork. Programs such as Big E are an example of combining business education with financial assistance.

4.3.1.3 Succession of Small Businesses to New Owners

Develop a plan for the succession of established businesses to new owners when the current owner retires. Several area business owners are close to retirement. Unless a family member or relative takes over the business, these successful businesses may close. The City could assist business owners in marketing their businesses to potential purchasers. Albuquerque Development Capital, which already provides some business counseling services, could expand its services to include assistance with succession planning.

4.3.1.4 Joint Marketing Program

Develop a joint marketing program for businesses in the Barelás area. Any concerted effort to bring new retail and service business to south Fourth Street will require a strong marketing program to convey the area's identity and unique attributes to the general Albuquerque area population and visitors.

Downtown workers are included in the Barelás primary trade area. Barelás area merchants can benefit from the commercial revitalization efforts on Central Avenue. Participation with Central Avenue merchants in special events and joint marketing with Downtown businesses are examples of how Barelás can link itself economically with Downtown.

An emphasis on ethnic products and services along south Fourth Street would complement Central

Avenue retail and service businesses. This approach would expand and diversify the arts/entertainment focus of Downtown.

4.3.2 Financial Assistance

4.3.2.1 Conventional Commercial Lending

Work with local financial institutions to promote conventional commercial lending to businesses along south Fourth Street as part of their obligations under the Community Reinvestment Act. It will be important for Barelás residents and area businesses to actively solicit financial services for revitalization projects.

4.3.2.2 Property Improvement Grants and Loans

Provide facade renovation and site landscaping grants and loans for existing businesses in conjunction with new business development and business expansion.

4.3.2.3 Financial Incentives for Small Business

Provide interest subsidies or other financial incentives to small businesses seeking to locate in Barelás. Current loan programs target high risk borrowers, but application procedures and financial terms are very similar to conventional loans. It is appropriate to use public funds to provide financial assistance to start-up businesses through

reducing the cost of financing to below market rates.

4.3.3 Business Recruitment

4.3.3.1 Retail Outlets for Area Manufacturers

Encourage the food processing plants and other appropriate businesses in the South Barelás Industrial Park to locate retail outlets in storefronts on south Fourth Street.

4.3.3.2 New Businesses and Expansion of Existing Businesses in South Barelás Industrial Park

The industrial businesses in the South Industrial Park benefit the Barelás economy by providing jobs for Barelás residents and customers for businesses along south Fourth Street. The City should continue its efforts to attract firms to the industrial park.

4.3.3.3 Local Entrepreneurs

The City, through ADC, and Barelás Neighborhood Associations should encourage local entrepreneurs to participate in the Big E program.

4.3.3.4 Spin-Off Businesses from Quality of Life Projects

Encourage businesses related to the Zoo and Biological Park to locate along south Fourth Street. These could include tourist related businesses.

4.4 Neighborhood Stability

4.4.1 Housing

Improve neighborhood housing opportunities through rehabilitation of existing housing and residential infill. The population of the Barelás neighborhood has declined for the past two decades. The erosion of the local consumer base has had a severe impact on the ability of small retail and service businesses to survive. Enhancing the housing in the area is one way to stabilize and increase the local population base.

4.4.2 Buffering from Downtown/Zoo Area Impacts

Protect residential areas from negative impacts associated with proximity to Downtown and other nearby activity centers, such as the zoo and proposed quality of life projects.

4.4.3 Neighborhood Traditions

Encourage and enhance the neighborhood traditions, such as the annual Las Posadas which have enriched the lives of Barelás residents for decades. Such traditions help to define the area as a special place within greater Albuquerque.

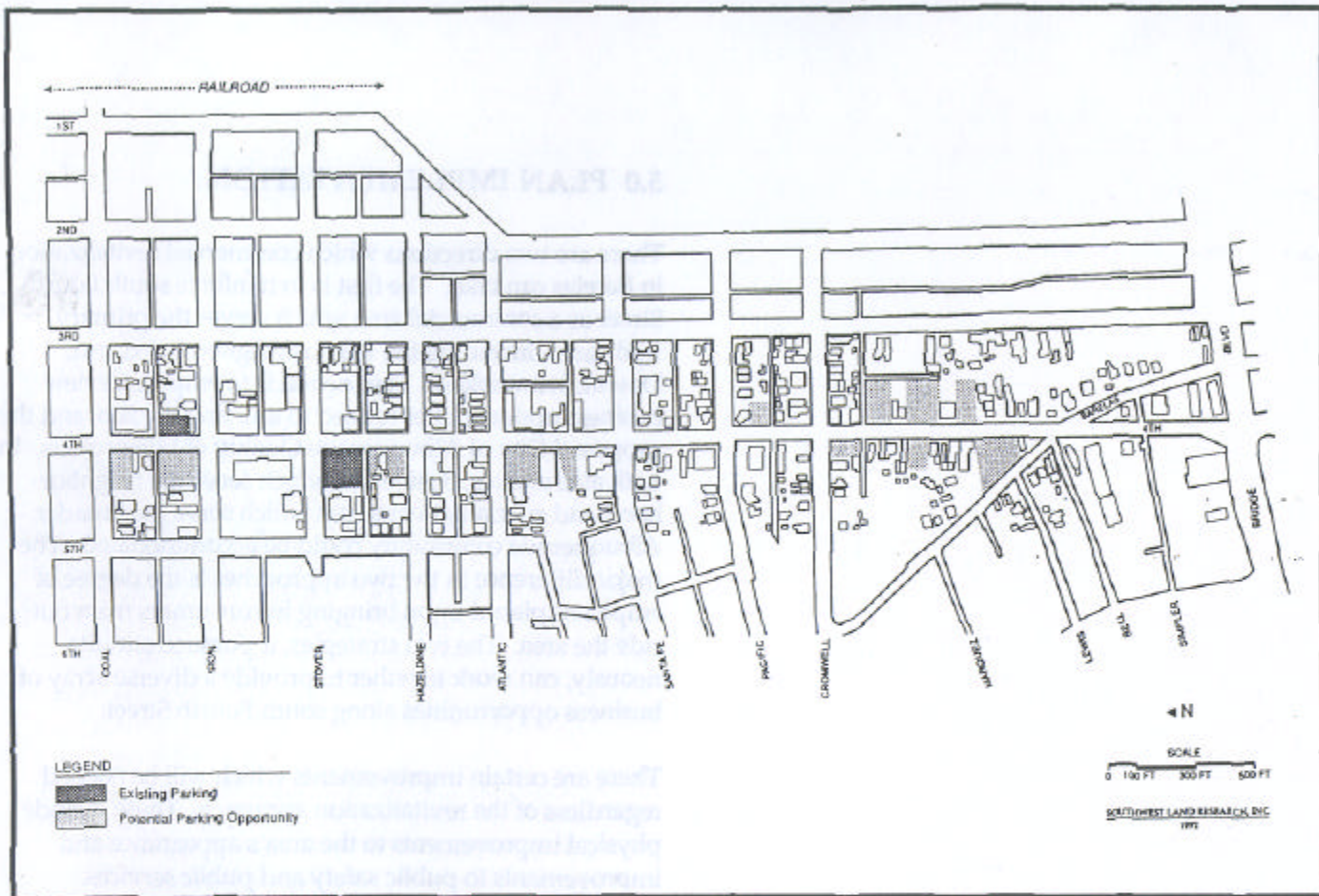


Figure 6. Potential Parking Opportunities

5.0 PLAN IMPLEMENTATION

There are two directions which commercial revitalization in Baretas can take. The first is to reinforce south Fourth Street as a commercial area which serves the primary trade area, including the Baretas neighborhood and Downtown workers. The second is to emphasize new business opportunities related to tourism, the zoo, and the proposed City of Albuquerque Quality of Life projects. In both alternatives, businesses which serve the neighborhood and specialty businesses which serve the broader Albuquerque community could be accommodated. The major difference in the two approaches is the degree of emphasis placed upon bringing in consumers from outside the area. The two strategies, if pursued simultaneously, can work together to provide a diverse array of business opportunities along south Fourth Street.

There are certain improvements which will be needed regardless of the revitalization approach. These include physical improvements to the area's appearance and improvements to public safety and public services. Projects and programs intended to improve the neighborhood's overall image should be the first phase of the revitalization program. These projects and programs are visible proof of the City's commitment to Baretas.

Enforcement of city codes should be coordinated with funding, including grants and loans, for rehabilitation of

buildings, site improvements and facade improvements. Code enforcement and private property improvements are the second phase of plan implementation.

Financial assistance to businesses should be available throughout plan implementation. Most programs are in place. One recommended addition to the present menu of business loans and management assistance is a high risk loan program for very small businesses. This will supplement the CEDLP and Big E Programs by providing financing for sole proprietorships and businesses with fewer than five employees. A phasing schedule and projects list is contained in Table 7.

Several potential funding options are available, including CIP funds, UDAG, CDBG, Urban Enhancement funds, and implementation through ongoing City services. The specific program of improvements linked to the City's CIP are included in the Barelas Sector Development Plan.

REVITALIZATION PLAN IMPLEMENTATION SCHEDULE

PROJECT	IMPLEMENTATION	DESCRIPTION
Increased police visibility	Short Term	Increased police visibility; APD anticipates deployment of bicycle police patrols in Barelás.
Improve day services to the homeless	Short Term	Provide day services to keep homeless off the streets during the day. Implement Barelás Sector Development Plan recommendations for the City Community Services Department to improve services for the homeless.
Gateway Park	Short Term	Construct gateway park on Fourth Street; provide an enhanced bus stop within the vicinity of Gateway Park.
Streetscape improvements/landscaping	Short Term	Design and construction of landscaping improvements, including upgrade of paving materials and installation of street planters.
Street lighting	Short Term	Install thematic pedestrian scale street lights
Signage	Short Term	Design/install new signage consistent with the Barelás Design Guidelines
Implement Design Guidelines	Short Term	Provide facade renovation loans and grants and tie public business development assistance to compliance with design guidelines.
Zoning enforcement	Short Term	Enforce existing codes; supplement with renovation loans and grants
Zoning compliance loans and grants	Short Term	Provide grants for businesses to meet code requirements. Hardship cases only.
Establish self insurance fund	Long Term	Encourage local businesses to contribute to self-insurance fund to help defray cost of repairs of store vandalism
Facade renovation loans	Long Term	Make renovation loans available for facade improvements consistent with design guidelines
Transportation improvements transit	Long Term	Implement the recommendations of the Barelás Sector Development Plan 1. Divert traffic from Eighth Street to south Fourth Street 2. Improve services on Fourth 3. Explore the potential for a trolley system in conjunction with other Downtown and Zoo transportation projects 4. Construct pedestrian improvements as part of Fourth Street landscaping improvements and study the development of pedestrian improvements to better integrate the neighborhood, Zoo and Biological Park projects with Fourth Street. 4. Conduct a parking study for Fourth Street if on-street parking is to be eliminated and investigate the potential for municipal parking lots to serve new commercial development.

Part II:

Design Guidelines

The heritage of Barelás is unique. It can make a contribution to Albuquerque and the region that is different from any other part of Albuquerque. This section will develop design guidelines that will further define the character of the area. The character of the area is the relationship between the place and the observer, in this case, whether motorist or pedestrian. The character of an area is developed in the mind of the observer by their interaction with the objects of the landscape: the building forms, the feel of the pedestrian spaces, street furniture, trees, open space, and building masses.

The design guidelines are also intended to show re-investment in Barelás as a means to stabilize the community and re-vitalize the commercial sector. The Barelás design guidelines are concerned with developing a unique "sense of place", with a well defined district character. A well defined character in terms of physical appearance and market niche, will allow Barelás to better target desirable business that will be an asset to other business on 4th street and to the community as a whole.

The goal of establishing design guidelines is to help Barelás achieve a unified image, greater in impact and higher in quality than would be achieved by a collection of individual competing projects. In general, design guidelines are regarded like a bitter pill, but the present disconnected image of Barelás is hampering rather than enhancing business. The design guidelines are intended as a general guide, within this guide we have allowed a great deal of individualism. The principles in general speak to a creating a safe, attractive, and human scale environment that is inviting to the business patron. Sidewalk populations create interest, commerce, and safety. These guidelines will augment the character created by public investment in the upcoming streetscape projects.

The basic goals of the Barelás 4th Street Design Guidelines is to promote the development of the district in keeping with its historical character. Building design that is "easy to read" in terms of the activities they house are desirable, especially those that temper the character in favor of the pedestrian. These guidelines seek to maximize the potential for window shopping and pedestrian strolls by eliminating blank walls, vacant land, and untreated parking areas.

The guidelines are presented in a simple format, they are grouped according to subject: i.e. commercial buildings, housing, plazuelas, parking, signs, and streetscape elements. A general statement of intent is presented for each category, then a series of guidelines that address the goal. The guidelines generally address environment and relationships and how to create a setting that supports the principle. The guidelines recognize that there are many ways to meet the principle. This is why the guidelines are preceded by a statement of intent for each set of guidelines. If the design guidelines do not address the specifics of a particular design issue, the statement of intent will guide the practitioner in the guideline implementation. The general nature of the guidelines allows for a diversity of imaginative solutions that accomplish the intent in creating a unique district character. Finally, these guidelines are intended as transitional, designed to guide the re-development through its early stages. As the areas begins to make significant progress, these guidelines should be updated to better address the specific issues of the new developments.

The goal of the Barelás Design Guidelines is to:

- create an image that is consistent with the historical heritage of the area
- create a continuity of pedestrian experience in this community commercial environment
- encourage small scale development consistent with the character and parcel platting of the area
- encourage landscaping to enliven pedestrian paths and compliment the unhurried character of the area
- encourage new infill development that will generate new interest in the area and re-populate existing commercial structures
- encourage a variety of architectural styles related to the railroad and pioneering heritage of the community

1.0 Buildings:

1.1 Compatibility and Continuity of Neighborhood Commercial and Residential Uses.

Intent:

To encourage 4th Street to become a place of concentrated pedestrian activity. High pedestrian activity will mean an enhanced feeling of pedestrian safety, a lower potential for building vandalism, and a more appealing retail environment. If 4th Street is to have life, then the buildings must be oriented to the pedestrian. Low scale buildings with open fronts and a concentration of neighborhood related services and retailing are desired.

Guidelines:

1.1.1 When planning new buildings or redevelopment projects, develop the ground floor with a minimum of 50% of the area devoted to retail or neighborhood commercial space. Manufacturing, storage, and repairs without a 75% floor area retail component shall not be allowed.

1.1.2 Develop the front of the building and facade to provide visual interest to the pedestrian. This means outdoor dining, display windows, or service oriented facilities that can be viewed through non-barred open storefront glazing. If the enterprise or the structures restricts open storefront glazing, treat blank walls with decorative finishes, sculpture, or plant material.

1.1.3 All shops and services shall have direct sidewalk access, accessible to the handicapped, in keeping with the roadside style of 1950's (Route 66 and US-85), general buildings. There shall be no minimum setback for commercial structures with neighborhood commercial activities occupying a minimum of 75% of the first floor area.

1.1.4 When a lot is developed as a residential unit, set the structure back a minimum of 10' from the property line. The maximum height of walls in the 10' setback shall be 24", the setback shall be landscaped with living organic material. All parking areas shall be located in the rear of the structure.

1.2 Storefront Design

Intent:

To remove the existing barred and heavy gridded window treatment. To encourage legible storefront design that returns to the vigor and richness of its original design. To create storefronts that are tasteful and pedestrian friendly, providing a continuous shopping experience along the street. To provide a feeling of safety and security for property owners and pedestrians using the street.

Guidelines:

1.2.1 Provide a minimum of 25% of the entire storefront area of commercial structures as clear glazing. Provide good visibility into storefront windows. Glazing and doors shall not be covered with bars or mesh on the interior or exterior of the glazing.

1.2.2 Provide a minimum of 15% of the entire street facade walls of residential structures as clear glazed openings. Glazing shall not be covered on the interior or exterior with bars or mesh.

1.2.3 It is desirable in plan, that all commercial structures generally align to form a continuous facade. This produces a comfortable feeling for the pedestrian, and a continuous shopping experience that encourages the pedestrian to continue along the commercial nodes.

1.2.4 Use cantilevered canopies or building mounted canopies to provide shade and reduce glare on window openings. *Units may be retractable.*

1.2.5 If the structure is to be set back from the sidewalk line, use a different paving material, planters, or portal to define the edge of the sidewalk.

1.2.6 Give special attention to corner lots. Corner lots are defined to have fronts on both streets they abut. All provisions relating to the front facade apply on both street faces of corner lots.

1.3 Sidewalk Cafes

Intent:

Sidewalk Cafes promote feelings of a hospitable environment, people watching, newspaper and coffee relaxation. Sidewalk dining promotes every positive aspect of the district and is highly encouraged. Storefronts that are openable in good weather that promote any retail activity are also encouraged.

Guidelines:

1.3.1 Open air sidewalk cafes shall be permanently un-enclosed, even though they may have a fabric or solid roof. This partial enclosure shall not be later used as the justification to enclose with walls an area that is technically roofed.

1.3.2 Paving of sidewalk cafes shall be brick, flagstone, saltio, or other non-sidewalk material. Colored pavers, or colored stamped concrete is also appropriate.

1.3.3 A clear sidewalk path of 5' shall be maintained.

1.3.4 Permanent cooking equipment and service stations shall not be allowed in outdoor areas.

1.3.5 A wall hydrant or other provisions shall be installed to maintain the cleanliness and washdown capabilities of the area.

1.3.6 Eating areas should be easy to maintain, well lighted, and well defined. Open railings to define the area are suggested. Potted flowering plants in containers on the railings are encouraged.

1.4 Accessibility and the
Americans with
Disabilities Act

Intent:

To encourage the commercial revitalization of 4th Street to develop the entire district as fully accessible. A number of the existing buildings in Barelmas are not accessible. Often the floor level of buildings abutting the public sidewalk are raised above the sidewalk level. While it will not be possible in every case to correct existing barriers, all new and major renovations shall adhere to ANSI accessibility guidelines.

The guiding principle of this guideline is that facilities shall be designed so that handicapped individuals can use the same facilities as the general public. Handicapped individuals shall not be required to use separate routes or facilities.

Guidelines:

1.4.1 The primary entrance to the building shall be the accessible route for the handicapped.

1.4.2 If the parking is located in the rear of a facility with a secondary entrance from the rear, both entrances shall be handicapped accessible.

1.4.3 Building projections that do not extend to the ground shall not protrude into a pedestrian area by more than 4" to project the blind from unexpected impacts.

1.4.4 All latched doors on the accessible route shall be equipped with a lever hardware or other handicapped device.

1.5 Street Wall Improvements

Intent:

To enliven the sidewalk and promote redevelopment of the 4th Street commercial area by removing permanently boarded up windows, and dull alienating, blank walls. This is critically important to the revitalization effort, and is seen as the first step in returning the former vitality of the area.

Guidelines:

1.5.1 Boarding or grillage on windows and openings shall not be allowed as a permanent installation. Boarding and security grillage shall be allowed if an active construction or renovation permit is actively pursued.

1.5.2 Retractable or permanent grillage of any kind shall not be allowed.

1.5.3 Barbed wire, concertino wire, or similar devices shall not be allowed to remain on buildings not under construction or active renovation. Such devices are not allowed as permanent fixtures along the top of buildings visible from any street or public area.

1.5.3 Chain link fencing along the 4th Street frontage or corner lots shall not be allowed, except for areas under active construction or renovation.

1.5.4 All glazing on the street frontage shall be clear. Painted glazing shall not be allowed to remain.

1.5.5 Any blank wall more than 50 feet in length shall be opened with glazing or covered with greenery within two years.

1.5.6 All glazing installed to meet the new design guideline criteria shall be defined as having a minimum width of two feet.

15.7 All exterior doors on the street frontage should be at least 30% transparent.

1.6 Fourth Street Building Materials, Colors, and Textures.

Intent:

To recreate the unique character of the Barelás historical heritage by using materials, textures, patterns, and colors similar to those that originally inspired the area. Much of the Architecture of Barelás was inspired by the buildings of the Santa Fe Railroad structures and the Alvarado Hotel. Architectural forms, color, and textures that reflect this tradition are encouraged. Any housing style found existing along 4th Street is appropriate for new residential construction.

Guidelines:

1.6.1 Use materials and building forms that are supportive of the historical heritage of the area. Enhance the district with the use of colors and textures that reinforce the earlier railroad era buildings.

1.6.2 Use patterns that give scale to the desired pedestrian environment.

1.6.3 Use building forms that are sympathetic to any adjacent residential uses. Commercial lighting shall be shielded from spilling onto adjacent residential uses.

1.6.4 Treat all visible facades of a building equally in terms of materials, color, and design details. Designs shall turn the corner onto all visible side elevations.

1.6.5 Existing false front architecture shall not be rebuilt if it is damaged or deteriorates.

1.6.6 Use architectural features that support the district and tie it together as an identifiable area.

1.7 Building Height on the 4th Street
Frontage

Intent:

To preserve the historic small scale structures, and keep the pedestrian experience related to human scale.

Guidelines:

1.7.1 Limit the height of commercial buildings on the sidewalk to a maximum height of 26 feet. A structure taller than 26' shall step the portion above 26 feet back within a 45 degree angle from the permitted height.

1.7.2 Residential units meeting the 10' setback requirement shall not be limited in height, except as required by other applicable zoning requirements.

2.0 Parking

2.1 Parking

Intent:

To provide convenient and safe parking in support of 4th Street commercial structures. To provide the needed parking in a manner that does not detract from the renovations of the district. To provide for a continuous shopping experience, where possible, and maintain an interesting and lively streetscape. To shield new and existing residential properties from any harmful effects of adjacent parking areas.

Guidelines:

2.1.1 Parking lots shall not be placed at the sidewalk edge where alternatives exist, because it breaks the continuity of the retail window shopping experience.

2.1.2 Parking should be placed behind the facility when possible. This will keep the facade line constant along the street.

2.1.3 Place parking on existing residential structures behind the structure when possible. New residential units shall be designed with the parking in the rear of the structure, unless the width of the lot does not permit compliance.

2.1.4 When the parking lot is to be constructed on the side of a structure with full street or corner street frontage, the parking shall be screened with both a low solid masonry wall of 30" and wrought iron fencing above the wall. The fencing shall have a maximum height of 6 feet, and an opaque factor of 30-50%.

2.1.5 The number of curb cuts should be minimized, and located on side streets where possible to avoid conflicts with pedestrians.

2.1.6 A minimum 5' landscape buffer shall be maintained on the 4th Street frontage and 3 feet on side street frontage in front of the screening described in item 2.1.4. The landscaping shall be maintained to prevent a screening factor of more than 50% which would create an unsafe feeling in the parking area.

3.0 Plazuelas

3.1 Plazas and Plazuelas

Intent:

To provide open space as relief and comfort for the streetscape. As a pedestrian amenity, they should be designed to easily accessible, usable (shading) for a majority of the year, and safe and well lighted.

Guidelines:

3.1.1 Plazuelas are minor plazas, appropriate to the limited available lot sizes in Barelas. Plazuelas should connect directly to other activities such as outdoor cafes, restaurants, and shop entrances.

3.1.2 Plazuelas should be arranged to create a view, screen an objectionable view, and take advantage of summer shade and winter sunshine.

3.1.3 Plazuelas should be designed without blind corners, or permanent fixtures that will hold water or debris. Planter walls are encouraged for seating.

3.1.4 Plazuelas shall include a water hydrant and other facilities as necessary to permit periodic cleaning.

3.1.5 Plazuelas shall not be totally concealed when they abut public streets.

3.1.6 Plazuelas shall include landscaping to humanize and soften hard materials. Hanging planters, potted plants, and planting beds shall occupy a minimum of 150 square feet of every 1000 square feet of plaza area. Plazuelas with less area shall have not less than 100 square feet of planting area.

3.1.7 Plazuelas shall include not less than one 4" caliper tree per 1000 sq. ft., or less of plaza area. The tree shall be an ornamental, shade, deciduous variety.

3.1.8 Plazuelas shall be paved with a decorative pattern, clay brick, grass, or natural flagstone.

4.0 Streetscape Furnishings

4.1 Public Telephone Facilities

Intent:

To provide convenient access to telephones.

Guidelines:

4.1.1 Public telephone facilities shall be provided adjacent to bus shelters and other public gathering places.

4.1.2 Telephone facilities shall be located in plainly visible locations, promoting safe and convenient use by the public.

4.1.3 Telephone booths shall be the approved district phone booth, consistent with other streetscape furnishings.

4.2 Benches

Intent:

To provide places of rest and gathering. To provide amenities for the enjoyment of the pedestrian wishing to stroll and relax in the area. Care should be taken to discourage loitering by locating these facilities in plain, un-obstructed view from the street.

Guidelines:

4.2.1 Street benches should be located at bus stops and other areas of concentrated pedestrian activity.

4.2.2 Locate benches so they do not obstruct the sidewalk, or other pedestrian areas.

4.2.3 Provide decorative paving around bench areas, that will distinguish between the sidewalk and seating areas.

4.2.4 All benches shall be the district approved bench, compatible with the district streetscape furniture design.

4.3 Litter Receptacles

Intent:

To insure there is enough easily accessible litter receptacles keep the area clean. Generally, people are good about placing refuse in a container if the container is convenient, and there is room in the container to accept the items. Insuring a plentiful supply of receptacles will keep the District litter free, and esthetically pleasing.

Guidelines:

- 4.3.1 Provide a minimum of one container for each 750 square feet, or fraction thereof, of plazuela area.
- 4.3.2 Outdoor Cafes and other outdoor dining shall provide receptacles at the rate of one for every 400 sq. ft. of outdoor dining area.
- 4.3.3 Each food vending cart shall be accompanied by a portable receptacle, the maintenance and off district dumping the responsibility of the vendor.
- 4.3.4 Any bench area with seating for more than six people shall have a litter receptacle.
- 4.3.4 All permanent litter receptacles visible from the street shall be the approved District container, compatible with the streetscape design.

4.4 Bicycle Parking

Intent:

To provide for and encourage the use of bicycles in the district. To encourage the patronage of bikers expected to increase as the quality of life projects and the Rio Grande river frontage is opened to recreational uses. To encourage bicycle use for the neighborhood and planned urban trails connecting Barelás to the outside communities.

Guidelines:

- 4.4.1 Provide a minimum of one bicycle rack at each automobile parking lot.
- 4.4.2 Provide a minimum of one bicycle rack for each node of commercial activity.
- 4.4.3 Provide a minimum of one bicycle rack for each outdoor cafe, newsstand, or place of public gathering.
- 4.4.4 Provide the district approved bicycle rack.

4.5 4th Street District Pedestrian Lighting

Intent:

To provide for the safety of all during hours of darkness. To increase the potential of plazuela and street usage after darkness. To protect people and property from harm. To illuminate pedestrian paths, especially where limited visibility would create a hazard of any kind.

Guidelines:

4.5.1 A lighting intensity of not less than 2 horizontal foot candles during hours of darkness will provide adequate illumination without creating glare visible in adjoining residential properties.

4.5.2 Pedestrian lighting shall be the district approved lighting standard and fixture, and of a type approved by the City of Albuquerque Public Works Department.

4.5.3 Plazuela lighting, visible from the street, may be any compatible fixture, pole or wall mounted.

4.6 Vending Machines and Newspaper Dispensers

Intent:

To prevent indiscriminate placement of newspaper dispensers and other vending machines that would distract from the unified image of the Barelás district. Newspaper dispensers are necessary to make the streetscape serve the public, they must be integrated into the district design scheme.

Guidelines:

4.6.1 Place newspaper dispensers as close as possible to pedestrian nodes of activity.

4.6.2 Maintain clear sight triangles, do not place where they would potentially obstruct the motorists view of pedestrians wishing to cross the street.

4.6.3 Where a number of dispensers are needed, they shall be stacked in banks in district approved dispensers. And located so as not to obstruct pedestrian movement.

4.6.4 Where possible, integrate the newspaper dispensers into the design of buildings and planters.

4.6.5 All other dispensers and vending machines shall not be placed in any street visible area in the district. Dispensers chained to benches, light and power poles, etc., are specifically prohibited in the district.

5.0 Signs

5.1 Business Signs

Intent:

The purpose of business signs is to identify the location and presence of a building, to promote the availability of a particular service, and to attract and inform potential customers of a business activity.

To attain the goals of signage in Barelás, the building and sign must work together. Most existing buildings have ample area for signage. New buildings should be designed to integrate the signage with the design of the building.

All signage should first meet existing City of Albuquerque ordinances, and then the more restrictive and district related criteria of these design guidelines.

Guidelines:

5.1.1 Signs on commercial buildings should fit within the features of the existing facade.

5.1.2 Consider the designs of new buildings with built in signage area.

5.1.3 Use sign materials, shapes, colors, etc., that will complement the design elements of the building.

5.1.4 Signage shall not be positioned on new or existing buildings that would obscure interesting architectural detail.

5.1.5 Signage shall reflect the period architecture of existing buildings in the district.

5.1.6 All signage in the district shall be professionally painted. Crude hand painted signs by non-craftsmen detract from the redevelopment character of Barelás.

5.1.7 Signs in windows should not block views into or from the store to the sidewalk.

5.1.8 Billboard signs for hire shall not be permitted within the district.

5.1.9 Lighted signs shall not overpower the street lighting or other signs on the street. Power to lighted signs shall be provided by a concealed source. Exposed wires, and exposed conduit shall not be permitted.

6.0 Removing Existing Detriments

6.1 Items counterproductive to Commercial Revitalization

Intent:

This section deals with practices that have developed over time that are counterproductive to the revitalization effort. These guidelines recognize that many practices have developed because of the need for economy. Some practices violate existing zoning ordinances which have not been enforced.

Guidelines:

6.1.1 All new buildings, and major renovation projects in the district shall be served by underground power feeds. Power shall be fed down the pole and carried underground to the main disconnect panels. Disconnect panels shall be placed in non-visible areas or in a screening enclosure.

6.1.2 Murals and other Art work in the district shall be approved by the District Design Review Committee, (the district design review committee shall be a three person committee appointed by the neighborhood association board). No mural or art work shall be placed prior to approval by this committee.

6.1.3 The existing billboards in the district are a particular hardship on Barelans, as it enters the process of revitalization. All existing billboards should be removed.

6.1.4 Trash dumpsters shall be screened. No dumpster shall be visible from any street frontage.

6.1.5 Graffiti allowed to remain detracts greatly from the character of the district. Graffiti shall be removed as soon as practical, but in no case shall be allowed to remain for more than 30 days.

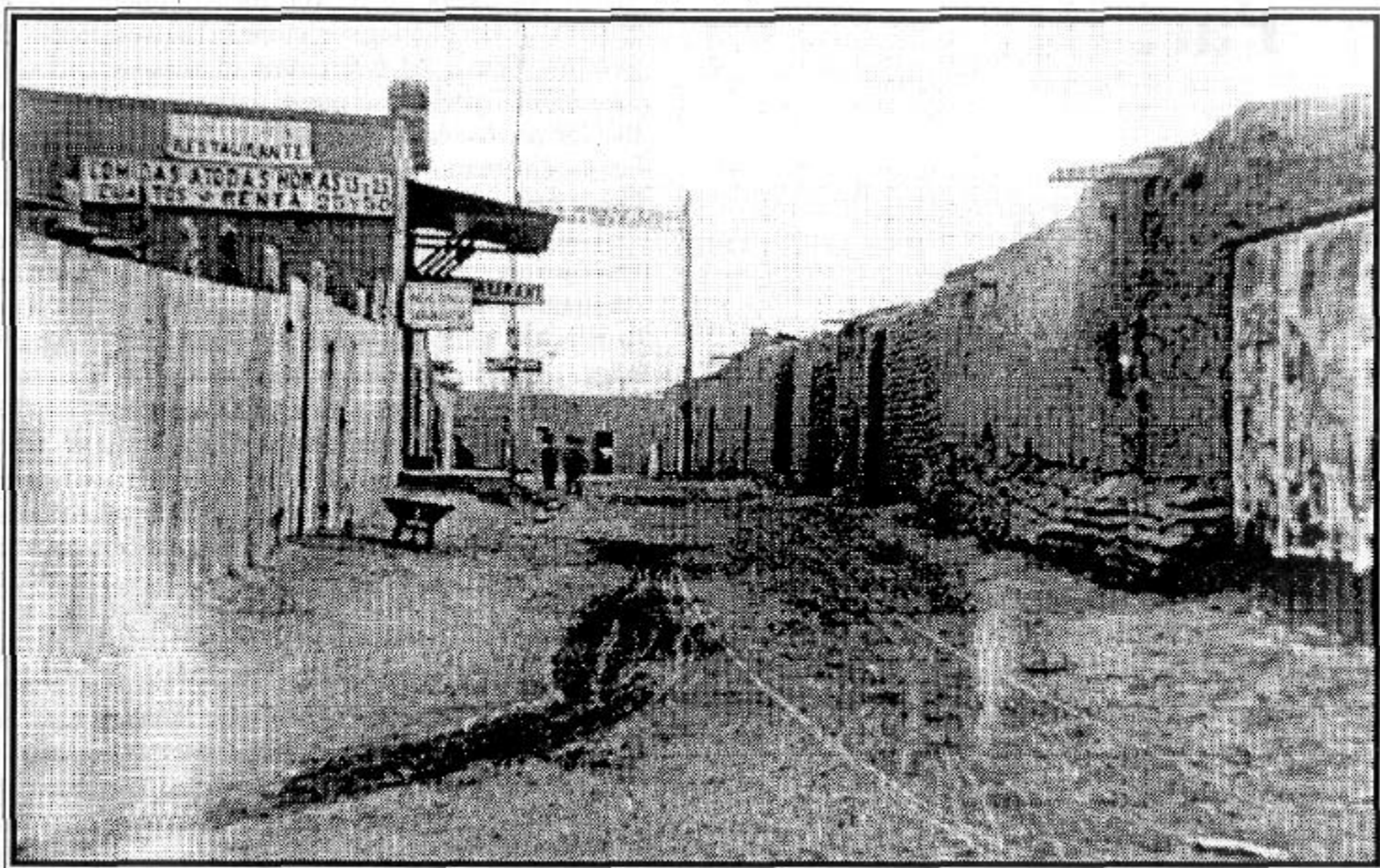
Part III:

Historic Overview of Barelas

Nobody remembers why, or who named it. Most people don't know where it is. Fewer know it's role in forming Albuquerque. Yet Barelas was one of Albuquerque's first communities, home to many of the pioneers who fueled Albuquerque's early growth. Originating sometime in the mid-1600's Barelas grew and flourished, (with some adjusting setbacks,) until the 1960's. Barelas was one of the major building blocks that formed the early Albuquerque urban core. At its height, an electric trolley connected Barelas with the Downtown core and South to the Sawmill Neighborhood. The historical significance of Barelas and other early communities are the heritage this study hopes to revive. Understanding past events and the forces that shaped Barelas are central to prescribing a solution to mend this fragile urban fabric. In the past, Barelas has successfully weathered new ages and adopted new economies. The following historical perspective will shed light on the rise and fall of the various Barelas economies; how it recovered and converted it's economy when external forces changed; and what if any application these lessons have for the future.

For purposes of discussion, the development of Barelas has spanned four ages, each age is characterized by a new economic base. The analysis that follows examines each age for common threads. This historical perspective seeks to devise a revitalization strategy based on the inherent characteristics of the Barelas area, people, and culture. As the local economy shifted from agrarian out-fitting center to industrial rail-center, the geographic position of Barelas repeatedly supported it's economic metamorphose. Barelas has responded in kind to the challenges of each age, the present recovery has stalled, but the opportunities remain.

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Old Town at the time of Early Barelás

The First Age of Barelas:

1660-1880

According to Spanish government documents, the first record of Barelas dates to 1662 when Governor Penalosa visited the area. Prior to the treaty of Guadalupe-Hidalgo, Barelas and New Mexico were territories of Mexico. Barelas was one of many communities established along the Camino Real (roadway) stretching from Mexico City to La Villa Real de San Francisco de Assisi de la Santa Fe, (present day Santa Fe). All trade in the territory occurred along the North-South Camino Real that connected Mexico City with the provincial capital of Santa Fe.

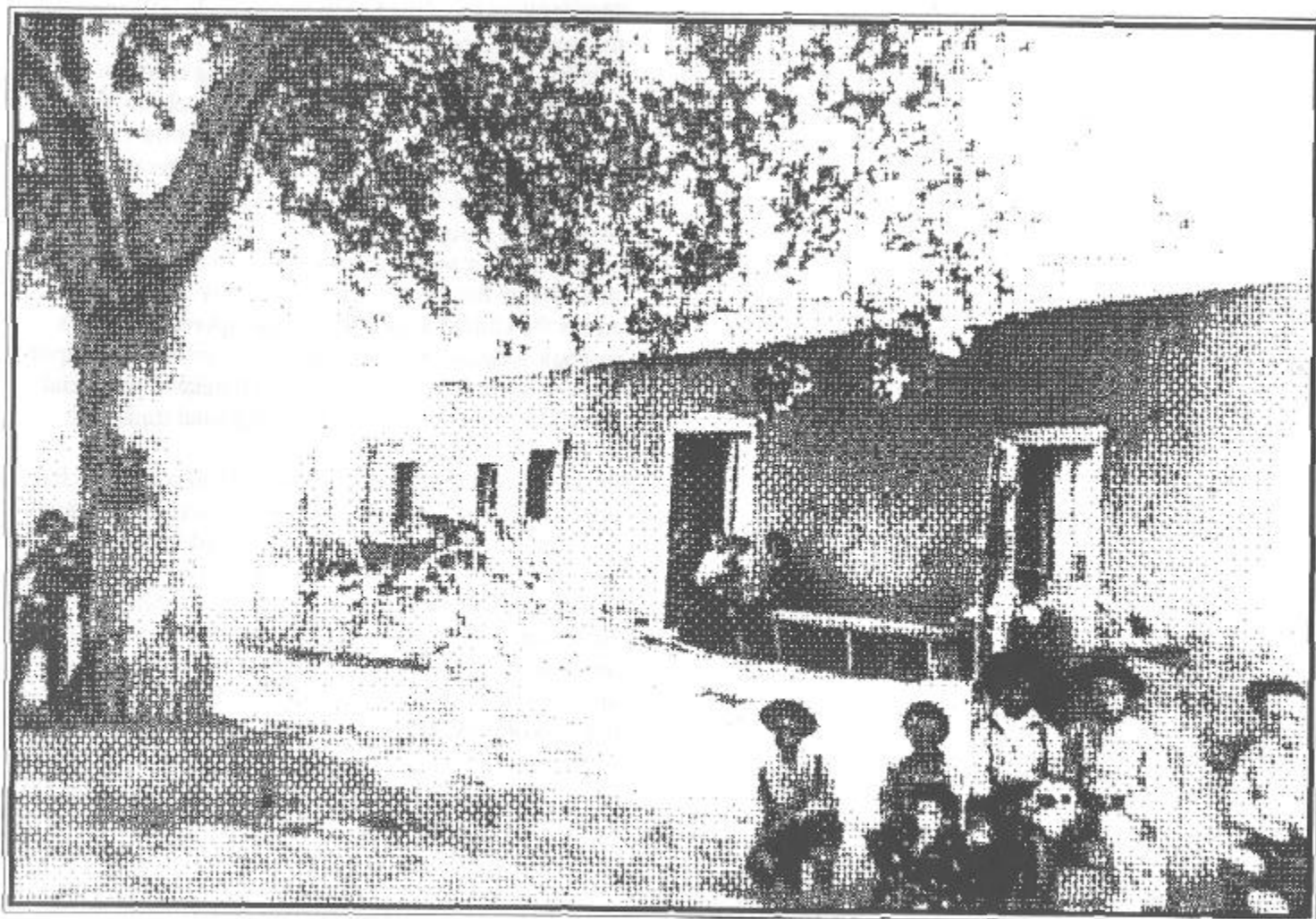
Barelas enjoyed a strategic advantage over other settlements that dotted the Rio Grande Valley because it was located at a natural river ford crossing. Like other crossroads settlements, geography was a contributing factor to its early prosperity as a service and trading node. Barelas was born because of its position along the Camino Real, its location at a natural river ford crossing, and because a direct path to Old Town proceeded from the river crossing near Barelas.

As the transition began from a territory of Mexico to a territory of the United States, Barelas prospered again from a second trade route. The Santa Fe trail had opened the region to Eastern merchant traders. The traders found a lucrative market in Santa Fe and the flow of goods increased steadily. Soon the Santa Fe market was flooded, and enterprising merchants were forced to look beyond Santa Fe to the South. Lucrative southern trade markets again extended the Santa Fe trail South past Barelas along the Camino Real deep into Mexico. Again the position of Barelas at the crossroads and river crossing meant a renewed flow of goods, enhancing its service and trade economy.

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Wagons loaded with Wool

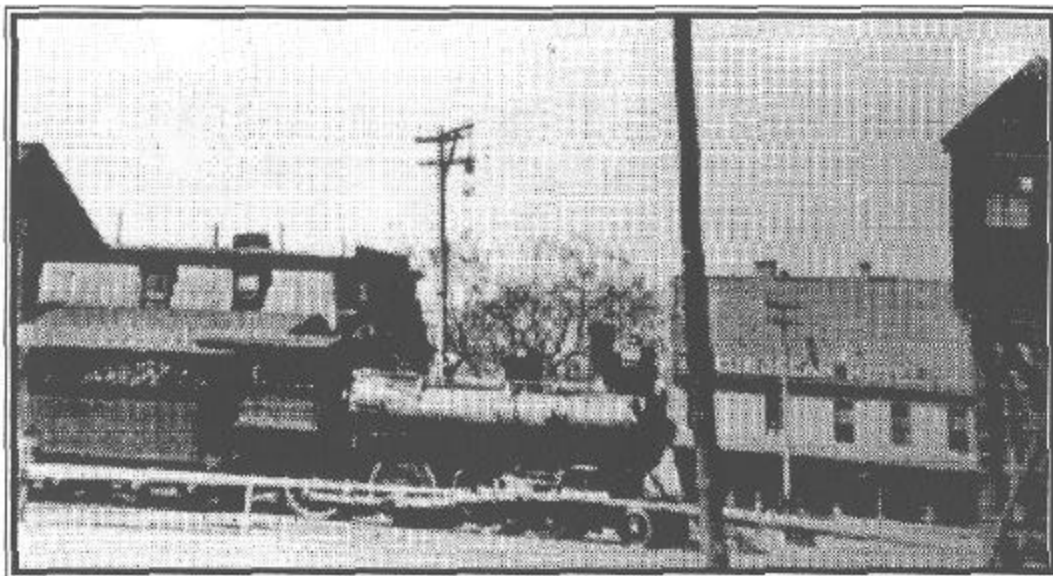


First Barelas School House

The significance of the North-South trade route parallels the early history of Barelás. From its inception, Barelás benefited from the Camino Real because of its strategic location at the only natural ford crossing of the Rio Grande, at that time. Thus, Barelás was at the crossroads of the communities to the North and its direct path the La Plaza Vieja (Old Town), the original settlement in the region. The early river ford crossing and the first and only bridge for some time, occurred in the vicinity of the present day Barelás Bridge. Like many communities across the United States, Barelás prospered due to its strategic location at an important crossroad. It is important to note that from its inception Barelás commercial enterprises have been based on a regional trade area.

In summary, the first age of Barelás is an economy characterized by regional trade and services, due to its strategic location at the natural river ford, and its direct path to Old Town. Present day Barelás Road cuts diagonally across the modern Albuquerque grid, following the ox path from the river crossing at Barelás to Old Town. This serves as a reminder that linkages to other communities and trade areas have been at the heart of the Barelás micro-economy, a clue to its present revitalization.

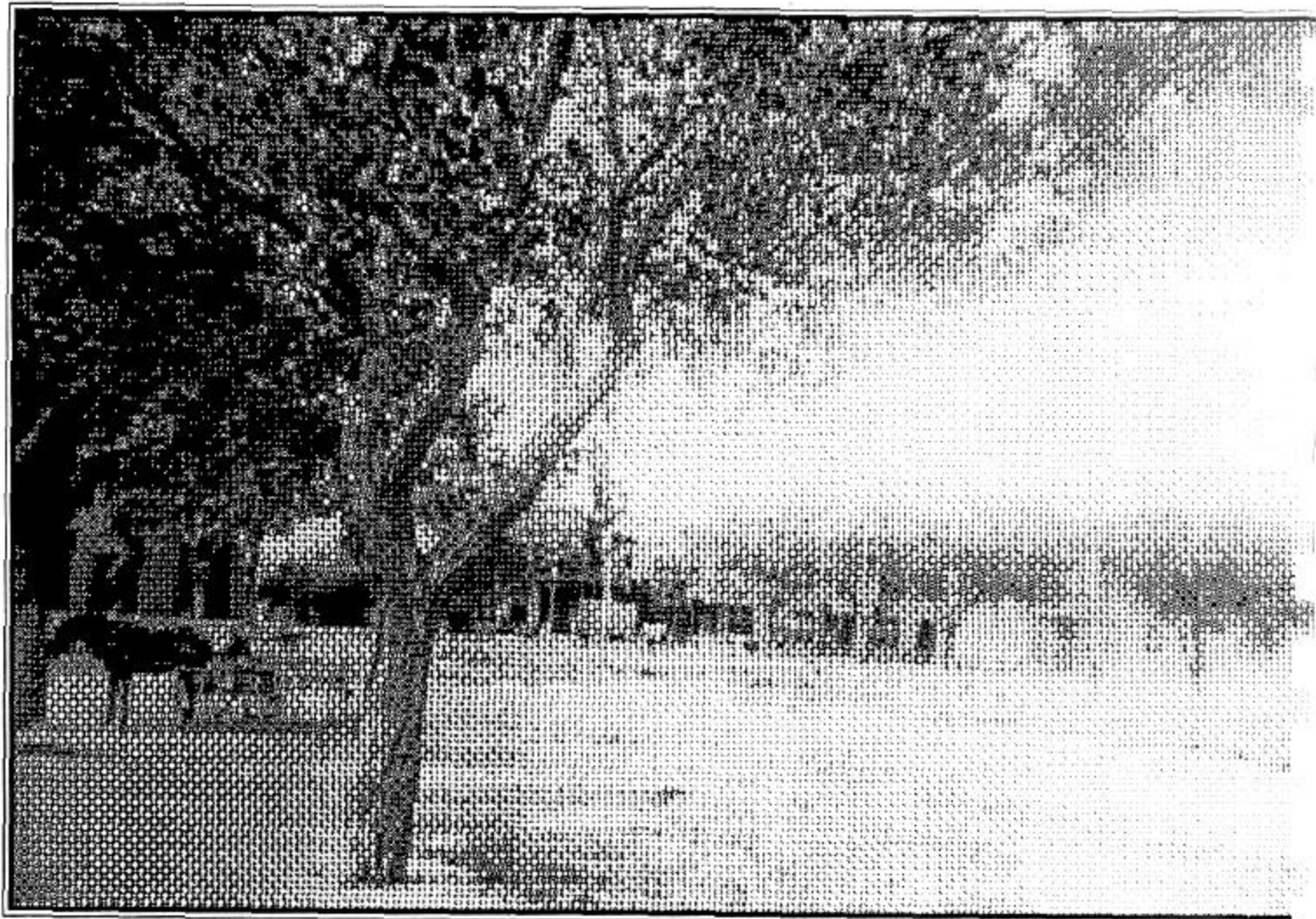
The Second Age of Barelas:



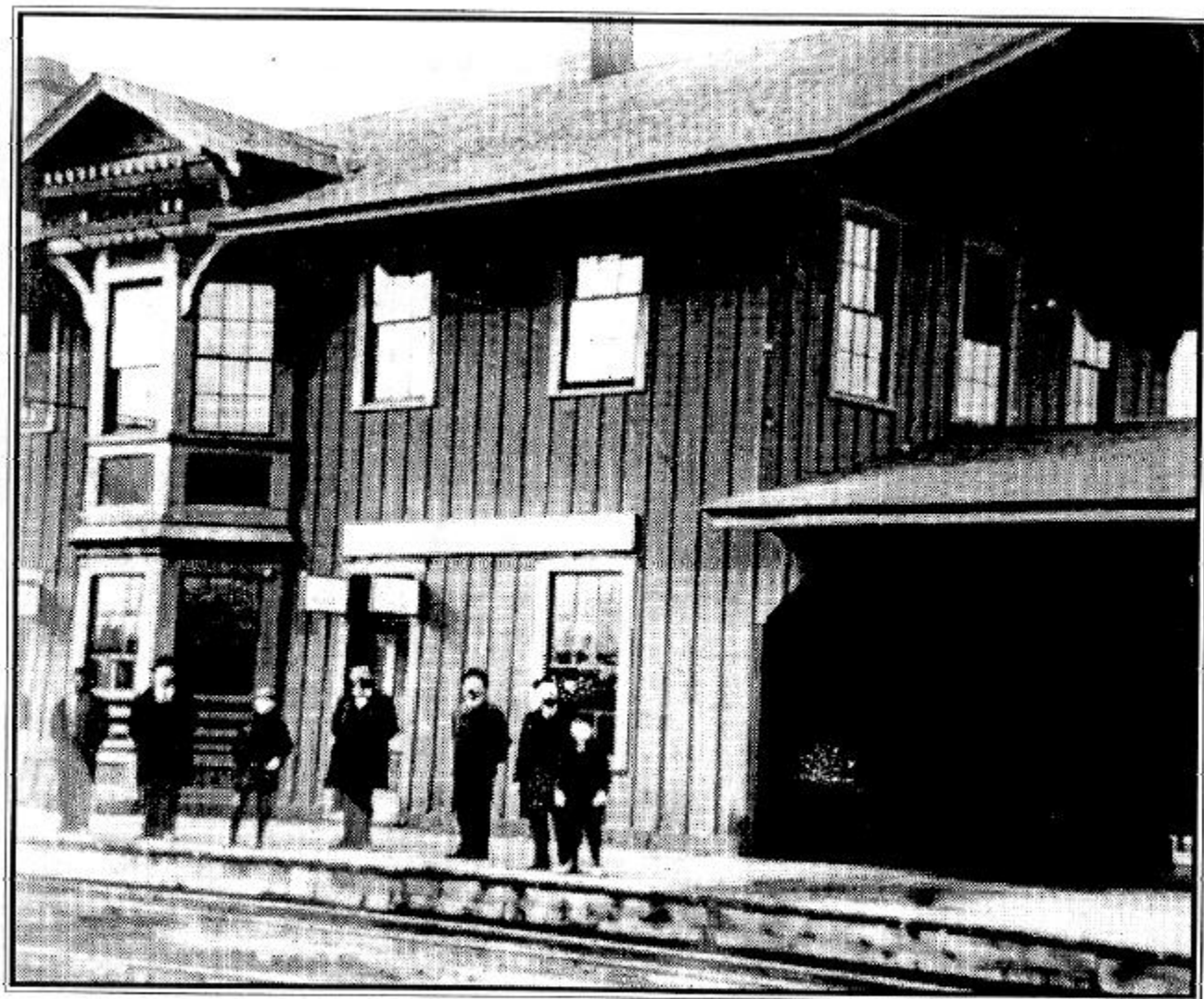
1800-1945

After the treaty with Mexico which established the region as a territory of the United States, Barelas and other communities continued to grow, principally trading and establishing ties along this North-South trade route that connected the communities along the Rio Grande. Slowly, as the region began to change and the territory transitioned to a state in the Union, the significance of the North/South trade route diminished. As the region transitioned from a territory of Mexico to a territory and State of the United States, the agrarian trade economy lost significance in a rapidly industrializing country.

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Early Barelas

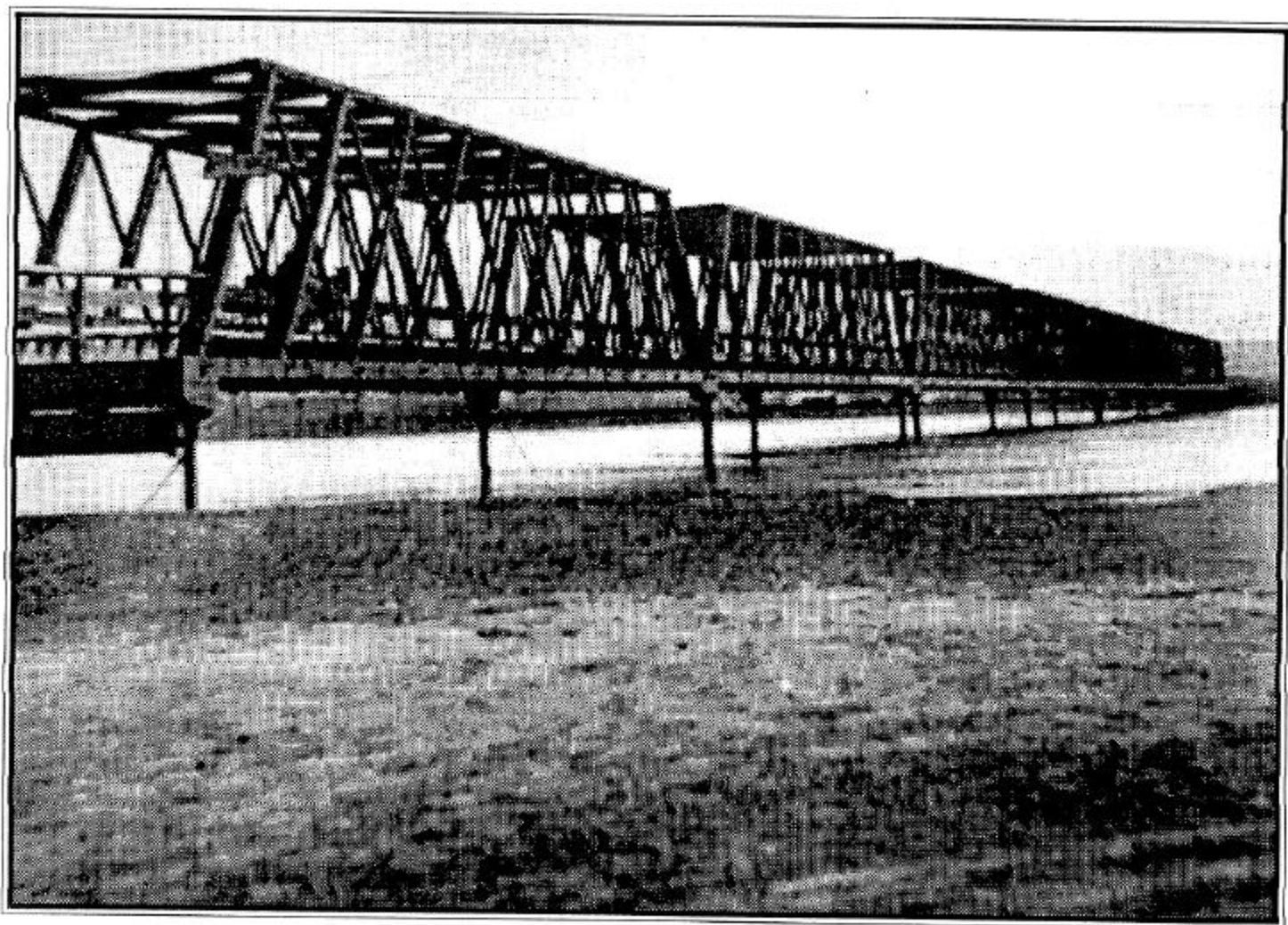


Albuquerque Station



Barelas Yards

The coming of the railroad in the 1880's, began the second age of Barelas. The railroad was sweeping the country and the Atchison Topeka and Santa Fe Railroad came to the region seeking cheap land to build a rail center. Their first choice of Bernalillo met with resistance as a Bernalillo wagon train operator set the price of his land high enough to keep the railroad out of the region. Enterprising business men in Albuquerque heard of the opportunity, and managed to lure the rail yard to a parcel of land adjoining Barelas. The Santa Fe railroad established a regional operations center adjacent to Barelas. Employment opportunities and goods from other parts



The Barelas Bridge

of the country attracted new residents to Barelás and it grew dramatically and flourished. Employment reached 1000 jobs at its height, making the Barelás yards the principal employer in Albuquerque at that time. The North-South trade route was renewed, and Barelás continued in importance at the crossroads of the Rail Center, Old Town, New Town (Present Downtown area) and the Rio Grande Valley communities to the North and South.

Railroad jobs, commerce, and regional trade transformed Barelás into an urban center for the region. Barelás had night clubs, restaurants, retail stores, a newspaper, a baseball park and the Barelás Greys, a semi-professional baseball team, a link to the formation of the modern day Albuquerque Dukes Baseball Team.

In summary, the second age of Barelás is characterized by its transformation from agrarian outfitter to area farmers to the region's major industrial and transportation center. Transportation of goods and people was relatively difficult at that time, causing a clustering of building near activity centers. Thus, the employment and commercial opportunities in Barelás spawned a housing and commercial building boom.

Railroad wages provided income above what a family could earn working small farms or ranches, and so people from across the region moved to Barelás. Barelás entrepreneurs responded with retail and service establishments. However, the principal support for the Barelás economy remained its crossroads location and regional sales base.



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The Third Age of Barelas:

1945-1960

The third age of Barelas arrived with the rapid development of automobile travel at the end of the Second World War. As the predominance of the personal automobile increased, a corresponding decrease in railroad activity occurred. The highway system was established and fueled auto related commerce along the routes. In this region U.S. Route 66 (East-West) and U.S. Route 85 (North-South) funneled traffic through the area.

US-85 (4th Street) cut right through the heart of Barelas connecting the communities of the North and South Rio Grande Valley. US-85 followed the historic natural path of the Camino Real, connecting as it always had, the communities along the Rio Grande Valley. In addition, US-85 (4th Street), was the access to Downtown from the South and to the rapidly developing US-66 corridor. Barelas was quick to respond to the traffic counts and the retail opportunities that such traffic counts have always inspired.

New retail establishments were built, and some houses converted as opportunities on 4th street overshadowed activity along the rail yard. A variety of automobile related retail was established in the present day 4th Street commercial area. Automobile service stations, fast food restaurants, roadside cafes, a drug store, food markets, and other regional retail outlets. Barelas transformed itself into one of Albuquerque's first retail strips, supported by regional and cross state automobile travel. The remains of this era form the present data commercial buildings along 4th Street.



The Transaction

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Durand Motors

The third age of Barelvas was a classic tale of many crossroads communities along the US highway system. It was also short lived. It was an economy based on automobile travel, and again the geographical advantage Barelvas enjoyed due to it's proximity to the Barelvas Bridge, it's position on the Camino Real (US-85), the linkages to Downtown; and the rapidly developing US-66 (Central Avenue). Barelvas constructed the Barelvas Bridge furthering the ties to the Southern communities of Los Lunas, Los Chavez, Los Padillas, and Isleta with the communities to the North; Albuquerque, Los Martinez, Los Duranes, Los Candelarias, Los Griegos, Alameda, Corrales, and Algodones. The early Barelvas Bridge further insured most North-South traffic through the area travelled through Barelvas.



El Cambio

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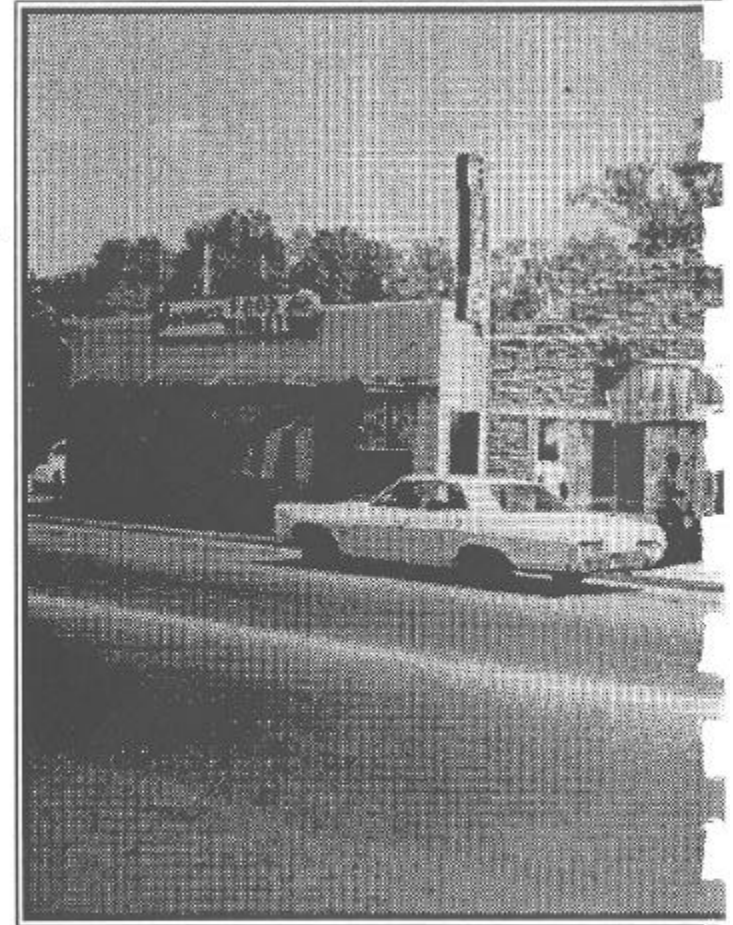


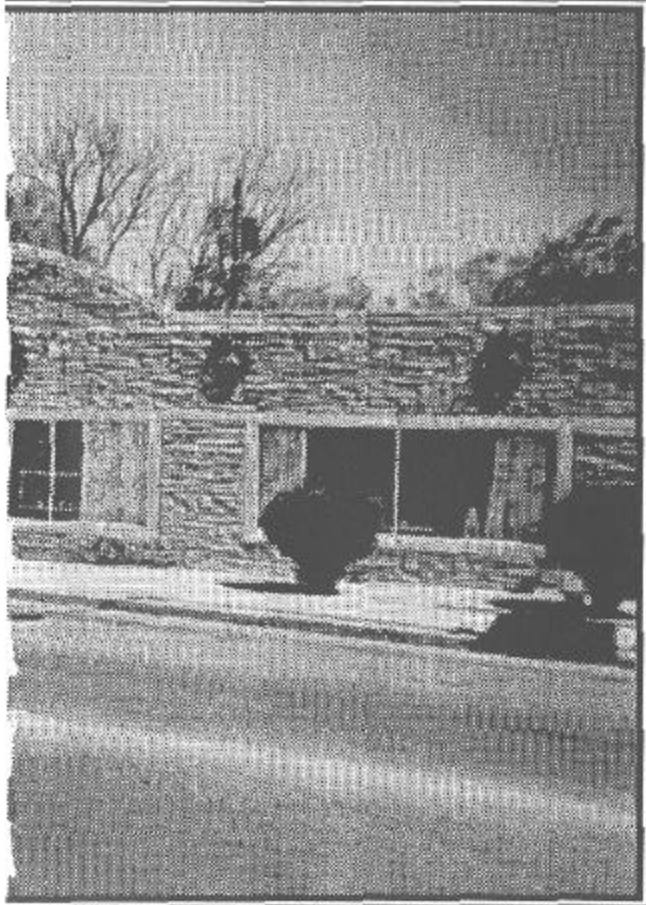
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**The
Fourth
Age
of
Barelas**

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1960-Present

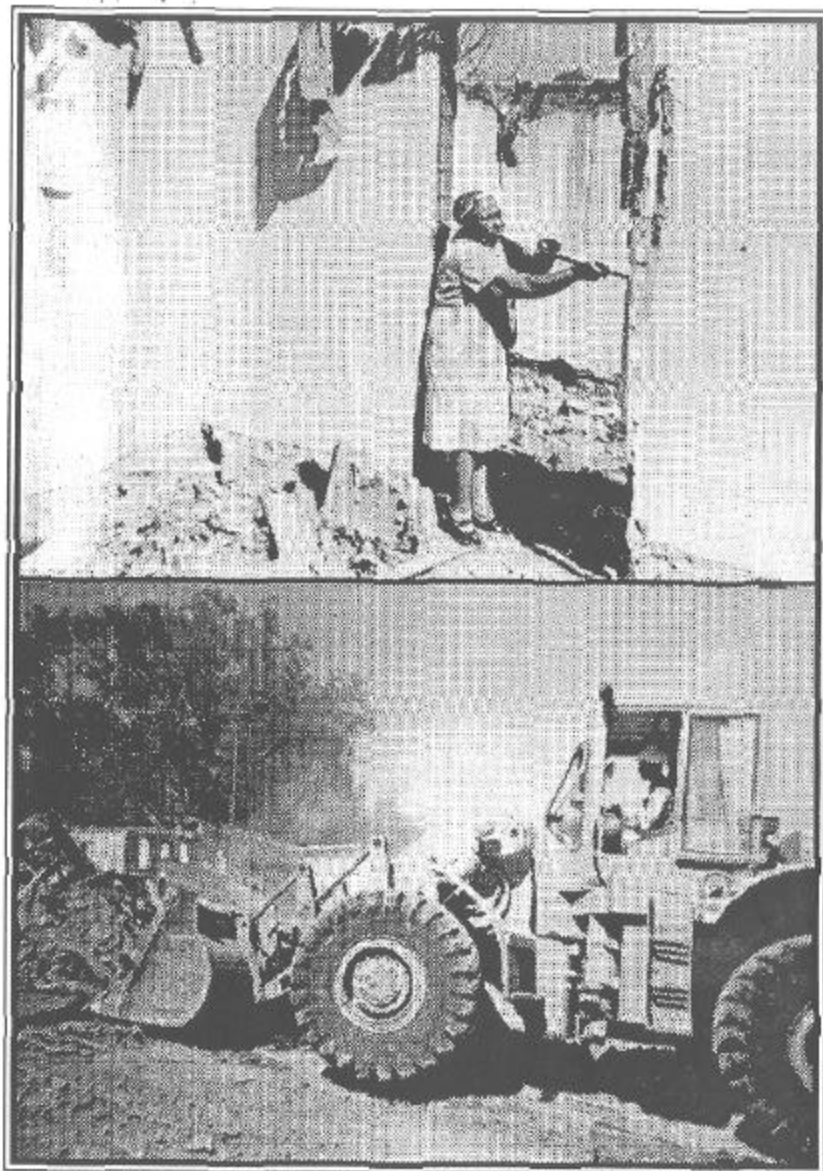




If US-66 connected New Mexico to the rest of the principal population centers of the United States, US-85 connected the population centers of New Mexico to each other and the capital city, Santa Fe. The population centers in New Mexico began and remain roughly aligned on a North-South axis along the Rio Grande Valley. Barelás had from its inception, relied on cross state traffic for its survival. The rapid acceleration of change brought about by the industrialization was taking its toll on early settlements across the United States. In Barelás, a shift in the railroad economy, the creation of the I-25 expressway, and the unfortunate severing of the 4th Street connection to the North by the Civic Mall and 4th Street Mall finally cut the life-giving artery that supplied the traffic counts so necessary to retail commerce. The location of the sewage treatment plant near South Barelás, and the Urban Renewal program were additional setbacks that fueled the present situation.

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South Barelvas



Some Barelas residents argue that both Downtown and Barelas have suffered by severing of this important transportation corridor. Severing the through traffic on 4th Street changed the economy from a regional automobile based economy to a local economy. At this point, the local economy once based on the Railroad no longer existed, and Barelas was too small and isolated to support the once regional based businesses on 4th Street. At present, traffic on 8th Street, a residential area, exceeds the traffic on 4th Street. The micro-economy of the 4th Street area has diminished to a few local neighborhood services, and non-location sensitive business in search of cheap rent.

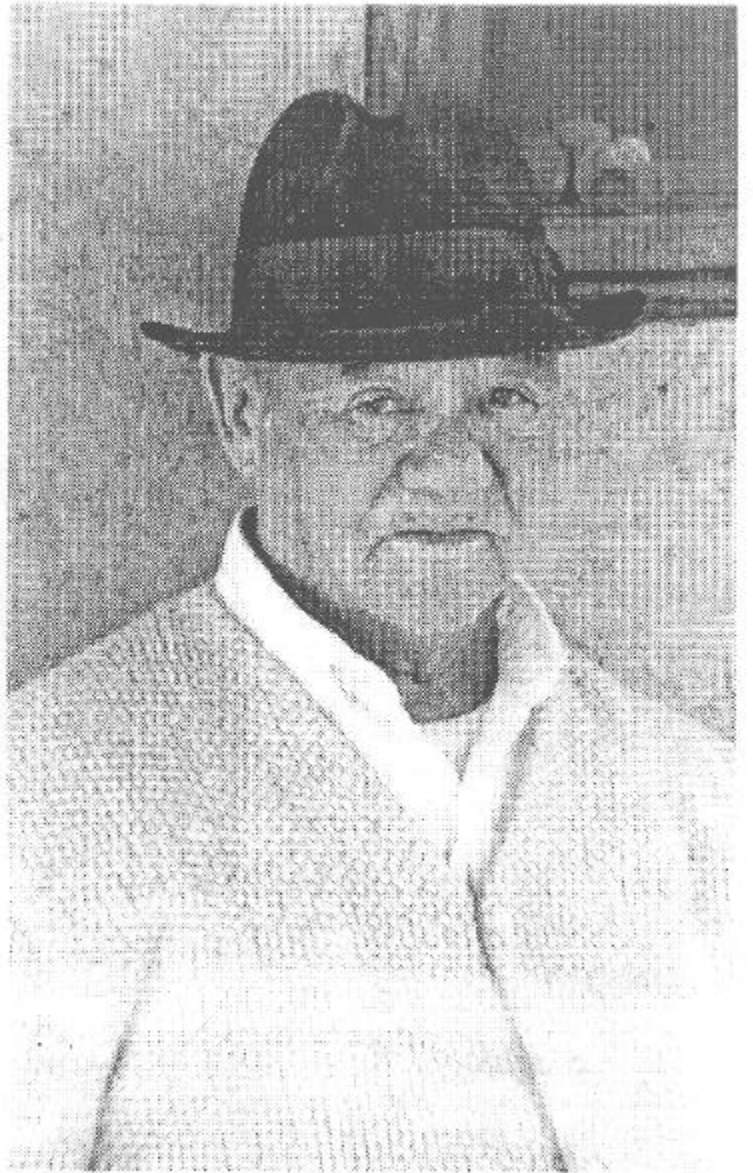


The present situation in Barelas is the result of many factors.

The Interstate brought the suburbs and cheap gasoline accelerated the centrifugal fling of people and business from the inner city core to the suburbs. The changes affecting Barelas have been physical, social, economic, and political. Which crucial events were most damaging is hard to say, what is certain is Barelas' shift to a new

economy has stalled. The life-giving linkages and resulting traffic counts have been severed. Barelas is now a small isolated community, isolated to the North by Downtown, to the South by industrial land, to the East by the railroad, and to the West by the Rio Grande River.

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The population of Barelás is just over three thousand people and steadily diminishing.

Forces beyond the control of 4th Street merchants have changed the face of retailing. Superstores and supermarkets offer variety and price advantage well beyond the competitive realm of 1950's era establishments. A return to the past is not an option. Barelás must evolve and build a new future based on its inherent characteristics that have historically provided for its well being.

This historical summary brings us to the present, and the task of planning for the revitalization of the 4th Street commercial area. The future is bright with opportunity, and yet fragile if steps are not taken to halt the decline in the near future. If the destructive forces at work can be halted, a gradual recovery is assured. Time is important, but not life threatening. The continuing decline in Barelás will destroy the community if left unchecked, but the decline is slow and the community has time to plan and act prudently.

It is important to remember that Barelás has a human face. The numbers sometimes seem to become almost as important as the people. This neighborhood is very concerned about the future and the past. The greatest resource is that the people in Barelás care about their neighborhood, and are willing to do what is necessary to bring the improvement to the area.

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Part IV:

Forces that Shaped the Area

the Camino Real, connecting as it always had, the communities along the Rio Grande Valley. In addition, US-85 (4th Street), was the access to Downtown from the South and to

The preceding historical perspective illustrates some important planning tools for the future. Any attempt to revitalize the commercial area must be cognizant of the forces that led to the development of Barelás. The following discussion will briefly re-cap the principle forces that shaped Barelás.

The River Crossing

The natural ford crossing in the vicinity of the Barelás Bridge gave Barelás its birth. Settlements have always formed at important ports, and in a sense Barelás became a port city. Later, as varying runoff made the crossing uncertain to the increasing traffic, a bridge was constructed at this natural ford. This was the first bridge crossing of the Rio Grande in Albuquerque, and concentrated activity in the Barelás area. As the river took its toll on the bridge, better and better bridges were built. The Old Town bridge on Central Avenue was soon added, but had little effect on Barelás, as the major population centers in the area were along the Rio Grande, and concentrated traffic on the North-South route through Barelás.

The North-South passage

The North-South flow of the Rio Grande established the

natural axis of the state. The early pueblos generally aligned themselves on it's watersheds to cultivate their crops. When Spanish explorers entered the region, they again followed the Rio Grande Valley North and established the provincial capital of Santa Fe. The settlement of the region by the Spaniards again kept close to the Rio Grande for fuel and water. These early settlements and the passageway to Santa Fe and Mexico City logically established the Camino Real. This passageway, and the settlement in Old Town were important factors in the rise and growth of Barelás. From the Camino Real to US-85, this important North-South route has always been a contributing factor to the growth and development of Barelás.

The Railroad

The establishment of the Santa Fe rail facilities adjacent to Barelás was the major force that gave rise to Barelás as a community. The resulting boom in employment and dramatic rise in residents resulted in a variety of institutions and a diversity of commerce and services.

This activity built on itself, and the community's recreation needs gave rise to Tingley Field, and

indirectly, the Rio Grande Zoo. A church, a school, a community center, and a full measure of retailing and restaurants changed the area from a trading center into a full fledged community. The railroad provided good wages and round the clock employment, fueling the growth and development of Barelás.

Downtown

The close proximity to the Downtown area of Albuquerque was also a major force that shaped Barelás. This relationship added to the vitality of the area and also kept traffic bound for Downtown from the South passing through Barelás. The downtown area remains a major employer and traffic bound for downtown continues to cross through Barelás. The vitality and health of the Downtown area is more important to Barelás today than at anytime in the past.

The common thread joining the forces that shaped Barelás is linkages. Barelás was born because of it was the link that joined key parts of the region. The following three points summarize the early history of Barelás and the key forces that shaped the area.

- First, the commercial area of Barelás was always supported principally by regional consumers, in addition to Barelás residents. Barelás has never had enough

residents to solely support the scale of commercial services that developed in the commercial areas.

- Second, Barelás has benefited by traffic traveling through the area. It's crossroads geographical advantage has meant a regional service and retail economic base.

- Third, at it's height, the intensity of commercial activity on 4th Street has been moderate. Homes and commercial activities have always shared the commercial thoroughfare. Abundant retail and commercial space exists on many adjacent areas along the US-85/Camino Real thoroughfare.

Part V:

Identify Aspects of Barelás that should be Preserved

Restoration or Revitalization?

res•to•ra•tion 1. To bring back into existence or use. 2. To bring back to an original state. 3. *syns:* Restore, Reinstate, Return; *core meaning:* to bring back to a previous condition.

re•vi•tal•i•za•tion 1. To give new life or vigor to 2. To impart new health, vigor, or spirit to 3. To restore the validity or effectiveness of 4. To restore to effectiveness, validity, or operative condition

Any plan that seeks to revitalize an older community must carefully analyze what aspects of past eras should be preserved. It is easy to romanticize the past, but such actions can be detrimental to the future vitality of the area if the core issues are not simultaneously addressed. There is a significant difference between restoration and revitalization. Revitalization was our assignment, and we are careful to make this distinction in our approach.

The past eras had aspects that were good and others that are not desirable. The focus of this section is to identify the positive elements of the past that can continue to play a role in a renewed Barelás.

Resident Property Owners

A critically important aspect of Barelás

that should be preserved is its strong sense of community. The residents identify with this area, and have strong feelings about its future. Many residents are home owners, and some have lived in this community for generations. Many residents have family ties with other residents, a tradition that has been true for many generations. This sense of community is the critically important ingredient in mending the physical fabric of Barelás. Other cities have succeeded with commercial revitalization efforts, only if this element was present. Revitalization of an area is long, difficult, and often frustrating process. A deep commitment to the goal is necessary. This leadership is normally found in long time residents, who are not always members of the business community.

The Business Community

Long time business owners are a highly desirable element of the community. Unfortunately, a declining area has precious few of these community minded individuals to build on. The business community at large, is much more mobile and is primarily motivated by business concerns. The community pride of residents usually out shadows the willingness of the business community to bring about positive change. Non-resident business owners are willing participants only to the extent that

they will realize a premium for their investment and participation. Business owners normally present in declining areas are attracted by the prospect of cheap rents or property values. The condition of the facility has little effect on the type of businesses that remain in a declining area. Anything that will increase their operating costs is viewed as detrimental. Leadership in revitalizing a declining area can seldom be inspired in the non-resident business community. Therefore, the non-resident business community has little value to the revitalization effort. It is not a community that should be preserved.

US-85/Camino Real/North South Passage

Barelás was born and nurtured by the traffic this important passage routed through the area. The Guadalupe overpass, the Barelás Bridge, and the Rio Grande Zoo continue to pour cross traffic through the area. At this time a significant portion of this traffic is traversing Barelás through the residential areas. It is not realistic to stop this cross traffic, so it is reasonable to accept this as a given and attempt to convert this to an advantage.

At present the majority of the traffic through Barelas travels down 8th or 2nd/3rd Streets routes. This traffic is detrimental to the residential areas, and does little to enhance the commercial enterprises on 4th Street. Since the cross traffic is a given, it goes without saying that a means should be sought to concentrate this traffic on 4th Street.

Commercial Property

Barelas was a regional based commercial enterprise area before it became a residential community. As the area prospered, a local service and retail segment joined the regional based business concerns. Has the role as a commercial area for Barelas and the region passed, or should it be preserved? We believe there is a role for community related services and retailing in Barelas. A realistic assessment of the needs of modern regional based business ventures indicates that this former use has evolved to the point where it's needs can no longer be satisfied in Barelas. High volume, regional based business most often require deep parcels of land in the two to ten acre range to support large facilities and ample parking. This is not presently available in Barelas, and certainly not on 4th Street. Modern regional based businesses also require ac-

cess to volumes of traffic that never existed in Barelás, and would be detrimental to the area if they did exist.

Commercial property on 4th Street is only available in relatively small parcels, often relying on street parking to complement the available limited on-site parking. This has however in the past supported community related services and retains the potential to continue in this fashion. This limited commercial activity also has the positive effect of buffering the residential areas from the cross-neighborhood traffic that is certain to continue through the area. Neighborhood commercial is not detrimental to the area, and is a positive aspect of the area that should be preserved.

The Railroad

Employment of neighborhood residents at the Santa Fe Railroad's facilities is no longer a reality. It is unrealistic to try to effect any significant changes of the rail facilities in Barelás. The railroad operations at large are not affected by the rise or decline of Barelás. The remaining rail operations represent a heavy industrial use, not compatible with modern day standards for residential commercial facilities.

Yet the railroad was a very important aspect of Barelás, and an important element of it's identity. The aspect of the railroad that should be preserved is the historical heritage and the identity that it lent to Barelás. Districts of a city are often identified by some distinguishing feature. The impact that the railroad had on the region was significant, and Barelás was home to this heritage. Barelás should utilize this heritage and strong identify in crafting a revitalization of the commercial sector.

The current conflict between the industrial use of the Santa Fe Railroad's remaining freight activities should however be buffered from the fragile residential neighborhood. A means must be found to garner the positive aspects of this heritage, and yet remove the undesirable elements of the current harmful conflict.

Architecture

The remaining Architecture on 4th Street does have some period significance. The remaining brick masonry structures are relatively ornate and exhibit a high degree of craftsmanship in their execution. On the whole, elements of the Santa Fe Railroad and the Alvarado Hotel Architecture were highly mimicked in vernacular architectural forms.

However, there are a few structures remaining that give identity to the area or era. Most of the commercial structures are typical of the Route 66 roadway architecture, built quickly with cheap materials to attract the passing motorist. The high degree of useful structures with permanent materials and high craftsmanship that have been a principal element of other center city revitalizations are not present in Barelás. While elements of the Barelás style should be preserved, the Architecture of 4th Street is not a strong enough feature to play a significant role in the revitalization effort.

History

Barelás was one of the building blocks upon which Albuquerque was built. The history and heritage that Barelás represents to Albuquerque is unfortunately a well kept secret. There is enormous potential in capitalizing on the heritage of Barelás in crafting the revitalization of 4th Street.

Many historical districts have capitalized on their history and developed a new industry; tourism. Historical districts that are able to recapture the best of the past can turn conditions that do not

support modern enterprises into an advantage. This would take a concerted effort in Barelás, but the potential exists none the less. Coupled with the Quality of Life projects, the Rio Grande Zoo, and its proximity to the Convention Center and Downtown, Barelás has many conditions that would support this enterprise. Thus, Barelás should seek to preserve every element of its history, and couple it with vision as the means to future economic vitality.

Residential Areas:

Some aspects of the residential area are declining with the demise of commercial ventures on 4th Street. There are many elements of Barelás that suppress its desirability as a residential community by modern standards. Many of these detrimental conditions can however be reversed and the neighborhood can be stabilized. While it can not offer the amenities normally associated with modern residential areas, Barelás like other center city neighborhoods does have a place in the modern metropolitan fabric. Every city should offer a variety of residential neighborhoods and housing opportunities. Barelás offers a life-style and potential afford-

able housing that is different and vibrant in ways that are not possible in modern neighborhoods. The community pride of long term residents and concern for the neighborhood is a great asset to the present and potential business community on 4th Street, and must be stabilized.

A stabilized residential community is important to the revitalization of Downtown, the Rio Grande Zoo, the investment in the new Quality of Life Projects, and the future of all center city core neighborhoods. The revitalization of the commercial sectors is inextricably connected to the health of the residential community. This is a positive aspect that should be preserved.

BARELAS NEIGHBORHOOD COMMERCIAL AREA REVITALIZATION PLAN

Appendices

1.0 INTRODUCTION

The purpose of this report is to document the characteristics of successful neighborhood revitalization programs. These programs were reviewed to determine the factors necessary for a successful program and to identify programs which could be replicated along south 4th Street. This report serves as a supplement to the South 4th Street Commercial Revitalization Plan.

The programs contacted were established to alleviate problems of crime, blight, business or commercial disinvestment, vandalism and other factors contributing to decline in neighborhood commercial areas. Successful programs in varying regions of the country are described in this report. Each program summary includes a brief analysis of the opportunity for program replication along South 4th Street.

These neighborhood revitalization programs began in neighborhoods with conditions similar to those along South 4th Street. Problems of crime, vagrancy, vandalism, and inadequate police protection are a few of the factors contributing to commercial disinvestment and neighborhood decline. Each of the programs employed a combination of financial incentives, area renovation or redevelopment and marketing skill to rebuild commercial areas and reverse the decline.

This document includes the following sections:

- 2.0 **Project Summaries** contains information about specific existing neighborhood revitalization programs which are useful models for a south 4th Street commercial revitalization program.
- 3.0 **Potential Funding Sources** lists sources of funds which could be used in the commercial revitalization effort.
- 4.0 **Bibliography** contains a list of relevant information sources.

2.0 PROJECT SUMMARIES

Information about neighborhood revitalization programs was obtained from the manager of each program. The following information is provided for each:

- Project name
- Location
- Area served
- Neighborhood character
- Project description
- Market
- Contact name
- Management structure
- Beneficiaries of project funding
- Funding sources and budget
- Measures of success
- Applicability to South 4th Street

The literature search conducted to locate neighborhood revitalization programs in other cities revealed numerous programs that were not necessarily applicable to the South 4th Street area. Many programs included large scale revitalization projects encompassing entire downtowns, housing renovation programs, razing of neighborhoods to introduce non-traditional developments, and many unsuccessful revitalization attempts. Only those programs in areas with similarities to the Barelás area are included in the program information.

The programs that are successful tended to have common characteristics which ensured success.

Common attributes of the successful programs are:

1. Strong local support and leadership.
2. Stable institutions, such as churches, hospitals and schools, with a vested interest in neighborhood stability. These institutions often provided political and financial support to get the programs started.

3. A local community development corporation to handle finances and implementation. The CDC's provided the vehicle for ongoing management of the programs.
4. Confirmation that revitalization is an economically sound venture through a market study or feasibility study. Programs which attracted new businesses, and particularly national or regional chains, had to first demonstrate project feasibility.
5. Physical improvements in tandem with business revitalization and recruitment. Changing the image of blighted and unsafe neighborhoods is an important component of creating an environment conducive to commercial ventures.

PROJECT NAME: Santa Fe Drive Neighborhood Business Revitalization Area

LOCATION: Denver, Colorado

AREA SERVED: The Santa Fe Drive Neighborhood Business Revitalization Area is an eight-block commercial area southeast of downtown Denver. The neighborhood served is located near the Denver CBD adjacent to Denver University, the Convention Center and the City's performing arts complex. The area served is approximately 8,000 households, with a population of about 20,000.

CHARACTER OF NEIGHBORHOOD PRIOR TO PROJECT: The commercial strip was primarily retail 20 to 30 years ago. Commercial buildings are now occupied by light industrial and wholesale businesses, creating a mixed use area.

PROJECT DESCRIPTION: Santa Fe Drive is one of nine Neighborhood Business Revitalization Areas in Denver. The area has also been designated an enterprise zone through state statutes. The programs in the Santa Fe Drive area are administered through two offices. The local development corporation, the Santa Fe Drive Redevelopment Corporation, is operated by the businesses with some supplemental public monies. The LDC has acquired land for parking lots. A community development corporation, the New Westside Economic Development Corporation assembles land for public projects.

The City and the community realized that the neighborhood on its own could not support new commercial development. The approach, then included not only small business development but new housing as well. The area also has tried to capitalize on the drive-by traffic on Santa Fe Drive.

The business revitalization project includes streetscaping and financing for small businesses through the city's business loan fund. The design guidelines for the area were adopted by City Council resolution. Two blocks of street landscaping have been completed and another two and one-half blocks will be completed in summer 1991. Streetscaping projects in this neighborhood have been funded through the CDBG program. In some neighborhoods, streetscaping projects have been funded through GO bonds.

1979, through an Urban Development Action Grant, the Community Development Corporation assembled four blocks and sold it at a discount to a developer who constructed ___ units of multifamily housing. These include 125 units of low income elderly and ___ units for middle income renters, including downtown workers and students at Denver University. As a result of the housing project, the CDC was successful in attracting a King Super supermarket to the neighborhood. Other retail centers have been built at each end of the commercial strip. These are primarily convenience shopping areas with small restaurants, a laundry, dentist offices, etc.

MARKET:

The primary market for the businesses along Santa Fe Drive is the residents of the adjacent Loma and Lincoln Park neighborhoods. This is an area of about 8,000 homes with a population of about 20,000. The area is very low income with a high proportion of rental housing. The area is near the Denver Convention Center, Denver University and Denver General Hospital. Although these facilities do not now provide a market for businesses along Santa Fe Drive, they are a potential market.

CONTACT:

Virginia Martinez
Santa Fe Redevelopment Corporation
(303) 534-8342

Veronica Barela
Near Westside Economic Development Corporation
(303) 534-8342

MANAGEMENT:

Santa Fe Redevelopment Corporation (LDC - businesses)
Near Westside Economic Development Corporation (CDC)

BENEFICIARIES: Businesses along Santa Fe Drive and residents of adjacent neighborhood

**SOURCE OF FUNDS/
PUBLIC FUNDS/
BUDGET:** Public Funding:
\$14.5 million Urban Development Action Grant, funded
land acquisition for Parkway Center
\$ 2 million Streetscaping

**MEASURES OF
SUCCESS:** To date the CDC has been able to attract new middle-income housing, small retail and service businesses. In addition to businesses located in centers developed by the CDC, the area has attracted a new bakery, Spanish radio stations, restaurants, the local Spanish newspaper, a live theater and several local contractors which specialize in renovations. The United Bank of Denver has established a business loan office on Santa Fe Drive which handles paperwork associated with business loans. The area has also attracted a number of auto related service businesses, although this is not the emphasis of the redevelopment programs.

**LESSONS/
APPLICABILITY TO
SOUTH 4TH STREET:** The Santa Fe Drive business area is similar in size to south Fourth Street and has a similar array of businesses. The area has one of Denver's strongest business associations. It has take 10 to 15 years to develop this strength. The business community did not rely on the neighborhood for support. In spite of the local business support and use of private investment, extensive public monies have been invested in the area, particularly in streetscape improvements and housing development.

PROJECT NAME: Linwood Shopping Center

LOCATION: Kansas City, Missouri

AREA SERVED: Three miles from downtown Kansas City.

CHARACTER OF NEIGHBORHOOD PRIOR TO PROJECT DEVELOPMENT: Primarily black, low-income, high unemployment, street gangs, blighted and deteriorated buildings.

PROJECT DESCRIPTION: The Linwood Shopping Center site is a redeveloped St. Joseph's Hospital site. Within a two-mile radius of the site, there are over 125 churches, most with black Baptist congregations. The local Black Ministers' Union (BMU) defeated a proposal to construct a prison at the site. The BMU then purchased the site and approached the Community Development Corporation of Kansas City (CDC-KC) about the potential for improving the site and the neighborhood. The BMU sold the site to CDC-KC for \$1. A feasibility study revealed that a supermarket was needed in the area and that \$76 million a year in purchases of retail goods and services was leaving the community for the suburbs because of inadequate local shopping opportunities.

The seven-acre site was co-developed by CDC-KC, the BMU and a special marketing corporation, Block and Company. The project includes a 375-space parking lot, Country Mart grocery store, Goodyear Tire Center, Hallmark Card Store, Christian Book Nook, Payless Shoe Store, Burger King, Revco Drug Store and local retail and service-oriented businesses.

MARKET: The primary market is the local neighborhood, but due to the type of stores in the center, customers are attracted from other areas of the city. The stores are primarily retail, specialty retail and service oriented. The anchor of the center is the supermarket which attracts customers from several neighborhoods away. The full-service grocery store includes a bakery, fresh seafood section, deli, floral shop and other amenities not usually found in inner-city groceries. The Goodyear Tire Center is open seven days a week and until nine in the evening. The Hallmark Card Store was the largest in the country at the time the center was developed.

CONTACT: Mr. Donald Lee, 816-924-5800

MANAGEMENT: Community Development Corporation of Kansas City

BENEFICIARIES: Beneficiaries include neighborhood residents, business owners and the community at large. This redevelopment effort turned a blighted and poor neighborhood into an economic strength and source of community pride. It provided the city with a proven track record for future redevelopment efforts.

**SOURCE OF FUNDS/
BUDGET:** Funding for this project totalled \$5 million. Financial support included:

Public Funding:

\$500,000	Grant from US Department of Health and Human Services;
\$270,000	City Community Development Block Grant allotment;
\$925,000	HUD Urban Development Action Grant.

Private Funding:

\$ 25,000	Local Initiatives Support Corporation;
\$150,000	Hall Family Foundation.

Loans:

\$2,500,000	25-year loan from the Prudential Insurance Company at 8-percent interest;
\$3,000,000	Loan from the Centre Bank
\$ 500,000	Line of credit from the First National Bank of Kansas City.
\$ 382,500	Syndicate of 17 individual investors. The investors purchased units at \$5,000, with each unit securing a loan of \$22,500 from local banks. Loans were paid off in three years with dividends and tax savings provided from the project.

Total Funds:

\$8,252,500

Linwood Shopping Center
Kansas City, Missouri
Page Three

**MEASURES OF
SUCCESS:**

Over 200 jobs were created, 90% of which were hired from the immediate neighborhood. This project created a sense of pride in the center as well as the neighborhood. The joint sponsorship of the project between the developers and the Black Ministers Union provided the expertise for project development and an avenue for the community to become involved. When the project ran into obstacles, often the ministers would talk to their congregations for support. When the developers ran into trouble with City Hall, the BMU rallied supporters, confronted City Hall officials and persuaded them to contribute to the project by exhibiting strong community support. Phase II of the Linwood Shopping Center was possible financially because of the success of this first phase.

**LESSONS/
APPLICABILITY TO
SOUTH 4TH STREET:**

Strong local support is crucial to neighborhood revitalization of this magnitude. The project was successful because of the organized base of local support in the form of the Black Ministers Union. In the Barelax area, a local entity or group of local entities should be involved from the beginning in plan implementation, particularly if a local development corporation is put in place to implement the plan.

PROJECT NAME: Mack Alter Square

LOCATION: Detroit, Michigan

AREA SERVED: The neighborhood includes a five square mile on the east side of Detroit. The residential population is approximately 50,000 and includes over 16,000 households. The area also includes the Detroit City Airport and the Conner Industrial Corridor. It has an industrial base of over 100 firms, a new community college and a full-service hospital. Single family home ownership is relatively high at approximately 10%. Several business associations are active in the area.

**CHARACTER OF NEIGHBORHOOD/
SPECIAL FEATURES:** The neighborhood was characterized by business decline, disinvestment, high crime, unemployment and urban blight.

PROJECT DESCRIPTION: The Mack Alter Square project includes a three block area and a total of 143,100 square feet. Specific development aspects include: 43,000 square feet of retail space; 18,000 square feet of office space; 77,600 square feet of parking, and a 4,500 square foot park. The Project is owned solely by a for-profit Community Development Corporation.

A market assessment was conducted which analyzed areas including demographics, trade area, sales potential and competition. The market assessment revealed that an estimated 80% of area residents had to travel up to 10 miles to shop. Results also indicated that consumers decisions about where to shop focused on adequate parking, cleanliness and security. Targeted retailers were drug stores, discount auto parts, grocery store, variety store and a fast food restaurant. A special effort was made to attract minority entrepreneurs.

MARKET: The primary markets for the project are the 50,000 residents of the area which include lower-income consumers and socially-mixed, middle-income consumers. These two markets are of sufficient size to support a variety of convenience goods retailers with average sales.

Mack Alter Square
Detroit, Michigan
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**PROJECT
DESCRIPTION:**

Local leaders of the community, including the Sisters of Mercy Health Corporation, residents and business owners, decided to work together to revitalize the neighborhood. The institutional commitments already made in the community were a stepping stone to the potential for the area. In 1984 a non-profit organization called the Warren Conner Development Coalition (WCDC) was developed. It was incorporated with a cash loan and office space was donated by the local community hospital. A 24-member board of directors was elected that represented residential, business and institutional communities from the local area. The current organization employs approximately 12 full and part-time staff and has an operating budget of \$140,000.

The WCDC established a for-profit community development corporation called the Detroit Eastside CDC (DECDC). It is a stock corporation with majority ownership vested in local residents. The WCDC holds a minority interest and manages projects. The major goals of the CDC are acquisition, development and leasing of commercial shops and assuring local control and investment in the local economy.

In the process of assessing the needs of the local community, the WCDC identified a significant retail void in the area. There was an unmet demand for goods and services which stimulated development of the Mack Alter Square project.

CONTACT:

Maggie DeSantis, Executive Director 313-579-4680

MANAGEMENT:

The Project is owned and managed by the for-profit CDC which sub-contracts many of the management functions including leasing and accounting.

BENEFICIARIES:

Local and area-wide residents.

Mack Alter Square
Detroit, Michigan
Page Three

**SOURCE OF FUNDS
PUBLIC SUPPORT/
BUDGET:**

Total cost of the project was \$3.9 million. Funding sources were: local corporations and banks, state and federal funds, SEEDCO, Utility Company funds, UDAG and CDBG funds. Of the total project cost, \$368,000 was dedicated to property acquisition and \$100,000 for pre-development costs. Financing for the Project also includes a \$1.6 million conventional mortgage; a UDAG grant; program related investment from the DECDC through the purchase of shares in the corporation by WCDC; and \$1.1 million from Detroit's CDBG allotment, foundation and state and federal funds.

**MEASURES
OF SUCCESS:**

**LESSONS/
APPLICABILITY TO
SOUTH 4TH STREET:**

The Barelax area has an institutional presence, including Sacred Heart Church, which could provide support for upgrading South Street and for a local development corporation.

PROJECT

NAME/LOCATION: Southwest Germantown Business Incubator, Philadelphia, Pennsylvania

AREA SERVED: Lower-income residential neighborhood with a retail strip approximately four blocks long.

CHARACTER OF NEIGHBORHOOD/SPECIAL FEATURES: The neighborhood was classified as urban, and low-income with many abandoned properties. The area was characterized by high unemployment and commercial abandonment.

PROJECT DESCRIPTION: The Southwest Germantown Community Development Corporation acquired 12 storefronts along a four block retail strip on Wayne Ave. in Philadelphia. The SGCDC used funds from grants to rehabilitate the buildings for a business incubator.

PROGRAM DESCRIPTION: Given the economic disinvestment situation in their neighborhood, the already formed SGCDC developed a business assistance program and business incubator. The CDC acquired storefronts along the 4 block strip with a \$100,000 grant from Columbia Broadcasting system (CBS). City and state funds were used for staffing and financing building rehabilitations. Firms were able to lease with the option to purchase or they could obtain a straight two-year lease from the CDC. Rents were set at \$175.00 per month per storefront. Business assistance was provided free of charge by the CDC. The CDC attempted to rent out properties to businesses that would add a missing service to the area or would generate employment or street traffic.

In return for low rent and free business assistance, store-owners agreed in the lease to hire local residents whenever commercially feasible. The CDC is able to terminate a lease if a business hires a non-resident when an equally qualified resident has been referred. Firms are also required to join a merchant's association, maintain their building facade, and an adjacent sidewalk. The CDC has had significant trouble enforcing some of the provisions.

Housing units above the storefronts were rented out to the business owners or to Section 8 eligible renters.

Southwest Germantown Business Incubator
Philadelphia, Pennsylvania
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MARKET:

CONTACT: Rudy Tolbert, 215-843-2000

MANAGEMENT:

BENEFICIARIES:

**SOURCE OF FUNDS/
PUBLIC SUPPORT
BUDGET:** \$100,000 grant from CBS to acquire and rehabilitate 12 storefronts. City and state funds were also used.

**MEASURES OF
SUCCESS:** The project created 30 jobs, of which 10 have been new business owners, 5 of whom are from the neighborhood. Twenty people were hired by the firms, 15 of whom are from the neighborhood

**LESSONS/
APPLICABILITY TO
SOUTH 4TH STREET** There have been two business failures in the Wayne Street Business Incubator. There was a general problem that retail businesses do not create a large number of jobs, especially in an economy as small as Wayne Ave. This has led the CDC to develop a second incubator focused on manufacturing. The CDC also lacked expertise in the development of acquisition and rehabilitation costs which made their initial cost estimates incorrect. The CDC also learned of the necessity for checking the credit on potential tenants prior to approving a lease.

This project is similar in scale and scope to the South Barel as Area. While the project has not generated a large number of jobs, it has helped restore an abandoned commercial strip at a relatively low cost. The benefits here are indicative of the types of benefits to expect if Barel as is renovated as a small retail area.

PROJECT NAME: Church/Dodge Rehabilitation Project

LOCATION: Evanston, Illinois

AREA SERVED: Church/Dodge area of west Evanston.

CHARACTER OF NEIGHBORHOOD PRIOR TO DEVELOPMENT: The community is characterized as urban and low income. Blacks comprise 90% of the community population. Commercial blight and housing decline are significant problems. Housing stock is about 50% single family and 50% multi-family. The average house is seventy years old. Approximately 10,000 people live in the neighborhood and median income is \$11,000.

In the mid-70's a major shopping mall was constructed in an adjacent suburb. Since that time the Church/Dodge neighborhood has experienced commercial decline and blight.

PROJECT DESCRIPTION: Primarily a read estate/physical improvement project, The Church/Dodge Rehabilitation Project is the first of six commercial rehab projects to be undertaken by the Evanston Community Development Corporation (ECDC). The ECDC was requested by the City Council to conduct a market analysis of the neighborhood. The result of the market analysis lead the ECDC to develop a business and neighborhood improvement plan. The project included \$150,000 in predevelopment costs, \$150,000 for facade improvements for businesses in the development area; \$100,000 for streetscape beautification; and \$200,000 for a revolving loan fund.

Funding was as follows:

LISC	\$100,000
ECDC	\$50,000
CDBG	\$250,000

The ECDC works closely with the City of Evanston. The ECDC hired a local contractor to work on the facade improvements. The City Public Works department implemented the streetscape plan. The revolving loan program is administered by the City and the ECDC screens and provides technical assistance in accounting, business plan development, and how to participate in the program for the area businesses.

Businesses located in the neighborhood were not initially supportive of the project. They feared displacement and were distrustful of the ECDC. Eventually the ECDC was able to gain the trust and full support of local businesses. However, lack of community and political support and too heavy dependence on city financing caused the first project of the ECDC to be rejected by the City Council. It wasn't until after the City Council suggested a market analysis that the ECDC decided on an improvement project and revolving loan program, which were supported and approved by the Council.

MARKET:

Businesses located in the immediate neighborhood. The program seeks to assist and improve conditions for existing businesses first.

**PROGRAM
DESCRIPTION:**

The Evanston Community Development Corporation (ECDC) was formed in 1976 by community residents interested in revitalizing their neighborhood. Initial operations began with \$75,000 in CDBG money from the City. Initial activities of the CDC were housing related. The ECDC has 28 individual merchants and residents and 12 corporations which are dues paying members. They have a fifteen member board of directors composed of merchants, residents and representatives of other organizations serving the west side of Evanston.

The CDC developed a revolving loan fund, financed with CDBG funds, to serve as a source of capital and income generation.

The original plan of the ECDC was a \$5 million revitalization plan which included rehabilitation, demolition, construction of a mini-mall and a rental housing project. The plan was presented to the Evanston City Council who rejected the project based on the financial complexity of the plan and the anticipated heavy involvement of the city via property acquisition, municipal revenue bonds and CDBG funds. The ECDC presented City Council with a scaled down version of their plan which would commit the city for \$450,000 of CDBG monies. It was approved.

Church/Dodge Rehabilitation Project
Evanston, Illinois
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CONTACT: Charlotte Walker, 312-869-7651

MANAGEMENT: The program is managed by the City of Evanston and ECDC.

BENEFICIARIES: Primary beneficiaries are the residents and businesses within the immediate neighborhood.

**SOURCE OF FUNDS/
PUBLIC SUPPORT/
BUDGET:** The total cost of the project was \$600,000. Capital requirements included \$150,000 for pre-development; \$250,000 for construction; and \$200,000 for the revolving loan program. Capital sources were city CDBG funds, private foundations and funds from ECDC.

**MEASURES OF
SUCCESS:** Prior to the project, there were approximately 10 vacant businesses in the project area. There is now one. Fifteen of the 25 businesses targeted for facade improvement have been approved. Three new businesses have moved into the development area, along with a new medical center. The streetscape beautification plan has been completed and includes trees, new sidewalks and trash containers.

**LESSONS/
APPLICABILITY TO
SOUTH 4TH STREET:** This project is similar in scale and scope to the proposed South 4th Street Project. Physical improvement of a blighted neighborhood works hand-in hand with commercial revitalization. In order for existing and potential businesses to be successful, residents and customers need to feel safe in the environment. Physical improvements, if carefully planned and protected, aid in changing the perception or image of a neighborhood. Technical assistance is also vital if revitalization programs are to be successful.

PROJECT NAME: Neighborhood Business Loan Program

LOCATION: Atlanta, Georgia.

AREA SERVED: City-wide. Targeted deteriorated business districts within Atlanta.

COMMUNITY CHARACTERISTICS: Deteriorated properties and commercial deterioration due to increasing competition from newer and more convenient suburban shopping centers. Forty to sixty percent (40 - 60%) of the population are minority. The total City of Atlanta population is approximately 450,000.

PROJECT DESCRIPTION: Citizens and Southern National Bank of Atlanta is the largest commercial bank in Georgia. In 1979, the bank established an Enterprise Banking Department which operates four community-oriented loan programs. One of these, the Business Improvement Loan Program, is intended to encourage the revitalization of targeted business districts by providing interest subsidies and direct loans for fixed asset and property improvement financing. Eight neighborhoods were designated as target areas, and the City of Atlanta invested \$500,000 in CDBG funds in the program. The initial program was developed by the City. The City targeted these same neighborhoods for their public improvement program. The bank is the agent for the City and administers the loans.

The intention of the program is to target financial support for businesses in neighborhoods where public improvements were being made as part of the City's CDBG program. The City initiated the program by contracting with the bank, since lending institutions were seen to be natural candidates to operate the program efficiently.

The program involves both bank loans and public sector subsidies to building owners. The City provided funds from their CDBG allocation for direct commercial loans and for subsidized loans to be made together with standard bank loans. The funds are used for both fixed asset and property improvement. The aid can take one of three forms: 1) Interest Subsidy Assistance - using CDBG funds to write down conventional loans. This type of assistance was provided for building construction, renovation, land and building acquisition and improvement for immediate commercial use, paving lighting, signs, etc.; 2) Direct Loans - in some cases the City, through the bank, will lend funds directly to the borrower, at a reduced rate, for property improvement loans not

Neighborhood Business Loan Program
Atlanta, Georgia
Page Two

greater than \$30,000; and 3) Loan Participation - in cooperation with private lenders and the Small Business Administration through the Section 504 program, loans can be made for land, building, equipment and other major improvements. The loan fund provides ten percent (10%) of the total financial package at a reduced rate.

- MARKET:** Targeted declining business districts.
- CONTACT:** Enterprise Banking Department, Citizens and Southern National Bank, 404-897-3033.
- MANAGEMENT:** Citizens and Southern National Bank. The City of Atlanta reviews selected loan applications with the bank prior to approval.
- BENEFICIARIES:** Declining businesses and their respective neighborhoods. City of Atlanta also benefits by creating a mechanism for businesses to help themselves.
- SOURCE OF FUNDS:** Community Development Block Grant Funds.
- MEASURES OF SUCCESS:**
- LESSONS/ APPLICABILITY TO SOUTH 4TH STREET:** Mechanism created by the City and the banks provide continuity for the program and could be duplicated in other areas. One particular problem of the Atlanta program was that minority businesses were not specifically targeted. This program focused on the importance of physical improvement of the neighborhood to aid in changing the perception of poor and unsafe business environment.

3.0 POTENTIAL PRIVATE FUNDING SOURCES

**Metropolitan Life Foundation
Social Investment Program
One Madison Avenue
New York, NY 10010**

Provides program-related investment in support of various educational, health, welfare, civic and cultural organizations. Investments are made through national and regional intermediaries. \$10 million was available in 1989. The average allocation was \$1.5 to 2 million. Typical term was 5 years at below market rate. Eligible applicants include for profit and non profit organizations; community development organizations and minority-owned businesses. Eligible activities include commercial revitalization, health and human services, arts, housing, land conservation.

**Equitable Life Assurance Society
Social Initiative Investment Program
787 Seventh Avenue
New York, NY 10019**

Provides program-related investment in support of commercial revitalization programs, education and employment. National geographic areas are served. Loan preference is given to projects of scale and replicability with opportunities to leverage other resources and catalyze further development. Funds may be used for project and administrative costs or technical assistance. Typical loan duration is three to seven years near market rate. Eligible applicants are non-profit and for profit organizations, community organizations and community development organizations.

**Gannett Foundation
Community Priorities Program
Lincoln Towner
Rochester, NY 14604**

Provides grants to eligible organizations which are dedicated to strengthening communities and communications. Eligible organizations include community development corporations, neighborhood councils, and non-profit organizations. Eligible projects include youth programs, crime prevention, day care, commercial revitalization, economic development. Average allocation ranges from \$25,000 to \$250,000. Funds may be used for project costs, technical assistance and administrative support.

Ford Foundation
Urban Poverty Program
320 East 43rd Street
New York, NY 10017

Grants awarded from the Foundation generally are in the areas of business development, commercial revitalization, job training and minority needs. \$32 million available in 1989. Awards ranged from \$7,000 to \$1.5 million. Eligible applicants include community organizations, community development organizations, non-profit organizations, minority groups and women's groups. The Program seeks to improve the lives of the US urban poor primarily by strengthening the capacity of disadvantaged communities to provide employment, housing, social service needs and a safe environment for their residents.

**Note: the Ford Foundation has several programs for assisting community development corporations.*

Neighborhood Reinvestment Corporation
Neighborhood Preservation Projects
1325 G Street NW Suite 800
Washington, D.C. 20005

Development activities of this organization include housing, business development, commercial revitalization, employment education and health and human services. Grants are awarded to eligible organizations including community development corporations, minority groups, self-help groups. Current emphasis areas include responses to homelessness and employment-generating economic development activities. Average award has been \$15,000 to \$30,000.

Prudential Insurance Company of American
Prudential Social Purpose Investment Program
15 Prudential Plaza
Newark, NJ 07102

Development activities include housing, business development, commercial revitalization, community facilities. Project financing is provided to profit and non profit organizations which serve special socioeconomic needs in communities, but normally do not qualify for investment financing. Targeted areas include commercial and economic development in distressed urban areas. Funds may be used for project costs and administrative support. \$25 million was available in 1989 and the average allocation was \$3 million.

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APPENDIX B. PLANS, POLICIES AND STUDIES

Several documents relate to the South Fourth Street area. They are the *Albuquerque/Bernalillo County Comprehensive Plan*, the *North Barelmas Sector Development Plan* and a study funded by the City of Albuquerque Community Development Department, titled *An Economic Development Study for North Barelmas*. Generalized policies and recommendations from these documents as they relate to the South Fourth Street area are summarized on the following pages.

ALBUQUERQUE/BERNALILLO COUNTY COMPREHENSIVE PLAN (1988): The *Comprehensive Plan* has as its goal for established urban areas the creation of "a quality urban environment which perpetuates the tradition of identifiable, individualistic communities within the metropolitan area and offers variety and maximum choice in housing, transportation, work areas and life styles while creating a visually pleasing built environment." The policies to attain this goal in older neighborhoods are as follows:

- 5.o. "Redevelopment and rehabilitation of older neighborhoods shall be continued and strengthened."
- 5.p. "Cost-effective redevelopment techniques shall be developed and utilized."
- 6.b "Upgrading efforts in neighborhoods within the Central Urban Area should be continued and expanded and linkages created between residential areas and cultural/area/recreation facilities."

NORTH BARELMAS SECTOR DEVELOPMENT PLAN (1976): The Community Development Law of the State of New Mexico designated the North Barelmas Neighborhood a blighted area. In 1976, the Albuquerque City Council adopted the North Barelmas Sector Development Plan and the community development plan contained within it. The purpose of the plan was to provide a guide to future development in the neighborhood. With neighborhood conservation and renewal as primary goals, the plan called for upgrading of housing, public facilities and services, and changing the zoning to SU-2. The SU-2 zone, as defined in the City of Albuquerque Comprehensive Zoning Code, is the special neighborhood zone which allows a mixture of land uses defined and controlled by a Sector Development Plan. The Plan specifies new development and redevelopment appropriate to the specific neighborhood. The zoning designations contained in the plan have been modified in some areas through plan updates completed subsequent to the 1976 Plan.

Through the North Barelmas Sector Development Plan, a land use plan was adopted. South Fourth Street from Coal Avenue to Bridge Boulevard was designated primarily for community commercial land uses which corresponds to the C-2 Zone in the Zoning Code. Several properties were zoned for residential/commercial, which corresponds to the RC Residential Commercial Zone. Figure B-1 shows the approved zoning pattern for South Fourth Street.

AN ECONOMIC DEVELOPMENT STUDY FOR NORTH BARELMAS (1984): This study was undertaken with the specific purpose of identifying opportunities for revitalizing South Fourth Street. The study contains extensive socio-economic data for the neighborhood and presents findings of a market survey of 55 neighborhood residents. The study evaluated the development option of turning South Fourth Street into a retail shopping area that would serve primarily neighborhood residents. The study concluded that the market was probably sufficient to support certain types of retail and service establishments. In order to promote this type of development, the study outlined several recommendations for the City which included provision of adequate police protection and low interest money for rehabilitation of properties.

CENTER CITY REVITALIZATION STRATEGY (1989): The Center City Revitalization Strategy focuses on the Downtown Core. Several of the concepts included in the strategy relate directly to South Fourth Street. Fourth Street from Marquette on the north to Coal on the south is the major north/south pedestrian link through downtown with activity centers located at each end. Wide sidewalks, lighting, street trees, street furniture and special paving will extend south to Lead.

The southern terminus of Fourth Street in Downtown is proposed to be a "Corporate Plaza" with large office buildings and support retail development.

CENTRAL AVENUE MARKET ANALYSIS (1991): Market research was conducted to determine the potential for retail businesses along Central Avenue from First Street to Eighth Street through Downtown Albuquerque. The area also includes a three block segment of Fourth Street (the Fourth Street Mall) from Tijeras Avenue on the north to Gold Avenue on the south. the portion of Fourth Street included in the Barelmas Revitalization Plan begins approximately three blocks south of the Central Avenue Commercial District.

The market analysis concluded that there is a market for a broad range of specialty retail stores as well as restaurants and entertainment. The analysis further concluded that a number of improvements must be made to mitigate consumer concerns regarding Downtown.

**FIGURE B-1
ZONING MAP**

The study recommends pedestrian improvements along Fourth Street south of Central Avenue to make Fourth Street a more attractive pathway between Central and office and government buildings to the south.

CENTRAL AVENUE DESIGN STUDY

ONGOING STUDIES

DOWNTOWN TRANSPORTATION

APPENDIX C. BUSINESS SURVEY RESULTS

Business Survey Results

There were twenty-seven (27) businesses identified along South Fourth Street in March 1991. This appendix contains a listing of businesses and identifies those that participated in a survey conducted by Southwest Land Research in April, 1991. Fourteen businesses participated in the survey of business owners. Responses are summarized below.

Business owners and managers were asked to identify problems or obstacles to attracting customers or making their businesses more successful; perceived problems in the south Fourth Street area; reasons for locating in the Barelás neighborhood; and their opinion on appropriate priorities for the expenditure of City funds on south Fourth Street. Comments of business owners are summarized below by general topic.

Public Safety

1. Drug users and sellers are visible all day. Police sometimes arrest these individuals, but they are usually back on the street in a very short time. Such visible drug trafficking is a deterrent to retail shopping.
2. Police protection is inadequate. Business owners perceive that the Barelás area is not a priority for the police. When calls are made, it often takes police 20 to 30 minutes to respond.
3. Inadequate police protection was the reason several business owners gave for not improving their property. Property crimes, particularly vandalism, occur routinely. Owners feel that it not good business to invest money and time in something that is not going to be protected.

Social Services

4. The homeless and people frequenting nearby services are a deterrent to business. Police often don't respond to loitering complaints. Vagrants, like the drug dealers, create an atmosphere where customers do not feel safe.

Traffic

5. There is too much traffic on Eighth Street and not enough on Fourth Street. Many owners believe that customers have stopped coming to the area and businesses have declined and failed because of the Fourth Street Mall. Business activity on south Fourth has declined as the importance of Fourth Street as a transportation corridor has diminished.

Land Use/Property Maintenance

6. Business owners that reside out-of-town are not as concerned with the health of the business or appearance of the property as local owners. Perhaps it is because they do not earn a livelihood from this business.
7. Several business owners stated that they intentionally located on South Fourth Street because of inexpensive rent and the deteriorated character of the area. These owners fear that if the City improves the area, they will be displaced or forced to move out because of higher rents. These owners want a guarantee that improving the neighborhood physically will not drive them out of business.
8. Several business owners feel that improving the physical appearance of their buildings will not increase the level of business they do. Investing money in physical improvements will contribute to higher costs to customers who do not care about appearance.
9. Several business owners are close to retirement. These business owners may need help in planning for and accomplishing the transfer of these businesses to a new owner.

**TABLE C-1
BARELAS BUSINESS SURVEY**

1. Do you rent or own the buiding you are in?
RENT _____ OWN _____

2. How many square feet do you occupy?

3. How many employees do you have?

4. What are your business hours?

5. What is your primary service? What kind of inventory do you maintain?
PRIMARY SERVICE:
INVENTORY:

6. Who do you perceive as your competition?

7. Who are your customers? Where do they generally tend to come from?
8. In your opinion, what do you see as problems or obstacles to attracting more customers or making your business more successful?
9. In your opinion, what problems do you perceive in the South Fourth Street area?
10. Why did you locate your business in the Barelas neighborhood?
11. What do you think priorities for South Fourth Street should be? How should the City spend public funds to have the greatest impact on South Fourth Street?
12. Have you had any experience with City's Revolving Loan Fund or other programs?

**TABLE C-2.
BUSINESSES LOCATED ON SOUTH FOURTH STREET**

BUSINESS	BUSINESS TYPE
Albuquerque Bedding and Mattress Company* 819 4th Street SW	Manufacturing
Albuquerque Development Capital 700 4th Street SW	Public/Institutional
Arrow Supermarket 1101 4th Street SW	Retail
Appliance City 500 4th Street SW	Retail
Barelas Coffee House* 1502 4th Street SW	Retail
Bernadette's Beauty Shop 1024 4th Street SW	Retail
Big 98 Tire Repair 152 4th Street SW	Retail
Bromo's Grocery Store* 1426 4th Street SW	Retail
B. Ruppe Drugs* 807 4th Street SW	Retail
Camp Fire Boys and Girls 700 4th Street SW	Service
Christi Records* 900 4th Street SW	Retail
La Mexicana Tortilla Company 1523 4th Street SW	Manufacturing

**TABLE C-2.
BUSINESSES LOCATED ON SOUTH FOURTH STREET
(Continued)**

BUSINESS	BUSINESS TYPE
Garcia Electric 1213 4th Street SW	Service
Ives Flowers* 908 4th Street SW	Retail
JoMar Transmission Repair 1124 4th Street SW	Service
La Festival Restaurant	Retail
Larry's Glass* 1100 4th Street SW	Service
Laudereteria	Service
Lee's Electric Motor and Tool Repair 1310 4th Street SW	Service
Master Home Improvement* 1445 4th Street SW	Retail
Nick's Automotive* 1413 4th Street SW	Service
Screens Unlimited* 1407-B 4th Street SW	Service
St. Vincent de Paul Thrift Store 714 4th Street	Public/Institutional
Tortilla Hut Factory* 1423 4th Street SW	Retail
Valley Finance* 600 4th Street SW	Services

TABLE C-2.
BUSINESSES LOCATED ON SOUTH FOURTH STREET
(Completed)

BUSINESS	BUSINESS TYPE
Sacred Heart Church 412 Stover Avenue	Public/Institutional
Albuquerque Public Schools Coronado Complex - South Region Office 601 4th Street SW	Public/Institutional
Total businesses andn public buildings: 27, 12 of which were surveyed in the City's 1987 Business Needs Survey	

APPENDIX D. RESIDENT SURVEY RESULTS

Resident Survey Results

Residents who attended the neighborhood meeting regarding south Fourth Street were asked to identify their needs related to businesses along south Fourth Street. A sample questionnaire is contained in Appendix D. Residents were asked about their length of residence in the neighborhood, shopping habits, and opinions about the shopping environment along south Fourth Street. Six survey forms were returned. These do not represent a statistical sample of resident opinions. However, they do provide an impression of resident perceptions of south Fourth Street as a local business district.

Respondents have lived in the Barelas neighborhood from 13 to 50 years. All of them have shopped along south Fourth Street at some time; only one respondent does not shop there now. Proximity to home was the main reason for shopping at local businesses. Service and familiarity were also mentioned. Respondents shop most frequently now at large shopping centers.

The types of businesses desired by the residents include:

- Restaurants
- Discount stores
- Clothing stores
- Car repair services
- Grocery stores, including specialty items like health food
- Gift shops
- Music and book stores
- Laundromat
- Dry cleaners

Ideas for improving the shopping environment include:

- Renovated building facades
- Improved parking
- Landscaping

- Better lighting
- Improved police protection
- Filling in of vacant lots and vacant buildings
- Better advertising
- Increased traffic, including diverting traffic from Third Street and Eighth Street
- Slower traffic for browsing
- Elimination of vagrants from Fourth Street
- Financial and other incentives for new businesses

TABLE D-1.
BARELAS RESIDENTS QUESTIONNAIRE

The following questions are designed to assist Southwest Land Research in identifying the needs of Barelas residents as they relate to busines along South 4th Street. We appreciate your taking the time to respond. *(Results are shown below. Number in parentheses indicate number of responses).*

1. How long have you lived in the Barelas neighborhood? Average 32 years.
2. Have you ever shopped along South 4th Street? (Circle One) Yes 6 No 0
Do you shop there now? (Circle One) Yes 4 NO 1 NA 1
3. If you shop along South 4th Street now, at which businesses do you most frequently shop?
 - a. Larry's Glass - (1)
 - b. El Cambio - (5)
 - c. Master Home Imp. - (1)
 - d. Martin's Barber Shop - (1)
 - e. Lee's Electric - (2)
 - f. Ace Auto Supply - (1)
 - g. Bromo's Grocery - (2)
 - h. Ive's Flowers - (2)
 - i. Christy Records - (3)
 - j. Barelas Coffee House - (1)
4. What do you most enjoy about shopping in the neighborhood?
 - Proximity/Convenience - (4)
 - Service - (2)

5. If you used to shop along South 4th Street, what type of shopping did you do? What type(s) of goods and services did you purchase? (Describe)

Groceries - (4) Retail - (1) Laundromat - (1)
Gasoline - (1) Restaurants - (1) Dry Cleaners (1)

- a. Where do you most frequently shop now?

See summary

- b. Where do you now shop for things you used to be able to get on South 4th Street?

See summary

6. What kinds of businesses would you like to see on South 4th Street?

- | | |
|---------------------------------------|-----------------------------------|
| a. <u>Clothing - (3)</u> | f. <u>Grocery Store - (1)</u> |
| b. <u>Car Repair - (2)</u> | g. <u>Retail Shops - (2)</u> |
| c. <u>Discount Store - (2)</u> | h. <u>Book Stores - (2)</u> |
| d. <u>Restaurants - (4)</u>
Gift & | i. <u>Arts & Crafts - (2)</u> |
| e. <u>Specialty Shops - (4)</u> | j. <u>Health Food - (1)</u> |

7. What do you think could be done to improve the shopping environment along South 4th Street? (Describe)

See summary

8. Please list any other comments you have about South 4th Street.

See summary

APPENDIX E

The purpose of this report is present an oral history of Barelas. This work was prepared after hours of recording conversations with area residents, supplemented by background research. The oral history of Barelas is an ongoing project directed by Tobias Duran of the Center for Southwest Research at the University of New Mexico.

INTRODUCTION

The story of Barelas in the twentieth century parallels the history of urban North America. Not unlike other places, Barelas dramatically changed at the turn of this century. Impressive industrial developments led to massive migrations from rural to urban areas, changing the demographics of the United States; accelerated growth took place in cities throughout.

The arrival of the railroad in Albuquerque in 1880 signaled the transformation to an industrial era. Albuquerque became a major regional transportation center; "New Town" was established a few miles east of the Spanish-Mexican settlement, founded in 1706. Barelas was greatly affected by the economic, political and attendant changes rapidly occurring in cities like Albuquerque, and gradually throughout the U.S. - Mexico border region.

The origins of Barelas, however, stem from our earlier period. As early as 1662, New Mexico Governor Penalosa evidently visited a place known as Los Varelas, according to official Spanish government documents.

The description and location corresponds to a Los Varelas, which was later named in the list of settlements existing by mid-nineteenth century. Apparently the name of the community derives from the family named Varelas, later more commonly spelled with a B instead of a V. The family name appears in the records of the 1680 Pueblo Rebellion.

Barelas has much in common with urban areas throughout the U.S.; it also has a deeply-rooted historical, cultural connection to communities in the Southwest or the U.S.-Mexico border region. Like many places, Barelas is located

next to the Rio Grande. From its fount in southern Colorado, the Rio Grande flows through the San Luis Valley, Taos, Espanola, Bernalillo, Corrales, Alameda, Los Candelarias, Los Duranes, Albuquerque, Barelmas, Atrisco, Armijo, Los Lunas, Belen, Socorro, Dona Ana and Mesilla. It continues south through El Paso-Juarez, linking towns in south Texas and northern Mexico, ultimately flowing into the Gulf of Mexico. Since 1848, which marked the end of the United States-Mexico War and the signing of the Treaty of Guadalupe-Hildago, the Rio Grande (or Rio Bravo del Norte) has formed the international border between the United States (Texas), and Mexico (Tamaulipas, Coahuila and Chihuahua).

Since the arrival of the railroad in 1880, the eastern boundary of Barelmas has been the Shops from First Street and Iron to Abajo or South Barelmas. A community within Barelmas, South Barelmas (or Tortilla Flats) was located south of Bridge Boulevard to the Sewage Plant, between the railroad tracks and the Rio Grande. During Urban Renewal days of the 1960's, people living in South Barelmas moved to other parts of the Albuquerque metropolitan area, primarily to neighborhoods they were already familiar with and into dwellings they could afford.

The westerly boundary of Barelmas is formed by the Albuquerque Riverside Drain, which runs parallel and next to the Rio Grande and adjacent to homes in Barelmas. Tingley Beach, Rio Grande Park, the Albuquerque Zoological Park and the Albuquerque Country Club are located just north of Barelmas.

The original settlers, their descendants, and the people

who migrated afterward during the late nineteenth and twentieth centuries formed a vibrant, stable community with institutions which persevered because they were based on strong family networks, forming solid bonds of support. Barelmas was transformed into an urban-industrial place, situated near communities like La Plaza Vieja, Los Duranes, East San Jose, Martinez-town and communities in the South Valley like Five Points, Armijo, and Atrisco.

People of flesh and blood created lives for themselves, made history, persisted, struggled, rejoiced, felt pain, were born, baptized, married, fought in wars, worked, loved, hated, engaged in conflicts and controversies, won a few, lost many, much like people everywhere in the world. Forces, frequently outside their sphere of control, placed pressures on their lives but often enough they formed a solidarity through personal and institutional ties based on loyalty and reliability. With limited resources, people became creative, nurtured each other, cultivated bonds and always possessed a powerful identification to a place, to customs, and to traditions. They cherished a passed on a social-historical-cultural legacy.

The story of Barelmas has yet to be documented and told; yet Barelmas have been active participants in the making of their own history.

Social change has taken place throughout the story of Barelmas. During pre-industrial times most people in Barelmas, as elsewhere, were rancheros, pastores, obreros, weavers; a few owned significant parcels of land and

sheep. In the late nineteenth century, however, industrial developments created different occupations and accelerated change. A most important rupture took place when the railroad arrived in Albuquerque in the 1880's. The railroad became a vehicle for economic transformation, resulting in dramatic changes in Barelás and other places in the U.S. - Mexico border region.

Railroad Shops and a roundhouse were built next to Barelás. Seeking jobs and a different life, Mexicanos from both sides of the Rio Grande migrated to Barelás. They came from Tome, Valencia, Los Chavez, San Marcial, Anton Chico, Mora, Chihuahua, Juarez and Zacatecas, among other places. Gradually the people formed a community with strong loyalties and solid identification.

As their community grew, Barenos and others built homes, schools, churches, roads, restaurants, grocery stores and bars. They also helped build a community center, a society hall and a bridge. In the Barelás foreground, downtown Albuquerque became New Mexico's largest business center. Central Avenue (U.S. Route 66) and Fourth Street (U.S. Route 85), which runs through the center of Barelás, were main crossroads and Barelás grew alongside them.

The building of shopping malls in Uptown Albuquerque in the early 1960's, the introduction of freeways, and the growth of the Northeast Heights quadrant resulted in a decline of the downtown area, including Barelás. Furthermore, the railroad roundhouse and shops no longer employed as many workers by the 1960's because of the

ascendant of alternate modes of transportation. As a result, the face of Barelás was transformed once again. More recently there have been signs of revitalization in the downtown areas. Perhaps in the near future Barelás will undergo gradual change again.

The Railroad

The Atchison, Topeka and Santa Fe Railroad arrived in Albuquerque, New Mexico, in April, 1880. Later, a depot, the Alvarado Hotel and maintenance shops were built adjacent to, just north and east of Barelás. So called New Town, just a few miles east of what became known as Old Town, grew, becoming downtown Albuquerque, the largest urban district in New Mexico.

Seeking jobs, a steady stream of people from throughout New Mexico and people from Mexico, or Mexicanos from south of the Rio Grande, began arriving in Barelás at the turn of the twentieth century. During peak years, the 1940's and 1950's, the Santa Fe Shops employed over one thousand workers and were Albuquerque's largest employer. During the Second World War the Shops operated 24 hours, rebuilding and maintaining railroad engines, cars and equipment.

Families like the Sanchez, Garcia, Gallegos, Gonzales, Chavez, among others, moved from places like Tome, Peralta, Los Chavez, Belen and Los Lunas, located in Valencia County just south of Bernalillo County. Others came from Anton Chico and Pastura in north central

New Mexico or Guadalupe County, from Taos in extreme northern New Mexico next to the southern Colorado border, from Parral, Mexico, and from the cities of Chihuahua, Mexico. Still others came from Chilili and Manzano in Tarrant County, adjacent to and east of Barelmas. Most came from rural areas, accustomed to a certain way of life; upon their arrival fundamental changes began to take place in their lives.

Jose Hernandez, 87 years old, born in Parral, Chihuahua, Mexico, arrived in Barelmas in 1922 and began working as a machinist in the railroad shops. He recalls a railroad strike that took place, workers demanding better wages and improvement of working conditions. The strike strategy and goals were not entirely successful, but the workers achieved some unity. Hernandez worked for the railroad forty-five years, during that time he brought his wife, brothers, nephews and nieces to Barelmas and most have lived in Barelmas since then.

Antonio Ortega, 89 years old, moved to Barelmas in the 1940's from Las Vegas, New Mexico, where he had already worked for the railroad. For fifty-five years Mr. Ortega worked for the AT & S. F. He calmly recalled that he felt discrimination had kept him and others from attaining better, higher paying jobs in the railroad. Evidently, he said in an oral interview, the English-speaking managers and owners did not believe natives could speak English properly. "Habia mucha discriminacion," Ortega recalls, "pero sobrevivimos todo eso." Other railroad workers also recount memories of working long, hard hours at the lowest jobs for low wages, but many also felt that at least the jobs were stable, allowing them

to survive.

From 1880 until the 1960's the railroad shops were a major employer, holding a central place geographically and in people's memories. Railroad transportation gradually declined; by the late 1960's only skeleton crews remained. The railroad tower or stack was later demolished, a clear sign that the shops no longer were an important source. Because of that change, large numbers of people no longer migrated to Barelmas, but rather began moving to other communities like those in the South Valley, across the Barelmas Bridge over the Rio Grande.

The Barelmas Community Center

The roots of the Barelmas Community Center date to the early 1930's, during the Great Depression. In that decade, President Franklin Delano Roosevelt's administration initiated programs to resolve problems resulting from the Depression. In Albuquerque projects included Roosevelt Park, Tingley Field, the Heights Community Center and the Barelmas Community Center.

The first building housing the Barelmas Center was located on South Third Street, an adjacent vacant lot serving as a baseball diamond. Later, in the late 1930's the Center was moved to a vacated building on South Second Street, just south of Cromwell Avenue. Soon after, the present facilities, located at 800 Barelmas Road, Southwest, were built. The Albuquerque Chapter of The League of United Latin American Citizens (LULAC), which was

founded in Texas in the late 1920's, and the National Youth Administration combined their efforts to build the center. One of the LULAC leaders was Dr. George I. Sanchez, born and raised in Barelmas, who was already (in 1940) a well-known educator. Later he became a distinguished professor at the University of Texas, Austin, until his death in the 1970's.

Also participating in the development of the Center was Professor Joaquin Ortega, the first director, School of Inter-American Affairs, the University of New Mexico, who helped secure a grant from the office of the National Coordinator of Inter-American Affairs to assist in the operation of the Center.

The building itself was built mainly by young men from Barelmas, Alonzo Vigil serving as foreman. Others who worked on the Center included Esquipula Naranjo, Alfonso Sanchez, Albert Armijo, Nash Bachicha, George Cisneros, Luis Lopez and Filemon Martinez. In June, 1942, the Center was dedicated; speakers included U. S. Senator Dennis Chavez, who himself had lived in Barelmas earlier, and Professor George Sanchez. The Center has offered many activities to the people of Barelmas, including a variety of sports — Baseball, Basketball, Boxing, and Wrestling. Also, clubs and organizations have held meetings at the Center. An arts and crafts program and special events, such as the annual Las Posadas during Christmas, have also been sponsored by the invaluable Center.

Las Posadas de Barelmas has been an annual event for

many years. The Community Center is a focal point and staff members have been directly involved in Las Posadas. Barelmas gather at the Center to prepare for this social-religious event. Young people play a central role in presentations — as shepherds, as wise men, as Mary and Joseph—and in the choir singing Christmas carols as they walk through the streets of Barelmas, stopping at homes to offer greetings, wishes of joy and to eat *biscochitos*, *empanaditas*, and to drink hot chocolate and coffee.

On January 8, 1977, the Alonzo Vigil Recreation and Athletic Facility, adjacent to the Barelmas Community Center, was dedicated. Vigil was the son of Leandro (Leo) Vigil, a fifty-year employee of the Santa Fe Railroad, Justice of the Peace, Precinct 5, and longtime Democratic Party leader. The elder Vigil was born in 1894 and died in 1984.

The Master of Ceremonies for the dedication was Henry "Kiki" Saavedra, the City of Albuquerque Recreation Superintendent. Among those participating were Harry Kinney, Mayor of Albuquerque; Jack Kolbert, President, City Council; Eloy Duran, President, North Barelmas Association; and Manuel Beserra, Vice-President, South Barelmas Association.

Eloy Duran, in a letter to Robert Burgan, Director, City Parks and Recreation, wrote:

"On October 19, 1976, the North Barelmas Improvement Association met and discussed the new gymnasium at the Barelmas

Community Center. During the discussion, a motion was made to have the gym named after Mr. Alonzo H. Vigil, in appreciation for his dedication, his leadership, and all of his accomplishments in community work. The motion was not only passed unanimously, it was also expressed by the members in the association, that is the only name the community would accept. If it had not been for Mr. Vigil, we would not have a gym today. Also, Mr. Vigil, and others, was very instrumental in the building of the Barelvas Community Center."

Saavedra praised the people of Barelvas and the organizations for achieving an important milestone. A plaque in the Alonzo H. Vigil Athletic Facility reads: "for the many years of service and dedication to the people of Barelvas, 1977." A proclamation by the Albuquerque City Council reads: "Alonzo H. Vigil has distinguished himself as a leader while Director of the Economic Board, Barelvas Neighborhood Center, and as Chairman of the Citizens Advisory Group for the Community Development Program; he possess organizing abilities, shows great concerns for the needs of all people and is an outstanding citizen of the City of Albuquerque." For these reasons, the facility was named in his honor. Following are Vigil's words at the ceremony:

"It is a great honor that the people of Barelvas have bestowed on me today. I know for sure that I was honored not only for myself, but, the great majority of the people are also honoring by father, Leo Vigil, Sr., and others like him, who were instrumental in the development of the Barelvas Community Center and dedicated their time for the good of Barelvas, which is the best neighborhood in the city. I personally want to thank Mayor

Kinney, councillor Pat Baca and Jack Kolbert, the other city councillors, the Parks and Recreation Department, Planning Department, and all the people in City Hall who were so interested in Barelvas. I want to thank all C.A.G. members, especially Scootie Jeffers, who was also chairperson of the Environmental Planning Commission. To all these people who dared to dream a dream with us, and after lots of hard work and a lot of meetings. With the people, we formed a plan that is now taking shape. Rehab and relocation, and public improvements are a reality, so is the elderly center. A special thanks to Liz Wright and my staff at the EOB Barelvas Center. After all is said and done, they do all the work. Thank you wonderful people of Barelvas for making my dream come true. Without you, nothing can be done."

Sacred Heart Church

At the turn of the twentieth century a church was built by the people of Barelvas on the northwest corner of South Fourth Street and Stover Avenue. In November, 1914, Fr. Juan Cordova, S.J., requested permission from Archbishop Pitaval to build a larger church for Barelvas parishioners. The Archbishop thought that Fr. Cordova's plans were too ambitious, so large a church was unthinkable, especially for a population considered too poor to raise the funds necessary for construction.

Undaunted, Fr. Cordova, with strong support from the community, purchased land and in May, 1921, Sacred

Heart Church was dedicated and consecrated. The inscription on a plaque placed at the front entrance read: "The Spanish-American people of Albuquerque built and dedicated this temple to the Most Sacred Heart." Later a rectory was built next to the church and a new school and gymnasium was dedicated by Archbishop Edwin V. Byrne in December 1950, across the street from the Church. A convent was built in March, 1956, and blessed by Byrne in April, 1961. Today, the gymnasium, after renovation serves as the Church. The school was closed in 1976.

Besides Father Cordova, others who have served at Sacred Heart include Frs. Tomassini, Leone, Tranchese, Stoffel, Garcia, and Melendez. The Sisters of Charity and the Dominican Sisters were teachers at the school for many years.

Political Leaders

Among the most prominent political leaders who at one time or another called Barelás home were: Governor and U.S. Senator Octaviano Larrazolo, U.S. Senator Dennis Chavez, California U.S. Congressman Edward Roybal, and Senator Manny Aragon, President Pro-Temp of the New Mexico State Senate.

Larrazolo, originally from Chihuahua, Mexico, served as Governor of New Mexico, 1917-1919, and a decade later was elected U.S. Senator. He persisted in fighting for the civil and political rights of all people, especially

Mexicanos and Hispanos.

Dennis Chavez lived in Barelás in the 1920's. He was first elected one of two U.S. Congressmen; later in 1935, he was appointed U.S. Senator after the tragic death of U.S. Senator Bronson Cutting in an airplane crash. Chavez served consecutive terms, never losing an election, until 1962 when he died in office. On April 3, 1991, the U.S. Post Office issued a stamp honoring the late Senator Chavez; ceremonies were held at the Center for Southwest Research, the University of New Mexico, and a scholarship banquet was held that evening. Among the speakers was fellow Barelano, Congressman Edward Roybal.

Roybal, himself, is one of the most distinguished U.S. Representatives, representing a district in Los Angeles, California, for over thirty years. He was the first Spanish-surnamed candidate for the Los Angeles City Council to win office, this in the late 1940's. Roybal has fought long and hard for civil rights and opportunities for all. At the ceremonies unveiling the Chavez stamp, sponsored by the Dennis Chavez Foundation and the Center for Southwest Research, Congressman Roybal, in his opening remarks, told of his fond memories of Barelás.

Senator Manny Aragon lived his early years in South Barelás or Tortilla Flats, south of Bridge Street to the Sewage Plant. He attended Sacred Heart School, Saint Mary's High School, and earned a B.A. degree and a law degree from the University of New Mexico. He has served in the State Senate seventeen years, and as President Pro-Tempore three consecutive sessions. He, too,

has fought hard on behalf of working people and labor union; also for higher education fellowships at all New Mexico universities and for research projects at the University of New Mexico; as well as for health care for those least able to afford it.

Barelas Personalities

Alfonso Tafoya was among the many Barelenos who distinguished himself in various fields. Known as "Pal Al" or "Count Foos", Alfonso was already on KGGM Radio at the age of fifteen on his father's radio show during the mid-1940's. Enrique Tafoya, Al's father, was the first Spanish language broadcaster-disc jockey in Albuquerque and one of the first in the U.S. The Tafoya family, which included several brothers, including musician-bandleader Richard Tafoya (Ernie Ricardo) lived on south Third Street close to Lead Avenue. Enrique's KGGM radio program was called "El Pajarito Madrugador", and featured Mexican popular music—rancheras, polkas, and mariachi. Herman Tafoya, eldest son, was also on radio for some time, but it was Al who became the best known throughout the Southwest and later in southern California.

Al was the most popular disc jockey newscaster in Albuquerque and Santa Fe in the 1940's, 1950's and 1960's. His shows are still remembered, especially by people who were young during those years. His selection of Jazz, Rhythm and Blues, Rock and Roll, and Mexican music appealed to a wide audience. His urbane, sophisticated, friendly style, and his perfect command of English

and Spanish endeared him to the public. In the 1960's he moved to Los Angeles, California, where he also became a radio personality. Soon after, he appeared on T.V. and film productions, winning an Emmy for his portrayal of Ricardo Flores Magon, intellectual precursor of the Mexican Revolution. He worked for the ABC and CBS networks for twenty years.

A member of the Screen Actors Guild, Tafoya, along with Anthony Quinn, Ricardo Montalban and others founded Nosotros, an organization dedicated to the promotion of actors and actresses. Known as the "Golden Voice", or "La Voz Dorada", Al Tafoya will be remembered for a long time.

Max Roybal, another radio announcer, musician, boxing coach and artist has lived on South Third in Barelas for many years. He recounts stories of his participation in a long series of events, including key musical events in Barelas and other parts of Albuquerque.

Art Aragon, who lived in Barelas during his youth, became one of the greatest ranked middleweight boxers during the 1850's and 1960's, fighting out of Los Angeles. Later, he hosted a T.V. show also in Los Angeles.

Several musical groups originated in Barelas. From "La Orquesta Tipica Zacatecana", an all string band playing music of the 1930's, to "Thee Group" in the 1960's, led by vocalist Tommy Gonzales, son of long-time merchant Carlos Borromeo Gonzales. Al Tafoya's younger brother, Richard, was a top saxophone player in the 1950's and

1960's. He played with the Nato Hernandez Pan American Band; later he formed his own group, the Ernie Ricardo Band, featuring Jazz and Rhythm and Blues.

The Santa Cecilia Syncopators, one of the best and finest musical groups, played for dances and other social events in Barelás and throughout the area for many years. On November 22, 1928, celebrating their first anniversary, the director, Adolfo Arizpe, and the manager, Ralph Romero, invited people to attend a mass at Sacred Heart Church in honor of Santa Cecilia, the patron saint of music. Later that Sunday, the Syncopators sponsored a dance at the Barelás Ballroom from 9:00 p.m. until midnight. Following is the invitation:

Los Santa Cecilia Syncopators
Tienen el alto honor de invitar a sus admiradores, y
siendo usted uno de ellos, le invitamos a la misa que se
verificar el día 22 de Noviembre, de 1928, en la Iglesia del
Sagrado Corazón a las 7:00 a.m., en honor de Santa
Cecilia.

Por ser nuestro primer aniversario, les obsequiaremos un
espléndido baile, el mismo día, en la sala de Barelás, de
las 9:00 p.m. a las 12 a.m.

Dandoles a ustedes las mas repetidas gracias por su
benevolencia, quedamos a sus respetables ordenes.
De ustedes Sinceramente, Adolfo Arizpe, Director, 1507
Barelás Road. J. Ralph Romero, Gerente, 1507 S. Ida.
Noviembre 22 de 1929

Merchants

Several Barelás businesses are owned by local merchants. Among them are the Salazar and Garcia Mortuaries, which at one time were owned by interrelated families. Paul Salazar, longtime funeral director, recounts the origins and development of not only the Salazar-Garcia Mortuaries, but of other mortuaries like the Crollett Mortuary, which was also located in Barelás at one time.

The Salazar Mortuary is still located at South Third and Lead Avenue Southwest, and the Garcia Mortuary on South Eighth Street, near the Barelás Community Center and the Multi-Service Senior Citizens Center, across the street from Tingley Fields.

The Barelás Coffeehouse Restaurant, (known as Fito's Restaurant for many years) on South Fourth near Bridge Street is operated by the Gonzales family, whose ancestors were among the first settlers and merchants in Barelás. Other businesses still in Barelás, include Ruppe's Drugstore, South Fourth Street, which was originally located on Third Street near Central Avenue or Route 66. Christy Records and Ives Flower Shop, adjacent to each other have also done business in Barelás for many years. Grocery stores like Arrow Food and Bromo's have a long history in Barelás. Others, like Mike's Food Store, have been out of business for several years.

Originally located at Fourth Street and Cromwell, Mike's Market, owned by the Mike Alarid Family, closed in 1984

after over forty years in operation. The store moved to Fourth Street and Atlantic a few years after opening, and it provided groceries to the people of Barelás.

Ives Flower and Gift Shop 908 Fourth Street Southwest, has been in business for over seventy-five years. Present owners are Rosemary Gallegos and Joe Gallegos. Until the 1940's the shop occupied much of the 900 block of Fourth Street. The shop's speciality is wedding floral arrangements, but throughout the years has performed varied related services.

Ruppe Drug Store was established over one hundred years ago. It is now located on Fourth Street and Hazeldine Avenue, Southwest, in the heart of Barelás. Before its present location (it was moved over twenty years ago), it was located on Second Street next to Central Avenue (Route 66) for many years. Tom Sanchez Jr., a pharmacist since the late 1940's, is now the owner; Alberto Alarid and Tony Alarid were in business with Sanchez until recently. The original proprietor was Charles Ruppe. The drug store has been known for its herbs and remedies in addition to the standard selection of articles sold at most drug stores.

Tewa Weavers, located at 906 Fourth Street Southwest, has been in business over forty years. The building houses looms, embroidery machines and a retail showroom, Tewa Weavers has established a tradition of high quality rugs, neckties, and hand-woven shawls.

Perhaps the heyday of Barelás merchants was the period of the 1940's, 1950's and 1960's when Barelás, especially

south Fourth or Highway 85, was the hub of activity. The establishment of large scale chain stores like Safeway, Smith's, Furr's and others signalled the decline of smaller stores. This change began gradually in the 1950's, accelerated in the 1960's and today the domination is strong.

Several bars, lounges and nightclubs dotted Third Street and Bridge Street, in the core of Barelás, but also in the downtown dividing boundary. Places like the Bluemoon Nightclub, the Buckhorn, the A & P, Doro's, La Casanova, the Elbow Room and others were located in Barelás proper or adjacent to both downtown and Barelás.

Barelás Housing Project for the Elderly

The North Barelás Housing Project for the Elderly was completed in 1983. Sixty units were built on a four acre site near the Community Center and the Senior Multi-Service Center. All dwellings are single family, facing south for solar energy purposes. Internal circulation is limited to pedestrians. A community building and sitting areas complement the one bedroom rowhouses. There are fourteen clusters with eight different rowhouse styles. Each unit has a skylit sun porch; exterior colors include a range of sand tones.

The Senior Multi-Service Center

The Senior Multi-Service Center, 714 Seventh Street, Southwest, was opened in 1978. The goal was to build a

center to serve seniors in a variety of ways. It houses administrative offices for the office of Senior Affairs, in addition to providing programs for seniors. Arts and crafts, educational classes, dancing, meetings and lunches are all part of the Center's activities. Volunteers play a role, along with the staff of the Center.

Dolores Gonzales Elementary School

The Dolores Gonzales Elementary School, 900 Atlantic Street Southwest, opened in 1975. Approximately 400 students attend Dolores Gonzales; Riverview, Lew Wallace and Coronado schools in the community had previously closed.

Portable buildings provide space for related support services, and a city park across ninth street is used for physical education classes and intramural games.

After school activities are held at the school - Girl Scout and Cub Scout troops, Young American Basketball, a computer club, soccer and wrestling. The library services have been exemplary, and bilingual education has been a strong program at Dolores Gonzales.

Other services provided by the school include : all day kindergarten for Chapter I students, Home Start Program for preschool children, Chapter I Intensive Reading and Writing Program, a Migrant Program, Chapter IV Urban Indian Program and a Gifted Program for potentially gifted children.

The school was named after Professor Dolores Gonzales who died in 1975. She was born in Pecos, New Mexico, in 1917 taught in San Miguel County Schools and earned Bachelor of Arts degree in English from Highlands University in Las Vegas, New Mexico in 1949. She attended Columbia University, receiving a Master's degree in 1953 in Curriculum and Teaching. Later she attended Penn State University and completed and Ed.d., also serving as instructor in elementary education, language arts, mathematics, and children's literature while at Columbia. She joined the UNM faculty in 1966 and remained there until her death in 1975.

The Albuquerque Street Railroad Company was incorporated on May 14, 1880, operating a line from original Albuquerque to the new center beginning to develop along First Street and Railroad Avenue (later Central Avenue) and even later occupied by the Alvarado Hotel. Soon after the arrival of the Railroad, buildings were erected along Railroad Avenue, including the European Hotel, First street and Railroad Avenue.

In 1896 the Albuquerque Street Railway Company was incorporated, lines extending west from First Street to a point just south of the original Plaza. By this time businesses dotted the entire area from Old Town to downtown Albuquerque.

On August 25, 1903, the Albuquerque Traction Company was incorporated and began providing transportation fueled by electricity. By 1907 the Albuquerque Traction

Company had extended a main track, including service to Barelás. The tracks contained an overhead trolley wire. Later the City Electric Company was formed, providing approximately twenty miles of transportation. Routes included one from Bridge Street to the Sawmill area. The route began at Bridge and Third Avenue, proceeding along Second Street through downtown, north along New York Avenue (later Lomas) to Twelfth Street North, finally to Sawmill.

From the late 1920's until the present, Barelás has been connected to other parts of Albuquerque and Bernalillo County by bus transportation.

Barelás-Baseball

Baseball has been a popular sport in Barelás. Early in the twentieth century, teams like the Barelás Greys competed against teams throughout the region. Games became social events; spectators included families of the players and other loyal fans from surrounding communities.

In September, 1940 the first National Youth Administration (NYA) Community Baseball Tournament was held at Tingley Stadium, which was located in Barelás between Eighth and Tenth Streets, across from the Barelás Community center. It was played under the auspices of the Coronado Sandlot baseball League Association.

Organized in 1940, the Coronado Association was linked to the National Youth Administration's Recreational

Program and to the Coronado Cuarto Centennial which was commemorating 400 years of the arrival in the region now known as New Mexico of an expedition led by Francisco Vasquez de Coronado, originating in Mexico City.

Babe Parenti, longtime sports figure in New Mexico, serving as coach at Saint Mary's High School for many years, was the first president of the Coronado Sandlot Baseball League Association. Parenti believed that baseball was a "healthy" pastime", a great activity for "building character" in the participants.

"Greater Albuquerque", Parenti wrote in the program of the NYA Coronado Association Tournament for the Championship of Greater Albuquerque, "should pride itself that during the 1940 baseball season Albuquerque's growing communities enjoyed a wholesome form of recreation every Sunday under official regulations and definite schedule." All games were free to the public. Parenti also pointed out that in keeping with NYA policy, the Baseball League would be turned over to the public as a way to get people involved in community activities.

Then University of New Mexico Modern Languages Professor, Arthur L. Campa, was serving on the United States Coronado Commission. Hew wrote: "In line with festival activities of the Coronado year, Albuquerque Baseball enthusiasts have put over a successful year in community baseball. The spirit of competition has been keen; in order to bring this sporting competition to a successful close the Coronado Community League ends

the season with the present tournament. We hope that you have enjoyed the games and we look forward to resumption of the League for the coming year."

The officers of the Coronado Sandlot Baseball League Association included: Babe Parenti, President; Leo Vigil Sr., Vice-President; V. Salazar, Secretary; Alonzo Vigil, Treasurer. The Commissioners were: Iggy Mulcahy, Roy Wilkey and Paul Weeks; Photographer, Edward Snow. Team Mangers: Martineztown (Albuquerque Merchants), Frank Perez; Armijo Yankees, William Katz; Martineztown Athletics, William Gilliam; Barelás community Center, Charlie Napoleone; Bernalillo Cubs, Joe Jaramillo; All-City Coca-Cola Seniors, Nelson Shew; The Isleta Pueblo Tewa, Joe Abeita; the Laguna Pueblo, William Caufield. Advisor: Dick Gonzales, Director, Barelás Community Center.

Several politicians sent their congratulations and best wishes: Senator Dennis Chavez; Governor John E. Miles; and Mayor of Albuquerque, Clyde Tingley.

Merchants supporting the tournament included; Tafoya Brothers Grocery, "Your Community Booster", 1618 Barelás Road; the Buckhorn Bar and Lounge, Bridge Boulevard. Also sending encouragement was the American Federation of Labor, Local 2864, Bernalillo, New Mexico.

An important participant in baseball activities has been Vince Aragon, a Barelás native, coach for fifty years. He has managed teams since he was seventeen years old—American Legion, Sacred Heart School, and teams spon-

sored by the Joe Heaston Motor Co. and Arrow Food Market. More recently, the Multi-Service Center has sponsored senior teams with Vince Aragon coaching.