

Context Map

THE MASTER PLAN | CATALYTIC PROJECT 1 HILAND THEATER AREA

Note: Catalytic Projects 1 and 2, along with the street improvements along Central Ave., are the suggested first phases of construction to help spur further development. These 2 project illustrate, at a finer scale than the Illustrative Master Plan, the possibilities and potential that the Master Plan will allow to be built in the next 2 to 15 years.

Catalytic Project 1 illustrates the improvements of the streetscape along Central Ave. and potential building around the Hiland Theater [County-owned]. Currently, zoning in the area does not encourage a mix of uses, which has relegated it to single-use types of commercial buildings used only during daylight hours. Residential uses on the corridor, or just off of it, is mostly non-existent. The hope would be to allow for several different uses in the area, including housing and small retail or live/work that would enliven the neighborhood at all hours of the day and evening.

Buildings proposed would include 2nd and 3rd floors for new construction or addition to existing single story buildings. Mixed uses such as office, live/work, lofts, apartments, etc. would add to the potential for ground floor retail. Lofts and townhomes are shown along Silver Ave. People living in the new structures support the retail created, provide security by providing eyes on the street, and add vitality to the area. The scale and placement of the buildings frames the street, creating a humanely-scaled, memorable place.

The pedestrian environment will be improved dramatically, which will encourage walking, biking, and retail shopping in the area. Traffic is calmed by the proposed on-street parking, central alameda [median], roundabouts, and enlarged sidewalks. Proper lighting, landscape, & street furniture would also encourage walking.

Parking is provided on-street along Central, and at all side streets in the form of parallel and head-in parking. Additional parking is located to the rears of buildings. Existing parking courts at the fronts of some buildings remain. In front of the Hiland Theater, for example, the parking courts create a more open section of the corridor, creating a sense of arrival and place, and preserving a dramatic view of the Hiland Theater.

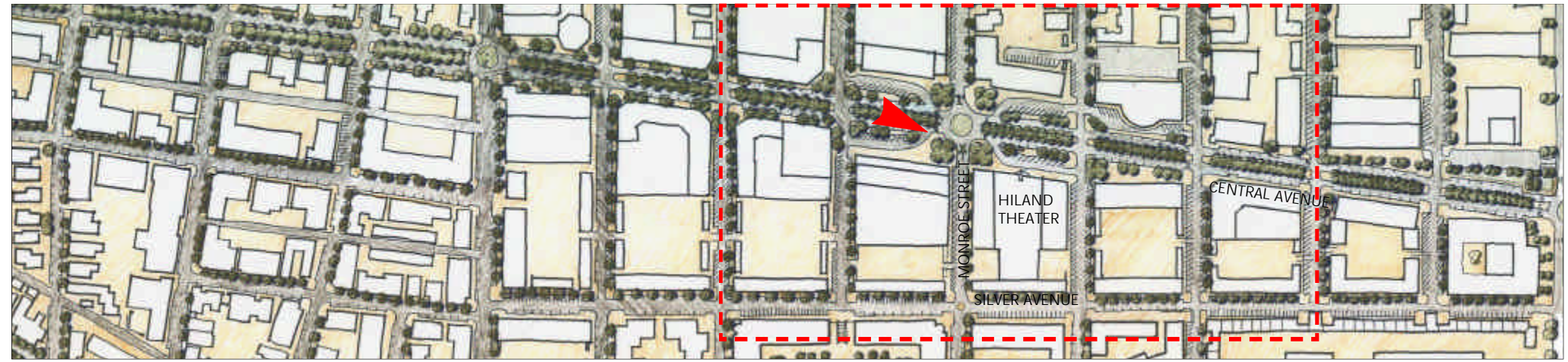



Catalytic Area 1 - Axonometric

Development Potential

Type	Area	Dwellings	Parking
Retail	237,650 s.f.	n/a	595
Live/work	70,425 s.f.	47	82
Lofts	180,000 s.f.	120	210
Apartments or Townhouses	172,125 s.f.	172	301
total	660,200 s.f.	339	1,188

Note: Existing construction this area is approximately 295,000 s.f., all retail, with no designated housing along the Central Corridor.



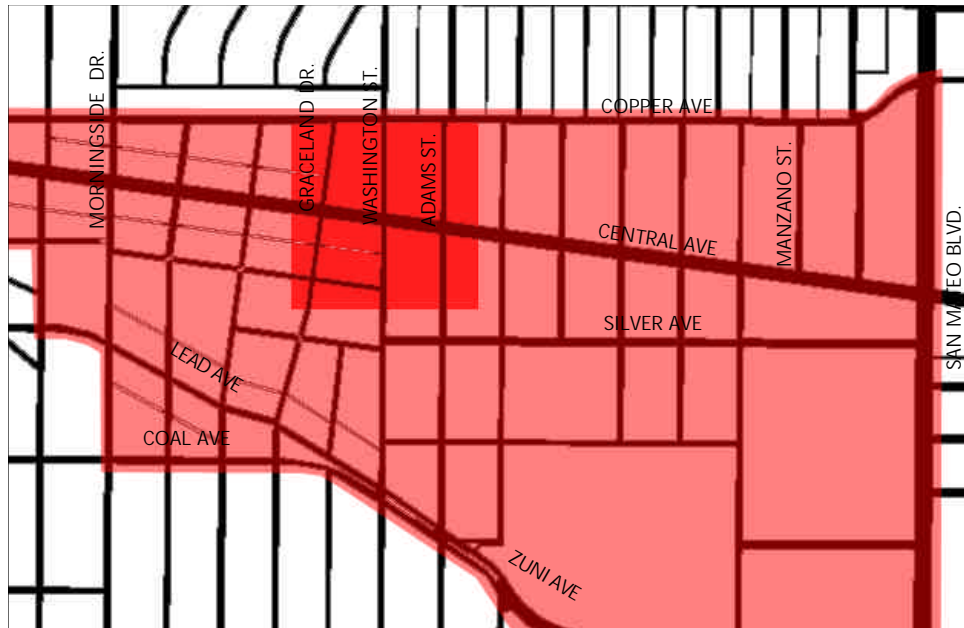
Catalytic Area 1 - Plan 0 100 200 400ft 



Retail space with Lofts above



Hiland Theater - parking court and potential office or residential above retail space
Moule & Polyzoides Architects and Urbanists
June, 2004



Context Map

THE MASTER PLAN | CATALYTIC PROJECT 2 DE ANZA MOTEL AREA

Note: Catalytic Projects 1 and 2, along with the street improvements along Central Ave., are the suggested first phases of construction to help spur further development. These 2 project illustrate, at a finer scale than the Illustrative Master Plan, the possibilities and potential that the Master Plan will allow to be built in the next 2 to 15 years.

Catalytic Project 2 illustrates the potential for building along Central Avenue around the De Anza Motel. As with Catalytic Project 1, current zoning in the area does not encourage a mix of uses, which has relegated it to single-use types of commercial buildings used only during daylight hours. Residential uses on the corridor, or just off of it, is mostly non-existent. The hope would be to allow for several different uses in the area, including housing and small retail or live/work that would enliven the neighborhood at all hours of the day and evening.

The De Anza Motel has been converted into a mixed-use building with a Visitor's Center, a cafe, and a Community Meeting Room that could preserve the public use of the building. Motel rooms have been remodeled [and added to] for apartments, lofts or townhomes. Parking along Graceland would provide adequate parking for the retail functions as well as for tour buses or R.V.'s visiting the new corridor. The Motel as easily could be converted to a boutique motel. A mid-sized retail anchor is shown to the east of the De Anza, and additional floors of flex space have been added above. To the north of this building, Courtyard type residences are shown. These help buffer the corridor development down to the single family neighborhood to the north across Copper Ave. Buildings on the south side of Central Ave. include 2 and 3 story buildings of new construction. Mixed uses such as office, live/work, lofts, apartments, etc. would add to the potential for ground floor retail. Lofts and townhomes are shown along Silver Ave.

As with Catalytic Project 1, the pedestrian environment will be improved dramatically. Parking is provided on-street along Central, and at all side streets in the form of parallel and head-in parking. Additional parking is located to the rears of buildings. At an appropriate level of development, parking courts could be easily converted to 2 story parking structures.

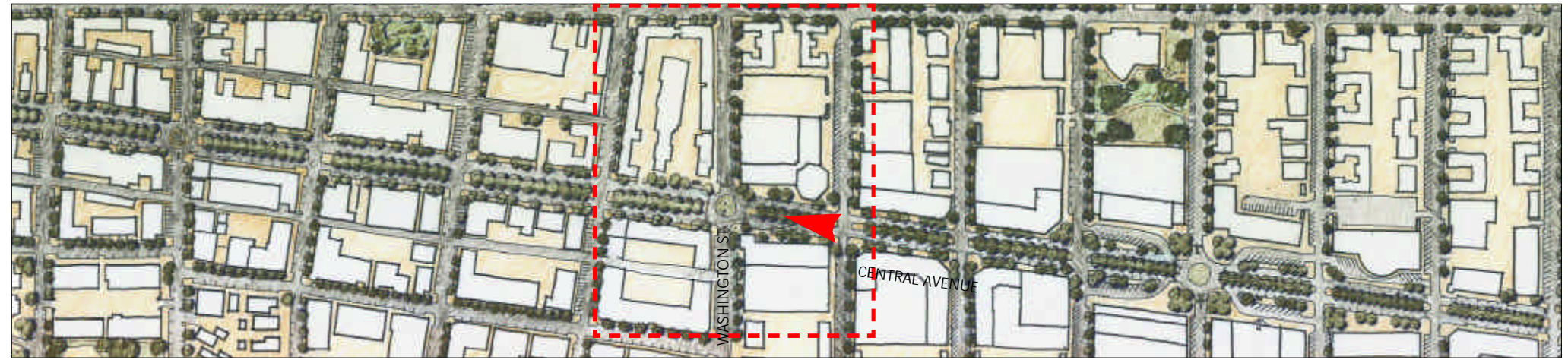



Catalytic Area 2 - Axonometric

Development Potential

Type	Area	Dwellings	Parking
Retail	107,700 s.f.	n/a	270
Live/work	63,900 s.f.	43	76
Apartments	127,750 s.f.	128	224
Townhouses	63,850 s.f.	42	74
total	363,200 s.f.	213	644

Note: Existing construction this area is 112,100 s.f., all retail, with no designated housing along the Central Corridor.



Catalytic Area 2 - Plan 0 100 200 400ft 



Mixed-use buildings with retail and living spaces in multi-story configurations
 Client: City of Albuquerque Planning Department
 Albuquerque, New Mexico



De Anza Motel & new mixed-use buildings along an improved Central Avenue
 Moule & Polyzoides Architects and Urbanists 12
 June, 2004