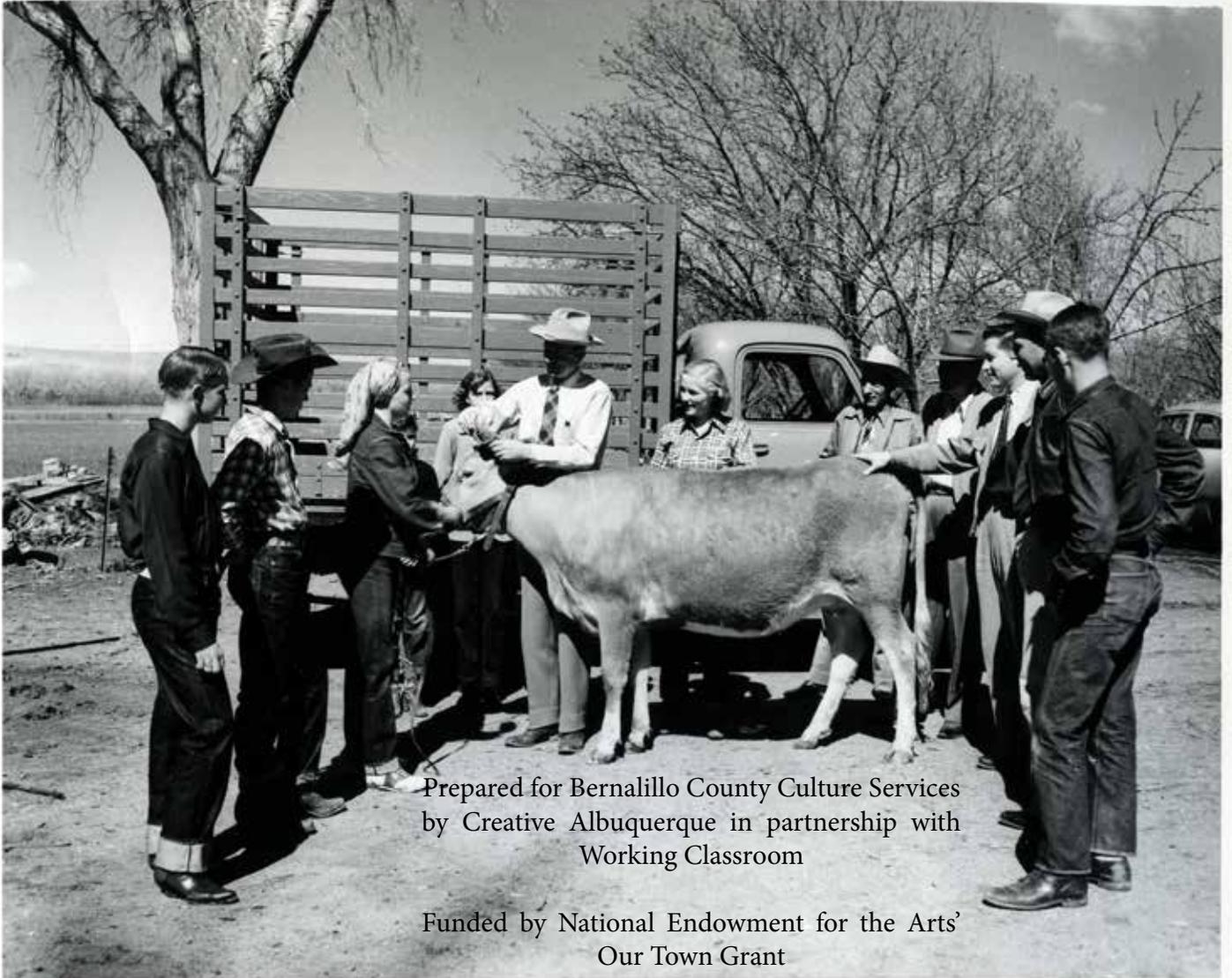


South Valley MainStreet Strategic Plan for Arts and Culture

September, 2015



Prepared for Bernalillo County Culture Services
by Creative Albuquerque in partnership with
Working Classroom

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Our Town Grant



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Introduction

Overview/Project Concept

In the fall of 2013, Bernalillo County Cultural Services (BCCS), along with Creative Albuquerque and Working Classroom, applied for and was awarded an \$150,000.00 grant from the National Endowment of the Arts Our Town Grant in order to conduct and fund a two year arts and cultural strategic planning process, Exploring Art & Identity: Creative Placemaking for the Historic MainStreet Bridge Boulevard Corridor (HMSBC). The first phase of the project focused on engaging the diverse population of the South Valley to explore the continued tension of cultural and social identity through community dialogue to result in a series of conceptual art renderings by Working Classroom student that share the rich history of the community and foster future cultural and economic opportunities.

In the first year of the grant (2015), Bernalillo County Cultural Services and Creative Albuquerque conducted a community based arts and cultural strategic planning effort for the HMSBC area, locally known as South Valley MainStreet, in order to set the stage for the inclusion of art to augment the current Department of Transportation Bridge Boulevard Road Improvements Project scheduled to begin in 2016 and the New Mexico MainStreet efforts to support a visually interesting destination for residents and visitors to experience the diverse cultural landscape that exists along the corridor. This effort builds upon the 2013 Cultural Asset Inventory performed by Creative Albuquerque, a major partner for this grant application, that focused on resident identification of social, cultural and economic assets in their neighborhoods and Bernalillo County.

As part of the strategic planning effort, Bernalillo County, Creative Albuquerque and Working Classroom facilitated six months of varied community listening sessions. Partnership for Community Action provided bilingual facilitation to engage the Spanish speaking community to investigate the social and cultural tension that has developed in the last decade between the relatively new influx of Mexican immigrants, those that identify as “New Mexican” the original Hispanic settlers of the region, Anglos and other minority populations.

The listening sessions/community dialogue commenced with the history of the community and developed how this information could shape the creative placemaking process to inform the identity, future development and the physical transformation of the area.

A unique aspect of this project involved the inclusion of youth in all aspects of the planning process. In particular, youth artists mentored by Working Classroom participated in both planning and co-creating initial arts concepts for public comment and consensus that will culminate in a future art project for the corridor. In the second phase of the project, partners, along with the Bernalillo County Arts Board, will develop a selection committee to identify available funding and the competitive selection of a professional artist to implement the community’s vision that was formulated through this Phase I strategic planning process.

The strategic planning process explored the history, culture and identity of the HMSBC to achieve the following goals:

1. Create an arts and cultural strategic plan to enhance the identity and sense of place of the HSMBC through the extension of public art to augment future local festivals, activities, and quality of life initiatives, and
2. Attain and preserve the history of the community through stakeholder input to revive the multifaceted cultural landscape by fostering community spirit and strengthening intergenerational ties.

Partners

Bernalillo County Cultural Services (Lead Partner) assisted in overall project management and procurement of the grant and provided media services, facilitation, video documentation and marketing.

Creative Albuquerque (Lead Partner/Local Arts Organization), is a non-profit provider of cultural data and strategies with the purpose of affecting policy that results in a vibrant creative economy. Creative Albuquerque cultivates and shares knowledge to illuminate, empower, and enrich the community. Creative Albuquerque is committed to increasing connectivity and shared knowledge, stimulating entrepreneurship and employment growth, championing supportive policy and identifying sustainable funding sources — all for the benefit of the creative community. Through the NEA grant process, Creative Albuquerque was responsible for the development of the planning process and the arts and cultural strategic plan. Their efforts focused on obtaining the latest history and culture of the historic community and understand contemporary traditions and culture to develop a strategic plan that builds community and capitalize on the unique and underutilized assets of the area.

Working Classroom (Lead Partner) is a multi-ethnic, inter-generational community of student & professional artists, writers, actors and directors with a conscious commitment to supporting new and diverse voices and visions in the arts. The underrepresentation and caricature of historically ignored communities hampers our understanding of who we are as a nation, how we interpret our past and contemplate our future. Working Classroom contributes to a more nuanced understanding of American identity by training aspiring artists and actors from historically ignored communities and creating art and theater by, for and about these communities.

Through the NEA grant process, Working Classroom mentored and engaged nine paid youth apprentices over a five-month period. Student apprentices worked with instructors and guest residency artist Ronnie Quevedo in order to research potential art opportunities in the corridor, develop temporary installations and provide a summary of themes, concepts and criteria for the future call for public art.

Partnership for Community Action has worked to build strong, healthy communities in Albuquerque and across New Mexico since 1990. PCA focuses on critical community issues like education, economic sustainability, health and immigrant rights. Through raising awareness and advocacy opportunities, PCA helps people and families become strong leaders in their neighborhoods and in New Mexico. PCA provided Spanish language translation throughout the strategic planning process and provided outreach opportunities to Spanish language communities.



Purpose and scope of strategic plan

Why develop an Arts and Cultural Strategic Plan?

The purpose of developing a Strategic Plan for Arts and cCulture in the South Valley is to build upon long standing cultural traditions, foster emergent artists and celebrate the vibrant heritage through the fostering of a cultural heart (a focal point for community pride) in the South Valley MainStreet area. The intention of the Plan is to provide a framework for the inclusion of public art and cultural programming in the daily life of the South Valley MainStreet district to not only reinforce community identity and change outsider perceptions, but also capitalize on local assets to stimulate economic development, develop places for human interaction and to assure the preservation of local culture and heritage.

Objectives of the plan based on community input are:

- Retaining and attracting permanent residents to the South Valley
- Stimulating and developing experiences for residents and visitors
- Showcasing unique cultural heritage and traditions of community

Benefits

- Supporting cultural and heritage tourism (state's second-largest private sector industry and largest primary sector employer – NM Tourism Coalition)
- Stimulating local economy
- Fostering community pride
- Preserving and showcasing community heritage
- Promoting a stronger mix of activities (local businesses, vibrant activities, visitor amenities)
- Increasing local spending, more jobs, higher local and state tax revenues, increased property values (Texas Cultural Districts: Indicators for Measuring Success, Commissioned by the Texas Commission on the Arts.)

Scope of Work

The plan will provide direction to Bernalillo County Cultural Services about how to use public art and cultural assets to reinforce a sense of identity and place in the South Valley.

- Identifying Opportunities
- Identifying Barriers
- Promoting Partnerships
- Supporting Placemaking





Historic bridge washout. Photo Courtesy of Albuquerque Museum.

Introduction to Bridge/Isleta Area, History and Mainstreet status

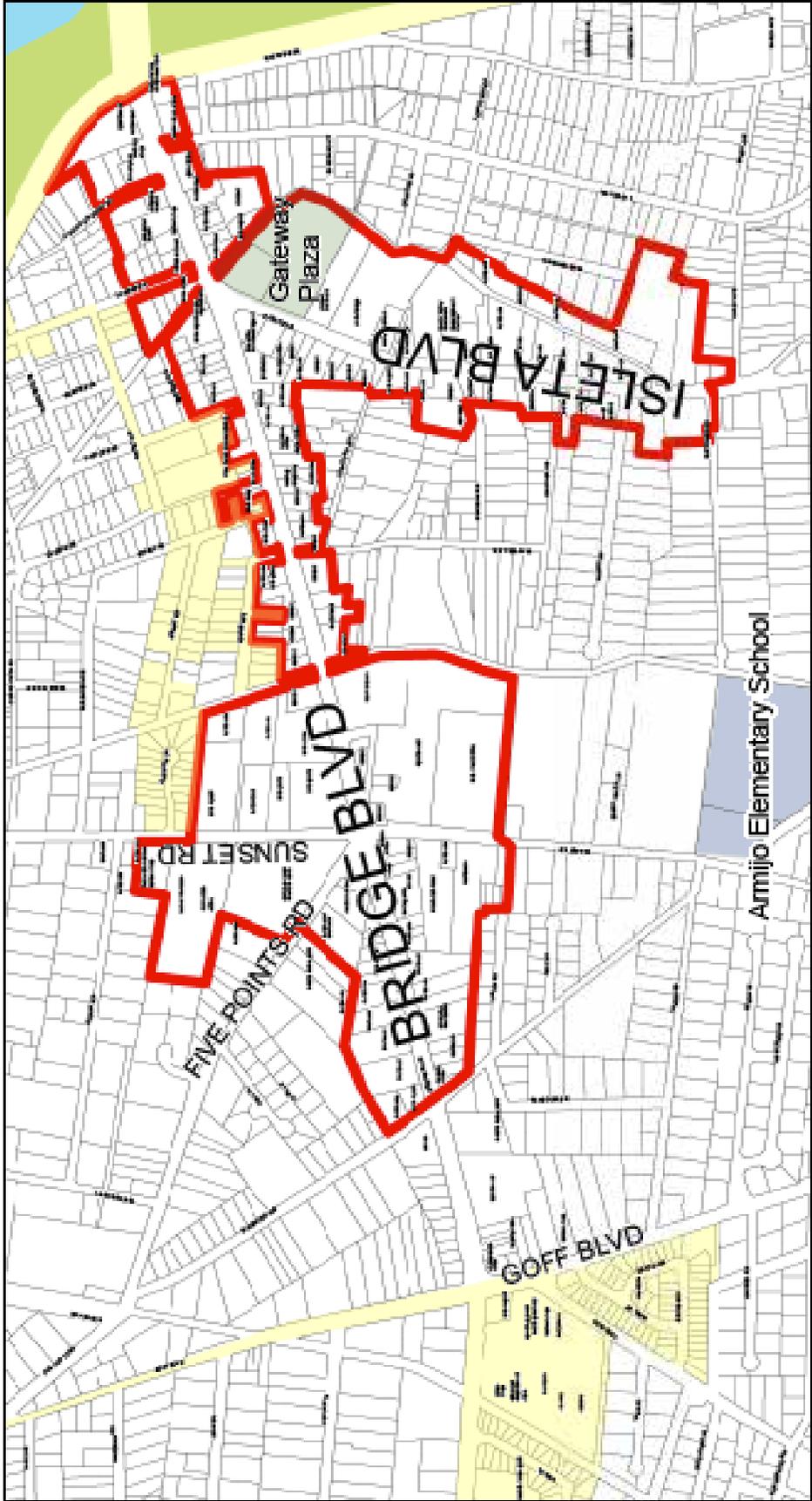
In 1692 a series of small agricultural villages, including Atrisco, Arenal, Pajarito, Los Padillas and Armijo, became part of the Atrisco Merced, now known as the South Valley. While the original villages and their plazas have mostly disappeared into the neighborhood communities, the place names and settlement stories remain culturally significant to residents. Once a major regional producer of regional goods, including sheep and wool products, the agricultural roots of the South Valley remain visible in remaining farm fields scattered throughout the area.

In 1937, a major realignment of Route 66 redirected traffic from Isleta and Bridge Boulevard through Albuquerque along Central Avenue, bypassing the South Valley. Again in the late 1960's, traffic was diverted from Hwy 85 to the new Interstate 25. These events, coupled with the growth of Albuquerque to the north and east, impacted the economy of the South Valley and many local businesses began to disappear along Isleta Boulevard. In the 1980's, Bridge Boulevard was expanded to four lanes and traffic speed increased negatively impacting the pedestrian scaled retail area.

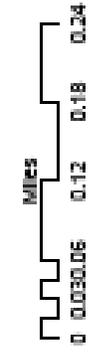
Bernalillo County applied to the New Mexico State MainStreet program in the Spring of 2013 and the Historic Bridge Mainstreet, South Valley received designation as an "emerging community" in Summer of 2013. The mission of the Historic Bridge Mainstreet is "to stimulate the preservation and enhancement of the traditional commercial district in the historic Bridge and Isleta corridors of the South Valley through education, historic preservation, beautification, promotion of community and civic pride, and by combating the underlying reasons for the physical and economic deterioration of the district" through the MainStreet four-point approach. In 2015, it received approval to become a "start-up community," and is now eligible for capital outlay funding from the legislature (a possible source of art project funding). The MainStreet received a façade grant in 2015 from Public Service Company of New Mexico (PNM) and future opportunities exist for art project grants from PNM and other funders.

In 2016, the Bridge Boulevard reconstruction project will begin with the MainStreet phase in 2017. Opportunities exist to fund art projects as part of the road reconstruction or using 1% for the arts.





**Historic Bridge
Main Street District**



2 Current Conditions

The South Valley MainStreet (SVMS) encompasses Bridge Boulevard bounded on the east by the Rio Grande and anchored on the east by the 5-points intersection and includes Isleta Boulevard south to Hardy Avenue. The commercial corridor includes building types dating from the Route 66 era as well as local businesses that serve the neighboring community, such as auto-related services, restaurants and childcare.

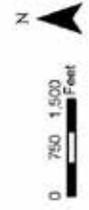
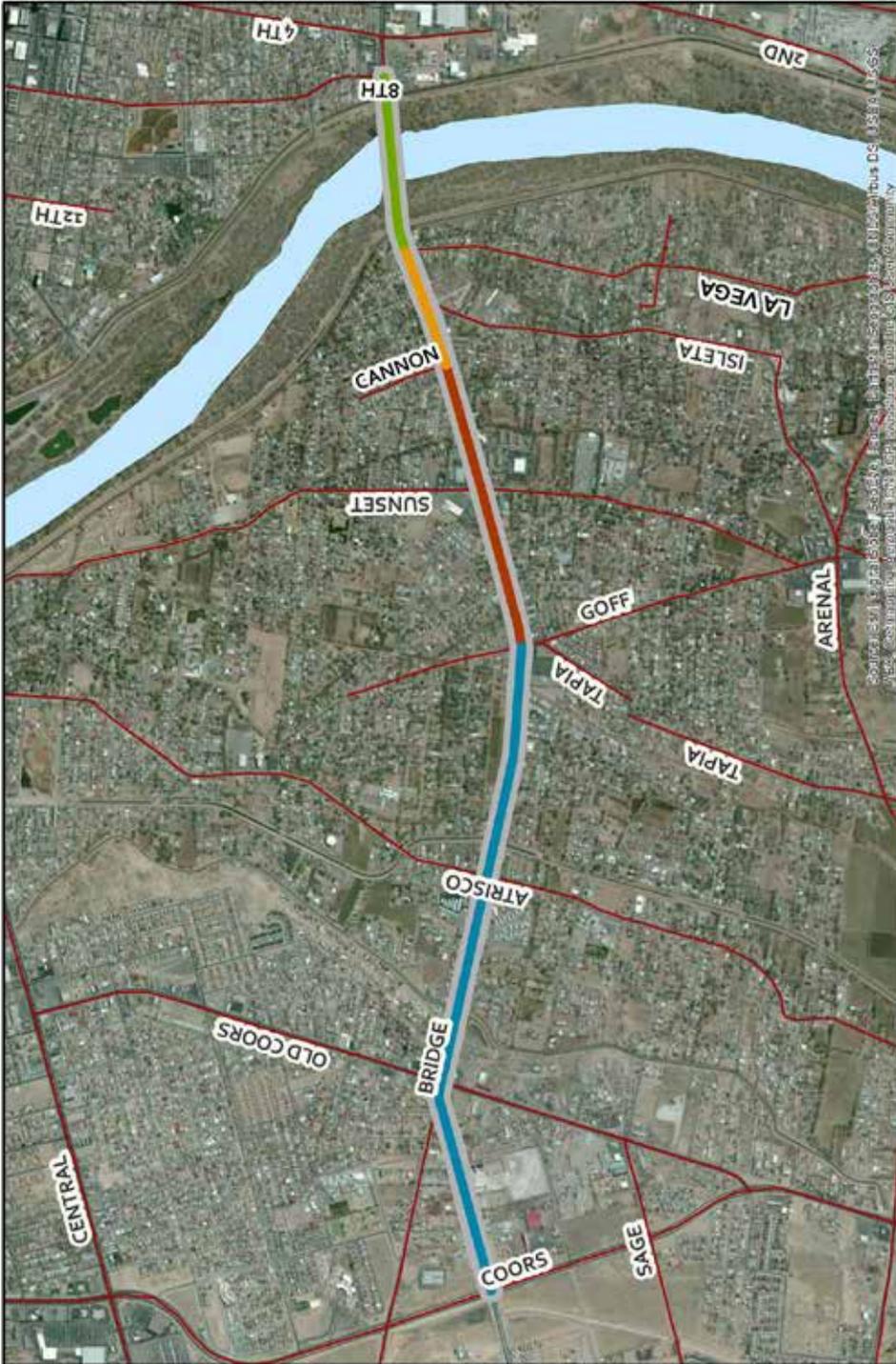
The South Valley MainStreet area has many cultural and creative assets. It is the present home of the South Valley Economic Development Center, many historically eligible and state designated buildings, schools, local restaurants and businesses. Just across the Rio Grande to the east, is the National Hispanic Cultural Center, opened in 2000 and dedicated to the study, advancement, and presentation of Hispanic culture, arts, and humanities. El Camino Real and pre-1937 Route 66 are designated Scenic Drives across the bridge and down Isleta Boulevard. Local farms, diaries and other agriculturally related businesses that have been in the South Valley for generations are located in close proximity to the SVMS area.

Much of the current commercial development in the area is compact and pedestrian oriented between the bridge and just beyond the Isleta Boulevard intersection, with residential neighborhoods and agricultural fields just off the main corridor. The redevelopment of the Bridge Boulevard roadway and improvements to the Bridge/Isleta intersection will include many enhanced pedestrian features, such as narrower vehicular travel lanes, designated bicycle lanes and a redesigned intersection in order to make the area more pedestrian and bicycle friendly.

Currently, Bridge Boulevard is undergoing a roadway reconstruction project from Coors Boulevard to 8th Street. The purpose of the reconstruction project is to make changes to the public right of way to support recommendations and policies of the Bridge Corridor Redevelopment Plan. Currently, Bernalillo County Public Works Division has initiated an environmental assessment for the reconstruction of Bridge Boulevard from Coors Boulevard to 8th Street. The environmental assessment will first consider the broad, general impacts of the proposed reconstruction of Bridge Boulevard and will focus on broad issues for the entire corridor project, including purpose and need for the project, general location of alternatives, and decision points required for each phase of roadway reconstruction.

Following the Environmental Assessment, each segment of the roadway will be designed in accordance with the New Mexico Department of Transportation's Location Study Procedures guidelines. The project team will use the "Main Street" conceptual designs developed during the Redevelopment Plan process to obtain additional information, including right-of-way requirements, costs, performance data, environmental surveys, utility information, and public input. The conceptual designs will be further evaluated and refined and reviewed in the environmental document for each phase. After completion of the Environmental Assessment, four environmental documents will be prepared – one for each design phase. The environmental documents will address site-specific conditions, project impacts, costs, mitigation measures, and any necessary design adjustments. The phase-specific environmental documents will be the decision documents that authorize construction activities. The Bernalillo County Public Works Division will make design decisions, following a thorough evaluation of existing and projected roadway operations, constructability, cost, public input, and environmental impacts. The Federal Highway Administration and the New Mexico Department of Transportation will either approve the plans or request revisions.

Segment 1 and 2 of the reconstruction project fall within the South Valley Mainstreet district and provide for opportunities to incorporate public art and pedestrian amenities which highlight the culture of the community.



**Bridge Boulevard Reconstruction
Coors Boulevard to 8th Street
Project Corridor**

Demographics/economic assessment summary

Today, the area population is ethnically diverse. Native Americans and Hispanic families having been in the area for hundreds of years, live alongside recent immigrants from Mexico and other countries. According to the Bridge Corridor Revitalization Plan, the HSMBC (SVMS) is 49% Hispanic, as well as home to a significant urban Native American population (5.7%). The median age is 35 with 28,460 men and 29,220 women. The median age for men is 34 while for women the median age is 36. The foreign-born population percentage and the Hispanic population percentages are above the state average. According to the March 2015 UNM BBER South Valley MainStreet Community Economic Assessment report, of the portion of individuals self-identified as Hispanic, a slightly larger share is identified with Mexican heritage (64.5%) than in Albuquerque or Bernalillo County (57.4% and 57.6% respectively).

The 2015 South Valley Mainstreet: Community Economic Assessment, prepared by UNM Bureau of Business and Economic Research, points out that vitality of the Mexican culture in the SVMS business community is essential to the identity of the South Valley and recommends that this asset be supported and cultivated. In addition, the traditional New Mexican Hispano culture has had a deep influence on the culture of the South Valley and should continued to be cultivated. The report also notes that great care should be taken to nurture the diverse and vital identities of the South Valley.

Housing stock in the South Valley is generally older than other areas of the County with 9.3% of the housing built prior to 1939 and more than half of the housing built before 1970. Around 75% of homes are owner-occupied which is higher than Bernalillo County in general at 62.3%. More than 43.9% of homeowners own them free and clear with out a mortgage. Area housing prices average \$139,200 compared to \$186,500 for the median value in Albuquerque.

UNM BBER estimates that approximately 4% of all businesses within the South Valley are located within the South Valley MainStreet area. The March 2015 report notes that despite the proximity of the National Hispanic Cultural Center, the MainStreet district is lacking in arts, entertainment and recreational opportunities. The report also notes there are no accommodations within the district or full service restaurants with a beer and wine license that serve dinner. These factors are considered to be adversely affecting the social and cultural vitality of the district.

The report indicates that four farms and two agricultural organizations, in conjunction with at least two acequias (traditional irrigation ditches), are located in the MainStreet district and recommends that these amenities should be capitalized upon. Recent and future potential growth poses a potential threat to the agricultural culture of the South Valley. The 1990's to the early 2000's brought great growth and expansion to the surrounding Southwest Mesa and the density on the valley floor is expected to continue to grow in the near future with the recently approved Santolina Development. This growth has increased east-west traffic on Bridge Boulevard and attracted development to historically agricultural areas. Although this traffic is often sought after as a valuable retail market, the UNM BBER report points out the economic development necessary for the South Valley to compete with greater Albuquerque are unrealistic and may have a adverse effect on the identity of the small business economy of the MainStreet district.

The UNM BBER report points out that the small business nature of the MainStreet district caters primarily to local customers, however, the composition of the local business community fails to reflect and service the growing Mexican hispanic population. Area residents spend a large share of income on groceries and at "Big Box" retailers. This, coupled with the fact that few district businesses attract customers from outside the community, create a situation where there is little activity to offset retail leakages. The report indicates that despite this, there are a significant number of Hispanic-owned and culturally-oriented businesses, such as carnicerias, panaderias and tortillerias, traditional healers, fashion and personal care businesses, religious organizations, a Spanish language radio station and a couple of working farms.

Economic strategies proposed by the Economic Assessment report focus on the re-enforcement and promotion of the unique traditions of the community. Opportunities should be explored which are unique to the South Valley and not easily replicated and dislodge from the community. Initiatives based on local tradition and culture, have a longer-term capacity for creating a foundation for the South Valley MainStreet district to become a gateway to the South Valley while maintaining its rich character and legacy.

The report further indicates that balancing the identities, interests and needs of the different cultural groups in the South Valley is a challenge that the SV MainStreet must face. It states that the MainStreet district must take the opportunity to make space both physically and culturally for the multiple identities to be honored and reflected within the community. It notes that the Bridge Redevelopment Plan, which conceives the MainStreet district as destination for greater Albuquerque, may be introducing an imbalance to the area that has historically been the center of local commerce for both the South Valley and Barelás. The report states that the attraction of tourists may counteract efforts to foster a vibrant and cohesive community based on local economic needs and cultural identities and recommends first focusing efforts creating a space that draws together the people of the South Valley through the cultivation of businesses and services that cater to local needs in order to foster cohesion and pride in its unique and diverse hispanic cultures. Once this solid foundation is established, it notes, there may be opportunities to attract outside visitors without compromising the local identity.

Other Related County Plans and Reports

Bernalillo County has developed several plans that have informed, and are relevant to this Strategic plan. These plans have been developed to support, provide guidance and implement the vision, goals and recommendations of these plans where possible. The following documents have been reviewed and incorporated into this planning effort:

- Bridge Boulevard Charette Report, May 2012
- Bridge Boulevard Corridor Redevelopment Plan, August 2013
- Bernalillo County Arts and Cultural Inventory, 2013
- Emerging Mainstreet Application, March 2013
- Albuquerque the Plan: 50 Mile Activity Loop Plan, September 2013
- University of New Mexico, Bureau of Business and Economic Research, "South Valley Mainstreet: Community Economic Assessment," Gillian Joyce and Dr. Jeffrey Mitchell, June 2015.

Assets, Opportunities and Challenges

The South Valley has a rich history, steeped in culture and tradition directly tied to its people and the land. Resilience, a word heard over and over in community listening sessions, exemplifies the strength and beauty of continuous tale of the community's threats to survival and determination to persevere. Indigenous people and early settlers struggled with the harsh climate and hostile tribes, later generations confront poverty, neglect and marginalization.

Assets

Long history of agriculture and community
Strong sense of community and place
Friendly, family and community oriented
Strong culture and traditions
Openspace and wildlife
Historical communities
Bosque, river and acequias
Local, specialty and cultural businesses
Views
Multi-generational community
Long family history
Resourcefulness
Cultural properties and historical buildings
South Valley Economic Development Center
Westside Community Center
Underutilized buildings
Vacant land
Scenic drive
MainStreet program
Working Classroom
Gateway Park
Bridge
Existing festivals – chili fiesta, dia de los muertos, saint days and church festivals

Assets

The South Valley Mainstreet area has a wealth of assets that can be leveraged to support and benefit through arts and cultural interventions and programs.

Long-term investment in the community is evident by the generations of families who call South Valley neighborhoods home. Residents continue to identify by their village area, attesting to the importance of place and history. Small, local businesses and traditional families give community continuity. Many families have lived in adjacent neighborhoods for many generations and hope to see grown children return to the area to raise their families.

Many cultural attractions exist within and nearby the commercial district for visitors, including the National Hispanic Cultural Center; Bosque Trail with connections to the Rio Grande Zoo, a designated portion of the 50-mile loop, ethnic restaurants and food vending. Route 66 and the Camino Real have imprinted visual legacy on the built environment and continue to attract national tourism. Opportunities for agritourism abound in the South Valley. The bosque and Rio Grande offer recreational opportunities. Gateway Park provides a local, organic grower's and arts/crafts market; hosts food trucks and la resolana on the plaza; music, dance, plays, poetry, story-telling in outdoor amphitheater. Several community events, such as the Marigold Parade and the Chile Fiesta draw visitors from the greater regional area.

The Bridge Boulevard corridor is ripe for revitalization. The South Valley MainStreet area generally has a pedestrian scale due to development patterns driven by Camino Real/ Route 66 user needs. Population concentration, consistent traffic volumes, and its historic commercial role, all suggest the corridor can be revitalized. Planning efforts for revitalization already taking place include the redesign of the Bridge Boulevard corridor and the continuous actions of the South Valley MainStreet initiative including much needed façade improvements.

Many partnership opportunities currently exist in the South Valley that can be leveraged to further support arts and culture in the MainStreet area. The South Valley Economic Development Center (SVEDC) has a business incubator with a commercial kitchen, meeting spaces and public art installations. Semillas del Valle and other organizations provide forums and advocacy for local businesses. The National Hispanic Cultural Center serves educational outreach and hosts national programming that draws people to the area. The Partnership for Community Action supports local community efforts. The County Cultural Services Office provides programming and resources at community centers and open space area near the MainStreet area. The state MainStreet program offers the support of program specialists and many buildings in and around the designated MainStreet area are eligible for historic designation and state and national funding resources. Working Classroom has a strong history of creating public art and engaging local youth in the area.

Potential and Existing Community Partnerships

- Rio Grande Nature Center
- New Mexico Acequias Association. The Acequia Association is active in preserving local ditches.
- La Plazita New Mexico
- Partnership for Community Action
- Working Classroom
- Agricultural Community. Local farms grow traditional crops such as heirloom yerbas (herbes) for remedios (remedies).
- National Hispanic Cultural Center. The facility provides education programs and a genealogical library for local residents.
- County Cultural Services Office is identifying cultural assets to prepare conservation plans for significant properties. Currently the office will provide education and training for the development of agricultural opportunities and entrepreneurs.
- The South Valley Senior Center provides storytelling and a photo archive of traditional families.
- Neighborhood Associations
- Hubbell House Alliance
- Querencia Green - neighborhood based agriculture
- Bernalillo County Economic Development

Opportunities

Opportunities

- Working Classroom projects highlighting local businesses and community culture
- Utilizing vacant and underutilized properties
- Multi-generational projects
- Capitalizing on local businesses
- Involving local artists, crafts-people
- Gateway Park
- Vacant Land
- Public ROW
- Bridge Corridor project
- Social Media
- Additional Grant funding
- Creating a Latin Culture Corridor
- Showcasing traditional community
- 760,000 square feet of lost retail



Valley Gardens
Lotus Tile Works, 2004
South Valley



Working Classroom Students, 2015

Latino Cultural Corridor/district

The South Valley MainStreet (SVMS) district traditionally has been the commercial center for the historic Hispanic communities of Barelás, East San José and the South Valley. The adjacent areas are ethnically diverse, with a high concentration of Hispanic families, both from New Mexico and Mexican heritage. Many local businesses provide Hispanic goods and services, ranging from food to traditional healing. Despite the proximity to the SVMS area, many residents go outside the trade area, patronizing “big box” retailers for goods, due to the lack of retail diversity. Despite the large percentage of Hispanic populations in New Mexico, it is difficult to find strong clusters of Latino businesses and services, especially those that serve daily needs with proximity to restaurants, entertainment and cultural attractions.

Recent studies by UNM BBER indicate that over 760,000 square feet of retail opportunities are leaked to areas outside the MainStreet area. This data suggests that existing community residents can support more retail trade and services. Participants in community listening sessions have indicated a desire for more local goods and services in the Bridge Corridor, including local agricultural products in more permanent locations than a weekly farmers market. Entertainment and cultural attractions were also of interest to community members.

Attracting more and supporting existing Hispanic businesses, entertainment and cultural attractions through the branding, art and built environment has the potential to create a unique deeply rooted sense of place for the community.

Local talent

Many local artisans, crafts people and local culinary entrepreneurs call the South Valley home. The SVEDC provides many people a venue to produce food sold regionally and nationally, but limited opportunities exist to sell locally produced food in the MainStreet area. Many local artisans and crafts people rely on internet sales and retail areas outside of the South Valley to sell wares. The MainStreet area should feature galleries and local shops that provide access to the wealth of art and cultural products produced in the South Valley to neighboring residents and attracts visitors from regional areas. Inexpensive retail space and micro-vending venues should be explored in order to attract existing virtual businesses to local storefronts.

Vacant and underutilized land

The MainStreet area currently has vacant and/or underutilized land that could support permanent or temporary arts and cultural activities. Existing public lands, including Gateway Park - a recent County redevelopment project in the area, could be enhanced with temporary art exhibits, an iconic interactive public art installation, permanent food venues and a continuous series of cultural activities.

Youth Mentorship Programs

As part of the NEA grant, Working Classroom students worked with local business owners to learn family business history and translate what they learned into building signage. This social art project could be further developed into a community youth program with a storefront in the MainStreet district. A mentorship program could assist local youth in the development and creation of building signage combined with an ongoing exhibit honoring and showcasing personal histories of local businesses.

History and Tradition

The SV MainStreet area has a rich legacy tied to historic trade routes, El Camino Real and Route 66. Development patterns relating to these periods in history are visibly evident in the vernacular building styles and local businesses in the area. Many buildings in the area are historically significant and should be considered contributing to the culture of the community. Preservation programs should be taken advantage of to restore structures and the vernacular building traditions and practices. Longtime family traditions could be incorporated into daily experiences and tourist destinations through both temporary and permanent art installations.



Agricultural Heritage

The South Valley has a long agricultural tradition. Although the SV MainStreet area is an urban environment, its immediate proximity to agricultural activity and its abutting vacant lands provide a unique opportunity to make community farms accessible to locals and visitors. Farm stands, permanent farmers markets, restaurants featuring locally grown and raised food, traditional goods such as yarn and woven materials, and agricultural educational experiences could be showcased in the Bridge Boulevard Corridor. Public art that reveals the agricultural legacy of the South Valley could educate visitors and commemorate a component of community identity. The SV MainStreet area could also be a jumping off point for farm tours and experiences throughout the South Valley.

2013 Bernalillo County Cultural Asset Field Report Recommended Opportunities

Although the Field Report indicated that there are very few areas in the South Valley with strong clusters of cultural activity, it does recommend taking advantage of several cultural assets that are more regional in nature. The SVMS area can be seen as a departure point for many cultural experience in the Valley, including scenic drives, agri-tourism and nature walks. Public art, streetscape and façade improvements can be used to enhance the scenic drive along historic Isleta Boulevard from the bridge to I-25 at the County's south end celebrating the original route of El Camino Real and Route 66. Historic highway markers, including how to access the route from I-25 can be placed to increase visibility. Incentives to re-use and restore older structures in order to add to the character of the experience should be explored.



The rich agricultural legacy of the valley, coupled with the proximity of the Gutierrez-Hubbell House, community farms in the MainStreet district and surrounding area, provide opportunities for fresh local produce stores and restaurants featuring local farm as well as farm experiences and tours.

Immediate access to the bosque trail system and nearby Open Space Trails such as Valle del Bosque park, Pajarito, Durand and Gutierrez-Hubbell House Open Space areas provide a unique connection with nature in an urbanized area.

Incorporate wayfinding directional signage for pedestrians, including public art, pedestrian amenities and educational elements to the existing trail system could greatly expand the experience for all users. Improved pedestrian crossing areas on Isleta Boulevard and creating safe walking paths in neighborhoods can provide linkages to existing Open Space Trails and acequia walking paths. The County can partner with other agencies to make more formal improvements to walking, horse and bicycle trails along the Rio Grande. These trails and walking paths can be enhanced with public art, wayfinding and apps that provide interactive opportunities for users to learn and share experiences.

Challenges

- Media portray, outsider perception
- Lack of Capital/disinvestment
- Limited r.o.w. on Isleta Boulevard
- Thoroughfare
- Traffic volume and speed
- Development Guidelines
- Perception of Crime
- Lack of pedestrian safety and amenities
- Lack of cohesion in the built environment
- No center/heart of the community

Challenges

Several major challenges impact the South Valley MainStreet district. The general public perception about crime and safety has a major impact on an outsider's perception of the South Valley's identity impacting investment in the businesses and patronization of local businesses. Changing public perceptions about crime and safety is difficult, due to hyper media attention on crime in the South Valley.

Vacant buildings, underutilized properties and blighted conditions concern neighboring residents and other local businesses. The lack of investment in the area affects the visual appearance of the corridor, discouraging patrons and potential future business from locating in the district. The limited variety in retail uses and lack of daily goods and services for neighboring residents fails to foster sociability. There are very few, if any, places that attract people, with the exception of Gateway Park during an event.

The general streetscape, signage and building facades also detract from the cultural attributes of the SVMS district. The lack of pedestrian amenities, wide sidewalks, landscaping, lighting, safe crossing points and high traffic speeds make it uncomfortable and difficult for people to experience the district on foot. Parking is generally limited to on-street parking, with the exception of Gateway Park and a few businesses which have on-site parking, making accessing and experiencing the SV MainStreet area challenging.

The bosque and the bridge itself, which are easily accessed from the MainStreet area, are controlled by entities outside Bernalillo County's jurisdiction. The bosque is part of the Rio Grande State Park and the bridge is under the authority of the New Mexico Department of Transportation which requires any improvements to be addressed at the State level.

Challenges specifically related to Public art include limited eligible public buildings or property to host work, funding sources and competing interest groups for representation.

3 Community Participation Process

In order to understand the community perspective and interest in art and culture, Bernalillo County Cultural Services and South Valley MainStreet, with Creative Albuquerque and Working Classroom, conducted a series of three community listening sessions at the National Hispanic Cultural Center Education Center. The intent of the listening session was to engage the diverse population of the South Valley to explore the cultural and social identity of the Isleta/Bridge Boulevard entrance into the Valley, use public comment to inform a prospective art concept and culminate in conceptual art renderings depicting the rich history of the community and foster future cultural and economic opportunities.

The planning team conducted six public meetings during the Spring of 2015. The intent of the first listening meeting was to introduce the South Valley community to the NEA grant project for the development of an Arts and Cultural Strategic Plan for the South Valley MainStreet area and to gather stories, history, and photos of the South Valley. The meeting was held from 6-8 pm on March 15, 2015 at the National Hispanic Cultural Center with food and childcare provided by Bernalillo County. The format of the meeting included a introduction/welcome by the Bernalillo County Cultural Services' Manager, followed by a historical overview of Hispanic heritage in the South Valley by historian, Dr. Christina Duran and a dramatic poetry reading by Michelle Otero including "I Am From" by Levi Romero as well as her own personal poetry. Levi Romero gave a reading of some of his favorite poems related to the South Valley. The purpose of these activities was to establish an understanding of the longstanding intermingling of cultures in the South Valley.



Screen print by Working Classroom



Working Classroom students present at a community meeting.

These introductory activities were followed by a series of interactive focus groups which explored three aspects of culture; food, language and tradition. Participants were invited to discuss how food, language and tradition play into their individual culture. Participants were then offered an opportunity to write their own "I am from poems" and create a calligram lead by arts educator Nan Masland, and to collaborate with Working Classroom students to create a series of postcards which artfully illustrated the South Valley.

The second community listening session, held on April 10, 2015 also at the National Hispanic Cultural Center, focused on the cultural landscape of the South Valley with a specific emphasis on community perception and interpretation. Community members sat at group tables and worked both individually and collectively to determine assets, opportunities and challenges in the physical environment of the South Valley. The meeting began with a recap of the first listening meeting. A slideshow with music of images based on community input from the first community meeting was presented and community members were asked to come up with words or phrases which describe the South Valley.

Community members next participated in a memory mapping exercise in order to understand individual interpretation of the physical space of the South Valley. Each person was given a piece of paper and a marker and asked to draw a map of their community from memory. Afterward, each table noted similarities between maps. Some common themes included: the Rio Grande, trails, bosque, 5 points, fast food, churches, tire shops, houses, growers market, Hubbell House, Pajarito Mesa, Valle de Oro, farm fields, old drive-in theater, Westside Community Center, the bridge, roads, and the original Atrisco townsite.



Memory maps created by community members.

Next, participants worked as a group on a community asset mapping exercise. Using provided maps of the South Valley, people indicated places that were considered community assets or challenges to the community. After completing the map, the group discussed what elements should be preserved in the community, what is lacking and what should be let go.

On Saturday, April 3, the planning team conducted a third public meeting at the National Hispanic Cultural Center, focusing on public art and placemaking. The meeting began with a quick overview of the previous meeting and summarized information collected from participants. Nan Masland gave a presentation on Bernalillo County's current public art collection, with a particular focus on the pieces in the South Valley. Most participants indicated that they were familiar with and like the existing collection. Working Classroom students then presented their initial art strategies. These pieces were inspired by a study of existing unsanctioned art in the MainStreet area with a focus on hand painted signage and bright colors. Each student presented their pieces and showed via slide presentation where the piece was temporarily installed in the MainStreet area. Students collected feedback via social media over a period of several weeks and asked community members to visit the art and provide comments.

Community members then gathered around two tables for a facilitated discussion regarding public art in the south valley. Members discussed façade improvements, architectural style and color, development scale and building heights, and desired businesses and activities.

Community Charettes

On May 12 and June 23, the planning team conducted two community charettes. The community charettes consisted of two parts; the first portion involved a series of interactive exercises designed to obtain a deeper understanding of information obtained during previous listening session in order to guide the strategic plan for the Mainstreet area. The second portion involved a presentation of work performed by Working Classroom students. During the charette, Working Classroom students presented the product of work produced with a visiting artist. This work was well received by the community. Charette 2 included three proposals by Working Classroom for public art for review and comment.



Community members participate in focus groups.



Example of a calligram, created by a participant at the first community meeting.

Youth Engagement: Process

The youth engagement process began with several planning meetings between Bernalillo County, Creative Albuquerque, Working Classroom and Partnership for Community Action. Working Classroom solicited applications for paid youth interns and worked with partners at Rio Grande High School and Atrisco Heritage and South Valley Academies to identify and select youth who have significant ties to the neighborhood. Due to the high quality of applicants, Working Classroom staff selected more than the originally proposed nine interns and made offers to 12 applicants. Of these 12 offers, seven interns completed the entire 5-month program.

From February 1 through June 6, youth interns met twice weekly at Working Classroom (Mondays & Wednesdays from 4:30-7:00 pm) under the guidance of Working Classroom visual art program director, Rosalie López. From February through the first week of April, students participated in walking tours of the neighborhood, documented the already existing “visual language” of the corridor, helped generate questions for the community meeting and developed concepts for their own temporary public artwork generated from research. Students learned silk-screening techniques, developed “South Valley catchphrases/ #DibujosDelBarrio” and symbols based off of feedback at the community meetings. Students also co-facilitated a one-day workshop with four South Valley Academy Middle School classes (approximately 120 students total) that focused on Route 66, car and low-rider culture, a theme identified in initial community meetings.

In addition to the efforts of Working Classroom to engage community youth in planning process, County staff conducted a focus group with a history class at the South Valley Academy. Students participated in a facilitated discussion about traditions, family stories and cultural experiences. Many of the students were first generation Americans, having parents who immigrated from Mexico. Some students had moved to the United States as young children. Students indicated that their families had chosen to settle in the South Valley because of the similarities and shared traditions with their native country. The youth identified culturally especially with food and old cars, but were unfamiliar with the history of the area. They also were not aware of many community assets, such as open spaces or bosque access. Students did feel that the agricultural history of the area was important to maintain. Students also indicated an interest in more opportunities for recreational programs specifically for their age group as well as more festivals with music.





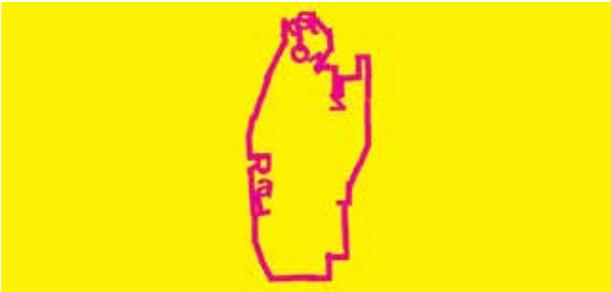
FOOD

**SHOW
ME
YOUR ART**



PRIDE

MATANZA



**SOUTH
VALLEY
IS HOME**

Examples of Working Classroom student designs.

Working Classroom

Youth Engagement: Temporary Public Art

with WC visual art program director, Rosalie López

Students took two walking tours of the neighborhood and documented the already existing “visual language” of the corridor. (need to add what they noted)

Each student selected a site along the Bridge Corridor and posed a question to the community’s commuters and pedestrians. Questions included, “show me your classic car,” “South Valley Pride is...” and “what would you like to see in this empty lot?” and asked the community to respond with the hash tag #DibujosDelBarrio through instagram or facebook. This social media campaign had a low response rate, however, social media responded well to a later project (see below – Billboards).

Youth Engagement: Socially engaged and temporary public art.

“Higher Sails” with guest artist, Ronny Quevedo

From April 14 through May 7, student apprentices worked with guest artist Ronny Quevedo to engage with locally owned businesses along the Bridge Boulevard corridor. Quevedo was commissioned for of his most recent work with Project Row Houses in Houston, TX in which:

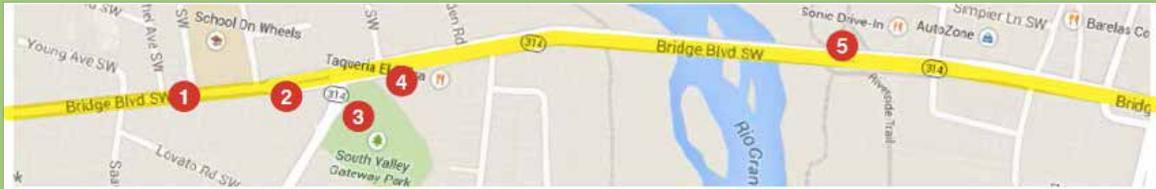
Quevedo and a group of teen artists engaged with businesses in Houston’s Third Ward neighborhood. Focusing on the role of exchange, dreams and oral history, Higher Sails explored how local aspirations can be presented through the renovation of urban landmarks. Ranging from store signage to menus, teens will lead design projects displayed at various business sites. Participants learned typography, screen-printing and other aspects of sign making. Working with Third Ward businesses, students created and fabricated designs developed in class. Participants generated a visual style guide for store signage designs that incorporate quotes from interviews, newly created typefaces, poster compositions and artist visits. Higher Sails culminated as useful signs at their respective sites and as an exhibition at Project Row Houses.

The project Quevedo created with Working Classroom was a second iteration of “Higher Sails” in Albuquerque’s South Valley. Additionally, Quevedo is Spanish and English bilingual, which allowed him to work seamlessly with our bilingual students and to communicate with Spanish-speaking business owners.

Quevedo and the student apprentices canvassed Bridge Boulevard, interviewing business owners about identity, family history and business history to create a “design brief” that summarized themes, colors, typography preferences and business goals in order to create new signage. Students and Quevedo, created initial designs and concepts to present to business owners and received feedback. Student artists created final signage, which was printed and installed on the businesses.

Youth Engagement: Temporary public art #DibujosDelBarrio Billboards.
with guest artist, Ronny Quevedo and visual art program director, Rosalie López

Additionally, Quevedo worked with the students to translate the “South Valley catchphrases / #DibujosDelBarrio” they created with Rosalie López into a typeface with a corresponding pictures/icons comprised of letters of the same typeface that illustrated the phrase, i.e. “Matanza” was illustrated with a pig made from letters [see attached]. These catchphrases and pictures were displayed on two digital billboards, one on Bridge Boulevard and 8th street (the gateway to the South Valley) and another on the edge of downtown Albuquerque at Broadway and Lead Boulevards. This portion of the project received the biggest social media response and news media attention.



NEA Our Town – Working Classroom Inc – Art in Public Spaces – Bridge Blvd.



Listening Session I: Identity and Character

South Valley is Home

It is important to understand that Art and Culture in the South Valley is about the community, for the community and from the community. It is about respect for the community, environment, family and tradition. The connection to the land, the resourcefulness of the people, tenacity and long term commitment to the community. The resounding voice is that “The South Valley is home.” Not just a place for the people who live there, but “home” in the concept of a place where others are welcome, where members are open to share their personal experience, but demand the respect and appreciation that a guest would extend to an honored host.

Identity and History of the South Valley

On February 17, 2015 the listening session focused on personal history and experience in the South Valley. Participants were asked to participate in focus groups based on Catalina Delgado Trunk’s concept of three cultural baskets, which included food, language and tradition.

The food focus group was facilitated by Bernalillo County Cultural Services staff and participants quickly listed favorite foods, foods associated with holidays, family gatherings and special traditions. Conversations involved family memories of making and sharing food, the specialties of regional New Mexican food as well as the wealth of other latin (Peruvian, Mexican, Puerto Rican) food traditions.

The discussion expanded to food production in the South Valley, highlighting the long agricultural tradition, backyard farming, acequia culture, and limited access to local food outside of growers markets. The South Valley Economic Development Center was indicated as a community asset and noted as a place of production of community foods for local as well as national distribution. Community members also noted the long history of traditional medicine and wild foods in the community, noting the “tobacco road” where tobacco plants grow wild. Participants exchanged ideas regarding MainStreet opportunities to capitalize on long standing community traditions such as farming, weaving and food production as tools for economic development, youth education and involvement, job creation and fostering healthy communities through improved nutrition and access to quality food. Dialogue also considered the importance of preserving farmland and the acequia system, educating youth through farming traditions and developing internship and apprenticeship programs based on sustainable agricultural traditions. Ideas also circulated making farm stands permissible on farms and creating spaces for local farmers to sell without paying rent.



Local farmers selling at the Chili Fiesta, located at Gateway Park in the South Valley.

Food

The following is a list of words and phrases from community:

Paletas (yeah Pop Fizz)	Red and Green chile	without paying rent
Green chile added to everything savory, send it out of state, distinctly New Mexican	Food in NM is amazing, sopapillas	Farm stands at farms permissible in SV
Peruvian food	Food opportunity	3 growers markets in SV
Frijoles mixed with everything	Growers market produce from SV	products from locally grown food
Vegetarian tacos	Barelas people don't know in their backyard, all from NE	SVEDC
Puerto Rican neighborhood	Railyards not serving Barelas	Ag is not just food – linen, sheep farming
Deep dish pizza from Chicago	Affordability	Atrisco/Armijo actual center of weaving
Tamales – make them party – how long it takes, long process –give as gift	How to find out – word of mouth, Alibi, social community fliers	70 looms in SV
At church – gynamsium, abuelita, tias, church people, kids hang out	Coop tour	traditional/wild food/weeds
Now friends at the kitchen	Off season sales (eggs)	Lots of hunger in NM – public assistance
Tamalda music	Agricultural network	Health problems related to hunger/obesity
Fried chicken – dad would cook – lone wolf	Harrison Middle school strawberry farm	How little people know about cooking
White beans/cornbread cast iron skillet	Perserve Acequia system	Bring home ec back
Tortillas with everything	Westside development	Cooking classes at growers market
Barely cooked eggs soaked up with tortilla	3 acequias protected in SVMS	Posole
Breakfast tortilla (food on the go)	Roundabout keeps traffic moving	Biscochitos
Stacked enchiladas	Farmers need clean air/water	Tobacco Road in SV – wild tobacco
Red chile	MS move focus on agriculture	Blue corn – blue corn mush
Greek grand parents – lamb bakalava tossed salad	Preserve farmland	
Chicago blending with Swedish mixed with NM	Educate youth on farm land	
	Farming = economic development	
	Education behind farm/ag – math/bio/job experience/internship apprenticeships	
	Extension agents	
	MS support education	
	Space for local farmers to sell	

Language

The Language group began by discussing of the significance of Spanish in the home. The participants ranged in age from teenagers to late 50's. Most indicated that Spanish was spoken in the home, though non first generation American teenagers stated that they could not speak or read, only understand it orally. Those over 50 recounted stories of being punished in school for speaking Spanish, but that teachers would comfort children in Spanish and use traditional "ditchos."

Younger generations spoke of some of the challenges growing up with two languages. Several indicated that there is difficulty adapting to environments based on the language spoken and the need to "code switch." Some native Spanish speaking students shared stories of confusion between languages in different environments, especially in school when it was challenging to come up with words to respond in English quickly. Others lamented that they could not speak or read the language.

The general discussion around language was positive and hopeful. Many people felt that an emphasis on regaining the language was important, and that it should continue to be passed on. Participants felt strongly that Spanish important part of history and identity of the South Valley Community. The Language group merged at this time with the Tradition focus group. "Ditchos" and community legends, such as "La Llorena" were brought up as important Spanish speaking traditions in the community.

Tradition

The Tradition group attracted many, including those from the Language focus group. Family gatherings, including festivals, food and holidays, topped the list of strong traditions in the community. Many spoke of extended family gatherings, preparing food together and spending time with family members on a regular basis. Special family traditions, many of these having been handed down for generations, marking life milestones, such as Matanzas (a family and community-gathering event consisting of the butchering of a pig, roasting it in the ground and feasting), Quincieras, (a coming of age ceremony for young girls) Weddings and Funerals. Many of these, including Quincieras and Matanzas, are age old traditions originating from Mexico. Stories shared seemed to resonate with other families, indicating that these traditions were common in the community.

The Tradition group discussed subjects ranging from weekend trips to downtown for shopping, eating and entertainment to community pride, taking care of older neighbor's yards and maintaining the acequias. Many over 50 years old, recounted the loss of entertainment opportunities in the SV Mainstreet area, including the Sunset Drive-in, the places to get breakfast after church and downtown department stores.

Another conversation focused on the impact traffic has had on the walking tradition of the community. Although cars have long been a part of Bridge and Isleta, the increase in traffic and speed had made walking to and around Bridge Street uncomfortable. Neighboring residents prefer to walk along ditches for safety and peace.



National Night Out, community celebration.



A youngster learns traditional agricultural arts at the Bernalillo County 4-H fair in the South Valley.

Listening Session 2: Our Community – From Individual experience to community interaction

Re-occurring Words

Family

Natural Environment

Hispano Culture

Chicano Attitude

Connection to the land

The second in the series of listening sessions focused on the community as opposed to the individual experience in the South Valley. The meeting began with a collective exercise where participants were shown a series of visuals inspired by the food and traditions shared by community members in the initial meeting. Following the slideshow, participants were asked to share phrases that described identity in the South Valley.

Many phrases, such as tenure, commitment, roots, resilience and resourcefulness, indicated a long-term investment in the community and grounded and sustainable outlook. Other phrases, including sharing, helping community, *compradazgo*, pride, *seguridad*, united, diversity, generations and “welcome to the table” speak to a sense of belonging to a greater community, interdependence, the importance of the collective and an open and inviting atmosphere.

Community participants also used phrases relating to the physical environment, such as rural, large agricultural tracts, *acequias*, wildlife, open space, pets and livestock. Emphasis was placed on the importance of the preservation of these qualities.

Another common theme was emotive, using words and phrases like colorful, vibrant, thrilling, happiness and festive to positively describe the South Valley’s identity. Words such as festivals, music and celebration denoted a vibrant and active environment.

Although most words and phrases used to describe the South Valley were generally specific in meaning, some words and phrases revealed a more complex layering of identities. The word “unique” was used to indicate that the South Valley was different, with no center, disjointed commerce, with a culture that is predominately hispanic. “Tenure and commitment” was explained as families working the land for over 300 years sharing a deep history and character that can not be verbally explained. And “resourcefulness” was expressed as a can do attitude, feisty, innovative, grounded and creative.

Mapping Exercises

Cognitive mapping is an exercise in which a drawing is generated based on the spatial representation of the outside world that is kept within the mind. Participants draw a map, from memory, of their city or the place they live. These maps provide an insight to how community members perceive the built environment in question with respect to day to day interaction. For the purpose of understanding significant community attributes, individuals were asked to produce a memory map/cognitive map of portions of the South Valley where they lived and commonly visited. Then, in small groups, participants were asked to generate an asset map. This process was intended to foster a dialogue between participants about the strengths and weaknesses of the community.

Memory Mapping

Each person was given a piece of paper and a marker and asked to draw a map of their community from memory, indicating places that were they lived, frequently visited, and had special significance. Once completed, each table noted and discussed similarities between maps. Some common themes included: the Rio Grande, trails, bosque, Sandias, 5 points, fast food, churches, tire shops, residential neighborhoods, growers market, Hubbell House, Pajarito Mesa, Valle de Oro, Farm fields, old drive-in theater, SV Community Center, the bridge, roads, and the original Atrisco townsite.

Although commercial businesses such as restaurants, chain retail outlets and local shops dotted the maps, the majority of the drawings included outdoor resources like nature preserves (the river, bosque and open space areas) farm fields and the mesa. These unique attributes, the predominance of agricultural land, nature preserves and state parks, resonate strongly with the daily lives of the participants and the identity of the South Valley.

Community Asset Mapping.

Working as a group, members indicated on provided maps of the South Valley places that were considered as community assets and deterrents. After completing the map, the group discussed what things should be preserved in the community, what things were missing and what thing should be let go.



The community's preservation list was diverse and indicated many qualities and characteristics of the built environment that deeply resonate with the community. The bosque, nature preserves, river and agricultural lands remain strong elements in the community. In addition, small houses, local shops and family owned business are perceived as contributing assets to the community. Historic homes and places, traditional vernacular building styles and settlement patterns are seen as significant to the identity and sense of place of the community, including dirt roads, family homes (extended family living in expanded homes or on same property in separate structure), and the organic element of community.

Most participants indicated a lack of places for youth and children in the community, as well as community hang out spaces. Suggestions included coffee shops, gymnastic and dance studios and restaurants. Community members indicated an interest in seeing more pedestrian friendly street improvements, such as shade, art, traffic calming, and streetlights. Many desired improved access to and under bridge for pedestrian and bicycle users. Façade improvements, new business and revitalization of commercial areas in the Bridge corridor were also indicated as welcome improvements.

Maps and focus group participants demonstrated a general dislike of large corporate businesses, speculative development, low quality construction, dollar stores, predatory lenders, and stores that do not support a healthy lifestyle. Community members also indicated that drugs and alcohol, pollution, general neglect of buildings, the poor, children and people with mental health conditions and not addressing social determinates of health negatively affected the community and should be addressed.

Session 3: Placemaking and Art – Expressing the Identity of the South Valley

Façade Survey.

In order to get feedback on proposed MainStreet facade improvements, community members were asked to participate in a visual survey of the MainStreet area using digitally created images to show color and style modifications to existing buildings. Participants discussed the ideas for façade treatment and building scale within the MainStreet district. Comments such as “love old photographs, but need to adapt to future” and “need fresh ideas” were common themes from the group. Most participants agreed that existing buildings should not be torn down, but enhanced with new awnings, paint with care taken to preserve buildings that are historically significant. Many participants expressed that new development in the area should respect the scale of existing buildings, but stylistically reflect new and fresh ideas, noting the importance of “blending new and old” and the importance of transition. Several people discussed the importance of bringing in new development, but respecting the families and roots that are here now. Suggestions were made as to how to honor culture and tradition, make a modern twist on tradition. Most acknowledged that taste is subjective.

Color and hand painted signage were expressed by community members as important to the culture and businesses of the community. Paint is a simple tool which allows a business owner to easily express and modify the identity of a business without expense or assistance from the landlord. Many participants expressed concern regarding the new limited color palette in the area and the more formalized facade improvement requirements. These recent changes were seen as economic challenges to businesses and impediments to the tradition of colorful building facades which reflect the culture of the area.

Another point of discussion revolved around one story development and more compact multistory development. Many expressed concern that one story development encouraged sprawl, acknowledging that compact development was needed stressing that care was required to blend in vernacular color and style to blend into existing urban fabric. The Barelays Railyards were cited as a positive example of a fusion of old and new aesthetic. Others indicated open spaces needed to be preserved between larger (taller) buildings to maintain views of the horizon and gaps could allow for extended views of the landscape.

The following comments were recorded:

- More transition, future not traditional buildings
- Saving old buildings, adding new awnings and paint
- Don't tear down
- Add to existing, modern Ok, should blend
- Need fresh ideas
- Love old pictures, but need to adapt to future
- Railyards example of fusion of old new
- NHCC good example
- Old style south valley, scale, style, arch – how it blends is important
- One story development encourages sprawl, need more compact development, but need to blend in with vernacular color and style – care needed in creating fabric
- Creative way to make a unified store
- Care into existing historic buildings
- Important to bring in new, but respect families/roots who live here. Honor culture and tradition, modern twist to tradition ok, taste is subjective
- Horizon is beautiful, need space between larger (taller) buildings
- Gaps – need to drive/want to see (landscape)

Community members were asked to think about community identity and describes aspects of culture that they would like to see expressed through art.

What aspects of South Valley identity would you like to see expressed through art?

- History, connective tissue of art, living history, change/flow
- Bridge
- Natural Environment
- Smell the soil, river, crawdads
- Repartamento – acequia sharing
- Tradition – holidays
- Sharing food – table together
- Cooperation – share resources
- Sounds – shovel hitting rock
- Senses
- Seasons
- Red: Color of atrisco Land grant before the arrival of Spain
- Pre Colombian history important
- Rte 66 and Camino Real – tell story in place
- Albuquerque Firsts: community, gardens, bridge, families
- Rebuild historic bridge
- Armijo crossing – forde
- Home alters outside of home
- Hispano cultures
- Friendly character
- Colors – color crosses boundaries, more colors are new trend, colors are rooted in poverty, vibrant colors identify richness and reach beyond latino e.g. Nob Hill
- Chicano attitude (color, vibrancy, latino/Mexican sense of pride/preserve paisa/roots/family/hand made/homemade)
- Culture
- Connection to the land, community and environment
- Family get-togethers – kids playing, stories, eating and making food together
- Matanza
- River/playa/acequias/wildlife
- Dia de los muertos and El Cucuoy
- Ditches and ditchos – la llorena and other stories
- Proximity to tribal lands and open spaces

Community Charettes/working sessions

Community Charettes

The two charette sessions focused on getting more specific feedback from participants regarding types of art, subjects for art and opportunities to locate art in the community.

Identity

Participants were asked to indicate which of the words generated throughout the three listening sessions most represent South Valley identity. Participants placed sticky notes next to a list of words to indicate their preference. Rural/agriculture (8) resonated the highest with vibrancy and resilience (7), fusion of nature and culture (7), Generations (7) and tradition (7) resounded strongly as words that convey the South Valley identity. Other strong words were pride (6), music and celebration (6), united (4) and home (4).

Types of Art/media

In order to solicit information regarding preferences, participants were asked to use a check mark to indicate most appropriate/interesting media type for public art from list of ideas generated from earlier public meeting listening sessions.

Participants indicated strong interest in art being bright and colorful, being street style (as opposed to more formal art work), and utilizing solar energy. Many participants also were interested in historical markers, interactive/engaging art, art created by youth and art that is vibrant and powerful.

Subjects for Art

Participants used yellow sticky dot to indicate the art subject best suited to the South Valley (participants were asked to select only one). Art subject ideas came from previous community meetings where participants were asked to freely list art topics of interest. Subjects were then grouped into three categories; Culture, Natural Environment, and History.

Under the art topic of Culture, participants indicated that community pride/Chicano attitude was of most interest. Other subjects of interest included vibrant colors, the friendly character of the South Valley, festivals, sharing food/table together/Matanzas, holiday traditions and acequia sharing.

Under the art topic of Natural Environment, participants showed strong interest in wildlife, the smell river, smell of the soil, crowdays, the seasons and acequias. Under the art subject History, participants indicated that community firsts – first families, first bridge, first farms is of interest. This received the most interest of all the art subjects (7). Next, participants felt Route 66 and the pre-columbian era were interesting subjects for art (5 each). Other areas of interest in the history category were tribal lands (3), connective tissue of art/change and flow (2) and living history (2).

Locations for Art

Participants are asked to indicate locations and preferred art types on a map with photo images of the street. Participants used colored dots to indicate art type, red indicated mural, yellow indicated mosaic, green indicated streetscape, blue indicated sculpture. These art types were the most suggested at previous public meetings.

Isleta – Westside

Participants indicated an interest in streetscape and mosaic art throughout the corridor. An interest in seeing a sculpture and mural near the shopping area was indicated.

Isleta – Eastside

Participants indicated an interest in streetscape and mosaic art throughout the corridor. Many participants indicated an interest in seeing all types of art and lots more art in Gateway Park. Comments on this included wanting more art to make park feel more a part of the community, to call attention to the park and to create more shade/sculptural elements. Participants also were interested in seeing murals on the sides of existing buildings and behind bus benches. One participant wrote that a mosaic on the sidewalk throughout the Mainstreet area could reflect the history and identity of Isleta and Bridge and could create a walking experience showcasing history and culture of the area. Large open areas were indicated on the map appropriate for large interactive sculpture.

South Bridge – Northside

Participants shared many ideas regarding art on Bridge Boulevard. Many indicated a preference for large interactive sculpture. Others mentioned multi-purpose art which could also provide shade and seating. Placemaking and creating places for people to gather and learn (cultural and child development and environmental learning) were requested. Again, mosaics, streetscape art and trees were requested throughout this segment. According to participants, this area posed many opportunities for sculpture, particularly at the bosque, carwash, intersections and medians. Although few mural locations are indicated with dots, one commenter requested murals wherever possible.

South Bridge – Southside

Mosaic streetscape art and trees along Bridge Boulevard is prevalent. Many participants requested that no art be placed on the bridge which blocks the view of the river, with a comment that they do not want art like on the Central Avenue bridge. Many would like to see an art element at the west side of the bridge. All forms of art were suggested, including sculpture, mosaics, and gateways; though an interest in something interesting, but not “dumbed down” was expressed by one participant. A strong majority of suggestions on this segment include improvements to the streetscape, primarily more trees and plants, bicycle safety improvements, façade improvements – including a program to remove bars from windows and add tile work to building fronts. Sculpture and art are requested at the front of gateway park and to highlight and fill in places that are empty or unnoticed.

Five points

This area was indicated as place for sculpture and also to highlight the name and history of the 5 points nomenclature.

Concepts for Art by working classroom

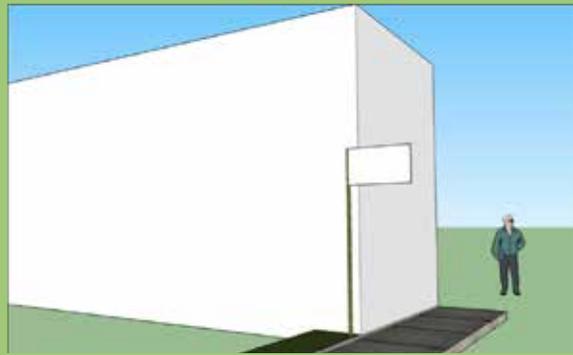
Community and youth engaged public art concepts

Students presented the final project concepts to South Valley residents who attended a community meeting on May 12, 2015 and on June 6, 2015 at the National Hispanic Cultural Center.

Based on information obtained through the community listening sessions, meetings and art engagements Working Classroom students, under the guidance of Working Classroom staff, created the following three proposals. The proposal of public art concepts enhance future local festivals, activities and quality of life incentives.

CONCEPT 1: Socially engaged artwork – “Higher Sails South Valley, ABQ”

Youth interns work with a guest artist to interview local business owners, residents and community stakeholders to generate signage for small businesses, community centers and way-finding signs in the neighborhood. Students gain design, computer and entrepreneurial skills while generating signage that reflects the history and aesthetics of the neighborhood.

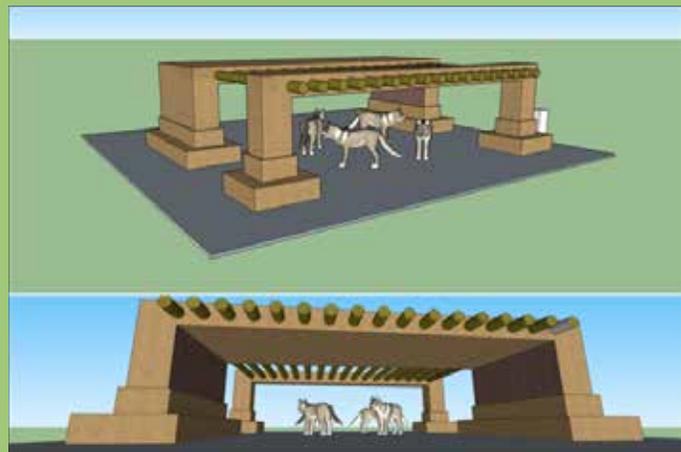


This concept was already piloted as part of the temporary public art process and resulted in signage for three businesses. The community responded to this project positively in that they appreciated the youth engagement component, that the project generated direct services for local businesses and that there was a high need for art that also addresses storytelling and sharing personal histories.

CONCEPT 2: Eco-art, art that addresses the local environment.

Community Input

- Caring for and keeping the natural landscape and habitats of the South Valley, which includes indigenous wildlife (monument to an endangered species)
- “South Valley feels like home because most people speak my language” Bi-lingual environment (bi-lingual features of the informative parts of the artwork)
- Valuing the uniqueness and differentness of the South Valley (unique animal)
- Tradition is a strength of the community (viga structure for the art)
- Interactive components (wolves can be climbed on, sat on exc.)



Criteria

For the wolves:

- Monument dedicated to the most endangered land animal in North America
- 4 life-size Mexican Grey wolf sculptures running in a circle
- Show a progression from a young-adult wolf to a skeletal wolf (life and death)
- Welded metal - steel
- Interactive: People can walk between and climb on the wolves
- Create awareness and educate in both Spanish and English by:
 - 1) Embedded speakers within the wolves with push button bilingual audio
 - 2) Embedded QR codes for cell phone accessed video/audio information and option to donate to support the recovery of the MGW (WWF)

For the structure:

- The structure provides shading and sitting areas while also representing New Mexico's efforts to protect the animal
- Traditional New Mexican architecture, adobe and wooden vigas
- The structure stands 20ft x 40ft x 11ft
- Solar powered lights for night viewing

CONCEPT 3: Interactive art with recycled materials

Community Input/Inspiration

- Strong traditions like murals and weaving (paying homage to native cultures)
- Environmental/Land Art (using recycled materials for the string in the art)
- Interactive (people can move through the art)
- Exemplifying the uniqueness and different qualities of South Valley culture (suspending a mural with multiple view points/different images)

Criteria

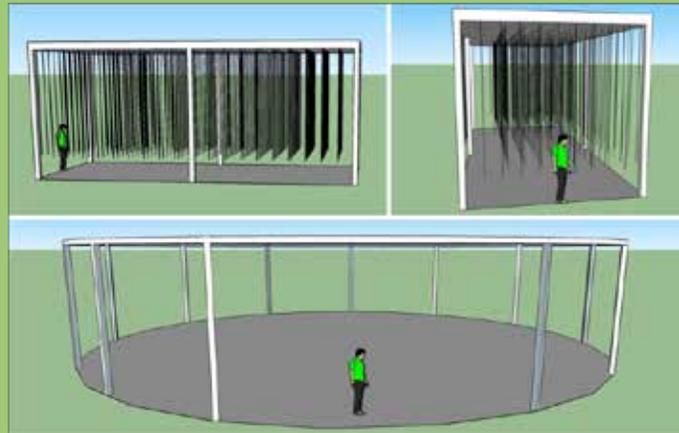
3 proposed shapes:

Rectangular 15'x35'x35'

Cubed 15'x15'x15'

Cylindrical 15' high, diameter 35'

- Employs both environmental art and interactive art in its design
- People can walk into and through the artwork, moving the string around them
- Made using colorful woven string, wire and recycled materials: metals/aluminum, plastic
- The strands come together to form different imagery, which changes as viewers walk around and into the art
- Imagery references indigenous cultures of our area by representing the Navajo legend of spider woman and Dine Bahane (Din-éh Ba-ha-ne) the Creation Story
- Location: ideal for high pedestrian areas, walkways (for ex. near the bosque path, Gateway Park, or create a designated area within a large parking lot with shopping)





Open Space trails, Bernalillo County

4 STRATEGIES

South Valley Entrada: reinforcing the vision

The South Valley MainStreet is the physical entrance to the South Valley. The area is accessed by the southern most and oldest river crossing in Albuquerque and provides the initial impression of the South Valley community. This area is envisioned by the South Valley MainStreet as the “entrada” or “gateway” and to showcase the rich history and culture of the community.

The South Valley Arts and Cultural Strategic Plan supports the vision of the Bridge Boulevard Corridor Redevelopment Plan (2013):

The Bridge Boulevard Corridor is a sustainable main street where residents, visitors and businesses are able to enjoy a safe, pedestrian friendly environment that celebrates the agricultural tradition and authenticity of the area.

Through an intensive three month community process, the planning team listened to residents, business owners, and community youth to learn what is important to the identity of the South Valley and what makes the South Valley unique. The following three themes of community identity emerged throughout the public process:

- History (Heritage Conservation,)
- Culture (Tradition, Community and Social Infrastructure)
- Natural Environment (Bosque, Agriculture, and Wildlife)

Opportunities to showcase and share these themes of community identities through art and culture were explored through this planning effort and should be further explored in future planning efforts.

Priorities and Strategies

The South Valley MainStreet Strategic Plan for Arts and Culture is a call to action for both public and private entities working to revitalize the Bridge Corridor. The plan envisions both physical and programmatic changes which are measurable through immediate and long-term successes.

The plan has three priorities developed from community input to implement the vision:

1. Employ heritage conservation and placemaking strategies to retain current residents and attract visitors.
2. Celebrate the area’s diverse culture through the commemoration and sharing of the rich traditions.
3. Ensure the longevity of the rural and agricultural character.

The following strategies are ways in which these three priorities can be achieved through art and cultural interventions and activities. The Strategies are grouped under designated Recommendations to assist in implementation. These recommendations and strategies are inspired by community input, ideas and research based directly from the information collected during the community listening sessions. Each recommendation is accompanied by a series of inspirational case studies which illustrate how other communities are using art and culture to foster community identity and create a sense of place.

This section concludes with a map of the South Valley MainStreet district indicating opportunities for future art and cultural activities. Community members identified many of these locations during the listening session process. In addition, community members felt strongly that art in the district should be engaging, interactive and preferred a street art style. Generally, the community agreed that art should be related to the culture and traditions of the community.

It is the intent of this strategic plan to provide recommendations of opportunities to explore the South Valley identity through art and culture. In addition, this plan recommends that MainStreet and Bernalillo County continue to build upon this public participation process of this plan and use future community art efforts as opportunities to continue to explore the cultural differences that arise through the merging of identities and the concept/creation of “home.”



Priority A: Employ Heritage Conservation and Placemaking Strategies to Re- tain Current Residents and Attract Visitors to the MainStreet Area

Priority A:

Employ heritage conservation and placemaking strategies in order to retain current residents and attract visitors to the South Valley MainStreet area

Throughout the listening process performed during the spring of 2015, community members noted that younger generations were finding reasons to leave the South Valley and not return. Many noted that local children now grow up and attend college in other states or find work in other areas of the state and no longer call the South Valley home. Community members expressed concern that without younger generations returning to the South Valley, much of the long standing traditions and cultural heritage could be lost.

In addition, community members shared that they would welcome visitors to share and experience the South Valley, using expressions like “Come spend the day” to verbalize how they envision the MainStreet area. Some members indicated that they want the MainStreet area to be more than a destination, providing services and activities for locals as well as visitors, “Our home, but everyone’s invited” and “For us, but let’s share.” Others lamented that the Marigold Parade for Día de los Muertos was the only time people came to the South Valley.

Most participants supported the need to draw people across the river, strengthening links from the Barelás neighborhood particularly with the National Hispanic Cultural Center and the recently revitalizing Barelás Railyards.

Purpose: Retain Current Residents and Attract Visitors to the South Valley Area

Population retention, particularly the encouragement of younger generations to call the South Valley area home is vital to maintaining the culture and tradition of the South Valley. As young adults leave the South Valley, and older generations pass, the traditional South Valley families see a future risk of losing community traditions, heritage and sense of place.

The vernacular landscape is also threatened by the loss of longterm residents. The area is home to many vernacular building styles, those dating to Atrisco village as well as businesses and buildings responding to the needs of travelers from the El Camino Real period, Route 66 and now daily commuters. Preserving the historic urban fabric while attracting local businesses and amenities that serve the community creates an environment attractive to young families by providing goods and services within easy access, jobs for the local community and a gathering point (center) for the community. In addition, the area has an unique opportunity to develop a niche in the latino market, providing a cluster of goods and services unique to Albuquerque.

Goals

- To build upon existing cultural resources in the South Valley MainStreet area
- To foster a unique environment featuring cultural and traditional elements that resonate strongly with family life, younger generations and potential visitors.
- To preserve and enhance the vernacular landscape to foster the identity of the South Valley community.

Impact

- Encourage community development for residents.
- Create opportunities for visitors.
- Provide more local employment opportunities.
- Restore vernacular architecture.
- Foster identity through the associate of the area with cultural goods and activities.

Priority A: Employ Heritage Conservation and Placemaking Strategies to Re- tain Current Residents and Attract Visitors to the MainStreet Area

Recommendation I:

Foster the MainStreet district as a the heart of Latino culture in the South Valley.

Strategies

- a. Attract and promote local businesses that cater to daily needs of a predominately Hispanic community.
- b. Support and strengthen culture and art in the South Valley Mainstreet area through community programs and festivals that encourage multi-generation interaction and preserve the local history of the community.
- c. Create opportunities for local youth artists to showcase art in a public setting.
- d. Organize community art events that feature local and Hispanic talent, trades and traditions. Provide opportunities for people to experience and participate in trade and artistic techniques. Examples include tile and adobe brick making, weaving, metal works and woodworking.
- e. Reinforce the traditional hispanic plaza concept at Gateway Park by incorporating activities that attract people such as permanent vending areas, eating establishments, entertainment venues and interactive public art.
- f. Develop and promote new culturally related events at Gateway Park. Art car, a carshow that features artistic renderings on cars, could be an annual event.
- g. Foster multi-generational experiences that provide opportunities for sharing family history and cultural traditions.
 - Create opportunities for elders to share trades and traditions with youth.
 - Promote art projects and cultural activities where youth translate stories of elders and ancestors and elders translate stories of youth. Provide mechanisms for sharing the stories with the community.
 - Provide art, music and story spaces for young children to learn about the culture and heritage of their community.

Priority A: Employ Heritage Conservation and Placemaking Strategies to Re- tain Current Residents and Attract Visitors to the MainStreet Area

CULTIVATING IDENTITY THROUGH STREET ART

Route 66

Albuquerque, NM

The use of hand painted art work on buildings in the form of murals and signage has been an inexpensive marketing technique found throughout the country. Paint offers an affordable medium that can be changed easily to reflect and market a business. Colorful murals on building facades can bring vibrancy and interest to an otherwise blank or unengaging facade. Painted signage allows freedom of expression and provides visual interest with limited resources. Central Avenue and 4th street have a long legacy of businesses with hand painted signage and marketing murals that have changed over the years. Each art piece graphically represents the business and provides visual interest. Art pieces are easy and inexpensive to change with new tenants and do not require structural modifications to the building.



West Central Avenue



East Central Avenue



TAP

Detroit, Michigan

The Alley Project (TAP) has engaged more than 120 young people in workshops working with local professional artists to produce work for a local garage gallery, an alley gallery, a small studio, and a garden lot. The program has built unexpected relationships with local stakeholders and decreased the levels of vandalism in their community.

Graffiti may have a negative reputation but can also be seen as a medium and a tool for communicating with young people. Projects like TAP give young people the legal license to creatively express themselves whilst participating in the community in the public eye, breaking down any negative stereotypes the community may have.

Priority A: Employ Heritage Conservation and Placemaking Strategies to Re- tain Current Residents and Attract Visitors to the MainStreet Area

Recommendation 2:

Capitalize on and promote the wealth of existing cultural heritage assets in the South Valley

Strategies

- a. Conserve and enhance the vernacular built environment.
 - Preserve and protect contributing structures.
 - Encourage vernacular building styles and forms.
 - Support tradition of bright paint colors on buildings.
 - Encourage handpainted signage and graphic art on walls.

- b Use interactive art and placemaking to showcase latino history and culture in the South Valley.
 - Commission interactive and icon art pieces which celebrate Hispanic history and culture in the South Valley
 - Encourage entertainment venues, activities and restaurants that promote latino culture.
 - Incorporate temporary art pieces that celebrate particular aspects of culture or promote a discourse regarding issues pertaining to modern Hispanic living.
 - Commission a large scale iconic artwork at Gateway Park which contemplates mixing of hispanic cultures.
 - Create public places for people to be, people watch and engage art and culture.
 - Highlight family and history in the south valley. Use art, spoken and written word, and social media to showcase what people do, family history and tradition in areas accessible to the public such as storefront windows, kiosks and sidewalk art. More permanent information can be incorporated into plaques and monuments.

- c. Showcase agricultural heritage.
 - Encourage farms in the South Valley MainStreet district to have a visible face in the community, such as a storefront, farm stand, signage or some other experience open to the public.

- d. Foster cultural tourism.
 - Incorporate wayfinding signage and develop organized tours that aid people in experiencing the cultural riches of the South Valley. Some potential themes include agriculture including weaving traditions, Route 66 history, El Camino Real and early settlement history, wild life and nature, and Hispanic culture and tradition.
 - Support cultural tourist loops between Downtown, Barelas Railyards, National Hispanic Cultural Center, and the SVMS and the agri-tourism opportunities of the South Valley region.

- e. Use MainStreet status to partner with other Albuquerque MainStreet programs in order to promote the South Valley as a cultural and heritage destination.
 - Strategize a marketing plan with other MainStreet programs in Albuquerque.
 - Use MainStreet marketing resources to market to areas outside of Albuquerque.

Priority A: Employ Heritage Conservation and Placemaking Strategies to Retain Current Residents and Attract Visitors to the MainStreet Area

ENCOURAGE CULTURAL ARTISTIC EXPRESSION.

Art Car *Houston, TX*

For 28 years, Houston has attracted artists and car enthusiasts. Now featuring over 250 cars, the parade is open to anything on wheels and attracts participants from over 23 states, Mexico and Canada. The event features recognized artists and the general public.



SANTOS, DESCANTOS Y CALAVERAS

South Valley, New Mexico

Throughout the South Valley artistic cultural expressions can be found in daily life. Santos, honoring the Virgin de Guadalupe, are commonly found in yards and on walls honored by hand-painted murals, celebrated with jewelry and flowers. Descansos in public places feature artistic expressions remembering those who have passed. Calavera Art is featured in murals and festivals reminders to celebrate our lives and mortality, to look at the past and future, all the while being present.



Priority A: Employ Heritage Conservation and Placemaking Strategies to Re- tain Current Residents and Attract Visitors to the MainStreet Area

Recommendation 3:

Support local businesses to provide jobs and services for the community.

Strategies:

- a. Create a shop local campaign – what can you do in 5 mile radius.
- b. Provide incentives for local business to locate in the South Valley MainStreet area.
- c. Attract new local businesses to the area by offering incentives including rental assistance programs, storefront/ façade improvement, marketing and branding and start up support.
- d. Develop small retail incubator spaces to provide storefronts for existing and new local businesses that are currently web based.
- e. Actively solicit businesses to the district that serve daily residential needs and cater to Hispanic cultures.
- f. Encourage outdoor vending and the use of Gateway Park to sell locally grown and made items.
- g. Expand the South Valley Economic Development Center services to provide a series of small tiendas featuring arts, crafts and goods made in the South Valley. Consider utilizing shipping containers with art bombing on Gateway Park as vending spaces.
- h. Develop programs through the South Valley Economic Development Center to assist clients in establishing physical retail spaces in the district.
- i. Encourage businesses to use their history and identity to market their trade. Build upon working classroom project to create a permanent shop on Bridge Boulevard that uses a rotating student art group to work with local businesses in the community to showcase family and business history through signage, virtual applications and other visible art media.

FEATURE HISTORY AND CULTURE OF LOCAL BUSINESSES



“Higher Sails”
South Valley, NM

Working Classroom students worked with local business owners to learn about family history and business history in the South Valley. Three auto-oriented businesses were selected to be featured with new signage that showcased the business history in the community. The project fostered community pride and sense of ownership by humanizing an otherwise ubiquitous shop in the South Valley MainStreet area.



Priority B: Celebrate the Diverse Culture through the Commemoration and Sharing of the Rich Traditions of the South Valley

Priority B:

Celebrate the diverse culture through the commemoration and sharing of the rich traditions of the South Valley

Media portrayal of the South Valley is primarily negative. Despite the fact that the incidence of crime in the area is similar to the majority of greater Albuquerque, the media tends to focus its attention on the nefarious activities in the South Valley. As the result of nightly news coverage depicting violence and other criminal activity, the general local populations perceives that the South Valley is unsafe. Community members and residents, however, express a different perception of the South Valley. They describe the South Valley neighborhoods as having strong community relationships, where families have known each other for generations and family history is important in how others perceive you. Neighbors look out for each other, lend a hand to the elderly or to those who need help. The community proudly takes care of its own, despite limited resources. Pride of ownership is strong, compared to the greater Albuquerque area, the South Valley has a larger percentage of home ownership (around 75%) and of those who own homes, around 44 percent own them out right.

Purpose: To challenge media stereotypes and to showcase community pride.

The South Valley has a rich and diverse culture, with families that have called the area home for generation, and for some, centuries. Many new residents choose to locate in the South Valley because it feels like “home,” either sharing similar characteristics with foreign lands or have community culture that resonates strongly. Long term residents call the South Valley “home” for its traditions, neighbors, interdependency and cultural understanding. Media portrayal of the South Valley angers and troubles community members. Many do not understand why the community is targeted by the media, and some have started to challenge the stereo type through community sponsored events such as the South Valley Love and the South Valley Man. Despite generations of community resiliency, media perception continues to affect the moral of the community.

Impact

- Share rich traditions
- Create a unique “heart” in the South Valley, distinct from other areas in Albuquerque.
- Engage the longstanding cultural identity in placemaking.
- Attract visitors to experience the cultural heritage of the South Valley.
- Change outsider perception of the South Valley.

Priority C:



Priority B:

Celebrate the Diverse Culture through the Commemoration and Sharing of the Rich Traditions of the South Valley

USE (SOCIAL) MEDIA TO CHALLENGE SV STEREOTYPES.



"#Dibujos del Barrio"
South Valley, NM

Vail Quevedo worked with the students to translate the "South Valley catchphrases / #DibujosDelBarrio" they created with Rosalie López into a typeface with a corresponding pictures/icons comprised of letters of the same typeface that illustrated the phrase, i.e. "Matanza" was illustrated with a pig made from letters [see attached]. These catchphrases and pictures were displayed on two digital billboards, one on Bridge Boulevard and 8th street (the gateway to the South Valley) and another on the edge of downtown Albuquerque at Broadway and Lead Boulevards.



ENGAGING COMMUNITY IN PLACEMAKING

Ponte Guapo Isodoro *Project for Public Spaces* *Sevilla, Spain*

The importance of participatory Placemaking is highlighted in the "Ponte Guapo Isodoro!" (let's beautify Isodoro) campaign, which is based in Sevilla, Spain. Parents of students at Isodoro elementary school led the charge back in 2011, in an effort to provide adequate shade in the children's outdoor playground. Isodoro's parent-alumni association (AMPA) contacted urban design studio Recetas Urbanas to help develop plans for a Lighter, Quicker, Cheaper project that would engage students from start to finish. AMPA also reached out to artist collective La Jarapa to involve children in creating artwork throughout the courtyard. Students sketched ideas and layouts for the projects in class, and later implemented them with murals on the courtyard walls, drawings on the shade structure, and a labyrinth on the central patio. Along with giving parents a unique opportunity to share their skills and get involved with the school, this LQC playground project also helped to create a sense of pride, ownership, and creativity among the students.



Priority B:

Celebrate the Diverse Culture through the Commemoration and Sharing of the Rich Traditions of the South Valley

Recommendation I:

Use art to reinforce community identity and pride of the South Valley, building upon the people, culture and traditions to create a cultural landscape that honors the past and looks to the future.

Strategies

- a. Commission artwork that is visually distinctive and that becomes associated with the identity of the community.
- b. Commission small scale, pedestrian oriented artwork that illustrates the history of South Valley, agricultural communities, family traditions and community leaders to stimulate and enhance walking routes in neighborhoods.
- c. In the South Valley Mainstreet area, employ temporary and permanent art to explore themes of South Valley culture and identity.
- d. Engage artists and youth from the South Valley to develop, design and construct art pieces where possible.
- e. Commission artwork that encourages people to walk and explore. Serial artwork which tell a story along a route, Unexpected art in common places, art in vacant lots, alley ways and on infrastructure. Interactive artwork that engages all ages.
- f. Enhance automobile routes with large scale, eye-catching art that also can be experienced at the human scale.
- g. Enhance blank facades, vacant lots and parking areas with art elements and performance spaces, create “parklettes.”
- h. Use art and social media to challenge South Valley stereotypes. Encourage existing social media dialogues such as South Valley Man and Working Classroom’s digital arts campaign, “#Dibujas del Barrio” in order to raise awareness of the richness of area.
- i. Involve people who live in the South Valley and have a knowledge of the arts on artist selection panels and in the development in future calls for public art.
- j. Use placemaking techniques, such as shade and places to sit, to encourage pedestrian interaction with art installations..
- k. Engage youth in community discourse through interactive art pieces which incorporate social media such as facebook, twitter, geocache, etc.
- l. Provide an interactive art piece for remembrance of loved ones, provide opportunities to engage in cultural traditions of remembrance.

Cemetery/Wall of Remembrance
Panajachel, Guatemala



Priority B:
Celebrate the Diverse Culture through the Commemoration and Sharing of the Rich Traditions of the South Valley

Recommendation 2:
Use community events to rebrand South Valley.

Strategies:

- a. Support and market existing events like the Marigold Parade, Chile Fiesta, and South Valley Love. Consider introducing new events that showcase community culture and heritage which may appeal to audience outside of the South Valley such as Art Car shows and parades and agricultural festivals.
- b. Develop multi-generational events which focus on sharing the cultural heritage of the community with youth. Community programs and festivals which teach traditional arts such as adobe brick and ceramic tile making, wool spinning, weaving and dying and culinary arts could become living museum classrooms for youth throughout the County.
- c. Work with National Hispanic Cultural Center and local community organizations to expand Latin American Cultural Week and Hispanic Heritage Month into the South Valley MainStreet district with parades, tours, events and related activities.

FOSTER COMMUNITY EVENTS



Muertos y Marigolds
South Valley, NM

Vail Quevedo worked with the students to translate the “South Valley catchphrases / #DibujosDelBarrio” they created with Rosalie López into a typeface with a corresponding pictures/icons comprised of letters of the same typeface that illustrated the phrase, i.e. “Matanza” was illustrated with a pig made from letters [see attached]. These catchphrases and pictures were displayed on two digital billboards, one on Bridge Boulevard and 8th street (the gateway to the South Valley) and another on the edge of downtown Albuquerque at Broadway and Lead Boulevards.

Priority B:

Celebrate the Diverse Culture through the Commemoration and Sharing of the Rich Traditions of the South Valley

Recommendation 3:

Revitalize and build upon existing public amenities and community programs to bring vitality to public spaces and deter criminal activity.

Strategies:

a. Activate Gateway Park with programs that have dedicated users. Gateway Park suffers from a lack of community usage. Despite a large recent public investment, the park is under utilized and crime and vandalism are increasing. Originally designed to accommodate farm stands and festivals, the front plaza area remains a void of inactivity at what should be the heart of the SV MainStreet. Permanent programming on the park is a means of ensuring daily legitimate park users and instilling community ownership.

- Develop an on-site headstart Preschool at the south east corner of park. This location provides shelter from high traffic areas and utilizes an area that is currently attractive to criminal activity and provides daily users for the playground. Preschool programming should also attract parents and grandparents to utilize the site on a daily basis through inter-generational play, art programming and enrichment programming.
- Create an on site facility for afterschool art and cultural programs. Initially programs can be housed in shipping temporary structures. Provide interior spaces for community extension classes and art programs.
- Provide food vending in art bombed shipping containers, furnish plaza with moveable tables and chairs.
- Provide interior spaces for art exhibits and outdoor spaces for interactive and temporary art installations in Gateway Park. Opportunities for artwork that engages community members to actively participate in art making should be encouraged.
- Upgrade electrical infrastructure at park to accommodate greater use.

b. Employ art and pedestrian improvements to attract community members to public spaces.

- Improve walkways, linkages and street connectivity within the South Valley MainStreet district. Where excess public ROW is available consider widening sidewalk areas and creating buffers between roadway and street to provide safe and attractive walking areas.
- Create a distinctive plant pallet which reflect plants commonly found in the South Valley. Use plant pallet throughout the Bridge Boulevard Corridor to provide visual cohesion and highlight community identity.
- Employ temporary art installations in empty storefronts and on vacated retail signage with in the MainStreet district to provide visual interest at the pedestrian level.
- Work with City of Albuquerque to commission art and poetry to enliven bus stops and buses, including electronic poetry “slams” that engage youth.

Priority B:

Celebrate the Diverse Culture through the Commemoration and Sharing of the Rich Traditions of the South Valley

HONORING ROADWAY LEGACY THROUGH ART

La Puerta del Sol
Tomé, NM

“La Puerta del Sol,” by the renowned artist, Armando Alvarez, sits at the base of El Cerro de Tomé, in Tomé Hill Park on the Camino Real (the Royal Road), in the northwest corner of Rio del Oro. The artwork depicts the settling of New Mexico and the people who built the community we’re part of today. They were Native Americans and conquistadors; merchants and missionaries; soldiers and shepherds. Many of their dreams were realized; not everything that happened to them was good. But, pursuing their dreams together, they made good things happen.



Cadillac Ranch/March Signs
Amarillo, TX

In 1974 Texas Millionaire, Stanley March 3, commissioned Ant Farm to create an art piece outside of Amarillo Texas. Comprised of 10 vintage Cadillacs (1974 -), the piece encourages people to paint and graffiti the cars. Periodically, the cars are repainted and the result is an ever changing interactive sculpture that celebrates Route 66 culture.



Marsh also created and installed highways signs with phrases throughout Texas.



Priority B:

Celebrate the Diverse Culture through the Commemoration and Sharing of the Rich Traditions of the South Valley

CREATING VITALITY ON PUBIC SPACES THROUGH ART AND CULTURE

The New Children's Museum

San Diego, CA

The New Children's Museum in San Diego extends exhibits and programming outdoors into the park across the street providing opportunities to activate public spaces and for free public access to art and cultural activities. Their fourth interactive exhibition featured 13 artist installations and 8 other projects centered around FOOD. Feast allows visitors of all ages to sink their teeth into unique, highly engaging, multi-sensory experiences and examines our relationship to food and eating in inventive and unexpected ways. Extensions into the park include an edible garden, farm vehicles for children to paint, and food inspired art pieces.



RE: Start
Christchurch, NZ

RE:Start is a shipping container retail mall which developed in response to the lack of retail following a devastating earthquake. Locals now enjoy a variety of retail goods and services, food stands and other community events such as poetry readings and musical performances.



Artbloc
Jersey City, NJ

A mobile pop up art gallery designed by New Zealander Angus Vail. Comprised of two shipping containers, Artbloc offers flexibility and security.



Pop up library
Auckland NZ

A small library in a shipping container can be opened to the outside.



Priority C: Respect and honor the natural environment.

Priority C: Respect and honor the natural environment

A unique characteristic of the South Valley is that it is home to wildlife preserves, outdoor recreational opportunities and agricultural land in close proximity to developed areas. The Rio Grande State Park abuts the South Valley MainStreet area to the east, with bosque and river access adjacent to the bridge. Two historic acequia systems cross the area as well, with walking paths used by community members, along with several small family farms. County Open Space areas in the vicinity ensure wildlife migratory patterns in the area are preserved.

Purpose: Respect the natural environment and strengthen the traditional agricultural practices in order to preserve a way of life and access to a rural environment in close proximity to city life.

Despite the long tradition of agriculture and the abundance of public lands, the rural qualities of the South Valley are threatened daily. Family farms sell to tract home developers, changing the rural character of the area and increasing traffic on an already challenged network of small rural roads.

Many visitors and new residents are attracted to the South Valley because of its history, traditions, unique settlement pattern and agricultural influence. Agricultural traditions are threatened as it becomes challenging to find labor to run family farms. Many farmers rely on family and seasonal labor, which are becoming difficult to find, and as younger generations choose alternative career paths, family farms are facing tough decisions about selling land to developers. Drawing attention to these unique attributes through arts and culture celebrates and strengthens communities ties to the land and provides opportunities for visitors to learn and engage the natural environment.

The celebration, commemoration and the engagement of the rural attributes through art and cultural activities allows the community to share agricultural traditions and the experience of nature in their daily lives with future generations and people outside of the community. Sensitive cultural activities designed to educate and teach respect for wildlife and nature ensure that people have access to the natural environment within close proximity of urbanized area and can choose to live in a rural community.

Impact

- Support the South Valley way of life through the continuation of rural and agricultural traditions.
- Maintain community access to Open Space lands.
- Increase opportunities for wildlife education.
- Interactive wildlife experiences



Priority C:

Respect and honor the natural environment.

Recommendation I:

Create educational opportunities for visitors to learn about cultural significance of nature and wildlife to the generations of people who have lived in the South Valley area.

Strategies

- Encourage exploration and ecological education at trails and along acequias by commissioning temporary and permanent art that explores nature, the environment and traditional agricultural practices. Work with Friends of the Rio Grande Nature Center to develop a satellite education program which explores the river and its agricultural aspect.
- Create an outdoor interpretive center at the base of the bridge with storefront on Bridge Boulevard.
- Work with local Jurisdictions to develop ecological trails through the MainStreet area by utilizing acequia trails.
- Connect Sanchez Farm County Open Space area to MainStreet district through interactive wayfinding and art elements along Isleta Boulevard and Arenal Boulevard.
- Create a curandera garden at Gateway Park with interpretive and interactive elements.

HONORING THE GIFTS OF MOTHER NATURE THROUGH ART



Rio Grande Nature Center/Nature Discovery
Albuquerque, NM

Friends of the Rio Grande Nature Center hold events, sponsor reach and provide learning opportunities for children at the Rio Grande Nature Center.



Curandera Garden
Albuquerque, NM

Curanderos, Spanish folk doctors, have a long history in New Mexico where they've been practicing for the last 300-plus years. El Jardin (garden) de la Curandera commemorates this tradition with a beautiful bas-relief sculpture by Diego "Sonny" Rivera and plantings of traditional herbs that are used in curanderismo.



Priority C: Respect and honor the natural environment.

HONORING THE GIFTS OF MOTHER NATURE THROUGH ART

Suislaw River Bridge Interpretive Center and Memorial Park

Florence, Oregon

Friends of the Rio Grande Nature Center hold events, sponsor reach and provide learning opportunities for children at the Rio Grande Nature Center.



Oil Region Alliance

Oil City, PA

A semi-enclosed changing exhibit which features the oil history of the region.



Isleta Boulevard, River of Live (2005)

South Valley, NM

Located on Isleta Boulevard in Albuquerque's South Valley, this series of five sculptures honors the Rio Grande and the life it sustains in its valley. The project was a collaboration with Paz and Deborah Jojola, and was funded by the Bernalillo County 1% for Art Program.

Priority C: Respect and honor the natural environment.

HONORING THE GIFTS OF MOTHER NATURE THROUGH ART

Mayordomo
Embudo, New Mexico
Mayordomo: The keeper of the Water and Traditions

By Estevan Arellano

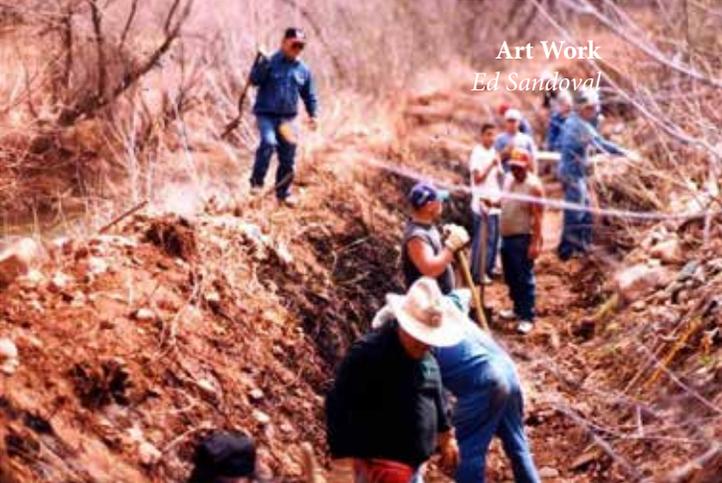
A couple of years back at the unveiling of a sculpture in Taos I was talking with State Historian Dr. Estevan Rael-Galvez and he made a comment that has stuck in my mind ever since. He said, "There should be a sculpture of a mayordomo instead of only famous people, because it was people like them who have really made New Mexico what it is today." We continued our conversation that most of the people honored, if from the past, were the conquistadores and if from today, the politicians.

Everywhere buildings are named after a politician, but never do we see the illusive image of someone who has really made northern New Mexico what it is today, and that is a mayordomo, or a sembrador – a farmer – or a rancher.

There is song of "la Llorona loca," walking the banks of the acequia at night, but what about the mayordomo?

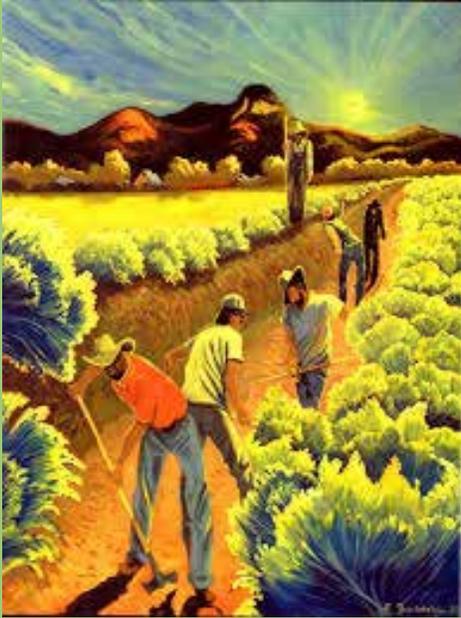
To be a mayordomo, or the one who manages the water in an ancient acequia, is an honor and today very hard work. I say "ancient" acequia because of an old document about an Embudo land transaction found at the state archives by Dr. Danna Levin from the Universidad Autonoma Metropolitana in Mexico City, from 1788 which mentions "la acequia antigua" that had been in use since the beginning of the settlement, presumably in 1725 when the Embudo land grant was made.

Which brings me back to honoring our mayordomos with a sculpture, not in a manicured sculptured garden, a state museum or the Capitol Rotunda but rather along the banks of the acequias in his natural habitat. That is, where the acequias are visible from the road.....



Art Work
Ed Sandoval

Día de San Antonio
Embudo, Taos, New Mexico



Art Work
Ed Sandoval

Priority C: Respect and honor the natural environment.

Recommendation 2:

Use art to celebrate and commemorate the relationship between man and nature.

Strategies:

- a. Use art to connect people with natural environment through temporary and performance based and environmental art projects.
- b. Create interpretive art pieces for the MainStreet area which explore themes of man and nature.
- c. Commission ephemeral land art which deteriorates over time to explore the beauty and power of the natural environment.

CELEBRATING NATURE AS ART

Children Land Art

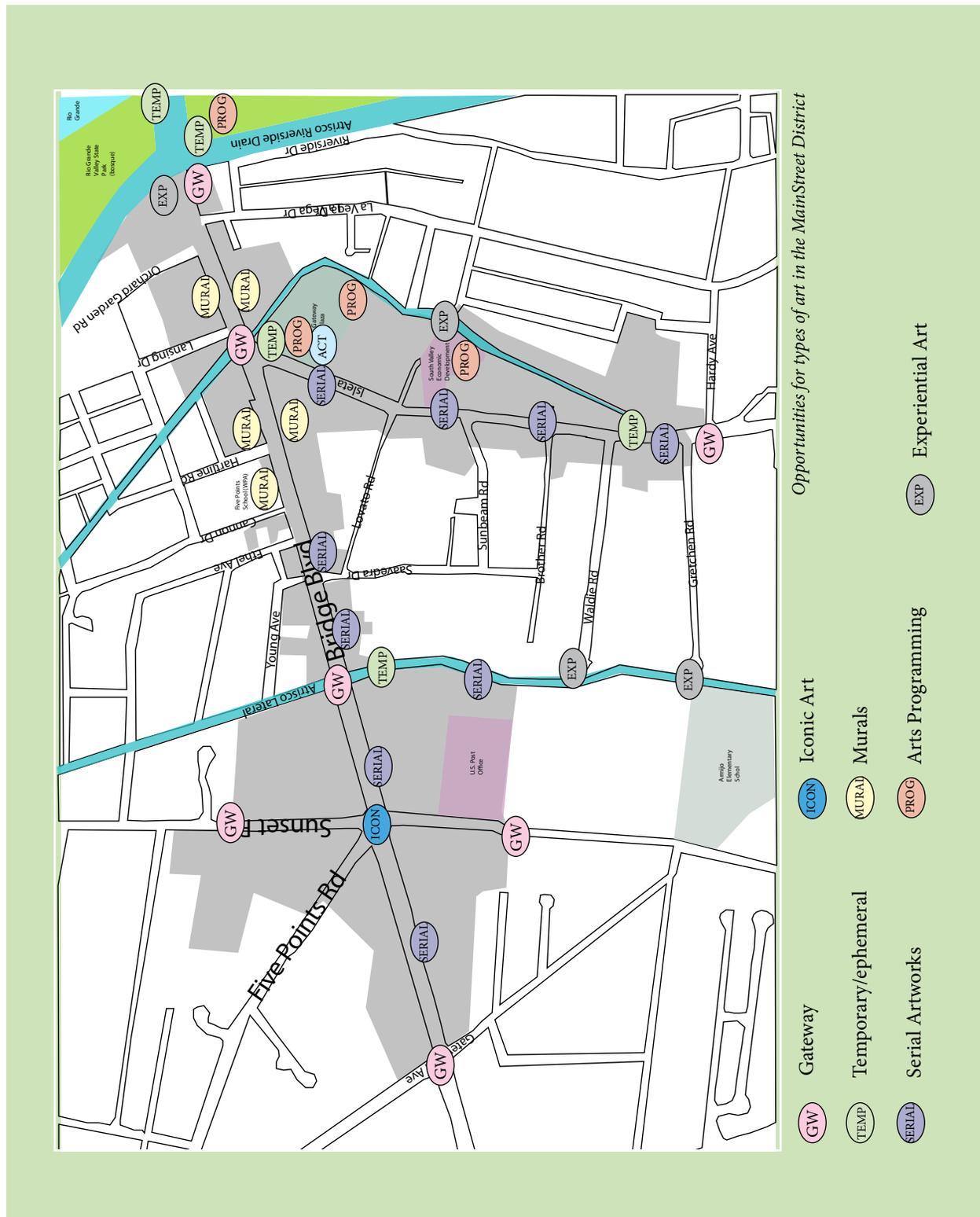
New England

Richard Shilling

Richard Shilling works with youth to create ephemeral land art which makes momentary beauty out of nature.



Opportunities for Public and Private Art



Opportunities for Public and Private Art

Potential Art Opportunities

1. **Community gateways.** Gateway Park is a major public gathering space at the eastern entrance to the South Valley MainStreet district and the crossroads of the major intersection of Bridge and Isleta Boulevards with high traffic volumes and vehicular visibility. This area is an excellent candidate for a large icon piece of art, as is the Five-points intersection. Other opportunities for gateway elements include the MainStreet district entry points. Serial art leading up to the bridge from the National Hispanic Cultural Center could showcase the entrance to the South Valley.

2. **The bridge.** The bridge, itself, is an excellent opportunity to incorporate art elements that are subtle and speak to the river and the history of the crossing, as well as temporary and ephemeral art that highlight aspects of the river for a short period of time. The location of art in this area should be carefully considered as to not compete with views of the bosque and the river. However, artistic lighting effects could be incorporated into the bridge at night, when river views are concealed by darkness.

3. **Sidewalks and trails.** Enhanced pedestrian experiences are vital to the success of a pedestrian district. Art incorporated into the sidewalk itself and/or experienced by the pedestrian within the walk zone encourage walking and provides unique opportunities for art where public space is limited. Acequia trails and unmarked neighborhood trails can also be vitalized with the addition of experiential art.

4. **Public parks.** Incorporate iconic public art pieces which are interactive and inspire dialogue in Gateway Park. Devote areas of the park to ephemeral and temporary art installations and invite local and youth artists to participate.

5. **Art in everyday places, unexpected spaces.** Art on buildings in the form of murals and mosaics adds color and vitality to the streetscape. Art can be used to highlight mundane places in ways that challenge perception of the observer. Vacant lots, alley ways, infrastructure and parking lots are excellent candidates for creating unexpected experiences and can create cohesion in an otherwise dotted landscape.

6. **Serial art.** Create a series of art works throughout the district which engages pedestrians, reveals the identity of the area and visually unites the South Valley MainStreet area. Commission serial artwork along Isleta Boulevard leading to the Bridge Boulevard intersection.

7. **Storefront art.** Use windows and vacant storefronts to showcase installations that provoke public conversation.

8. **Wayfinding signage.** Use art to create a series of identifiable interactive wayfinding signs for the MainStreet area which reinforce the community identity.

9. **Business signage.** Encourage hand painted colorful signage which graphically represents the business. Create partnerships with community youth, such as Working Classroom's "Higher Sails" initiative to engage young artists in the creation and installation of signage and murals which reflect the history and character of local businesses.

General Recommendations

General Recommendations

A comprehensive approach to public art in the South Valley Community is vital to the strength of this strategic planning effort. It is recommended that MainStreet continue to work with the South Valley community to develop a call for art and artists building upon the concepts of “identity” and “home.” A major art effort, centralized on an iconic art piece and supported by smaller serial art pieces located throughout the community is envisioned by this plan as a highly visible starting point for public art endeavors in the community. Additional supporting efforts could include temporary art installations, performances and cultural events which further explore and invite community members to participate in questioning the cultural differences of the South Valley and the concept of “home.”

This plan recommends specific themes for art should be developed through future community processes, yet focused on aspects of identity with respect to history, culture and the natural environment generated through this planning process.



Marigold Parade, Bernalillo County

5 IMPLEMENTATION

The South Valley MainStreet Strategic Plan for Arts and Culture provides short and long term strategies and actions to foster art and culture in the MainStreet district. The implementation strategies herein provide both actions that are immediately achievable as well as those which will require changes at the policy level. The plan acknowledges that public resources are limited and aims to create strategies which rely on public/private partnerships and community resources to not only achieve visible gains, but also to build community pride and ownership. The intent of this plan is to use art and cultural interventions in the South Valley MainStreet area to showcase South Valley identity, pride and culture and to drive economic development. By leverage the melding of old and new customs that make up the eclectic South Valley culture to stimulate redevelopment and revitalization of the South Valley MainStreet area, the plan aspires to retain current residents and attract new visitors.

The implementation portion of this plan proposes a series of recommended actions. These actions are broad and varied in order to anticipate the diversity of future potential art efforts in the community. Actions are intended to engage in community partnerships and the sharing of limited resources to build community and create a sense of ownership. Some actions are long term and will require the cooperation of large entities. Others are short term, and can be initiated by smaller community groups and organizations. The intent is to not limit, but encourage the creative growth of the community. Chapter 4, Strategies, provides many innovative ideas other communities have initiated which may provide insight and inspiration for efforts in the South Valley.

As a first step, the plan recommends that Bernalillo County Cultural Services develop a structured plan for public art in the South Valley MainStreet area based on available resources. The public art plan should consider developing a specific theme for an iconic piece building upon the the concepts of identity and sense of place developed through this planning process. The theme for the iconic piece should be broad enough to support the facilitation of other art efforts within the district including, but not limited to serial art pieces, temporary art installations and interventions as well as programming and events.

Recommended Policy Changes

Building color palette. Current zoning regulations limit the use of color on buildings. These regulations should be revisited to allow for more forms of artistic expression, including hand painted signs, murals and the broad application of color. The use of color and paint allows for business owners to express and promote businesses in a simple, quick and inexpensive manner. Color and paint have a long tradition along Route 66 and in Hispanic cultures, and are thereby a part of the vernacular architecture style of the South Valley MainStreet area.

Outdoor vending in MainStreet area. Outdoor vending; including sidewalk vending, markets in vacant and parking lots and food and craft vending in designated areas in Gateway Park should be permitted. A streamlined vending permit process for Gateway Park is recommended.

Farm stands at parks. The design of Gateway Park is intended to accommodate farm stands and agricultural vending. Existing policies and programming should be evaluated to ensure that agricultural vending is possible.

Recommendation Chart

The following table lists the recommendations in order of appearance in the full document. Each recommendation has suggestions for timing, key implementers, results/benefits, and first steps. These recommendations and their components are based on community input, consultants' research and available resources.

Priority A: Employ Heritage Conservation and Placemaking Strategies to Retain Current Residents and Attract Visitors to the MainStreet Area

Recommendation 1: Foster the MainStreet district as a the heart of Latino culture in the South Valley.

ACTION	TIMELINE	OUTPUTS	BENEFITS	IMPLEMENTATION PARTNERS	FIRST STEPS
A.1.1 Obtain grant funding for building and facade improvements, prioritize the use of color and handpainted signage.	Medium Term	70% facades complete	Conservation and enhancement of the vernacular built environment	Lead: SV Main Street Partners: Bernco Economic Development, State Mainstreet program	Identify potential facades and grant funding
A.1.2 Attract and promote local businesses that cater to daily needs of a predominately Hispanic community.	Medium Term	Outreach and provide incentive package Unique cluster of Hispanic goods, services and cultural activities	Cultivation of Hispanic cultural district Reimagining South Valley Goods and services within reach of residential areas	Lead: SV Mainstreet, Bernco Economic Development Partners: Hispano Chamber, West chamber, Partnerships for Community Action, SVEC	Identify gaps in community amenities Actively solicit businesses to the district that serve daily residential needs and cater to Hispanic cultures
A.1.3 Use MainStreet status to partner with other Albuquerque MainStreet programs in order to promote all of the Mainstreet areas as well as the South Valley MS as a cultural and heritage destination.	Medium Term	Consolidated marketing strategies and resources	Projects that promote all MainStreets Increased visibility	Lead: :SV Mainstreet Partners: State Mainstreet Program, Barelas MainStreet Program, Downtown Mainstreet Initiative, Nob Hill Mainstreet Program	Establish quarterly meetings with MainStreet partners Identify consolidated marketing strategies Build consensus on branding
A.1.4 Use interactive art and placemaking to showcase Latino history and culture in the South Valley.	Medium Term	Implementation of art installations	Community pride Sharing of culture and community history	Lead: Bernco Cultural Services, Bernco County Public Art Program Partners: New Mexico and Albuquerque Historical Society, SV Mainstreet, local neighborhood associations, SWOP, the resource center for La Raza Planning, local artists, area charter schools	Identify funding sources and potential partnerships Plan with partners; identify bi-annual installations

Recommendation 2: Capitalize on and promote the wealth of existing cultural heritage assets in the South Valley.

ACTION	TIMELINE	OUTPUTS	BENEFITS	IMPLEMENTATION PARTNERS	FIRST STEPS
A.2.1 Support and strengthen culture and art in the SV MainStreet district through community programs and festivals that encourage multi-generational interaction and preserve the local history of the community. Feature local talent, trades and tradition.	Short Term	Multi-generational experiences that provide opportunities for sharing culture, history and traditions	Preservation of local traditions, history and culture Opportunities to strengthen multi-generational and community relationships	Lead: SV Mainstreet Partners: Bernco Cultural Services	Brainstorm with Bernco Cultural Services on strategies; identify gaps in programming and engagement
A.2.2 Expand the SVEDC services to provide a series of small tiendas featuring arts, crafts and goods made in the South Valley	Long Term	Small, securable vending areas with basic infrastructure Business support for tenants	Provide needed business services such as marketing, business planning, financial literacy, etc. Provide affordable retail space to local producers Increase access to local goods and services	Lead: SVEDC, Bernco Economic Development Partners: SV Mainstreet	Partners discuss feasibility and infrastructure needs Identify funding; Create plan for pilot programming
A.2.3 Support cultural tourist loops between Downtown, Barelas Railyards, National Hispanic Cultural Center, the SVMS and the agri-tourism opportunities of the South Valley region.	Medium Term	Marketing plan; development of marketing materials and identification of marketing outlets	Strengthen tourism opportunities Clustering of similar cultural activities	Lead: SV Mainstreet Partners: Bernco Cultural Services, Barelas Mainstreet, Downtown Mainstreet, NHHCC, CABQ Cultural Services, ACVB	Outreach; attend meetings; explore strategies; identify assets and programming for both locals and tourists

Recommendation 3: Embrace Gateway Park as the cultural heart of the district

ACTION	TIMELINE	OUTPUTS	BENEFITS	IMPLEMENTATION PARTNERS	FIRST STEPS
A.3.1 Encourage outdoor markets and the use of Gateway Park to sell locally grown and made items.	Medium Term	Markets in the park Daily food vending Daily vending areas	Support local businesses Increase access to goods and services Economic development Daily activities and users in the park	Lead: Bernco Economic Development Partners: SV Mainstreet, Economic Development, Hispano Chamber	Work with Bernco Planning and Development to develop appropriate zoning codes to allow outdoor vending Submit to CPC / BCC for approval; if approved look for capital funding Market to outside businesses as well as informal sector businesses
A.3.2 Host new events and continue to support existing events and festivals in the park.	Short Term	Programming, events and marketing that bring users to the park	Community pride Positive community image Community center and gathering place	Lead: SV Mainstreet Partners: Bernco Cultural Services	Marketing collateral should state that this is the entrada to and the heart of the South Valley
A.3.3 Provide food vending in art bombed shipping containers on Gateway Park, furnish plaza with moveable tables and chairs.	Medium Term	Places to eat and drink with seating on the park	Placemaking Increased activity on park	Lead: SV Mainstreet Partners: SVEDC, Bernco Cultural Services	Research environmental health, zoning and building codes for any requirements Look for reusable containers / buildings
A.3.4 Create a curandera garden at Gateway Park with interpretive and interactive elements.	Medium Term	A learning garden with healing herbs	Cultural preservation Education Activation of Gateway Park	Lead: Cultural Services	Work with local artists to paint units to provide Identify partners Develop project scope Find Funding

Recommendation 4: Support local businesses to provide jobs and services for the community.

ACTION	TIMELINE	OUTPUTS	BENEFITS	IMPLEMENTATION PARTNERS	FIRST STEPS
A.4.1 Highlight local businesses and history in the South Valley.	Medium Term	Publish histories and exhibits in various locations, media, etc.	Community pride Local business marketing Faces to places	Lead: SV Mainstreet Partners: Bernco Cultural Services, Bernco Economic Development, Working Classroom	Secure funding to implement a historical gathering process Hire a historical contractor to record, gather photographs and histories for publication Identify locations to exhibit both business and history
A.4.2 Create a shop local campaign.	Medium Term	A marketing plan that uses art and culture to attract local residents to local businesses	Local business support Increased revenue in MainStreet district	Lead: Bernco Economic Development Partners: SV Mainstreet, Economic Development, Hispano Chamber	Review current literature and efforts Identify gaps and opportunities
A.4.3 Develop small retail incubator spaces to provide storefronts for existing and new local businesses that are currently web based.	Long Term	Affordable, small retail space for local businesses	Support local businesses Increase access to goods and services Economic development	Lead: Bernco Economic Development Partners: SV Mainstreet, Hispano Chamber of Commerce	Identify need; survey local residents Explore costs and feasibility; Secure funding through BC, public and private grants Create pilot program; evaluate success
A.4.4 Develop programs through the South Valley Economic Development Center to assist clients in establishing physical retail spaces in the district.	Long Term	Mechanism for linking local businesses to retail space in the MS area	Lower vacancy rates in MS Support local businesses	Lead: SVEDC, Economic Development Partners: SV Mainstreet	Partners discuss feasibility and infrastructure needs Identify funding; Create plan for pilot program

Priority B: Celebrate the Diverse Culture through the Commemoration and Sharing of the Rich Traditions of the South Valley

Recommendation 2: Use art to reinforce the community identity and pride of the South Valley, building upon the people, culture and traditions to create a cultural landscape that honors the past and looks to the future.

ACTION	TIMELINE	OUTPUTS	BENEFITS	IMPLEMENTATION PARTNERS	FIRST STEPS
B.1.1 Commission small scale, pedestrian oriented artwork that illustrates the history of South Valley, agricultural communities, family traditions and community leaders to stimulate and enhance walking routes in neighborhoods.	Medium to Long Term	Install pedestrian scale artwork	Community pride Placemaking Urban enhancement	Lead: Bernco Cultural Services; County Public Art Program Partners: Working Classroom	Identify partners Develop concept Search for funding Identify types of appropriate mediums
B.1.2 In the South Valley Mainstreet area, employ temporary and permanent art to explore themes of South Valley culture and identity. Enhance blank facades, vacant lots and parking areas with art elements and performance spaces.	Medium Term (On-going)	Temporary and permanent art throughout the MS	Visual interest Artistic expression and dialogue Identity Placemaking	Lead: Bernco Cultural Services; County Public Art Program Partners: Working Classroom, UNM Schools of Art, Theater and Architecture, CNM, Little Globe	Identify a historian to partner with Fully develop concept; create a call for artists Identify partners; identify businesses interested in hosting murals, identify vacant lots available for performances or temporary art Develop concept Search for funding
B.1.3 Engage artists and youth from the South Valley to develop, design and construct art pieces where possible.	On-going	Youth created art	Youth involvement Community ownership Community pride	Lead: Cultural Services; County Public Art Program Partners: Working Classroom, UNM Schools of Art, Theater and Architecture, CNM, Little Globe	Develop program to engage community youth in public art process Search for funding Develop pilot project
B.1.4 Create a local arts panel.	Short Term	Local and community involvement in art selection	Identity Community involvement	Lead: Bernco Public Art Program	Involve people who live in the South Valley and have a knowledge of the arts on artist selection panels and in the development in future calls for art work.

Recommendation 2: Use community events to rebrand South Valley.

ACTION	TIMELINE	OUTPUTS	BENEFITS	IMPLEMENTATION PARTNERS	FIRST STEPS
B.2.1 Use art and social media to challenge South Valley stereotypes.	Short Term	Social Media Campaign Interactive art/social media	Community Pride Identity	Lead: Berco Cultural Services Partners: Working Classroom, SV Mainstreet	Identify potential partners and work with community members to determine project focus Engage youth in community discourse through interactive art pieces which incorporate social media such as facebook, twitter, geocache, etc.
B.2.2 Use placemaking techniques to encourage pedestrian interaction with art installation by incorporating shade and places to sit.	Medium Term	Shade and seating	Placemaking Places for community gathering	Lead: SV Mainstreet Partners: Cultural Services	Identify future art projects and sites which support community gathering
B.2.3 Support and market existing events like the Marigold Parade, Chile Fiesta, and South Valley Love.	On-going	Community festivals	Community Pride Tourism Identity	Lead: Cultural Services Partners: SV Mainstreet	Identify sustainable events based on funding and other resources
B.2.4 Work with NHCC and local community organizations to expand Latin American Cultural Week and Hispanic Heritage Month into the SVMS district with parades, tours, events and related activities.	Medium Term	Nationally sponsored and recognized hispanic culture events in the MS area	Community Pride Tourism Identity	Lead: NHCC, Hispano Chamber Partners: SV Mainstreet, Berco Cultural Services	Outreach to potential partners Identify new programming and events that celebrate Hispanic Heritage

Recommendation 3: Revitalize and build upon existing public amenities and community programs to bring vitality to public spaces and deter criminal activity.

ACTION	TIMELINE	OUTPUTS	BENEFITS	IMPLEMENTATION PARTNERS	FIRST STEPS
B.3.1 Create an on site facility for toddler and afterschool art and cultural programs.	Medium Term	Activate Gateway Park with programs that have dedicated users.	Youth arts program Cultural activities	Lead: Cultural Services Partners: Working Classroom	Identify partners and search for funding
B.3.2 Develop a cohesive streetscape package. Create a distinctive plant pallet which reflects plants commonly found in the South Valley, develop thematic wayfinding signage and enhance with art.	Medium Term	Enhanced environment	Educational Placemaking Community Pride	Coordinate with Bridge Boulevard Redevelopment project	
B.3.3 Provide interior spaces for art exhibits and outdoor spaces for interactive and temporary installation art in Gateway Park. Opportunities for artwork that engages community members to actively participate in art making should be encouraged.	Medium Term	On going artwork exhibits and exhibit spaces	Placemaking Increased activity on park Cultural opportunities	Lead: SV Mainstreet Partners: Bermco Cultural Services	Identify partnerships Determine project scope Look for reusable containers
B.3.4 Employ temporary art installations in empty storefronts and on vacated retail signage with in the MainStreet district to provide visual interest at the pedestrian level.	Short Term	Activated storefronts Art exhibits	Art for community to experience Art exhibit space Visual interest in MS area	Lead: :SV Mainstreet Partners: Working Classroom	Identify potential retail spaces Work with artists to develop art or show existing art Work with retailers to install art elements

Priority C: Respect and honor the natural environment.

Recommendation 1: Create educational opportunities for visitors to learn about cultural significance of nature and wildlife to the generations of people who have lived in the South Valley area.

ACTION	TIMELINE	OUTPUTS	BENEFITS	IMPLEMENTATION PARTNERS	FIRST STEPS
C.1.1 Encourage exploration and ecological education at trails and along acequias by commissioning temporary and permanent art that explores nature, the environment and traditional agricultural practices.	Long Term	Interactive learning Preservation education Ecological trails through the MainStreet area by utilizing acequia trails.	Cultural Activity Community pride Historic Preservation	Lead: Cultural Services Partners: Acequia Association, MRGCD, Vecinos del Bosque NA	Develop partnerships Identify appropriate places for artwork Identify funding Commission artwork
C.1.2 Connect Sanchez Farm County Open Space area to MainStreet district through interactive wayfinding and art elements along Isleta Boulevard and Arenal Boulevard.	Long Term	Wayfinding signage Interpretive art Neighborhood walking trail	Improved walkability Community pride Streetscape improvements	Lead: Cultural Services Partners: Vecinos del Bosque NA	Develop appropriate signage Identify appropriate ROW to place signs; work with BC Public Works Identify areas for placement of possible art elements Identify partners / artists to develop plan
C.1.3 Create interpretive art pieces for the MainStreet area which explore themes of man and nature.	Medium/Long Term	Educational and contemplative art exhibits	Public art Community Identity Interactive/Instructive	Lead: Bemco Public Art Department Partners: Working Classroom, UNM Schools of Art, Theater and Architecture, CNM	Install signage Research funding sources for art elements Work with the county Public Art Program Coordinator to work with a call for artists; work with partners to identify possible projects.
C.1.4 Commission ephemeral land art which deteriorates over time to explore the beauty and power of the natural environment.	Short Term	Ephemeral artworks that connect people with nature	Public art Art opportunities for youth Temporary art	Lead: Bemco Public Art Department Partners: Acequia Association, Working Classroom, UNM Schools of Art, Theater and Architecture, CNM	Identify available land Develop program Identify funding source