

# The Albuquerque Conservation Association.....

La Posada de Albuquerque, July 25, 1985

Awards Presentation by Gordon Church

John Naisbitt has labeled Albuquerque as one of the "new cities of great opportunity".<sup>1</sup> The *Austin American Statesman* calls it one of the ten "megatrend cities in the eighties". The word "megatrend" is an awesome word, especially when applied to your hometown. The idea is a bit scary: it states we are again the American frontier. We, again, are responsible for forging an American ideal.

The cover of the article in the *American Statesman* has ten images, one each of the ten cities. I assume each city had submitted its own portrait. I was pleased by the picture of Albuquerque as compared with the others. Only Albuquerque's image emphasized itself as a whole environment. The photography was taken at night and the city is seen as a field of lights in front of a dark silhouette of the Sandias. The sky is clear and one of those surreal, other-worldly megamoons shines asymmetrically over the city.

What does "megatrend idea" say about each person in this room and the people of this city? It means what we are doing is being observed and evaluated. National observers are also lauding Albuquerque as a leader in urban livability which says more than simple population growth. We are growing with a broadening definition of quality and planting seeds for an enriched future. This asset of livability gives depth to the megatrend concept.

The Albuquerque Conservation Association (TACA) is made up of people with a particular interest in and even fascination with what is happening in this city and its accomplishments. It includes people who are active in the development of the city and who are also attentive observers. The Annual Award Ceremony emanates from TACA's critical function; the organization facilitates a community process to identify and honor the best of what is being done in this leading American city of ours.

Well then, just what does Albuquerque have and what is it doing that is so right in the American eye?

We have felt the climate, viewed this dramatic landscape, and experienced a diverse mix of people. As to development, we are infilling the land left from the leap-frogging of the 50's and 60's. As a result of the escalating value of the dollar, we are infilling more carefully. With regard to open space, we are seeking to preserve our natural landmarks—the Sandias, The Rio Grande and the volcanic escarpment. We seek to conserve our history, from the ancient to the recent, from the petroglyphs of the West Mesa, the Pueblo and Hispanic ruins along the River, to the care of Old Town, railroad-era Downtown and the 1940's vintage Nob Hill. We seek to nourish the arts and sciences, to enrich entertainment and recreation in providing experiences of place and events for every segment and interest in our community. This is Albuquerque's wealth as defined in the 1980's—the resources we have in our natural and built environment and in our people. Together, in a wholistic fashion, we are defining ourselves.

But there is another realm of what is happening here that often goes unarticulated. We have a spirit of place and attendant energy to guide and sustain us. Albuquerqueans are proud of their place, "high on their city" according to contemporary jargon. We feel this special energy with friends or in creating a new project; we exude it when we talk about our city and the lifestyle it affords us.

When this quality of spirit is applied to the development of the environment, it translates into community ritual. The essence of this ritual seems to be to forge tradition, what we

have been, with progress to make what we are and will be. This ritual gives ongoing meaning to the spirit of place and enhances the character of our city. The pattern of our community ritual is recognizable in a geographical survey of the awards TACA has given over the last five years. The pattern has two axis—the Rio Grande and Central Avenue. The circumference is drawn with awards for open space preservation and in the contained fabric of the city are stars of achievement like the city's lights at night.

Central Avenue, Route 66, zigzags through the orb of our city environment like Quetzacoatl or Kolowisi the plumed serpent familiar from the myths of the Maya, the Toltec, the Anasazi and from designs of all of New Mexico's pueblos. This is the ancestor being, glorious and even gaudy in a delightful way, powerful and life-sustaining. Kolowisi is accompanied by rain and water like the two Rio Grande rivers, the one we see and the one beneath the earth that provides the city's water.

The enhancement of this organically grown marvelous being called Central Avenue, or Route 66, is an obvious theme for this year's awards.

The first award is for the R/UDAT experience which delineates Central Avenue.<sup>2</sup> The local chapter of the American Institute of Architects sponsored the Albuquerque visit of design specialists from around the country. With input from hundreds of city residents and the aid of student volunteers, the team produced a report in four days promoting the Avenue's pedestrian character and its multiple images of the city. It has focused local attention and infused our awareness of Central with the possibilities it contains for future development. Awards of merit are presented to:

1. The UNM School of Architecture and Planning
2. The Regional and Urban Design Assistance Team
3. The AIA/R/UDAT Steering Committee

The second award is for "Herencia: The Atrisco Community Oral History Project"—a combination of oral histories, exhibits and a monograph, which resulted from this effort to better understand one of Albuquerque's earliest settled areas, the community of Atrisco and for preserving the heritage of the South Valley. Award winners are:

1. The New Mexico Humanities Council, Martha Holt
2. The UNM Libraries, Jim Wright
3. The Albuquerque Museum, Bryon Johnson
4. The Southwest Hispanic Research Institute, Ray Burrola

On January 27th of this year at the Albuquerque Museum in Old Town, hundreds of city residents—champagne in hand—celebrated the opening of the Armand Hammer exhibit



## Award Ceremony 1985

of five centuries of artworks by the masters of European and American art history. The collection is Armand Hammer's personal statement of communication and understanding among all peoples and it has traveled all over the world, arriving in Albuquerque from Jerusalem. TACA honors:

1. **The Director of the Albuquerque Museum, James Moore**
2. **The Albuquerque Museum Foundation**
3. **And Mayor Harry E. Kinney**

On down the street, at its intersection with the Old Camino Real, 4th Street, Summerfest is giving life to Civic Plaza. Summerfest arrays the ethnic and cultural diversity of our community with entertainment, food and activities bringing people together in order to understand and appreciate both their differences and shared values. For Summerfest TACA honors:

1. **The coordinator of the Summerfest Program, Reyes Jaramillo**
2. **And from the Albuquerque Convention Center, Dan Duran**

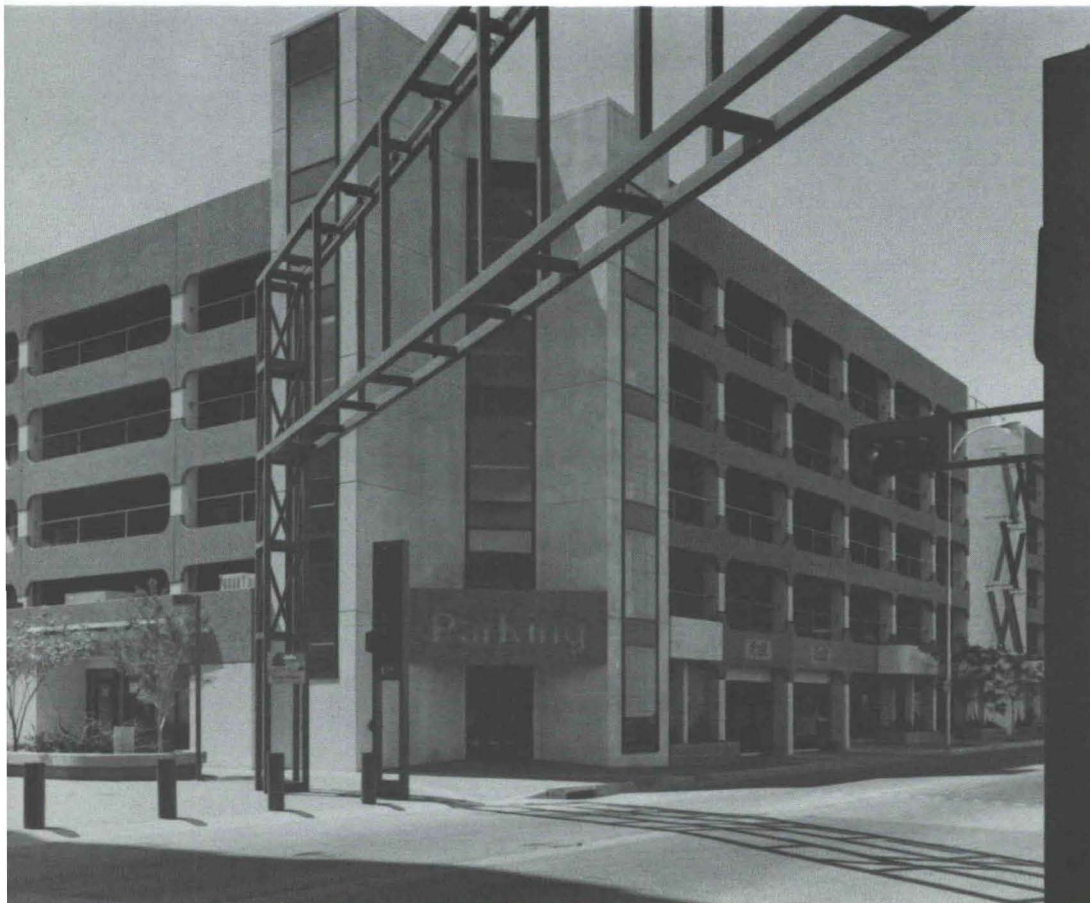
Fourth Street is a particular, most colorful feather on the back of our serpent. On Copper between 4th and 5th and abutting the Pedestrian Way is a parking structure which has

literally changed the way many of us think about such structures — with glass-backed elevators and stairwells, with color coded railings and signs, a helicopter landing pad, planters, a restaurant, trees, benches, with artworks in the vestibules and on the north facade. What's more, even its function has broadened into a Guggenheim-like gallery for antique and low-rider shows. In June the Kaleidoscope Artfest was held atop the structure. Awards for this project go to:

1. **Allan Goodman, Director of the City's Parking Division**
2. **And Jon Moore, AIA from the architectural firm of Flatow, Moore, Bryan & Associates**

Further down the 4th Street Pedestrian Way is the brightly colored plume selected by the Albuquerque Arts Board to symbolize the energy and the vitality of this important Downtown intersection. This is the Crossroads Sculpture by Arizona-born artist Jerry Peart. TACA commends:

1. **The artist, Jerry Peart**
2. **And Albuquerque's 1% for Art Program with Lisa Gorence accepting for the City's Cultural Affairs Program**



*Figure 1 — Parking becomes a pleasant experience.*



The next award is for an old friend of Albuquerque's who has brought a new vision to Downtown. The Wool Warehouse is a wonderful blend of gourmet dining and professional theatre, it's an art gallery, a meeting place and its historic renovation has preserved the exterior and metamorphasized the interior columns and spaces into a sophisticated urban rendition of Egyptian Deco. Its exposed brick and bright neon are not unlike its delightful owners:

**George and Betty Luce**

St. Joseph's Square on Grand Avenue is the first of two hospital projects to be honored this evening.<sup>3</sup> Albuquerque has a long tradition of providing fine quality health care. One is honored for preservation of the historic St. Joseph's Hospital Building and the other for new design. The existing brick structure of St. Joseph's was essentially maintained in its integrity as the building was converted to medical office space. A new northeast entranceway portico was added in complete fidelity to the original appearance. The original brick manufacturer was located to provide material for the addition. The interior has been refurbished in oak, glass and chrome. Existing terrazzo designs have been restored where possible. All floors have public lobby spaces which will display original artworks. The Main floor has an atrium looking down to a garden level. Awards of Merit are presented to:

1. The Old Hospital Development Group, LTD, owners
2. Bruce J. Pierce and Associates, developers
3. Flatow, Moore, Bryan and Associates, architects
4. And Jaynes Corporation, contractors

Also on the grounds of the St. Joseph's campus is the major new structure to win honors this year—the Care Unit of Albuquerque. The building houses a 70-bed alcohol and chemical dependency facility with 30 beds for adults, 30 for adolescents and 10 detoxification beds. It provides therapy, counseling and recreational spaces for patients, as well as staff offices, kitchen and group dining facilities. It provides lounges for patients and visiting family and friends.

The design of Care Unit of Albuquerque derived from the contour and the location of the site as well as the requirements of the patient treatment program. To be harmonious with local architecture and non-institutional, the rounded exterior forms covered in stucco, toned in three colors, embody the architectural character of the total building. The building is oriented toward interior courtyards. The curves in the design serve to help fit the building onto the tight, elongated, sloping tract.

The interior is arranged around a courtyard which is the focus of the facility. Emphasis throughout is on diffused natural lighting and thoughtful arrangement of space and function. TACA awards are presented to:

1. Comprehensive Care Corporation, owners
2. Anderson, DeBartolo, and Pan, Inc. of Tucson, Arizona, architects
3. M. A. Morteson of Lakewood, Colorado, contractor
4. And Mr. Dan Murphy, Manager of Environmental Services

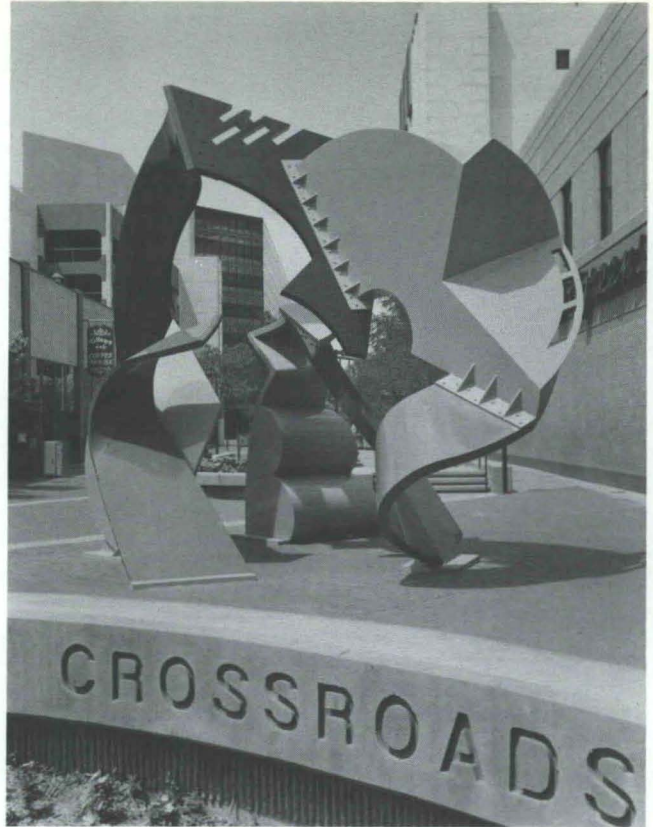


Figure 2 — The Crossroads Sculpture enlivens a downtown intersection.



Figure 3 — Interior view of a wool warehouse rehabilitated into a busy, lively restaurant.



Figure 4 —  
Exterior view of the wool warehouse.



On up the hill, in the Nob Hill area of East Central, an old friend of ours has been dressed up and been given a more accessible function. The Luna Mansion Group, who revitalized the old Luna Mansion in Los Lunas, have come to Albuquerque in fine style with the creation of the Monte Vista Fire Station restaurant and cocktail lounge. The pueblo revival style building<sup>4</sup> has been given careful attention by preserving as many details of the exterior and interior as possible, but with appropriate Nob Hill Deco colors, fabrics and lines. The cocktail lounge includes both indoor and outdoor spaces. Award winners for the Monte Vista Fire Station are:

1. The Luna Mansion Group, owners
2. James A. Kaufman, architect
3. Michael Moquin, artist contractor, responsible for the building's exterior
4. Tom Penner
5. Bobby Middleton

Figure 5 —  
The renovated St. Joseph Hospital Medical office building.



The next award story reads like a script for a fascinating movie, but the product is one in which we can all take a great deal of pride.

The Southeast Heights Garden Project began in 1982 when a large group of Southeast Asian Refugees was relocated to the public housing area in the southern edge of the Southeast Heights area. These new residents, speaking very little English and displaced from an agricultural-based culture to city living, suffered from culture shock, and economic crisis.

The Southeast Heights Neighborhood Association developed a plan to help the new residents cope with their problems by being able to raise a portion of their own food in an Association sponsored Community Garden.

The Association approached the City to lease an acre of city-owned vacant land in the airport landing strip right-of-way. The lot, once strewn with garbage and broken glass, was transformed into a fenced, fertilized and irrigated plot with a combination of volunteer labor, city cooperation, private donations, a Community Development Block Grant of \$3,000 one year, and \$2,000 the second year, and lots of hard work by the gardeners.

Figure 6 —  
The new Care Unit Hospital of Albuquerque.







Figure 7 — A Fire Station becomes a fine restaurant.

The project has been financed by a CDBG grant which pays the water bill, \$200 from local businesses, and \$550 in private donations. The Association furnished basic garden tools, seed, fertilizers, etc. The New Mexico State Horticulturist, County Agricultural Agent and Albuquerque Garden Club Officers served as consultants. The City Water Department, Parks and Recreation, Weed and Litter and the Mayor's Office has assisted when called on.

The results??? In two growing seasons, over \$77,000 worth of vegetables have been produced to supplement the food needs of the project gardeners.

TACA proudly honors all of the people, groups, organizations, and government agencies which have made this possible and especially.

1. John J. Corcoran, project coordinator
2. And the Southeast Heights Neighborhood Association, sponsor

Sometimes the needs, the problems and resources of our community get muddled in controversy or remain illegible because of a lack of information. TACA members and many other citizens look for clarity to Hal Rhodes and his KNME-TV program *Illustrated Daily* to obtain balanced views of the issues or in depth reports on people, places and forces active in our community and state. Our award of Merit goes to:

**Hal Rhodes, producer and moderator, and to the staff of *Illustrated Daily***

The next three awards are to individuals who have made significant and sustained contributions to the community and to The Albuquerque Conservation Association. The first is for

individual of the year. This woman in an archaeologist, active in the open space conservation effort, a member of TACA's Board of Directors and a citizen who continually demonstrates her concern to make Albuquerque a better place to live. She has been instrumental in establishing the City/County Archaeological Resources Planning Advisory Committee. When she and her husband decided to expand their Los Ranchos de Albuquerque home, they found an archaeological village site, eight levels of strata dating from 1300 through 1600. This includes plazas, rooms, fireplaces, human burials, storage systems and so forth. With the Maxwell Museum as a sponsor, but with no funds, she and her husband provided \$35,000 of their own money and much donated labor to systematically excavate the site and analyze the findings. It is still incomplete, but she gives tours of the site, permits selected high school and college students to work on the site and has produced a study of the area which is becoming fundamental in the study of Albuquerque's prehistory.

### 1. Individual of the Year — Kit Sargeant

The first of two Distinguished Members of The Albuquerque Conservation Association to be recognized this year was a founding member, the organization's first president, former board member and actively involved in the Tour Committee. She is also a member of the City's Landmarks and Urban Conservation Committee and a member of the Metropolitan Redevelopment Commission. We honor:

**Betty Senescu**

The second distinguished TACA member is well known both for her public and private roles in historic preservation. She directed the City's Historic Landmarks Survey. She was also a founding member of TACA, former Board member; she drafted our by-laws and began our newsletter. She wrote *Historic Albuquerque Today*. She is also a member of the New Mexico Humanities Council—someone we all know well, Ladies and Gentlemen:

**Susan DeWitt**

And now for TACA's most prestigious award for fine quality preservation of a historic building, to the host of tonight's event. The billboard as we approach Albuquerque reads "The Lady is back in Style", she's posh; she's classy. She is definitely a southwestern charmer.

This ten story hotel was built in 1939. The owner was E. John Greer; the construction was financed by Nathan Salmon and E. John Greer. It was leased by New Mexico native Conrad Hilton for his hotel chain. For years it served as one of the hottest spots in the Southwest for first class food, entertainment and accommodations.

It is now the last of the great inns in Downtown Albuquerque. In 1983 Southwest Resorts Associates began restoration of the hotel having previously restored the Staab House and La Posada de Santa Fe. Careful attention has been paid to every detail of its past as well as to needed additional elements. The murals are back, the woodwork is back. She is





Figures 8 & 9 — La Posada de Albuquerque Hotel.  
Exterior above, Lobby below.



once again the place to be and already dear to our hearts. The Albuquerque Conservation Association take particular pride and joy in presenting the Bainbridge Bunting Award to La Posada de Albuquerque, with special honors to the following:

1. Peter Choate, Southwest Resorts
2. Scott Coleman, Southwest Resorts, Project Manager
3. Tom Childers, Southwest Resorts, participant in creative design
4. Boehning, Protz, Cook and Associates, architects
5. Bradbury and Stamm Construction, contractors
6. And our hostess, Theresa McFerrin, Hotel Manager for La Posada de Albuquerque

The concluding award is for thoughtfulness and appreciation and contemplation. It's TACA's Act of God Award and this year honors those wondrous spirits, white, gray, and black, red, pink, salmon, etc. that dance, tumble and play in the sky over our heads. We honor our clouds.

The rounded world is fair to see  
Ninetimes folded in mystery  
Though baffled seers cannot impart  
The secret of its laboring heart,  
Throb thine with Nature's throbbing breast  
And all is clear from east to west.  
Spirit that lurks each from within  
Beckons to spirit of its kin;  
Self-kindled every atom glows  
And hints the future which it owes.

The reference to Quetzacoatl and Central Avenue, old Route 66, is not simply allegory or symbol its analogy. The myths of Quetzacoatl and Kolowisi are that they went east to return at some future time. Central Avenue is a mythology of our own existence, likewise it has been neglected but has remained in our midst. It lies in our present and awaits for each of us in our respective ways to renew its life in a ritual process that America will watch and emulate. Ask young people or new residents what they know of Route 66; many know nothing. Your mission and our mission is to enliven the 22 miles of this miraculous being who lies at our side, who only now stirs from slumber.

Thank you and goodnight.

G.C.

#### Photograph Credits:

Figures 1 through 8 — Carla Breeze  
Figure 9 and cover — Robert Reck

#### Notes:

<sup>1</sup>John Naisbitt, *Megatrends: Ten New Directions Transforming Our Lives*, Warner Books, New York, 1982.

<sup>2</sup>See *New Mexico Architecture*, March/April, 1985 Vol. 26, No. 2. "R/UDAT Comes to New Mexico", pages 7-13

<sup>3</sup>See *New Mexico Architecture*, May/June 1985, Vol. 26, "St. Joseph Square—A Historical Landmark in Albuquerque's Health Care Past", pages 11-15.

<sup>4</sup>E.H. Blumenthal, architect. The fire station was constructed in 1936.



# TypArt

## THE DESIGNERS' DESIGNER

Specializing in services to the creative community — architects, engineers, practitioners of the visual, literary and performing arts.

- Typesetting
- Exhibitory
- Logos
- Editing
- Composites
- Visual Aids
- Illustration
- Brochures
- Print Brokering

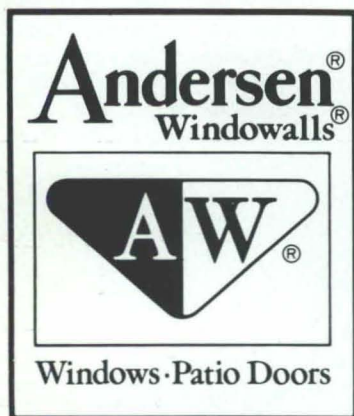
TypArt  
925 Sixth Street Northwest, Suite 1  
Albuquerque, New Mexico 87102  
505-242-9207

Al Gillespie  
General Contractor  
is now



**South  
Sun  
Products**

We are the stocking distributor  
to contractors of



Naturalite Skylights • Janco Greenhouses

**843-7899**

1313 12th Street NW  
Albuquerque, New Mexico 87104

**QUALITY PRODUCTS  
AND SERVICE**

**HOLLOW METAL  
OPENINGS  
WOOD DOORS  
HARDWARE**

2914 GIRARD BLVD. NE  
ALBUQUERQUE, NM 87107

**884-1300**

Mailing Address:  
P.O. Box 3486  
Albuquerque 87190

