



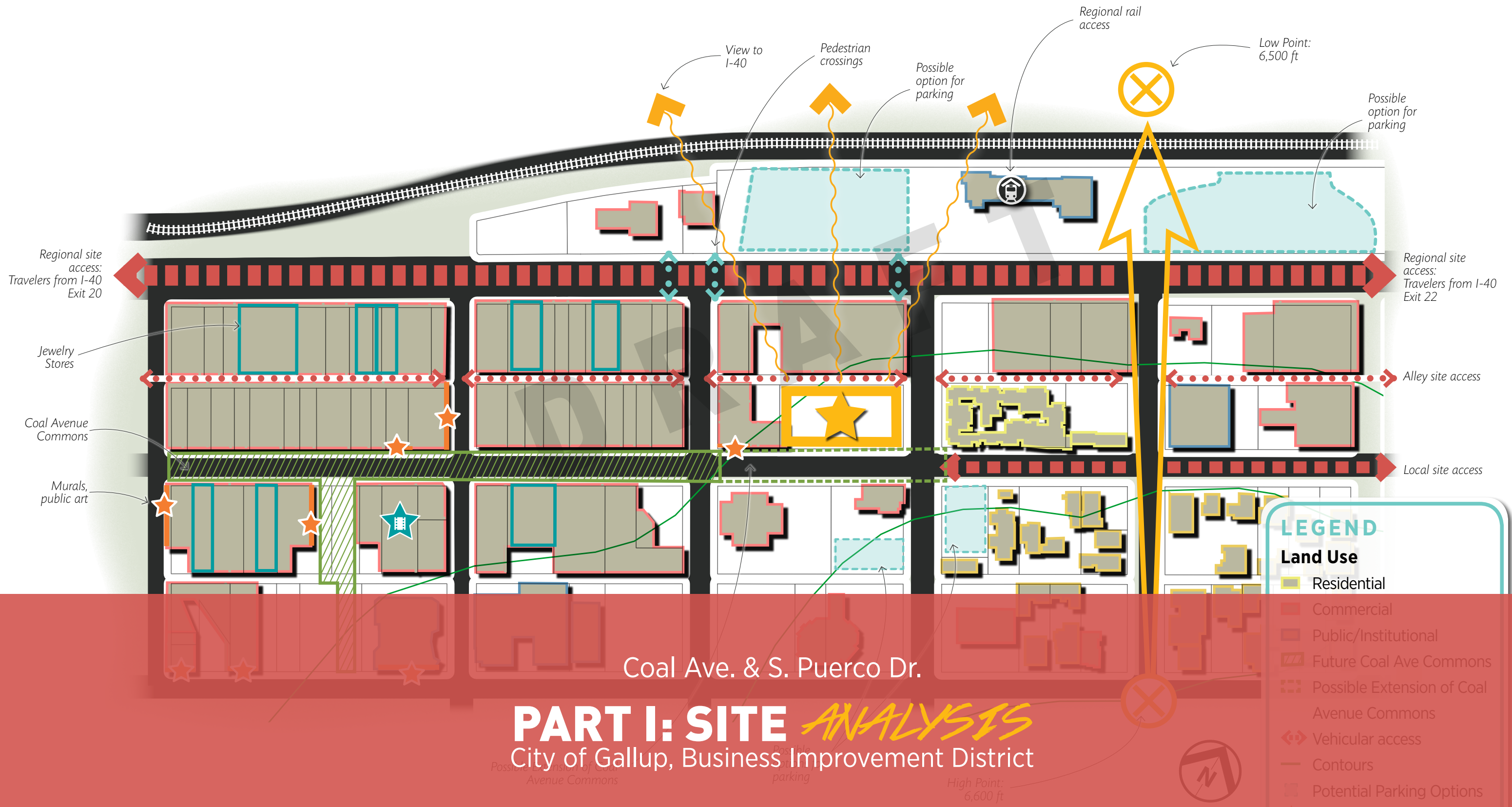
Coal Ave. & S. Puerco Dr.

SITE ANALYSIS & SITE PLAN RENDERING

CITY OF GALLUP, BUSINESS IMPROVEMENT DISTRICT

DEKKER
PERICH
SABATINI



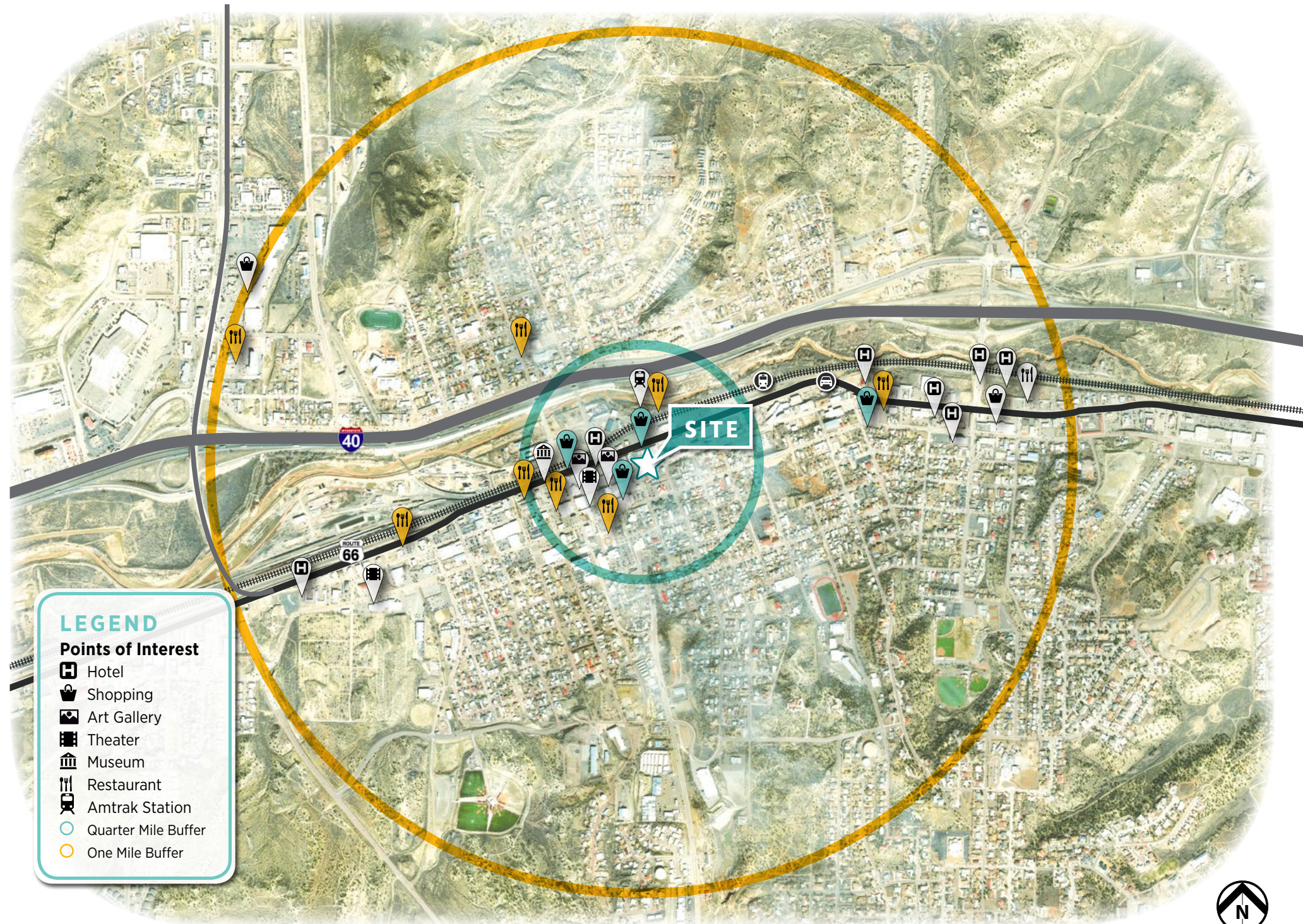


PART I: SITE ANALYSIS

City of Gallup, Business Improvement District



SITE ANALYSIS & SITE PLAN RENDERING



INTRODUCTION

Background

The Gallup Business Improvement District (BID) Board's mission is to promote and restore economic vitality to the central core of the Gallup downtown business area and enhance commercial development which benefits the health, safety, and welfare of the citizens of Gallup.

Dekker/Perich/Sabatini (DPS) was commissioned by the BID Board to study a parcel in the heart of Gallup and generate development concepts for a potential transformative project. The project is envisioned to help revitalize a key gateway area in the downtown business area by activating downtown and bringing visitors into the historic core.

The goal of this study is to develop a conceptual site development plan that articulates the vision for this site as well as illustrative concepts to allow stakeholders to imagine how this site could be transformed.

The existing conditions analysis examines the site, its context and existing opportunities and constraints. The findings from this analysis will inform the conceptual site development plan. In addition, existing regulatory and visioning documents are reviewed to understand what the City, the BID Board, and other stakeholders envision for the downtown core.

CONTEXT

The project site is located on the corner of Coal Ave and South Puerco Drive. The project site is within the BID district and within the historic Downtown District. Within walking distance are commercial businesses, art and jewelry shops as well as restaurants, bars and the historic El Morro Theater drawing in visitors and customers to the region for shopping, services, and entertainment.

Gallup and downtown Gallup are not only the regional hub for a variety of goods and services, Gallup also draws visitors and tourists from around the country and world to enjoy the arts and cultural products generated in Gallup and the surrounding Navajo Nation and Pueblos. According to the New Mexico Department of Tourism, there are 110 trading posts, shops, and galleries in Gallup, calling the city "the undisputed Southwestern center for authentic Native American art."

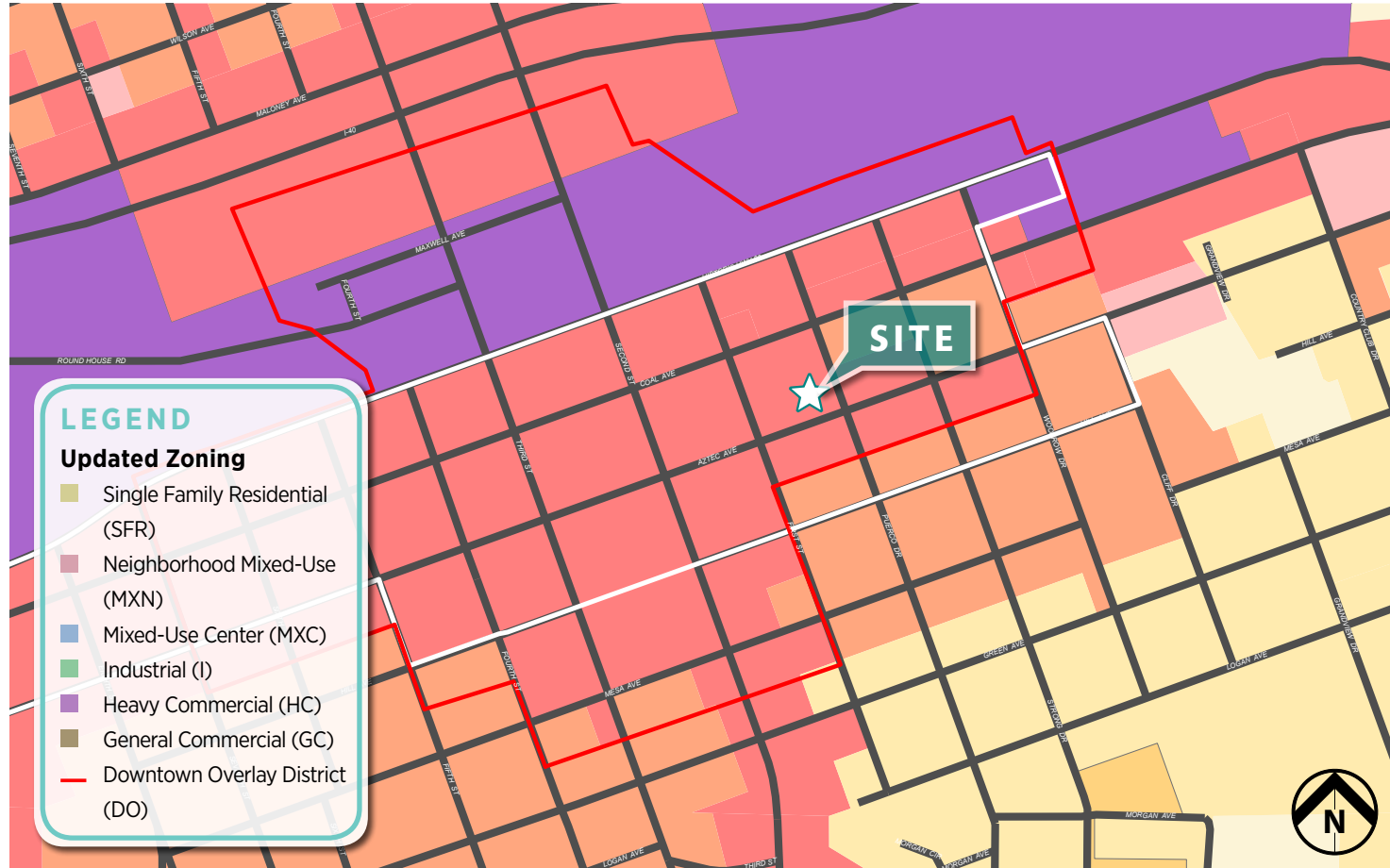
The project site currently houses parking located on the top of a shop formerly used as a vehicle repair business. The site is in close proximity to the train station and one block southeast from the Historic Route 66 on Coal Ave which houses a majority of commercial businesses in downtown Gallup.

The site spans 0.4 acres and is adjacent to La Montanita Co-op, occupying about 1/2 a city block with street frontage on Coal Ave. The other half of the block, fronting onto the Historic Route 66, is occupied by commercial businesses.



SITE ANALYSIS & SITE PLAN RENDERING

Zoning



LEGEND

Updated Zoning

- Single Family Residential (SFR)
- Neighborhood Mixed-Use (MXN)
- Mixed-Use Center (MXC)
- Industrial (I)
- Heavy Commercial (HC)
- General Commercial (GC)
- Downtown Overlay District (DO)

ZONING

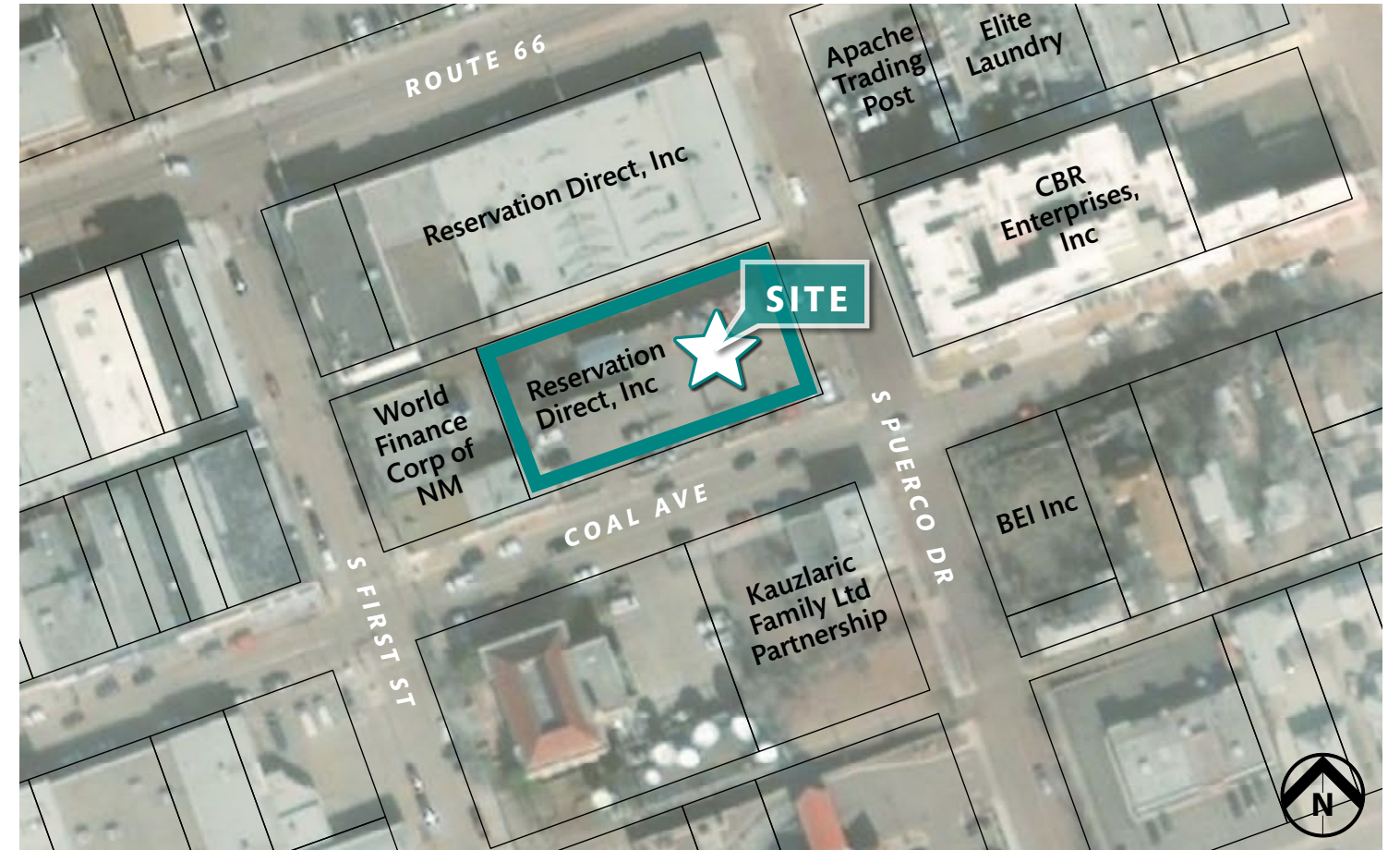
The parcel is zoned Heavy Commercial (HC) which permits a number of commercial and institutional uses. The site is also within the Downtown Overlay (DO) district. This overlay establishes standards to ensure the preservation and creation of an urban character and also aligns with the Gallup Downtown Redevelopment Plan boundaries. The following standards pertain to the HC zone district and any uses developed within this district.

Development Standards

SITE SPECIFICATION	
Zone	HC
Overlay	Downtown
LOT STANDARDS	
Lot area, min.	NA
Lot depth, min.	100 ft.
Lot width, min.	30 ft.
SETBACKS	
Front, max.	10 ft.
Side, min.	0 ft.
Rear, min.	10 ft.
BUILDING STANDARD	
Height, max.	65 ft.

- › ≥ One (1) pedestrian entrance facing right-of-way
- › Buildings exceeding three (3) stories, the fourth (4) story to be stepped back by the (10) feet at front facade
- › Walls facing public right-of-way to incorporate wall plane articulation every fifty (50) linear feet
- › Ground walls facing right-of-way to contain a minimum of fifty (50) percent of transparent display windows and/or doors.
- › Upper floors facing right-of-way to contain a minimum of thirty (30) percent transparent windows and/or doors.
- › Thirty (30) percent parking reduction can be applied within Downtown Overlay zone.

Ownership



PARKING

Street parking is provided along the street on Coal Ave and Route 66. Requirements for the provision of minimum parking spaces established by the Gallup Land Development Standards vary depending on the specific use. Standards are as follows: for hotel uses, the minimum is 1.25 spaces per rental unit; for general retail uses, the minimum is 4 spaces per 1,000 square feet; for restaurant uses, the minimum is 10 spaces per 1,000 square feet of floor area with an additional space per 200 square feet of outdoor patio area.

Because of the tight lot, parking is constrained. Other parking lots or land surrounding the property may need to be considered to meet the minimum parking requirement. Lots are under various ownership and parking agreements would have to be established to facilitate this. A potential location could be directly north of the

site adjacent to the Gallup Cultural Center (also serves as Gallup Amtrak Station) because of the easy pedestrian access provided by crosswalks at the ends of the blocks.

OWNERSHIP

The project site is owned by Reservation Direct, Inc, which is the same owner as the parcel to the north. Surrounding parcels are held by various owners.



SITE ANALYSIS & SITE PLAN RENDERING

Access



ACCESS

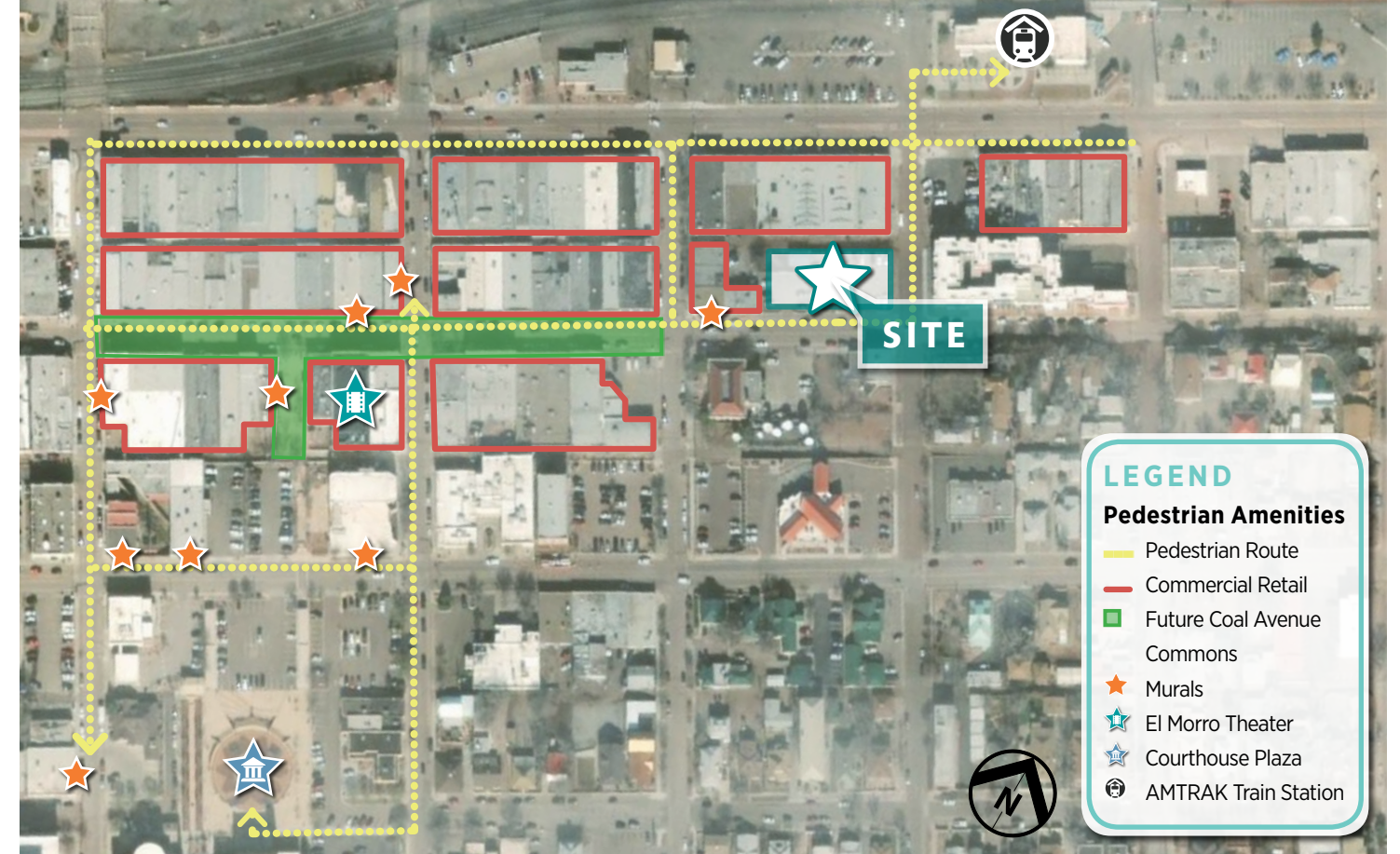
The site is situated along Coal Ave, classified as a City Collector and Historic Route 66, classified as an NMDOT Arterial. Both roads are among the main thoroughfares that transect downtown Gallup.

The site is situated between I-40 Exit 20 and Exit 22 with easy access to both. I-40 remains a heavily trafficked highway that transects the country, allowing travelers from afar to pass through. Since a building on this site would be visible to vehicular traffic on I-40, it is an opportunity to draw visitors into downtown Gallup.

The site is also only one block away from the train station that serves Amtrak passenger trains on the Southwest Chief Route which runs from Chicago to Los Angeles. This station recorded more than 16,000 boardings and alightings in 2015, according to the Amtrak website, and is served by two trains daily.

There is also local access to the north provided by underpasses in order for easy access to amenities in this area of Gallup.

Pedestrian Amenities



PEDESTRIAN AMENITIES

When considering whether an amenity is within walking distance, a quarter-mile is measured around the site (see map on page 1). This distance allows a comfortable walking pace for most people to reach destinations within 5 minutes.

Pedestrian amenities include murals that depict the city's heritage and history (1-6 minute walk), the courthouse plaza where the city and county governmental facilities are located (6 minute walk), the Gallup Amtrak Train Station and Gallup Cultural Center (3 minute walk), and the historic El Morro Theatre (3 minute walk). A concentration of shops selling a variety of wares also exists along Coal Avenue and Route 66 (1-6 minute walk). As parking is limited

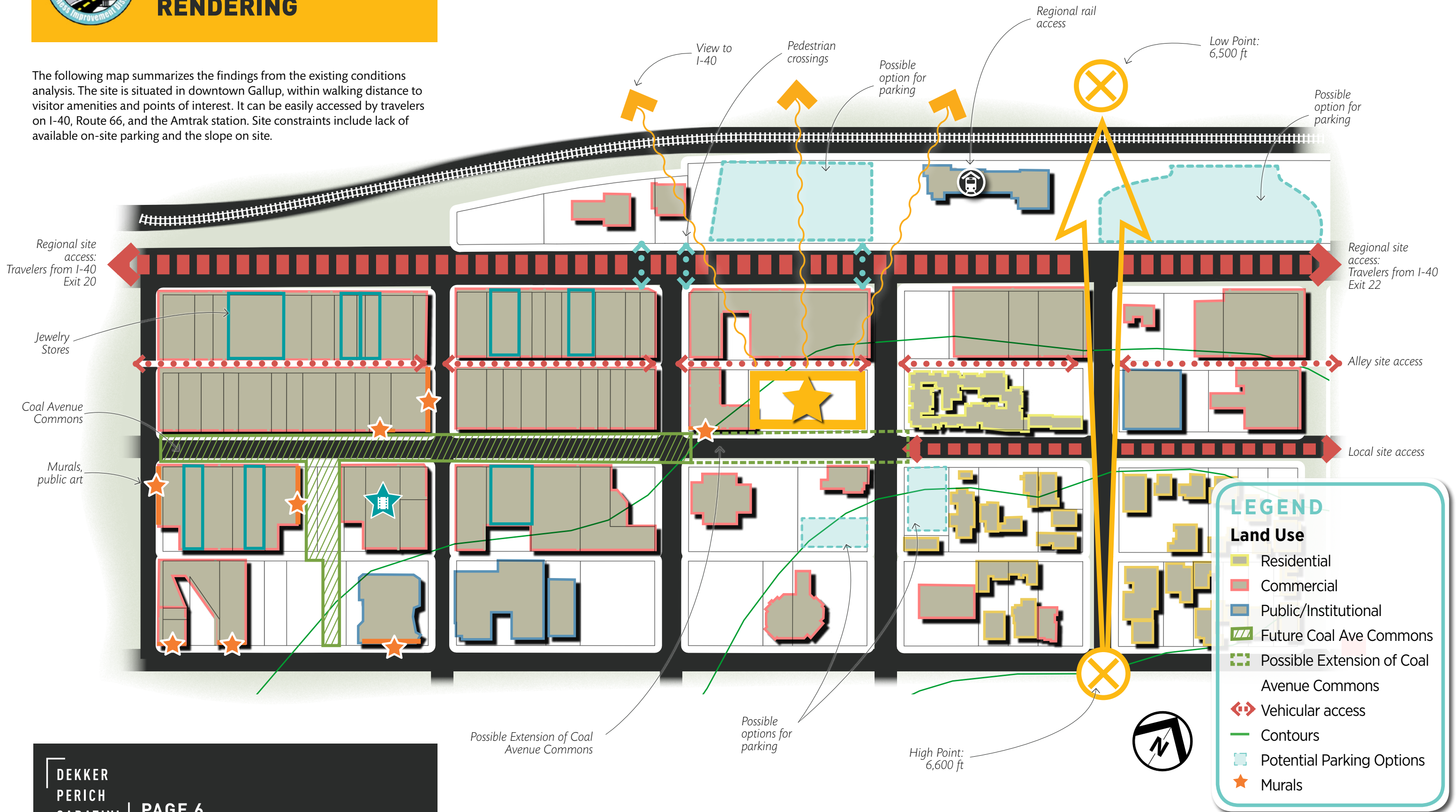
on this site, proximity to destinations is key to the functionality of a potential use.

A streetscape improvement project called Coal Avenue Commons is anticipated to be installed 100 feet to the west of the site along Coal Avenue and will be a "plaza street" featuring pedestrian and cyclist amenities. As this segment of the street already hosts events such as the monthly Gallup ArtsCrawl, the Coal Avenue Commons project will enhance this experience and continue to draw crowds to downtown.



SITE ANALYSIS & SITE PLAN RENDERING

The following map summarizes the findings from the existing conditions analysis. The site is situated in downtown Gallup, within walking distance to visitor amenities and points of interest. It can be easily accessed by travelers on I-40, Route 66, and the Amtrak station. Site constraints include lack of available on-site parking and the slope on site.





COAL AVE. & PUERCO DR. DEVELOPMENT CONCEPTS



Coal Ave. & S. Puerco Dr.
PART II: DEVELOPMENT CONCEPTS
City of Gallup, Business Improvement District

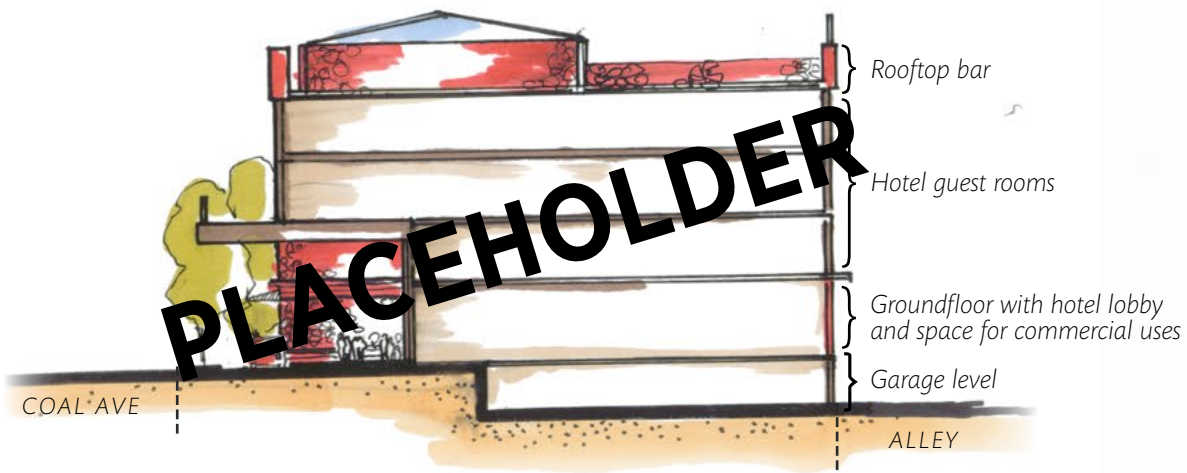




SITE ANALYSIS & SITE PLAN RENDERING

HOTEL CONCEPT

Section & Site Plan

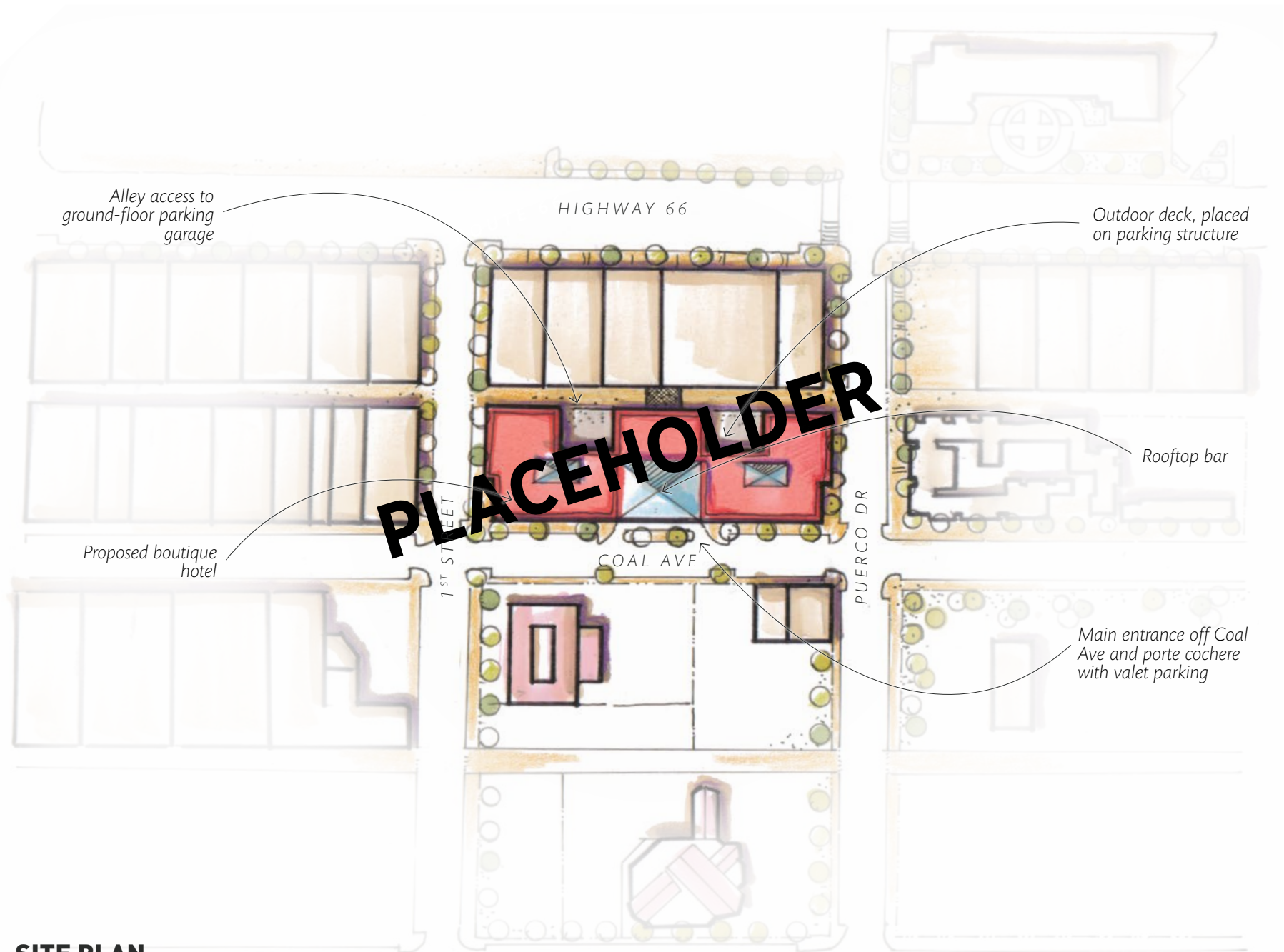


HOTEL STATISTICS:

- Floors:** 4 + Garage Level
- Total Building Height:** 60 feet
- Total Rooms:** 112
- Required Parking:** 140
- Parking Provided:** 51 (Garage Level)
- Potential On-Street:** 26
- Parking Deficit:** 63

SECTION

The proposed hotel concept is a four story building (60') with garage level parking. The main entrance includes a porte cochere with the option of valet parking. On the roof is room to include a rooftop bar.



SITE PLAN

The proposed hotel concept occupies half a block between Highway 66, Puerco Dr., 1st Street and Coal Ave. Access to the parking level is facilitated through Puerco Dr. and 1st Street. Two decks, facing the alley and accessible through the first floor lobby area are provided on the first floor with 29,000 sq ft. The first floor also provides opportunities for commercial uses with access from Puerco Dr., 1st Street and Coal Ave. The second, third and fourth floor each encompass +/- 29,000 sq ft to accommodate guest rooms, the garage level spans +/- 17,500 to accommodate parking.



SITE ANALYSIS & SITE PLAN RENDERING

HOTEL CONCEPT

Rendering



DETAIL RENDERING

Looking northwest, the hotel engages the street with ground level commercial space. These spaces can either be operated through the hotel or provide opportunities for local businesses. On-street parking and the porte cochere provide easy access and connect the hotel use with street level activities. The traditional hotel signage is located on top of the porte cochere referencing Gallup Downtown culture and aesthetics. The hotel architecture also references existing architecture with the materials and architectural features used.





SITE ANALYSIS & SITE PLAN RENDERING

HOTEL CONCEPT

Detail Rendering

KC



DETAIL RENDERING

Looking southwest from Highway 66, the hotel overlooks businesses facing Highway 66 and is visible from Highway 66 as well as Interstate 40. Access to the parking level is from the alley off of Puerco Dr and 1st Street. From here the two decks can be seen, sitting between the three hotel towers. A prominent sign communicates the hotel use to passersby.





SITE ANALYSIS & SITE PLAN RENDERING

HOTEL CONCEPT

Rendering



DETAIL RENDERING

This detail illustrates the main hotel entrance and the porte cochere. Commercial spaces line Coal Ave and are also accessible through Puerco Dr. and 1st Street.





SITE ANALYSIS & SITE PLAN RENDERING

HOTEL CONCEPT Rendering



SITE RENDERING

Site renderings show the proposed hotel looking northwest from Coal Ave. and looking northeast from Highway 66.

