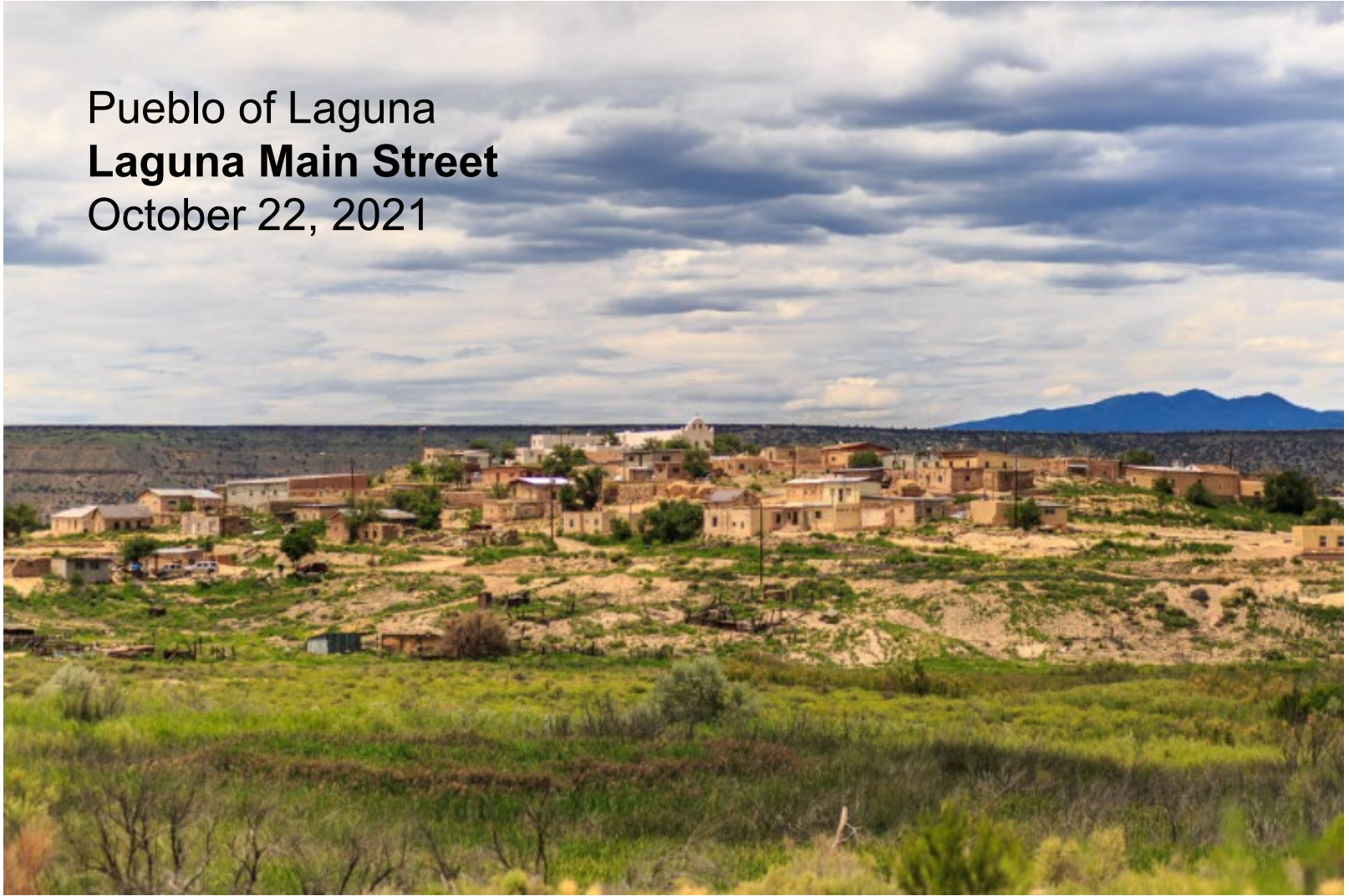


Pueblo of Laguna  
**Laguna Main Street**  
October 22, 2021





Thomas, WV

## Main Street Concept

The term Main Street is often used to name a primary retail street of a village, town, or small city. Historically the Route 66 corridor has been a Main Street for many villages, towns, and small cities across the U.S. (e.g., Central Ave. in Albuquerque, NM). More recently, MainStreet programs have developed to focus on engaging citizens of villages, towns, small cities, and occasionally tribes across the U.S. to revitalize community facilities and their economy. Many MainStreet projects focus on the redevelopment of areas by making them more walkable, attractive, and accessible for community members to support the local businesses such as restaurants, coffee shops, arts and crafts shops, etc.



The first thing we see at this gateway is a new roundabout and a monument acknowledging the Pueblo of Laguna's tradition of rock buildings, as well as the road's history as part of Route 66.



We see Old Laguna, the traditional village, with its iconic Spanish mission church, plaza, traditional rock and mud homes, and the tribal government buildings.



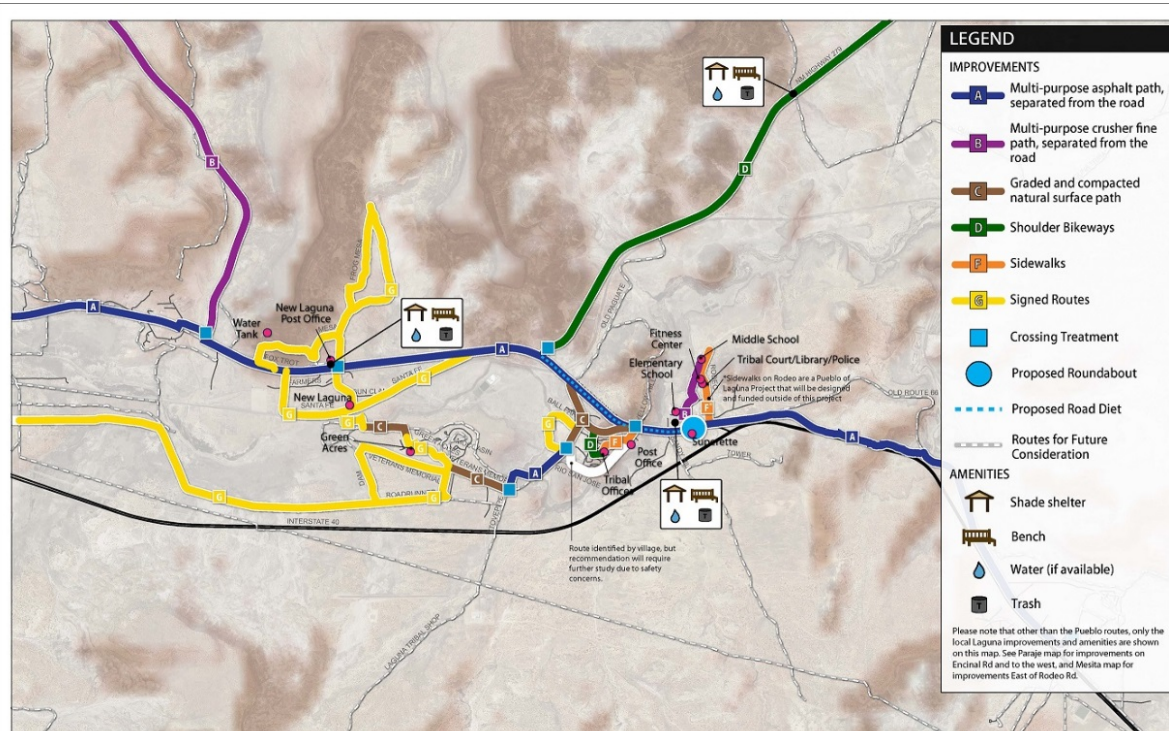
Historically, the route looked like this.



Currently, the route looks like this.

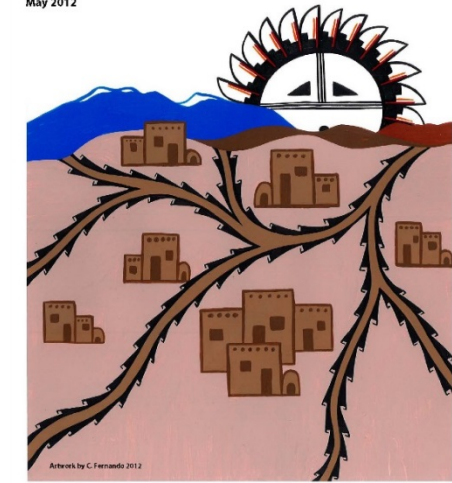


Based on the Pueblo's bike and pedestrian route plan, adopted by the Council in 2012, which includes improvements in the Village of Laguna, . . .



### Bicycle and Pedestrian Route Plan Pueblo of Laguna

May 2012



**LAGUNA IMPROVEMENTS MAP**  
 Pueblo of Laguna Bicycle and Pedestrian Route Plan  
 Source: Data derived from 2012 New Mexico Resource Geographic Information System Program  
 Author: Alta Planning + Design  
 Date: April 2012



... we are improving the road to make it walkable and bikeable, more like this.



We continue on, and pass a few small businesses, such as the Indian Arts Center.





We head down the hill to the Rio San Jose, the lifeblood waterway of the Pueblo.

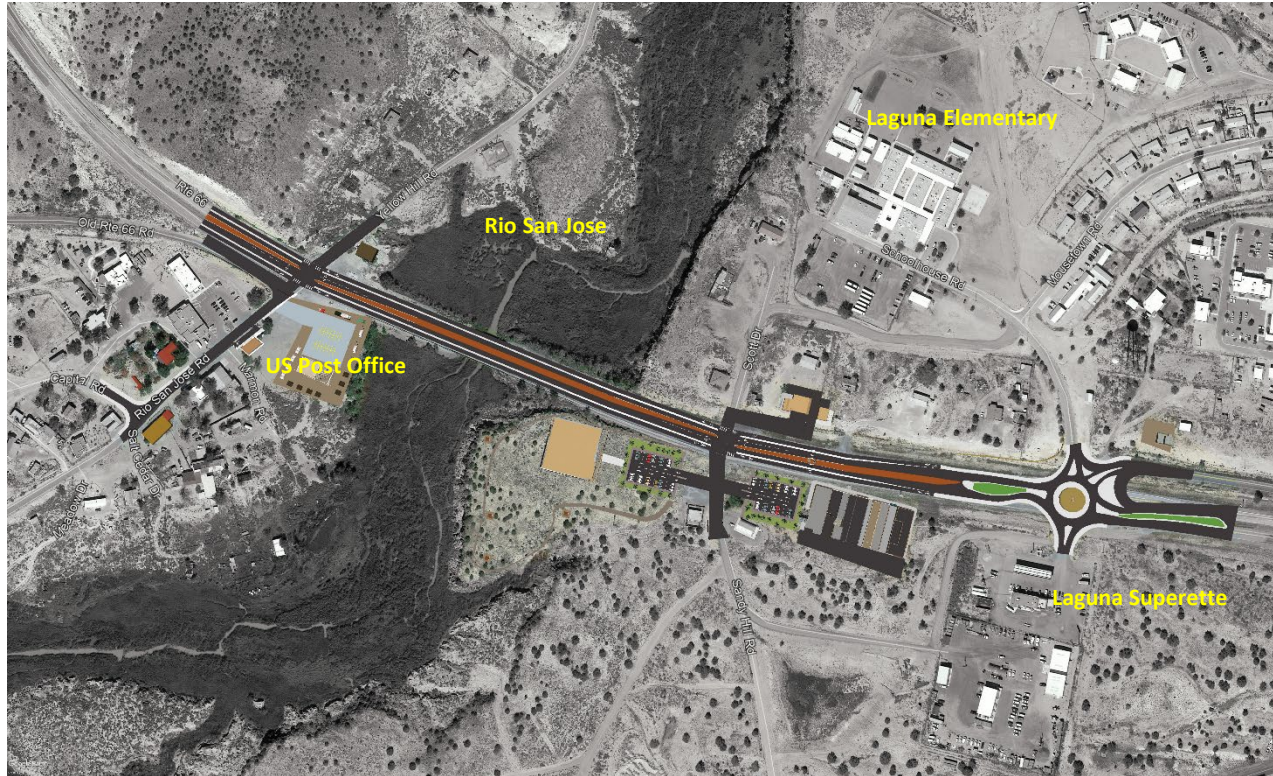


After crossing the Rio San Jose, we turn left into a historic commercial area on Route 66.



*Street scene along Old U.S. Highway 66 at Laguna Pueblo, c. 1930. Photographer unknown. Courtesy of Ron Fernandez.*

The Village of Laguna, one of six villages that comprise the Pueblo of Laguna, has designated this corridor as a gateway to the Village and the Pueblo. It will include appropriately-scaled mixed use commercial development, community services, and affordable rental housing, in a walkable environment. The project has the potential to improve the quality of life and economic viability of the Pueblo.



Laguna Main Street was formalized in the Laguna Comprehensive Plan, officially adopted in December 2018.



## VILLAGE OF LAGUNA COMPREHENSIVE PLAN

2018



### RESOLUTION

Re: Adoption of Village of Laguna Comprehensive Plan

At a duly called meeting of the Village of Laguna held on the 13<sup>th</sup> day of December, 2018, the following resolution was adopted.

**WHEREAS**, according to custom and tradition and as written in the Pueblo of Laguna's constitution and ordinances, staff officers serve as the governing officers of their respective villages and mayordomos have authority over the village's lands and resources; and

**WHEREAS**, a comprehensive plan is a tool for documenting a community's vision and goals for the future and defining steps to achieve those goals, on multiple topics; and

**WHEREAS**, the Village of Laguna Comprehensive Plan (Plan) has been developed under the guidance of Laguna community members, including the staff officer and mayordomos; with opportunities for participation from all Laguna community members; and

**WHEREAS**, the Plan provides information on the Village's values; includes demographic data on the Village; and describes the Village's goals, strategies, and actions for wellness, housing, transportation, natural resources and environment, economic development, and land use; and

**WHEREAS**, the Village of Laguna has reviewed the Plan and finds that it supports the Village's vision and goals for its future; and

**WHEREAS**, the Plan may be amended by the Village as needed.

**NOW, THEREFORE BE IT RESOLVED**, that the Village of Laguna hereby approves and adopts the Village of Laguna Comprehensive Plan.

**BE IT FURTHER RESOLVED** that the Village of Laguna encourages and requests the support of the Pueblo of Laguna Council; Pueblo of Laguna programs, departments, and entities; federal, state, and local governments; and other organizations in implementing the Plan.

*Virgil Siow*  
Virgil Siow, Staff Officer  
Village of Laguna

*Evan D. Riley*  
Evan D. Riley, Head Mayordomo  
Village of Laguna



## The action step for Laguna Main Street –

Develop a master site plan for attractive mixed-use development in Old Laguna and East Laguna along NM Highway 124, Rio San Jose Road, and Yellow Hill Road, as a gateway and potential “Main Street”

– is important to four chapters of the plan: economic development, housing, transportation, and health & wellness.

### ACTION:

- Assess feasibility of establishing a credit union or small bank and/or other sources of commercial loans that can support local business development and operations. Plan, fund, and implement.

### STRATEGY:

- Promote small businesses run by Laguna members.**

### ACTIONS:

- Develop a database of businesses run by Laguna members; use the database to create a guide to Laguna businesses. Plan, fund, and implement.
- Initiate a “buy local” campaign to support local businesses and circulate money within the community. Plan, fund, and implement.

### GOAL:

LAND AND FACILITIES ARE AVAILABLE AND APPROPRIATE FOR ECONOMIC DEVELOPMENT.

### STRATEGY:

- Plan efficient site layouts with infrastructure for areas designated for economic development.**

### ACTIONS:

- Develop a master site plan for attractive mixed-use development in Old Laguna and East Laguna along NM Highway 124, Rio San

Jose Road, and Yellow Hill Road, as a gateway and potential “Main Street.” Fund, plan site layout, design, and construct infrastructure and facilities where appropriate.

- Assess the feasibility of improving road access and traffic circulation in the Laguna Subdivision and Green Acres area, including the possibility of a new I-40 exit (between exits 114 and 108) to facilitate increased access to new commercial development. Fund, design, and construct improvements and new infrastructure.

### STRATEGY:

- Develop additional facilities for business development.**

### ACTIONS:

- Assess the feasibility of tourist-oriented businesses such as a cultural center, museum, or welcome center, in the Old Laguna area. Fund, plan, design building or renovations, and construct or renovate structures for new business development if appropriate.
- Assess feasibility of new tourist-oriented businesses such as a reconstructed hotel (former Acoma Hotel), train depot, or museum in New Laguna. Fund, plan, design, and construct if appropriate.
- Assess feasibility of a

business incubator for the Pueblo, to provide low-cost, versatile commercial space with business training and other support to owners of new and existing small businesses. Fund, plan, design, and construct if appropriate.

### STRATEGY:

- Develop a public arts program for Laguna Village facility and infrastructure projects, to support commercial activity.**

### ACTIONS:

- Incorporate public art projects that reflect Laguna culture and artistic designs into new planned facilities, walls, road and trail signage projects.
- Develop public art projects within the village, e.g. murals and statues/sculptures along Route 66.

### STRATEGY:

- Use formerly-contaminated lands in a way that ensures community safety and meets community needs.**

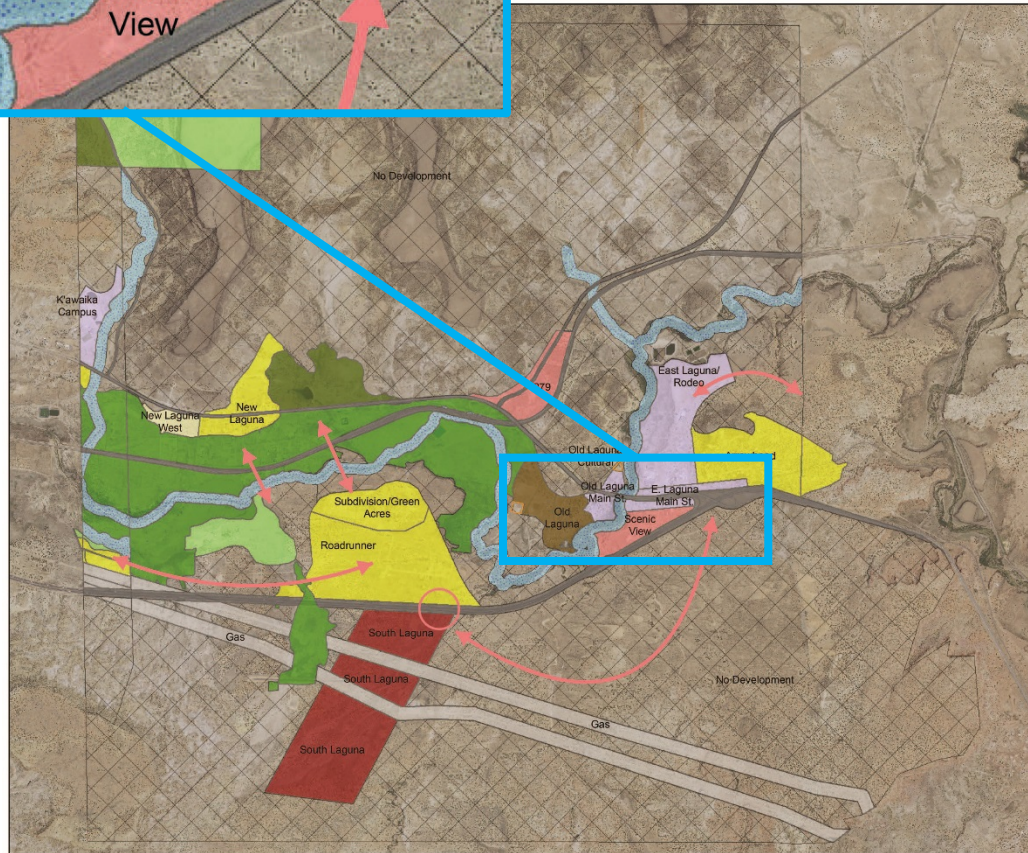
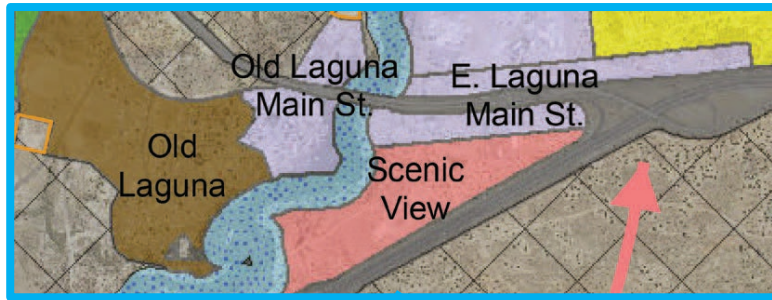
### ACTION:

- Plan, fund, design, and construct appropriate development at the former Laguna Mart site.

### STRATEGY:

- Develop clear requirements for commercial land use that support and encourage home-based businesses.**

The Laguna Main Street district is included in the land use map for the Village.



**VILLAGE OF LAGUNA  
LANDUSE**



**Land Use**

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Open Space
- Farming
- Grazing
- Commercial/Institutional
- Commercial
- Mixed Use - Community
- Water
- Utility Corridor
- Transportation
- No Development
- Old Laguna No Development
- Transportation Connection

Map Prepared by Pueblo of Laguna  
GIS Program

Map data collected by Pueblo of  
Laguna Planning Program

Sept. 28, 2018

This map should be used for planning  
purposes only.

0 0.25 0.5 1 Miles



## Main Street Introduction

The mixed-use area along NM Highway 124 and Rio San Jose Road towards Capital Road, extending north on Yellow Hill Road, has been proposed as a gateway and "Main Street" area. Main Street programs revitalize older and historic commercial districts by addressing the area's visual character, key assets, economic vitality, and leadership.



## Main Street Looking East

Reduce NM 124 to only two lanes of automobile traffic and convert the two outside lanes to bike and pedestrian lanes. This will reduce the speed limit of the automobile traffic to make the area safe for people walking and riding bicycles.



## Bike Shop

Yellow Hill Road north of NM 124 – Bicycle repair shop and tour center. A tour center could provide information regarding the Pueblo to visitors and possible provide local bicycle tours of the village and Pueblo trail network.



## Village Historic Buildings Revitalization

Rio San Jose Road – Laguna Trading Post and Mormon House are buildings with historical value that village members would like to celebrate. Buildings would need renovation or reconstruction. An art studio building could allow tourists to view artists while they work.

## Outdoor Vendor and Market Place

SW corner of Rio San Jose Road and NM 124 – Food trucks, permanent vendor booth spaces, large shade structure with tables and chairs, parking. The area would provide an official space to connect local vendors with customers.



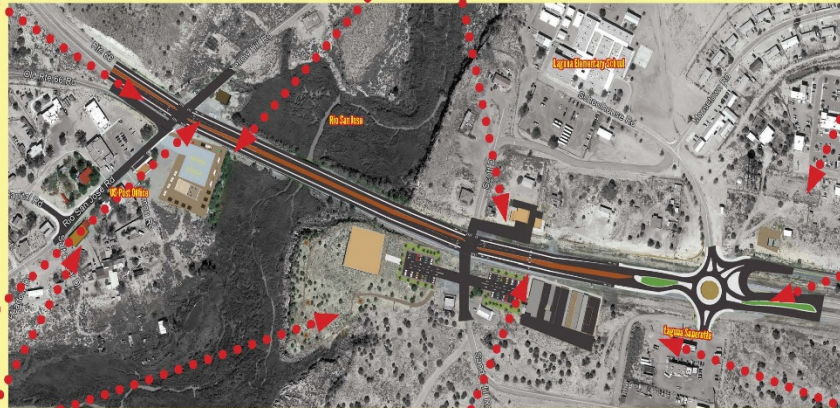
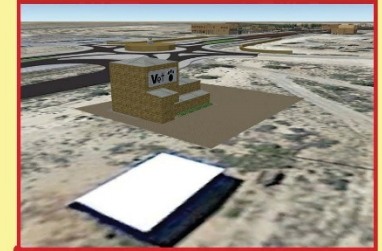
## Commercial Mall Building

NM 124 Corridor – Space would be available for potential local business owners that want to provide services or sell goods to the local community. Laguna village members suggested a butcher shop, a bakery, restaurants, a clothing/show store, a fabric store, a beauty salon and barber shop, and a laundromat/laundry services.



## Veterinarian Clinic

Old Route 66 Road – A village resident requested this area as a building site for a veterinarian clinic. The clinic would provide services for local and regional pet owners and livestock owners.



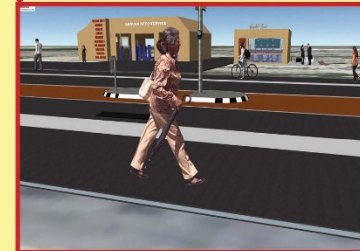
## Laguna Main Street Gateway

I-40 exit 114 – A gateway creates visual cues showing travelers that they have entered into a unique area. The Laguna main street gateway is welcoming and represents the spirit of Laguna Pueblo. The eagle symbol and the word "Gaw'aadri," hello in Keres, are just ideas, meant to start discussion about the possibilities.



## Cultural Center and Scenic Walk

NM 124 east of the Rio San Jose – Trail, shaded picnic areas, seating, and cultural center. The cultural center and walking trail area would allow tourists an opportunity to have a unique experience of the pueblo village. Residents would benefit from another destination for walking. The site could potentially replace the Scenic View area formerly located on I-40.



## Automotive Shop and Coffee Shop

NM 124 – Automotive shop, coffee shop, pedestrians and cyclist using the roadway, looking north. Street crossing beacon to allow people to cross the street safely.



## Main Street West View

Laguna Main Street can become a focal point for shops and retail in a central business area of the Village and Pueblo. The Main Street area can revive the local economy and sustain future local business.

### Main Street Introduction

The mixed-use area along NM Highway 124 and Rio San Jose Road towards Capital Road, extending north on Yellow Hill Road, has been proposed as a gateway and “Main Street” area. Main Street programs revitalize older and historic commercial districts by addressing the area’s visual character, key assets, economic vitality, and leadership.



The conceptual designs for Laguna Main Street have inspired the community to move forward with the project.



### Bike Shop

Yellow Hill Road north of NM 124 – Bicycle repair shop and tour center. A tourist center could provide information regarding the Pueblo to visitors and possible provide local bicycle tours of the village and Pueblo trail network.

### Outdoor Vendor and Market Place

SW corner of Rio San Jose Road and NM 124 – Food trucks, permanent vendor booth spaces, large shade structure with tables and chairs, parking. The area would provide an official space to connect local vendors with customers.

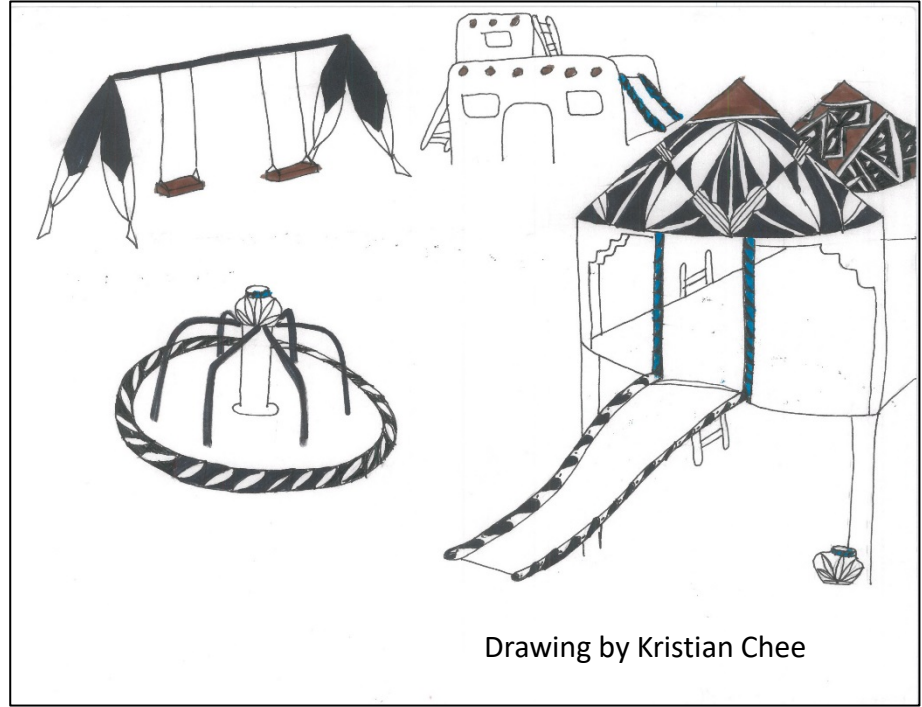


### Main Street West View

Laguna Main Street can become a focal point for shops and retail in a central business area of the Village and Pueblo. The Main Street area can revive the local economy and sustain future local business.



We intend to incorporate Laguna designs to reflect the community's culture in the built environment.



## Steps

- Village of Laguna identified the Main Street Project in the Village comprehensive plan – 12/2018
- Village of Laguna submitted a Capital Improvement project to the Pueblo of Laguna CIP - 05/2019
- Pueblo of Laguna listed the Main Street project in the NM Infrastructure Improvement Plan (ICIP) - 09/2019

## Goal

- Looking for funding to develop a site Master Plan
- Site feasibility, conceptual layouts, and site design costs
- Identity and development potential partnerships for the project

### The Village of Laguna Level





# CIRD

The Citizens' Institute on Rural Design (CIRD) is a leadership initiative of the National Endowment for the Arts in partnership with the Housing Assistance Council, along with building community workshop. Focusing on communities with populations of 50,000 or less, CIRD's goal is to enhance the quality of life and economic viability of rural America through planning, design, and creative placemaking.

The Pueblo applied for the Citizen's Institute of Rural Design (CIRD) "Building Community" workshop focused on small or tribal communities. The workshop is a multi-day design workshop to enhance the idea of a Laguna MainStreet. The multi-day design workshop is paid for by the CIRD.

## Stakeholders

- Village leadership (local village and POL wide leadership)
- **Local village/Pueblo business owners**
- Local village/Pueblo artists
- **Local village/Pueblo entrepreneurs**
- POL government
- POL entities (LDOE, LDC, LHDME, UA, LCF, LEA)
- Local 501c3 non-profit organization for the MainStreet project (LCF or other)



**The Frontier Communities Initiative** provides community economic development support to rural communities of less than 7,500 in population to develop a catalytic economic development project within a traditional or historic commercial district. Proposed projects must demonstrate job creation, business development, leveraging private sector reinvestment, or enhancement of a community's economic environment.

The Pueblo of Laguna was selected the Frontier Communities Initiative to get technical advisors that will assist with building the capacity of the local stakeholder groups.

- Attending workshops, webinars, training, and quarterly networking meetings by NMMS
- Develop a relationship with NMMS Staff, other MainStreet projects, and NMMS expert consultants.
- Complete a small project in the frontier program to show NMMS the group's local capacity.
  - Laguna MainStreet Master Plan
  - Cultural center/museum/welcome center feasibility and concept (possibly within the Marmon house/trading post buildings)
  - Growers'/farmers'/artists' market feasibility and concept (possibly near the NM Highway 124/Rio San Jose Road/Yellow Hill Road junction)

### **Potential Projects**



# Future Goals

Apply to be NMMS Accelerator Program when funding is available from the legislature.  
If accepted, work with NM MainStreet on the development of the Laguna MainStreet

- Develop the local 501c3 non-profit organization for Laguna MainStreet
- Develop community stakeholder group
- Start work on the MainStreet initiative
- Become a designation NM MainStreet Community



- Four Points Approach**
- Economic Vitality
  - Design
  - Promotion
  - Organization.

- Become a designation Main Street America Community
- Networking
  - Funding



## **Research, Education, Charrette Preparation, and *Site Conditions***

- Develop a site layout map (GIS)
- Site utilities (water, wastewater, electrical, telecommunications, and gas)
- Site Drainage
- Site Cultural Survey



## **Stakeholder Visioning**

- Community engagement interviews
  - Artist
  - Entrepreneurs
  - Community members

**Time Frame: January to May 2020**



**CIRD**

## Main Street design charrette

Develop Main Street area and the outdoor vendor food market concept models.

The models will include potential business facilities, amenities, equipment, and POL design theme for the entire area.

**Goal** The process will provide:

- Community approved site development and area model
- Planned conceptual document for future funding requests



# Main Street Area – Vendor Market Area



Google Earth  
© 2012 Google



# Main Street Area – Vendor Market Area



# Main Street Area – Vendor Market Area



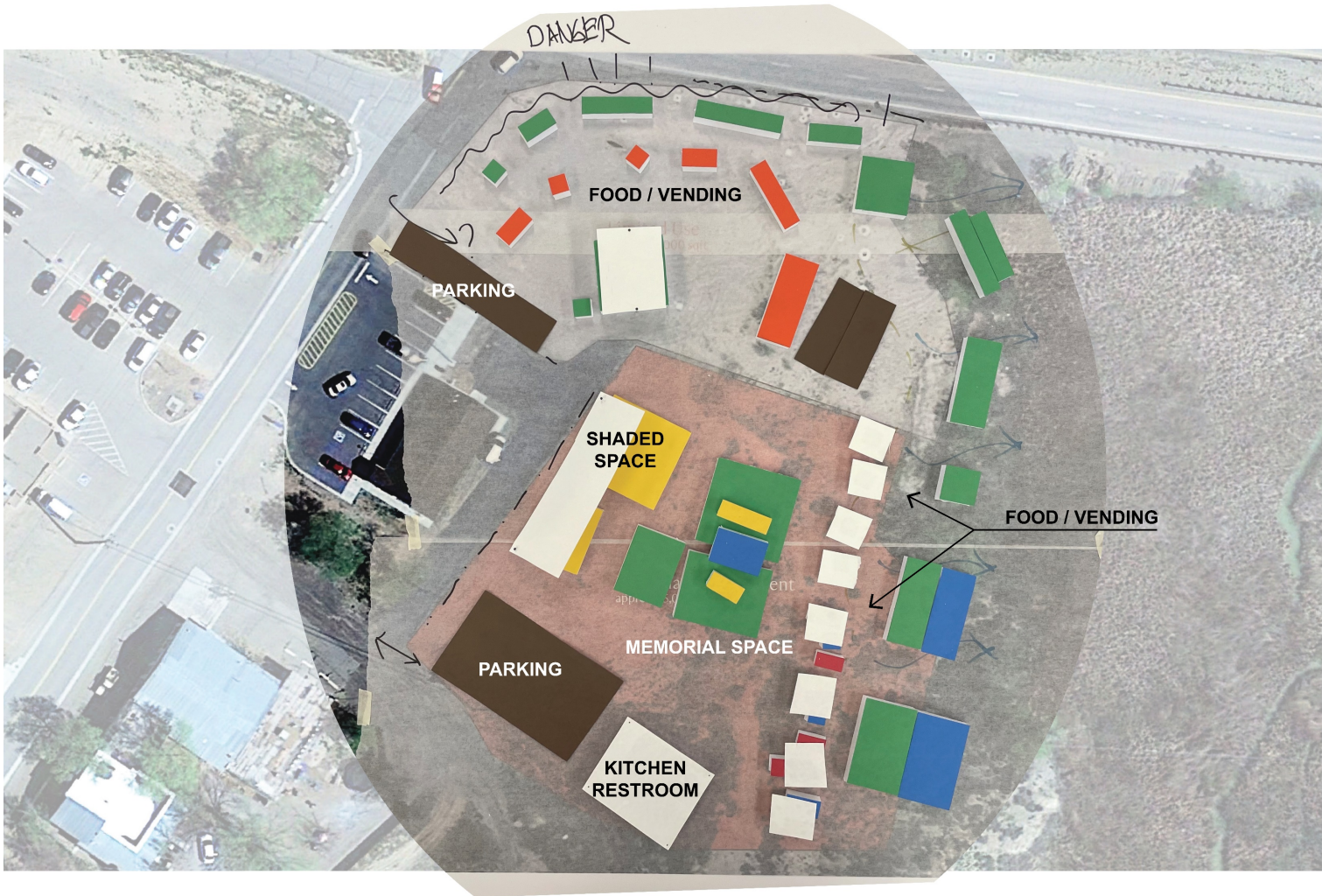
# Main Street Charrette Event



# Main Street Pop-up Vendor Market



# Preliminary Drawings



# Preliminary Drawings





# Next Steps

- CIRD
  - CIRD Final community event to share final recommendations.
  - Find funding for design phase of Vendor market
- Laguna Main Street Preliminary Engineer Report (PER)
  - Funded by NM Tribal Infrastructure fund
  - Complete PER and get design cost for infrastructure development

**Thank you!**



Elroy Keetso  
Planner  
505-552-1201  
[ekeetso@pol-nsn.gov](mailto:ekeetso@pol-nsn.gov)

