Pueblo of Laguna
Laguna Main Street
October 22, 2021
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, . . .
… 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.

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.

RESOLUTION

Re: Adoption of Village of Laguna Comprehensive Plan

At a duly called meeting of the Village of Laguna held on the 13th 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 may ordain or 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 mayor/representative 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.

[Signatures]

Virgil Jeeva, Chief Officer
Village of Laguna

[Signatures]

Evan D. Riley, Head Marshal
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.
The Laguna Main Street district is included in the land use map for the Village.
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.

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.

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.

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.

Drawing by Kristian Chee
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 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 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.

**Potential Projects**

- 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)

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.
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
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
Main Street Area – Vendor Market Area

- Limited Use
- 35,000 ft² approx
- 45,000 ft² approx
- Potential development area
Main Street Charrette Event
Main Street Popup Vendor Market
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!

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