

Preparation of a Revitalization Plan for Downtown Gallup, New Mexico

Downtown Gallup serves as the government office and until recently, the commercial focus of the Gallup market area. The commercial strength of downtown Gallup has eroded in the last decade as shopping malls have developed in the near vicinity. Johnson/ARC/Cherry-See, a Joint Venture, were retained to build upon earlier planning efforts by preparing a Comprehensive Master Plan for the downtown area and to conduct a market survey.

The planning team produced a report consisting of these major elements: *inventory/analysis of condition*, a review and evaluation of all physical and economic conditions affecting downtown; *urban design concepts*, a recommendation for approaches about what Gallup can do to achieve its goal of maintaining its economic productivity (these concepts include ideas for promoting downtown as a successful shopping area and a series of capital improvements that build upon the existing urban fabric); and finally, the *implementation guide*, which provides detailed guidance on how to achieve revitalization goals.

Client: City of Gallup, New Mexico and the Gallup Development Corporation

Completion: 1982



Proposed streetscape improvements (right)



Concept summary plan (below)

