



**NOB
HILL**

— IS —

100

— EST. 1916 —

YOU'LL HAVE TO HURRY
200 LOTS
75,250. LOT

WATCH ALBUQUERQUE
VALUE DOUBLE
90 DAYS ONLY
200

NOB HILL'S STORY

Until the turn of the 20th century Albuquerque existed exclusively in the valley of the Rio Grande where water and farmland were plentiful. In 1898 the city moved onto the east mesa when the territorial legislature established the University of New Mexico above the sand hills.

In 1903 Col. D.K.B. Sellers arrived from Eureka, California by way of the Klondike gold rush. He saw unlimited opportunity on the east mesa, platting the neighborhood south of the university in 1906. He named the streets after prominent universities to give it a sense of prestige. Prices ranged from \$25 to \$275 per lot.

Sellers worked hard for statehood and was sworn in as mayor just three months after New Mexico became a state. He platted the University Heights east of Girard Avenue, the first portion of what we now call Nob Hill, in 1916. Noting the coal and wood smoke in the valley, he encouraged prospects to “move out of the low zone up to the ozone.”

Small builders worked vigorously in Nob Hill, building 80% of the homes by the start of WWII. Newcomers were fascinated by the Wild West and its regional architecture. Builders eagerly revived historic styles, pouring a rich palette of shapes, details, and materials onto their houses.

Due to serendipitous circumstances the vast majority of houses and commercial buildings in Nob Hill retain their historic character today making it a living model of the ideal automobile-oriented suburb of the early 20th century and a vital place to live.

In 1917 only 2% of the nation's roads were paved. In 1926 the American Highway System was created by law. The law didn't build roads; it identified routes that tied together state highways into a system that motorists could follow to travel long distances. The most storied was the route from the corner of Jackson Blvd and Michigan Ave in Chicago to Santa Monica Blvd in Los Angeles: Route 66.

In its original form Route 66 headed north about an hour east of Albuquerque at Santa Rosa through Las Vegas, to Santa Fe. It then headed south following NM Highway 85 over the Camino Real to Los Lunas where it headed west. The trip across New Mexico covered 506 miles.

A group in Albuquerque saw opportunity in bringing the road through town on the east mesa. In 1937 the new route was completed and the commercial district along Central Avenue had an immediate surge of transcontinental traffic. The new route crossed New Mexico in 399 miles.



Motorists needed fuel, food and service. Construction on the east mesa took off. Businesses built vibrant neon signs to attract passing motorists. Architects and builders employed the rich architectural vocabulary in use internationally at the time, seasoning it with exuberant revival styles drawn from local culture and tradition.

The 1930 City Directory lists just six buildings on Central Ave. from Girard to Morningside; two shops, a service station, two houses, and a vacant building. By 1939 there were forty-four structures on this section of the new Route 66.

Today, continental traffic flows on the interstate highways but people from everywhere tease out the sense of Route 66 from well-preserved buildings and neon signs of the mother road in Nob Hill.

ABQ's favorite independent self-serve frozen yogurt

Thank you, Nob Hill, for choosing to shop at Olo over the past 5 years! With your support, we have been able to give back to our neighborhood. Since 2010, we've donated over \$20k to local organizations. A cup of Olo is a treat you can always feel good about!



3339 Central Ave NE • oloyogurt.com
Family Owned / UNM Alum Owned

jo cook

lifetime nob hill resident

Realtor

(505) 379-6099

jo@jocook.net

www.jocook.net

Keller Williams Realty/505-271-8200

A Nob Hill neighborhood business since 1988



stunning jewelry • unbelievable gifts • elegant bridal

110 AMHERST DR. SE | ALBUQUERQUE, NM 87106
505.265.7170

www.oohaaahjewelry.com

Monte Vista Christian Church (Disciples of Christ)



- March 24th-Maundy Thursday service 7 PM
Easter Service at 10:30 AM.
- September 17th chicken dinner \$.35 starting at noon to benefit St. Martin's Hospitality Center. Donations accepted

3501 Campus Boulevard NE | Albuquerque, New Mexico 87106 | (505) 268-3365

CELEBRATING 100 YEARS

Throughout 2016 Nob Hill celebrates its unique sense of place, its cultural heritage, and its people. We'll have fun together, promote community identity, and foster partnerships so we can address needs and opportunities in the future together.

Groups and individuals from throughout the community are working together to create events with meaning for people of all ages and especially families. This group includes Nob Hill Neighborhood Association and Nob Hill Main Street, together with our business community, our faith community, our schools, and many individuals.

Thanks to a grant from Bernalillo County we've accomplished a lot in the past year. We've started the Nob Hill Oral History Project, produced short films, produced public art like the mural at Central and Carlisle, and gotten the word out on the celebrations.



Throughout 2016 Nob Hill Main Street will give the Nob Hill is 100 theme to its annual events and there will be special one-time events. All are welcome to enjoy Nob Hill in a special way throughout 2016. Here are some of the ways you can join in.

EARTH DAY FESTIVAL, April 24, 2016 La Montanita Co-op provides organic local food from its



location which has continually served Nob Hill as a grocery since 1947. The Co-op hosts the largest Earth Day festival in the state at its Nob Hill store. Meet local

farmers, pet baby goats, and get seedlings for a sustainable food supply, drought resistant plants, and beautiful art from local artists and crafts people. Eat great Co-op food and dance in the street with friends and neighbors.

PET PARADE, April 30, 2016 Nob Hill celebrates its love of pets with the Nob Hill is 100 Unleashed Pet Parade and Fair benefitting area animal welfare groups. Create a costume for yourself

and your pet and join the parade through Nob Hill beginning and ending at Nob Hill Bar and Grill. Prizes are offered for best owner/pet match, most unique pet, and many more. Enjoy the fair, live music, and food after the parade.

NOB HILL INSIDER'S TOUR, May 22, 2016

Its many well-preserved historic buildings, many dating to the early 20th century, give Nob Hill its unique sense of place. The owners of eight of these special places will open them from noon until 5 pm for this rare one-day chance for docent-guided insider tours. Proceeds will benefit University of New Mexico School of Architecture and Planning Program in Historic Preservation and Regionalism. Tickets are necessary and can be obtained at www.NobHillMainStreet.EventBrite.com

ROUTE 66 SUMMERFEST, July 15-17,

2016 The City of Albuquerque, Nob Hill Main Street, and the New Mexico Jazz Festival invite you to the annual Route 66 Summerfest spanning one mile of Nob Hill.



Central Avenue will be filled with live music and entertainment, a car show, shopping, kids' activities, food trucks, The Mother Road Market, Cork & Tap- Beer and Wine Garden, and more!

35¢ CHICKEN DINNER, September 17, 2016
We celebrate our faith community and the 35¢ Chicken Dinners offered in the 1930s by the ladies of Monte Vista Christian Church to raise money for their first building. Enjoy chicken, hot biscuits, and old fashioned pie created by stellar local chefs along with music and games of the time. Proceeds will benefit St. Martin's Hospitality Center.

TWINKLELIGHT PARADE Kick off the holiday season with Albuquerque's biggest holiday parade, The Annual Twinkle Light Parade! It is a spectacular family-friendly holiday event featuring dozens of floats, marching bands, equestrian clubs, fire trucks, car clubs, and businesses and wrapping up with Mr. & Mrs. Claus! With over 300,000 lights, the parade is sure to dazzle audiences of all ages. This is a don't-miss event.





PMC
CONSTRUCTION



**Licensed
Bonded
Insured**

505-933-6562

We specialize in:

- Electrical Service upgrades
- New Plumbing Systems
- New Water Heater/Furnace installs
- Refrigerated A/C conversions

Serving Nob Hill since 2005

Commercial • Residential • HVAC • Plumbing • Electrical
GB-98 MM-98 EE-98 Lic. #355047

SHOP N STROLL 2016, December 1, 2016
Enjoy incredible holiday sales and specials, strolling musicians, carolers, and other street performers all while supporting local businesses. Remember to visit your favorite Nob Hill retailer, art gallery, dance studio, restaurant, bar, coffee house, salon, et cetera for their own special Shop and Stroll events and deals!

PUBLIC ARTS PROJECT The Nob Hill community is pleased to announce that the city, through its Public Arts Program, has agreed to spend \$30,000 on an art project to be placed on city property within Nob Hill as part of the Nob Hill 100 celebrations. Watch for the unveiling date that will be announced in the media later this year. Find details on events and stay up to date at www.NobHillis100.com

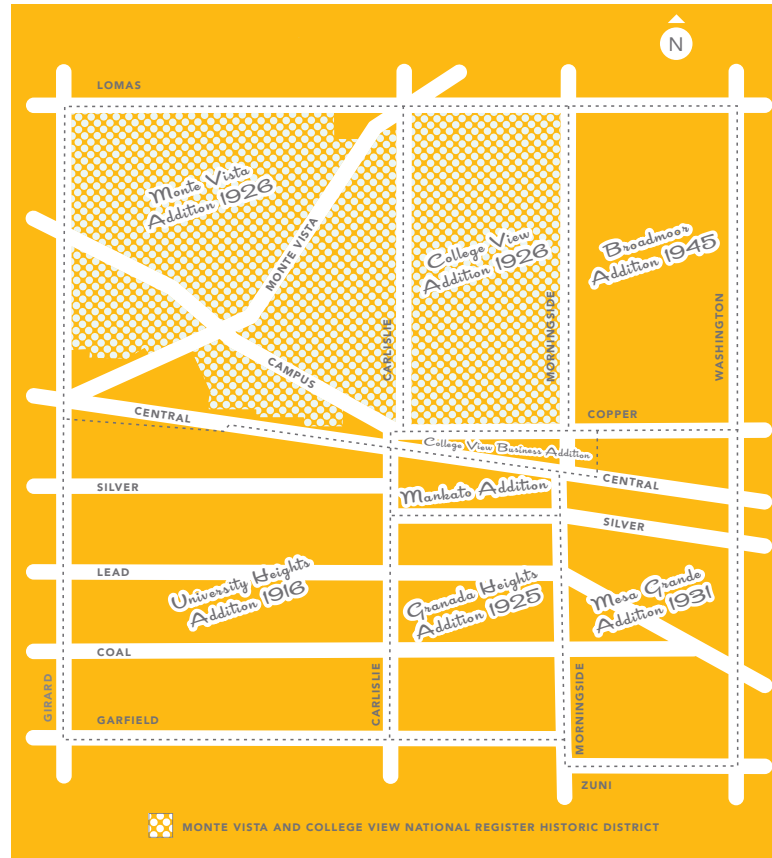
CARING FOR OUR HISTORIC NEIGHBORHOODS

What we today know as Nob Hill comprises the commercial district along Central Avenue along with six residential subdivisions surrounding it. 80% of the 3,000 houses in these historic neighborhoods were built prior to WWII. Through wise stewardship the vast majority of these houses still retain their historic character, placing these subdivisions among the stellar early 20th Century neighborhoods in the region.

One of the most valuable resources of a neighborhood is its *streetscape*: its houses and the way they relate with the street; what we see as we walk, bike, or drive through the neighborhood. Unlike some areas in the city, houses in Nob Hill

communicate well with the street. Looking out of our homes we can see nearby houses, our

neighbors, and passersby. This openness creates a safer neighborhood.



A large section of Nob Hill is listed as a historic *district* and most other parts of the neighborhood are eligible for that distinction. The fundamental value of a *district* is its historic streetscape. Most of Nob Hill was built between 1916 and 1957 and during this period of significance the rare front walls that were built were 3 feet or less in height.

Albuquerque ordinances permit fences or walls up to 3 feet high in the front 20 feet of a property (the front setback) *with a building permit*. (Note that the front property line is often several feet behind the sidewalk.) Fences or walls over 3 feet high in the front setback are not a permissive use. Because they diminish our streetscape, historic character, and safety, your Nob Hill Neighborhood Association discourages fences or walls more than 3 feet high in front yard setbacks.

If you are a property owner planning maintenance or remodeling of your house you can preserve its historic character by retaining its style and form, materials such as roofing materials and stucco, and details like

projecting vigas. Consider restoring the windows or, if you choose to replace them, use windows with the same arrangement of glass that operate the same and use the original opening. You can get advice on how to preserve your house's historic character from CABQ Planning at 924-3891.

JUBILATION
 WINE & SPIRITS
 New Mexico's Premiere Wine Shoppe
 Family Owned for Three Generations

John & Carol Zonski, Proprietors
 Tasha Zonski-Armijo, C.F.O. (505) 255-4404
 Arik Zonski, C.O.O. 3512 Lomas NE
 Henry E. Rivera, Founder Albuquerque, NM 87106
 website:jubilationswines.com email: therealjubilation@yahoo.com

masks y más

Día de Los Muertos
 Headquarters
 Great Selection! Great Prices!

3106 CENTRAL AVE SE
 IN HISTORIC NOB HILL
 OPEN 7 DAYS A WEEK!

MIRRORS • FURNITURE • T-SHIRTS • JEWELRY • CATRINAS • BELTS • BUCKLES • MASKS

4TH ANNUAL
Ga
la
FUNDRAISER
 At The Albuquerque Museum
TAJ MAHAL

SPRING 2016 HIGHLIGHTS

Helen Sung
 Merlettes & Wildewood
 Catherine Russell
 Strings 'n Beats:
 Indian Classical Music & Dance
 Austin Piazzola
 STORYSPACE
 Buika
 Chris Lightcap's Bigmouth
 ABQSlam Grand Slam Championships
 Rahim AlHaj & Amjad Ali Khan & Sons
 Wayne Horvitz
 Dena DeRose
 Arlen Asher-Patti Littlefield
 Fred Hersch

George Brooks' ASPADA
 Kazzrie Jaxen, Virg Dzurinko, Carol Liebowitz, Bill Payne, Eva Lindal & Mark Weber
 Alicia Olatuja
 Brian Wingard w. Bobby Shew
 21st Annual Summer Thursday Jazz Nights
 June 16-August 18
 11th Annual New Mexico Jazz Festival | July 15-30

PLUS Classes, Art Exhibits
AND MORE

FRIDAY MAY 27

The 2016 "Feel Good" New Mexico Tour
GALA & CONCERT-ONLY
TICKETS AVAILABLE

OUTPOST!

ALL ACTS SUBJECT TO CHANGE

210 Yale SE 505.268.0044 outpostspace.org

ARCHITECTURAL STYLES FOUND IN NOB HILL

1910

BUNGALOW 1905–1930

...related to the Craftsman movement...low-pitched gable roof, usually with large roof overhang with exposed rafters, beams, and brackets...exterior chimneys often flanked by small windows... facings of brick, stucco, wood shingles

1920

1930



1940

1950

1960



SPANISH PUEBLO REVIVAL mid-1920s–present

...flat roof with projecting beams (vigas), varied massing, parapets rounded on top, roof drains (canales)... cut out brackets (corbels) over porch posts... exposed lintels over doors and windows... occasionally buttressed corners... entries centrally located in recessed porch (portal) or in small, cut-out porches... builders developed this style to evoke the feeling of native American pueblos



SOUTHWEST VERNACULAR 1920s–early 1950s

...usually one story with flat roof, irregular parapets that are often stepped...front doorways marked by small cut-out porches...tiled accents often appeared at window hoods and porch roof...examples reflect builders' efforts to personalize regional styles

MEDITERRANEAN 1920s–1940s

...popularized by the Panama California Exhibition of 1915 and then in home magazines...full or partial pitched roof...clay tiles or pressed metal imitations...entries often marked by molded columns and arches capped by slight towers...some with large, fixed windows in living rooms...original stucco sometimes heavily textured



TERRITORIAL REVIVAL mid 1930s–mid 1950s

...flat-roofed buildings distinguished by brick cornice capping parapets...doors and windows may have simple triangular pediments, often painted white...recessed porches (portales)...a revival of the style popular in the late 19th Century when brick and milled wood were first brought to NM by the railroad

All Styles Include:

- Various types of wood windows were used early in the building of Nob Hill but after the early 1930s metal casement windows were almost universally used.
- Several styles employ a parapet: a short, 1 to 2 foot high, extension of the exterior walls of a house which extends above and hides the flat roof.
- Structural walls of houses in Nob Hill are generally either hollow clay tile or wood frame. These are stuccoed on the outside, often with distinctive finish patterns, but may employ other facings such as brick or natural stone.
- Initially garages were located at the rear of the property suggestive of a coach house. During the 1930s builders began to locate them closer to the house, eventually making them an integral part of the façade. In the post-war years the single garage gave way to 2-car garages as more suburban families added a second vehicle.

STREAMLINED MODERNE mid-1930s–mid-1950s

...one and two-story houses... flat roofs... white stucco-covered walls with decorative horizontal moldings, often inscribed into the stucco...rounded corners, projecting hoods, glass block, and porch roofs... windows include port holes and corner windows...metal railings on porches



RANCH 1930s–present

...one story with broad pitched or hipped roof... marked departure from regional styles popular earlier in century...porches small, often recessed...large, fixed "picture" windows...finish materials vary and may include lumber, brick, stucco or metal siding



New Mexico's 50% Rehabilitation Tax Credit

New Mexico offers state income tax credits in the amount of 50% of the cost of approved rehabilitation of properties which contribute to the character of a registered historic district. Of the 859 buildings in the Monte Vista and College View Historic District, 702 are considered contributing properties. Approved projects have included new roofing, modernizing electrical and plumbing systems, refinishing wood floors and replacing heating and cooling systems. Work must be approved before it is initiated.



NOB HILL

NOB HILL IS 100

EST. 1916

INSIDER'S TOUR

MAY 22ND, 2016
NOON-5PM | \$20

BENEFITTING UNM SCHOOL OF ARCHITECTURE AND PLANNING PROGRAM
IN HISTORIC PRESERVATION AND REGIONALISM

Its many well-preserved historic buildings, many dating to the early 20th century, give Nob Hill its unique sense of place. The owners of eight of these special places will open them for this rare chance for decent-guided tours. Travel between sites on your own or on the courtesy ABO Trolley, free to ticket holders. **Tickets are limited and can be obtained at www.nobhillabqmainstreet.eventbrite.com**

PARTNERS

• FOR MORE INFORMATION VISIT NOBHILLIS100.COM •

UNIQUE DINING
IN YOUR
NEIGHBORHOOD



Weekend Brunch
11am to 2:30pm

Happy Hour Daily
5pm to 7pm

Two Dollar Tuesday
\$2 angus sliders & 1/2 pints

Wednesday Wine & Cheese Night
20% Off Bottles

Thursday Night Beer, Brat & Pretzel for \$9

Food until Midnight Tues-Sat & 10pm on Sun & Mon

LIVE MUSIC
TUESDAY, THURSDAY,
& SATURDAY NIGHTS
-NO COVER!



3009 Central Ave NE • Albuquerque, NM 87106 • 505-254-ZINC • ZincABQ.com



FURNITURE MEDIC®



Get the prescription for damaged furniture!

On-Site Repair in your Home or Office
Repair of all Wood & Wood-like Surfaces
Locally Owned Nob Hill Business!

505-321-1033

www.fmbespokerestoration.com



David B. Fisher
MBA, CMS-CHT, FIBH
CLINICAL HYPNOTHERAPIST - REIKI MASTER

American Council of Hypnotist Examiners Certification / #CHT 709-287
International Board of Hypnotherapy Certification / #F0110-062

Are you sincere about changing your old life patterns to become a better you?

"I can help you achieve your weight management, smoking cessation or other life goals. I can also assist you to transform anxiety, chronic pain & addictions."

* Most Insurance Plans now accepted

Call me for a
FREE Consultation
505.463.7392

819 Vassar Dr. NE, Albuquerque, NM 87106

DavidBFisherHypnotherapy.com

Living & Working in Nob Hill for 35 years!

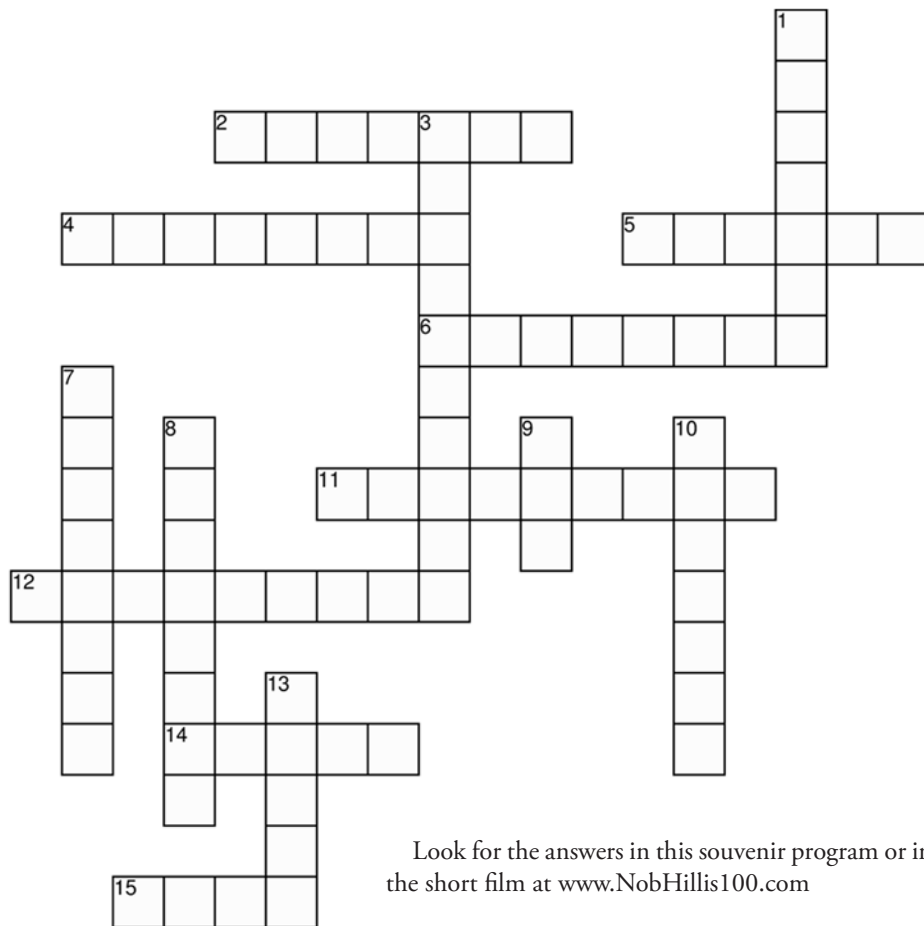


KENNY CHAVEZ
MIXED MEDIA ~ FOLK ARTIST

4312 Ridgeley NE
Albuquerque, New Mexico 87108
505.977.5290
KennyMChavez@comcast.net
KennyChavez.com f

SAVE THE DATE Cinco de Mayo Art Fest 5.7.16

NOB HILL CROSSWORD



Look for the answers in this souvenir program or in the short film at www.NobHillis100.com

Across

2. Four years after DKB Sellers' birth Horace Greeley said, "Go west young man and grow up with the....."
4. In 1916 Albuquerque was visited by a former president...What was his first name?
5. In 1903 Col. D.K.B. Sellers arrived from, California.
6. There were so many tuberculosis sanatoriums on Central Ave that for a time it was known as....
11. One of the most well-known in Nob Hill is called Amherst Green.
12. Until the turn of the 20th Century Albuquerque existed exclusively in the ancestral floodplain of the.....
14. Ever the promoter, Col. Sellers encouraged potential buyers to move out of the low zone and up to the....
15. To which branch of the military did Col. Sellers belong?

Down

1. The two National Register Historic Districts in Nob Hill are Monte Vista and View.
3. The least costly lot in University Heights was....
7. Col. Sellers would not sell lots in a block between Tulane and Wellesley because that was where he buried his hunting
8. From 1905-1930, the most popular architectural style in Nob Hill was
9. In 1893 the Humboldt Times said that DKB Sellers knew the value of printer's
10. Col. Sellers sent New Year's cards to people who sent him Christmas cards. One year he sent a photo of himself and the King of.....
13. When city water came to University Heights Col. Sellers sold the water tank and lots to Alfred and Edith Priestly who built a.....

BASEMENT FILMS PRESENTS

EXPERIMENTS in CINEMA v11.4

Virtual Guest LAURA MULVEY
Special Presenters ARIEL DOUGHERTY
& MAARIT SUOMI - VÄÄNÄNEN

April 5-10, 2016
at the GUILD CINEMA
ALBUQUERQUE, NM

www.experimentsincinema.org

New Mexico
Humanities
Council

film:ABQ

nm|a
new mexico arts

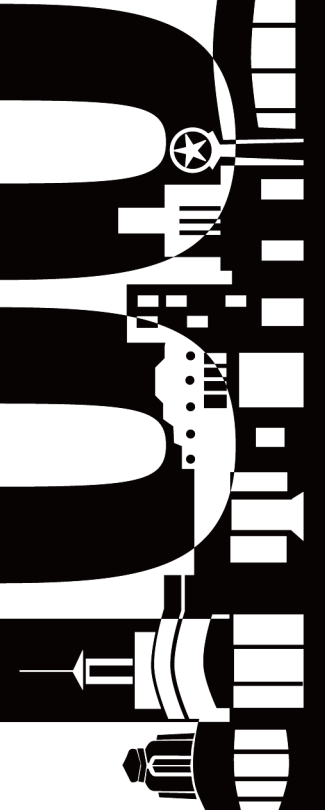
McCUNE
Charitable Foundation

ALBUQUERQUE
COMMUNITY
FOUNDATION

**NOB
HILL**

IS

100



EST. 1916

GOVERNMENT RESOURCES

The Bernalillo County Board of Commissioners

SPONSORED BY: COMMISSIONERS MAGGIE HART STEBBINS, DEBBIE O'MALLEY
ART DE LA CRUZ, LONNIE C. TALBERT and WAYNE A. JOHNSON

WHEREAS, On February 7, 1916 at 4:00 pm Col. D.K.B. Sellers plotted the first subdivision of what would eventually become Albuquerque's Nob Hill neighborhood; and

WHEREAS, in 1937 with the rerouting of Route 66 onto Central Ave, Nob Hill grew to include many roadside motor lodges and cafes, offering a welcome respite to weary travelers making their way across the Southwestern United States; and

WHEREAS, buildings such as the 1930's Works Progress Administration-built Monte Vista Fire Station, the De Anza Motor Lodge, Nob Hill Business Center and Lobo Theater still stand today and remain in active use, representing some of the finest and best preserved pre and post WWII architecture on Route 66 in New Mexico; and

WHEREAS, Nob Hill has become the heart of our community; vibrant, inclusive and diverse, the neighborhood hosts many beloved events, including the annual Pride Parade, Route 66 Summerfest, and Holiday Shop and Stroll, inviting locals and visitors alike to enjoy its historic and well preserved buildings, walkable streets, unique and independently-owned shops and restaurants; and

WHEREAS, on February 5, 2016 members of the Nob Hill Neighborhood Association, Bernalillo County Commission, and office of the Bernalillo County Clerk will mark the 100th Anniversary of Nob Hill with a re-enactment of Col. DKB Seller's plat filing, in the Bernalillo County Clerk's office; and

WHEREAS, the Nob Hill Neighborhood Association, Nob Hill Main Street, and Nob Hill friends and neighbors will host a yearlong celebration of events, including the Nob Hill 100 Unleashed Pet Parade and Fair on April 30, Nob Hill Insider's Tour of historic homes and buildings in May, and a \$0.35 cent Chicken Dinner on September 17th, a re-creation of the dinners offered in the 1930s by "the ladies of Monte Vista Christian Church" to raise money to build their first building.

NOW, THEREFORE, BE IT RESOLVED that the Bernalillo County Board of Commissioners joins the Nob Hill Neighborhood Association in celebrating the 100 year anniversary of the Nob Hill neighborhood; and

BE IT FURTHER RESOLVED that the Bernalillo County Board of Commissioners recognizes and proclaims February 7, 2016 as

Nob Hill Day

DONE, this 26th day of January, 2016 in Bernalillo County, State of New Mexico.



BOARD OF COMMISSIONERS

Art De La Cruz
Art De La Cruz, Chair

Wayne A. Johnson
Wayne A. Johnson, Vice Chair

Debbie O'Malley
Debbie O'Malley, Member

Maggie Hart Stebbins
Maggie Hart Stebbins, Member

Lonnie C. Talbert
Lonnie C. Talbert, Member

ATTESTED BY:

Maggie Toulouse Oliver
Maggie Toulouse Oliver
County Clerk



US Senate -
Martin Heinrich 202-224-5521
www.heinrich.senate.gov/contact



State Representative District 18 -
Gail Chasey 266-5191
gailchasey@msn.com



US Congressional District 1-
Michelle Lujan Grisham 346-6781
www.lujangrisham.house.gov



State Representative District 19 -
Sheryl Williams Stapleton 265-6089
sheryl.stapleton@nmlegis.gov



State Senator District 16 -
Cisco McSorley 268-7000
Cisco.McSorley@nmlegis.gov



City Council District 6 -
Pat Davis 768-3152
patdavis@cabq.gov



Mayor, City of Albuquerque -
Richard J. Berry 768-3000
mayor@cabq.gov



County Commissioner District 3 -
Maggie Hart Stebbins 468-7108
District3@bernco.gov

Dial 311 for non-emergency city inquiries and services.

DWI Hotline #DWI (394)
APD Crime Prevention 924-3600
Southeast Substation 256-2050
Fire Non-Emergency 833-7300
Animal Control 768-1975
City/County Information 768-2000
Graffiti Hotline 768-4725
Housing Code Enforcement 924-3450

Solid Waste 761-8100
Large Item Pickup 761-8113
Weeds and Litter 857-8060
Illegal Dumping 761-8100
Abandoned Cars 768-2277
Zoning Questions or Violations 924-3850
Parking Enforcement 924-3950
Parking Permits 857-8680
Transit Department 724-3100
Pothole Hotline 768-4653

El Mirador Fine Framing

Quality Framing Minutes From UNM
Located in Nob Hill

Affordable Quality Specialty Mounting


- Photographs
- Degrees
- Prints & Posters
- Watercolors
- Oils

- Shadow Boxes
- Oval & Round
- Needlework
- Mirrors
- Memorabilia
- Jerseys/T-shirts
- Jackets

Tue-Fri 10-6
Sat 10-4

2937 Monte Vista NE
2 blocks from UNM

505-265-0959



The Council of the City of Albuquerque

February 1, 2016

WHEREAS, the plats for the Nob Hill neighborhood were first filed by Col. D.K.B. Sellers on February 7, 1916, and residents were encouraged to "move out of the low zone and up to the ozone"; and

WHEREAS, Route 66 runs through the center of Nob Hill, and Nob Hill residents and businesses served tens-of-thousands of travelers along Route 66, and Nob Hill is still the home to one of the country's best preserved examples of the historic Route 66-era roadside architecture; and

WHEREAS, Nob Hill was Albuquerque's first suburb and has grown with the City of Albuquerque, creating neighborhoods profiling the unique architectural changes of Albuquerque, and, in 2001, the unique character of the Monte Vista and College View Additions in Nob Hill were deemed worthy of national recognition and preservation as a National Historic District; and

WHEREAS, Nob Hill is home to many of Albuquerque's most unique and well attended public celebrations, including the Albuquerque Pride Parade, the State Fair Parade, the Twinkle Light Parade and Route 66 Summerfest; and


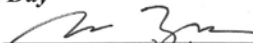

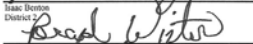



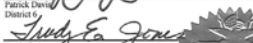
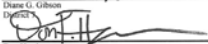

WHEREAS, Nob Hill is a destination for local residents and tourists alike, and Nob Hill has been recognized for its unique character and as "the heart of Albuquerque's Route 66 culture" and also "its hippest, funkiest retail and entertainment district" by Fodor, an internationally recognized travel publication; and

WHEREAS, residents, businesses, and community organizations are joining together throughout 2016 to celebrate Nob Hill's cultural and architectural legacy, its sense of place, its traditions and ways of life, its schools and students, its faith community, the legacy of Route 66, its revitalization in the 80's, its diverse community past and present, and the imagination of Col. D.K.B. Sellers; and

WHEREAS, Nob Hill has grown from an idea into one of Albuquerque's most unique and recognizable neighborhoods in its first 100 years, and Nob Hill enters its second century contributing to Albuquerque and New Mexico's history.

BE IT PROCLAIMED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF ALBUQUERQUE, HEREBY HONORS THE PEOPLE, BUSINESSES AND COMMUNITY ORGANIZATIONS MAKING UP THE NOB HILL AREA AS THEY CELEBRATE 100 YEARS OF INNOVATION, SERVICE AND COMMUNITY THAT HAVE CREATED ONE OF NEW MEXICO'S MOST UNIQUE AND RECOGNIZABLE NEIGHBORHOODS AND PROCLAIMS SUNDAY, FEBRUARY 7, 2016 IS

"Nob Hill Day"

 <small>Ken Sanchez District 1</small>	 <small>Isaac Brown District 2</small>
 <small>K. Brian P. Pata, Vice President District 3</small>	 <small>Brad Warner District 4</small>
 <small>Dan Lewis, President District 5</small>	 <small>Patrick Davis District 6</small>
 <small>Diane G. Gibson District 7</small>	 <small>Trudy E. Sorensen District 8</small>
 <small>Don Harris District 9</small>	

TRADITION BEARERS: RECORDING AN ORAL HISTORY

For 100 years Nob Hill has been the backdrop for fascinating lives and community. Using part of a 2015 Bernalillo County neighborhood grant Nob Hill Neighborhood Association undertook the Nob Hill is 100 Oral History Project. The association conducted videotaped interviews with 46 area tradition bearers in 17 sessions of 2 hours each. The videotape records were presented to each tradition bearer and edited into short films to be exhibited in 2016. Videotape records of the interviews will be provided to the Center for Southwest Research at UNM for archiving and future use by historians. Included here are quotes of some of the experiences shared.

-Nob Hill has been like an incubator. When it was a cheap rent district it allowed small businesses to take a try....to try crazy new things that were wonderful...Jean Bernstein, co-founder, Flying Star Cafe

-I still love this area. I still love old Route 66...I still love the characters and the kind of people who choose to live in Nob Hill...It's an artistic



community...It's an eclectic community...without Nob Hill's energy and uniqueness, and the whole corridor, Albuquerque would not be anywhere to live at all....Jean Bernstein, Flying Star Café

-We moved to New Mexico in 1945...My folks tell me we had to stay in a motel for six weeks. There were only two houses for sale in Albuquerque... Eleanor Kelly Cooley, lived on Campus Blvd starting in 1945



-We lived right down on Campus Blvd. Almost every Friday evening we'd walk up to the Brass Kettle and get a hamburger and fries which was a new kind of thing in the late 40's early 50's....Before we got a TV in 1949 we would go up and watch the Lone Ranger through the window of the furniture store up on Central...Eleanor Kelly Cooley, lived on Campus Blvd starting in 1945

-The Whitmores came down from Iowa to get treated...they lived in a tent east of the hospital... Mr. Whitmore's doctors didn't think he had long to

live and one of Whit's real joys was that he outlived six doctors...John McKinnon

-I remember my parents' home. We had a bathtub in the house but the water wasn't hooked up to it. Our water was outside....My Daddy said, "We have running water. We run outside to get it!" Robert Gleason, born 1930 at 401 South Stanford Dr.

-Our next door neighbor, Mr. Lang, was a tuberculosis patient...They had this big screened in porch and he spent most of his time out there unless it was real cold. They had canvas things you could put down so if it was windy you could close it. Robert Gleason, born 1930 at 401 South Stanford Dr.



-We were witness to the great Okie migration back in the 30's...Where Yale Park is now used to be kind of a stopping place for people traveling through...a lot of these people would run out of gas and money...my mother used to get things together and go over there and hand out sandwiches and things.... Robert Gleason, born 1930 at 401 South Stanford Dr.

-In 6th grade I was a patrol boy at Monte Vista Elementary which was what we had for crossing guards. It was a real adventure because you got out of class early so you'd be there when the kids got out... There was a bakery on Monte Vista Blvd... We'd run over there and they'd give us a cinnamon roll so that was special duty....Lief Isaacson, lived on North Hermosa starting in 1939



-Every year the week between Christmas and New Year's there was this big influx of cars from Michigan or Ohio or whatever would be coming through bumper to bumper almost, going out to the Rose Bowl because the Big 10 winning team always played in the Rose Bowl so here they go, these people just get in their cars, motorcycles, two lanes was all it was, traffic was all jammed up... Lief Isaacson, lived on North Hermosa starting in 1939

-The house that we grew up in on Grand, 2 parents and 6 children, was a 1 bedroom, 1 bathroom house...My sisters and I slept in the living room on a double bed, 2 of my brothers slept in the bedroom, my parents slept out on the porch, my oldest brother slept in what was a little concrete garage below the house. So we were kind of tight in our living circumstances.... Charlie Ivey



-During the war my Mom would always get to Girard and Monte Vista and start down the hill and turn the engine off and coast....gas was rationed... 'til (she) got to Broadway then (she) turned it on... Lief Isaacson, lived on North Hermosa starting in 1939

-At the Lobo Theater, the manager there was a lady, she had white hair and she was like "the don't hold hands police." You'd try to sneak around and put your arm around a girl but she was always on it, she wasn't having that nonsense in her theater... Charlie Ivey

BENEFITTING ST. MARTIN'S HOSPITALITY CENTER

LIVE MUSIC
PREMIERE OF THE NOB HILL ORAL HISTORY PROJECT

35¢

CHICKEN DINNER

RECREATING THE 35¢ CHICKEN DINNERS PUT ON BY THE LADIES OF MONTE VISTA CHRISTIAN CHURCH IN THE EARLY 1930'S

STILL 35¢ THANKS TO THE GENEROSITY OF SHAMROCK FOODS

NOB HILL IS 100
EST. 1916

SEPTEMBER 17TH, 2016 | 2PM-6PM | MONTE VISTA CHRISTIAN CHURCH, 3501 CAMPUS BLVD NE

SPONSORS: SHAMROCK FOODS, CONSTRUCTION, MONTE VISTA CHURCH, NOB HILL, MAIN STREET, CREATIVE

• FOR MORE INFORMATION VISIT NOBHILLIS100.COM •

MONTE VISTA ELEMENTARY HELPS US CELEBRATE

Monte Vista Elementary is an outstanding example of the Mediterranean style and school architecture of the early 20th Century. It is a place of warm memories for thousands of Hilleños and an icon of our historic neighborhood.

By 1930 over 150 homes had been built in the Monte Vista subdivision platted by William J. Leverett four years earlier. Elementary and junior high students (as they were then called) trekked to University Heights School, now the site of CNM. APS officials ordered construction of Monte Vista and the original portion of office and 8 classrooms was built at a cost of \$77,500 and presented to the public at an open house on February 1, 1931. The below image shows students entering Monte Vista



Elementary School in November 1947 when the school was 17 years young.

Students just celebrated Monte Vista's 85th birthday

in conjunction with yearlong Nob Hill is 100 celebrations. The Nob Hill is 100 logo was donated by Eli Quinn, Creative Director of Q Creative. Teachers recently discussed the logo and asked students to create their own logos for their school and their community. The logos were turned into banners which now hang on light posts along Central Avenue in Nob Hill. One side of each banner was designed by Monte Vista students. The flip side displays the Nob Hill is 100 logo.



Nob Hilleños are grateful to PNM for hanging the banners. Their technicians take on the extra work of hanging banners for us early on weekend mornings when they have time to break away from their normal duties making emergency repairs to keep electricity flowing to our homes and businesses.

Sign and Image Factory made the banners, donating much of their material and skill, and Nob Hill Neighborhood Association donated \$450 for the remaining cost of the banners.

Thank you, students and teachers of Monte Vista Elementary and teacher Jeff Tuttle. Go out and enjoy your banners!

**HEY!
WHAT'S
THE
BIG
IDEA?**

 **CREATIVE**

BRANDINGALBUQUERQUE.COM

McDONALD ELECTRIC

SPECIALIZING IN
SE & NE ALBUQUERQUE
SINCE 1945

TROUBLE CALLS OUR SPECIALTY

RESIDENTIAL, COMMERCIAL
& INDUSTRIAL WORK

HOME REPAIRS

SERVICE UPGRADES

PANEL REPLACEMENT

(505) 220-5521

ALBUQUERQUE, NEW MEXICO

Nob Hill Community Conversations You are invited to join your neighbors in ongoing monthly conversations focusing on "Supporting the Creation of Community as we Age". Come share your visions about how we can build and sustain a vibrant neighborhood. All are invited to attend. For further information contact: melindarand@gmail.com. Look forward to seeing you.

Gary R. Peterson, CRS



35 years Listing, Selling & Living
in the Nob Hill Area

Over 5,000 Transactions in
Greater Albuquerque

Experienced Negotiator

Appreciation & Knowledge of
Nob Hill Homes

Unsurpassed, Individualized Service



Gary R. Peterson, CRS
505.280.1952

GRPete@NobHillHomesABQ.com
Keller Williams - 505.271.8200

kw KELLERWILLIAMS
REALTY



Caine
REAL ESTATE CONCEPTS
LLC
ALWAYS WORKING FOR YOU
505.463.3240

GET

Hello, it's me. I know
it's really late but you
could go get played
in nob hill at
Tractor
BreWing

— PLOWED —

Tractor Brewing Co

AZTEC
ANIMAL CLINIC
505.265.4939
4340 Coal Ave SE
Albuquerque, NM 87108
AZTECANIMALCLINIC.COM

THE
Yarn Store
At Nob Hill

RETAIL THERAPY
ABQ

Located in Nob Hill
107 Amherst Dr SE
Albuquerque, NM 87106
(505) 219-3761

Bring this flyer in for
10% off your purchase!

Brands we carry:

- * Free People
- * Comfy
- * Denim: AG Jean, PAIGE Denim, HUDSON Jeans
- * Tart Collection
- * Spiritual Gangster
- * VELVET by Graham and Spencer
- * The Giving Keys
- * Lat & Lo
- * and many more!

Local Postal Customer

PSRST STD
E-COVERS
U.S. POSTAGE
PAID
E0008 Austin

Central Ave
Nob Hill
Retail Therapy ABQ → X → SCAD Northern Station Grill

Follow us on

THE MURAL

Nob Hill Main Street and the Nob Hill Neighborhood Association joined forces to create a mural to celebrate Nob Hill's 100th birthday in 2016. A committee assembled by the two organizations selected local artist Aaron Stromberg to paint the mural. Stromberg has a BA in Fine Arts from the University of New Mexico and lives right in the Nob Hill neighborhood. "We are so excited to be able to work with a local artist to create a piece that will celebrate our neighborhood's unique architecture, character, and history. Aaron is bringing a lot of passion to this project. His insight into the history of Nob Hill and artistic style will create a mural the neighborhood will be proud of," said Carolyn Chavez, Executive Director of Nob Hill Main Street.

"I am very honored and excited about this project. Creating a mural has always been a dream of mine. I am seeking to create an image that is informative,

while also allowing the viewer to pose questions of their own," said Stromberg. "It references the past history where people were moved to New Mexico because of tuberculosis." In the center stands D.K.B. Sellers. The sketch at the bottom of the page was used to create the final product, right.

The dedication ceremony on November 7, 2015 drew attention from local media as well as neighbors. "I feel pretty good about it. I think the mural came out really well," said Stromberg.

"I've been watching it as they've been trying to complete it and now it's finished. I think it's pretty

cool. I think it makes the neighborhood come alive," said patron Mike Aquino.

The mural is located in the heart of Nob Hill on



the east-facing wall of the Satellite coffee shop at the corner of Carlisle and Central for all to enjoy. The project was funded by a generous grant from Bernalillo County, community members as well as a crowd funding campaign which exceeded expectations.



TRIANGLE MEDIANS: PAST, PRESENT, AND FUTURE

Contributed by Susan Michie-Maitlen

When Nob Hill was platted 100 years ago several “triangle medians” or “mini-parks” were formed at some intersections where three streets meet. There has always been some controversy as to whether the “triangles” are medians or parks and maintenance of these spaces by the city is often sketchy or non-existent. Thus over the years, nearby neighbors have volunteered to “adopt” these medians by taking over their maintenance and beautification. The purpose of this article is to highlight past volunteer efforts and engage new volunteers to help the neighborhood keep our medians beautiful.



One of the most well-known “triangles” in Nob Hill is called Amherst Green. This median is located at the intersection of Monte Vista, Amherst, and Roma. Susie Dilts and Jeff Gittelman have lived on Amherst for 35 years. They agreed to adopt the Amherst Green Triangle 30 years ago and have done an

excellent job of beautifying this public property for our neighborhood. Over the years, however, mulch that was originally laid for weed control has broken down into compost; and weeds have become a prolific nuisance. Jeff is now working two jobs and has little time to devote to the median. Susie has developed physical limitations that make it impossible for her to weed this large triangle alone, but she is still able to maintain the plants, litter removal, and watering. She has asked the city to remove the compost and apply new fabric cloth and crusher fine or small gravel to control the weeds. Her request was presented to the Keep Albuquerque Beautiful department in January, but so far there has been no assistance from the city and Susie needs help with weeding until this project comes up for review. **Volunteers are needed from mid-March through mid-October to weed for an hour or two on the weekends. Susie can assist by watering the median beforehand to make weeding easier. Please contact Susie Dilts for more information on volunteering at the Amherst Green Triangle: susiedilts@comcast.net**

Another prominent triangle median is located at the intersection of Wellesley, Campus, and Monte Vista across from Monte Vista Elementary. For many years, Marianne Dickenson lived on the SE corner of Campus Blvd and Monte Vista and cared

for the triangle median. A couple of years ago, she sold her property and moved to another part of the city. When the median began to show signs of neglect, Susan Michie and Tony



Maitlen took over the maintenance of this triangle with occasional assistance from neighborhood volunteers. In October 2014, Susan applied to the city’s 1% for Public Arts Program for funding to install an art project on this triangle to celebrate Nob Hill is 100. Stanley Allen, our 6th District representative on the Public Arts Board, supported the application; and our request was included on the list for public art projects in 2016. Watch for future announcements in the media later this year about the unveiling of this artwork as part of the Nob Hill is 100 celebrations.

Finally, a new triangle median makeover may be in the works at Silver, Arlote, and Solano behind the old Trinity Methodist Church. Several neighbors have expressed an interest in creating a landscaped median at this triangle, but the existing asphalt

surface and lack of curbing made this a difficult project. The good news is that this triangle is now included in a recent plan to update the Silver Avenue Bicycle Boulevard. If the plan goes forward, the city will install new curbing that will block the Arlote spur and define the median. Once the structure is built, nearby residents can organize a meeting to request that the City provide landscape materials, if the residents agree to provide the labor to landscape the median and maintain it. Also, the City will usually pay for maintenance equipment like tools and hoses, but nearby residents will need to run the hoses from their private faucets to establish xeric landscaping and provide extra water during very dry seasons.

Two years ago the city moved the maintenance of all medians from Parks and Rec to the Solid Waste Management Department under the “Keep Albuquerque Beautiful” program. Most medians are available for adoption and all adopters need assistance from time to time. Please consider volunteering a few hours every year to help median adopters keep our neighborhood looking beautiful. For more information on adopting medians contact:

Mila Romero, Administrative Assistant
City of Albuquerque
Solid Waste Management Department
505-761-8167
mlaromero@cabq.gov



The poster features a blue background with a city skyline silhouette. At the top left is a sign that reads "NOB HILL IS 100 UNLEASHED" with "EST. 1916" and a small illustration of a building. To the right is a large red banner with the text "PET PARADE AND FAIR" in white. Below the banner are silhouettes of various dogs and a rabbit. The event details are listed in the center: "April 30th, 2016", "Registration at 9am, Parade at 10am, Vendor Fair at 9am-2pm", "Bryn Mawr & Central (in front of Nob Hill Bar & Grill)", and "Register at nobhillabqmainstreet.eventbrite.com". Below this, it lists activities: "Local Celebrity Judges - Costume Contests - Prizes - Food Trucks - Photo Booth" and "Adoptable Dogs - Live Music - Pet-Related Vendors". The bottom section is divided into "Sponsored By" and "Proceeds Will Benefit". The sponsors include HB Construction (with tagline "Passion. Community. Trust."), LP Dog Rescue, Animal Humane New Mexico, and Paws and Stripes (with tagline "Celebrating Lives, Helping Behave"). The bottom of the poster states "Nob Hill is 100 is a partnership of" followed by logos for Nob Hill and Main Street, and "and" followed by a logo for Main Street.

NOB HILL IS 100 UNLEASHED
EST. 1916

PET PARADE AND FAIR

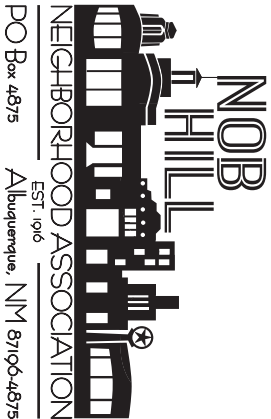
April 30th, 2016
Registration at 9am, Parade at 10am, Vendor Fair at 9am-2pm
Bryn Mawr & Central (in front of Nob Hill Bar & Grill)
Register at nobhillabqmainstreet.eventbrite.com

Local Celebrity Judges - Costume Contests - Prizes - Food Trucks - Photo Booth
Adoptable Dogs - Live Music - Pet-Related Vendors

Sponsored By

Proceeds Will Benefit

Nob Hill is 100 is a partnership of  and 



YOUR MEMBERSHIP IN THE NHNA HELPS SUPPORT THESE PROGRAMS & BENEFITS

Biannual Newsletter
 Ice Cream Social
 Outreach Events to Inform Neighbors
 Updates from Elected Representatives
 Zoning Information and Education
 Preservation of Neighborhood Character

Historic Walks and Tours
 Participation in Safe City Initiative
 Increasing Neighborhood Safety
 Advertising Opportunities
 Involvement of Neighborhood Development

Join our Neighborhood Association! Make your voice heard and vote for Directors!

Name or Business Name: _____

Address: _____

Telephone: _____ Email: _____

Make your check payable to NHNA, and mail it to P.O. Box 4875, Albuquerque, NM 87196-4875 or pay with Paypal on our website, www.nobhill-nm.com/about-the-nhna/membership or on Facebook, www.facebook.com/nobhillneighborhoodassociation

Individual Memberships - \$10.00

Business Memberships - \$20.00