

REMBE
urban design + development



aveda institute
albuquerque nm
size: 12,200 sf
estimated value: \$2 million
completion date: december 2011

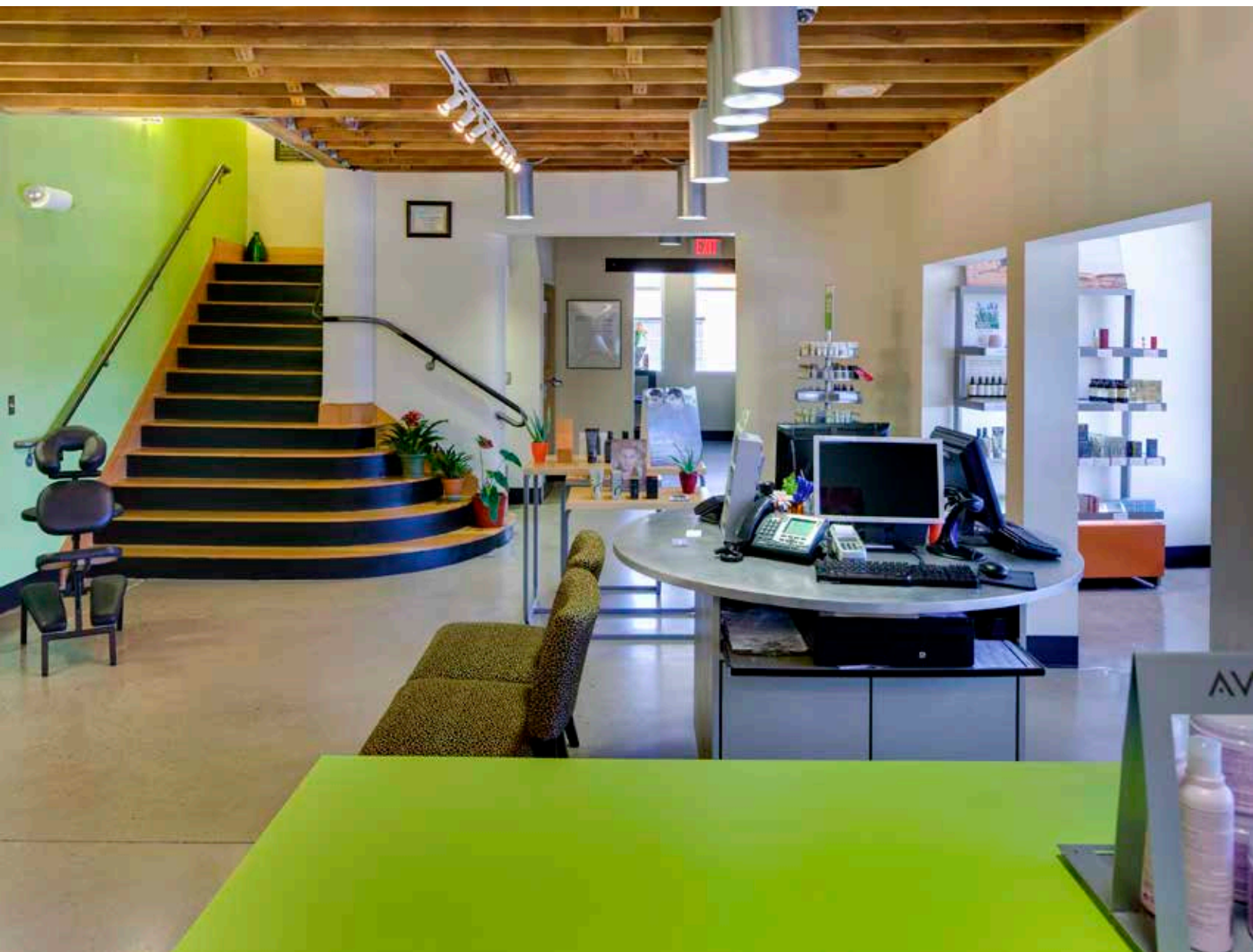
project team:

- developer: jay rembe, rembe urban design + development
- architect: mullen heller
- structural engineer: walla engineering
- civil engineer: isaacson & arfman consulting and engineering
- contractor: insight construction
- landscape: heads up

awards:

- american institute of architects albuquerque, 2012 architectural design awards, merit award
- naiop 2012 award of excellence, retail project





Built in 1946 in the Art Deco Pueblo style, the historic Sandia Theater is located between downtown and old town on Route 66 in Albuquerque. Built as a film theater, it closed in 1956 and remained vacant for 14 years until Aamco Transmissions and then Kelley Automotive used the building as an auto repair shop for 35 years. After that, the theater remained vacant again until rembe urban design + development repurposed it in 2011 as an Aveda Institute. The site includes a school and full-service salon, corporate offices for Mark Pardo, a spa, a retail store for Aveda products, and a call center, which generated new jobs in the neighborhood.

There were multiple challenges on this project, including site remediation for oil and asbestos, which was a complicated eight-month process that required regulated inspections. There were also structural issues that added significant costs. But everything that was done added value to the pedestrian experience and to the neighborhood—and the investment has paid off. The development has attracted some of the best local talent, including the Santa Fe restaurant Vinaigrette, which chose the site for its first Albuquerque location. This award-winning project has preserved an era's history while providing updated architecture and design to meet modern needs.

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