

CITY of ALBUQUERQUE
TWENTY FIFTH COUNCIL

COUNCIL BILL NO. R-22-53 ENACTMENT NO.

SPONSORED BY: Klarissa Peña, Renee Grout, Isaac Benton, Pat Davis

1 RESOLUTION

2 ESTABLISHING A COMMUNITY IMPROVEMENT PROGRAM FOR ROUTE 66
3 (CENTRAL AVENUE) ALONG ITS ENTIRE LENGTH THROUGH THE CITY;
4 MAKING AN APPROPRIATION

5 **WHEREAS, Central Avenue is the City's most iconic remnant of Route 66**
6 **through Albuquerque; and**

7 **WHEREAS, Route 66 is a key part of Albuquerque’s heritage, and the City**
8 **should continuously seek opportunities to enhance and promote it; and**

9 **WHEREAS, Central Avenue traverses the entire length of the City from East**
10 **to West and features some of the City’s most iconic neighborhoods and**
11 **districts, but also suffers in many spots from blight and deterioration; and**

12 WHEREAS, additional attention along the Route 66 Corridor is necessary in
13 order to continue supporting both those sections of the roadway that are
14 doing relatively well, as well of those sections in need of additional support;
15 and

16 WHEREAS, support in the forms of business incubation, better activation
17 of underutilized spaces, rehabilitation of iconic signage, better litter removal
18 and maintenance, economic development and tourism promotion would be
19 appropriate; now

20 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY
21 OF ALBUQUERQUE:

22 **SECTION 1. Program Development.** The City shall develop an improvement
23 plan for the Central Avenue Corridor that, at a minimum:

- 24 • Authorizes, establishes or promotes “pop-up” retail or artistic or
25 cultural activities at vacant or underutilized locations;

- Identifies opportunities for iconic sign rehabilitation, replacement or development and establishes a City-sponsored program that accomplishes this work in collaboration with businesses and property owners;
- Establishes a marketing and business promotion program; and
- Implements a clean-up and maintenance program that addresses litter, street cleaning, landscape maintenance, and immediate removal of obstructions from public ways and sidewalks.

SECTION 2. Reporting. The City Administration shall submit a report of its progress on this program to the City Council for its receipt by January 15, 2023.

SECTION 3. Appropriation. \$250,000 in one-time funding is unreserved from the fund balance and appropriated to the Cultural Services Department to administer in collaboration with other relevant City Departments for purposes of funding this program during FY 23, as follows:

<u>FUND BALANCE</u>	(250,000.00)
----------------------------	---------------------

GENERAL FUND – 110

Cultural Services Department

Route 66 Improvement Plan	\$250,000.00
---------------------------	--------------