



Legislation Text

File #: R-22-53, Version: 2

CITY of ALBUQUERQUE
TWENTY FIFTH COUNCIL

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

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

RESOLUTION

Establishing A Community Improvement Program For Route 66 (Central Avenue) Along Its Entire Length Through The City; Making An Appropriation (Peña, Grout, Benton, Davis)
ESTABLISHING A COMMUNITY IMPROVEMENT PROGRAM FOR ROUTE 66 (CENTRAL AVENUE) ALONG ITS ENTIRE LENGTH THROUGH THE CITY; MAKING AN APPROPRIATION.

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

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

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

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

WHEREAS, support in the forms of business incubation, better activation of underutilized spaces, rehabilitation of iconic signage, better litter removal and maintenance, economic development and tourism promotion would be appropriate.

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

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

- **Authorizes, establishes or promotes “pop-up” retail or artistic or 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. That the following amount is hereby appropriated from available fund balance to the following program for Fiscal Year 2023:

GENERAL FUND - 110

Arts and Culture Department

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| Community Events | 250,000 |
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