

# CITY of ALBUQUERQUE

## TWENTY FIFTH COUNCIL

COUNCIL BILL NO. R-22-53 ENACTMENT NO. R-2022-0167

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 as 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.

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;

1           • Identifies opportunities for iconic sign rehabilitation, replacement or  
2 development and establishes a City-sponsored program that accomplishes  
3 this work in collaboration with businesses and property owners;

4           • Establishes a marketing and business promotion program; and

5           • Implements a clean-up and maintenance program that addresses  
6 litter, street cleaning, landscape maintenance, and immediate removal of  
7 obstructions from public ways and sidewalks.

8       **SECTION 2. Reporting.** The City Administration shall submit a report of its  
9 progress on this program to the City Council for its receipt by January 15,  
10 2023.

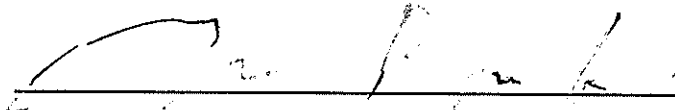
11       **SECTION 3.** That the following amount is hereby appropriated from  
12 available fund balance to the following program for Fiscal Year 2023:

13 **GENERAL FUND – 110**

14 **Arts and Culture Department**

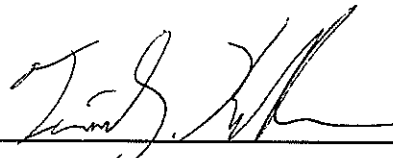
15 <b>Community Events</b>	<b>250,000</b>
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1 PASSED AND ADOPTED THIS 7<sup>th</sup> DAY OF September, 2022  
2 BY A VOTE OF: 9 FOR 0 AGAINST.

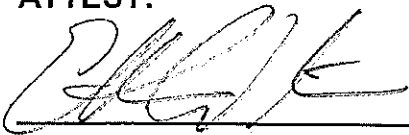
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11 Isaac Benton, President  
12 City Council  
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15 APPROVED THIS 19 DAY OF September, 2022  
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18 Bill No. R-22-53  
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23 Timothy M. Keller, Mayor  
24 City of Albuquerque  
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27 ATTEST:

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30 Ethan Watson, City Clerk  
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