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METROPOLITAN REDEVELOPMENT
AGENCY

UNIVERSITY METROPOLITAN REDEVELOPMENT AREA PLAN

METROPOLITAN REDEVELOPMENT AGENCY

FINAL - DECEMBER 2022

Prepared by:

SITES
SOUTHWEST

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EXECUTIVE SUMMARY

PURPOSE

Metropolitan Redevelopment Act & Designation Report

This Plan creates opportunities to revitalize the Central Avenue and Yale Boulevard corridors south of the University of New Mexico which have been designated a Metropolitan Redevelopment Area.

As the leading agency for redevelopment activities within the City of Albuquerque, the Metropolitan Redevelopment Agency ("MRA") attracts economic investment and contributes to healthy and vibrant communities. The agency undertakes collaborative public-private partnerships that result in catalytic change, investments in sustainable infrastructure, and opportunities for residents and businesses to thrive.

This plan supports redevelopment projects, strategic public investment, public investment in infrastructure improvements, and expanding the capacity of community and business-led implementation groups with five recommended catalytic strategies:

- develop a diverse mix of dense, new housing
- strengthen the commercial environment
- improve bicycle and pedestrian infrastructure
- increase cleanliness and safety
- support business association and stakeholder implementation groups

Bricklight Development located on Harvard Drive near Central Avenue in the MR Designation Area.

The New Mexico Metropolitan Redevelopment Code (§3-60A-1 to 3-60A-48 NMSA 1978) provides municipalities in New Mexico with the powers to correct conditions in areas or neighborhoods which "substantially impair or arrest the sound and orderly development" within the city. These powers create opportunities within designated Metropolitan Redevelopment Areas (MRAs) with adopted redevelopment plans.

|	Actions	Lead Actors
INCREASE HOUSING OPTIONS	Develop gap financing tools to attract initial development and prove up market to future developers and lenders.	City of Albuquerque
	Conduct outreach to local and regional developers regarding the area, market demand, and available incentives.	City of Albuquerque
	Conduct further analysis and public engagement to consider amending the zoning the area between Central and Silver; Yale and Girard. Amending the zoning to allow for higher density development may improve development potential for prospective investors in the University MR Area. The lower-density residential character of neighborhoods to the south of Silver should be preserved.	City of Albuquerque
	Commission a parking study to refine parking management strategies.	City of Albuquerque, Stakeholder Group, Property Owners
STRENGTHEN AND DIVERSIFY THE COMMERCIAL ENVIRONMENT	Consider the inclusion of new industries in the area such as for research services, hospitality, and consumer goods. Explore partnerships between private business or service providers and institutional or public needs.	Private Developers, Business Owners, Educational Institutions
	Consider reducing financial or regulatory barriers related to business expansion and adaptation. Examples include ensuring easy implementation of COVID adaptations (e.g. outdoor seating, pick-up windows, temporary parking/loading for food delivery and pickup).	City of Albuquerque
	Consider City, institutional, and collaborative financial support strategies for cleaning up and responding to operational difficulties (e.g. window replacement, storefront beautification, shared security services).	City of Albuquerque
	Implement a program to support occupancy of vacant storefronts similar to the Downtown Storefront Activation Grant.	City of Albuquerque
	Identify, group, and market available financial and technical assistance strategies available to area businesses.	City of Albuquerque, Business Owners
	Consider organizing community events and strategies to attract more people into the area. A particular opportunity is attracting UNM and CNM students from their respective campuses to the area.	City of Albuquerque, Business Owners
	Develop a coordinated marketing campaign to increase visits to the dominant business types in the MRA. These include restaurants and bars, groceries, and other food items.	Business Owners, Stakeholder Group
	Commission a parking study to refine parking management strategies.	City of Albuquerque, Stakeholder Group, Property Owners
IMPROVE BICYCLE AND PEDESTRIAN REALM	Consider additional streetscape and pedestrian improvements on the Southside of Central Avenue. Additionally consider pedestrian improvements along the following streets between Central and Silver: Buena Vista, Cornell, Columbia, Vassar.	City of Albuquerque, Business Owners, Private Developers
	Proceed with planned bike improvements identified in the MRCOG Long Range Bicycle System, especially the planned bicycle boulevard improvements along Buena Vista Drive from Central Avenue past CNM's campus.	City of Albuquerque
	Evaluate and consider pedestrian and/or bike improvements at the following intersections: Central Avenue at Buena Vista, Harvard, and Columbia; and Yale Boulevard at Silver, Lead, and Coal. Additionally consider the Lead and Coal intersections across Harvard Drive.	City of Albuquerque
	Add more long and short-term bicycle parking in areas with regular bicycle activity.	City of Albuquerque

	Actions	Lead Actors
IDENTIFY CLEANLINESS & SAFETY IMPROVEMENTS	Install streetlights along Silver Avenue and North-South drives like Cornell and Columbia between Central and Silver Avenue. Area stakeholders can potentially work with the City to identify the best locations.	City of Albuquerque, Business Owners, Residents, Private Developers
	Install trashcans along the south side of Central Avenue, Bus Stops, and other particularly busy areas with food-service.	City of Albuquerque
	Consider shared safety and maintenance programs like downtown ambassadors, shared security services, and/or shared trash clean-up services. Consider partnerships with institutions like UNM and CNM.	Business Owners, Property Owners, Educational Institutions
	Ensure alleys remain accessible, active, and clear of obstructions. Encourage parking to be accessed via alleys. Support improvements to alleys and other shared infrastructure.	City of Albuquerque, Property Owners, Residents, Business Owners
	Organize communication efforts between property owners and business owners around safety issues and events.	Business Owners, Property Owners
FORM A STAKEHOLDER IMPLEMENTATION GROUP	Seek City and institutional facilitation and assistance in initial meetings and discussions about how to develop an organizational structure which can pursue and apply for funding to make the organization sustainable.	City of Albuquerque, UNM/CNM, Business Owners, Residents, Private Developers
	Create a corridor organizing, implementation, and betterment committee (e.g., a business association).	Business Owners, Property Owners
	Develop a district identity, character, branding, name, color palette, and online presence.	Stakeholder Group
	Advocate for public investments identified in the plan and coordinate improvement efforts with agencies and institutions and ensure plan implementation.	Stakeholder Group, Business Owners, Property Owners, Educational Institutions
	Consider commissioning a parking study to refine parking management strategies and petition the City for changes.	City of Albuquerque, Property Owners, Stakeholder Group
	Provide information about programs and incentives to property and business owners.	City of Albuquerque, UNM/CNM, Business Owners, Residents
	Coordinate marketing efforts to promote area assets to the broader Albuquerque community and visitors.	Stakeholder Group, Business Owners

Background: University Metropolitan Redevelopment Area Designation

Recognizing that the area south of the University of New Mexico Main Campus was showing signs of distress, the Metropolitan Redevelopment Agency conducted background research in the summer and fall of 2021 to assess whether the area could qualify as a Metropolitan Redevelopment Area. Preliminary research determined that parts of the University Area Neighborhoods could qualify for and benefit from an MR Area designation.

To understand existing conditions in the University Area Neighborhoods, the study team analyzed existing market and housing conditions, and conducted stakeholder and community engagement. The study team determined that areas zoned for commercial and multifamily uses held the most promise for redevelopment, and would appropriately focus development to benefit the broader University Area Neighborhoods. As shown in Figure 1, City Council designated portions of Central, Yale, and Garfield as the University MR Area in August 2022.*

*In-depth research and analysis regarding existing conditions in the University Area Neighborhoods can be found in the University MR Area Designation Report.

FIGURE 1. UNIVERSITY AREA NEIGHBOURHOODS & UNIVERSITY MR AREA

- University Area Neighborhoods
- University MR Area
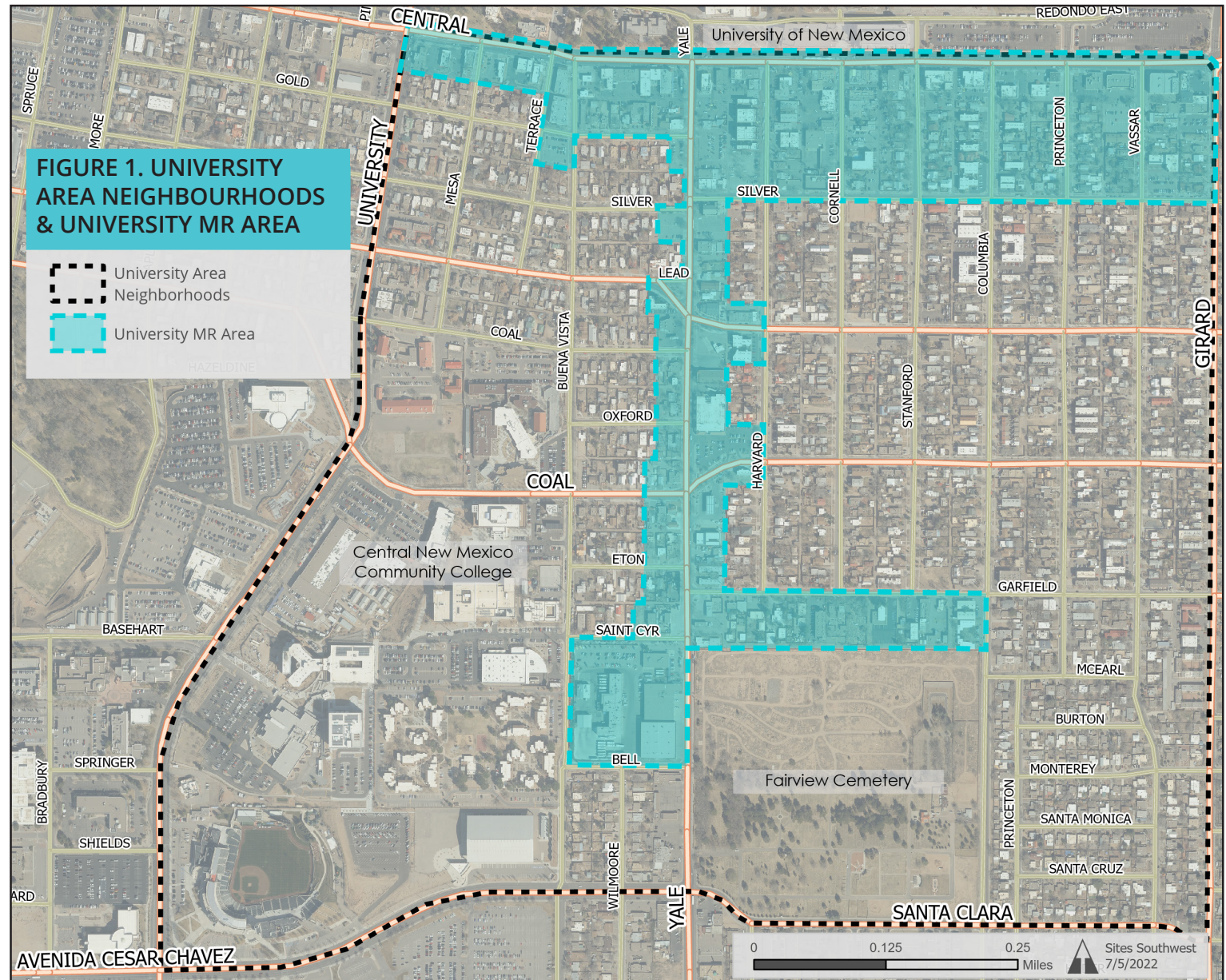
COMMUNITY ENGAGEMENT

Stakeholder Interviews - 8/2021 - 12/2021

The team conducted ten stakeholder interviews with business owners, property owners, City Council staff, local developers, commercial brokers, Neighborhood Association representatives, and multiple administrators from the University of New Mexico. Interviewees identified opportunities for greater coordination and collaboration between stakeholders and institutions, discussed current barriers to community development and potential strategies for overcoming them, and related positive examples of good development in comparable areas in Albuquerque.

Business & Property Owner Surveys - 1/2022 - 3/2022

Surveys were sent to business and property owners in the University Neighborhoods Area. Letters with links were mailed to every property owner within the proposed designation area, distributed via city email lists, emailed to all neighborhood associations, emailed to all registered businesses in the area, and dozens of fliers were distributed to individual business. A website was also set up to share key facts and information relevant to the plan. A complete summary of the survey results is included in Appendix 1 - Public Engagement Summary.

22 property owners responded to the property owner survey and together represented at least several dozen properties or units. Property types included single-family homes, multi-family complexes, commercial properties, and vacant properties. Property owners generally thought the neighborhood was okay for tenants, and enjoyed the urban, walkable area with close proximity to businesses, food, and UNM. Property owners were generally concerned about crime, safety, cleanliness, and wanted more streetscape beautification.

The business owner survey garnered 15 responses which included sit-down restaurants, quick food, coffee, professional services, health care, and social assistance businesses. Respondents described needed improvements, COVID adaptations, and 23 percent of the businesses who lease their space expressed interest in purchasing their property. Business owners evaluated the overall

HOW WOULD YOU RATE THE BUSINESS ENVIRONMENT OVER THE PAST FEW YEARS, COVID-CONSIDERED

2.9 ★ average rating

★★★☆☆

Business Owners: Would you participate in a collaborative effort to implement strategies that come out of this plan?

36% 0% 64%

Yes   Maybe, it depends   No
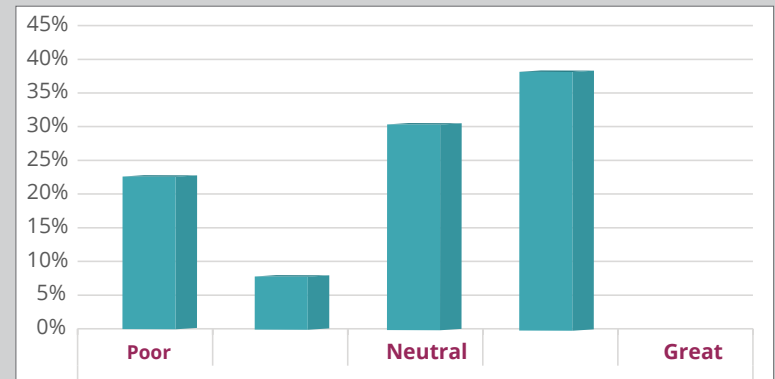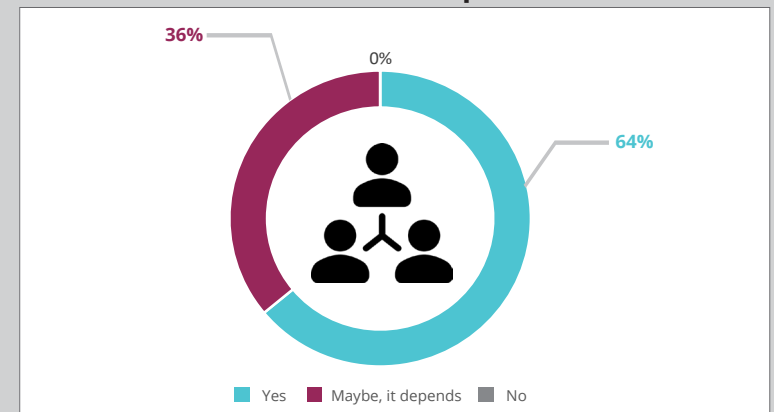
business environment as being neutral or less than optimal. UNM and the presence of other businesses and people attracted owners to locate in the area but many are dismayed about crime, safety, vacant spaces, and a lack of streetscape improvements. 56 percent of business owners wanted to collaborate on strategies to improve the area and the remaining 44 percent respondents expressed interest.

Community Meetings - 2/2/2022, 3/10/2022, 6/23/2022

Community meetings were held for each phase of the MR designation and planning process. Notices were mailed to all property owner addresses and emails were sent to registered businesses, distributed via City and UNM lists, and sent to neighborhood association representatives. Fliers were also distributed to area businesses and on the UNM Campus.

The first community meeting was attended via zoom by 55 people. The study team introduced the concepts of the plan and gathered community ideas. The second community meeting was held in person and was attended by over 60 people. The second meeting featured "theme" discussion tables on public safety; infrastructure and beautification; neighborhood-appropriate development; and partners, resources, and organizations. In these topic discussions, participants identified that housing could significantly improve economic activity but that growth and development could also impose negative impacts - most notably parking issues which could be ameliorated or mitigated in a variety of ways. A summary of these discussions is included in Appendix 1 - Public Engagement Summary.

A third community meeting was held in June to present a draft plan for public review and feedback. 20 people attended the virtual meeting which reviewed the five recommended catalytic strategies and a list of associated actions related to increase housing supply, build more pedestrian and bicycle improvements, and improve the safety and cleanliness of the area. Participant feedback helped to refine the recommended actions, especially giving direction on where the most beneficial improvements could be made.

Community Suggestions from February 2, 2022 Community Meeting

CATALYTIC STRATEGIES

Based on stakeholder interviews, community engagement surveys, community meetings, analysis of development patterns, economic indicators, market conditions, and comparable university corridors, this plan recommends the following strategies for the University Metropolitan Redevelopment Designation Area. Details and goals are discussed in the Recommendations and Actions section of the plan.

	1. BUILD A DIVERSE MIX OF NEW HOUSING OPTIONS	Develop housing for student, family, workforce, and market rate households. Additional density and diversity are essential to cultivating area vibrancy.
	2. STRENGTHEN AND DIVERSIFY THE COMMERCIAL ENVIRONMENT	Support the operation and expansion efforts of existing businesses. Identify and attract additional potential businesses.
	3. IMPROVE THE BICYCLE AND PEDESTRIAN REALM	Develop pedestrian, bicycle, and public streetscape improvements to attract visitors and extend the amount of time people spend in the area.
	4. IDENTIFY CLEANLINESS & SAFETY IMPROVEMENTS	Increase the cleanliness, safety, and attractiveness of the area for residents and visitors alike.
	5. FORM A STAKEHOLDER IMPLEMENTATION GROUP	Develop local capacity capable of identifying and implementing business strategies to increase economic vibrancy.

COMMUNITY PROFILE

DEMOGRAPHIC SUMMARY

University Neighborhoods Area: Population, Age, Household Size, Income, Housing Tenure

While the University Neighborhoods Area is racially and ethnically diverse, its demographic profile is dominated by its student population. Residents of the University Neighborhoods Area are generally younger, lower income, and live in smaller households than typical across the rest of Albuquerque.

Table 1. University Neighborhoods Area Demographic Characteristics

	University Neighborhoods	All Albuquerque
Population	4,100	564,559
Median Age	28	35
Non-family Households (%)	78%	40%
Renter Occupancy Rate (%)	85.6%	39.5%
Average Household Size	1.6	2.4
Median Household Income	$31,854	$54,250

Source: Claritas

Residents are over twice as likely to be renters as the general Albuquerque population, and almost twice as likely to be living in nonfamily households. In the University Neighborhoods Area, 85 percent of households are renters, compared to 40 percent of Albuquerque households. Owner occupied housing is scattered throughout the University Neighborhoods Area. The neighborhood with the greatest concentration of homeownership (about half) is in the southeast corner of the Area just east of Fairview Cemetery. Residential uses within close proximity to the Central Avenue and Yale Boulevard Corridors tend to have lower rates of owner occupied housing.

FIGURE 2. DEMOGRAPHIC STATISTICS - UNIVERSITY AREA NEIGHBORHOODS

~4,100 — Population

28 Age — Median age

1.6 — Average Household Size

$31,854 — Median Household Income

Source: Claritas, LLC 2021
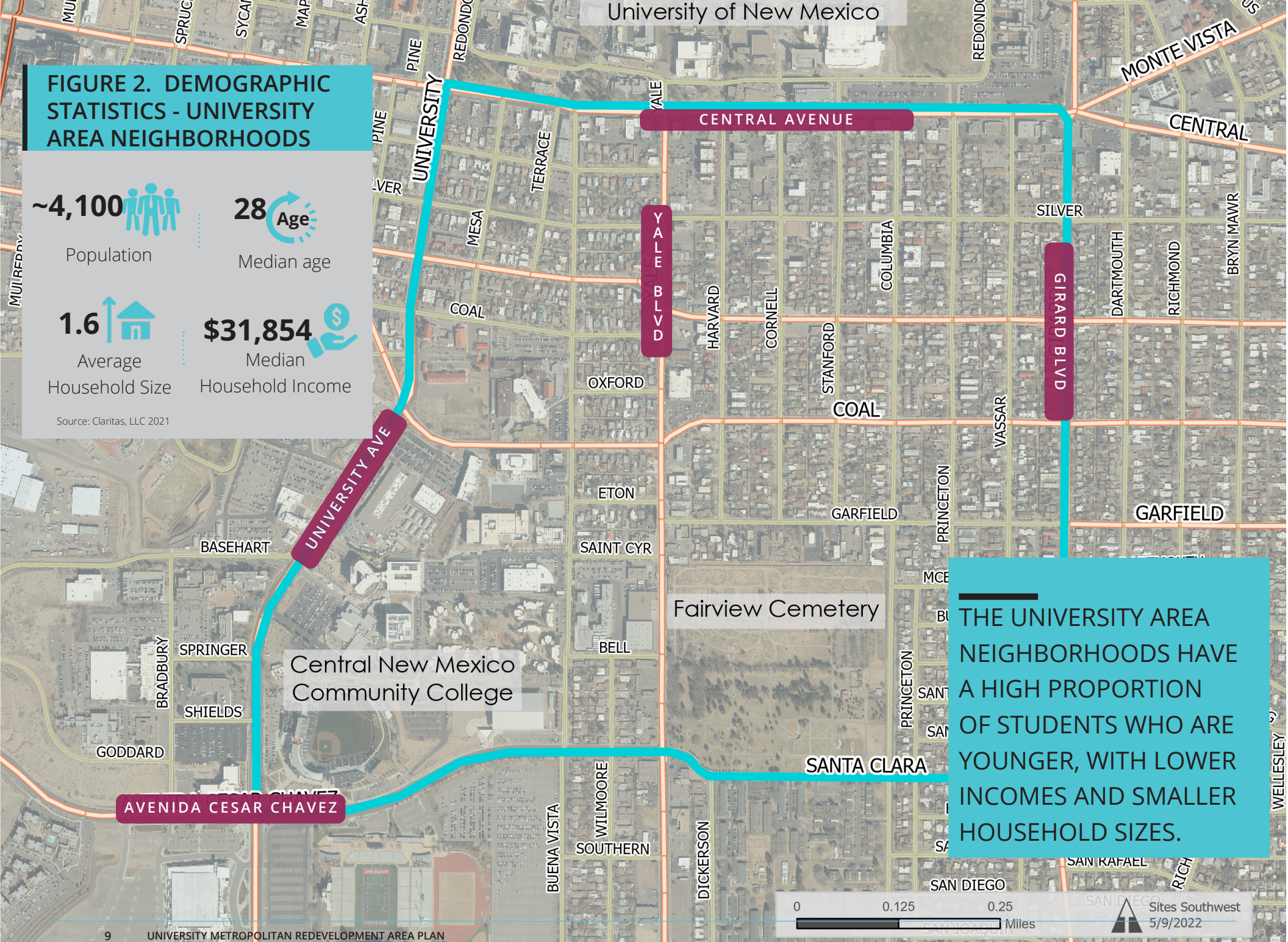
THE UNIVERSITY AREA NEIGHBORHOODS HAVE A HIGH PROPORTION OF STUDENTS WHO ARE YOUNGER, WITH LOWER INCOMES AND SMALLER HOUSEHOLD SIZES.

University of New Mexico

CENTRAL AVENUE

YALE BLVD

GIRARD BLVD

UNIVERSITY AVE

AVENIDA CESAR CHAVEZ

Central New Mexico Community College

Fairview Cemetery

Sites Southwest
5/9/2022

Population & Income Trends, Population Distribution

Albuquerque's population grew by an estimated 3.5% between 2010 and 2021.

Meanwhile, the University Neighborhoods Area population declined by approximately 3%.

Median household income in the University Neighborhoods Area is less than 60% of Albuquerque's median income.
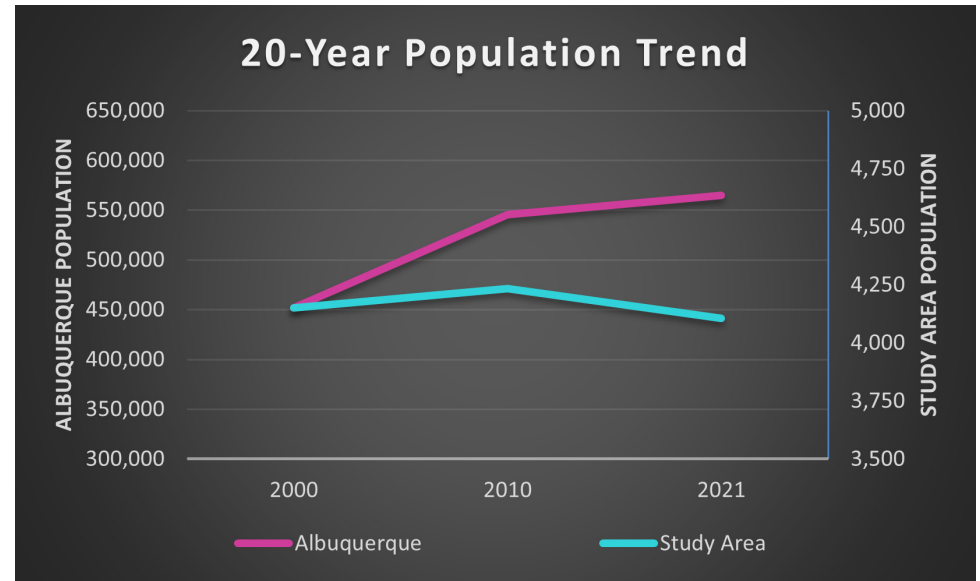
20-Year Population Trend

Source: Claritas: Pop-Facts Demographic Household Trends, 2021

Median Household Income

Source: Claritas: Pop-Facts Demographic Household Trends, 2021

Distribution of Population by Age
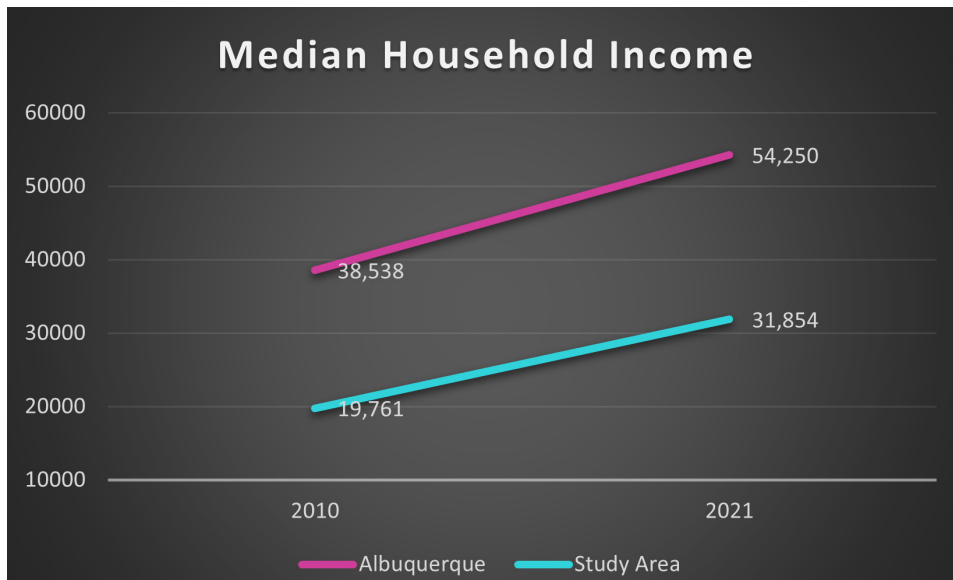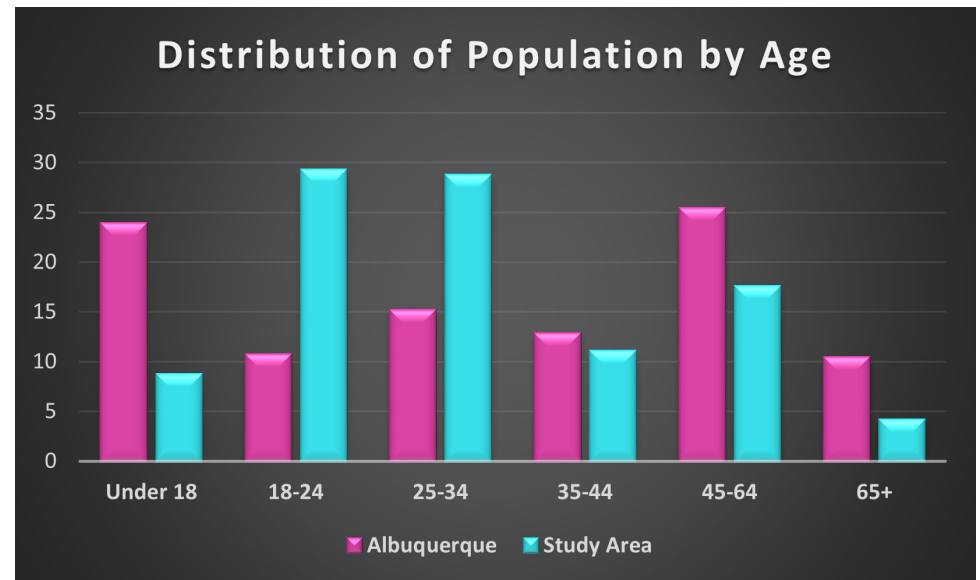
Source: Claritas: Census Demographic Overview, 2021

ZONING SUMMARY

The area offers some opportunities for multi-story, mixed-use housing development as envisioned by the Albuquerque/Bernalillo Comprehensive Plan and further identified through background research as a needed development typology. The University Neighborhoods Area contains a variety of mixed use and residential zoning districts, with the highest densities allowed along Central Avenue and Yale Boulevard corridors. Existing zoning supports multi-story, mixed use development and could be amended to allow lot consolidation and parcel configurations that are more suitable for densification and quality development that meets the need for housing and commercial vitality in the area.

Properties abutting Central Avenue are zoned mixed use - medium intensity (MX-M) which allows heights of up to 65 feet, or 6 stories allowed in the Main Street Corridor overlay along Central Avenue. Most MX-M parcels fronting Central Avenue are approximately 150 feet deep. A majority of the remaining property between Central Avenue and Silver Avenue is zoned either mixed use - low intensity (MX-L) or residential - multifamily low (R-ML). Though these entire blocks are within a Main Street Corridor, the MX-L and R-ML zoning districts do not allow a height bonus and are limited to a maximum height of 38 feet, or three to four stories.

The zoning analysis highlights that the shallow depth of MX-M zoning height allowances and the parcel configuration needed for denser projects stifles development that would be appropriate for Main Street corridors.

The blocks on both sides of Yale Boulevard are primarily zoned MX-M, MX-L, and R-ML all of which are appropriate for redevelopment. Some properties zoned residential - multi-family high (R-MH) along Garfield Avenue also provide good housing redevelopment opportunities.

FIGURE 3. ZONING DISTRICTS

- University MR Area
- Main Street Corridor Overlay

Zoning District
- Mixed-Use - Medium Intensity (MX-M)
- Mixed-Use - Low Intensity (MX-L)
- Mixed-Use - Transition (MX-T)
- Planned Development (PD)
- Residential - Multifamily High (R-MH)
- Residential - MultiFamily Low (R-ML)
- Residential - Townhouse (R-T)
- Residential - Single Family (R-1)
- Non-Residential - Commercial (NR-C)
- Non-Residential - Parks & Open Space - City-Owned (NR-PO-A)
- Non-Residential - Business Park (NR-BP)
- Non-Residential - Sensitive Use (NR-SU)

LAND USE SUMMARY

Along the Central Avenue and Yale Boulevard Corridors, existing land uses are predominantly low-intensity commercial. Despite the medium intensity zoning, commercial and residential land uses in the area are generally low-density, and do not function at the highest and best land use allowed by the zoning. New zoning created by the IDO went into effect in 2018. Since then, ART construction on Central Avenue and the recent impacts of COVID may have delayed redevelopment that would take advantage of higher height allowances.

Buffered by the two major corridors is an eclectic mixture of residential uses varying from larger apartment buildings to historic single-family homes and accessory dwelling units. Along Lead, Coal, and Garfield, residential areas are sometimes interspersed with some commercial uses, like auto services, coffee shops, and office. Due to the proximity to the University of New Mexico and Central New Mexico campuses, this area features a high concentration of student- and renter-oriented housing and food and bar activities.

FIGURE 4. LAND USES

University MR Area
Parcel Boundaries

Land Use Category

Commercial Retail, Commercial Services, Office & Mixed Use
Multi-family
Low-density Residential
Institutional, Educational, Community & Religious
Utilities
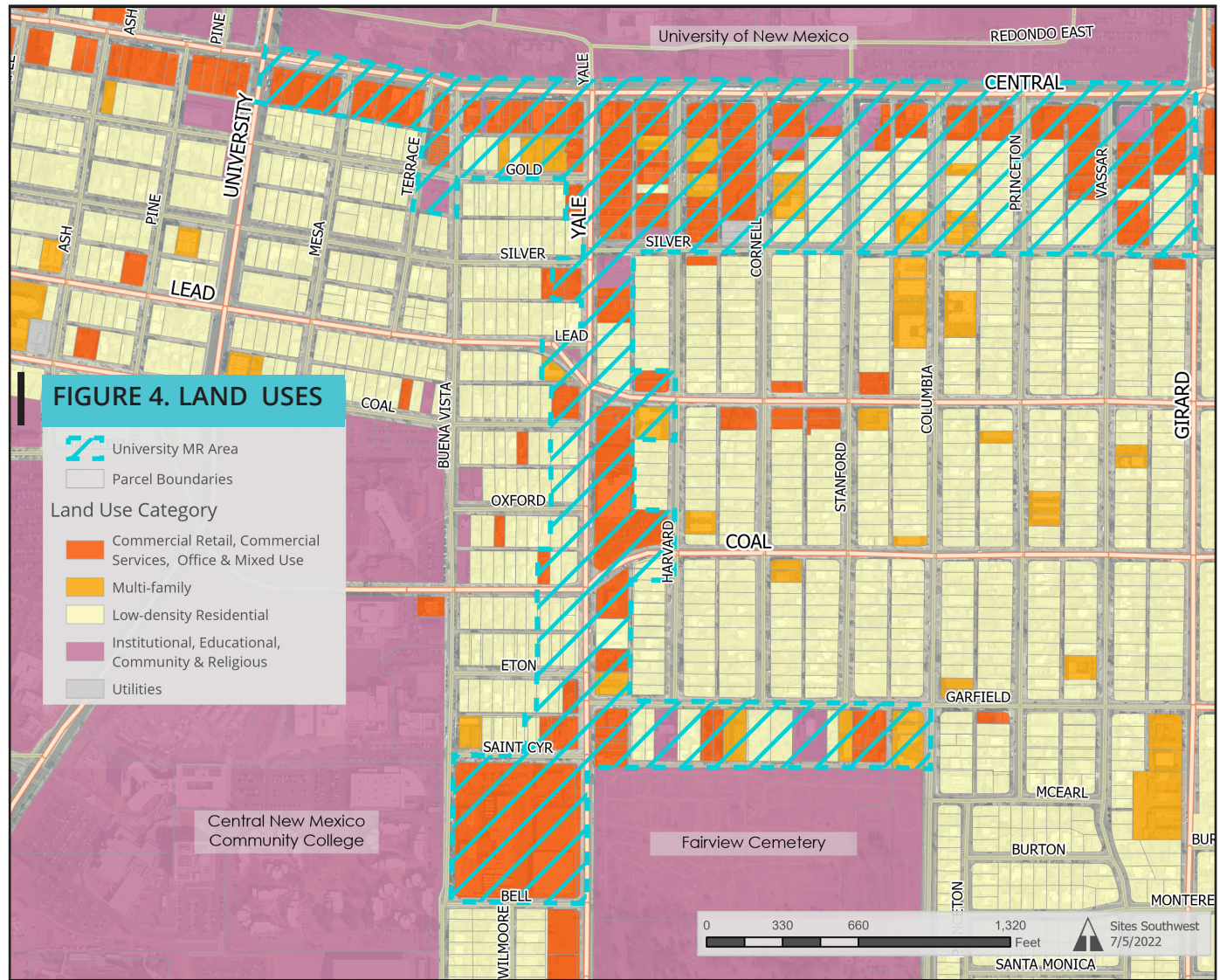
REAL ESTATE MARKET ANALYSIS

INTRODUCTION

The purpose of this Market Analysis is to summarize market indicators regarding the demand for new housing and retail/office in both the University Area Neighborhoods and University MR Area.

The analysis in this section will help decision makers quantify and prioritize the deployment of development incentives available through the City of Albuquerque's Metropolitan Redevelopment Agency and supporting district-level tools that will deliver the greatest return on public investment by catalyzing private-sector investment.

The market analysis indicates that the University MR Area could especially benefit from public-private partnerships and development incentives. Such strategies would "jump start" private investment in housing or mixed-use redevelopment projects and would greatly improve economic and community vibrancy.

LOCAL ECONOMIC DRIVERS

The University of New Mexico (UNM) and Central New Mexico Community College (CNM) are two of New Mexico's largest educational institutions.

16,000

CNM College Students

27,000

UNM Daytime Population

MARKET AREA VISITATION

Visitors spend about an hour in the commercial corridors

70%

50% to

Visitors live within **10 miles**

Commercial activity is busiest Thursdays and Fridays

Visitors per Day per Corridor
(Average)

Corridor	Visitors
Central	**3,000**
Yale	**500-600**

MARKET AREA CONDITIONS

Food related businesses in area

58%

Area **households** are **renters**

85%

Housing was **built** prior to 1979

81%

New Apartments **rent for $975 - $2,375**

Vacancy rate in recent apartment buildings

1%

LOCAL ECONOMIC DRIVERS

This section describes UNM and CNM, two of New Mexico's largest educational institutions. Because these two institutions border the University Neighborhoods Area to the north and west, they function as primary local economic drivers (Figure 5).

University of New Mexico (UNM)

Proximity to UNM and the activities that take place there are key economic drivers in the area. Many local businesses, including restaurants and retail stores, cater to UNM faculty and staff, students, their families, and people who attend events on campus and at the nearby sports facilities at the southern edge of the University Neighborhoods Area. Realtors active in the area report that the University is an asset when leasing property.

In the fall of 2020, 15,308 full time faculty, staff and students were on campus, with an additional 12,052 people on campus on a part time basis. Seven percent of students at the main campus live in college-owned housing and 93 percent live off-campus. An estimated 1,580 students live in on-campus student housing. The University Neighborhoods Area is predominantly comprised of privately owned housing oriented to UNM students.

Central New Mexico Community College (CNM)

More than 16,000 students attend classes at CNM's Main Campus in the southwest part of the University Neighborhoods Area. The Main Campus is within walking distance (0.7 miles) of UNM. CNM provides information about housing to its students but does not provide student housing. As a result, all students live off campus.

Nearly three-fourths of CNM students are part time, although younger students, who are the largest cohort of students, are more likely to attend full time. Students who are 18-24 years old comprise 46 percent of total enrollment, and of those 42 percent are part time.

Table 3. UNM Main Campus Population

Main Campus Population (Fall 2021	Full Time	Part Time	Total	Percent Change (2017-2020)
Faculty	1,043	337	1,380	-13%
Staff	3,472	869	4,341	-15%
Students	10,793	10,846	21,639	-18%
Living on campus	1,577		1,577	
Total Daytime Population	15,308	12,052	27,360	

Sources: UNM Office of Institutional Analytics, US Census American Community Survey

AREA ATTRACTIONS

Entertainment venues located in the University Neighborhoods Area, such as the Outpost Performance Space and Popejoy Hall, draw people from the Albuquerque metro area. Popejoy Hall, the largest of four performance venues in the UNM Center for the Arts, seats 1,985 people and hosts approximately 110 performances per year. The Outpost seats 160 people and showcases more than 100 performances a year.

Other nearby activities, including events at UNM and CNM sports facilities and the Isotopes facility, also draw customers to restaurants within the University Neighborhoods Area.

Restaurants, specialty services, and retail attract customers from a broader market area than the defined University Neighborhoods Area. Smith's grocery store, located at Yale and Coal, pulls customers from southeast Albuquerque. The iconic restaurant, the Frontier, is popular with residents throughout the city.

Legend:

FIGURE 5. LOCAL ECONOMIC DRIVERS, AREA ATTRACTIONS, AND ACCESS

- University Area Neighborhoods
- University MR Area
- ART Stops (Bus Rapid Transit)
- Area Attractions

Map labels:
- UNM North Campus
- UNM Main Campus
- UNM South Campus
- CNM
- Popejoy Hall 1,985 seats
- Frontier Restaurant
- Outpost Perfomance Space 160 seats
- Smith's Grocery Store
- Isotopes Stadium 13,500 seats
- Central Ave ART/BRT

Street labels: MOUNTAIN, MOUNTAIN, MARTIN LUTHER KING, LEAD, UNIVERSITY, YALE, GIRARD, LOMAS, MONTE VISTA, CARLISLE, WASHINGTON, CONSTITUTION, CENTRAL, COAL, GARFIELD, SANTA CLARA, RIDGECREST, ZUNI, KATHRYN, SAN MATEO, GIBSON

Scale: 0 | 0.125 | 0.25 Miles

Sites Southwest
7/5/2022

ACCESS

The University MR Area is centrally located and less than a mile from I-25. East-west arterials, Central Avenue, Lead Avenue, and Coal Avenue, which traverse the University Neighborhoods Area from east to west, connect to Downtown. University Boulevard and Yale Boulevard connect UNM and CNM to the airport and the sports complex at University Blvd and Avenida Cesar Chavez.

The area has excellent transit service, with routes on all major streets. Central Avenue has the most frequent service and the highest ridership of any route in Albuquerque. Central Avenue benefits from frequent headways, with both ART bus rapid transit service and Route 66 local service. ART stations are located at Cornell Drive and University Boulevard. There are four Route 66 bus stops in each direction between University Boulevard and Girard Boulevard. The feasibility of an additional bus rapid transit line that would travel north to south along University and Yale, and connect UNM and the Albuquerque International Sunport is being explored by the City.

MOBILITY DATA/VISITATION DENSITY

RS21 Analysis

MRA contracted separately with the data analytic firm Resilient Solutions 21 (RS21) to analyze mobility information taken from anonymous cell phone data between July 2019 - December 2019 to provide insights on visitation patterns and identify visitor catchment areas in the primary commercial corridors (Central Ave and Yale Blvd). Key findings from the RS21 analysis are summarized below and further detailed in Appendix 2 - RS21 Executive Summary.

CENTRAL AVE. CORRIDOR

- Central has a higher number of visitors than Yale.
- Central is busiest during weekdays.
- The Corridor is busiest during lunch hours, reflecting that most businesses in the corridor are food service establishments.
- Visitor numbers increase in August, coinciding with students returning from summer break.
- Frontier, Chipotle, McDonald's and Saggio's are among the busiest commercial establishments.
- Most businesses operate between 10am – 9pm. The Frontier Restraurant is an exception with operating hours from 5am-12am.
- Central Ave. catchment area findings:
    - Approximately 62% of the visits made to the corridor are made by visitors originating from Bernalillo County.
    - Approximately 56% of visitors to the corridor live 10 miles or less from the Central corridor.
    - Approximately 8.5% of visitors to the corridor live within 10-20 miles of the corridor, which indicates that they

come from neighboring cities like Rio Rancho.

- Approximately 31% of visitors to the corridor live 35 miles or greater from corridor.
- Only 33% of visitors are "return visitors," meaning they visited the area more than once during the study period.

YALE BLVD. CORRIDOR

- The Yale Corridor has fewer visitors than the Central Corridor.
- A little over 33% of total visitors to the Yale corridor were observed at the Yale and Lead intersection, where Smith's is located.
- Over 65% of visitors included a stop to Smith's Food and Drug (grocery).
- Over 33% of visitors visit Smith's Fuel Station.
- Only 20% of visitors registered visits to the southern end of the corridor (Yale and Garfield).
- Yale is busiest on Thursdays and Fridays, suggesting visitors prefer shopping for conveniences on those days.
- The corridor is uniformly busy throughout the daytime since convenience stores operate from 6 am – 10 pm.
- Opportunities exist to increase visitation rates to the corridor by establishing more restaurants.
- Special events at the Fairview Memorial

CENTRAL AVENUE CORRIDOR - SUMMARY STATISTICS - 7/2019 THRU 12/2019

Unique Visitors

Estimated total number of unique corridor visitors within the time window

289.04 k

Total Visits

Estimated total number of corridor visits within the time window

700.34 k

Return Visitors

Estimated percentage of total visitors that visited the corridor more than once during the time window

33 %

Return Frequency

Estimated average number of times that return visitors visited the corridor within the time window

5

Avg. Dwell Time

Estimated average amount of time (in minutes) that visitors spent within the corridor per visit

69 min

Max. Daily Occupancy

Estimated maximum daily count of unique visitors to the corridor within the time window

5.6 k
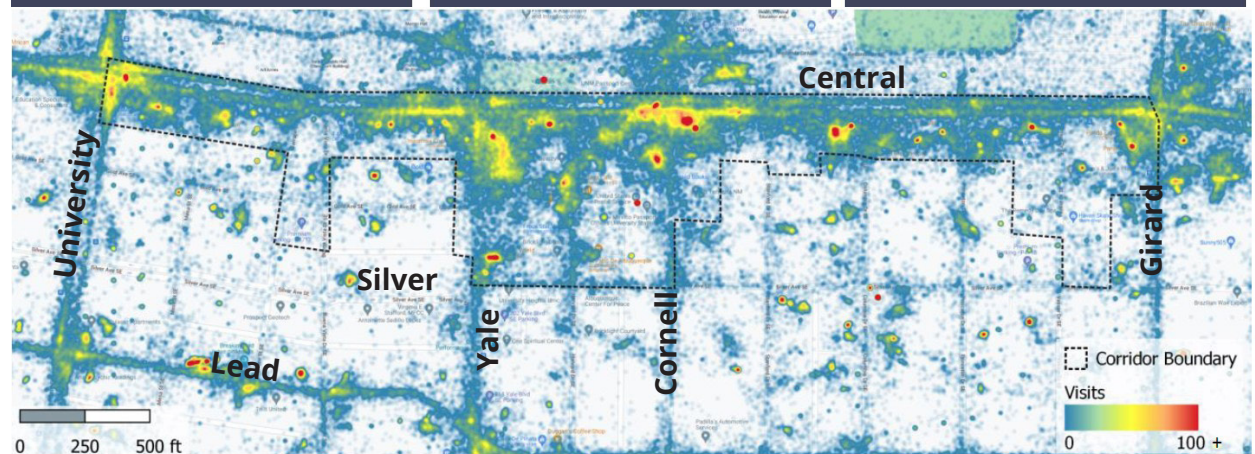
Park and Isotopes Park increase dwell time and occupancy in the corridor.

- Yale Blvd. catchment area findings:
  - Approximately 72% of the visits made to the corridor are made by visitors originating from Bernalillo County.
  - Approximately 68% of visitors to the corridor live 10 miles or less from the corridor.
  - Approximately 7% of visitors to the corridor live within 10-20 miles of the corridor, which indicates that they come from neighboring cities like Rio Rancho.
  - Approximately 21% of visitors to the corridor live 35 miles or greater from corridor.

YALE BOULEVARD CORRIDOR - SUMMARY STATISTICS - 7/2019 THRU 12/2019

Unique Visitors

Estimated total number of unique corridor visitors within the time window

60.33 k

Total Visits

Estimated total number of corridor visits within the time window

123.25 k

Return Visitors

Estimated percentage of total visitors that visited the corridor more than once during the time window

29.2 %

Return Frequency

Estimated average number of times that return visitors visited the corridor within the time window
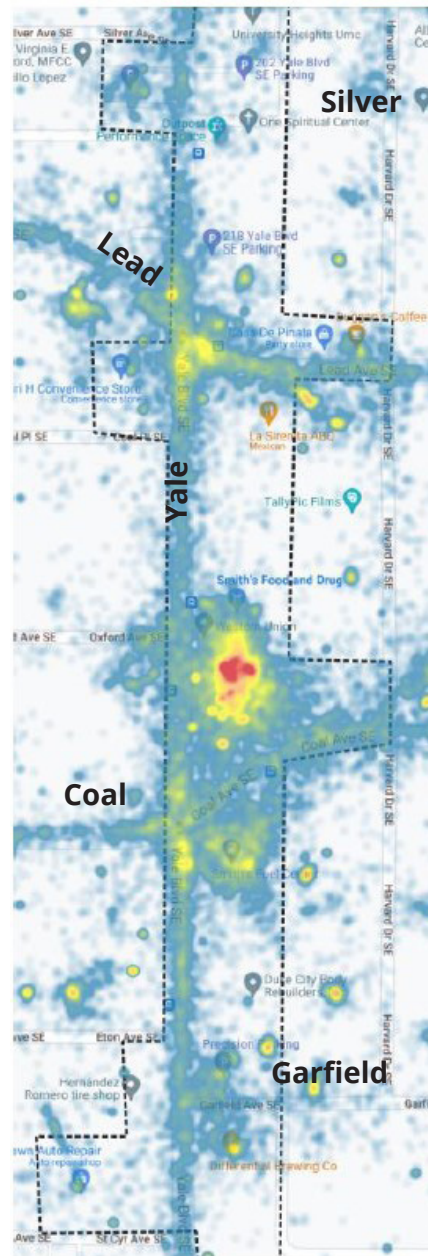
5

Avg. Dwell Time

Estimated average amount of time (in minutes) that visitors spent within the corridor per visit

57 min

Max. Daily Occupancy

Estimated maximum daily count of unique visitors to the corridor within the time window

1.59 k

MULTIFAMILY HOUSING

Development Context

ALBUQUERQUE METRO AREA

According to research by Berkadia Mortgage and Northmarq, the city-wide Albuquerque apartment market exceeded or was on pace to exceed forecasts for 2021. Market reports note the 2.8 percent vacancy rate in the third quarter was an all-time low, with the average rent of $1,284 per month in Class A properties reaching a new high. Supply in the Albuquerque market is expected to increase as developers pursue new projects.

- 329 new apartment units had been delivered to the Albuquerque market in 2021. Absorption YTD was 469 units, and occupancy at the end of the quarter was over 97 percent. The vacancy rate has dropped steadily since 2018.
- Average rent per unit in the fourth quarter was $1,145.
- New construction in 2021 did not keep pace with demand, however, Berkadia identified 439 units under construction in the city-wide market.
- The median sales price for existing complexes was per unit for YTD 2021 was $133,500. However, this is less than the cost of new construction.
- Cap rates decreased to 4.5 percent in the Albuquerque market, although the cap rate for new multifamily housing as reported by developers of recent projects is closer to 5.25 percent, and for mixed-use projects somewhat higher.

CENTRAL AVENUE CORRIDOR

As part of this market analysis, the technical team conducted a review of recent and pipeline multifamily projects in the Central Avenue corridor between I-25 and San Mateo Ave. These projects include market rate and affordable units in a range of unit sizes. The characteristics of these projects are described below with project details in Appendix 3 - Market Comparables.

Recent Medium and Large Multi-Family Residential Projects

Between 2008 and 2019, 195 market rate apartment complexes with more than 20 units were built along the Central Avenue corridor between I-25 and San Mateo Ave. The Carlisle condominiums were included in the data because these units are occasionally for rent. These complexes include:

- **Bricklight Courtyard** on Harvard between Central and Silver
  - 46 units and ground floor commercial space; built in 2008.
  - This is the only medium or large residential project located within the studied Central Avenue Corridor and also located within the MR Plan area.
- **The Carlisle Condominiums** at Carlisle and Central
  - 34 units; built in 2018.
  - Condominium units are occasionally for rent.
- **The Platinum Apartments** on Gold Avenue west of Washington
  - 75 units; completed in 2015.
- **The De Anza** at Washington and Central
  - 40 housing units and 15 corporate rentals; completed in 2020.
  - This is a combination of new construction and the reuse of a historic Route 66 motel.

The vacancy rate in these apartments as of February 2022 was 1%.

Loss of Existing Housing

A 200-unit complex on 13 acres that was previously UNM student family housing was sold to CNM to be redeveloped as a new facility for applied technologies and trades programs. UNM will be looking for another location for future student family housing. Loss of this housing option for students with families creates an opportunity for housing targeted to student families.

Pipeline Projects (Projects seeking Entitlements)

While no pipeline projects are within the University Neighborhoods Area, two proposed residential complexes are located along the surrounding Central Avenue Corridor and have initiated approvals

through the City. These will bring an additional 322 units to the corridor.

- **Highlands East** will be located on Central Ave between downtown and UNM in The Highlands master planned development.
- **PAH! Hiland Plaza** will begin construction in early summer 2022 and is scheduled to open in June 2023. This project is designed for members of the deaf, deaf+, deaf-blind and hard of hearing communities. Hiland Plaza is a project of the Greater Albuquerque Housing Partnership, and 85 percent of the 92 apartment homes are targeted to families who earn 60 percent of the area median income.

ANALYSIS OF COMPLETED AND PIPELINE PROJECTS

General Characteristics

Of the eight multi-family projects included in this review, three are mixed-use residential with ground-floor retail and/or office and five are residential only. Except for the De Anza, which emulated the historic motel it replaced, all the projects in this review are 3 stories or higher. Completed projects are 4 to 5 stories, and pipeline projects are 5 to 6 stories. Densities range from 30 to 87 units per acre for completed projects and average 55 units per acre for all projects.

Rents and Affordability

Rents in new market rate apartments are shown in Table 2. The apartments are geared to households with incomes ranging from $39,000 to $88,000 per year. New market rate apartments are priced above the rents affordable to households at the median income in the University Neighborhoods Area.

Unit Mix and Sizes

Unit mix and sizes vary considerably among existing apartment complexes, including already stabilized projects and projects in lease up. The Broadstone and Highland complexes have larger units. Other complexes have smaller units in a more urban format. One-bedroom, one-bath units are the most common unit type. Five of the eight completed projects offer studio, one-bedroom and two-bedroom options. The other three do not offer two-bedroom units.

Table 2. Multifamily Rental Rates

Unit Type	Rent Range		
	New Apartments on the Central Corridor	Income Restricted Units	Older Student Apartments
Studio	$975-$1,125	'--	$400
One-Bedroom	$1,400-$2,020	$388-$744	$575-$675
Two+ Bedroom	$990-$2,375	$466-$1,078	$700-$875

Source: Based on data from individual complexes

Project Amenities

When compared to older complexes in the same neighborhoods, newer complexes are amenity-rich. All but the Bricklight Courtyard, which is the oldest of the complexes, have community rooms and fitness centers. Bike storage, common outdoor gathering spaces, and electric car charging stations are available in some complexes.

Unit Amenities

Typical unit amenities include in-unit washers and dryers, private balconies or patios, cable/internet ready wiring, and modern kitchens. Newer complexes also have modern finishes and cabinetry.

Occupancy Rates

Of the 195 existing multifamily units included in this analysis, only two units were vacant. This equates to a vacancy rate of less than one percent, which is less than the generally tight apartment market in Albuquerque.

FIGURE 6. RECENT AND PIPELINE (FUTURE) DEVELOPMENT PROJECTS

HIGHLANDS NORTH
92 Units, 2020

HIGHLANDS EAST
228 Units

BROADSTONE NOB HILL
102 Units, 2021

BRICKLIGHT COURTYARD
46 Units, 2008

UNM COLLEGE OF FINE ARTS
Institutional, Planned

2808 CENTRAL
Commercial, Planned

CARLISLE CONDOMINIUMS
34 Units, 2018

PLATINUM APARTMENTS
75 Units, 2015

DE ANZA
40 Units, 2019

HILAND PLAZA
94 Units, Planned

UNM

CNM

- Future Projects
- Recent Projects

0   0.125   0.25   Miles

Sites Southwest
6/7/2022

Two projects along the corridor are currently in lease up:
- Broadstone Nob Hill, which began leasing at the end of March 2021
- Highlands North, which began leasing at the end of December 2020.

Based on current leasing rates, each of these projects will be fully leased within approximately 15 months. Of the 35 vacant units identified in apartment complexes surveyed, 33 were in these two complexes.

Several of the new and pipeline apartment complexes, including Highlands North, the De Anza, and Broadstone Nob Hill have benefited from Metropolitan Redevelopment Agency property tax abatement incentives, bringing over $60 million in private investment that would not have occurred otherwise. After the seven-year abatement period, these projects will generate new property tax revenue to relevant government entities. The projects have implemented Comprehensive Plan goals for Central Avenue, supporting the City's transit investments, creating vitality in urban mixed-use environments, and increasing housing choices along the corridor.

UNIVERSITY NEIGHBORHOODS AREA

Over 85% of housing in the University Neighborhoods Area is rental housing. Housing types range from single family homes and older student apartments to newer townhouses and apartments in mixed-use higher density buildings. The Census breakdown of units by type shows that a third of housing units are single family detached and two-unit properties account for 22% of units.

Most of the student apartment buildings south of UNM are older and have limited amenities. A review of apartment web sites indicates that pets are typically not allowed, units are small, and complexes have laundry rooms rather than in-unit washers and dryers. On-site amenities are limited or absent. Monthly rent in

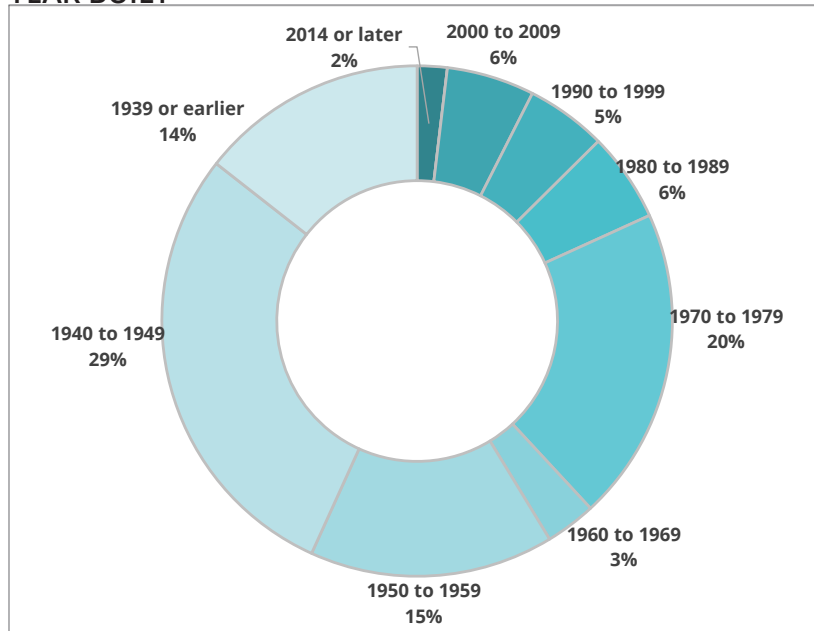the older complexes is substantially less than in the newer, more amenity-rich projects as shown in Table 2

Single family homes in the area are also older, many dating back to initial development of University Heights in the 1920's.

FUTURE OPPORTUNITIES

Medium and Large Residential

With an extremely low vacancy rate, proximity to two major educational institutions, and the loss of a major student housing complex, opportunities exist for medium and large residential rental developments. Demand currently exists for a diverse range of rental housing types and prices and recent housing developments are between four and six stories high with community amenities.
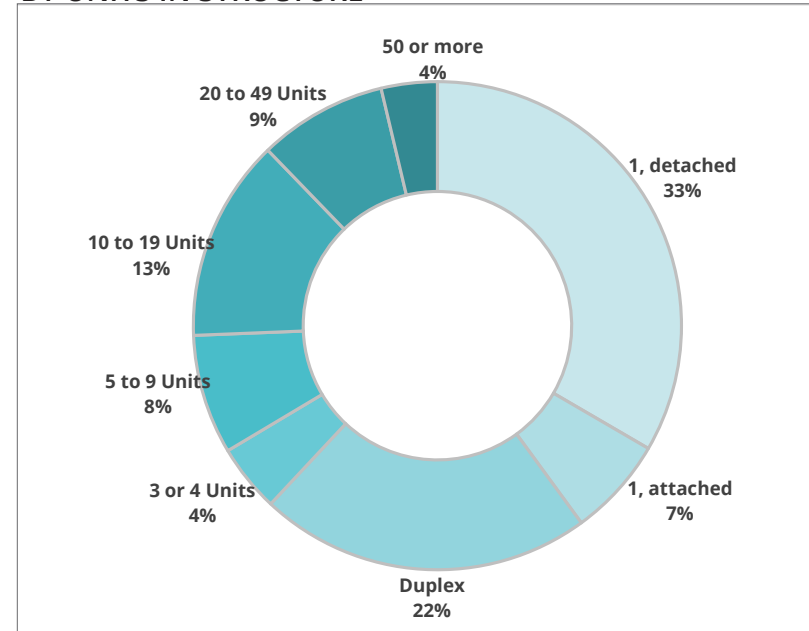
Smaller-Scale Residential

Within the University Neighborhoods Area, recent small-scale developments include several townhouse-style projects built two-stories tall. These projects can be feasible with as few as two residential lots, can be built to densities of around 30 or 40 units per acre. This illustrates opportunities for moderately dense infill on smaller properties. These projects are fully occupied.

FIGURE 7. UNIVERSITY NEIGHBORHOODS AREA HOUSING BY YEAR BUILT

2014 or later 2%
2000 to 2009 6%
1990 to 1999 5%
1939 or earlier 14%
1980 to 1989 6%
1970 to 1979 20%
1940 to 1949 29%
1960 to 1969 3%
1950 to 1959 15%

Source: American Community Survey 2020

FIGURE 8. UNIVERSITY NEIGHBORHOODS AREA HOUSING BY UNITS IN STRUCTURE

50 or more 4%
20 to 49 Units 9%
1, detached 33%
10 to 19 Units 13%
5 to 9 Units 8%
3 or 4 Units 4%
1, attached 7%
Duplex 22%

.Source: American Community Survey, 2020

NON-RESIDENTIAL USES

Development Context

There are nearly 300,000 square feet of commercial space within the University Neighborhoods Area.

UNIVERSITY NEIGHBORHOODS AREA BUSINESS TYPES

- The dominant business types in the University Neighborhoods Area are restaurants and other food related businesses, including fast food, coffee, breweries, and bakeries or ice cream, but not including the Smith's grocery store. These food related businesses account for 58 percent of occupied commercial space.
- Retail space accounts for 21 percent of occupied space, half of which is the Smith's grocery store.
- Service businesses and office space occupy 18.5 percent of commercial space.
- Entertainment uses occupy two percent of commercial space.
- Along Central Avenue, restaurants, and other food related businesses account for 77 percent of occupied space, and retail businesses account for 17 percent.
- During interviews with stakeholders, several stakeholders noted the lack of diversity in local businesses and would like to see a larger selection of retail offerings.
- Additional office space could increase the daytime population, adding customers who may patronize restaurants, retail, and services in the vicinity.

LEASE RATES

A review of current commercial real estate listings identified 47,167 square feet of retail space available for sale or lease. Asking rents for retail space along Central Avenue and on side streets within the first block south of Central Avenue range from $16 to $24 per square foot, with an average of $17.50 per square foot (NNN). Asking rent for second floor office space drops to $8.00 per square foot. Commercial brokers active in the area stated that actual rents are

FIGURE 9. OCCUPIED SPACE BY STORE TYPE
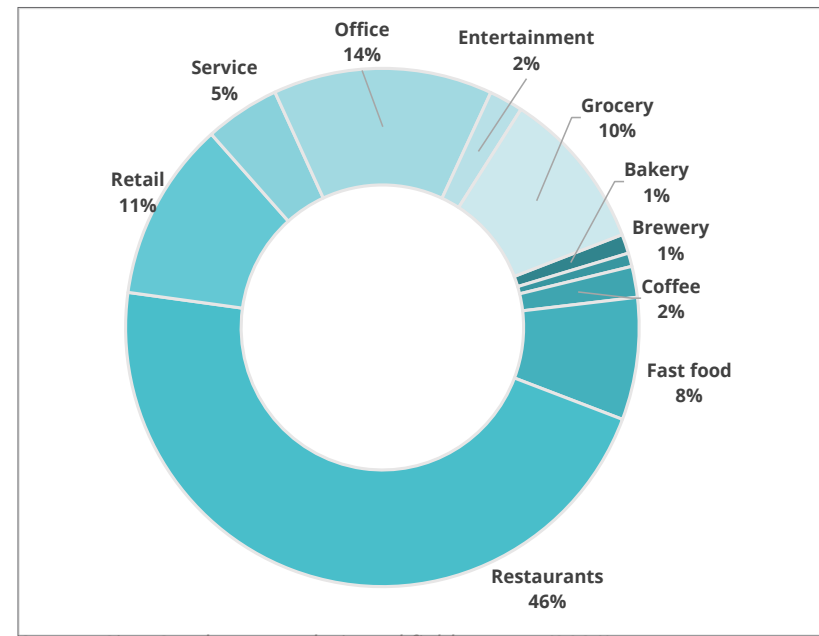
Source: Sites Southwest analysis and field surveys (2021)

likely in the $12.00 to $16.00 range.

FEATURES AND AMENITIES

The Bricklight District was identified by neighborhood residents as the type of new development they would like to see more of in the future. This mixed-use development provides space for outdoor dining and an attractive streetscape along Harvard. Stakeholders noted a need for improved streetscape amenities and public realm investments in the area, including better street lighting.

RECENT SMALLER-SCALE PROJECTS

While the area has experienced some private investment in the form of tenant improvements and building renovations, there have been no major, non-food-oriented commercial development in the University Neighborhoods Area for the last five years. The following are examples of some of the smaller-scale commercial projects

that have been developed:

- The newest buildings in the Bricklight District were built in 2008 and while they are seen as a model of desirable development, no similar types of development have occurred since then.
- Small retail centers that house two or three restaurants, including Chipotle, Jersey Mike's, Freddy's Frozen Custard and Starbucks, were built within the past five years.
- The small new retail buildings on Central Avenue are occupied, but a new retail building on Yale Boulevard south of Coal Avenue is vacant and for lease.
- The building formerly occupied by New Mexico Tech offices is planned for renovation to house biotech tenants and may create collaboration opportunities with UNM researchers.

Of $10.4 million in investment in construction-related investment in the University Neighborhoods Area from 2016 through 2020, only $600,000 (approximately 6%) is reported to be new commercial construction, and $2.5 million (approximately 24%) is reported as commercial tenant improvements and renovations. Construction of commercial projects, therefore, accounts for less than 30 percent of the total construction-related investment in the University Neighborhoods Area.

Business Opportunities

An analysis of opportunity gaps prepared by Claritas, Inc. within a 1-mile radius of the Central Avenue and Yale Boulevard intersection shows that retail sales in the University Neighborhoods Area are 15 percent higher than expected. Restaurants are particularly strong with sales 138 percent higher than would be expected from the neighborhood alone. The Smith's grocery store and gas station also draw business from outside of the immediate area. Businesses which might fill existing gaps include relatively smaller, convenient retail stores with hardware, drugs and health aids, personal appliances, homegoods, and clothing.

**Bricklight District**

AVAILABLE COMMERCIAL SPACE

There is available space designed for restaurants, retail, office, and service businesses. Around 25 percent of commercial space in the University Neighborhoods Area (75,000 square feet) is vacant (virtually all located within the University MR Area) and, of that, 80 percent is available for lease or for sale which provides opportunities both for occupation or redevelopment.

OPPORTUNITIES FOR FUTURE DEVELOPMENT

There is interest from UNM for partnerships with related research and technical industries which is a potential demand driver for office and research space. The redevelopment of the office building at 2808 Central, which formerly housed a local office of New Mexico Tech, is targeted to research and development, providing an opportunity for collaboration with UNM faculty and researchers.

UNM is planning a new Center for Collaborative Arts and Technology on the north side of Central at Stanford. This building will increase activity immediately north of the University MR Area and provide linkages to fine arts programs on the south side of Central.

FIGURE 10.   RETAIL SUPPLY AND DEMAND BY MERCHANDISE LINE
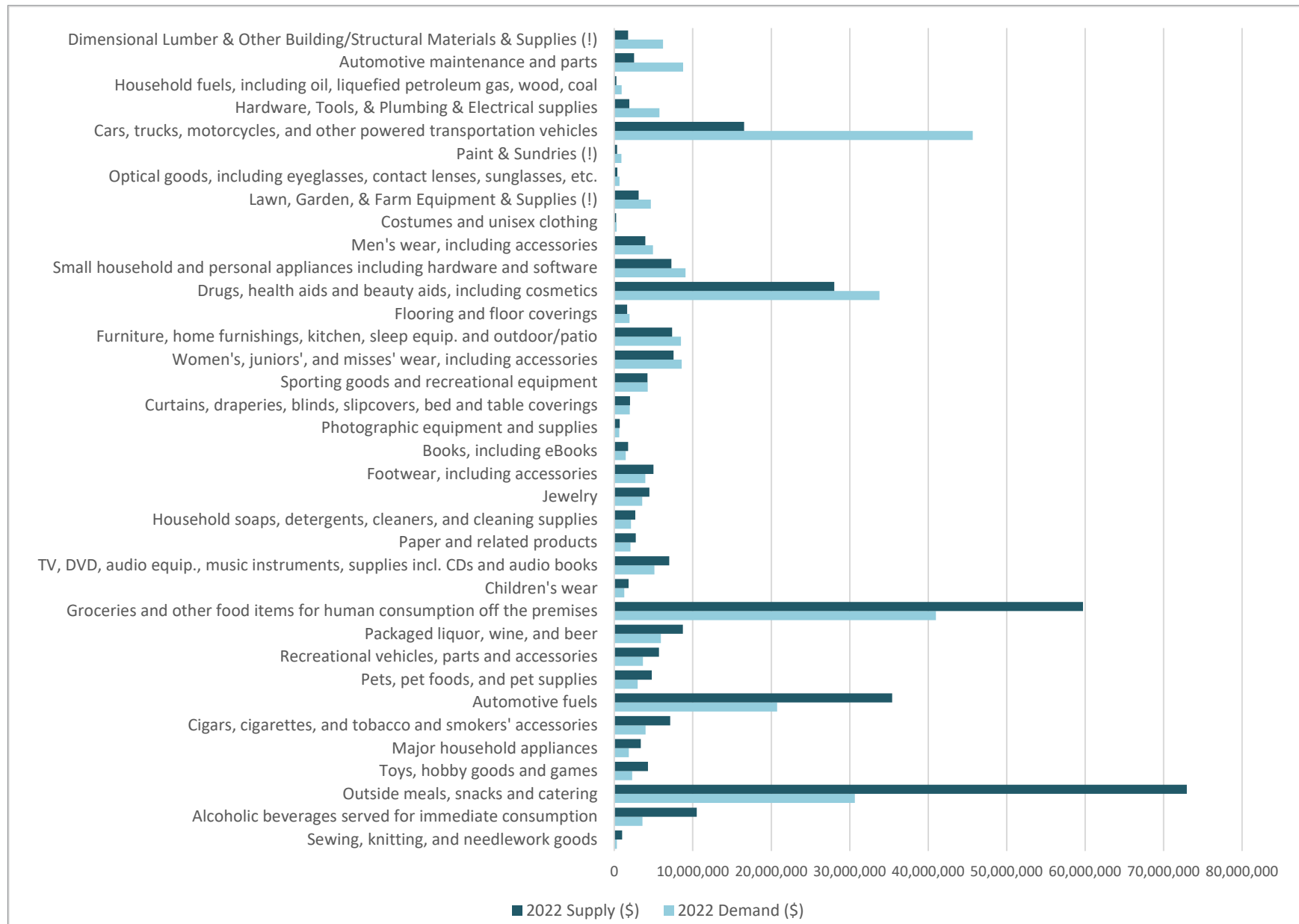
Source: Claritas, Inc.

COMPARISON WITH SIMILAR CORRIDORS

As part of the market research for the University Neighborhoods Area, eleven national corridors adjacent to institutions similar to UNM were studied to identify common practices and conditions. Of these eleven, three of the corridors most similar to the University Neighborhoods Area and the City of Albuquerque were evaluated to identify lessons learned and success factors relevant to the proposed redevelopment area. The three corridors studied in detail were:

- Cumberland Avenue in Knoxville, Tennessee (University of Tennessee)
- Troost Avenue in Kansas City, Missouri (University of Missouri Kansas City)
- North Mesa Street in El Paso, Texas (University of Texas at El Paso)

More details are provided in Appendix 4: Peer Corridors.

The national examples have similar restaurant, retail, and service businesses to those in the University Neighborhoods Area. In the event of demolition, existing businesses were often able to relocate to the ground floor retail space in the new building. In addition to retail and service businesses, some university related services are located along these corridors, either in stand-alone buildings or within mixed use buildings.

Success of the corridors depended on two primary factors:

1. Proper planning and collaboration and
2. The presence of incentives and public investments

Success was also strongly bolstered by the direct involvement of the educational institution in economic, community, and development activities.

Planning and Collaboration

Peer corridors benefit from intentional planning and implementation.

- A corridor plan should be in place with favorable zoning, height, and density allowances that allow six or seven-story mixed-use development projects. This is available but only in shallow MX-M zoning along Central Avenue.
- Business organizations should be advocating for and implementing economic and community development efforts. No formal business association currently exists in the University area.
- Partnerships should be explored between developers, the municipality, and the surrounding institutions.

Incentives and Investment

Incentives and public investment are essential in catalytic redevelopment projects and are generally existing tools available to the City of Albuquerque.

- Tax abatement is the most common incentive and is most effective when the duration can last for 10-20 years. The City of Albuquerque is limited to 7 years of tax abatement.
- Fee waivers help at a marginal level.
- Land assembly and conveyance by the municipality or the surrounding institutions is a way to incentivize development that achieves public goals.
- Tax-increment financing can be used for commercial and industrial projects.
- Investment in public infrastructure and the streetscape is critical in making corridors attractive to both visitors, residents, and developers.

PROJECT FEASIBILITY ANALYSIS

A proforma was developed for a hypothetical multifamily project. The project is assumed to be a 100-unit complex with a mix of studio, 1-bedroom and 2-bedroom apartments with common space and structured parking. A site size of 40,500 square feet is assumed. Assumptions about project characteristics, including unit size, market rents, and mix, are based on similar projects. Cost assumptions for land, construction, financing, and operations are based on recent comparable projects in the general area, current construction costs, financing costs, industry benchmarks and information provided by MRA as of 2021. Cost estimates reflect recent trends and short-term projections for inflation and interest rates.

The analysis shows that, given current costs as compared to market rents, there is a financial gap of $1.9 million for the hypothetical 100-unit building, or $19,000 per unit. This analysis supports the need for financial incentives like tax abatement or gap financing loans and grants, all of which are feasible for MRA.

Development Costs		
Land Costs	$20/sf	$8,100/unit
Parking Ratio	0.7 spaces/unit	
Parking Cost	$22,500/space	$15,750/unit
Hard Costs		$225/GSF
Soft & Finance Costs	15% Hard Costs	$63/GSF
Developer Fee	5% Total Dev Cost	$13/GSF

Development costs based on market comparables, information provided by City Staff, current construction and financing costs, and industry benchmarks.

Operating Assumptions	
Efficiency	85% RSF/GSF
Operating Exp & Taxes	30% of revenue
Vacancy Loss	5% of revenue
Return Hurdle Rate	6.5%

Unit Types & Details		
Type	Size	Costs
Studio	500 RSF	$159,510
1-Bedroom	800 RSF	$200,922
2-Bedroom	1,150 RSF	$261,969

Based on Industry Benchmarks

Financial Gap - Hypothetical Market Rate Development					
Unit Mix	Total	Rents	Rent to Meet Desired Return	Annual Financial Gap/Unit	Total Financial Gap
Studio	44	$1,100	$1,216	$13,904	$611,779
1-BD	40	$1,650	$1,824	$20,856	$834,244
2-BD	16	$2,150	$2,376	$27,176	$434,818
Total	**100**	**$1,696,320**	**$1,875,000**		**$1,880,842**

CONCLUSIONS

Multi-Family Housing

- The demand for high quality residential development along the Central Avenue corridor is strong, with very few vacancies in stabilized buildings and rapid lease up in new projects. A new multifamily project with comparable amenities to other new complexes would help fill this demand.

- Projects that have been built since 2019 have required public incentives to be financially feasible but have brought private investment at quantities far greater than the value of the initial incentives.

- Current market conditions indicate that financial incentives are needed to make projects feasible. Property tax abatement has proved to be sufficient in recent projects. A hypothetical proforma showed a need, or gap, of between $750,000 and $1.9 million to make a project financially feasible. Additionally, the elevated pace of inflation is projected to affect project feasibility over at least the next few years.[1]

- Property owners who have already assembled land (whether recently or over many years) will likely be best positioned in the near-term (1-3 years) to take advantage of MRA redevelopment incentives, such as property tax abatement.

- Building height incentives applied by the Central Avenue Main Street Corridor overlay and the MX-M zoning district support mixed-use and multifamily development at a density that can revitalize Central Avenue. This incentive, however, is diminished by shallow MX-M zoning. Amending the zoning along portions of the blocks between Central Avenue and Silver Boulevard to permit greater height allowances would encourage redevelopment.

- MX-M zoning and the Central Avenue Main Street Corridor

overlay encourage the assemblage of small parcels by allowing the density needed for medium and larger-sized projects. This land assemblage into larger parcels creates a pipeline for redevelopment projects delivered in the mid-term (3-7 years).

Non-Residential Development

Commercial opportunities in the University Neighborhoods Area are limited but still important to area vibrancy. Based on the relative lack of new commercial construction in the area within the past 5 years, high retail vacancy rates, and the fact that most near-term opportunity sites are located on side streets rather than on Central Avenue or Yale Boulevard, the market would likely only support strategic pockets or replacement of existing commercial in the near future. An example of strategic commercial development includes private or institutional offices and research space related to UNM programs. This type of development would both benefit from and provide benefit to the two educational institutions nearby, and would diversify commercial employment, thereby increasing the daytime population. Another example of strategic commercial development includes the types of smaller convenient retail services identified in the market gap analysis such as hardware, drugs and health aids, personal appliances, homegoods, and clothing.

Future Opportunities

- The success of new market rate residential and mixed-use development along the Central Avenue corridor between the Nob Hill Area and I-25 and the low vacancy rates in rental housing indicate that there is demand for additional housing along the corridor. This could include a mix of housing targeted to students, UNM and CNM employees, and other market rate housing.

- Although the commercial vacancy rate is high, there is

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1 National Association of Home Builders, "Rising Interest Rates, Construction Costs Exacerbate Housing Affordability, March 28, 2022.

an opportunity to diversify the types of businesses in the area through partnerships and connections with nearby institutions.

- There is a limited supply of vacant and underutilized parcels in the University MR Area with the appropriate dimensions required to make redevelopment financially viable. However, some parcels close to Central Avenue have been assembled by private owners and are of suitable size and appropriately-zoned for higher densities similar to recent redevelopment projects elsewhere along Central Avenue.

- The MR designation enables incentives that could help diversify the types of economic activity in the area and increase the nearby customer base to create a more resilient and sustainable local economy. Incentives available to new businesses in specific areas, such as the Storefront Activation Grant program targeted to downtown Albuquerque, could benefit the proposed University MR Area but would require new funding.

Based on market conditions, the plan should pursue the following strategies to increase economic and community vibrancy:

- Strengthen partnerships and connections with UNM and CNM.
- Supplement UNM economic influence by expanding and diversifying commercial and residential options.
- Incentivize housing development to increase the surrounding customer base and achieve increased investment in the area.

RECOMMENDATIONS & ACTION PLAN

SUMMARY

The purpose of this chapter is to identify strategies and actions that encourage redevelopment, increase economic vitality, and address the various conditions identified in the designation report. These recommended strategies and actions build off the existing tools and incentives provided by the Metropolitan Redevelopment Agency, which include project gap financing, tax abatement, and fee waivers.

MR Agency Toolbox

BONDS	BROWNFIELDS	FEE WAIVERS	PROJECTS	GRANTS
7- year property tax abatement ~ 5% total project costs	Low-interest loans for remediation action of asbestos, lead based paint, pigeon droppings	Waiver of CABQ impact fees- streets, parks, open space, drainage, fire, police Does not waive ABCWUA water and sewer impact	City can acquire property and dispose through an RFP. Property can be contributed in exchange for community benefit	Grant programs can fund private enterprise and public-private partnerships, and help fund improvements to the existing infrastructure.

Catalytic Strategies

1. INCREASE HOUSING OPTIONS

2. STRENGTHEN AND DIVERSIFY THE COMMERCIAL ENVIRONMENT

3. IMPROVE THE BICYCLE AND PEDESTRIAN REALM

4. IDENTIFY CLEANLINESS & SAFETY IMPROVEMENTS

5. FORM A STAKEHOLDER IMPLEMENTATION GROUP

Catalytic Strategy #1 – Increase Housing Options

Adding housing to the area could help redevelop underutilized parcels, increase investment, and support local and existing businesses. Area stakeholders agreed that a lack of adequate housing was a major factor inhibiting existing businesses and investment in new construction along the main commercial corridors. The business environment could be improved by increasing the mix of residents in the commercial district, through added "eyes on the street," diversified household area incomes, and providing additional residents who could frequent businesses.

Student and affordable housing are in high demand due to the proximity to two major educational institutions. Workforce and market-rate housing units are also in high demand in the area and across the city. New multifamily housing would benefit from walkability to the Central Corridor and access to rapid transit (ART).

To better facilitate housing development, MRA should continue to make property owners aware of financial redevelopment tools such as fee waivers, tax abatement, and low-interest remediation loans for eligible projects. MRA incentives can layer with other local, state, and federal tools and funding sources such as such as the Albuquerque Workforce Housing Trust Fund or Low Income

Example of typical, student-oriented multifamily residential complex in the University MR Area.

Housing Tax Credits to increase affordable housing options. The variety of incentives may bridge financing gaps in market rate and affordable housing projects.

Actions	Lead Actors
Develop gap financing tools to attract initial development and prove up market to future developers and lenders.	City of Albuquerque
Conduct outreach to local and regional developers regarding the area, market demand, and available incentives.	City of Albuquerque, Stakeholder Organization
Conduct further analysis and public engagement to consider amending the zoning in the area between Central and Silver; Yale and Girard. Amending the zoning to allow for higher density development may improve development potential for prospective investors in the University MR Area. The lower-density residential character of neighborhoods to the south of Silver should be preserved.	City of Albuquerque, Property Owners
Conduct a parking study to identify parking management and efficiencies in the area.	City of Albuquerque, Stakeholder Organization

The MX-M zone district combined with the Main Street Corridor designation currently allows multi-story, mixed use development. A portion of the Main Street Corridor covers the area from Yale to Girard and Central to Silver, however not all of this area is zoned MX-M. The Main Street Corridor height bonuses apply only to the parcels zoned MX-M. Though the MX-M zone district and the R-ML zone district both provide opportunities for housing development, the shallow depth of the MX-M zoning constrains the development of denser housing within walking distance of the Albuquerque Rapid Transit line and also constrains the types of larger projects, which are most able to use MRA incentives. The MX-M zone district allows a wide range of commercial land uses which may not be compatible with achieving the goal of additional housing in the area. The height limitations within the R-ML zone district restrict the ability to create high-quality, higher-density development that would be ideal for the area. The City and property owners should study amending the existing zoning to get a denser development form in portions of the area that is covered by the Main Street Corridor designation, between Central and Silver and between Yale and Girard, as a near-term goal. The study should consider both a denser development form for the area and how that denser development form would transition to adjacent areas with less intense zoning.
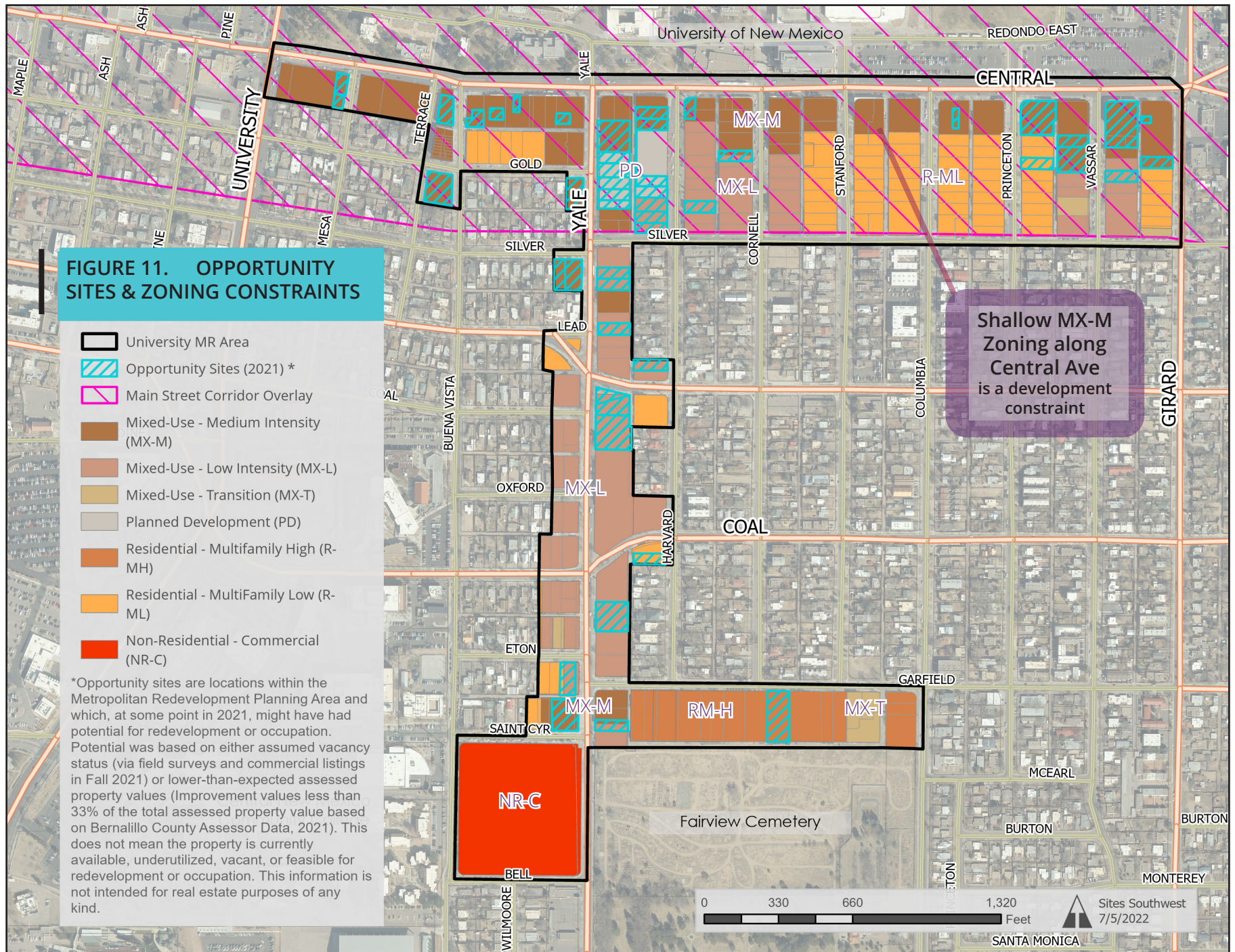

Example of higher-density mixed use and multifamily residential development patterns which could be characteristic of Mainstreet Corridors along Central Avenue

Example Development Typical of Mixed Use, Medium-Intensity Zoning

Example of lower-density residential development on smaller parcels

FIGURE 11. OPPORTUNITY SITES & ZONING CONSTRAINTS

Legend:
- University MR Area
- Opportunity Sites (2021) *
- Main Street Corridor Overlay
- Mixed-Use - Medium Intensity (MX-M)
- Mixed-Use - Low Intensity (MX-L)
- Mixed-Use - Transition (MX-T)
- Planned Development (PD)
- Residential - Multifamily High (R-MH)
- Residential - MultiFamily Low (R-ML)
- Non-Residential - Commercial (NR-C)

*Opportunity sites are locations within the Metropolitan Redevelopment Planning Area and which, at some point in 2021, might have had potential for redevelopment or occupation. Potential was based on either assumed vacancy status (via field surveys and commercial listings in Fall 2021) or lower-than-expected assessed property values (Improvement values less than 33% of the total assessed property value based on Bernalillo County Assessor Data, 2021). This does not mean the property is currently available, underutilized, vacant, or feasible for redevelopment or occupation. This information is not intended for real estate purposes of any kind.

Shallow MX-M Zoning along Central Ave is a development constraint

0   330   660   1,320 Feet

Sites Southwest 7/5/2022

Target # of Housing Units
(University Neighborhoods Area)

1,020

Adding 1,020 additional housing units could help the area achieve a more healthy, active, and vibrant corridor which could support a variety of businesses, community activities, and the existing bus rapid transit system.

Estimated # Units Achievable with Existing
Conditions (University MR Area)

550

The University MR Area could achieve approximately 550 additional housing units if the 10 acres of "opportunity areas" were developed to an average density of 55 units per acre.

Analysis

The ideal number of people needed to support a robust collection of businesses and frequent transit service has been studied and benchmarked by a variety of researchers and professionals.[1] We adopted a benchmark of 10,000 people per square mile which is a density expected to support a vibrant collection of businesses, community activities, and the provision of frequent transit service.

Applied to the University Neighborhoods Area, this benchmark recommends the area should be populated by approximately 7,234 people. The existing population is 4,100 people, plus 1,500 on-campus students, resulting in a gap of 1,634 people. With the average housing unit supporting 1.6 people, that equates to a shortage of 1,020 units. Though these units could be distributed across the wider University Neighborhoods Area, redevelopment is likely most advantageous within the University MR Area, and would encourage density to concentrate appropriately along the Central corridor between Yale and Girard, directing change away from the lower-density neighborhood to the south of Silver.

$$10,000 \text{ rec. ppl/sq.mi.} \times 0.723 \text{sq.mi.} = 7,234 \text{ppl rec.}$$

$$7,234 \text{ppl rec.} - 5,600 \text{ppl existing} = 1,634 \text{ppl shortage}$$

$$3,134 \text{ppl shortage} / 1.6 \text{ppl/unit} = \sim 1,020 \text{ units rec.}$$

10 acres of "Opportunity Sites" have been identified within the University MR Area. These sites were either vacant, for sale, for lease, or assessed at a low improvement-to-total property value in 2021[2] and thus are more likely to have redevelopment potential.

The market study conducted for this plan analyzed eight recent and pipeline projects in the surrounding area which averaged a residential density of 55 units per acre. Multiplying 10 acres by a density of 55 units per acre results in approximately 550 additional residential units which could be developed in the University MR Area.

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[1]Sources:
Puget Sound Regional Council (2015) Transit-Supportive Densities & Land Uses
Metropolitan Council - Twin Cities (2018) Local Planning Handbook: Density & Activity Near Transit
Christof Spieler (2018) Trains, Buses, People: An Opinionated Atlas of US Transit
Todd Litman (2015) Determining Optimal Urban Expansion, Population and Vehicle Density, and Housing Types for Rapidly Growing Cities

[2]Vacant properties, including those for sale or for lease were identified in field surveys in Fall, 2021. Low improvement-to-total property value assessment are defined as a improvement value assessed at less than 33% of the total value according to Bernalillo County data from 2021.

Catalytic Strategy #2 - Strengthen and Diversify the Commercial Environment

Even in dense neighborhoods with a high proportion of pedestrians, bicyclists, and rapid transit, parking is a critical component of new development and transportations practices. Reconfiguring on-street parking and structured public parking are potential strategies that would benefit residents and visitors. The Plan recommends a parking study to identify parking management and efficiency gains in the area. Parking is covered in more detail in the next section.

The commercial environment along the Central Avenue and Yale Boulevard corridors features a high proportion of food services, which especially benefit from proximity to the University of New Mexico and Central New Mexico Community College. The supply of such business types far exceeds the local demand as shown in the analysis of retail opportunity gaps. The catalytic strategies recommend more diversity in business types, such as retail, but recognize that the concentration of restaurants could be an asset.

All of the catalytic strategies in the MR plan aim to increase the vibrancy and attractiveness of the area and are intended to increase economic activity. Catalytic Strategy #2 focuses on the potential for diversified commercial opportunities and supporting existing business operations..

Additional opportunities that increase commercial vibrancy include partnerships between institutional or public organizations and private businesses, especially related to research, scientific, professional services, and place management. This could include a private building or development with an institutional lease, land acquisition by the institution for lease to private parties, the provision of infrastructure or street improvements for developments that serve a public good, or branding and marketing efforts that define the district and attract visitors.

Due to a variety of conditions outlined in the University MR Area Designation Report, existing businesses are not currently operating at their full capacity. Business owners, property owners, and the City should consider a range of financial and technical strategies which would reduce barriers to business expansion/adaptation and which would increase commercial activity. These strategies include reducing financial and regulatory barriers, refining financial and operational support, and hosting events which increase the number of people who visit and spend time in the area.

SUPPORTING STRATEGY: PARKING BEST MANAGEMENT PRACTICES

Parking is a challenge for redevelopment, regardless of density, presence of rapid transit, or a high percentage of pedestrians and bicyclists. Parking consistently affects how users engage with businesses and whether communities support proposed development projects.

To better address and attract residential and commercial development, this plan recommends that the City or business owners consider commissioning a parking study for the area to inform supply and management strategies. The City and business owners should also work with UNM to implement a comprehensive and strategic parking system that accommodates students and the public on both sides of Central Avenue.

A parking study can help inform private and institutional strategies regarding off-street parking lots and structures. It can also help the City manage its existing parking resources.

Good parking strategies can drastically increase the efficiency of existing and new parking resources. Potential strategies include:
- Reconfigured street parking (angled versus parallel parking)
- Shared parking where nearby uses have different schedules
- Paid parking permits in residential complexes
- Use of parking meters to strategically increase the efficiency, turnover, and accessibility of high-demand parking areas, such as in front of businesses.
  - Each block or lot of parking should generally strive for an 85% occupancy rate
  - Consider zone-based pricing strategies (charging a higher rate in high-demand zones)
  - Consider implementing a shorter time limit in high-demand areas (60 – 90 minutes) and extend the time limit in areas with lower demand (2, 4, 6 hours)
- Work with UNM and CNM to consistently manage parking strategies, prices, and time limits
- Consider free parking for particularly short trips, such as providing the first 15 minutes completely free

Actions	Lead Actors
Consider the inclusion of new industries in the area such as research services, hospitality, and consumer goods. Explore partnerships between private business or service providers and institutional or public needs.	Private Developers, Business Owners, Educational Institutions
Consider reducing financial or regulatory barriers related to business expansion and adaptation. Examples include ensuring easy implementation of COVID adaptations (e.g. outdoor seating, pick-up windows, temporary parking/loading for food delivery and pickup).	City of Albuquerque
Consider City, institutional, and collaborative financial support strategies for cleaning up and responding to operational difficulties (e.g. window replacement, storefront beautification, shared security services).	City of Albuquerque, Business Owners, Educational Institutions
Implement a program to support occupancy in vacant storefronts similar to the Downtown Storefront Activation Grant.	City of Albuquerque
Identify, group, and market available financial and technical assistance strategies available to area businesses.	City of Albuquerque, Stakeholder Organization
Consider organizing community events and strategies to attract more people into the area. A particular opportunity is attracting UNM and CNM students from their respective campuses to area businesses.	City of Albuquerque, Stakeholder Organization
Develop a coordinated marketing campaign to increase visits to the dominant business types in the MRA. These include restaurants and bars, groceries, and other food items.	Business Owners, Stakeholder Organization
Commission a parking study to refine parking management strategies.	City of Albuquerque, Stakeholder Organization

Catalytic Strategy #3: Improve Bicycle and Pedestrian Realm

Public investment in transportation infrastructure has significantly changed the Central Avenue corridor over the past decade but bike and pedestrian improvements are one of the most important strategies identified by business owners and residents.

This section identifies the streets which appear to be in most need of pedestrian and bicycle improvements[1]. Bike and pedestrian improvements make the area more safe and attractive to potential residents and visitors and can also increase the amount of time spent per visit, translating into more economic activity potential.
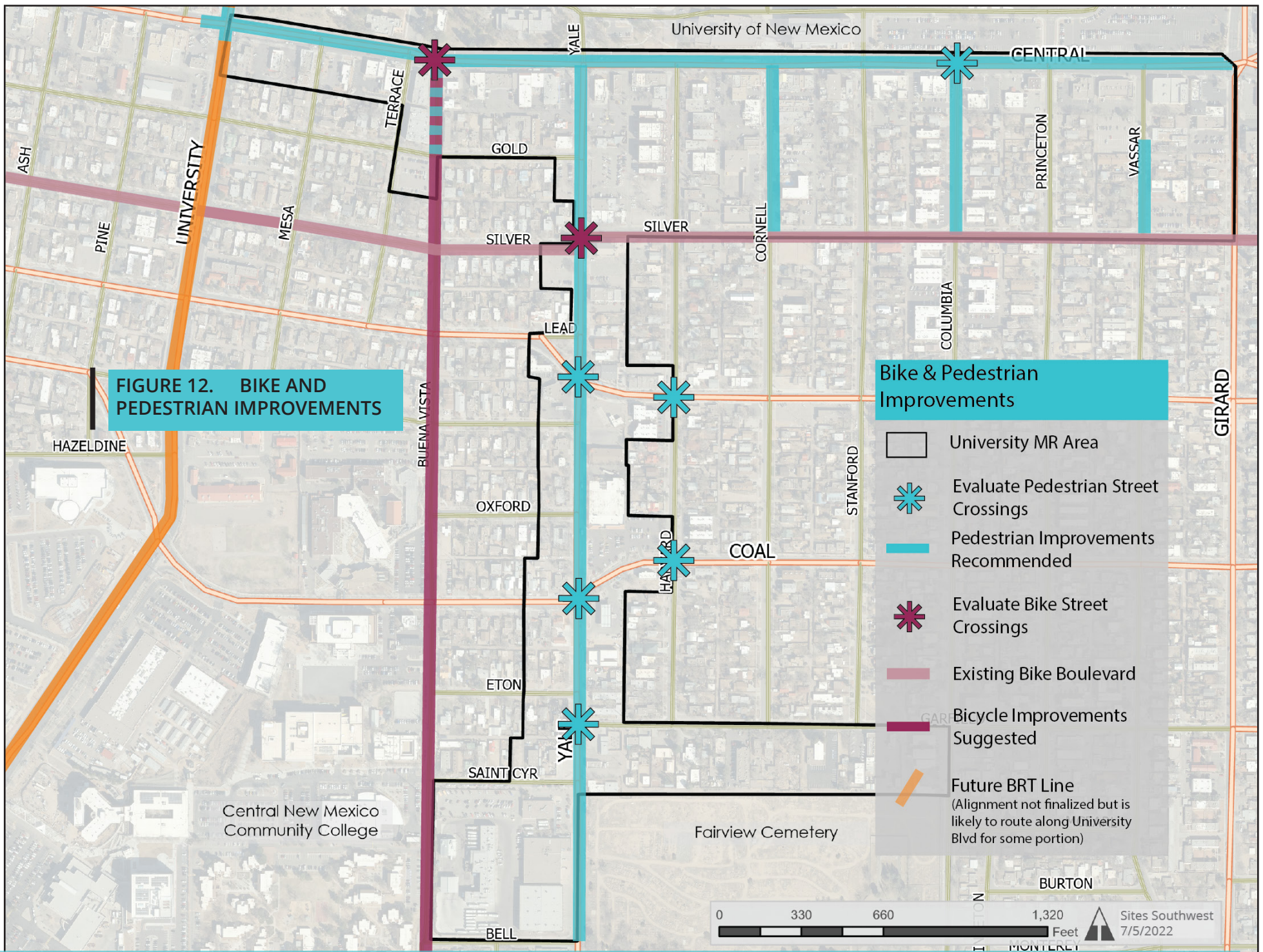
Shade in the form of street trees is an especially recommended pedestrian improvement but shade structures, seating, public art, and visually-interesting features can also improve the pedestrian experience. Suggested bike improvements include signage, bike lanes, and cool surface treatments. Intersection improvement examples could include median islands, crosswalks, crosswalk visibility enhancements, lighting, and curb extension (bulbouts).

A future north-south rapid transit line is planned to run adjacent to the University MR Area along University Ave. This infrastructure could further support bicycle and pedestrian improvements in the area. The FHWA recently completed a Road Safety Audit on the Lead/Coal corridors, which run through the University Area Neighborhoods, with findings published September 2022. If improvements are required for the Yale/Lead or Yale/Coal intersections, future MRA public infrastructure funding can be utilized for these improvements.

Actions	Lead Actors
Consider additional streetscape and pedestrian improvements on the south side of Central Avenue. Additionally consider pedestrian improvements along the following streets between Central and Silver: Buena Vista, Cornell, Columbia, Vassar.	City of Albuquerque, Business Owners, Private Developers
Proceed with planned bike improvements identified in the MRCOG Long Range Bicycle System, especially the planned bicycle boulevard improvements along Buena Vista Drive from Central Avenue past CNM's campus.	City of Albuquerque
Evaluate and consider pedestrian and/or bike improvements at the following intersections: Central Avenue at Buena Vista, Harvard, and Columbia; and Yale Boulevard at Silver, Lead, and Coal. Additionally consider the Lead and Coal intersections across Harvard Drive.	City of Albuquerque
Add more long and short-term bicycle parking in areas with regular bicycle activity.	City of Albuquerque

[1] Note that these recommendations do not identify the feasibility of particular improvements nor the feasibility of such improvements at the specific recommended areas. MRA or Stakeholder Groups can partner to on feasibility studies and plans. When capital or general bond funding becomes available, MRA can partner with the Department of Municipal Development to implement suggested improvements.

FIGURE 12.   BIKE AND PEDESTRIAN IMPROVEMENTS

Bike & Pedestrian Improvements

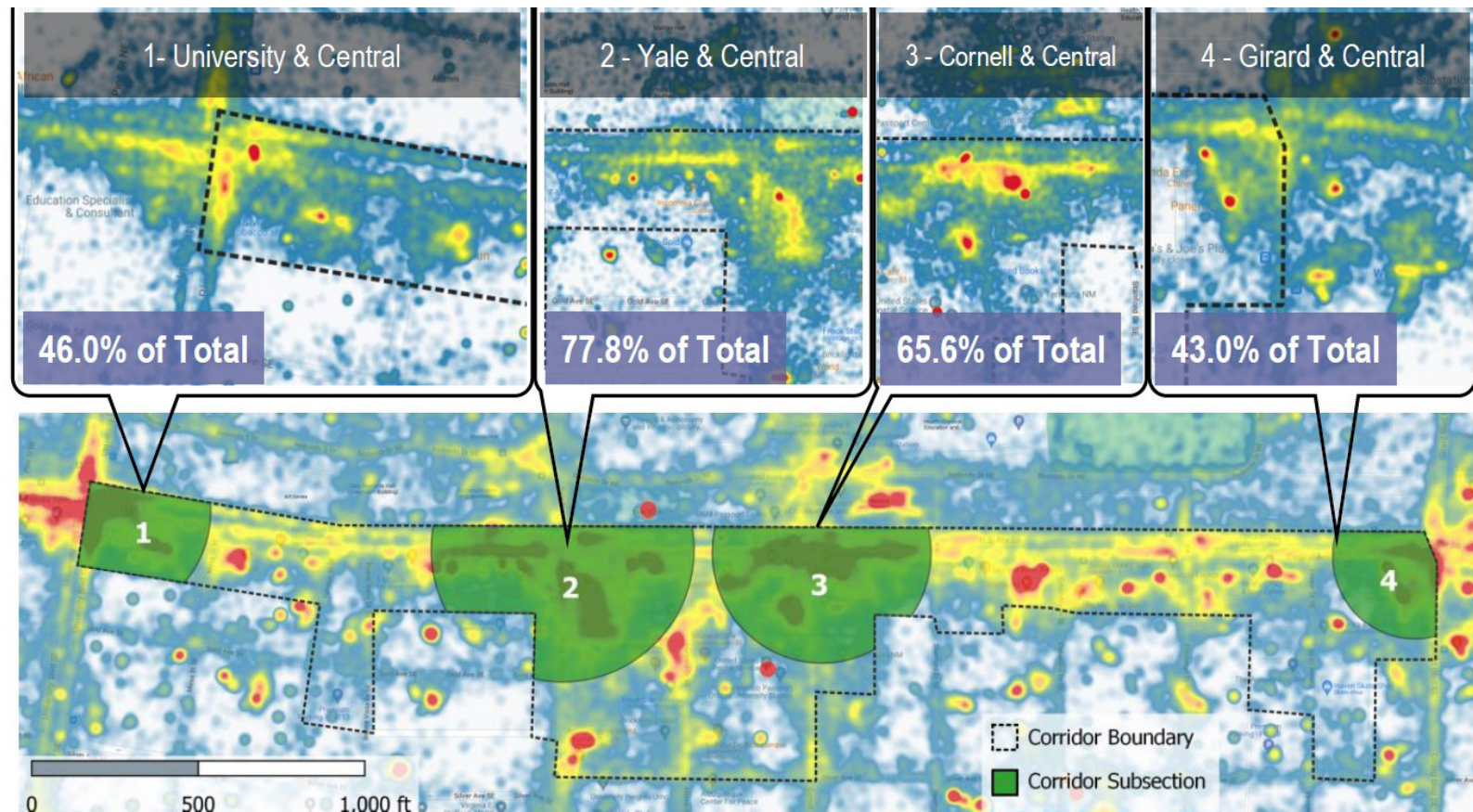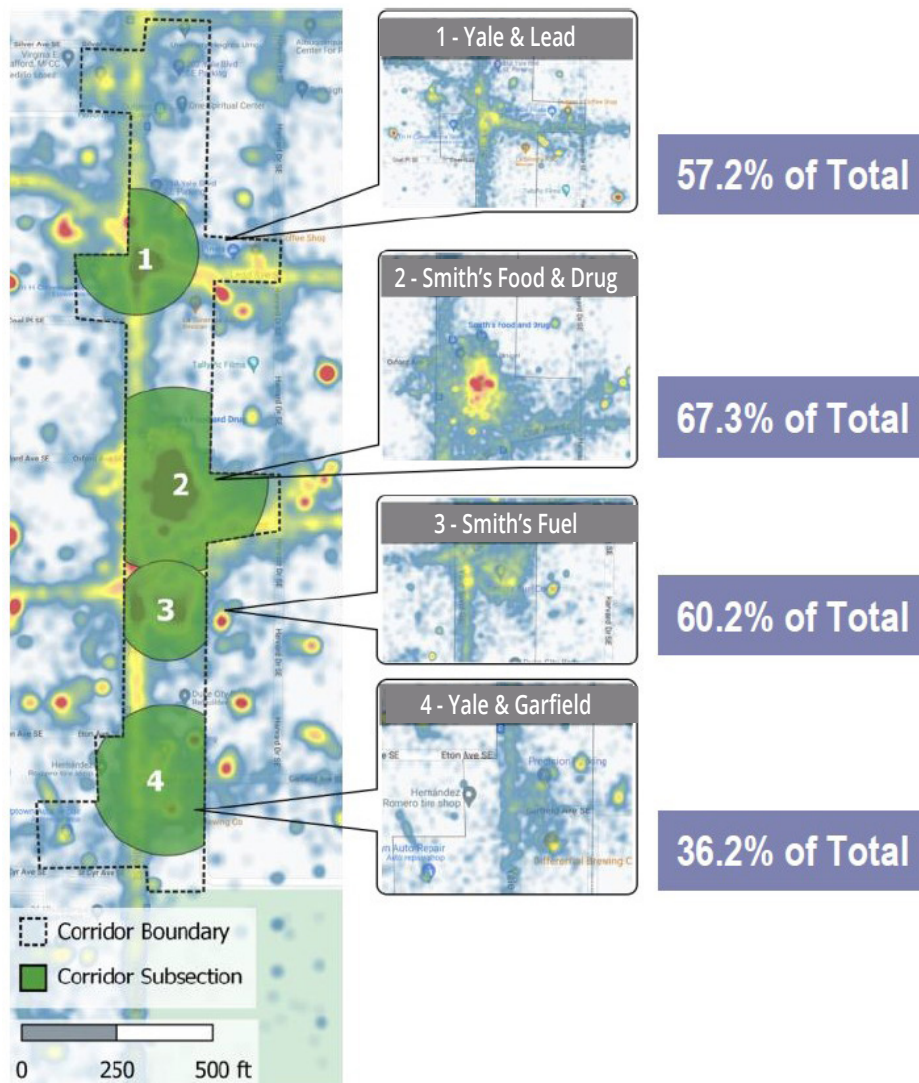|	
☐	University MR Area
✳	Evaluate Pedestrian Street Crossings
▬	Pedestrian Improvements Recommended
✳	Evaluate Bike Street Crossings
▬	Existing Bike Boulevard
▬	Bicycle Improvements Suggested
▬	Future BRT Line (Alignment not finalized but is likely to route along University Blvd for some portion)

MOBILITY STUDY – AREAS WITH DENSE ACTIVITY

RS21 conducted a mobility study, which analyzed the two primary commercial corridors (Central and Yale) in the designation area to document how each of the corridors are utilized and visited.

For the Central Avenue Corridor, the busiest time is generally around lunch time. The corridor averaged around 3,000 visitors per day and the four busiest areas were identified as being around University and Central, Yale & Central, Cornell and Central, and Girard and Central.

Another hotspot along Central, around Columbia, features several popular chain restaurants. Public comments combined with anecdotal observations identified a high quantity of unsignalized pedestrian crossings at the Central and Columbia intersection and a lack of pedestrian safety features which may be an example of an area that could be evaluated for pedestrian comfort and safety, especially if UNM's Center for Collaborative Arts is constructed across the street.

1 - Yale & Lead

57.2% of Total

2 - Smith's Food & Drug

67.3% of Total

3 - Smith's Fuel

60.2% of Total

4 - Yale & Garfield

36.2% of Total

Corridor Boundary

Corridor Subsection

0   250   500 ft

The Yale Boulevard Corridor is moderately busy throughout the daytime and has convenience and grocery stores providing consumer staples across a wide range of times. The busiest areas are generally around the Smith's Grocery Store, which support the recommendation for intersection improvements in that area.

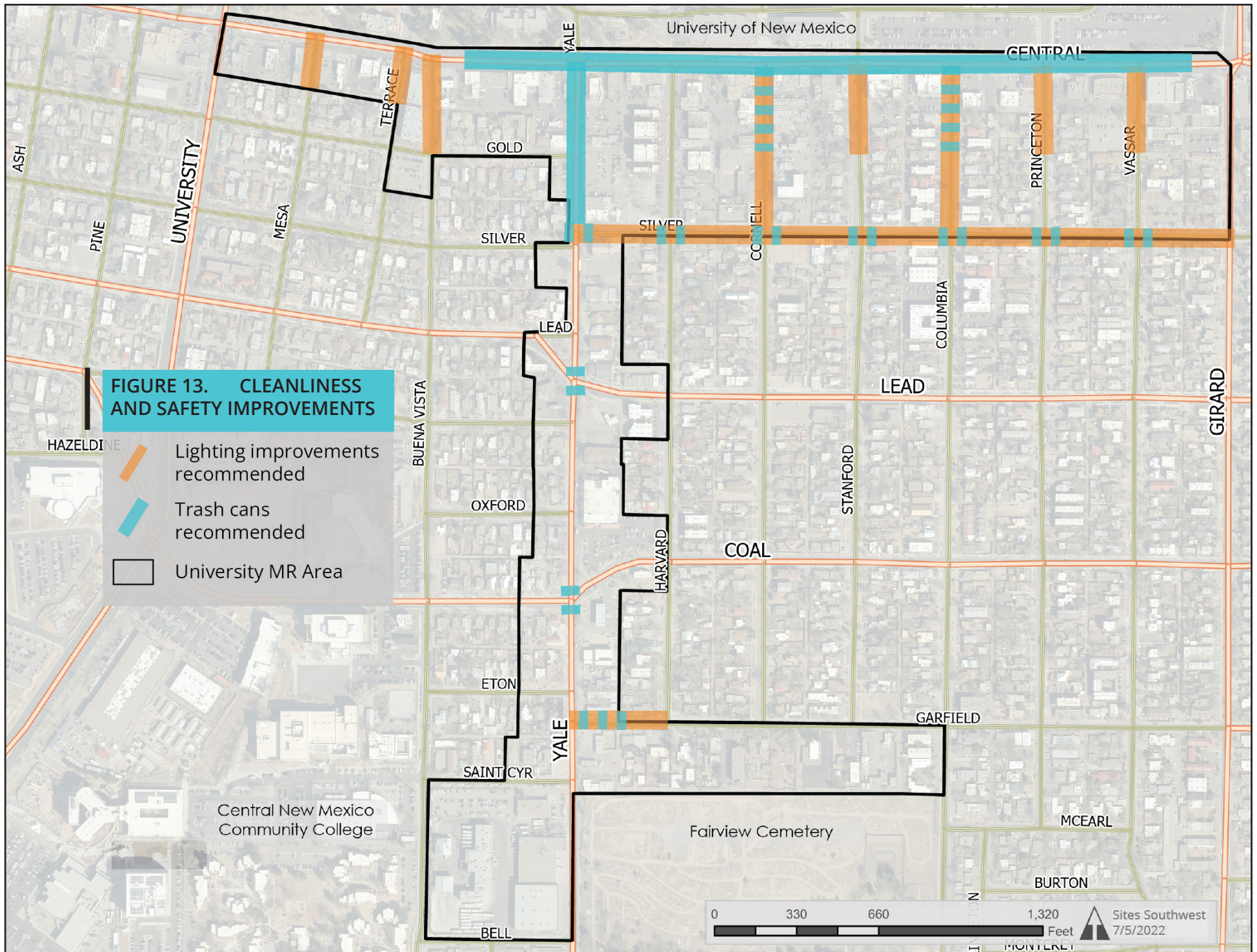# Catalytic Strategy #4 – Identify Cleanliness & Safety Improvements

Nearly all business owners, residents, and associated stakeholders identified cleanliness and safety as one of the greatest opportunities for improvement in the area. Similar to the strategy on pedestrian and bicycle infrastructure, this strategy improves the attractiveness of the area, lengthens the time people want to stay in the area, and increases economic activity.

This strategy focuses on activating and improving alleys, and public streetscape improvements which increase cleanliness and safety, but also focuses on collaborative ways to remedy and mitigate the sources and costs of vandalism and cleanliness in the area.

Streetlight, trash can, and pedestrian improvements in Knoxville, TN.

Actions	Lead Actors
Install streetlights along Silver Avenue and North-South drives like Cornell and Columbia between Central and Silver Avenue. Area stakeholders can potentially work with the City to identify the best locations.	City of Albuquerque, Business Owners, Residents, Private Developers
Ensure alleys remain accessible, active, and clear of obstructions. Encourage parking to be accessed via alleys. Support improvements to alleys and other shared infrastructure.	City of Albuquerque, Property Owners, Residents, Business Owners
Install trashcans along the south side of Central Avenue, bus stops, and other particularly busy areas with food-service.	City of Albuquerque, Business Owners
Consider shared safety and maintenance programs like downtown ambassadors, shared security services, and/or shared trash clean-up services. Consider partnerships with institutions like UNM and CNM.	Business Owners, Property Owners, Educational Institutions
Organize communication efforts between property owners and business owners around safety issues and events. Programs such as Nob Hill-University ECHO and the Albuquerque Community Safety Program coordinate response in this area and offer training and information sharing.	Business Owners, Property Owners

FIGURE 13.   CLEANLINESS AND SAFETY IMPROVEMENTS

Lighting improvements recommended

Trash cans recommended

University MR Area

Catalytic Strategy #5 – Form a Stakeholder Implementation Group

This area could greatly benefit from strengthened leadership and, as demonstrated in responses to the business owner survey, many owners would like to collaboratively work on implementing business improvement strategies. This strategy's recommended actions encourage the facilitation and establishment of collaborative partnerships and communication avenues - especially that of a stakeholder or business owner organization to identify and implement corridor improvement strategies.

A business association, property owner, or resident organization group can consolidate district needs, build local capacity, organize a narrative, and petition groups like the City, UNM, or CNM for a clear set of actions or supporting strategies. A coordinated group can better advocate for business needs and can also develop a district identity, character, and branding.
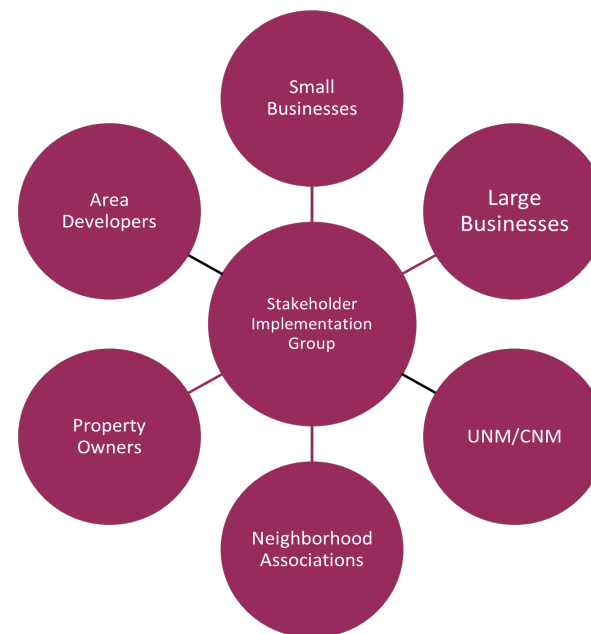
Actions	Lead Actors
Seek City and institutional facilitation and assistance in initial meetings and discussions about how to develop an organizational structure which can pursue and apply for funding to make the organization sustainable.	City of Albuquerque, UNM/CNM, Business Owners, Residents, Private Developers
Create a corridor organizing, implementation, and betterment committee (e.g., a business association).	Business Owners, Property Owners
Develop a district identity, character, branding, name, color palette, and online presence.	Stakeholder Group
Advocate for public investments identified in the plan and coordinate improvement efforts with agencies and institutions and ensure plan implementation.	Stakeholder Group, Business Owners, Property Owners, UNM/CNM
Provide information about programs and incentives to property and business owners.	City of Albuquerque, UNM/CNM, Business Owners
Consider commissioning a parking study to refine parking management strategies and petition the City for changes.	Stakeholder Group, City of Albuquerque
Coordinate marketing efforts to promote area assets to the broader Albuquerque community and visitors.	Stakeholder Group, Business Owners

Table 4. Recommended Strategies

	Actions	Lead Actors
INCREASE HOUSING OPTIONS	Develop gap financing tools to attract initial development and prove up market to future developers and lenders.	City of Albuquerque
	Conduct outreach to local and regional developers regarding the area, market demand, and available incentives.	City of Albuquerque
	Conduct further analysis and public engagement to consider amending the zoning the area between Central and Silver; Yale and Girard. Amending the zoning to allow for higher density development may improve development potential for prospective investors in the University MR Area. The lower-density residential character of neighborhoods to the south of Silver should be preserved.	City of Albuquerque
	Commission a parking study to refine parking management strategies.	City of Albuquerque, Stakeholder Group, Property Owners
STRENGTHEN AND DIVERSIFY THE COMMERCIAL ENVIRONMENT	Consider the inclusion of new industries in the area such as for research services, hospitality, and consumer goods. Explore partnerships between private business or service providers and institutional or public needs.	Private Developers, Business Owners, Educational Institutions
	Consider reducing financial or regulatory barriers related to business expansion and adaptation. Examples include ensuring easy implementation of COVID adaptations (e.g. outdoor seating, pick-up windows, temporary parking/loading for food delivery and pickup).	City of Albuquerque
	Consider City, institutional, and collaborative financial support strategies for cleaning up and responding to operational difficulties (e.g. window replacement, storefront beautification, shared security services).	City of Albuquerque
	Implement a program to support occupancy of vacant storefronts similar to the Downtown Storefront Activation Grant.	City of Albuquerque
	Identify, group, and market available financial and technical assistance strategies available to area businesses.	City of Albuquerque, Business Owners
	Consider organizing community events and strategies to attract more people into the area. A particular opportunity is attracting UNM and CNM students from their respective campuses to the area.	City of Albuquerque, Business Owners
	Develop a coordinated marketing campaign to increase visits to the dominant business types in the MRA. These include restaurants and bars, groceries, and other food items.	Business Owners, Stakeholder Group
	Commission a parking study to refine parking management strategies.	City of Albuquerque, Stakeholder Group, Property Owners
IMPROVE BICYCLE AND PEDESTRIAN REALM	Consider additional streetscape and pedestrian improvements on the Southside of Central Avenue. Additionally consider pedestrian improvements along the following streets between Central and Silver: Buena Vista, Cornell, Columbia, Vassar.	City of Albuquerque, Business Owners, Private Developers
	Proceed with planned bike improvements identified in the MRCOG Long Range Bicycle System, especially the planned bicycle boulevard improvements along Buena Vista Drive from Central Avenue past CNM's campus.	City of Albuquerque
	Evaluate and consider pedestrian and/or bike improvements at the following intersections: Central Avenue at Buena Vista, Harvard, and Columbia; and Yale Boulevard at Silver, Lead, and Coal. Additionally consider the Lead and Coal intersections across Harvard Drive.	City of Albuquerque
	Add more long and short-term bicycle parking in areas with regular bicycle activity.	City of Albuquerque

	Actions	Lead Actors
IDENTIFY CLEANLINESS & SAFETY IMPROVEMENTS	Install streetlights along Silver Avenue and North-South drives like Cornell and Columbia between Central and Silver Avenue. Area stakeholders can potentially work with the City to identify the best locations.	City of Albuquerque, Business Owners, Residents, Private Developers
	Install trashcans along the south side of Central Avenue, Bus Stops, and other particularly busy areas with food-service.	City of Albuquerque
	Consider shared safety and maintenance programs like downtown ambassadors, shared security services, and/or shared trash clean-up services. Consider partnerships with institutions like UNM and CNM.	Business Owners, Property Owners, Educational Institutions
	Ensure alleys remain accessible, active, and clear of obstructions. Encourage parking to be accessed via alleys. Support improvements to alleys and other shared infrastructure.	City of Albuquerque, Property Owners, Residents, Business Owners
	Organize communication efforts between property owners and business owners around safety issues and events.	Business Owners, Property Owners
FORM A STAKEHOLDER IMPLEMENTATION GROUP	Seek City and institutional facilitation and assistance in initial meetings and discussions about how to develop an organizational structure which can pursue and apply for funding to make the organization sustainable.	City of Albuquerque, UNM/CNM, Business Owners, Residents, Private Developers
	Create a corridor organizing, implementation, and betterment committee (e.g., a business association).	Business Owners, Property Owners
	Develop a district identity, character, branding, name, color palette, and online presence.	Stakeholder Group
	Advocate for public investments identified in the plan and coordinate improvement efforts with agencies and institutions and ensure plan implementation.	Stakeholder Group, Business Owners, Property Owners, Educational Institutions
	Consider commissioning a parking study to refine parking management strategies and petition the City for changes.	City of Albuquerque, Property Owners, Stakeholder Group
	Provide information about programs and incentives to property and business owners.	City of Albuquerque, UNM/CNM, Business Owners, Residents
	Coordinate marketing efforts to promote area assets to the broader Albuquerque community and visitors.	Stakeholder Group, Business Owners

UNIVERSITY AREA
METROPOLITAN REDEVELOPMENT PLAN

APPENDICES

UNIVERSITY AREA
METROPOLITAN REDEVELOPMENT PLAN

APPENDIX 1

APPENDIX 1 - PUBLIC ENGAGEMENT SUMMARY

APPENDIX 2 - RS21 EXECUTIVE SUMMARY

APPENDIX 3 - MARKET COMPARABLES

APPENDIX 4 - PEER CORRIDORS

Appendix: Public Engagement Summary

Stakeholder Interviews

Between August and December 2021, ten stakeholder interviews were conducted by Sites Southwest with business owners, property owners, City Council staff, local developers, commercial brokers, Neighborhood Association representatives, and multiple administrators from the University of New Mexico. Interviewees identified the need for safety and cleanliness improvements, a lack of streetscape beautification, opportunities for greater coordination and collaboration between stakeholders and institutions, discussed current barriers to community development and potential strategies for overcoming them, and related positive examples of good development in comparable areas in Albuquerque.

Property Owners Survey

Distribution (January – March 2022): A property owner survey was mailed to 184 property owners in the proposed boundary and emails were sent to representatives from the three overlapping neighborhood associations. Emails and phone calls were also made to existing neighborhood contacts who were encouraged to spread the survey among their peers.

Results: 22 property owners responded to the survey. 40.9% of respondents (9 people) indicated that they live at the address they provided; 31.8% (7 people) rent their property to residential tenants; 13.6% (3 people) operate a business on the property themselves; and 18.1% of respondents (4 people) rent their property to commercial or institutional tenants. 9% (2 people) use their property for parking or storage, and the same number indicated that their property is currently vacant, not being used. 10 respondents, or 45.5%, answered that they or their tenants plan to make building or property improvements, and 6 respondents (27.27%) responded that they do not know whether they or their tenants plan to make building or property improvements. Three respondents are planning new multifamily developments, ranging from 4 townhouse style apartments one on property to a 20-unit apartment complex. 3 respondents are planning for roof replacements, and 2 are planning to renovate or build stand-alone accessory buildings (a garage for office use, and a backyard casita). One property owner plans to asphalt a gravel/dirt parking lot, and one property owner plans to improve their curb appeal with an awning with company name and plants or trees.

When asked to rate how good the neighborhood is for themselves or their tenants, on a scale of 1 to 5 (1 being "poor," 3 being "neutral," and 5 being "great,") 3 respondents (14.2%) selected 1, 4 respondents (19.1%) selected 2, 3 respondents (14.2%) selected 3, 8 respondents (38.1%) selected 4, and 3 (14.2%) respondents selected 5. The number of respondents with a positive appraisal of the neighborhood (11) was slightly greater than the number of respondents with a negative appraisal of the neighborhood (7).

Respondents wrote that they were attracted to the neighborhood because of its walkability, proximity to UNM, diversity of residents regarding age and income level, accessibility to public transportation, and abundance of restaurants and businesses.

When asked what factors inhibited neighborhood vibrancy or made the area feel less attractive, the most frequent responses cited crime (11 mentions); homelessness (12 mentions); cars speeding/racing (4 mentions); litter and lack of cleanliness (5 mentions); and vacant or run-down properties (3 mentions). Other concerns mentioned included drug use and paraphernalia, lack of parks and green spaces, lack of lighting, graffiti, insufficient parking, and deteriorating sidewalks, roadways, alleyways, and road verges.

When asked to rank which improvements would most strengthen quality of life in the area and support local businesses, respondents ranked, in order from most important to least important:

1. Focused police enforcement or social services
2. Better lighting for sidewalks and parking areas
3. More street trees, public art, placemaking, or streetscape beautification
4. More housing options (more housing units and types of housing)
5. Pedestrian & bike improvements
6. Enhanced trash and graffiti removal
7. Additional businesses that provide new services
8. Automotive traffic improvements
9. Events and performances which could attract the public
10. Better parking

When asked what types of businesses they would like to see in the area, property owners responded that they want restaurants, brew pubs, cafes, more food options, grocery stores and specialty stores, as well as more retail, exercise and yoga studios, a recreation or community center, galleries, theater and performance spaces, and gathering places for people under 21.

When asked whether they would participate in a collaborative effort to implement the strategies that come out of this plan, 38.1% or respondents (8 people) said "yes," and 66.7% (14 people) said "maybe, it depends."

Business Owner Survey

Distribution (January – March 2022): A Business Owner survey was emailed to 210 registered businesses within the study area and was also sent to UNM. Emails and phone calls were made directly to businesses in the area, and fliers were distributed door-to-door. Businesses were encouraged to spread the survey among their peers.

Results: 15 business owners responded to the business owner survey. 33% of respondents (5 business owners) had been operating their business in the University Area for 1-3 years; 27% (4 business owners) for 4-10 years; and 40% (6 business owners) for more than 10 years. 13% of business owners (2 respondents) own the space in which their business is located; 67% (10 respondents) lease; and 20% (3 respondents) lease but would like to buy the space in which their business is located.

Slightly more than half of respondents (8 business owners) made changes to their business or property to adapt to COVID-19; these changes included the addition of a walk-up window, changes in how a business engaged customers online, addition of outdoor seating, and changes to ensure that

client safety measures were followed. Of the 8 respondents who answered that they had made any changes, 3 indicated that some of the changes would be permanent.

When asked if the business or property owner was planning to make any property or business improvements, 40% of respondents (6 business owners) indicated that *property* improvements were planned; 33% of respondents (5 business owners) indicated that *business* improvements were planned; 27% (4 business owners) answered that no improvements were planned; and 40% (6 business owners) answered "I don't know."

When asked to rate the business environment over the past few years, COVID considered, 27% of respondents rated it "Poor," 13% of respondents rated it between "Poor" and "Neutral," 27% of respondents rated it "Neutral," and 33% of respondents rated it between "Neutral" and "Great."

When asked what improvements would help their business adapt to COVID or improve the quality of services they provide, business owners wrote:

- Improved security in the neighborhood
- Improved street lighting
- Better paying job opportunities for students and others out of work
- Community bonding activities to improve neighborhood pride and help locals get to know each other
- More public recycling bins and trash receptacles to stop littering
- More educational and drug rehab programs in Albuquerque overall
- The return of foot traffic to businesses
- Making sure people, especially students, know that businesses are still operating
- Public art
- Free parking
- Reduced homelessness
- Parking along Silver Ave for in-and-out, pick-up, and take out services
- Outdoor security cameras
- Fences and gates
- Additional outdoor seating
- Enclosed patios to increase feeling of safety
- City-led pickup of trash and solid waste

When asked to describe what makes the area vibrant, and what attracted the respondent's business to the area, responses focused on:

- Proximity to UNM
- Proximity to Nob Hill and potential for being a similarly vibrant area to attract tourists, shoppers, and businesses
- Abundance of great breweries, cafes, and restaurants within walking distance
- Involvement with student life and art scene
- Young clientele
- Financial, social, and ethnic diversity
- Walkability, accessibility by foot and road traffic
- Culture and atmosphere

When asked what factors inhibit business in the area or make it less attractive, responses included:

- Need for security because of auto and property theft
- Homelessness, vagrancy, and panhandling
- Lack of adequate street lighting
- Run-down properties and unkempt yards
- Public drug use and drunkenness
- Crime
- Vacancies
- Litter and human waste

When asked what improvements would most strengthen the area's business environment, respondents ranked the following, in order from most important to least important:
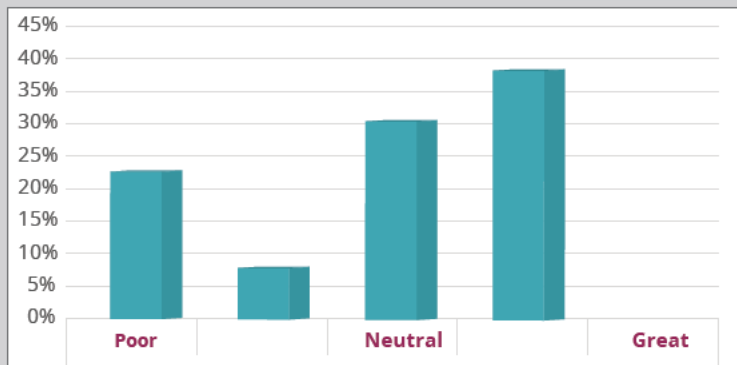
1. Focused police enforcement or social services
2. Better lighting for sidewalks and parking areas
3. More street trees, public art, placemaking, or streetscape beautification
4. Enhanced trash and graffiti removal
5. Pedestrian and bike improvements
6. Better parking
7. Additional businesses that provide new services
8. Automotive traffic improvements
9. Events and performances to attract the public
10. More housing options (more housing units and types of housing)

Specific improvements and repairs to public infrastructure identified by respondents to immediately improve the business environment include:

- Adding streetlights, specifically on Cornell and Stanford
- Fixing potholes, especially on Garfield Ave
- Adding speed bumps to slow drivers coming into the neighborhood on Garfield
- Adding bike lanes
- Improving sidewalks and repairing streetlights on Silver and Yale

HOW WOULD YOU RATE THE BUSINESS ENVIRONMENT OVER THE PAST FEW YEARS, COVID-CONSIDERED

2.9★ average rating

Business Owners: Would you participate in a collaborative effort to implement strategies that come out of this plan?

36%   0%   64%

Yes   Maybe, it depends   No
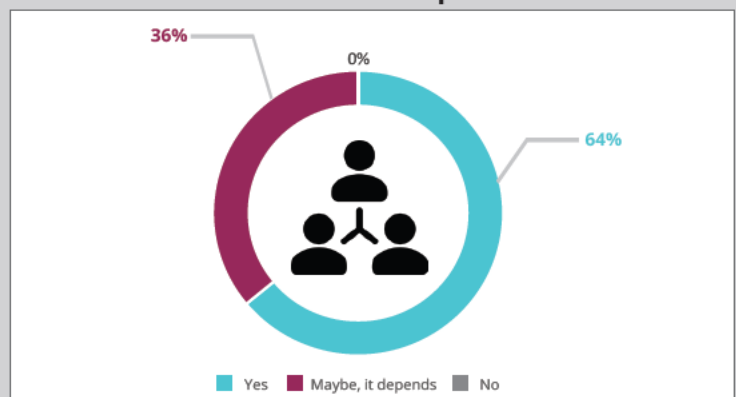
- Increasing police presence
- Widening the sidewalk to allow restaurant to add outdoor searing
- Sidewalk and lighting improvements on Vassar
- Benches and more inviting, pedestrian-friendly sidewalks
- Trash cleanup
- Reduction of homelessness

When asked "Would you participate in a collaborative effort to implement the strategies that come out of this plan?" 9 business owners answered "Yes" and 7 business owners answered "Maybe, it depends."

2/2/2022 University MRA Community Meeting Introduction & Designation

Distribution & Format

Invitations for the 2/2 Community Meeting were mailed to all property owner addresses and were emailed to all registered business owners, interviewed stakeholders, neighborhood associations, and sent out to City email lists. 55 people attended the virtual meeting which was hosted on a City Zoom account. The meeting started with an introduction to the Metropolitan Redevelopment purpose and state regulations, then covered specific observations made of the University study area, and finally a proposed designation boundary. After this, breakout discussions covered questions, area conditions, suggestions for increased business and community vibrancy, and thoughts about the designation boundaries.

Discussion Summary

Attendees did not express concern with the designation boundaries. Questions were asked and answered about how the boundaries intended to include areas that could benefit from medium and large-scale commercial and residential development or redevelopment projects and excluded areas that were owner-occupied and limited to lower density residential. During subsequent conversations with neighborhood associations, boundaries were modified to remove some areas with existing single and two-family residential developments.

Attendees were very eager to suggest ideas about potential improvement strategies. Pedestrian and bike improvements were the most popular subject of discussion. Crime and safety improvements were also a popular suggestion. Attendees wanted to see more residential and commercial activity within the designation area.

3/10/2022 University MRA Community Planning Open House – Plan Strategies & Themes

Distribution & Format

Invitations to the 3/10 Community Open House were emailed to all registered business owners, previous participants, neighborhood associations, City and UNM lists, and were mailed to all property owner addresses. More than 60 people attended the in-person meeting at the Heights Community Center and we able to come and go as they pleased. At least 50 people received free food from a local

food truck which provided meat and vegetarian options. Free cookies from a local bakery and beverages were also provided.

Four stations were set up for each of the four themes that had been heard in previous discussions with the public: Public Safety, Infrastructure and Beautification, Neighborhood-Appropriate Development, and one on Partnerships, Resources, and Organizations. Each of these tables were staffed by a facilitator who engaged the public, utilized large maps of the area, and took notes.

Discussion Summary:
Public Safety
Lighting: participants expressed a need for better lighting on side streets and in alleys. Specific lighting needs were noted on Cornell, Stanford, and the section of Lead in between them, as well as on Garfield and Silver.

Traffic and Pedestrian Safety: Participants expressed concern with frequent dangerous traffic patterns, including drivers speeding, running, or rolling through stop signs. Specific areas noted include the area around CNM, where drivers speed or cut through traffic to avoid stoplights on Lead and Coal. It was reported that drivers frequently run stop signs at the intersection of Sycamore and Silver, endangering bicyclists, and that speeding is an issue on Eton St., Yale, and Garfield. Blind turns at the intersection of Coal and University were a concern. Participants noted the need for a crosswalk at the intersection of Lead and Harvard, and potentially also Lead and Cornell, intersections at which students frequently cross. Oxford St., as the connection between CNM and Smith's, was also noted with a need for pedestrian improvements. Lead and Coal were singled out as high priority for protected bike lanes. There is desire for a southbound left turn signal at Coal and Yale, where one participant reported issues with excessive northbound stacking at the intersection of Yale and Coal.

Homelessness: Homeless encampments were noted on Gold between Pine and Ash, and on Yale between Silver and Gold. Participants expressed hygiene concerns related to solid waste from people without access to restrooms.

Property crime and vandalism: Participants expressed general concerns regarding property crime and vandalism, noting broken windows on buildings on Silver between Pine and Ash, and a barrier at Silver and Girard that has been cut through. There are broken bollards at Coal and Harvard near Smith's from a car crash.

General: Multiple participants expressed concern about safety in the parking lot next to Smith's and identified the expansion of Smith's as a desirable potential solution.

Infrastructure and Beautification
Participants expressed desires for beautification measures including new plantings in road verges; new paint and striping; pavement and curbstone repair; and maintenance to remove and discourage weeds, litter, and graffiti. Alleyways off Silver and Cornell near Central were identified as spaces in need of treatment, and the blocks of Central between University and Harvard are particularly ugly and unappealing to pedestrians. More public trash cans, particularly around Silver and Columbia, were suggested as a strategy to reduce litter and keep it from ending up in the river. Crushed fine gravel on lots that are currently dirt was suggested to prevent fugitive dust. Issues with fugitive dust may fall

under the purview of the Environmental Health Department. Strategically planted trees, placed so as not to block signage, were identified as a desirable improvement; participants suggested the possibility of a program to incentivize renters and owners to care for existing trees and plant new trees on private property.

New buildings and spaces planned for the area include a new plaza on Buena Vista at Oxford; a new student services building at the southeast corner of Coal Ave and University; and a CNM trade school planned for the CNM main campus area at Buena Vista and Bell. It was noted that CNM expressed interest in collaborating with the City and sharing the cost of improvements along Buena Vista.

The Complete Streets Ordinance was suggested as a potential source for guidance or resources. It may help address concerns some participants shared about inconsistency of sidewalk widths, where some are narrow and some are wide, with and without landscaping strips, and where some landscaping strips are paved over by property owners (example: between Columbia and Stanford on Silver).

Neighborhood cleanup days were proposed as a countermeasure to litter and degradation. Ciaran Lithgow, the facilitator, notes that Solid Waste may already have a program, and it could be helpful to connect the neighborhood association and future business association to the program and activate it twice annually in their community.

Residents expressed dissatisfaction with harsh, bright security lighting that sometimes floods homes at night, and proposed incentives for property owners/managers (especially of multifamily properties) to opt for more attractive security lighting to improve the appearance and feel of the neighborhood. There is a need for lighting at an appropriate scale for bicyclists and pedestrians in alleyways along Silver to improve safety and encourage walking and biking in the evenings. Multiple property owners expressed interest in creative lighting along Vassar between Central and Similar similar to what is currently on Harvard. There were suggestions could be done through collaboration among business owners, potentially with the support of a City matching program for funding to install lighting.

Neighborhood-Appropriate Development
Participants expressed a need for more housing – both nice, market-rate units for professionals, and affordable and middle-income housing targeted towards students, young families, and young adults.

Participants wanted to strongly encourage locally owned or franchised businesses especially expressing need for grocery stores, fruit markets, and other utilitarian services like hardware stores. Sawmill Market and the Bricklight District were mentioned as examples of appreciated, neighborhood-appropriate development.

Though most participants agreed on the need for more housing and business activity, there was some disagreement about where denser housing might be appropriate. Denser housing is more efficient and has been identified as being necessary and valuable along the Central Ave Corridor. The Central Ave Corridor is adjacent to UNM and has good proximity to transit, bike routes, and local businesses. A few representatives of single-family neighborhoods, however, are concerned about increased commercial activity, parking availability on public streets, and worry that apartments will lead to increased crime, disorderly trash management, and will negatively impact the existing character of the neighborhood. Most participants were okay with taller residential developments (3+ stories) closer to Central Ave but

less comfortable with them as they got closer to Silver Avenue and the Silver Hill Historic Protection Area. Some participants wanted more and denser housing along the Central Avenue Corridor to improve economic conditions and increase the vibrancy and vitality of the area.

Some participants wanted new development to prioritize parking to prevent conflicts with the surrounding neighborhood while other participants wanted to reduce the emphasis on parking and instead wanted new development to prioritize more housing and to be oriented towards bike and transit infrastructure. The provision of and expectations around parking is a perennial issue but one which can be managed in innovative and strategic ways. A parking study to encourage efficient management based on the needs of the corridor was identified as a potential support strategy to mitigate the effects and better manage expectations of new development.

Now What? Partnerships, Resources, and Organizations

Participants at the "Now What?" table discussed implementation approaches so that all the current and ongoing priority needs in the area being discussed at the other tables might be implemented if/when the plan was adopted. The implementation next steps that meeting participants discussed included:

- Explore potential PARTNERSHIPS needed to support implementation efforts. Several potential partnerships were discussed:
    - Real-Time Crime or similar initiative to allow for sharing of live video feeds from all merchants' and property owners' private security cameras to help prevent / reduce crime in the district.
    - As major institutions in the District, UNM and CNM were identified as having a significant leadership opportunity partner on the revitalization of the district. UNM's Design Planning Assistance Center in the School of Architecture and Planning was specifically mentioned as a source of student expertise and in-kind staffing support for implementation efforts.
    - Public-private partnerships to incentivize development of more new/rehabbed housing in the University District, with incentives for higher-quality affordable and student housing emphasized. UNM, CNM, and the local hospitals were all suggested as potential partners to increase housing options in the University District to serve their constituencies.
    - In partnership with hospitals in the University District, the City, and social service non-profit organizations:
        - Prioritize/triage social service delivery to the neighborhoods where urgent care services and homeless encampments concentrated (as is currently the case in the University District) to prevent spillover impacts; and
        - Explore approaches to transition to a more equitable distribution across the City of urgent care services in the future.
    - Building on the success of the City's 311 system for addressing graffiti and potholes, prioritize rapid response/mitigation of other issues that degrade the business environment, such as overflowing trash cans/illegal dumping, broken/missing infrastructure, traffic/safe streets concerns, etc.

- Identify potential RESOURCES needed to support implementation efforts. Several potential resources were discussed:
  - A single City / Council staff liaison assigned to be a single point of contact for the University District to help mitigate current perception of fragmentation due to the University District being comprised of 3 neighborhood associations and 2 council districts. When asked to answer the question "Whose responsibility is it to care for the University District?," participants made statements such as: most people don't know who to call, there's no avenue for people who care to engage, there's no single point of accountability, etc.
  - Financial incentives to property owners to fill vacant storefronts, like the City's pilot Downtown Storefronts Grant Program.
  - Dedicated funding sources to allow implementation efforts to be sustained over the long-term (and not just peter out shortly after the plan is adopted like has occurred with some previous efforts).
  - It was stated that there is strong interest among business owners and property owners in participating and/or contributing to a business advocacy organization for the University District. A challenge will be creating a formula that is perceived as fair to ensure that those who will benefit from redevelopment revitalization efforts are willing to contribute to support those efforts. Avoiding the "free rider" problem will be an important challenge to solve.
  - A funded staff person for the potential new business advocacy organization who has expertise on City permits, fees, and approval process to help new/expanding businesses navigate the process.

- Evaluate potential ORGANIZATIONAL MODELS to create one entity solely whose mission is to advocate for University District businesses and improve the business climate in the University District. Several potential organizational models were discussed:
  - Main St. Organization (e.g. Nob Hill)
  - Merchants Association
  - Business Improvement District
  - Property Improvement District
  - It was suggested that regardless of which organizational model was ultimately stood up, a visible and sustained commitment of support from the City would be important to implementation success of any potential new business advocacy organization.

6/23/2022 University MRA Community Meeting – Review of Plan & Recommended Strategies

Distribution & Format

Invitations to the 6/23 Community Meeting were emailed to all previous participants and neighborhood associations and hard-copy invitations were mailed to all property owner addresses. The virtual zoom meeting was attended by about 20 people, seven of which were City staff and consultants on the plan.

The draft Metropolitan Redevelopment Plan was introduced along with each of the five recommended strategies. After introducing the core elements of the plan, discussions were facilitated around:
- the strategy to increase housing supply,
- the strategy to build more bicycle and pedestrian improvements, and
- the strategy to improve safety and cleanliness.

Polls were used to evaluate how the participants felt about each of the discussion topics and the plan as a whole.

Discussion Summary:

Strategy to Increase Housing Supply

Some participants were supportive of additional multifamily housing. One participant thought that community members should learn more about how housing is developed and the benefits of density. Another was concerned about target densities along the corridor and how City goals relative to transit impact policy. Of the twelve people who responded to polls about housing, 58% thought that the development of new, multifamily housing would improve the vitality of the area and 33% thought it could help.

Strategy to build more bicycle and pedestrian improvements

Participants expressed support for the recommended Buena Vista bike boulevard improvements and believe it would be a needed North-South bike route and would be excited about having bike infrastructure which connects CNM, the Silver Ave bike boulevard, Central Ave and the ART Transit System, and UNM. Some participants mentioned various improvements they'd like the City to look into including the Silver Ave Bike Boulevard (e.g. lighting), the need for more North-South connections to UNM, that landscaping for bike and pedestrian improvements would be enjoyed, and that the Buena Vista and Central Ave intersection should be a prioritized area for pedestrian and bike improvements. A couple participants also wanted the City to think about making Yale more friendly for pedestrians as a strategy to extend the "college town vibe" to the south.

Strategy to improve safety and cleanliness

Participants agreed with the need for more trash cans and lighting, especially along Silver Avenue and Yale Boulevard. An area that participants thought we missed highlighting for improvements was on Garfield between Yale and Harvard around Differential Brewing. A couple participants also mentioned that alleys were used often and felt unsafe.

Overall

Of the participants who answered the zoom polls, 22% thought this plan was prioritizing exactly what the area needed, 56% thought the plan generally included the right strategies and were "cautiously optimistic," and 22% thought that there was still "lots of room for improvement." No participants thought the plan process should be started over.

UNIVERSITY AREA
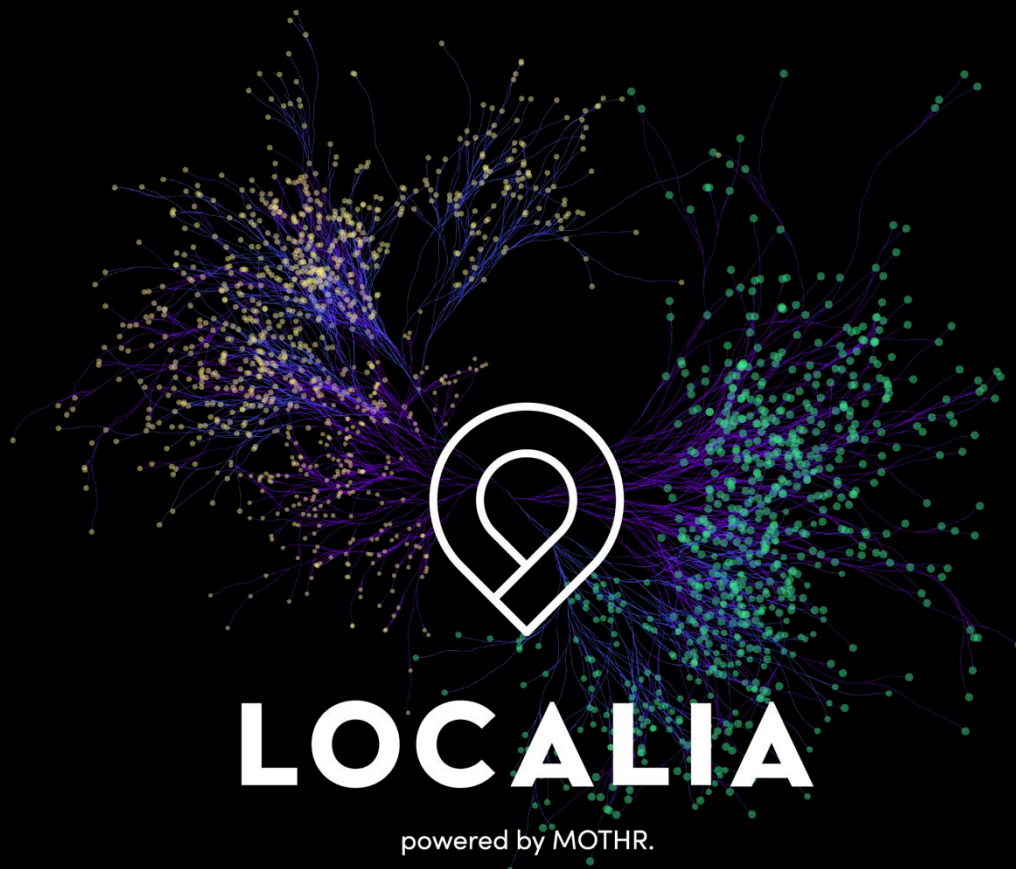## METROPOLITAN REDEVELOPMENT PLAN

APPENDIX 2

LOCALIA

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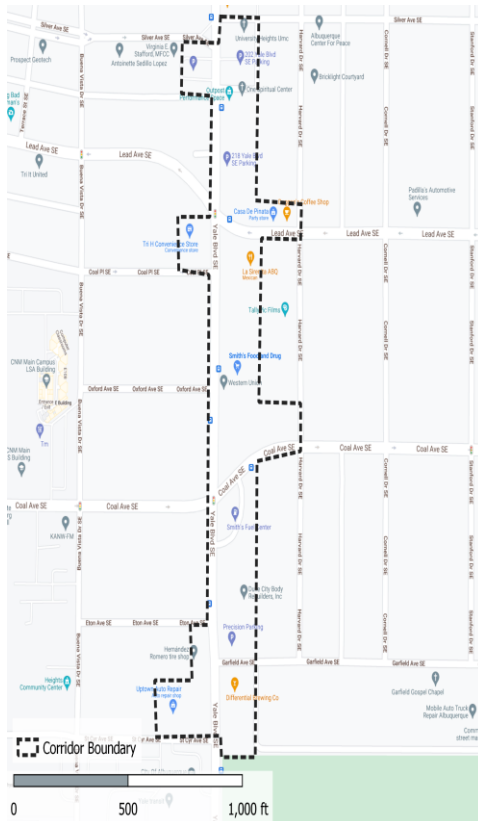# TABLE OF CONTENTS

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1. Project Description

RS21 was tasked with the analysis of two (2) corridors within the MRA boundary using AI/ML methodologies on location intelligence data derived from consumer devices that visit these corridors:

1. Central Avenue Corridor

2. Yale Corridor

To understand human movement, i.e., visitation and occupancy of visitors to these corridors, it was decided to use data from the last 6 months of December 2019 as the basis for the analysis. This time window allows us to measure the pre-covid utilization of these corridors.

The time window for analysis was thus selected as: **07/01/2019 — 12/31/2019**

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2. Corridor Utilization Summary

Based on visits to the corridor recorded within the last 6 months of 2019, we can estimate[1] the following corridor metrics:

Corridor Attribute	Description	Central Ave. Corridor	Yale Blvd. Corridor
Unique Visitors	Estimated total number of unique corridor visitors within the time window	289.04K	60.33K
Total Visits	Estimated total number of corridor visits within the time window	700.34K	123.25K
Return Visitors	Estimated percentage of total visitors that visited the corridor more than once during the time window	33%	29.2%
Avg. Return Frequency	Estimated average number of times that return visitors visited the corridor within the time window	5	5
Avg. Dwell Time	Estimated average amount of time (in minutes) that visitors spent within the corridor per visit	1h 9m	57m
Max. Daily Occupancy	Estimated maximum daily count of unique visitors to the corridor within the time window	5.6K	1.59K
Busiest day of the Week	Day of the week that attracts the most people	Friday	Thursday
Busiest time of the Day	Time when most visitors are present	12p.m.	11a.m.
Busiest month in H2 2019	Month when most visitors came to the corridor between July 2019-December 2019	August	December
Month with the longest visit duration	Month when visitors spent the most time in the corridor between July 2019-December 2019	July	December
Percentage of visitors from Bernalillo County	Proportion of total visitors to the corridor that come from within Bernalillo County	62%	72%
Percentage of visitors from within 5-mile radius	Proportion of total visitors that visit from census block groups whose centroids lie within a 5-mile radius	29%	42%
Percentage of visitors that also visit block group with UNM Campus	Proportion of total visitors to the corridor that also visit the UNM campus block group	33%	38%
Percentage of visitors that visit over 10 times	Proportion of total visitors to the corridor that visited over 10 times in 6 months	11.7%	13.8%

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3. Central Ave. Corridor
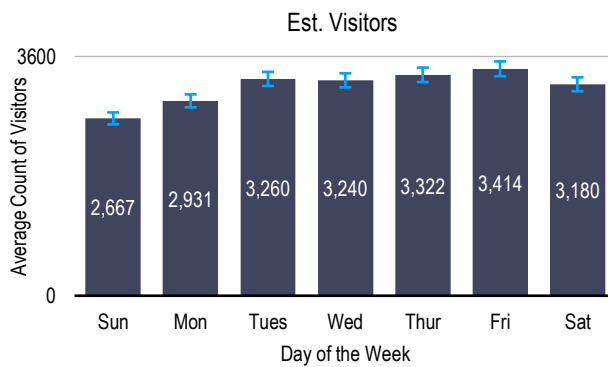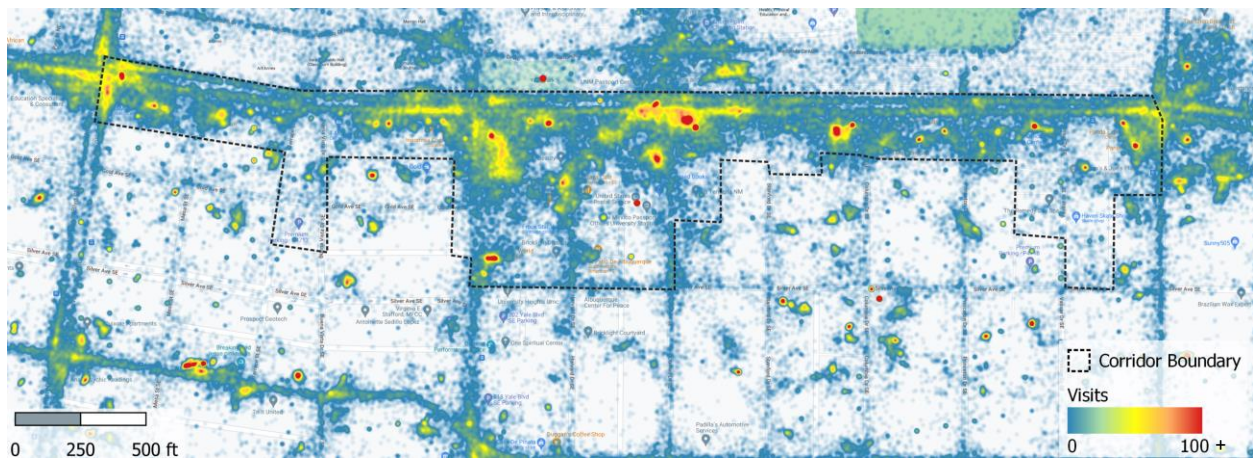
Est. Visitors

Visits to the corridor peak in the latter half of the week with the weekends showing the least number of visits. **This trend could indicate that a significant portion of the visitors to the corridor work nearby.**
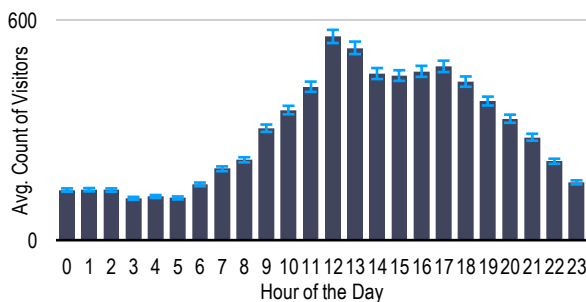
Average count of estimated visits by the hour of the day shows that the number of visits typically peaks between 12 p.m. to 5 p.m. suggesting that **the corridor is busiest during lunch hours** — which is in keeping with the nature of commercial establishments that are present in the corridor.
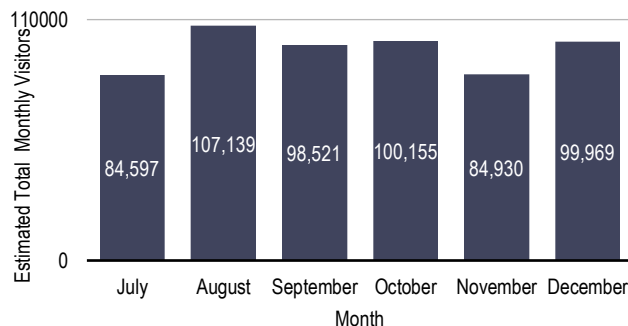
While visits and occupancy appear higher during the latter part of the week, **dwell times are generally higher during the weekend** and the earlier part of the week.

Analysis of Visits Within the corridor:

The highest overall concentration of **visits** is found in 4 areas –

1- University & Central	2 - Yale & Central	3 - Cornell & Central	4 - Girard & Central
46.0% of Total	77.8% of Total	65.6% of Total	43.0% of Total

Corridor Boundary
Corridor Subsection
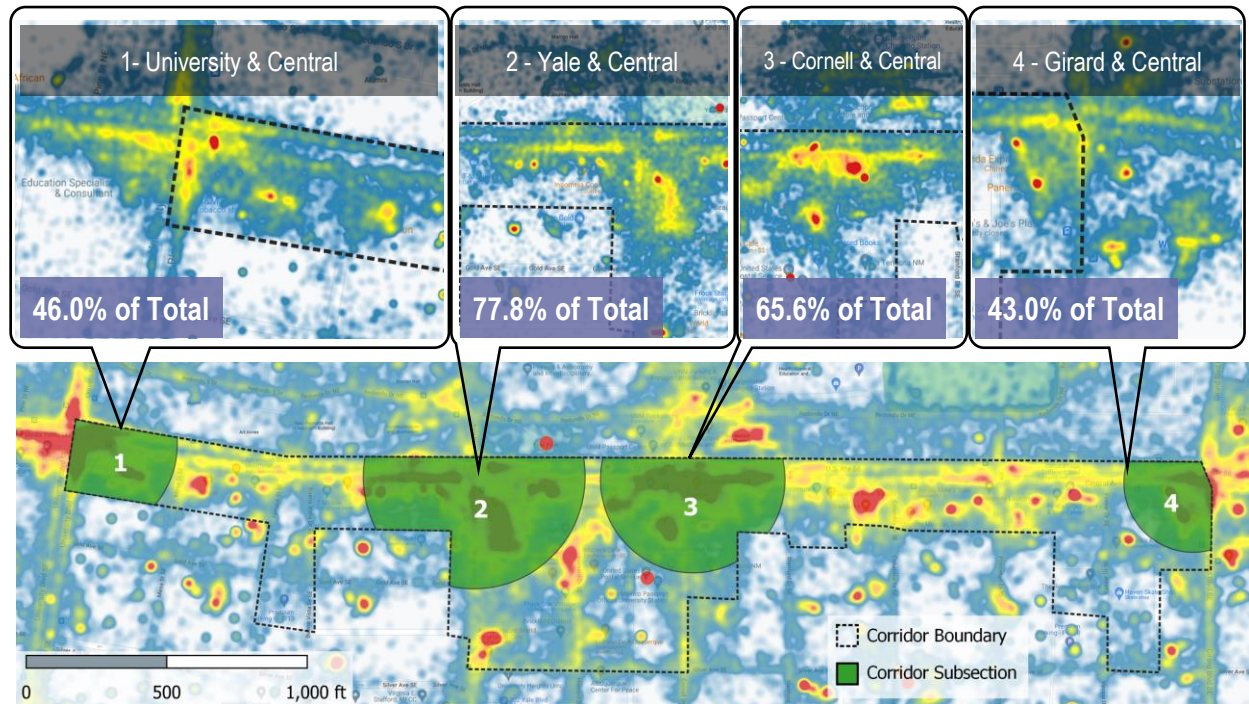
	Overall	Section 1 (Central & University)	Section 2 (Central & Yale)	Section 3 (Central & Cornell)	Section 4 (Central & Girard)
Unique Visitors	289.04K	54.37K	190.23K	116.53K	53.39K
Total Visits	700.34K	322.15K	544.86K	459.74K	301.49k
Return Visitors	33%	65.5%	37%	50.5%	63.4%
Return Frequency	5	8	6	7	8
Avg. Dwell Time	69 mins	73 mins	74 mins	76 mins	72 mins
Max. Daily Occupancy	5.6K	2.73K	4.84K	3.18K	2.78K
Busiest Commercial Establishments (Most busy to least busy)		Wendy's Dunkin' M&M Smoke Shop	McDonalds Cheba Hut O Ramen Naruto Ramen Olympia Cafe Bandido Hideout Perico's	Frontier Saggio's Gyros	Panera Panda Express Subway

Visitors Originating from Bernalillo County versus from outside Bernalillo County:

Approximately 62% of the visits made to the corridor are made by visitors originating from Bernalillo County.

Visits to the Central Ave. Corridor

Bernalilo County	Outside
62%	38%

Percent Visitors Bernalillo Co
- < 0.15%
- 0.15 - 0.25%
- 0.25 - 0.5%
- 0.5 - 0.75%
- 0.75 - 1.75%

Visitors to the corridor by distance

Distance from Home (miles)	
0 - 5	31.18%
5 - 10	25.18%
10 - 15	4.87%
15 - 20	3.62%
20 - 25	2.03%
25 - 30	1.10%
30 - 35	0.71%
Over 35	31.32%
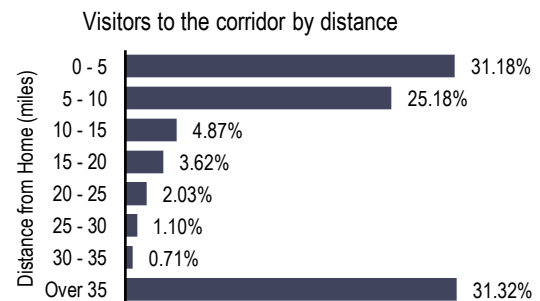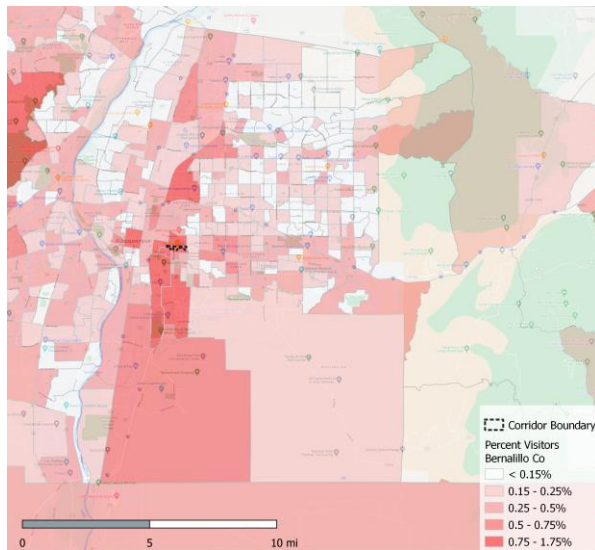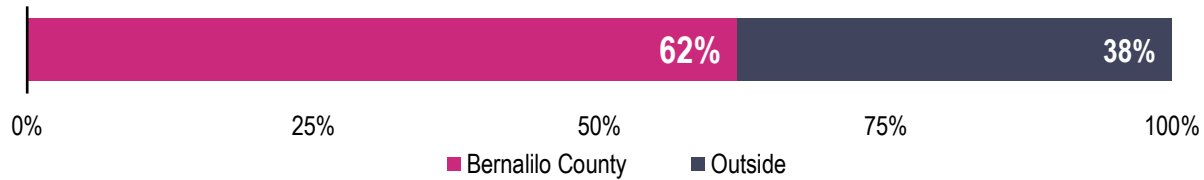
Approx. 8.5% of visitors to the corridor live within 10-20 miles of the corridor, which indicates that they come from areas like Rio Rancho.

Analysis of Visits Outside the corridor:
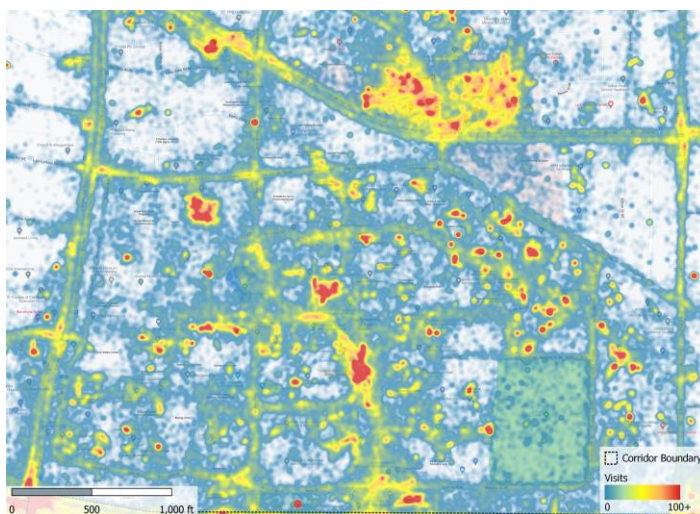
In the immediate vicinity of the corridor, visitors can be seen spending time at:

- The UNM campus (North)
- UNM Hospital (North)
- Presbyterian Hospital (West)
- Central Ave. in Nob Hill (East)
- Smith's Food and Drug (South)

Key Takeaways from the Central Ave. corridor analysis:

- Central Ave. is much busier than Yale.
- Central Ave. attracts visitors from a broader area than Yale.
- Corridor is busiest during weekdays – Suggesting that substantial traffic to the corridor comes from the UNM block group.
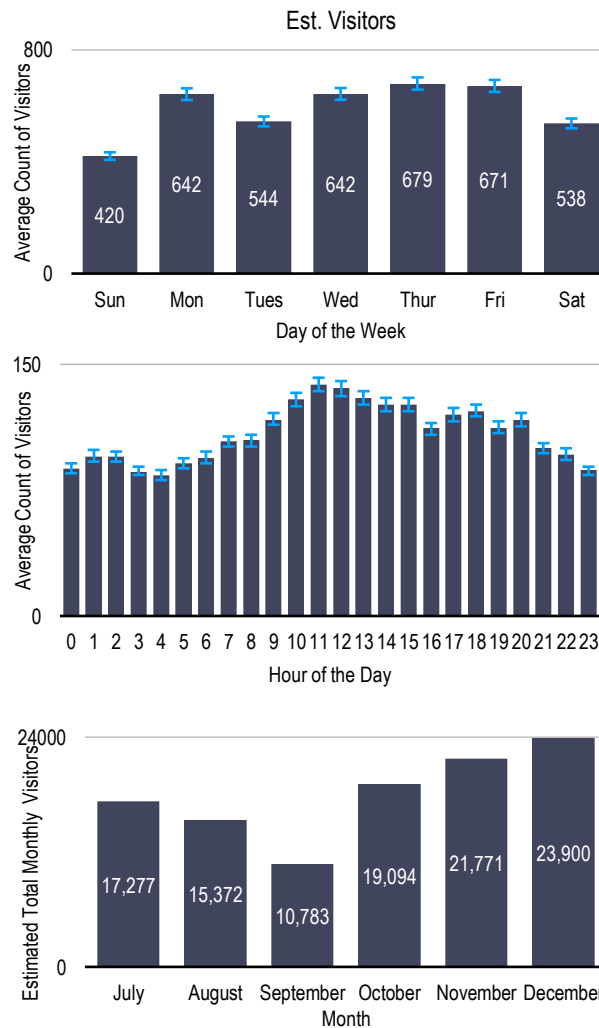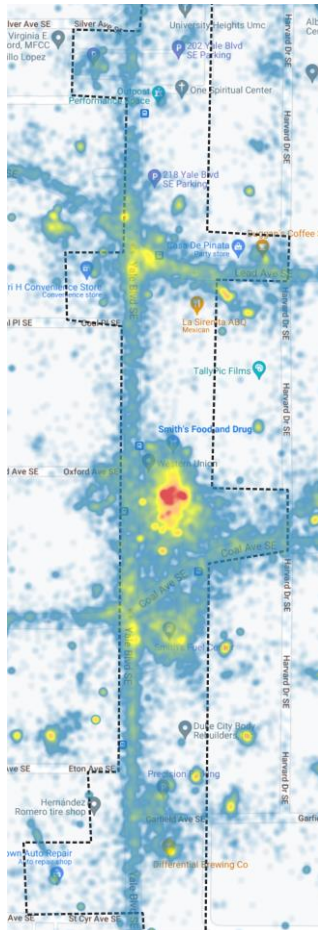- Corridor is busiest during lunch hours – Since most establishments in the corridor are food service establishments.
- Visits increase in August – coinciding with students returning from summer break.
- Frontier, Chipotle, McDonalds and Saggio's are amongst the busiest commercial establishments.
- Most establishments operate between 10am – 9pm. Frontier is an exception with operating hours from 5am-12am.
- Low density areas of opportunity exist next to the densest areas:
  - Between Dunkin' and O' Ramen
  - Next to McDonalds, Perico's and Annapurna
  - Parts of the corridor along Silver Ave.
- There are no grocery stores, convenience stores or pharmacies and very few clothing stores in the corridor which could be a major area of opportunity for new businesses to attract post work / post classes crowd as well as visitors to UNM and Presbyterian hospitals.

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3. Yale Blvd. Corridor

Est. Visitors

Average Count of Visitors / Day of the Week:

Sun	Mon	Tues	Wed	Thur	Fri	Sat
420	642	544	642	679	671	538

Average Count of Visitors / Hour of the Day (0–23)

Estimated Total Monthly Visitors / Month:

July	August	September	October	November	December
17,277	15,372	10,783	19,094	21,771	23,900

Visits to the corridor peak in the latter half of the week with the weekends showing the least number of visits. This indicates **shoppers prefer to spend time here on Thursdays and Fridays.**

Average count of estimated visits by the hour of the day shows that the number of **visits typically peak between 10 a.m. to 3 p.m**. suggesting that the corridor is busiest during daytime hours. Most businesses in the corridor open early (6-7 a.m.) and close late (10-11 p.m.).

Visitors Dwell times increased from mid-October through December. **There were occupancy and dwell time spikes observed during the Day of the Dead celebration (3rd Nov) and the New Mexico Bowl (18th Dec).**

Est. Visitors

Day of the dead (3rd Nov)

New Mexico Bowl (18th Dec)

Estimated Total Daily Visitors

1920
1600
1280
960
640
320
0

July · August · September · October · November · December

(July 2019 — December 2019)

Est. Dwell Time

Day of the dead (3rd Nov)

New Mexico Bowl (18th Dec)

Estimated Daily Avg. Dwell time (mins)

840
700
560
420
280
140
0

July · August · September · October · November · December

(July 2019 — December 2019)

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Analysis of Visits Within the Corridor:

The highest overall concentration of **visits** is found in 4 areas –

57.2% of Total

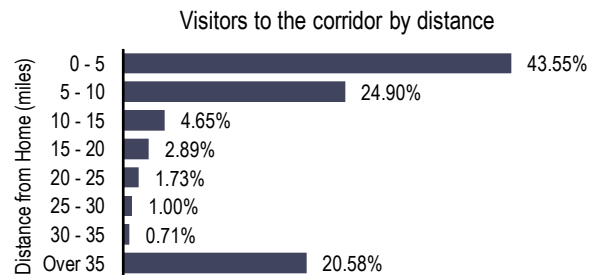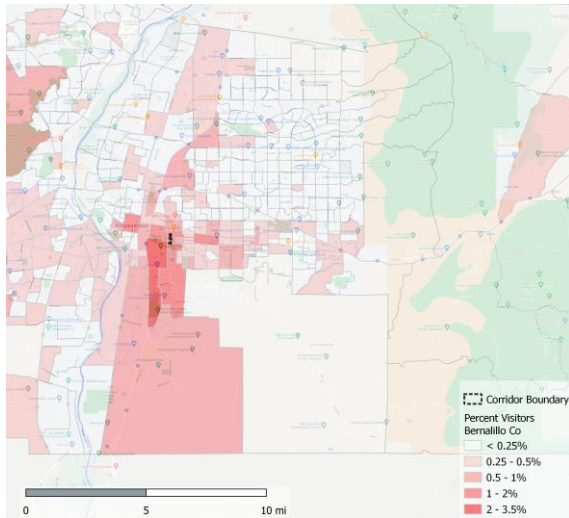67.3% of Total

60.2% of Total

36.2% of Total

Corridor Boundary
Corridor Subsection

0   250   500 ft

	Overall	Section 1 (Yale & Lead)	Section 2 (Smith's Food & Drug)	Section 3 (Smith's Fuel)	Section 4 (Yale & Garfield)
Unique Visitors	60.33K	22.56K	29.99K	24.14K	11.89K
Total Visits	123.25K	70.46K	83K	74.22K	44.66K
Return Visitors	29.2%	47.8%	41.1%	43.7%	49.7%
Return Frequency	5	5	5	6	7
Avg. Dwell Time	57 mins	50 mins	54 mins	57 mins	63 mins
Max. Daily Occupancy	1.59K	1.06K	1.15K	1.15K	1.06K
Busiest Commercial Establishments (Most busy to least busy)		Tri H Convenience Duggan's Coffee	Smith's Food and Drug	Smith's Fuel Duke Autobody	Differential Brewing

Visitors Originating from Bernalillo County versus from Outside Bernalillo County:

Approximately 72% of the visits made to the corridor are made by visitors originating from Bernalillo County.

Visits to the Yale Blvd. Corridor

	72%	28%

0%   25%   50%   75%   100%

■ Bernalilo County ■ Outside

Corridor Boundary
Percent Visitors
Bernalillo Co
< 0.25%
0.25 - 0.5%
0.5 - 1%
1 - 2%
2 - 3.5%

0   5   10 mi

Visitors to the corridor by distance

Distance from Home (miles)	
0 - 5	43.55%
5 - 10	24.90%
10 - 15	4.65%
15 - 20	2.89%
20 - 25	1.73%
25 - 30	1.00%
30 - 35	0.71%
Over 35	20.58%
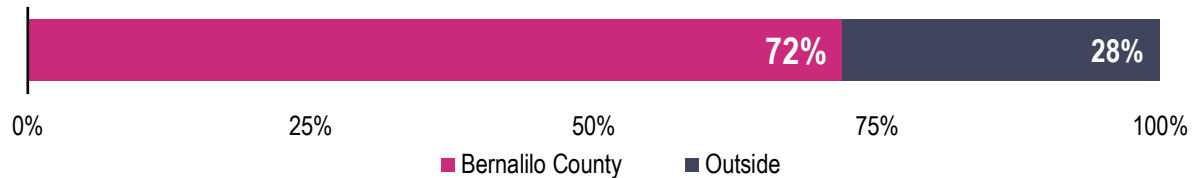
Approx. 7.5% of visitors to the corridor live within 10-20 miles of the corridor, which indicates that they come from areas like Rio Rancho.

Analysis of Visits Outside the Corridor:

Corridor Boundary
Visits
0   100+

0   0.25   0.5 mi
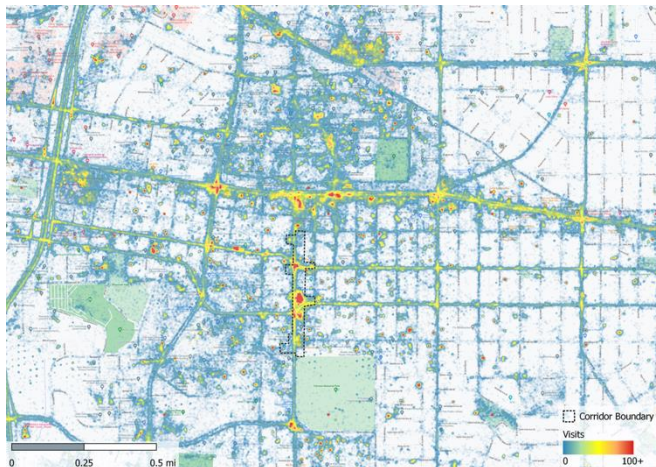
In the immediate vicinity of the corridor, visitors can be seen spending time at:

- The UNM campus (North)
- UNM Hospital (North)
- Central Ave. (North and East)
- CNM Campus (West)
- La Vida Nueva apartments (South)

Key Takeaways from the Central Ave. corridor analysis:

- Yale Blvd. Corridor is much less busy than the Central Ave. Corridor.
- A little over 33% of total visitors to the corridor were observed in the Yale and Lead intersection.
- Smith's Food and Drug attracts over 65% of total visits made to the corridor.
- Over 33% to the corridor visit Smith's Fuel.
- Only 20% of visitors to the corridor registered visits to the southern end of the corridor (Yale and Garfield).
- Corridor is busiest on Thursdays and Fridays – Suggesting visitors prefer shopping for conveniences on those days.
- Corridor is uniformly busy throughout the daytime – Since convenience stores operate from 6 am – 10 pm.
- Low density areas of opportunity exist next to the densest areas:
  - Between Tri H and Smith's Food and Drug
  - Between Smith's fuel and Differential Brewing
  - Between Tri H and Duggan's Coffee
- There are not a lot of restaurants in the corridor and that could be an opportunity that increases visitors to the corridor.
- Special events in the Fairview Memorial Park and Isotopes Park increase dwell time and occupancy in the corridor.

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UNIVERSITY AREA
METROPOLITAN REDEVELOPMENT PLAN

APPENDIX 3

New Apartment Complexes Along Central Avenue

Project Name	Location	Status/Yr Built	Amenities	Site (ac.)	# Stories	Total Units	Studio No. Units	Studio Vacant Units*	Studio Size	Studio Rent	One-Bedroom No. Units	One-Bedroom Vacant Units*	One-Bedroom Size	One-Bedroom Rent	Two- and Three Bedroom No. Units	Two- and Three Bedroom Vacant Units*	Two- and Three Bedroom Size	Two- and Three Bedroom Rent
Stabilized Projects																		
Bricklight Courtyard 115 Harvard SE	University Area	2008	Bike storage, ground floor retail	0.792	3	46	3	0	547		37	0	800		6	0	1,200	
The Carlisle Condos 3600 Central SE	Nob Hill	2018	Structured parking, storage, roof deck, electric car charging	0.494	3	34					3	0	592-811		31	0	906-1401	$990
Platinum 4100 Silver SE	Nob Hill	2015	Sky deck, fitness center, community room, car charging stations, bike storage	0.858	4	75	5	0	579		63	1	789	$1,400	7	1	1,233	$2,100
De Anza 4305 Central NE	Nob Hill	2019	Clubhouse, pet friendly, bike repair station, fitness center, outdoor patio. 15 corporate apts.	1.3	1 & 2	40		0	562	$1,125		0	676	$1,425		0	1,000	$1,850
Projects in Lease-up																		
Broadstone Nob Hill	Nob Hill	Start of Lease Up 3/2021	Community lounge, fitness center, pool and spa, wi-fi café	2.25	4	102		0	692			5	847	$1,744		5	1,125	$2,200
												2	983	$1,710		2	1,186	$2,199
												2	1,115	$2,020		2	1,236	$2,375
												0	1,129			5	1,238	$2,175
Highlands North 200 Mulberry St NE	Between downtown and UNM	Start of Lease Up 12/2020	Pool and spa, fitness center, tennis court, clubhouse	2.39	5	92		0	652				749	$1,665			1,161	$2,115
												3	771	$1,599		2	1,025	$2,100
													838			2	1,051	$2,100
													1,085			2	1,204	$2,099
																1	1,128	$2,050
Projects in Development																		
Highlands East 1301 Central Ave NE	Between downtown and UNM	In development	Structured parking, ground floor retail, fitness center	2.85	6	228												
Hiland Plaza 5000 Central SE	Nob Hill/Highland	In development	Designed for the deaf, deaf+, deaf-blind and hard of hearing communities. Income restricted. 15% market rate units, 2,000 sf commercial	1.59	4	94								$388-$744				$466-$896 $539-$1,078
Total						516	0	0			0	12			0	21		

Sources: apartments.com; Berkadia Mortgage; project websites; developer interviews

*Vacant units as of December 15, 2021

Stablized	195	
Lease Up	194	12	21
In Development	322	

UNIVERSITY AREA
METROPOLITAN REDEVELOPMENT PLAN

APPENDIX 4

5

PEER CORRIDORS

PEER CORRIDORS: TASK GOALS

1. **Identify at least 3 peer institutions and corridors similar in size and in market conditions present in the University Area.**

2. **Summarize peer corridors to understand market patterns that may influence the University Area's redevelopment prospects.**

APPROVED PEER CORRIDORS: SCREENING CRITERIA

City	City Economic Indicator Ranking[1]	City Growth Rate (2010-2020)[2]	University	"Similar University Size"[3]	Corridor	"Similar Corridor Market Conditions"[4]
Albuquerque, NM	Tier 3	3.4%	University of New Mexico (UNM)	~24K (7% on campus)	Central Avenue	N/A
El Paso, TX	Tier 3	4.6%	University of Texas (UTEP)	~25K (3.7% on campus)	North Mesa St. (State Route 20)	Commercial corridor Adjacent residential BRT Low value / density uses Mostly small parcels **No non-university redevelopment**
Kansas City, MO	Tier 3	10.5%	University of Missouri (UMKC)	~16K (6% on campus)	Troost Avenue	Commercial corridor Adjacent residential BRT Low value / density uses Mostly small parcels **Limited redevelopment**
Knoxville, TN	Tier 3	6.6%	University of Tennessee (UTK)	~29K (27% on campus)	Cumberland Avenue (US Route 11)	Commercial corridor Adjacent residential Trolley (rubber tire) Low value / density uses Mostly small parcels **Moderate redevelopment**

Notes
1) Milken Institute 2021 Best Performing Cities. Available at https://milkeninstitute.org/reports/best-performing-cities-2021
2) US Census. Not verified with cities directly.
3) Total student enrollment rounded to the nearest thousand. From public sources. Not verified with universities directly.
4) Consultant research from public sources. Based on professional judgment/experience of relevant conditions. Not yet verified with local stakeholders directly.

PEER CORRIDOR: NORTH MESA ST. (STATE ROUTE 20)
CITY: EL PASO, TX
INSTITUTION: UNIVERSITY OF TEXAS, EL PASO

PEER CORRIDOR: NORTH MESA ST. (STATE ROUTE 20)
CITY: EL PASO, TX
INSTITUTION: UNIVERSITY OF TEXAS

✏️ SIMILAR CORRIDOR MARKET CONDITIONS

- Commercial corridor
- Adjacent residential
- BRT Line
- Low value/Low density uses
- Mostly small parcels
- **Some development related to the university & medical center**

🔍 MARKET PATTERNS THAT MAY INFLUENCE REDEVELOPMENT

- Lack of infrastructure/placemaking investments:
  - 2006 corridor plan was canceled before completion.
  - 2017 corridor plan doesn't appear to have led to any significant capital projects (most capital investment has been road surface rehab).
  - Sidewalk, landscaping, and new bus shelters were installed with the BRT improvements, but the roadway is still a six-lane arterial (not a desirable pedestrian environment).
- No known merchants association or BID for the corridor.
- No known development incentives targeted to the corridor.
- Recent redevelopment near the university and "hospital district" appears to be expansion of their facilities.
- Retail is suburban pattern and types common to major arterials.

Image(s) Source: El Paso Times

Image(s) Source: Google Earth

Image(s) Source: Google Earth

PEER CORRIDOR: TROOST AVENUE
CITY: KANSAS CITY, MO
INSTITUTION: UNIVERSITY OF MISSOURI, KANSAS CITY

PEER CORRIDOR: TROOST AVENUE
CITY: KANSAS CITY, MO
INSTITUTION: UNIVERSITY OF MISSOURI KANSAS CITY

SIMILAR CORRIDOR MARKET CONDITIONS

Image(s) Source: Google Earth

- Commercial corridor
- Adjacent residential
- BRT Line
- Low value/Low density uses
- Mostly small parcels
- **Limited redevelopment**

MARKET PATTERNS THAT MAY INFLUENCE REDEVELOPMENT

Image(s) Source: KSHB

- Corridor Action Plan: comprehensive redevelopment strategy to coordinate private and public stakeholders and target development incentives to desired project types.
- Many parcels are vacant, surface parking lots, or have "tear down" buildings on them, providing ongoing assemblage opportunities for catalytic projects.
- Private developers completing rehab projects and small-scale, mixed-use, ground-up projects.
- UMKC expanding into the corridor with a focus on projects that are contiguous with/adjacent to existing campus boundaries.
- The Economic Development Corporation of Kansas City provides for 25-year partial property tax abatement through the Chapter 353 program, which is dedicated to blight removal and redevelopment.

Image(s) Source: UMKC

PEER CORRIDOR: CUMBERLAND AVENUE
CITY: KNOXVILLE, TN
INSTITUTION: UNIVERSITY OF TENNESSEE

PEER CORRIDOR: CUMBERLAND AVENUE
CITY: KNOXVILLE, TN
INSTITUTION: UNIVERSITY OF TENNESSEE

SIMILAR CORRIDOR MARKET CONDITIONS

- Commercial corridor
- Adjacent residential
- Trolley (rubber tire, not fixed-rail)
- Low value/Low density uses
- Mostly small parcels
- **Moderate redevelopment**

Image(s) Source: UMKC

MARKET PATTERNS THAT MAY INFLUENCE REDEVELOPMENT

- Cumberland Corridor Connect Project led to removal of zoning barriers and infrastructure/public realm investments:
  - Form-Based Code (2013 adoption)
  - Streetscape Investments (2015-2017 construction)
- Has a Merchants Association that advocates for corridor.
- The Industrial Development Board (IDB) is the entity that manages tax abatement for all types of catalytic redevelopment projects (not limited to industrial development).
  - Payments in Lieu of Taxes (PILOT) Program freezes taxes during the abatement period (up to 20 years).
- Much of the recent redevelopment appears to be moderate-scale student housing built by private developers.

Image(s) Source: Google Earth

LESSONS LEARNED: PLANNING

Corridors Benefit from Intentional Planning and Implementation:
- Corridor plan in place
- Favorable zoning - form-based code, height and density incentives and/or allowances
- Public capital investment:
  - Streetscape improvements
  - Transit enhancements—BRT, streetcar, trolley
- Business advocacy:
  - Southtown Council, Kansas City
  - Merchants Association, Knoxville
- Partnerships between developers, the municipality, and surrounding institutions
- Student housing with ground-floor retail or services most common
- Parking lots or demolition of small-scale residential and commercial provide redevelopment opportunities
- Ability to assemble at least ¼ block

2014

Image(s) Source: Google Earth

2019

Image(s) Source: Google Earth

Cumberland Avenue, Knoxville

Streetscape improvements

Form-based code (90' height max)

Knoxville PILOT (Payment in Lieu of Tax) Program: froze property tax for up to 20 years

LESSONS LEARNED: INCENTIVES

Incentives are Essential:
- Tax abatement is the most common incentive:
  - Knoxville: maximum of 20 years; 15 years is typical for new projects - PILOT equal to pre-redevelopment property tax
  - Kansas City: abatement of not more than 75% of property tax for 10 years followed by abatement of not more than 37.5% of property tax for the following 15 years
- Land assembly and conveyance:
  - UMKC has assembled land for neighborhood commercial; high construction costs have delayed development
  - UTEP is assembling land in the N. Mesa corridor for university expansion
- Opportunity Zones:
  Used nationally near universities but not in these corridors
- Tax-Increment Financing:
  Used for commercial and industrial, not housing

Image(s) Source: Google Earth

Troost Avenue, Kansas City

Corridor plan in place: Troost Avenue Community Improvement District (CID): Special Assessment District Southtown Council acts as CID Board.

Land assembly by UMKC for long-term land lease

Propose small-scale neighborhood commercial; high costs have delayed new development in this location

Image(s) Source: Google Earth