UNIVERSITY AREA
METROPOLITAN REDEVELOPMENT PLAN

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UNIVERSITY AREA
METROPOLITAN REDEVELOPMENT PLAN

APPENDIX 1

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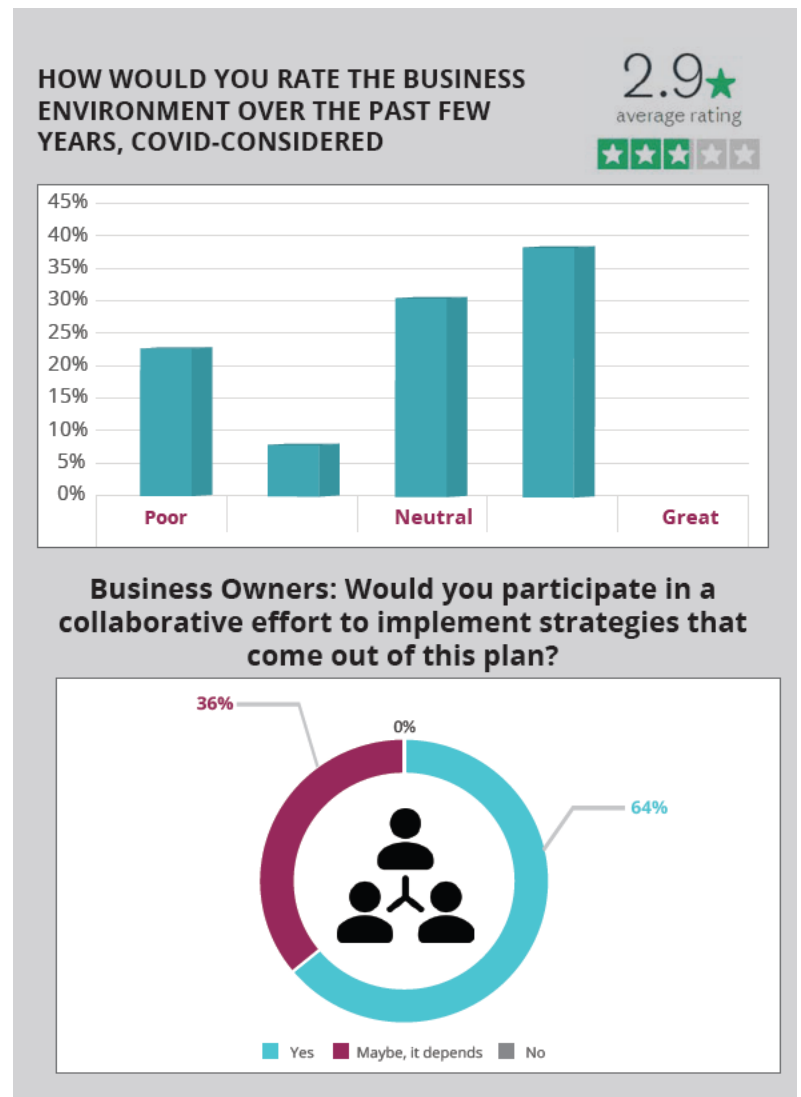
- Need for security because of auto and property theft
- Homelessness, vagrancy, and panhandling
- Lack of adequate street lighting
- Run-down properties and unkempt yards
- Public drug use and drunkenness
- Crime
- Vacancies
- Litter and human waste

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.

UNIVERSITY AREA
METROPOLITAN REDEVELOPMENT PLAN

APPENDIX 2

LOCALIA

powered by MOTHR.
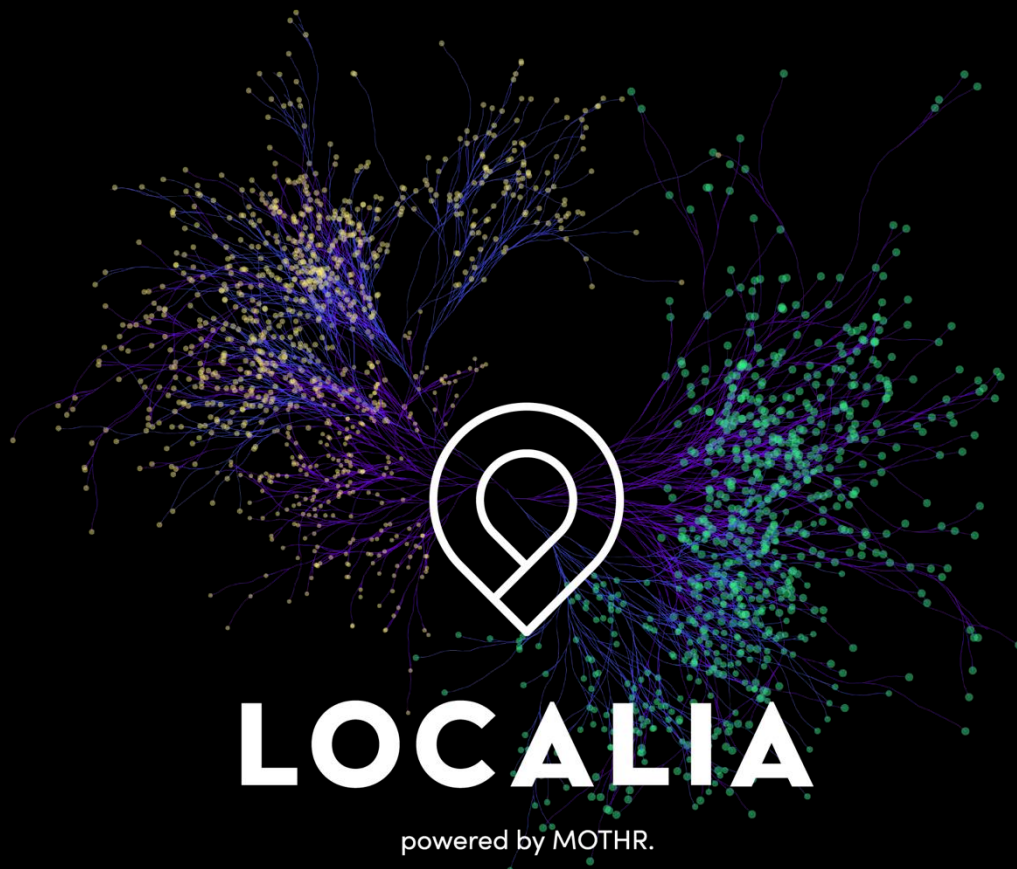
MRA Corridor Analysis

Executive Summary

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TABLE OF CONTENTS

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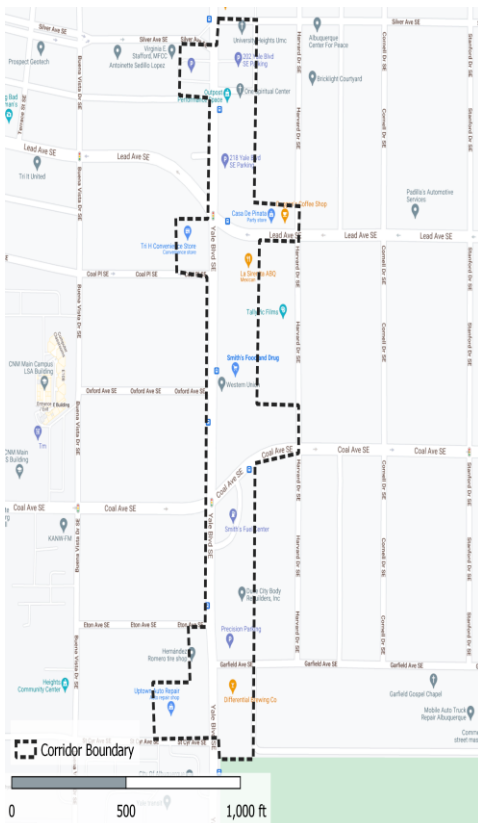
To understand human movement, i.e., visitation and occupancy of visitors to these corridors, it was decided to use data from the last 6 months of December 2019 as the basis for the analysis. This time window allows us to measure the pre-covid utilization of these corridors.

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

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%

3. Central Ave. Corridor
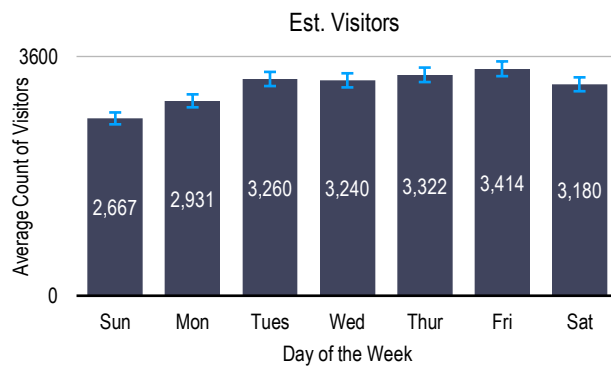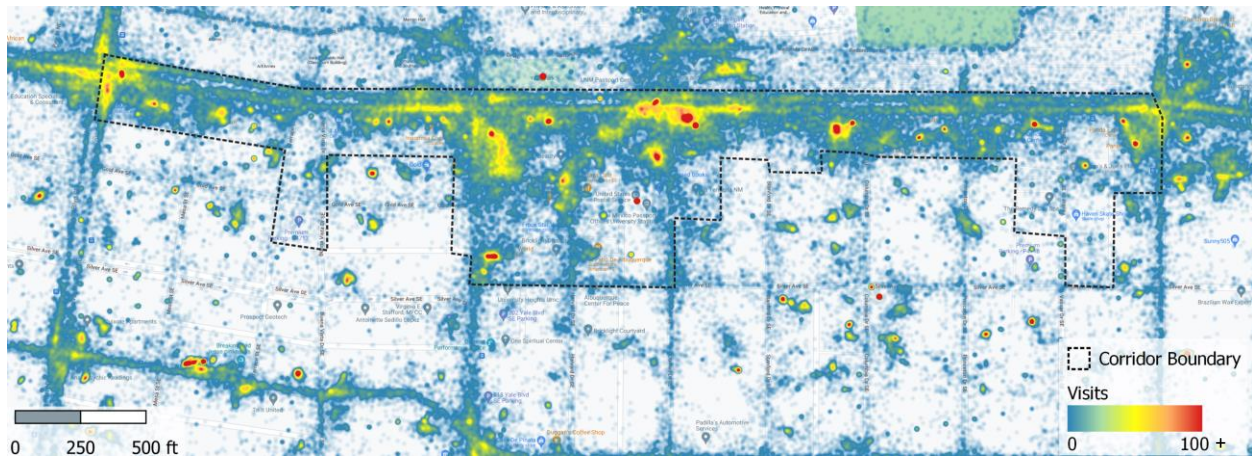
Est. Visitors

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.**
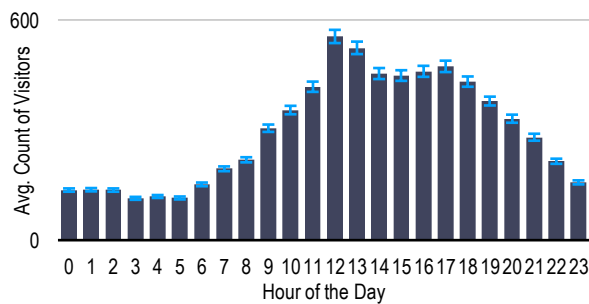
Average count of estimated visits by the hour of the day shows that the number of visits typically peaks between 12 p.m. to 5 p.m. suggesting that **the corridor is busiest during lunch hours** — which is in keeping with the nature of commercial establishments that are present in the corridor.
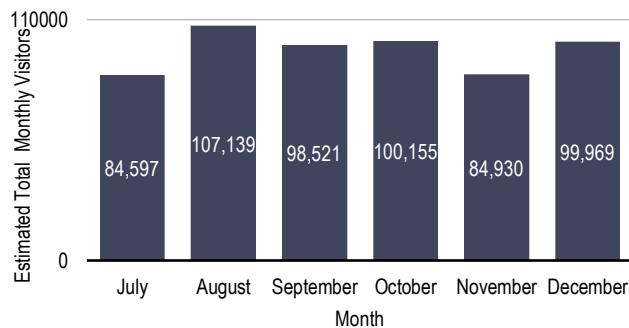
While visits and occupancy appear higher during the latter part of the week, **dwell times are generally higher during the weekend** and the earlier part of the week.

Analysis of Visits Within the corridor:

The highest overall concentration of **visits** is found in 4 areas –
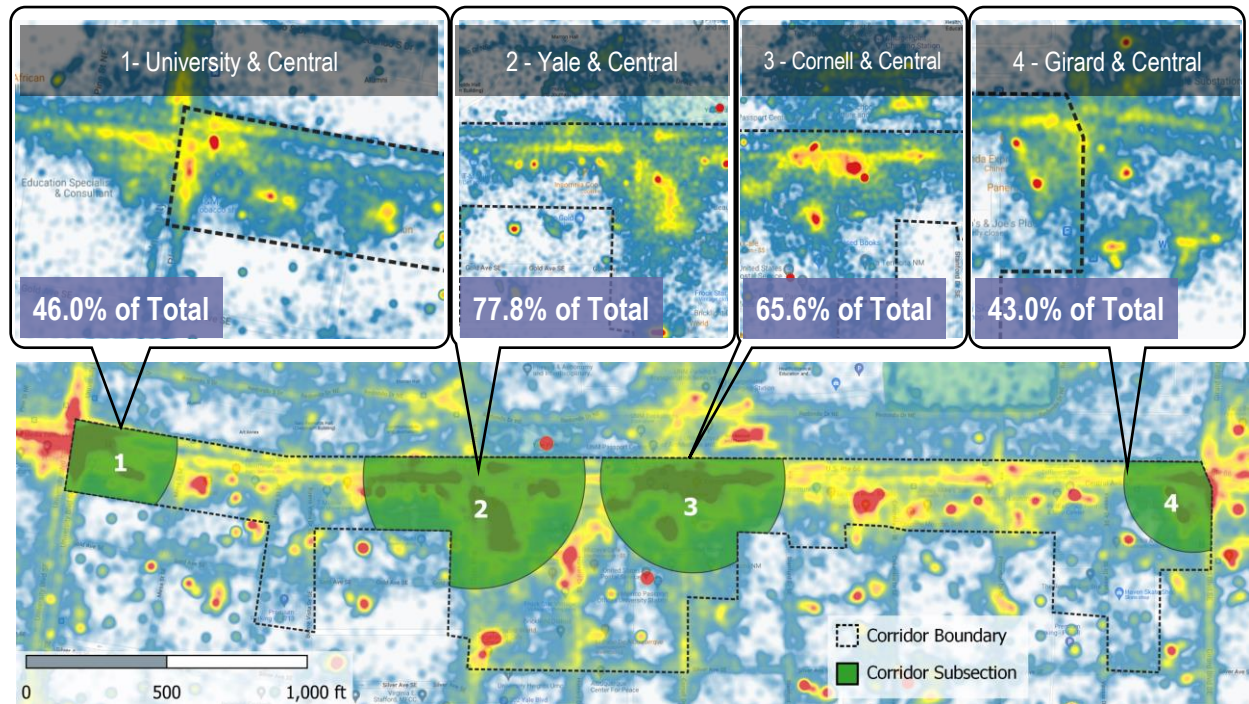
	Overall	Section 1 (Central & University)	Section 2 (Central & Yale)	Section 3 (Central & Cornell)	Section 4 (Central & Girard)
Unique Visitors	289.04K	54.37K	190.23K	116.53K	53.39K
Total Visits	700.34K	322.15K	544.86K	459.74K	301.49k
Return Visitors	33%	65.5%	37%	50.5%	63.4%
Return Frequency	5	8	6	7	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

62%	38%

■ Bernalilo County   ■ Outside

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%
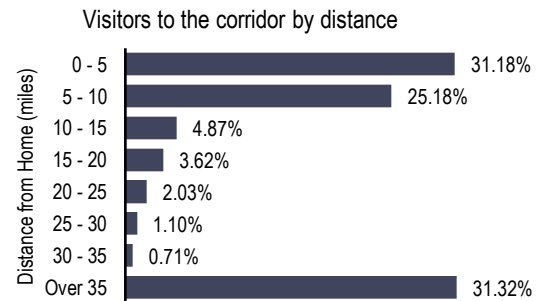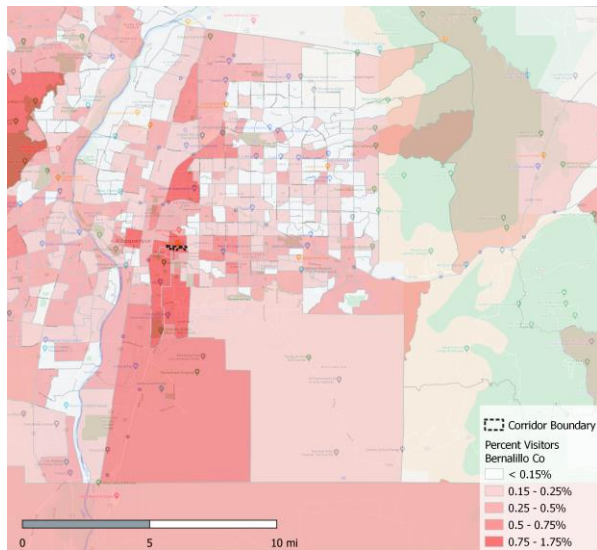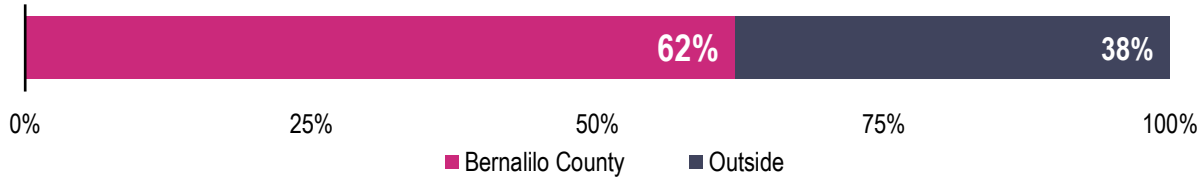
Approx. 8.5% of visitors to the corridor live within 10-20 miles of the corridor, which indicates that they come from areas like Rio Rancho.

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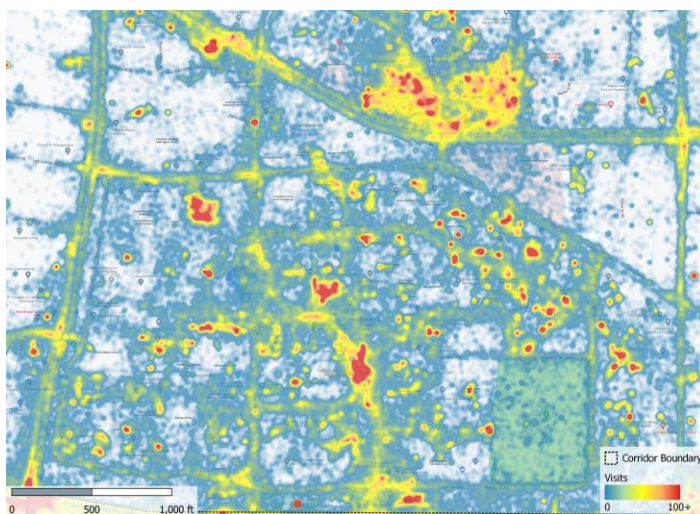
In the immediate vicinity of the corridor, visitors can be seen spending time at:

- 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.

3. Yale Blvd. Corridor
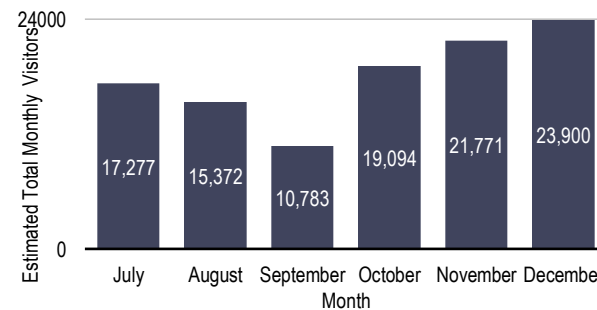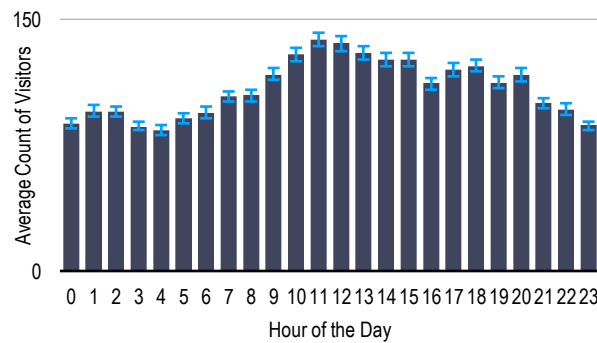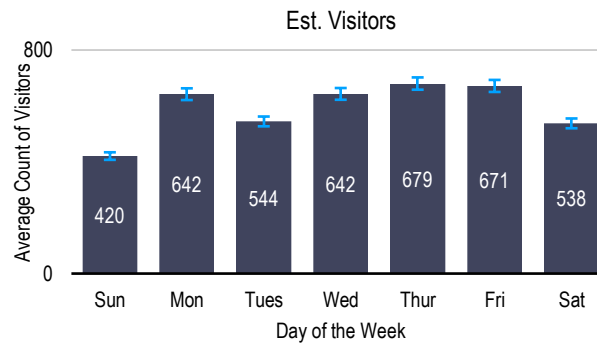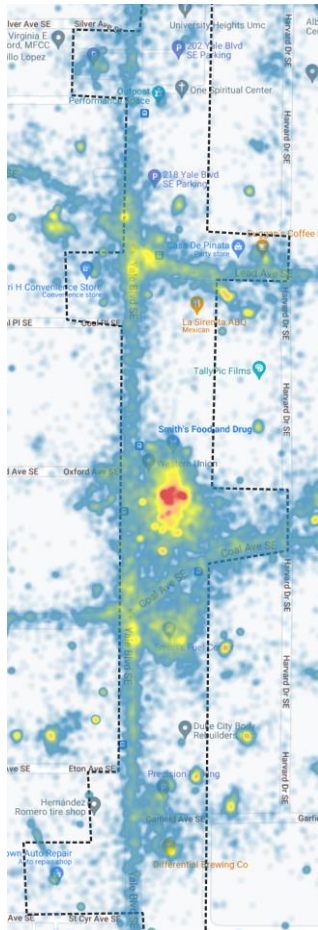
Est. Visitors

Average count of Visitors by Day of the Week:

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

Average Count of Visitors by Hour of the Day

Estimated Total Monthly Visitors by 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).**
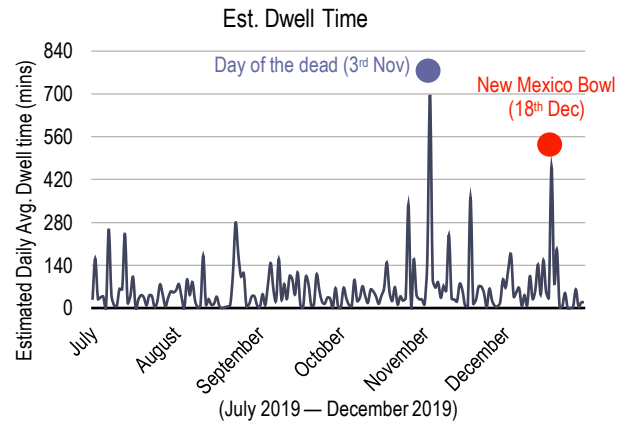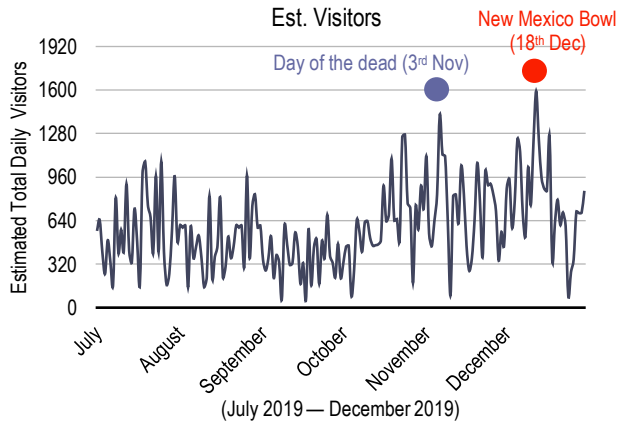
Est. Visitors

Day of the dead (3rd Nov)

New Mexico Bowl (18th Dec)

(July 2019 — December 2019)

Est. Dwell Time

Day of the dead (3rd Nov)

New Mexico Bowl (18th Dec)

(July 2019 — December 2019)

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
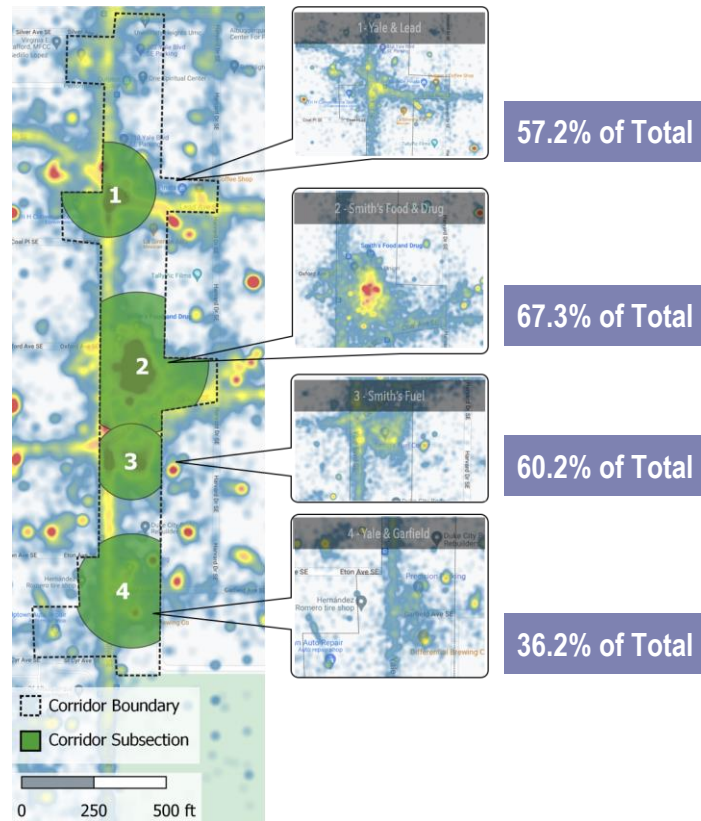
	Overall	Section 1 (Yale & Lead)	Section 2 (Smith's Food & Drug)	Section 3 (Smith's Fuel)	Section 4 (Yale & Garfield)
Unique Visitors	60.33K	22.56K	29.99K	24.14K	11.89K
Total Visits	123.25K	70.46K	83K	74.22K	44.66K
Return Visitors	29.2%	47.8%	41.1%	43.7%	49.7%
Return Frequency	5	5	5	6	7
Avg. Dwell Time	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% Bernalillo County | 28% Outside

■ Bernalillo 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%
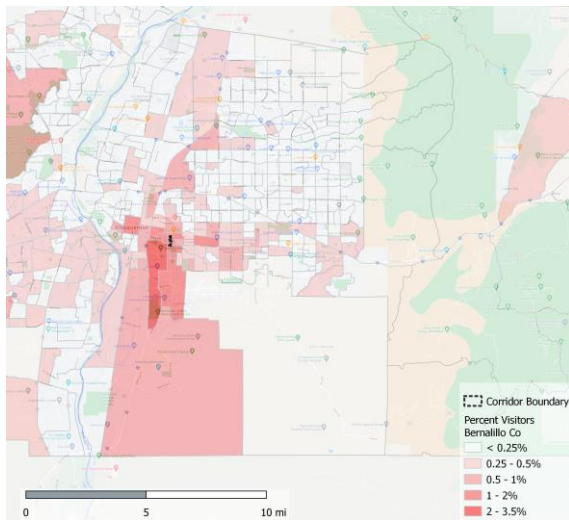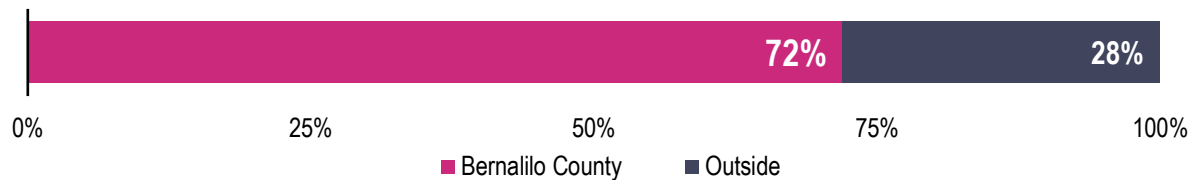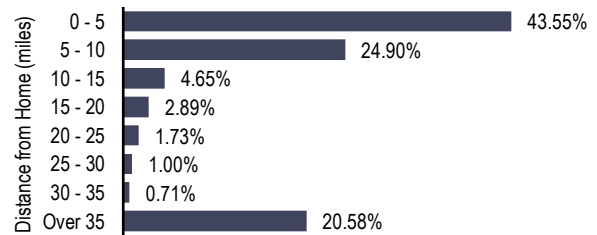
Approx. 7.5% of visitors to the corridor live within 10-20 miles of the corridor, which indicates that they come from areas like Rio Rancho.

Analysis of Visits Outside the Corridor:

Corridor Boundary
Visits
0   100+

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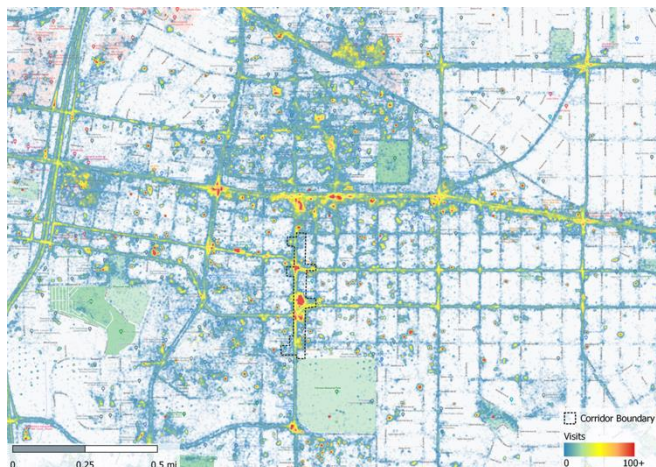
In the immediate vicinity of the corridor, visitors can be seen spending time at:

- 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.

UNIVERSITY AREA
METROPOLITAN REDEVELOPMENT PLAN

APPENDIX 3

New Apartment Complexes Along Central Avenue

							Studio				One-Bedroom				Two- and Three Bedroom			
Project Name	Location	Status/ Yr Built	Amenities	Site (ac.)	# Stories	Total Units	No. Units	Vacant Units*	Size	Rent	No. Units	Vacant Units*	Size	Rent	No. Units	Vacant Units*	Size	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		

Stablized	195
Lease Up	194
In Development	322

One-Bedroom: 12
Two- and Three Bedroom: 21

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

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

Image(s) Source: Google Earth

🔍 MARKET PATTERNS THAT MAY INFLUENCE REDEVELOPMENT

- 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: KSHB

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

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

2014

Image(s) Source: Google Earth

2019

Image(s) Source: Google Earth

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

2007

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

2021

Image(s) Source: Google Earth