



# CITY OF ALBUQUERQUE

## City Council

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November 17, 2014

### FOR IMMEDIATE RELEASE

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### NEAR HEIGHTS COMMERCIAL CORRIDOR REBRANDED AS “MILE HIGH DISTRICT”

*Albuquerque, New Mexico* - City Councilor Diane Gibson recently announced the naming of the San Pedro corridor between Lomas and I-40 as the “Mile High District” – a nod to its roots as the commercial core of the Mile-Hi Addition in the 1950s and its high potential for revitalization today.

The rebranding is part of Councilor Gibson’s efforts to reinvigorate commercial properties in the area and attract redevelopment and family-friendly businesses that serve nearby neighborhoods. Other efforts to improve the area include forthcoming roadway changes aimed at calming traffic and increasing the comfort of pedestrians and cyclists.

“Through the efforts of merchants, neighborhood residents, and landlords, the Mile High District is making its way back as a junction where different cultures and lifestyles generate the energy that creates eclectic urban communities,” said Councilor Gibson. “It is my desire to further these efforts by enriching both residential and business neighborhoods and my hope is that branding the area attracts more people and business to the corridor.”

The Mile High District is one of several communities that have sought to stimulate redevelopment in recent years by rebranding. Others include East Downtown, or EDo, the International District, and the Bricklight District, on Harvard south of the University of New Mexico.

When originally platted after World War II, this part of the Northeast Heights was marketed as the Mile-Hi Addition due to the fact that San Pedro sits at almost exactly 5,280 feet above sea level. Today, the district is home to many well-known businesses, including ABC Cake Shop, Christie Mae’s Restaurant and the Rio Grande Credit Union.

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You can find more information about these efforts on the project page:

[www.cabq.gov/council/councilors/district-7/projects-planning-efforts/san-pedro-mile-hi-district](http://www.cabq.gov/council/councilors/district-7/projects-planning-efforts/san-pedro-mile-hi-district)

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