

ROUTE 66 CENTENNIAL Spring/Summer 2025 Update



The City of Albuquerque's planning and implementation for the Route 66 Centennial is advancing rapidly, with dozens of projects along the Central Corridor actively underway. Multiple City departments have launched a range of programming and strategic partnerships, working in close coordination to meet infrastructure and placemaking milestones by 2025–2026. Highlights from early 2025 include the public rollout of the official Route 66 Centennial campaign, construction of several major public art installations across Central Avenue, and ongoing initiatives to enhance public safety, revitalize key corridors, and preserve significant cultural and natural assets along the historic route.

Strong interagency collaboration remains central to the Centennial effort, with active partnerships in place with Visit Albuquerque and University of New Mexico, as well as regional and federal agencies. Public input and stakeholder engagement continue to shape both the design and implementation of Centennial infrastructure and programming, ensuring alignment with community needs and cultural significance.

The Department of Arts & Culture (DAC) serves as the City's lead coordinator for the Route 66 Centennial, supporting cohesion across communications, public relations, special projects, community events, and reporting. This update, required by City legislation, reflects progress across departments including DAC, Metropolitan Redevelopment Agency (MRA), Parks & Recreation (PRD), Planning, Albuquerque Fire Rescue (AFR), APD, Albuquerque Community Safety (ACS), ABQ RIDE, Municipal Development (DMD), and Health, Housing & Homelessness (HHH).

Additional programming and venue support are provided by departments such as Senior Affairs and Youth & Family Services. Notably, Youth & Family Services cohosted the annual Multicultural Festival at Singing Arrow Community Center in May, drawing hundreds of participants to celebrate Albuquerque's rich cultural diversity and community spirit along the Route 66 corridor.

ARTS & CULTURE

DAC divisions and venues planning Route 66 activations include Public Art, Community Events, Albuquerque Museum, the KiMo Theatre, and the Route 66 Visitor Center, with plenty of support from others. The department is expanding existing partnerships, informing the public, and tracking and reporting on all the City's Route 66 projects. Major projects include interactive art stops that incorporate storytelling murals and augmented reality, new public art, a video series, and many special events that will support and highlight Albuquerque's rich art scene, local cultures, historic sign inventory, and Route 66 history.

Visit Albuquerque Partnership

Visit Albuquerque continues to be the City's most valuable Centennial partner. Their efforts to organize with other Route 66 Destination Marketing Organizations on amplifying promotions of the Mother Road during the Centennial will help build the national tourism anticipated for the celebration.

Visit Albuquerque developed our [comprehensive ABQ Route 66 website](#) which includes trip-planning tools, neighborhood information, historical information, sliders of “then and now” photos, crowd-sourced photos with geo-tracking on Route 66, listings for accommodations and events, and animated graphics with our shared CABQ Route 66 branding. A timeline of historic events and itineraries for loving Route 66 in Albuquerque will ensure the site has a long life beyond the Centennial.



Exhibitions and Special Events

Albuquerque Museum, our premiere public institution for local history and art, will host a major Route 66 exhibit from June 2026-November 2026. The exhibit will feature local stories from Albuquerque’s Route 66 neighborhoods, postcards, artifacts, historical maps and interpretation, and other memorabilia. The Albuquerque Museum **Photo Archive** will be tapped to for 100 years of historic Route 66 photos. Some of the artifacts were shown at the 90th anniversary of Route 66, the online exhibit for which can be found [here](#). New and borrowed pieces will be on display during the Centennial. Images below are pieces from the collection.



DAC’s Community Events division organizes annual events on Route 66 and at public venues on Central, including the KiMo Theatre; Old Town gazebo; ABQ BioPark Zoo, Aquarium, and Botanic Garden; Nob Hill; Downtown; the Route 66 Visitor Center; and other events adjacent or on Central.

For the Centennial, Community Events is amplifying free events at public venues and coordinating partners to host Centennial super-events on Route 66.

- Route 66 Art Activations Sept 2025 – Dec 2026
- Route 66 Summerfest July 19, 2025 & July 18, 2026
- BioPark Concerts Summers 2025 & 2026
- Route 66 Run & Walk* TBD
- Cultural Crossroads* September 2025 & 2026
- Central Ave Cruise* September 2025 & 2026
- Twinkle Light Parade Dec 6, 2025 & Dec 5, 2026
- Old Town Music Year-round
- KiMo Theatre Tours & group reservations
- Route 66 Visitor Center Year-round events

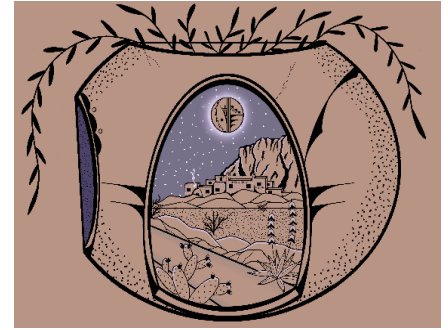
Partnership events play a huge role in the Centennial. ArtWalk will participate in Route 66 themed nights on First Fridays; [Festival Flamenco](#) and [Globalquerque](#) are each planning major Route 66 or adjacent street events. [Bands of Enchantment](#), the international award-winning music show filmed at the KiMo Theatre, will have a Route 66-themed production and set during the Centennial.



Free Art Activations – Augmented Reality and Interactive Murals

With renowned New Mexico creative firms, [Refract AR](#) and [Meow Wolf](#), DAC is funding dozens of local artists to create interactive art stops across the span of the Central Corridor in Albuquerque. This major creative initiative is supported through CABQ non-recurring funds along with a \$200,000 Destination Forward Grant for the augmented reality experiences and a \$250,000 Route 66 Centennial Grant for interactive murals on Central Avenue—both from the NM Tourism Department.

Stops include a mix of augmented reality scenes, “moving” murals, and selfie stations linked together via Albuquerque’s Route 66 story. Activation locations stretch from the Route 66 Visitor Center to Singing Arrow, highlighting a mix of public cultural venues, orphan signs, and historic places. Art activations will launch in September 2025 via accessible web-based platforms for smart devices that lead users into the experience.



Sketch by Sonja Vigil-Killer

Route 66 Visitors Center



DAC continues to enhance and program the Route 66 Visitor Center at 12300 Central Avenue SW at Nine-Mile Hill. The Center figures prominently in the department’s Route 66 Centennial programming and will host special events. DAC continues to upgrade infrastructure, plan a sign garden, create indoor exhibits, and indoor and outdoor public art activations. The Center will be a “digital destination” with augmented reality, a new mural in collaboration with Meow Wolf, and the installation of several new public art pieces, including Revivir, and a piece adopted from BernCo public art.

In 2025, the City has used the Center for its official Route 66 Centennial press conference on February 18. The annual West Fest (left) was held there April 12.

The Center has an official City of Albuquerque [commission](#) that provides guidance for its development. The board includes members from DAC, Visit Albuquerque, Hispano Chamber, West Central Community Development Group, and a Mayoral appointee.

UPCOMING COMMISSION MEETINGS

- July 22, 2025 at 3 p.m.
- September 23, 2025 at 3 p.m.
- November 25, 2025 at 3 p.m.

Bernalillo County approved \$250,000 for the Center at their May meeting.

New Public Art Coming to Route 66



Public Art is municipal partner with National Trust for Historic Preservation on a National Endowment for the Arts’ Our Town grant-funded project in the International District. NEA funded \$75,000 for Route 66 art in the ID, which will be a community-generated design series of workshops led by selected artists: Samuel Cisneros, Denise Weaver Ross, Billy Jo Miller, and Christian Michael Gallegos. Public Art will fabricate the artwork and install it in the new International District Park on Central. All four workshops have been completed.

Route 66 Art & Green Book Show: Public Art will host a show of pieces about Route 66 from its permanent public art collection, along with interpretation and historical information about the Green Book for Negro Travelers, a historic publication that listed safe places for black travelers on Route 66 .

Asphalt Art: A new public art piece in partnership with DMD has been completed on 3rd and Central in May 2025, with designs harkening to Route 66.



Conservation: The beloved “Nob Hill Gateways” on Central at Girard and Washington will be fully conserved with new electrical wiring and a neon refresh, bringing the 32-year-old beacons back to light. The contractor is engaged and a timeline is being built to complete the project before the Centennial.

Augmented Route 66: Public Art is working on a public art-oriented Augmented Reality project with Jak + Flux of Albuquerque. Jak + Flux will employ local artists to tell the stories of public art on Route 66 via a “Neon Highway” treatment that will capture, animate, and recreate excitement around public art at 10 sites on Central Avenue. The Public Art AR experience will be available to all visitors with a smart device via a web-based app and will last well beyond the Centennial celebration years – and likely grow beyond Central.

Additional Public Art Initiatives supporting Route 66 Centennial:

- Public Art Census, includes geo-locations on all city public art, including on Route 66
- 4th Street Inventory of all historic signs—Friends of Orphan Signs has completed this free, online resource and accessory to their Central Avenue Sign Inventory
- City Brights has launched new light and digital art installations on or adjacent to Route 66 in Downtown Albuquerque

METROPOLITAN REDEVELOPMENT AGENCY

MRA is charged with creating opportunities for economic development in Albuquerque. The Agency has many Route 66 projects in progress and in partnership with community, developers, property owners, and businesses in its **10 Metropolitan Redevelopment Areas** along Route 66. Via incentive programs that catalyze investment in Albuquerque and on Route 66, MRA is actively changing the face and the culture of the Central Corridor. Programs include large-scale developments, housing projects, and community improvement and rehabilitation programs. MRA collaborates with multiple City departments on the Route 66 corridor, using its special award abilities and financial instruments to boost housing projects, beautification, and business and tax incentives along the route.

Route 66 Metro Redevelopment Areas in Albuquerque (east to west)

East Gateway MRA
Near Heights MRA
Central/Highland/Upper Nob Hill MRA
University MRA
Sycamore MRA
EDo MRA
Huning Highlands MRA
Downtown 2025 MRA
Historic Central MRA
West Central MRA



Starting in summer 2025, construction will begin on the underpass overhaul at Central and First Street. For the first time in 50+years, the crossing will be updated to include a safer at-street crossing, well-lit and a natural spot to stop and admire downtown to the west and Route 66 stretching to the east to the Sandias. The overpass will include a “neon tumbleweed” designed by the late Albuquerque architect, Antoine Predock. When completed, the 7-mile trail will connect with Route 66 at the Alvarado Transportation Center, and then again near the BioPark and Bosque Trail, connecting one end of Route 66 downtown to the other.

Route 66 Improvement Programs

DAC & MRA rolled out the **Revamp Route 66 Sign Improvement Program** in Fall 2023, and as of Spring 2025, all of the 14 awardees are finished. Approximately \$400,000 for Route 66 historic sign rehab was disbursed for a successful partnership between DAC, MRA, City Council, property owners, and the City of Albuquerque. The program received plentiful media coverage and has worked to improve the streetscape of Route 66 while inspiring others to do the same (the new Expo NM sign on Central Avenue, for instance. See “Media” and “Investments” sections for more info.) The program’s new signs are quickly becoming popular selfie-stops on Central Avenue in Albuquerque and harken back to the history of the route.

MRA is involved in other improvement programs through its **boutique award programs**. One recently launched matching grant improvement program, [Renovate & Reinvest](#), allows for physical property improvements in five MRAs, including three Route 66 MRAs (Barelas, Downtown, EDo). Such as the Super 8 Motel on Central for roof replacement and a complete transformation of a vacant property in EDo.

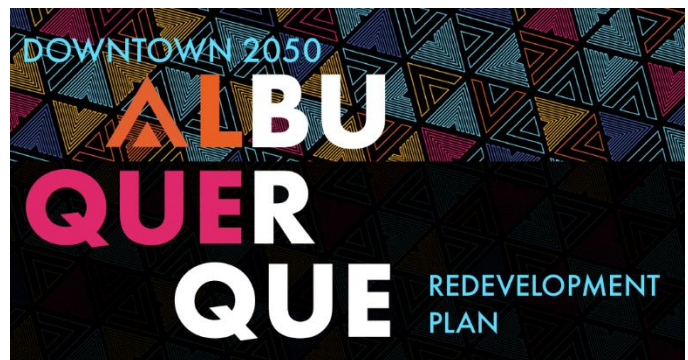
Route 66 Centennial Mural program brought in students from Creative Campus Collective to design and paint 5 murals along Central with a Past, Present, and Future theme.

A **security camera grant program** led to 24 property owners receiving more than 60 new cameras, with \$461,167 committed. All the new cameras are downtown and will connect to APD’s Real Time Crime Center.

MRA also creates more temporary opportunities downtown like its recent Pop-up Dog Park, adjacent to Central, and newly designed trashcans beautifying the landscape in form and function.

Re-Investing in Route 66 Downtown

In late 2024, MRA updated its [Downtown 2050 Redevelopment Plan](#) with Arcadis, the first update to the downtown plan in 20+ years. The Downtown 2050 plan identified many important growth factors and considerations, including 101% housing growth downtown, mostly single or 2-person households, and 46% of residents lacking a car. Unsurprisingly, the plan identifies Central Avenue as a main retail downtown. MRA is focused on development in established activity centers to improve mobility and increase residential density, while taking advantage of existing infrastructure for future growth. Along with Mayor Keller, MRA announced a plan to implement a TIF (Tax Increment Financing) district in Downtown Albuquerque and to create a Business Improvement District (BID) with local businesses. A Downtown TIF authorizes the city to acquire an increment of the property tax growth in the area and reinvest it in the same area. While the TIF will be property-tax based, a new state law will also allow up to 75% of the increment of growth of city, county, and state GRT to be reinvested in the area over that period. A Downtown TIF could produce roughly \$200 million.



Recent & Forthcoming Developments on Central

MRA supports physical development on Central Avenue through its own re-development projects, supporting others via tax abatements and storefront grants, and public/private housing partnerships.

Completed developments:

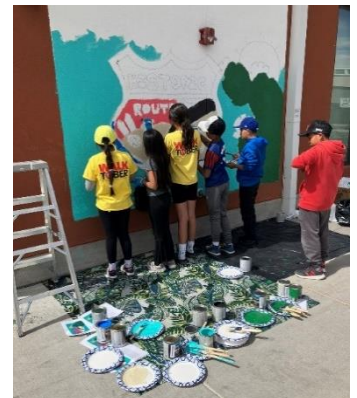
- **Imperial Inn:** historic Route 66 motel is now open with 52 guest rooms, 16 residential suites, and 4,410 ft² of commercial space.
- **Nuevo Atrisco:** At Central & Unser, this community & commercial development has retail space, a food truck plaza, and public art, building on an affordable housing development supported by MRA.
- **Ex Novo:** MRA awarded Ex Novo a Storefront Grant to redevelop the Firestone Building an iconic Route 66 space at 7th & Central. A new taproom, café, and bar have become a popular hangout.
- **Residence Inn at Presbyterian:** MRA is working with Presbyterian Hospital to complete the Residence Inn on Central, providing overnight stays for hospital visitors.

Under construction:

- **The Pearl:** MRA has approved a tax abatement for the construction of The Pearl, a 32-unit development on Central near Laguna.
- **The 66:** At Adams & Central, The 66 will provide 96 housing units on a now-vacant lot.
- **Park Central** at San Mateo & Central takes two older high-rise buildings and prepares them for residential living with development partners. A tax abatement was approved by City Council this spring.
- **Somos:** Somos is a 70-unit development at Central near Louisiana (a vacant lot). Coming 2026.

Youth Engagement on Route 66

This spring, MRA engaged in a partnership with Albuquerque Public Schools' Creative Campus Collective for a Route 66 mural project. APS art classes got visits from MR and CABQ's Public Art Division to learn about murals and draw preliminary designs. Route 66 property owners applied to host a mural on their buildings. Selected student designs were adapted by a local artist, who primed walls and transferred the designs. Students came to the sites and formed teams to paint all four of the locations on Route 66 simultaneously on May 13, 2025. All murals will be touched up and finished by summer 2025, adding pops of color to properties and a point of pride for student artists who participated



PARKS & RECREATION

PRD has many properties on or adjacent to Route 66, including parks, open spaces (OS), the bosque, trails, bike paths, swimming pools, splashpads, and more. Park's directly on Central include Robinson Park, home of popular weekly farmer's markets, and Soldiers & Sailors Park. Tiguex Park and Old Town are adjacent to Route 66. Open Space along Route 66 includes the Tijeras Biozone on the east to the Acequia Madre projects just on west of the Rio Grande. Select Route 66 projects and parks are highlighted.



PRD and Pland are creating final plans for the International District Park on Central between Dallas and Charleston after years of planning and community engagement. Pland recently finished a public survey on the playground theme at the park website at idlpark.org. PRD also hosted or attended public art workshops and input meetings and created posters and information at the library and elsewhere for the public.

Features to include:

- Large turf field for U8 soccer play, sports and public events
- Large turf areas for picnics and event seating
- Designated food vendor parking
- Green stormwater infrastructure planting
- Beautiful tree lined walkways
- A community food forest
- A promenade for market space and vendor tents
- Accessible walkways throughout
- A stage for movies and music performances
- Library themed shade structures throughout
- Seating walls
- Spaces for community art pieces
- Security cameras, fencing
- Extensive park lighting
- Large-scale public art designed by local artists

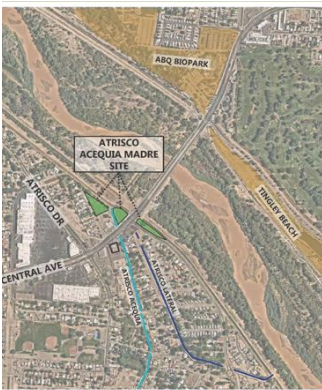
Westside Open Space & Bosque Improvements

The Open Space Division (OSD) of PRD is launching numerous significant improvements in the bosque on the City's Westside between Central and Avenida Dolores Huerta. The improvements will enhance public access and recreation, create better wildlife habitat, and strengthen fire mitigation efforts. Finishing up access and parking lot renovations for the parking area and entrance to the Bosque trails off Sunset Avenue Open Space will make it easier for folks to visit via low clearance vehicles and non 4WD, giving better access to the Bosque on the SW side of the Rio Grande. The space abuts the Acequia Madre site and will add parking for visitors to that PRD property, as well. The access road from Sunset SW to the parking lot, and the parking lot itself, will be regraded and resurfaced to improve safety and accessibility. The parking area will be temporarily closed during this work, which is underway and expected to wrap up May 2025. Later this year, OSD will install tables, benches, and informational signage to enhance the visitor experience. OSD also plans to rebuild and improve the river access point at this location to better facilitate boating and paddle sports. PRD worked with DMD on physical improvements to the property.



In addition to the infrastructure work, OSD continues to implement the Bosque Habitat Action Plan by [removing invasive plant species and planting native vegetation](#) along the west side of the river between Central Avenue and Avenida Dolores Huerta/Bridge Blvd—work that benefits wildlife, including birds and pollinators, and will re-establish a few small openings in the thick riverside vegetation, making it easier for visitors to see the Rio Grande and her natural residents. OSD is also working on fire mitigation efforts in the Bosque, removing jetty jacks, and restoring the habitat of the area for visitors interested in outdoor opportunities off Route 66.

Acequia Madre Open Space



The [Atrisco Acequia Madre project](#) aims to plan for an educational, outdoor site near Central Avenue and the Rio Grande at Sunset SW, to celebrate the acequia culture and to protect & preserve the agricultural traditions of the Rio Grande Valley. It is collaboration between Bernalillo County, Middle Rio Grande Conservancy District (MRGCD), City of Albuquerque, the Albuquerque/Bernalillo County Water Utility Authority (ABCWUA), South Valley Regional Association of Acequias (SVRRA) and CESOSS (Center for Social Sustainable Systems).

On the west side of the river, across from the BioPark, is the heading of the Atrisco Acequia, originating from the Acequia Madre de Atrisco, one of the oldest irrigation

canals in the United States. In order to share the history of acequia culture and the role the acequias have played in the valley through the years, four agencies have formed a partnership to fund a planning effort to create a conceptual site plan. This planning effort will provide recommendations for connections from the west side of the river to the east as well as connections from the north side of Central to the South Valley. Improvements may include educational and recreational use of the Open Space through a system of trails and interpretive sites which will incorporate an historical marker developed by SVRAA and the State Historic Preservation Office. CABQ applied for Congressional Directed Spending to help support the open space plan.

Route 66 Open Space is OPEN

OSD developed a site plan for the Route 66 property, approved by the Environmental Planning Commission in January 2024. The site plan includes equestrian parking, an accessible hilltop accessible trail, educational signage, shade structures, picnic tables, and other amenities. This property is the main public parking and trailhead to a trail system that extends to Manzano Four-Hills and throughout the Tijeras Bio-Zone. The property is under construction and is anticipated to open to the public in the summer of 2025. [View the draft site plan construction drawing.](#)

Tijeras Cultural Corridor: PRD and OSD have worked hard to add new interpretations of the [Tijeras Cultural Corridor](#) on the far east section of Route 66 in Albuquerque, providing another nature and opportunity for visitors to learn about historic cultures and peoples of Route 66..

Renovations, upgrades, and an education center for the Tijeras Arroyo BioZone Open Space (TABZ), located on Old Route 66 at 15600 Central Avenue SE continue according to the TABZ plan, which includes these activities (those in green are complete):

- open Carnué Land Grant archaeological site for public tours
- **install interpretive signage about the TABZ at six locations on Old Rt 66**
- **parking lot and trail improvements**
- **complete interpretive site plan for Carnué Land Grant archaeological site**
- **begin limited guided tours at TABZ**
- complete education center design concept plan
- construct an environmental education center

New interpretative signage: New interpretation of the local natural and cultural areas around the far east side of Route 66 are written and available for the public in both English and Spanish on site and on the PRD website. Check out stories about the roots of Route 66 [here](#).

Story maps: a map with GIS coordinates of the cultural corridor is also available for visitors to do their own self-guided tours supported by stories. Check it out [here](#).

OSD is collaborating with the Ciudad Soil and Conservation District (CIUDAD) to enhance public programming and land restoration at the Tijeras Bio-Zone Center. CIUDAD has received \$581,531 through three grants aimed at implementing stream restoration, floodplain improvements, and the design and construction of an ADA sensory trail and Education Center.

Collaborations aim to create a dynamic and accessible environment that benefits the community and supports ecological restoration efforts.

ABQ RIDE

Albuquerque is one of the largest U.S. cities to implement a Zero Fare transit program making ABQ RIDE a vital Centennial partner, via its public transportation options: ABQ RIDE Connect, Albuquerque Rapid Transit (ART) buses, regular bus lines, and a paratransit option - Sun Van - for riders with



special needs. A frictionless, fare-free system helps international visitors speaking many languages ride with ease and the community to enjoy Route 66 with easy and accessible ‘hop on, hop off’ service.

The Alvarado Transportation Center downtown is one of the City’s largest transfer stations serving the community with thousands of rides daily and is home to many seasonal ABQ RIDE events which provide helpful resources and celebrate the transit community.

ABQ RIDE launched a multi-layered approach to increase transit safety which includes APD, Metro Security, and contracted safety ambassadors. APD provides Transit Safety Officers who patrol transit facilities and greet safety issues in the transit system with fast-responding mobile units, along with Police Service Aides who ride buses. ABQ RIDE also installed cameras in ART buses and launched a real-time safety reporting app last fall to provide quick responses for any safety or cleanliness issues. Additionally, ABQ RIDE revised its Rules to Ride and instituted a Suspension Policy to ensure riders can sit back, relax, and enjoy their ride. ABQ RIDE added historic elements to transit facilities along Route 66 with help from Albuquerque Museum. “Then & Now” adds factoids and archival photos at ART station monitors. ABQ RIDE vehicles and stations will also feature graphic wraps to promote the Centennial.



All bus shelters on Central will be replaced by July 2026. This will be completed in two phases. The first phase will replace 14 locations in the International District by the end of 2025. The second phase will replace the remainder of the 55 locations by July 2026. These new shelters include lighting, real time arrival info (at high ridership stops), and new trash can designs. ABQ RIDE replaced all bus stop signs along the Central corridor, as well as repainted all bus shelters in 2024. All ART platforms now have LED lighting, epoxy flooring, new decals, and are painted every six months.

ABQ RIDE also has a volunteer program called Adopt-A-Stop, where community members can step up to adopt local bus stops to ensure they are clean year-long to provide a hospitable and welcoming experience for guests, Route 66 enthusiasts, and locals alike.

PLANNING

The Planning Department has an active role on Route 66 with projects and initiatives that include short and long-range urban planning, code enforcement and compliance, zoning, landmarks and historic conservation among them. Currently, Planning is working hard to clean up blighted areas, close or work with owners to address problematic properties, and working to ensure safe transport, business, and life on Central Avenue.

Code Enforcement & Compliance

Planning’s Code Enforcement Division (CED) helps maintain safety, cleanliness, and code compliance on Route 66. CED activities enhance the urban environment and support the revitalizations of the historic corridor. CED has successfully resolved many ordinance violations on Route 66, contributing to a more vibrant and welcoming environment for the Centennial.

Key initiatives include:

Addressing Blighted Properties: CED identifies and resolves violations like dilapidated buildings, abandoned vehicles, and unsafe structures to ensure compliance with City regulations to promote safety and visual appeal. CED has a [“Problematic Properties”](#) program that addresses both residential and commercial blighted properties on Central Avenue. CED has [closed down at least four problematic properties](#) this year on Route 66 (photos at right): 6416 Central SE, **Tewa Lodge**, **Loma Verde Motel**, and **Bow and Arrow Lodge** were closed due to sub-par living conditions and code enforcement violations including:

- Exposed wiring, electrical hazards, inadequate heating, and missing GFCI outlets and electrical covers
- Fire hazards including missing and broken smoke detectors, fire extinguishers, and blocked exits
- Hazardous and major plumbing issues, broken bathroom fixtures
- Dangerous disrepair including a leaking roof, water damage, and evidence of roach and mice infestations
- Drug paraphernalia, including used needles

The [Distressed Lodging Ordinance O-2575](#) gives Planning stronger tools to address lodging that has become a chronic nuisance in neighborhoods.

Vacant Property Compliance: Ensuring vacant buildings are registered and maintained in accordance with city ordinances, preventing safety hazards and eyesores.

Illegal Encampments and Public Safety Coordination: Collaboration with APD and ACS to address unauthorized encampments and ensure the safety of the unhoused while mitigating risks to community.

Weed & Litter Control: Regular inspections to enforce ordinances related to overgrown vegetation, illegal dumping, and litter, thereby contributing to a cleaner and more inviting corridor for residents and visitors.

Community Engagement & Outreach: Working with property owners, businesses, and residents along the corridor to provide education on zoning requirements and resources available for property rehabilitation.



CED has also been involved in bringing [new e-scooters](#) to Albuquerque as a new **Shared Active Transportation Program**. Lime e-scooters are now available along Central as an alternate form of transportation, as are scooters from Spin. In March, a third scooter company, [Beam](#), brought [more scooters](#) to Central. This spring, in addition to supporting the launch of the popular e-scooters, Planning has been involved with monitoring and working with companies to ensure compliance of scooter rules and pick-up.

Historic Preservation Efforts

Landmark designation helps preserve and protect sites. In 2024, City Council voted to make the Central Avenue Bridge crossing an official City Landmark. Located on Central between Tingley Drive and Sunset Road, the bridge is a key part of the city's Route 66 history. Constructed to provide highway access over the Rio Grande River, the bridge allowed westward expansion of the city and is the 24th designated City Landmark. A site or structure can be considered for City Landmark designation if it is of historical, architectural, cultural, or archaeological significance. Because City Landmarks carry historical significance to the city and its residents, the Landmarks Commission strives to preserve them for future generations for the purposes of access, enjoyment, and education, and more along Route 66 are being considered for landmark status.

ROUTE 66 HISTORIC LANDMARKS

ATSF Railway Memorial Hospital
ATSF Passenger Depot
De Anza Motor Lodge
El Vado Motel
Highland/Hudson Hotel
Jones Motor Company
KiMo Theatre
Old Albuquerque High School
Old Main Library
Rosenwald Building
Skinner Building
Sunshine Building

Planning's Historic Preservation division is working on a **Central Avenue Story Map**, weaving stories of the community and history to explain important buildings and places on Route 66 with new interpretive signage, either 3-D or online.

DEPARTMENT OF MUNICIPAL DEVELOPMENT

DMD has many projects along all parts of Route 66 related to infrastructure, traffic control, engineering, sidewalks and bike trails, and lighting. By nature, its projects are highly collaborative and often involve teaming with other City departments and Route 66 stakeholders.

Intersection safety upgrades will be done in 2025, including adding two **HAWK** (High-intensity Activated Crosswalk) signals and other improvements for pedestrians and drivers on Central Avenue.

DMD partnered with Public Art to create an **asphalt art** mural at Central Avenue and 3rd Street Downtown that features many iconic images of Route 66 landmarks.

Central Avenue Complete Streets was completed in spring of 2024 and more corridor infrastructure improvements are coming in 2025.

The **East Central Road Project** will be done by the end of 2025. The project will add two HAWK signals between Louisiana and Juan Tabo, Pedestrian Hybrid Beacons will be installed near Dorothy and one near Britt, as well as new technology like Leading Pedestrian Intervals (LPI) were added at San Mateo and Louisiana. As part of this project, DMD will install **198 pedestrian lights** between Louisiana and Eubank on East Central Avenue.

DMD's **West Central** projects wrapped Phase 1 this year, including improvements to the north side of Central Avenue between Saraccino Place and 90th Street. Improvements consisted of lighting, frontage road construction, storm drainage improvements, and separated bike and pedestrian facilities. In 2026 and 2027, West Central Phase II will commence, filling in the missing or gap infrastructure on both the north and south sides of Central between Saraccino Place and 98th streets. These improvements will include **storm drainage, lighting, ADA compliance, bike lanes (left), pedestrian facilities, and intersection improvements.**



A **PAW (Pedestrian Alert Warning system)** was installed near Louisiana and Central, with the hopes of improving safety for pedestrians and drivers along Rt 66. Also, the City's first [PHB signal](#) was installed at Alvarado Dr. & Lomas Blvd. part of the 50 Mile Activity Loop. PHB signals differ from other pedestrian signals requiring drivers to stop and creating a safer environment than a standard crosswalk. Currently, the City has more than eight PHB signals, with several along the Central corridor.

DMD's Safe and Smarter Downtown Project funneled \$1.8 million in funding to upgrade infrastructure for lights in the Downtown area.

DMD helped build the **Fire Station 12** on Central Avenue SE, which will be completed in late 2025, adding AFR capacity on Route 66.

DMD is also involved in completing a collaborative project with Parks and Recreation to install a **storm drainage pond and recreation site** with green space adjacent to the International District Library on East Central.

HEALTH, HOUSING & HOMELESSNESS

HHH has several Route 66-based projects. Recently completed affordable housing on Route 66 include Luminaria Senior Community and Hiland Plaza (accessible for deaf and blind persons). The following affordable housing projects are in the pipeline for construction on Rt 66 and are slated for 2025-26 completion. Development partners are Albuquerque Housing Authority, High Desert Housing, and Sol Housing.

- **Casitas del Camino**—60th and Central NW, 88 units
- **Route 66 Flats**—7600 Central Ave. SE, 47 units
- **Farolito Senior Community**—10501 Central Ave. SE, 82 units
- **Somos Apartments**—7200 Central Ave. SE, 59 of 70 units are affordable housing

Farolito Senior Community is an apartment community in pre-development that will serve seniors 55 and older with low incomes. Farolito is located directly north of its sister project, Luminaria Senior Community on Central Avenue, and will incorporate many of the same design elements to celebrate the heyday of Route 66 while creating a virtual and physical gateway to Route 66. The site was previously part of the Ponderosa RV and Mobile Home Park and is owned by the New Mexico State Land Office (NMSLO). NMSLO leased the land to Sol Housing who will make improvements and develop new affordable housing apartments on the 2.3-acre site. 94% of earnings from lease payments support public education, public universities, and hospitals in NM.



Somos is a public-private partnership between the MRA and the Greater Albuquerque Housing Project (GAHP), which will be a 70-unit multi-family building with commercial elements. This project will leverage its proximity to nearby community assets such as the Talin Market, ART stations, and the International District Library, providing low-income residents with easy access to food, transit, and learning opportunities. Affordability, environmental sustainability, and community engagement are at the heart of this project.

ALBUQUERQUE COMMUNITY SAFETY

ACS continues its commitment to ensuring the safety and well-being of individuals along Route 66 by offering critical services and outreach efforts, including:

- **24/7 Operations:** ACS has maintained 24/7 operations since launching in August 2023. This includes focusing on individuals experiencing mental health crisis and the unsheltered populations along the route. ACS provides connections to service providers, emergency transportation, and a warm handoff to ensure the continuity of care to individuals in crisis.
- **Engagement with Local Businesses:** ACS's Public Outreach Coordinator is dedicated to assisting engagement efforts. Through this effort, ACS aims to strengthen connections with local businesses to understand and address safety concerns and community needs.
- **Utilizing ACS' Downtown Hub:** ACS's Downtown hub, located at Alvarado Transit Center, serves as a dedicated hub for ACS response centralization, strategic planning and coordination of outreach initiatives.
- **Outreach and Engagement:** ACS's dedicated Downtown Team works in collaboration with APD, to conduct regular proactive outreach to ensure a visible and consistent presence on Route 66. In addition, this team works closely with UNMH Street Medicine to respond to individuals with high acute needs.
- **ACS Street Outreach & Resource Coordinator Team:** ACS's Street Outreach team and other ACS responders are driving proactive community engagement along the route. ACS's Connect to Care Events remain a driving force in connecting underserved individuals to resources and services. ACS's efforts include a collaborative approach at these pop-up events that include partnerships with various city departments, community partners, and service providers.

Connect to Care Program

On average, each ACS Connect to Care event has the following outcomes:

- Outreach and engagement to **45+** individuals seeking resources
- Assists 4+ individuals with housing assessments
- ACS partner UNMH typically provides medical treatment to 14 or more individuals
- ACS assists 1-2 individuals with SOAR referrals for benefits
- ACS assists 2-3 individuals with resources to obtain vital records such as ID and birth certificate
- Provide 1-2 individuals with transport to local shelters
- Provide an average of 4 individuals with assistance in obtaining clothing
- Provide 3-5 dogs with examinations and dog food



ACS Connect to Care Event

From January-April 2025, at seven events, 270 individuals engaged in services, 104 individuals were medically assessed and triaged, 44 individuals received Narcan and harm reduction education, and 4 individuals were transported directly to a substance use treatment facility.

ACS frequently encounters other vulnerable groups, including individuals affected by sex trafficking and domestic violence. Trained staff at these events deliver trauma-informed care, offering critical support and connecting individuals to resources that help them escape harmful situations, recover from trauma, and rebuild their lives. ACS takes pride in hosting these events to support our most vulnerable members.

APD & AFR

APD's Central Corridor Tact Plan includes officers specifically assigned to work Route 66. APD's presence is a deterrent to criminal activity, and their efforts are focused on safety for patrons and businesses, as well as addressing crime on Central and adjacent neighborhoods.

Central Narcotics Team works bus stops and problem areas, working with undercover officers and confidential informants to uncover illicit, illegal narcotics from problem locations around Route 66.

While complying with the requirements of the DOJ injunction, APD also works daily with the **Encampment** team to address illegal activity and unlawful encampments on Central and surrounding areas. A recent Supreme Court decision changes the approach to working on encampments on Route 66.

APD worked with Transit to staff **Transit security officers** on Route 66 buses that continues to operate.

AFR and APD started a **brush fire operation** in 2024. Twice weekly, a team of APD/AFR staff focused their efforts towards illegal outdoor fires. The operation led to arrests for outstanding felony warrants and citations issued before ending in Summer 2024.

AFR has been hard at work renovating **AFR Station 12**, which serves the East Central Corridor in District 9.

ALBUQUERQUE CITY COUNCIL

City Council has many projects in the works or soon to be launched. City Council has received grants and used set aside monies and GO Bond/CIP funds for Route 66 infrastructure, improvement, and engagement projects. City Council has ongoing and long-term Route 66-oriented projects, including the **Lowrider Bike Club** and **Cruising Conference**, as well as the new and forthcoming improvements to Central Avenue districts.

New legislation around Route 66 includes District 4 Councilor Joaquin Baca's legislation for new downtown bike lanes, as part of the **Central Avenue Bike Lane Project**, which will improve connectivity between West and East Downtown and the Rail Trail; enhance safety with buffers, signage, and tubular markers; revitalize downtown as part of Baca's Downtown Core Beautification Project; and provide multi-use access to downtown businesses in collaboration with community.



Most recently, Councilor Renee Grout and District 9 were awarded New Mexico Tourism Department's Route 66 Centennial Infrastructure Award for the creation of an **East Gateway Neon Sign** on Central and Juan Tabo.

Councilor Nichole Rogers and District 6 is also involved in many Central Corridor infrastructure projects, including sponsoring legislation around the developments of the old Bank of the West building suite at San Mateo

District 6 Councilor Rogers is also launching the Highland Neighborhood Property Improvement Program in the Highland/Upper Nob Hill MRA in the district. The program is designed to provide property owners with a low-barrier public investment opportunity to make noticeable, exterior improvements to their properties, such as signage (existing, or new/ window decals) exterior electrical and lighting, exterior paint, murals, or other exterior design enhancements, while also improving the surrounding public spaces. There are two sources of funding for this program: the State Tourism Department's Route 66 Centennial Grant Program and the City of Albuquerque's General Obligation Bond Capital Improvement Program.



In late February 2025, City Council approved a new development plan for the Atrisco and Central area on the Westside in Councilor Pena's District 2, supported by Councilors Baca, Pena, and Louie Sanchez. The plan calls for bringing green space, bosque improvements, upgrading sidewalks and streets, and encouraging business development in the surrounding area.

ROUTE 66 EXTERNAL FUNDING

To date, DAC secured \$565,000 in **grant funding** for public art experiences and activations on Route 66 in 2025 and 2026. City Council received \$328,800 Destination Forward Grant from the NM Tourism Department to support the design, fabrication, and installation of a neon East Gateway sign. This external funding includes \$788,800 from the State of New Mexico Tourism Department and is a major source of funding for Route 66 art projects; \$30,000 award for Albuquerque Neon from the National Park Service; and \$75,000 from the National Trust for Historic Preservation to support a new public art project in the International District. DAC will continue to apply for external funding throughout 2025. The next aligned opportunity is the [Bloomberg Asphalt Art Initiative](#) for \$100,000 for asphalt art to be painted directly on Route 66.



PROPOSED PROJECTS SEEKING FUNDING



The City of Albuquerque has fortunately received funding for several Route 66 Centennial projects; however, the City also has a “wish list” of proposed projects for Route 66 that do not have funds attached.

ROUTE 66 WISHLIST:

Revamp Route 66 Sign Improvement Program (Additional Rounds)— DAC and MRA would like to initiate new rounds of its successful sign rehab program with property owners on Central Avenue and “old” Route 66 - 4th Street.

Festoon Lighting—add classy and elegant festoon lighting in three areas along Route 66, primarily the International District, Downtown, and Old Town.

Billboard Placements—add billboards and other signage in Albuquerque and along interstates to attract travelers and preview interactive art experiences like augmented reality.

Increased Beautification—extend Duke City Ambassadors cleaning service along Route 66 to improve streetscape and better serve pedestrians. Efforts would coordinate with Solid Waste, Transit, and DMD for increased maintenance, cleaning, and repairs.

Enhanced Safety—the community has spoken regarding safety on Route 66: we need boots on the ground on Central for safe visitorship.

Activation sponsorships—Arts & Culture has a draft plan for activation sponsorships. Sponsorships would include issuing funds to Route 66 businesses, nonprofits, and neighborhood associations for existing or new Route-centric arts and culture initiatives.



District 9's Revamp Route 66 Sign Improvement winner - Utility Shack (top); Block by Block's Duke City Ambassadors (middle); Multicultural Festival at Sinqing Arrow Community Center

INVESTING IN ROUTE 66 – OTHER NOTABLE PROJECTS

The **University of New Mexico**, New Mexico's flagship university, broke ground on a new **Center for Collaborative Arts and Technology**. CCAT will include new performance space for musicians and theater artists, new media studios including a VR theater, and more space for students of the College of Fine Arts. Right on Route 66, the performing arts center will be a prominent new addition to the physical and cultural landscape of Route 66 in the university area.



The State of New Mexico, Bernalillo County, and the City of Albuquerque all agree that Albuquerque needs more housing and redevelopment on Route 66. Officials are now in talks to redevelop **Expo New Mexico**, site of the New Mexico State Fair on Route 66 in the International District. Governor Michelle Lujan Grisham issued an RFP for plans to redevelop the Expo New Mexico property, with RFPs expected to be evaluated by the end of January 2025.

Bernalillo County approved \$250,000 in the Route 66 Visitor Center at an April meeting.

BernCo and the State of NM announced and initiated **“Operation Route 66”** this spring to enhance public safety on Central Avenue with increased law enforcement resources.

The national advocacy group, Route 66 Road Ahead Partnership, is working with the Research Route 66 Consortium and the University of New Mexico to explore the feasibility of establishing a [Route National Research Center](#) in Albuquerque. The Road Ahead Partnership recently held a [national summit in Albuquerque](#) to discuss the Route 66 Centennial and promote interstate collaboration.

Albuquerque Route 66 Special Events A-Z

Albuquerque Film & Media Experience
(AFME) Albuquerque's Birthday in Old Town
ArtWalk's First Fridays Downtown
Bands of Enchantment at the KiMo
City Brights Public Art Activations
Drink Local Downtown ABQ Pub Crawl
Festival Flamenco
Gathering of Nations (Expo NM)
Globalquerque on Civic Plaza
Jazz Fest (Civic Plaza)
KiMo Theatre Events
Lowrider Super Show (Convention Center)
Luminaria Tour
Multicultural Festival (Singing Arrow CC)
New Year's Eve Before Dark (many venues)
Nob Hill Holiday Shop and Stroll
Old Town Holiday Stroll & Walking Tours
Old Town Music Events
PRIDE parade (Nob Hill)
Rising High Arts Festival (at Fusion)
River of Lights (BioPark)
Route 66 SummerFest (Nob Hill)
Space Valley/Space Fest (Route 66 Visitor Center)
State Fair of New Mexico (Expo NM)
Twinkle Light Parade
UNM Popejoy Hall events
WestFest (Route 66 Visitor Center)
Zoo & Botanic Garden concerts




Architect Mark Baker's rendering for the National Route 66 Research Center on Central Avenue

COMMUNITCATIONS, MEDIA & MARKETING

Albuquerque’s Route 66 Centennial preparations gained early momentum as a unifying community celebration designed to engage residents, visitors, and partners alike. A central focus of the campaign is to elevate the visibility of Route 66 through collaborative promotion, support for community-based initiatives, and creative, culturally resonant marketing strategies. DAC is leading the coordination of a robust communications effort—anchored by thoughtful timelines, targeted media outreach, and high-impact press events—to ensure local, national, and international audiences are engaged through strategic storytelling and well-timed announcements that highlight key Centennial initiatives.

Now Showing on One Albuquerque Media: *Albuquerque Neon*






Albuquerque Neon 2025

by One Albuquerque Media (GOV-TV)


Playlist • 6 videos • 14 views

Watch the 6-part series that tells stories about the amazing neon you see driving along Route 66 in [...more](#)

▶ Play all




1



Albuquerque's Route 66: A Storytelling Thread | EP01

One Albuquerque Media (GOV-TV) • 345 views • 2 weeks ago


2



Bending Light: The Art and Techniques of Neon Bending in Sign Making | EP02

One Albuquerque Media (GOV-TV) • 123 views • 2 weeks ago


3



Artful Signs: Public Art and Artistic Response to Albuquerque's Historic Signs | EP03

One Albuquerque Media (GOV-TV) • 184 views • 2 weeks ago


4



"This Way!" The Business of Route 66 Roadtrippin' | EP04

One Albuquerque Media (GOV-TV) • 295 views • 2 weeks ago


5



Symbols and Cultures of Route 66 | EP05

One Albuquerque Media (GOV-TV) • 380 views • 13 days ago

6



Conservation and Collection: Best Practices and Ongoing Rehabilitations | EP06

One Albuquerque Media (GOV-TV) • 43 views • 10 days ago

EARNED MEDIA

ALBUQUERQUE ROUTE 66 CENTENNIAL DEDICATED WEBSITE

<https://www.visitalbuquerque.org/route-66-centennial/>

Below are links to recent news items on CABQ's Rt 66 endeavors.

CABQ RT 66 ROLLOUT, PRESS RELEASE & CONFERENCE

1. https://www.abqjournal.com/news/article_949d7e88-ee55-11ef-a460-87616fd21207.html
2. <https://www.kob.com/news/top-news/city-of-albuquerque-gears-up-for-centennial-celebration-of-route-66/>
3. <https://www.travelagewest.com/News/Industry-Interviews/albuquerque-route-66-anniversary>
4. <https://www.krqe.com/news/albuquerque-metro/albuquerque-officials-provide-update-on-2026-route-66-centennial-celebration/>
5. <https://www.koat.com/article/route-66-set-to-celebrate-100-years-with-possible-revitalization-plans/63840769>

MOTOR LODGE REDEVELOPMENTS (MRA)

6. https://www.abqjournal.com/business/the-imperial-puts-up-restored-neon-sign-to-reopen-wednesday/article_a342cf58-d4d2-11ee-9c77-0bb08808573a.html#tncms-source=home-featured-7-block
7. https://www.housingfinance.com/developments/route-66-motel-revamped-into-apartments_o
8. <https://www.krqe.com/news/albuquerque-metro/old-route-66-albuquerque-motel-reopens-with-multi-million-dollar-revamp/>
9. <https://www.krqe.com/news/albuquerque-metro/renovation-of-historic-route-66-motel-in-albuquerque-nears-completion/>
10. <https://www.krqe.com/video/old-route-66-albuquerque-motel-reopens-with-multi-million-dollar-revamp/9362480/>
11. <https://www.newmexicomagazine.org/blog/post/gather-round-el-vado-motel-albuquerque/>
12. <https://hospitalitydesign.com/projects/development-destinations/boutique-motels-redefining-route-66/>

DOWNTOWN IMPROVEMENTS

13. <https://www.krqe.com/news/albuquerque-metro/bike-lanes-coming-to-central-corridor-in-downtown-albuquerque/>
14. <https://www.bizjournals.com/albuquerque/news/2024/06/12/economic-forum-terry-brunner-redevelopment-agency.html>
15. <https://www.krqe.com/always-on/route-66-centennial-murals-project-accepting-albuquerque-applicants-through-april-30/>

HOUSING ON RT 66

16. <https://lascrucestoday.com/housing-new-mexico-celebrates-groundbreaking-of-route-66-flats-in-albuquerque/>
17. <https://www.krqe.com/news/albuquerque-metro/new-affordable-housing-complex-breaks-ground-in-southwest-albuquerque/>
18. <https://www.bizjournals.com/albuquerque/news/2024/08/25/bassan-park-central-silverstone-tax-abatement.html>

W CENTRAL RT 66 VISITOR CENTER

19. https://www.abqjournal.com/news/bernalillo-county-to-donate-route-66-visitors-center-to-the-city/article_33847d8c-d40b-11ee-866c-1fcc1b72ef39.html
20. <https://www.koat.com/article/albuquerque-route-66-visitor-center-not-open-ribbon-ceremony/43923619>
21. <https://www.cabq.gov/council/find-your-councilor/district-3/news/route-66-visitors-center-site-dedication-and-design-kickoff>
22. <https://www.abqjournal.com/2599082/a-ribbon-cutting-was-held-last-year-for-albuquerques-route-66.html>
23. <https://www.route66news.com/2023/08/15/albuquerque-county-to-move-to-revitalize-an-original-stretch-of-route-66/>
24. <https://www.route66news.com/2023/06/29/route-66-visitor-center-in-albuquerque-quietly-opens-grand-opening-tentatively-set-for-august/>
25. <https://www.koat.com/article/albuquerque-route-66-visitor-center-not-open-ribbon-ceremony/43923619>
26. <https://www.enr.com/articles/57417-best-small-project-west-central-route-66-visitor-center>
27. https://www.abqjournal.com/news/route-66-visitor-center-will-get-a-city-commission/article_f3b480b8-5514-11ef-b2f1-a32f75d4e092.html#tncms-source=home-featured-7-block
28. https://www.abqjournal.com/news/get-your-kicks-whats-going-on-with-the-route-66-visitor-center-and-whats-next/article_94f69e30-4de9-11ef-a15c-4b2a55350258.html
29. <https://www.koat.com/article/route-66-visitor-center-delayed-opening-until-further-notice-koat-albuquerque/64649427>
30. <https://www.krqe.com/news/albuquerque-metro/albuquerque-city-leaders-say-route-66-visitor-center-should-open-mid-2025/>
31. https://www.abqjournal.com/news/article_ee60ffe2-9355-4843-9396-e46e0429e7b7.html

TOURISM ABQ RT 66

32. <https://www.nationalgeographic.com/culture/article/best-of-the-world-20-experiences-for-2024>
33. <https://www.nationalgeographic.com/travel/article/why-neon-lights-are-glowing-again-across-the-us>
34. <https://www.krqe.com/news/new-mexico/national-geographic-lists-new-mexico-route-66-road-trip-as-one-of-top-travel-experiences-for-2024/>
35. <https://rroserver.com/national-geographic-names-route-66-through-new-mexico-as-a-top-travel-experience-for-2024/>
36. <https://www.visitalbuquerque.org/about-abq/route-66/>
37. <https://www.newmexico.org/things-to-do/road-trips/enchantedeight/route66/>
38. <https://ladailypost.com/nmtd-national-geographic-names-route-66-through-new-mexico-a-top-travel-experiences-for-2024/>
39. <https://www.newmexicomagazine.org/blog/post/100th-anniversary-why-we-love-new-mexico-our-signs-get-your-motor-running/>
40. <https://www.motortrend.com/features/hot-rods-route-the-end-albuquerque-to-l-a-66-tour-march-1988-982-1366-44-1/>
41. <https://www.pastemagazine.com/travel/albuquerque/10-reasons-to-visit-albuquerque-that-you-maybe-didnt-know-about>
42. <https://ridermagazine.com/2023/09/18/a-flagstaff-to-albuquerque-motorcycle-ride-on-a-less-obvious-route/>
43. <https://www.motortrend.com/features/hot-rods-route-66-tour-part-3-oklahoma-city-to-albuquerque-february-1988-982-1368-58-1/>
44. <https://us3.campaign-archive.com/?u=306fc3b21030d6f0128cc4af9&id=2b66dc5312>
45. https://www.abqjournal.com/news/article_a8a43586-6b41-41c5-a99c-2756853133b3.html

46. <https://www.newmexicomagazine.org/blog/post/route-66-new-mexico/>

47. <https://303magazine.com/2025/03/visiting-albuquerque-new-mexico/>

SINGING ROAD, EAST MOUNTAINS

48. <https://www.smithsonianmag.com/travel/take-drive-down-americas-musical-highway-180958449/>

49. <https://www.krqe.com/news/albuquerque-metro/singing-road-slowly-losing-its-voice/>

50. <https://www.rvtravel.com/highway-sings-true-visit-1022/>

51. <https://www.atlasobscura.com/places/musical-highway>

REVAMP ROUTE 66 (DAC & MRA)

52. <https://www.cabq.gov/artsculture/news/revamping-the-mother-road-city-announces-winners-of-route-66-sign-improvement-grants>

53. <https://www.cabq.gov/artsculture/news/historic-route-66-sign-restoration-program-is-a-201csign201d-of-a-comeback>

54. <https://www.krqe.com/news/albuquerque-metro/city-of-albuquerque-identifies-vintage-signs-that-will-be-restored-on-historic-route-66/>

55. <https://www.krqe.com/news/albuquerque-metro/city-of-albuquerque-announces-route-66-sign-grant-program/>

56. <https://www.cabq.gov/mra/revamp-route-66-sign-improvement>

57. https://www.abqjournal.com/business/the-imperial-puts-up-restored-neon-sign-to-reopen-wednesday/article_a342cf58-d4d2-11ee-9c77-0bb08808573a.html

58. <https://www.krqe.com/photo-galleries/photos-revamp-route-66-sign-program-makes-progress-in-albuquerque/>

ABQ NEON VIDEO SERIES AWARD (DAC, NPS)

59. <https://www.nps.gov/articles/000/route-66-2023-cost-share-grant-awards-announced.htm>

60. <https://www.cabq.gov/artsculture/news/route-66-rides-again>

61. <https://www.krqe.com/news/albuquerque-metro/albuquerque-to-get-national-park-service-award-for-route-66/>

VISIT ABQ CAMPAIGNS

62. <https://www.krqe.com/news/new-mexico/visit-albuquerque-launches-new-campaign-highlighting-iconic-roadway-in-new-mexico/>

63. <https://www.facebook.com/VisitABQ/videos/3-fun-facts-about-route-66-in-albuquerque-nm/1362539434421233/>

PUBLIC ART

64. <https://www.kob.com/new-mexico/national-project-seeks-route-66-story-submissions-ahead-of-100th-birthday/>

65. <https://www.krqe.com/video/new-campaign-collecting-stories-of-route-66/9402289/>

66. https://www.abqjournal.com/clickable/bernalillo-outpost-art-project-sculptures/article_bdc8e9b0-9e87-11ee-9877-f729dbba36cd.html

67. <https://www.kob.com/new-mexico/nonprofit-to-revitalize-historic-neon-signs-in-albuquerque/>

LANDMARKS

68. <https://www.krqe.com/news/albuquerque-metro/a-bridge-on-central-may-become-an-official-albuquerque-landmark/>

PUBLIC SAFETY

- 69. <https://www.kob.com/new-mexico/police-operation-concentrates-on-route-66-ahead-of-balloon-fiesta/>
- 70. <https://www.kunm.org/kunm-news-update/2023-08-09/wed-biden-talks-the-economy-and-manufacturing-during-nm-visit-black-feather-fire-update-more>
- 71. <https://www.krqe.com/news/albuquerque-metro/new-gates-set-to-help-traffic-control-on-weekend-nights-in-downtown-abq/>
- 72. <https://www.koat.com/article/afr-to-renovate-new-station-to-help-serve-the-growing-city/64234769>

OPERATION ROUTE 66

- 73. <https://www.krqe.com/news/crime/operation-route-66-looks-to-clean-up-crime-in-the-international-district/>
- 74. <https://www.kob.com/new-mexico/neighbors-see-difference-with-operation-route-66-in-international-district/>
- 75. <https://www.krqe.com/news/crime/officials-provide-update-on-operation-route-66/>
- 76. <https://www.kob.com/news/top-news/law-enforcement-begins-operation-route-66-to-combat-crime-in-international-district/>
- 77. <https://www.koat.com/article/law-enforcement-tackling-route-66-businesses-see-progress-koat-crime/64381543>
- 78. <https://www.kob.com/news/top-news/district-attorney-sees-success-already-with-operation-route-66-in-albuquerque/>

RAIL TRAIL (MRA)

- 79. https://www.abqjournal.com/news/city-of-albuquerque-unveils-designs-for-rail-trail-which-includes-a-25-foot-neon-tumbleweed/article_db3ac628-299b-11ee-9dd1-1bf24988c47d.html
- 80. <https://www.bizjournals.com/albuquerque/news/2024/08/01/rail-trail-brunner-moore-old-town-sawmill-downtown.html>
- 81. <https://www.cabq.gov/mra/news/albuquerque-rail-trail-a-vision-unveiled>
- 82. <https://www.koat.com/article/mayor-and-council-rescue-funding-for-rail-trail/64042455>
- 83. https://www.abqjournal.com/news/article_9e8443ac-efe3-11ef-8f25-b3e6598f3201.html

RT 66 PARKS AND OPEN SPACES

- 84. <https://www.krqe.com/news/albuquerque-approves-trailhead-plans-despite-some-residential-opposition/>
- 85. <https://www.krqe.com/news/albuquerque-metro/what-happened-to-albuquerques-short-lived-red-ryder-theme-park/>
- 86. <https://www.yahoo.com/news/albuquerque-parks-rec-working-finalizing-234201283.html>
- 87. <https://www.msn.com/en-us/travel/news/albuquerque-parks-and-rec-working-on-finalizing-route-66-open-space-trailhead/ar-AA1o9Adc?ocid=BingNewsSerp>
- 88. <https://www.krqe.com/news/albuquerque-metro/city-starts-first-bosque-improvement-project-on-parking-lot-and-open-space-on-central/>

RT 66 AUGMENTED REALITY

- 89. <https://www.krqe.com/news/albuquerque-metro/albuquerque-looking-for-creators-of-a-new-ar-app-for-route-66-centennial-celebration/>
- 90. <https://www.cabq.gov/artsculture/news/route-66-takes-reality-down-the-road>

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91. https://www.abqjournal.com/business/city-county-prepare-for-route-66-anniversary-with-revitalization-of-south-valley-roads/article_97bdecae-3792-11ee-8d4f-2f1747caddff.html
92. <https://www.kob.com/new-mexico/albuquerque-to-revamp-route-66-as-100th-birthday-nears/>

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