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STRENGTHS

- Interstate 40 and Interstate 25 for motorists; making this location a very convenient place to stay
- Since Lomas is under-served in terms of hotels, this corridor is very popular for visitors; there are a lot of opportunities from University Hospital
- The area is a showcase for people coming to Albuquerque; the Crown Plaza is what attracts them here; would like to have our tourists come back to this area
- Try to get people to return to the area; this is the basis of the Interstate in both directions; working to get them all back and active
- Access to the area is good right by the freeways and Menaul is nice to travel up and down as opposed to the freeway; Menaul is an efficient form of travel
- Diversity of businesses, good mix of uses, upgrades to the medians
- Good 1/2 mile visibility of the area from the freeway
- New tenants including the Maverik gas station, new construction, recent face-lifts on buildings
- Lighting for the La Quinta parcel is good
- Closure of the park by La Quinta and Interstate 40

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WEAKNESSES

- Area has a high crime rate and homelessness issue
- Customers feel unsafe due to incidents like carjackings and stolen vehicles
- Outdoor environment is unclean due to unhoused people in the area and there is frequent trespassing into buildings
- Lack of Albuquerque Police Department resources (response times are very long) and enforcement
- Worry about safety of business owners, staff, and guests/customers; walk from parking lot can be dangerous
- Fences are often broken through and usually only last a few days unless they are very expensive (wrought iron, electric, etc.)
- Business owners need to spend their own money to prevent crime
- Some of the sidewalks in the area are in disrepair
- Vacant buildings are an issue - some have been vacant for 12 years; corner at University and Menaul across from Maverik is especially prominent
- Trade-off between cost of business and customer dissatisfaction -- businesses exiting the area because of crime, close to the tipping point of disinvestment
- Truck stop (north of the Maverik) brings in a lot of transients, drug use, prostitution
- Break-ins on properties; drug use during burglaries
- Lack of businesses open at night makes the area unsafe
- Vandals walking through private property at night and damaging properties
- Lighting needed on Menaul (especially Menaul and Manzano block toward Quincy)
- Area is a problem in comparison to the rest of Albuquerque
- Abuse and vandalism of bus shelters

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OPPORTUNITIES

- Bring new businesses into the vacant spaces (available inventory)
- Change the way we deal with crime and the overarching policy
- Create a police substation in the area, Midtown Command as a subset of the Northeast Command (Village Inn property could be a potential location)
- Add proactive police work to the area
- Beautification incentive for the area / subsidy for building face-lifts
- Property tax subsidy for having to build your own site safety mechanisms
- Midtown Business Coalition as an agent for change - meet and walk around and pick up trash
- Renewing a sense of pride in the area
- Having community events
- More bikeability in the area; doesn't connect to the 50-mile Bike Loop from UNM North Golf Course
- Make the area more walkable; more trails and better sidewalks
- Revitalize and redesign bus stops - panic buttons, something to increase sense of safety

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THREATS

- Businesses leaving the area
- General disinvestment
- Long time businesses reaching a breaking point and potentially selling their properties in the area
- Hotel raids and less reputable activity at certain hotels putting other businesses in danger
- Threat to personal safety for business owners, employees, and customers