Welcome & Introductions

COUNCILOR DIANE GIBSON
Council Planning Manager

PETRA MORRIS
Policy Analyst

ABIGAIL STILES
Policy Analyst

JACKIE FISHMAN, AICP
Principal-in-Charge

CHARLENE JOHNSON
Planner

MARKIE ANDERLE
Planner

OMEGA DELGADO
Planner
Menaul Redevelopment Study

• Currently completing Phase 1:
  ✓ Business and Retail Analysis
  ✓ Documentation of Existing Conditions
  ✓ Business Owner Outreach - Survey and Meetings
  ✓ Preparation of Report with Findings and Recommendations

• If warranted, Phase 2 will include a Metropolitan Redevelopment Area (MRA) designation report

• Phase 3 will include creation of an MRA Plan
Business Summary

- Study area has 727 businesses employing 7,572 workers
- Top six industries:
  - Retail Trade – 22%
  - Other Services – 11.7%
  - Construction – 8.9%
  - Wholesale Trade – 8.4%
  - Manufacturing – 7.0%
  - Accommodation & Food Services – 6.7%
- Total Retail Sales - $382 million
Business Owner Survey

• Ran from April 26th to June 10th - 45 responses

• The top three aspects most in need of significant improvement were:
  ✓ Transients/Homelessness – 92%
  ✓ Vandalism/Property Crimes – 80%
  ✓ Litter/Trash – 50%

• When asked what the top three priorities the City should focus on improving, the most common choices were:
  ✓ Crime Prevention - 98%
  ✓ Lighting Improvements - 59%
  ✓ Graffiti Removal - 37%
Business Owner Survey

- When asked what types of businesses or activities should be added, the most common choices were:
  - Sit down restaurants - 69%
  - Retail Stores - 54%
  - Breweries, distilleries, or taprooms - 51%
  - Entertainment - 51%

- When asked to rate amenities in the area, the lowest rankings were for:
  - Bike Lanes
  - Off-Street Trails
  - Visual Attractiveness
  - Lighting
  - Sidewalks
  - Pedestrian Crosswalks
## SWOT Analysis

### S: STRENGTHS
- I-40 and I-25 make this a convenient location to stay for motorists
- Because Lomas is underserved for hotels, this is a popular place to stay
- University Hospital proximity for hotel guests
- Area is a showcase for people coming to Albuquerque
- Crown Plaza attracts visitors to the area
- Access to the area by the freeways is good
- Menaul is an efficient form of travel and alternative to the freeway
- Diversity of businesses, good mix of uses, upgrades to medians
- Good 1/2 mile visibility of the area from freeway
- New tenants including the Maverik gas station
- New construction and face-lifts on buildings
- Lighting for La Quinta parcel is good
- Median landscaping
- Closure of the park by La Quinta and I-40

### W: WEAKNESSES
- High crime rate
- High cost of doing business in the area due to crime
- Issues with homelessness
- Customers feel unsafe due to carjackings and stolen vehicles
- Outdoor environment is unclean due to homeless
- Frequent trespassing into buildings
- Lack of police department resources and enforcement
- Long police department response times
- Concerns about safety for business owners, staff, and guests/customers
- Parking lots can be dangerous
- Fences are broken through often and are expensive to repair
- Business owners spend their own money to prevent crimes
- Some sidewalks in the area in disrepair
- Vacant buildings that have been vacant for many years
- Vacant buildings at southwest corner of University and Menaul
- Truck stop north of Menaul brings in transients, drug use, and prostitution
- Break-ins and drug use during burglaries
- Lack of businesses open at night creates safety issues
- Vandals damaging properties at night
- Lack of lighting from Menaul to Quincy
- Problem area in comparison to other parts of Albuquerque
- Abuse and vandalism of bus shelters

### O: OPPORTUNITIES
- Bring new businesses to vacant spaces
- Change the way we deal with crime and overarching policy
- Create a police substation in the area (Village Inn property potential location)
- Add proactive police work in the area
- Beautification incentive for the area
- Subsidy for building face-lifts, providing your own site-safety mechanisms
- Having community events
- Renewing a sense of pride for the area
- More bikeability, connection to the 50-mile bike loop from UNM North Golf Course
- Make area more walkable; more trails and better sidewalks
- Midtown Business Coalition as an agent for change
- Meet up to walk around and pick up trash
- Revitalize and redesign bus stops (panic buttons, increase safety, etc.)
- Having tourists return to the area
- Interstate as drivers for new visitors to the area

### T: THREATS
- Businesses leaving the area due to crime
- General disinvestment
- Long time property owners selling and leaving the area
- Hotel raids and criminal activity putting other businesses in danger
- Threat to personal safety for business owners, employees, and guests/customers
- Close to the tipping point of disinvestment
City Development Areas

Area of Consistency
Area of Change

NORTH
Activity Centers
Existing Land Use

EXISTING LAND USE
Menaul Redevelopment Study

- Commercial
- Restaurant
- Industrial/Manufacturing
- Institutional
- Office
- Multi-Family Residential
- Mobile Home Park
- Park
- Utilities
- Vacant Lot
- Vacant Building
- Vacant Tenant Space

NORTH
Opportunity Zone

MENaul REDEVELOPMENT STUDY AREA

Opportunity Zone
Opportunities & Constraints

Menaul Redevelopment Study

OPPORTUNITIES & CONSTRAINTS

- COMMERCIAL
- INDUSTRIAL
- HOUSING
- AUTOCENTRIC
- CULTURAL/EDUCATIONAL
- RECREATIONAL
- HEALTHCARE

- AREA OF DISINVESTMENT
- POOR LIGHTING CONDITIONS
- SITE & BUILDINGS NEED IMPROVEMENT
- NUISANCE PROPERTIES
- PROBLEM BUS STOP
- NEW INVESTMENTS
- OPPORTUNITY SITES (VACANT)
- FREEWAY ACCESS
- NEW LIGHTING
Opportunity Sites

Opportunity Site 1 at the northeast corner of Claremont Avenue and Vassar Drive.

Opportunity Site 2 at southeast corner of Claremont Avenue and Richmond Drive.
Next Steps

• Finalize the Phase 1 Study Document
• Go to City Council for adoption by Resolution
• Begin implementation of the recommendations in 2021 and onwards
• We will be collecting comments for two weeks; Visit the City’s website to submit comments:
  http://www.cabq.gov/menaul

• Contacts: Petra Morris, Council Planning Manager
  pmorris@cabq.gov
  Abigail Stiles, Policy Analyst
  astiles@cabq.gov
  Jackie Fishman, Consensus Planning
  fishman@consensusplanning.com