

REVAMP ROUTE 66

SIGN IMPROVEMENT GRANT PROGRAM



Program Overview



KEY INFORMATION

- Application Period: August 7 to October 15, 2023
- Property must be located adjacent to Central and within an Metropolitan Redevelopment Area
- Sign must be an existing free standing sign fronting Central Ave.
- The City of Albuquerque will **refund 100%** of the design, construction, and permitting.
 - City will provide 25% upfront
 - City will reimburse the final 75% with proof of invoices
 - Applications must include a project cost sheet with vendor quotes
- Projects must demonstrate they will be completed on or before Fall 2025

KEY INFORMATION

- Awarded projects will sign an Improvement Agreement with the City guaranteeing the project will be completed on schedule, within budget, and sign shall remain in the improved condition for the next 10 years.
- Applications must be submitted by the property owner or be a joint application between an occupying business and property owner
- Competitive Grant
- Eligible expenses include professional consulting design services, materials, permitting fees, and construction and installation; but do not include providing electricity from the power source to the sign.

SIGN ELIGIBILITY

- ✓ An eligible sign must be an exterior freestanding sign (permanent, fixed structure) located directly along Historic Route 66—Central Avenue in the Albuquerque city limits.
- ✓ One (1) sign per property may apply for funding. Property owners with multiple signs/properties must submit one (1) application per sign.



SIGN ELIGIBILITY

- ✓ In order for a sign to be eligible, it must fall within a 1) Metropolitan Redevelopment Area (identified by the colored areas in the map) and 2) be directly along the north or south side of Central Avenue.



TIP: Verify the property is within an Metropolitan Redevelopment Area by typing in the address here:
<https://www.cabq.gov/mra/redevelopment-areas>

RESTORATION DESIGN OPTIONS

Option 1: Restore Character of Historic and Neon Signs

Improvements may include restoring historic character via neon repair, repainting, re-lettering, light repair, or other replacements that will restore the sign to historic appearances.



Option 2: New Art Possibilities

Improvements may include collaborations with artists to create new works of art.
*This options requires a mock up of the proposed art be submitted.



WHERE TO ACCESS ALL INFORMATION



CITY OF ALBUQUERQUE

www.cabq.gov/mra/revamp-route-66-sign-improvement

METROPOLITAN REDEVELOPMENT AGENCY

Home / Metropolitan Redevelopment Agency / Revamp Route 66: Sign Improvement Grant Program



CONTACT US

DOWNTOWN FORWARD

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ANNUAL REPORT



Navigation

- > About MRA
- > Metropolitan Redevelopment Agency Director Terry Brunner, MA
- > Development Incentives
- > Request for Proposals
- > Redevelopment Areas
- > Albuquerque Development Commission
- > Downtown FORWARD
- > Albuquerque Rail Trail
- > Rail Yards
- > Storefront Activation Grant Program
- > Revamp Route 66: Sign Improvement Grant Program
- > Annual Report
- > News

Revamp Route 66: Sign Improvement Grant Program

The Revamp Route 66 Sign Improvement Program strives to preserve an important era of Albuquerque's development through the restoration or renovation of Route 66 neon signs.



November 11, 2026, marks 100 years of Route 66! Albuquerque's eighteen miles of historic Route 66 is the longest urban stretch of the route in the U.S. Route 66 is a vital cultural and commercial corridor that City seeks to honor, improve, and celebrate.

As Albuquerque approaches this important milestone, the City of Albuquerque Department of Arts and Culture (DAC) and the Metropolitan Redevelopment Agency have collaboratively developed a Sign Improvement Program. The Sign Improvement Program seeks to restore historic neon signs along Route 66 by granting restoration funds to property owners who are interested and able to complete sign restoration by Fall 2026. A total of \$432,000 is set aside to accomplish restorations of signs along Route 66—Central Ave.

The Sign Improvement Program will take applications submitted by property owners between **August 7 and October 15, 2023**. Funding is awarded on a competitive basis with an emphasis on projects that can be completed within the next two (2) years.

APPLICATION INFORMATION – HOW TO APPLY

Step 1: Review the Following Supporting Documentation

A. Program Overview for all grant eligibility criterion



WHO TO CONTACT WITH QUESTIONS

MRA Project Manager, Omega Delgado, odelgado@cabq.gov, (505) 810-7502

DAC Special Projects Manager, Amanda Sutton, asutton@cabq.gov, (505) 768-3553

Friends of the Orphan Signs orphansigns@gmail.com

FAQ

Can I submit for reimbursement of a sign I recently renovated? No

Is there a maximum amount of funding I can receive? No. The intention of the City is to award the maximum number of projects with the available funding - \$432,000

Does the sign attached to my building qualify? No. The sign must be a free standing structure.

If there is no sign on my property, can I build a new one? No. This grant is only for existing free standing signs.

Are there dimensional requirements? Not a part of this program, but all projects must follow the existing City code standards.

When will selected projects be announced? September 2024.

Q+A