

# Construction Technical Support

How we can help!

JESSICA ROYBAL · JULIA & CAM WILDE



NEW MEXICO MAINSTREET  
**INSTITUTE**  
ALAMOGORDO 2025

# Process Support

with Jessica!

- **Predevelopment feasibility studies**

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- **On-site meetings with stakeholders and contractors to determine technical support services scope of work required**

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- **Facilitation and/or participation in community engagement meetings**
- **Facilitation and/or participation in stakeholder meetings**

- # Participation in construction meetings

## FOCH STREET MAKEOVER

Brought to you by:  
MainStreet Truth or Consequences



### FREQUENTLY ASKED QUESTIONS

#### 1. What is the Foch Street Makeover?

The Foch Street Makeover is a renovation of a section of Foch Street that includes new street surfaces, improved drainage, decorative pavements, ADA accessible curb ramps, gutters, sidewalks, striping, regulatory and wayfinding signage, native plants, benches, trash receptacles, light fixtures, and decorative monuments.

#### 2. Where is the Makeover and when will it be completed?

The Foch Street Makeover will take place on Foch Street between Main Ave. and Broadway St. Construction is expected to begin mid-November and last for approximately six months.

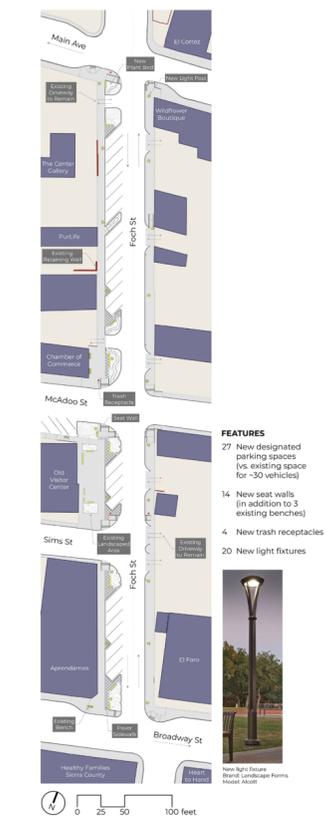
#### 3. Why is the work being done and how is it funded?

The Foch Street Makeover will improve pedestrians' experience of retail between Main Ave. and Broadway St. It will improve safety, sustainability, and encourage more building rehabilitation, private investment, and increased business activity on Foch Street. Funding is provided entirely by New Mexico MainStreet Capital Outlay, which may only be used for streetscape improvements in MainStreet Districts.

#### 4. How will customers access businesses during construction?

There may be temporary blockage of front entrances during the sidewalk work. Businesses will be notified at least 24 hours in advance if they will be affected by the construction and the duration of the blockage. Customers may need to park on adjacent streets during this time.

#### MAKEOVER SITE PLAN



#### BEFORE



Existing conditions at northwest corner of Foch Street and McAdoo Street

For more information and the full Resource Guide

Please visit the project storymap using the URL or QR code

[bit.ly/FochStreet](https://bit.ly/FochStreet)



#### AFTER



Street-level view of proposed makeover



Aerial view of proposed makeover

#### CONSTRUCTION CONTACTS

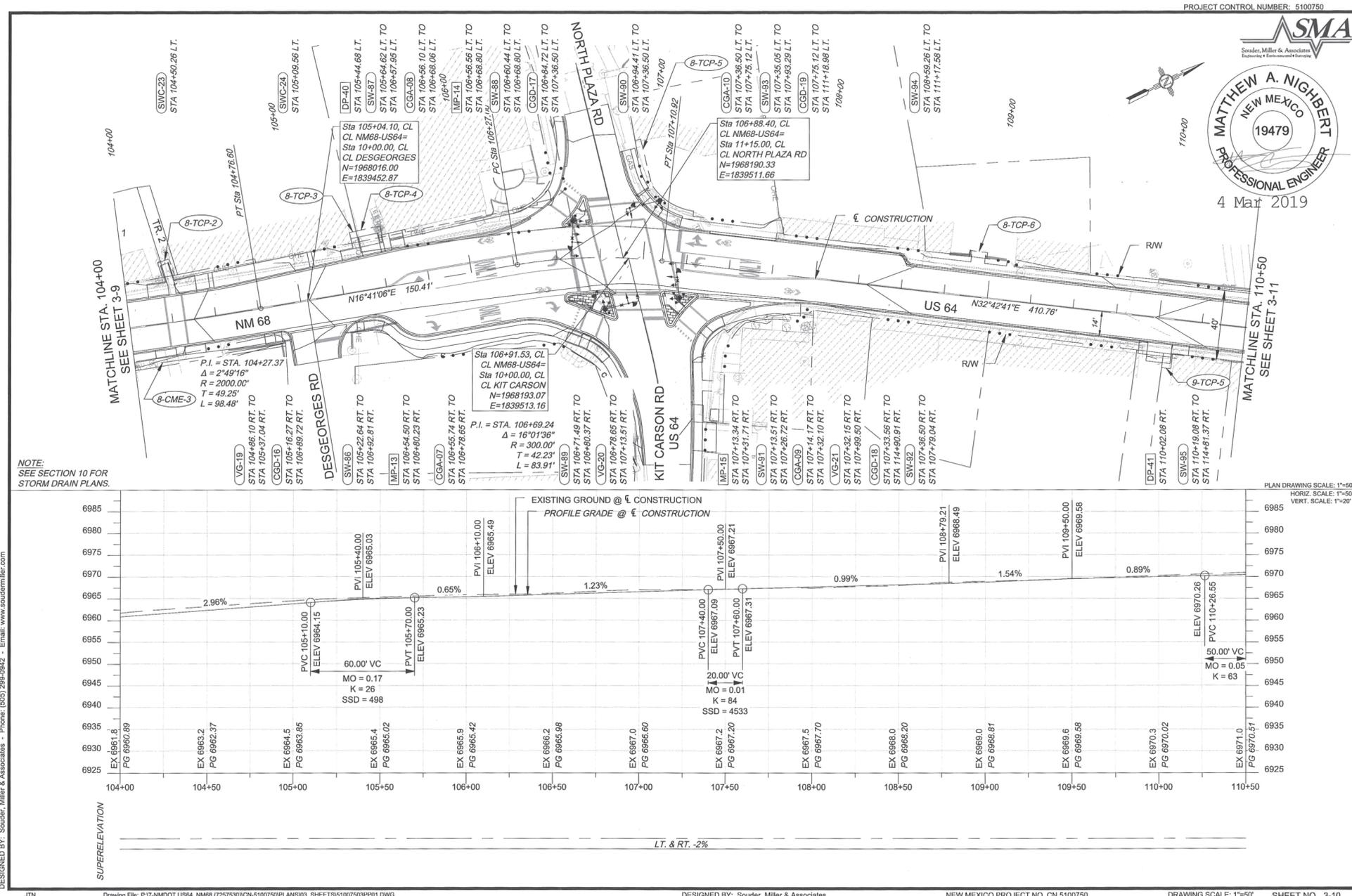
Becca Eza  
Executive Director, Truth or Consequences MainStreet  
P: (575) 208-4093 E: [director@torcmainstreet.org](mailto:director@torcmainstreet.org)

Gary Whitehead  
City Manager, City of Truth or Consequences  
P: (575) 894-6673 E: [gwhitehead@torcnm.org](mailto:gwhitehead@torcnm.org)

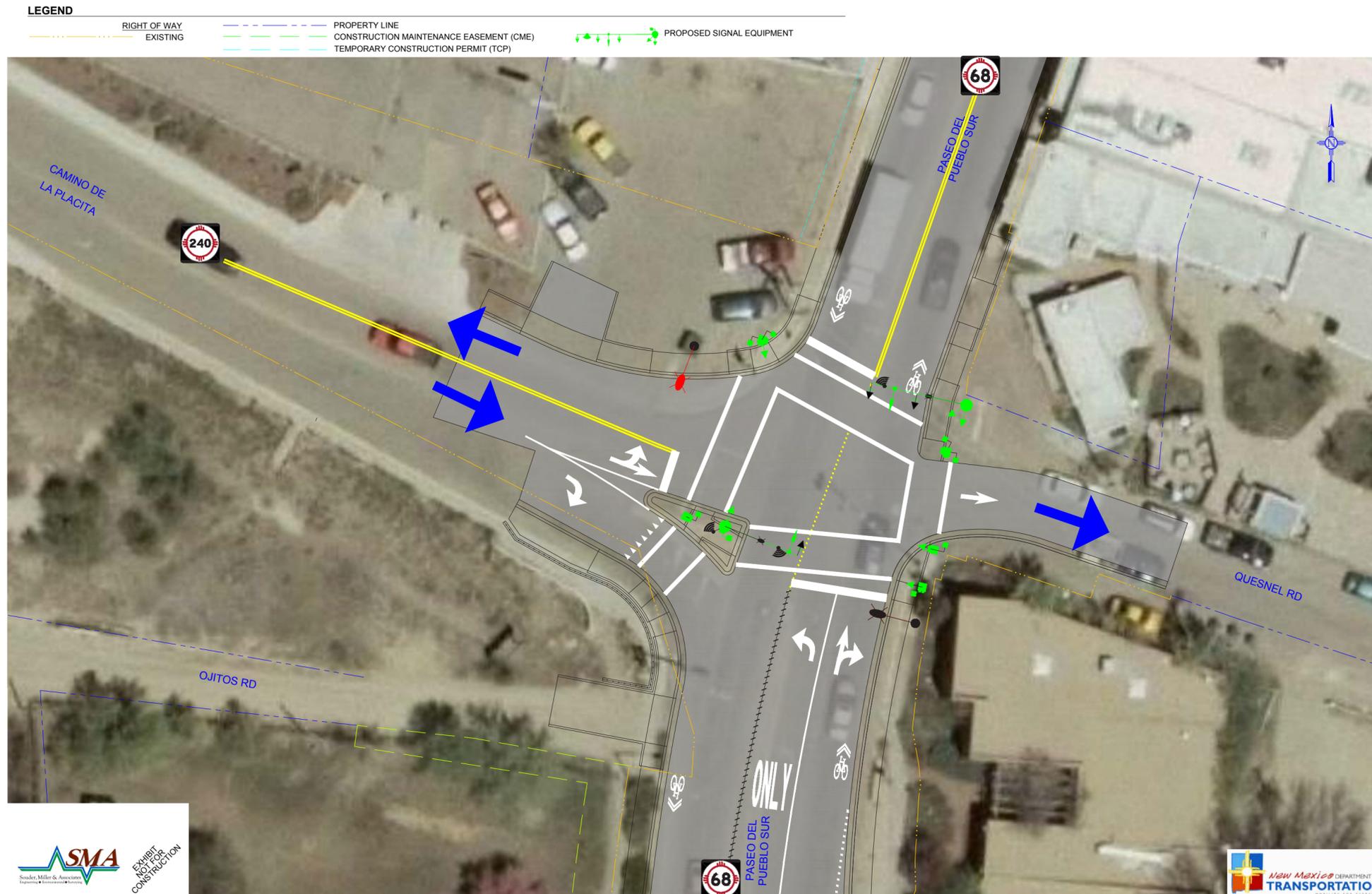


- **Translation of construction documents into community-legible diagrams**

- Translation of construction documents into community-legible diagrams



- Translation of construction documents into community-legible diagrams



- **Renderings and visual diagrams**
- **Resource guide and flyers**
- **Business support and marketing assistance**



# Promotion Role

with Julia & Cam!



**Taos MainStreet  
NM 68/US 64 Paseo de Pueblo**

CONSTRUCTION RESOURCE GUIDE





ALAMOGORDO  
**MAINSTREET  
MAKEOVER**

*Enhancing the heart of our city*



**RESOURCE GUIDE**

PREPARED BY:





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## INTRODUCTION

Dear Downtown Businesses:

Alamogordo MainStreet, in conjunction with the City of Alamogordo, is proud to present this Resource Guide for Alamogordo MainStreet's Makeover on New York Avenue. It is our hope that this Guide will assist your business throughout this exciting time in downtown's history.

The guide is designed to help you navigate through the dirt, dust, and detours. Within the guide, you will also find a variety of ideas for promotions, business tips, media contacts, sample press releases and more.

It is our hope that Alamogordo MainStreet's Makeover on New York Avenue will ultimately be an opportunity for you to have an active part in these reconstruction efforts.

Throughout MainStreet's Makeover on New York Avenue, you will be provided with updates on the construction project, traffic shifts, promotions, and additional tips which we will add to this guide. This guide is a great tool for your employees as well.

Please take some time to look through the guide and do not hesitate to contact Alamogordo MainStreet should you have any questions.

Through dust and dedication,



**Nolan Ojeda**  
Alamogordo MainStreet Executive Director

## CONTACTS

### CONSTRUCTION CONTACTS

Please refer to this list when you have questions and/or concerns.

#### Alamogordo MainStreet

Nolan Ojeda  
Office: 575-295-8804  
Email: [director@alamogordomainstreet.org](mailto:director@alamogordomainstreet.org)

#### City of Alamogordo Project Manager

Justen Boyle  
Office: 575-439-4235, X3  
Email: [jboyle@ci.alamogordo.nm.us](mailto:jboyle@ci.alamogordo.nm.us)

### CITY OF ALAMOGORDO CONTACTS

The City of Alamogordo Planning and Zoning (P&Z) department is responsible for reviewing all building permit paperwork for zoning compliance and approval prior to review and issuance of building permits by the State's Construction Industries Division.

#### Utilities Director

David Nunnelley  
575-489-2274  
[dnunnelley@ci.alamogordo.nm.us](mailto:dnunnelley@ci.alamogordo.nm.us)

#### Public Works

Jimmy Vargas  
575-439-4240  
[publicworks@ci.alamogordo.nm.us](mailto:publicworks@ci.alamogordo.nm.us)

#### Assistant City Manager

Stephanie Hernandez  
575-439-4203  
[shernandez@ci.alamogordo.nm.us](mailto:shernandez@ci.alamogordo.nm.us)



## STREETSCAPE & DESIGN RENDERINGS



### NEW YORK AVENUE STREETSCAPE CONSTRUCTION

The design elements of the streetscape are based on walkability, safety, and sustainability. We anticipate that these enhancements will lead to more building rehabilitations and increase business activity.



Amenities include new street surfaces, improved drainage, decorative pavements, accessible curb ramps (ADA), gutters, sidewalks, striping, regulatory & wayfinding signage, trees, benches, trash receptacles, light fixtures, and decorative monuments.



## COMMUNICATION TOOLS

**Nolan Ojeda**, Executive Director of Alamogordo MainStreet, will be acting as a liaison between the affected business owners/property owners and the City and Contractors. If you have any questions or concerns about construction please contact Nolan at [director@alamogordomainstreet.org](mailto:director@alamogordomainstreet.org) or call 575-295-8804

## WEBSITE

Alamogordo MainStreet has built out a special section of their website that will provide complete details of the construction progress. All construction information can be found here: <https://www.alamogordomainstreet.org/mainstreet-makeover>

This webpage will be helpful for both you and your customers. Please promote the webpage to your customers so that they can better plan when they are visiting your business during construction.

## ELECTRONIC COMMUNICATIONS

Note: If you want to sign up to receive Alamogordo MainStreet's newsletter, please email Nolan at [director@alamogordomainstreet.org](mailto:director@alamogordomainstreet.org)

## SOCIAL MEDIA

Alamogordo MainStreet will be doing our best with our social media platforms to communicate about timely construction updates, events, and marketing downtown businesses during construction. We strongly encourage you to promote your business during construction as well! And if you post on social media, be sure to tag Alamogordo MainStreet so that we can share your posts with our followers.

**Alamogordo MainStreet on Facebook:**  
<https://www.facebook.com/AlamogordoMainStreet>

**Alamogordo MainStreet on Instagram:**  
<https://www.instagram.com/alamogordomainstreet/>

**City of Alamogordo on Facebook:**  
<https://www.facebook.com/CityofAlamogordo>

Alamogordo MainStreet will also be starting a private Facebook group for business owners affected by construction where we will post more specific information and updates as they come to us, it can also be used as a platform for business owners to discuss concerns, ideas, celebrate wins, and ask for support.

This is also a great time to update your Facebook page for your business. Here is a helpful webinar from New Mexico MainStreet that reviews how businesses can use social media for promotion purposes While the webinar was developed during COVID-19, it has great tips, tools, and resources for marketing your business "outside the box": <https://www.youtube.com/watch?v=KKbTVOFENYU&t=125s>

MAKE SURE YOU ARE FOLLOWING ALAMOGORDO MAINSTREET & CITY OF ALAMOGORDO ON INSTAGRAM & FACEBOOK!

## COMMUNICATION TOOLS



## POSTERS

We have created FAQ posters and flyers to assist in communicating the downtown transformation and construction to the general public. You can use these posters and flyers to help inform your customers, clients and employees. We currently have enough funding to print each business a poster of the FAQ but if you would like a digital copy of the FAQ in standard printer paper size please email Nolan at [director@alamogordomainstreet.org](mailto:director@alamogordomainstreet.org) (See [Attachment C](#))

## EVENTS

If possible, upcoming events that regularly take place downtown will continue. If construction is taking place, we will let you know about alternate locations for those events. We will announce these events to businesses as soon as we have more information.

## ADVERTISING & PSAS

Alamogordo MainStreet will run regular advertisements in local media (print & radio) informing the public about construction and promoting downtown businesses & activities.

You can do the same for your business! Planning an event? Have an announcement to make? Send a press release out! Media contacts are listed below for local publicity and a template is available in [Attachment B](#).

**Alamogordo News**  
Christine Steele  
[csteele@alamogordonews.com](mailto:csteele@alamogordonews.com)  
<https://www.alamogordonews.com/>

**KRQE**  
[newsdesk@krqe.com](mailto:newsdesk@krqe.com)

**KOB**  
[news@kob.com](mailto:news@kob.com)

**Chamber of Commerce**  
[hello@alamogordo.com](mailto:hello@alamogordo.com)  
[burtbroadcasting@bbiradio.net](mailto:burtbroadcasting@bbiradio.net)  
[bburt@bbiradio.net](mailto:bburt@bbiradio.net)  
[alamoinews@gmail.com](mailto:alamoinews@gmail.com)  
[jprather@excitermedia.com](mailto:jprather@excitermedia.com)  
[miked@beyondbb.com](mailto:miked@beyondbb.com)  
[treyolds@bbiradio.net](mailto:treyolds@bbiradio.net)  
[events@bbiradio.net](mailto:events@bbiradio.net)

**Chamber of Commerce**  
[everythingotero@kvbatv.org](mailto:everythingotero@kvbatv.org)  
[michael.courier@kvia.com](mailto:michael.courier@kvia.com)  
[News@pinonpost.com](mailto:News@pinonpost.com)  
[49WG.PAOffice@us.af.mil](mailto:49WG.PAOffice@us.af.mil)  
[apalbuquerque@ap.org](mailto:apalbuquerque@ap.org)  
[news@ktsm.com](mailto:news@ktsm.com)  
[news@kob.com](mailto:news@kob.com)  
[newsdesk@krqe.com](mailto:newsdesk@krqe.com)  
[94key@bbiradio.net](mailto:94key@bbiradio.net)  
[abc7desk@yahoo.com](mailto:abc7desk@yahoo.com)  
[kzzx@bbiradio.net](mailto:kzzx@bbiradio.net)  
[news@kvia.com](mailto:news@kvia.com)  
[koatdesk@hearst.com](mailto:koatdesk@hearst.com)  
[bobflotte@ktmn979.com](mailto:bobflotte@ktmn979.com)  
[elpaso-assignmentsdesk@sbgvtv.com](mailto:elpaso-assignmentsdesk@sbgvtv.com)  
[jonsurez@gannett.com](mailto:jonsurez@gannett.com)  
[authorchrisedwards@icloud.com](mailto:authorchrisedwards@icloud.com)  
[jessica.mraz@edd.nm.gov](mailto:jessica.mraz@edd.nm.gov)  
[bthorp@bbiradio.net](mailto:bthorp@bbiradio.net)

## TIPS FOR SURVIVING CONSTRUCTION

- **Be positive.** Encourage and generate a positive, healthy environment to support your staff and ensure retention of valued employees.

### You Made It! Post-Construction:

**Celebrate the project's completion.** Let your customers know the road to your business is clear and beautiful! Consider promotion and advertising to let customers know the road to your location is open. Promote the new image.

## WAYS MAINSTREET CAN HELP



**Help promoting your business** - you share what's happening on your Facebook page, and other social media platforms, and we will also share it on ours, increasing your reach.

We will be running a multifaceted marketing campaign around construction and your businesses! Please participate in these social media marketing campaigns to increase the visibility of your business.

Assistance with strategies for doing business during construction. Bring us your ideas and we will work to bring experts in to host workshops on topics you request.

Promotion of the district and development of creative programming to encourage residents and visitors to experience downtown Alamogordo.

## ADDITIONAL RESOURCES



Here is a list of some resources that may be helpful to reference. Spend some time here when you can!

### Digital Marketing & Social Media Workshop by Scaling Retail's Syama Meagher.

Video: [https://www.youtube.com/watch?v=WZ4gjslKZMs&feature=emb\\_title](https://www.youtube.com/watch?v=WZ4gjslKZMs&feature=emb_title)

- Digital Marketing & Social Media Workshop - [Full Presentation](#)
- Digital Marketing & Social Media Workshop - [Handout](#)
- Visual Merchandising Workshop - [Handout](#)

### A Foolproof Guide to Creating Window Displays That Turn Heads and Drive Foot Traffic via Shopify.

<https://www.shopify.com/retail/120058947-a-fool-proof-guide-to-creating-window-displays-that-turn-heads-and-drive-foot-traffic>

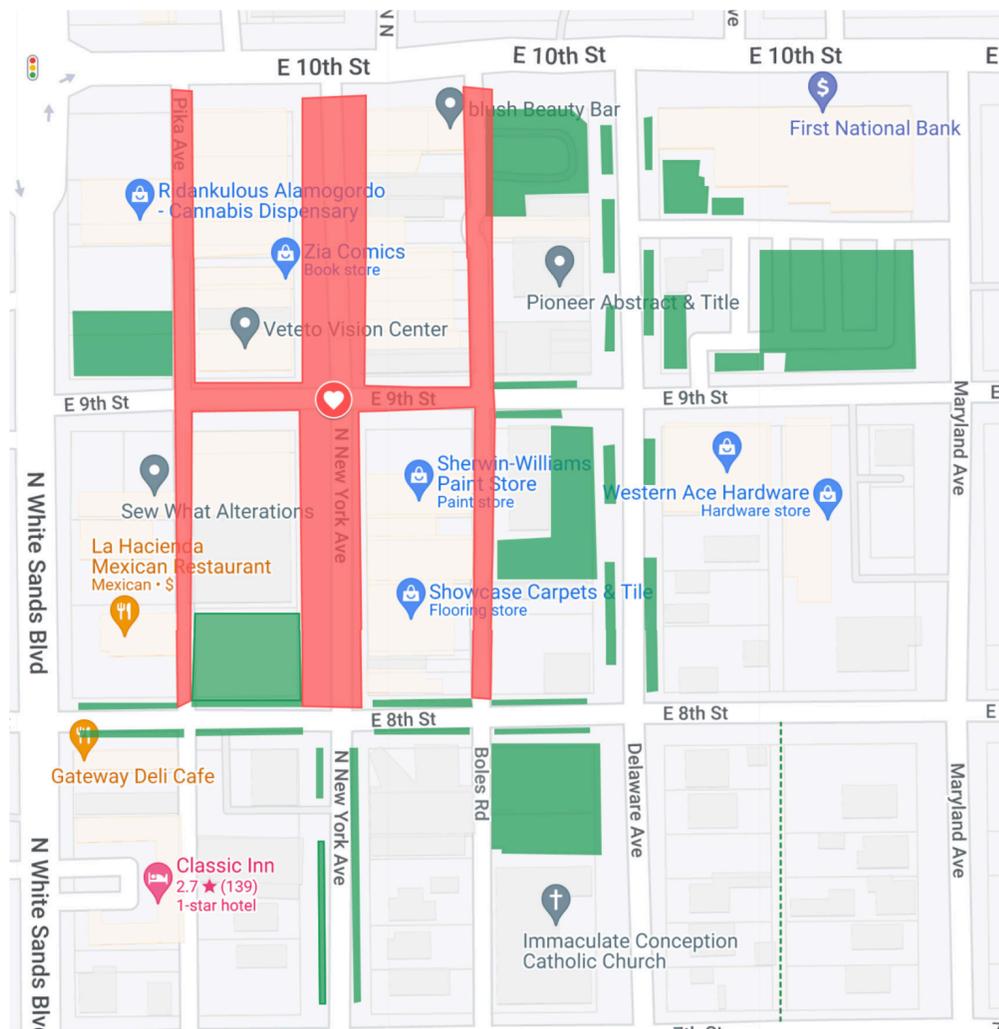
### Connect with Customers and Manage Your Business with Google Tools:

Learn how to use Google tools to update critical business information online, keep your customers informed, conduct virtual meetings, and access important files from anywhere. <https://www.youtube.com/watch?v=H5GwG58YBCK>

### Innovative Approaches From Our Own District!

- Blush Beauty Bar - [facebook.com/blushbeautybar](https://facebook.com/blushbeautybar)
- Victoria - [facebook.com/VictoriaAlamogordo](https://facebook.com/VictoriaAlamogordo)
- Infinity Sweets - [facebook.com/InfinitySweetsNewMexico](https://facebook.com/InfinitySweetsNewMexico)
- Ebenezer Hats - [facebook.com/ebenezerhats](https://facebook.com/ebenezerhats)
- Zia Comics - [facebook.com/ziacomicsalamogordo](https://facebook.com/ziacomicsalamogordo)

Find the latest parking map updates [here!](#)



parking map as of: October 2024

<https://bit.ly/3A7gNMG>

< Company Logo >

NEWS RELEASE  
Date

Contact Name  
Contact Email  
Contact Phone

**Headline in Bold and 14pt font** *(Think: catchy, factual, header)*  
*Subtitle in 12pt and Italics (if needed, clarify or add more key details related to your headline)*

Downtown Alamogordo, N.M. – This is the introduction of the press release. The very first sentence needs to catch the reader’s eye and make them interested enough to read more. The introduction should be somewhere between 30-70 words long and should show why this is a newsworthy story.

The following paragraphs of the news release should be the body of the release. It should explain the who, what, why, when, and where of what you are covering. Make sure to be detailed as far as the hard facts in this situation. If it is too much work for the reporter who is covering the story, they will be less likely to call you back. Also make sure that you make the story/event/etc. sound interesting. If it is not interesting to the reporter, then they won’t deem it to be interesting enough for the general public and will choose not to publish the story. Be clear, concise, and interesting!

Finally, it is very effective to include a quote from an important source. If it is an event at a store, then include a quote from the store owner or a frequent customer. The quote should come from someone who is considered a reliable source for the story or someone who will be considered interesting to the general readers. Make sure to end the release with a statement on how to find out more information.

###

Below the pound signs, feel free to include a boilerplate. A boilerplate is a few sentences of information on the business or organization that has submitted the release. This is a good idea for a reporter who doesn’t know much about your business. It will also help them in reporting your story to the general public.

[Click [here](#) and [here](#) for sample press releases.]

# ALAMOGORDO MAINSTREET MAKEOVER



SCAN for Updates!



PARKING MAP



KEY:

ALAMOGORDO  
MAINSTREET



alamogordomainstreet.org •

### WHAT IS "MAINSTREET MAKEOVER"?

MainStreet Makeover is Alamogordo's version of the **Great Blocks on MainStreet** program, through the State of NM Economic Development Department, our MainStreet Makeover project received \$1.9M in State Capital Outlay funding. The program's objective is to redo the Streetscape along the 800 and 900 blocks of New York Avenue. This means we will be getting new utilities, new ADA compliant sidewalks, greenery, new lighting, benches, and even artwork! The original 20% that the City of Alamogordo needed to match ended up being \$1.8 million. This will fund water and sewer lines on these two blocks.

### WHEN IS CONSTRUCTION EXPECTED TO BEGIN?\*

**Phase 1 (Utility work):** October 14, 2024 • **Phase 2 (Streetscape work):** Fall 2024

### HOW LONG WILL IT LAST?

Length of project projected to be 10-12 months but is subject to change

### WHAT IS A STREETScape?

**Streetscape** refers to everything that makes up the scene on a street — the road, buildings, sidewalks, street trees, street lights, benches, trash receptacles, adjoining open spaces, and public art. All these elements together create an inviting outdoor environment.

### WHY IS THIS CONSTRUCTION HAPPENING NOW?

Needed infrastructure improvements in our district are past due. Water lines were previously upgraded in the 1970s. And existing sewer lines date back to the 1930s. Improvements will also result in ADA compliant sidewalks and rehabilitated drainage ways.

### WHAT IMPROVEMENTS WILL BE MADE TO THE STREET, SIDEWALKS, AND RIGHT OF WAY?

Once completed we will have:

- New main waterline and sewer lines
- New gutter drains resulting in improved drainage on NY Ave. & 8<sup>th</sup> Street
- Accessible (ADA) curb ramps
- New street surface, decorative pavements, curbs, gutters, sidewalks, crosswalks, striping, & regulatory signage
- Trees & automatic irrigation system
- Benches & trash receptacles
- Wayfinding signage
- Light fixtures, electrical pole foundations, and associated electrical work
- Decorative monuments (e.g., *Decorative Pylons* — 5 total, *Suspended loop structure* at 9th St. and New York Ave.)

### WHERE WILL THE CONSTRUCTION TAKE PLACE?

- All construction upgrades will take place within the right of way starting:
- On the north side of the intersection at New York Ave. and 10<sup>th</sup> Street
  - Extending south on New York Ave. to 8<sup>th</sup> Street
  - And a portion of 9th Street between New York Ave. & White Sands Blvd.



## RESOURCE GUIDE

PREPARED BY:



New York Avenue & 9th Street • viewing south from New York Avenue



800 Block of New York Avenue • viewing south down New York Avenue

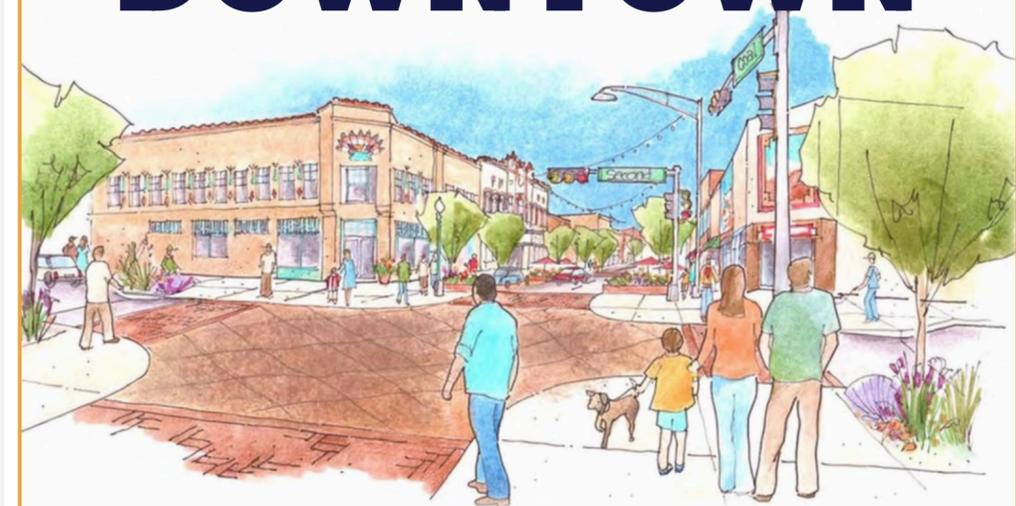


10th Street & New York Avenue • viewing south down New York Avenue





# Dig Into DOWNTOWN



## CONSTRUCTION IS UNDERWAY!

**COAL AVENUE COMMONS** is an infrastructure initiative to transform two blocks of Coal Avenue in Gallup, NM into a vibrant plaza street. Phase 1 will extend from 3rd Street to 2nd Street. Street closures will affect vehicular traffic, but **pedestrians can easily use sidewalks to access businesses!**

**PROJECTED TIMELINE: JULY 2020 - MARCH 2021\***

Businesses are  
**OPEN**



**FREE PARKING**  
available in city lots!



[GALLUPMAINSTREET.ORG](http://GALLUPMAINSTREET.ORG)

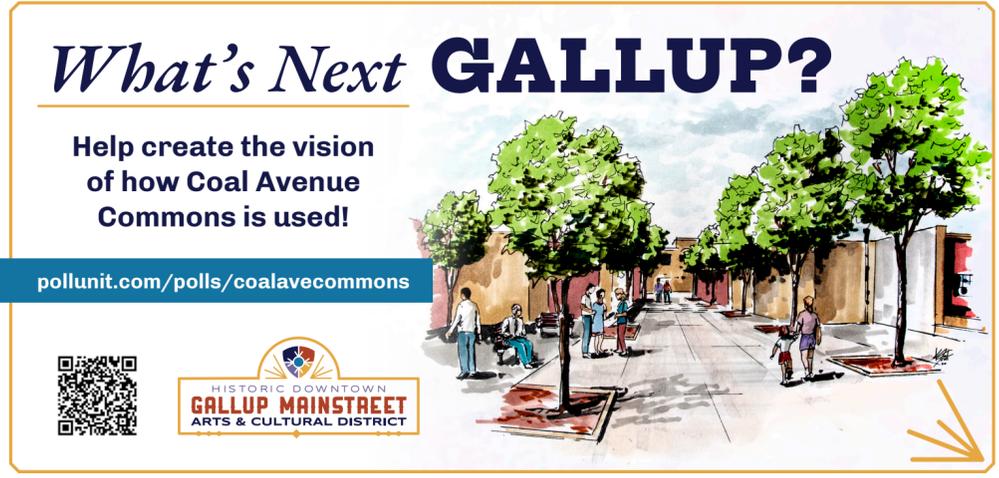
*\*Projected timeline is subject to change.*



## What's Next GALLUP?

Help create the vision of how Coal Avenue Commons is used!

[pollunit.com/polls/coalavecommons](http://pollunit.com/polls/coalavecommons)



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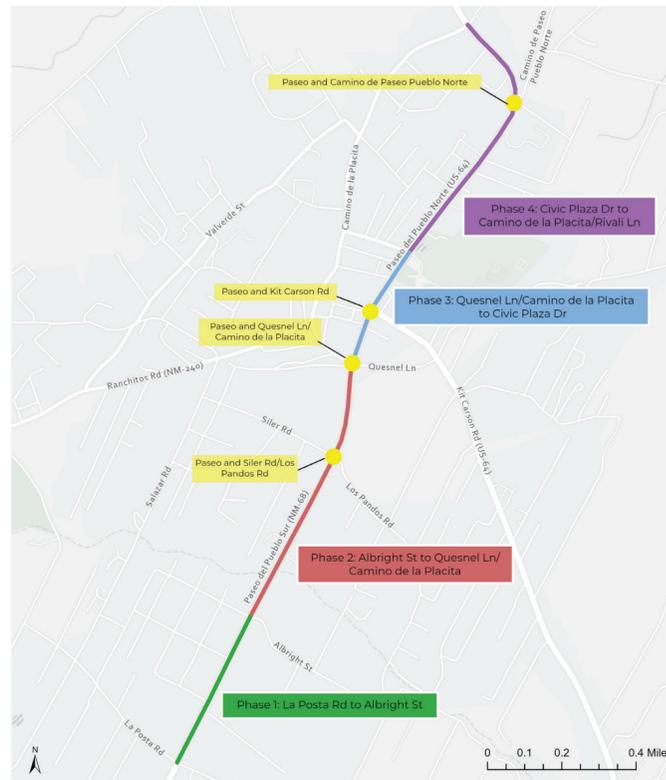


# Taos MainStreet NM 68/US 64 Paseo de Pueblo

## CONSTRUCTION RESOURCE GUIDE



## NM 68/US 64 CONSTRUCTION MAP OVERVIEW



Created by Groundwork Studio. Information from [www.taosnm6864.com](http://www.taosnm6864.com). May 2023.

## COMMUNICATION TOOLS

### Website

To get updates and or further information about the project please refer to the project website: [taosnm6864.com](http://taosnm6864.com). Information is also available at [nmroads.com](http://nmroads.com)

### Electronic Communications

If you are not receiving email updates from the contractor, **El Terrero Construction**, and want to sign up to receive them, please contact:

Patti Watson  
(800) 687-3417 or (505) 269-9691  
[pattiw@cwastrategic.com](mailto:pattiw@cwastrategic.com)

### Social Media

**Taos MainStreet** and the **Taos County Chamber of Commerce** will be doing our best with our social media platforms to communicate about timely construction updates, events, and marketing downtown businesses during construction. We strongly encourage you to promote your business during construction as well! And if you post on social media, be sure to tag **Taos MainStreet** and the **Taos County Chamber of Commerce** so that we can share your posts with our followers.

### Taos MainStreet

[facebook.com/downtowntaosmainstreet](https://facebook.com/downtowntaosmainstreet)  
[instagram.com/taosmainstreet/](https://instagram.com/taosmainstreet/)

### Taos County Chamber of Commerce

[facebook.com/TaosCountyChamberOfCommerce](https://facebook.com/TaosCountyChamberOfCommerce)  
[instagram.com/taoschamber](https://instagram.com/taoschamber)

### Town of Taos

[facebook.com/townoftaos](https://facebook.com/townoftaos)

This is also a great time to update your Facebook page for your business. Here is a helpful webinar from **New Mexico MainStreet** that reviews how businesses can use social media for promotion purposes. While the webinar was developed during COVID-19, it has great tips, tools, and resources for marketing your business "outside the box"

[youtube.com/watch?v=KkbTV0FENYU](https://youtube.com/watch?v=KkbTV0FENYU)

**MAKE SURE YOU ARE FOLLOWING TAOS MAINSTREET & THE TOWN OF TAOS ON INSTAGRAM & FACEBOOK!**



# South Valley MainStreet

700 Bridge Boulevard, Albuquerque, NM 87105  
southvalleymainstreet@gmail.com

## BRIDGE BOULEVARD REDEVELOPMENT PHASE 2



After: Bridge Blvd. and La Vega Dr. looking east



Before



After: Bridge Blvd. between Lansing Dr. and Orchard Garden Rd. looking east



Before

## FREQUENTLY ASKED QUESTIONS

### What is the Bridge Boulevard Redevelopment Project?

The Bridge Boulevard Reconstruction Project (Phase 2) will rebuild the entire roadway & intersections including drainage & utilities, signals, street lighting, bike lanes, new landscaping, and wider sidewalks to accommodate persons with disabilities.

### Where will the Reconstruction happen? And when will it be completed?

Bridge Boulevard Phase 2 will occur west of the Barelás Bridge to the Atrisco Ditch. Utility work will take place now until May 2022. The Reconstruction is expected to begin in Spring/Summer 2022 and be completed within a year.

### Why is the work being done now?

The Bridge Boulevard Corridor Redevelopment Plan, approved by the Board of County Commissioners in 2013, will transform the corridor into a pedestrian- and transit-friendly corridor with both commercial and residential uses. Reconstructing the Bridge Boulevard roadway is an important step in revitalizing the corridor within the South Valley community.

### How will my customers access my business during the construction?

Starting in Spring/Summer 2022, Bernalillo County will set up electronic message boards redirecting traffic. There is also a call center to answer your questions: (505) 468-7777 or [contactcenter@berncgo.gov](mailto:contactcenter@berncgo.gov).

### How can I find out more about the project?

<https://www.berncgo.gov/public-works/current-past-projects/> or use the QR code below:



After: Bridge Blvd. and Lansing Dr. looking east



Before



After: Bridge Blvd. and Isleta Blvd. looking southeast at Dolores Huerta Gateway Park



Before

# South Valley MainStreet



700 Bridge Boulevard, Albuquerque, NM 87105  
southvalleymainstreet@gmail.com

## REMODELACIÓN DE BRIDGE BOULEVARD- ETAPA 2



Después: Bridge Blvd. y La Vega Dr. mirando hacia el este



Antes



Después: Bridge Blvd. entre Lansing Dr. y Orchard Garden Rd. mirando hacia el este



Antes

## PREGUNTAS MÁS FRECUENTES

### ¿Qué es el Proyecto de la Remodelación de Bridge Boulevard?

El Proyecto de la Remodelación de Bridge Boulevard (Etapa 2) reconstruirá el camino entero y las intersecciones incluyendo drenaje y utilidades, señales, alumbrado público, carriles de bicicleta, paisajismo nuevo, y aceras más amplias para dar cabida a las personas con discapacidad.

### ¿Dónde pasara la Remodelación? ¿Y cuándo se completará?

La Etapa 2 de Bridge Boulevard ocurrirá al oeste del puente Barelás hasta Young Avenue. Se llevarán a cabo trabajos de servicios públicos ahora hasta mayo 2022. Se espera que empiece la Remodelación en la primavera de 2022 y se completará en el plazo de un año.

### ¿Por qué se está haciendo el trabajo ahora?

El Plan de Remodelación del Corredor de Bridge Boulevard, aprobado por la Junta de Comisionados del Condado en 2013, se transformará el corredor a un corredor amigable con los peatones y el tránsito con usos comerciales y residenciales. Reconstrucción del camino de Bridge Boulevard es un paso importante en reactivando el corredor adentro de la comunidad del Valle Sur.

### ¿Cómo accederán mis clientes a mi negocio durante la construcción?

A partir de la primavera/el verano de 2022, el condado de Bernalillo arreglará tableros de mensajes electrónicos para redirigir el tráfico. También hay un centro de llamadas para responder a sus preguntas: (505) 468-7777 o [contactcenter@berncgo.gov](mailto:contactcenter@berncgo.gov).

### ¿Cómo puedo obtener más información sobre el proyecto?

<https://www.berncgo.gov/public-works/current-past-projects/> o use el código de QR debajo:



Después: Bridge Blvd. and Lansing Dr. mirando hacia el este



Antes



Después: Bridge Blvd. entre Isleta Blvd. mirando hacia el sureste en Dolores Huerta Gateway Park



Antes



# FOCH STREET MAKEOVER

Brought to you by:  
MainStreet Truth or Consequences



## FREQUENTLY ASKED QUESTIONS

### 1. What is the Foch Street Makeover?

The Foch Street Makeover is a renovation of a section of Foch Street that includes new street surfaces, improved drainage, decorative pavements, ADA accessible curb ramps, gutters, sidewalks, striping, regulatory and wayfinding signage, native plants, benches, trash receptacles, light fixtures, and decorative monuments.

### 2. Where is the Makeover and when will it be completed?

The Foch Street Makeover will take place on Foch Street between Main Ave. and Broadway St. Construction is expected to begin mid-November and last for approximately six months.

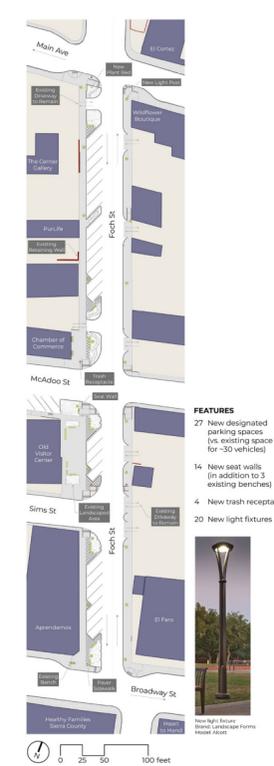
### 3. Why is the work being done and how is it funded?

The Foch Street Makeover will improve pedestrians' experience of retail between Main Ave. and Broadway St. It will improve safety, sustainability, and encourage more building rehabilitation, private investment, and increased business activity on Foch Street. Funding is provided entirely by New Mexico MainStreet Capital Outlay, which may only be used for streetscape improvements in MainStreet Districts.

### 4. How will customers access businesses during construction?

There may be temporary blockage of front entrances during the sidewalk work. Businesses will be notified at least 24 hours in advance if they will be affected by the construction and the duration of the blockage. Customers may need to park on adjacent streets during this time.

### MAKEOVER SITE PLAN



- FEATURES**
- 27 New designated parking spaces (vs. existing space for ~50 vehicles)
  - 14 New seat walls (in addition to 3 existing benches)
  - 4 New trash receptacles
  - 20 New light fixtures

### BEFORE



Existing conditions at northwest corner of Foch Street and McAdoo Street

For more information and the full Resource Guide

Please visit the project storymap using the URL or QR code

[bit.ly/FochStreet](https://bit.ly/FochStreet)



### AFTER



Street-level view of proposed makeover



Aerial view of proposed makeover

### CONSTRUCTION CONTACTS

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**Thank you!**  
Questions?