Staff Report

Agent: City of Albuquerque Planning Department

Applicant: City of Albuquerque Council Services

Request: Text Amendments to the IDO Section 14-16-3-5(J)(3) – Old Town HPO-5, Re: signage (types & amounts), outdoor display and demonstrations

Location: The HPO-5 zone, which is bounded by Central Ave and Lomas to the south, Rio Grande to the west, Mountain Rd. on the north and 19th S NW to the east. (Excluding the Albuquerque Museum.)

Zoning: No changes proposed

Staff Recommendation


Staff Planner
Leslie Naji, AIA -Senior Planner

Summary of Analysis

The request is for a recommendation to City Council regarding proposed text amendments to the IDO concerning the Old Town Historic Preservation Overlay Zone (HPO-5).

The amendment is for various additions and clarifications of the current signage, display and demonstration criteria as applied to the HPO-5 zone.

Bill No. O-19-52 was introduced at the City Council on March 4, 2019 and subsequently referred to the Environmental Planning Commission (EPC). This language resulted from interactions and meetings between Old Town property owners, business, and City staff from Council Services, Code Enforcement, and UD&D Historic Preservation.

Code Enforcement Staff has reviewed the proposed text amendments and find them to be enforceable. UD&D staff suggests some revisions and recommends that the EPC forward a recommendation of approval to the City Council.

City Departments and other interested agencies reviewed this application from 3/25/2019 to 4/22/2019. Agency comments used in the preparation of this report begin on Page 26.
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I. INTRODUCTION

Request & Scope
This request is to amend a portion of the text of the IDO concerning the Old Town Historic Preservation Overlay Zone (HPO-5) to provide for various additions and clarifications of the current signage, display and demonstration criteria as applied within Old Town.

Currently, HPO-5 3-5(J)(3)(c) regulates signage within Old Town and Use-Specific Standards for General Retail, 4-3(D)(34)(a) regulate outdoor display. The proposed text amendment to the IDO proposes to incorporate both signage and outdoor display and to reintroduce outdoor demonstrations under Section 14-16-3-5(J)(3) HPO 5 to have all the relevant Old Town specific regulations in one location.

At the time the IDO was adopted, discussion between Old Town merchant and property owners, City Council, Code enforcement and Historic Preservation was taking place. Through an online task force, stake holders in Old Town were asked to weigh in on their concerns regarding signage, display, outdoor demonstrations, and other issues that concerned then.

The text amendments hereby submitted are a reflection of many of the changes requested through the online task force. They include clarifications of terminology, increased sign sizes, types and quantities and increases in outdoor display area.

Intent
The intent of these text amendments is primarily to balance the need to increase visibility for retailers and to maintain the historic nature of Old Town.

Environmental Planning Commission (EPC) Role
The proposed text amendments are contained in Council Bill No. O-19-52. The legislation was introduced at the City Council meeting on March 4, 2019 and referred to the EPC.

The EPC’s task is to make a recommendation to the City Council regarding the proposed changes to the IDO. The City Council is the City’s Zoning Authority and will make the final decision. The EPC is a recommending body with review authority. In this case, pursuant to §14-16-7(D) (Amendment to IDO Text) the EPC is charged with making a recommendation to City Council.

II. BACKGROUND
Context
The Old Town Historic Preservation Overlay Zone encompasses an area roughly between Mountain Road and Central Ave. on the north and south, and Rio Grande Blvd. and the 19th St. on the west and east. It contains a mix of residential institutional and commercial properties. The signage regulations are directed towards commercial properties in an effort to strike a balance between commercial sales and historic place making.
History

The historic zone was created with the adoption of the City's first zoning Code in 1959 to preserve and promote the educational, cultural and general welfare of the public through the preservation and protection of the traditional architectural character of historic old Albuquerque. At that time, decades before there would be such things as the National Register of Historic Places or Registered Historic Districts, Albuquerque created its own historic H-1 Zone.

The Spanish Colonial, Territorial or Western Victorian architectural styles of buildings and structures erected prior to 1912 in the area now constituted as the State of New Mexico, comprise the traditional architectural character of the Old Town Historic Preservation Overlay Zone (MX-T). Inside this historic zone is the state registered “Old Albuquerque Historic District”. The Old Albuquerque Historic District is a sub-set of the Old Town Historic Preservation Overlay Zone.

The historic district is the core of the Hispano village of Albuquerque, founded in 1706, and the main village in the area until the arrival of the railroad in 1880. The church and plaza are at the center of the district, as in most Hispanic villages of New Mexico.

Of the buildings in the district, only San Felipe de Neri church can be shown to date to the Spanish Colonial period. A few other buildings may be in whole or in part from the early nineteenth century, but the majority of the buildings in Old Albuquerque Historic District were built between 1870 and 1900.

Almost every building has seen some degree of remodeling, resulting from the area's growth as a tourist-oriented commercial center after 1940. Old Albuquerque became “Old Town”, a district of shops, boutiques, galleries and restaurants. Many buildings acquired Pueblo Revival portals, protruding false vigas and other stylistic elements thought to be conducive to a tourist atmosphere.

Of major concern for the Old Town area has been the amount of signage individual establishments can have including its placement, materials and size without the district losing its historic feel. Outdoor display of goods has also been contentious with wanting to attract customers, sometimes at the expense of Old Town’s historic charm.

Portable signs, currently prohibited under subsection 14-16-5-12(F)(4)(b)2 have been a signage type long desired by Old Town merchants, especially those whose entrances are not visible from the public right-of-way. This text amendment will allow restricted use of portable, i.e. sandwich boards, signs within the Old Town District.
III. ANALYSIS OF APPLICABLE ORDINANCES, PLANS, AND POLICIES

Integrated Development Ordinance (IDO)

This request is for an amendment to IDO text in the Historic Protection Overlay, HPO-5 regarding Old Town. The IDO states that an Application for an Amendment to IDO Text shall be approved if it meets all of the following criteria:

6-7(D)(3)(a) The proposed amendment is consistent with the spirit and intent of the ABC Comp Plan, as amended (including the distinction between Areas of Consistency and Areas of Change), and with other policies and plans adopted by the City Council.

6-7(D)(3)(b) The change to the IDO text does not apply to a single lot or development project.

6-7(D)(3)(c) The proposed amendment also meets any of the following criteria:
1. The change to the IDO text is required because of changed conditions or circumstances in all or a significant portion of the city.
2. The change to the IDO text is required in order to address a new or unforeseen threat to the public health, safety, and welfare.
3. The change to the IDO text is required in order to promote economic growth and investment in the City as a whole that will not create material risks to the public health, safety, and general welfare.

Albuquerque/Bernalillo County Comprehensive Plan (ABC Comp Plan)

6-7(D)(3)(a) The proposed amendment is consistent with the spirit and intent of the ABC Comp Plan, as amended (including the distinction between Areas of Consistency and Areas of Change), and with other policies and plans adopted by the City Council.

The subject site is the Old Town Historic Protection Overlay Zone (HPO-5) an area that the Albuquerque/Bernalillo County Comprehensive Plan has been designated as a City Activity Center in an Area of Consistency. Applicable Goals and policies include:

Chapter 4: Community Identity

Goal 4.1 Character: Enhance, protect, and preserve distinct communities.

Policy 4.1.3 Placemaking: Protect and enhance special places in the built environment that contribute to distinct identity and sense of place.

The proposed text amendment is in keeping with protecting the special qualities of Old Town with standards that reflect the identity of the area.
Chapter 8: Economic Development

Goal 8.1 Placemaking: Create places where business and talent will stay and thrive.

*Increased signage will encourage businesses to continue in Old Town.*

Goal 8.2 Entrepreneurship: Foster a culture of creativity and entrepreneurship and encourage private businesses to grow.

*This amendment fosters growth and entrepreneurship with clear standards, allowances, and regulations.*

Policy 8.2.1 Local Business: Emphasize local business development

*This text amendment is specifically directed towards the unique nature of businesses in the Old Town HPO, all of which are local businesses.*

Chapter 11: Heritage Conservation

Goal 11.1 Traditional, Rural & Agricultural Heritage: Preserve and enhance farmland, the acequia system, and traditional communities.

Policy 11.2.3 Distinct Built Environments: Preserve and enhance the social, cultural, and historical features that contribute to the identities of distinct communities, neighborhoods, and districts.

a) Consider local history and the visual environment, particularly features unique to Albuquerque, as significant determinants in development and redevelopment decisions in light of their relationship to and effect upon the following:
   i. Architectural styles and traditions;
   ii. Current and historic significance to Albuquerque;
   iii. Historic plazas and Centers;
   iv. Culture, traditions, celebrations, and events

b) Encourage development that strengthens the identity and cohesiveness of the surrounding community and enhances distinct historic and cultural features.

c) Design streets and streetscapes that match the distinctive character of historic areas.

*Clarifications in terminology included in this text amendment will enhance the distinct and historic built environment of Old Town. The increased size of signage is significant for shop owners but should not have an adverse effect on the historic nature of the built environment. The addition of one more sign for each business, however, runs the risk of flooding the Old Town area with signage. Consideration*
should be given to maintaining the quantity of signs to their current number with additional signage allowed only when absolutely necessary.

Goal 11.5 Cultural Traditions & the Arts: Emphasize and support cultural traditions and arts as vital components of the community’s identities and well-being.

Reinstating the references for outdoor demonstrations encourages cultural traditions and arts.

Policy 11.5.1 Arts Promotion: Coordinate and promote the arts and the cultural sector as key assets in a vital economy; major contributors to quality of life and healthy communities; and the heart of high-quality, special places that contribute to the identity of distinct communities.

Temporary signage, demonstration and display criteria can all contribute to the promotion of the arts in Old Town.

Integrated Development Ordinance (IDO)

Old Town Historic Protection Overlay Zone (HPO-5) was initially established as the H-1 Zone in the earliest Albuquerque Zoning Code. The H-1 zone regulated:

- Architectural styles
- Permissive Uses
- Alcohol consumption restrictions
- Limited outdoor demonstrations of retail goods
- Limited outdoor display of retail goods
- Services
- Signage
  - sizes
  - number
  - location
  - materials
  - lighting
- Conditional uses
- Specific Development Guidelines
- Height
- Lot Size
- Setback
- Density
- Off-street parking
Special Use Permits for outdoor retailing

The guidelines for the H-1 zone were transferred over to Old Town (HPO-5) and are concerned with maintaining the historic character of Old Town.

Section14-16-3-5(D)(1) Within the boundaries of an HPO zone, the exterior appearance of any new structure, including but not limited to any sign, shall not be altered; new structures shall not be constructed; and existing structures shall not be demolished until a Certificate of Appropriateness is approved pursuant to [in this case] Subsection 14-16-6-6(D) (Historic Certificate of Appropriateness-Major).

An application for a Certificate of Appropriateness Major shall be approved if it complies with all of the following criteria:

6-6(D)(3)(a) The change is consistent with Section 14-16-3-5 (Historic Protection Overlay Zones), the ordinance designating the specific HPO zone, and any specific development guidelines for the specific HPO zone.

_The change is consistent with the HPO ordinance._

6-6(D)(3)(b) The architectural character, historic value, or archaeological value of a structure or site itself or any HPO zone in which it is located will not be significantly impaired or diminished.

_Overhead signage in Old Town runs the risk of having an adverse effect on the historic value and character of the buildings therein. The increase in size will have a nominal effect but one additional sign for every shop could result in too much signage that could detract from the area's setting and identity. Additional signage should be allowed only when absolutely necessary due to poor visibility of an establishment._

6-6(D)(3)(c) The change qualifies as a “certified rehabilitation” pursuant to the Tax Reform Act of 1976, if applicable.

_Not Applicable_

6-6(D)(3)(d) The structure or site's distinguished original qualities or character will not be altered.

_The original qualities of structures will not be affected._

6-6(D)(3)(e) Deteriorated architectural features shall be repaired rather than replaced, if possible.
The following table details each section of the sign, outdoor display, and demonstration regulations for the Old Town HPO 5. *The text that is italicized highlights where a change in the regulations is proposed:*

<table>
<thead>
<tr>
<th>Topic</th>
<th>Existing</th>
<th>Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prohibited Signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internally lit signs</td>
<td>Prohibited</td>
<td>No change</td>
</tr>
<tr>
<td>Signs that flash and blink</td>
<td>Prohibited</td>
<td>No change</td>
</tr>
<tr>
<td>Wind activated</td>
<td>Prohibited</td>
<td>No change but wording revised for consistency</td>
</tr>
<tr>
<td>Sign that changes its message</td>
<td>Prohibited</td>
<td>No change but wording revised for consistency</td>
</tr>
<tr>
<td>Streamers</td>
<td>Prohibited</td>
<td>No change</td>
</tr>
<tr>
<td>Total Number of Signs</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Number of signs per establishment</strong></td>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
</tr>
<tr>
<td>Sign exceptions to the number and type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portable Signs</td>
<td>Prohibited</td>
<td>Allowed and count towards the establishment total of 3.</td>
</tr>
<tr>
<td>Window signs don’t count towards the total</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>Temporary sign for outdoor demonstration</td>
<td>Allowed prior to IDO (2010 amendment)</td>
<td>Added back to the IDO as part of outdoor demonstration</td>
</tr>
<tr>
<td>Restaurants extra sign 6 sq ft</td>
<td>Allowed</td>
<td>No change</td>
</tr>
<tr>
<td>Establishment with frontage on 2 or more streets is allowed an extra sign</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>Premises with 2 or more establishments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional sign</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>----------------</td>
<td>-----</td>
<td>-----------</td>
</tr>
<tr>
<td><strong>Sign area</strong></td>
<td>20 sq ft</td>
<td>25 sq ft</td>
</tr>
<tr>
<td>Wall sign only as the additional sign within sub area</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>Wall or free standing as the additional sign outside the sub area</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>Freestanding limited to 10 feet in height</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>LC can approve an extra sign</td>
<td>Yes</td>
<td>No change but wording revised for consistency</td>
</tr>
<tr>
<td>Sign within 20 feet of intersection of 2 streets or parking lot</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional wall or freestanding</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>0.5 sq ft per establishment</td>
<td>3 sq ft per establishment</td>
</tr>
<tr>
<td></td>
<td>No total max</td>
<td>18 sq ft total</td>
</tr>
<tr>
<td>Businesses within Old Town only</td>
<td>Yes</td>
<td>No change but wording revised for consistency</td>
</tr>
<tr>
<td><strong>Height</strong></td>
<td>10 ft</td>
<td>9 ft</td>
</tr>
<tr>
<td><strong>On-Premise Signs - Types</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within 150 ft radius of Plaza Park</td>
<td>Wall, window, canopy, and temporary only</td>
<td>No change</td>
</tr>
<tr>
<td>All other locations</td>
<td>Wall, window, canopy, projecting, freestanding, temporary only</td>
<td>No change</td>
</tr>
<tr>
<td><strong>Neon signs as window signs, no flash/blink</strong></td>
<td>Prohibited</td>
<td>Allowed</td>
</tr>
<tr>
<td><strong>On-Premise signs – Size/ location</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not exceed the height of the façade,</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td></td>
<td>Before</td>
<td>After</td>
</tr>
<tr>
<td>------------------------------</td>
<td>--------</td>
<td>-------------</td>
</tr>
<tr>
<td>Display of signs on railings</td>
<td>Prohibited</td>
<td>No change</td>
</tr>
<tr>
<td>Wall sign – arterial or collector</td>
<td>16 sq ft</td>
<td>20 sq ft</td>
</tr>
<tr>
<td>Wall sign – other locations</td>
<td>8 sq ft</td>
<td>10 sq ft</td>
</tr>
<tr>
<td>Window sign</td>
<td>1.5 sq ft</td>
<td>2 sq ft</td>
</tr>
<tr>
<td>Canopy sign</td>
<td>3 sq ft</td>
<td>4 sq ft ground floor/ 5 sq ft upper floors</td>
</tr>
<tr>
<td>Projecting sign</td>
<td>3 sq ft</td>
<td>4 sq ft ground floor/ 5 sq ft upper floors</td>
</tr>
<tr>
<td>Freestanding sign</td>
<td>3 sq ft</td>
<td>4 sq ft</td>
</tr>
<tr>
<td>Temporary sign for Outdoor Demonstration of Retail Goods</td>
<td>3 sq ft</td>
<td>No change</td>
</tr>
</tbody>
</table>

**Outdoor Display**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales on the public sidewalk per the Old Town Solicitations Ordinance</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>Display of retail goods on private premises</td>
<td>Yes</td>
<td>Revised for clarity on how items can be displayed.</td>
</tr>
<tr>
<td>Display on metal or plastic racks</td>
<td>Not specifically addressed</td>
<td>Prohibited</td>
</tr>
<tr>
<td>Display on railings</td>
<td>Prohibited on 2nd floor</td>
<td>Prohibited on all railings.</td>
</tr>
<tr>
<td>Display surface area</td>
<td>15 sq ft</td>
<td>No change</td>
</tr>
<tr>
<td>Chile Ristras display</td>
<td>Not restricted</td>
<td>No change</td>
</tr>
</tbody>
</table>

**Outdoor Demonstration**

<table>
<thead>
<tr>
<th></th>
<th>Allowed prior to the IDO, but was overlooked in conversion of H-1 into the IDO</th>
<th>Adds Outdoor Demonstration back to the IDO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor Demonstration of the creation of retail goods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One demonstration per establishment</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>Occur in the same outdoor area as the establishment</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>---------------------------------------------------</td>
<td>-----</td>
<td>-----------</td>
</tr>
<tr>
<td>Shall only include: person demonstrating the creation of the retail good, tables associated with the function of the demonstration, display of items created, temporary signs</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>Not within the public right of way, or obstruct public right-of-way</td>
<td>Yes</td>
<td>No change</td>
</tr>
<tr>
<td>Shall not obstruct entrance or access to establishment</td>
<td>Yes</td>
<td>Added access</td>
</tr>
<tr>
<td>All sales shall be conducted entirely indoors</td>
<td>Yes</td>
<td>No change</td>
</tr>
</tbody>
</table>

6-7(D)(3)(b) The change to the IDO text does not apply to a single lot or development project.

The proposed text amendment to the IDO will cover all of HPO-5 for the betterment of the district and is not for one property or business.

6-7(D)(3)(c) The proposed amendment also meets any of the following criteria:
1. The change to the IDO text is required because of changed conditions or circumstances in all or a significant portion of the city.
2. The change to the IDO text is required in order to address a new or unforeseen threat to the public health, safety, and welfare.
3. The change to the IDO text is required in order to promote economic growth and investment in the City as a whole that will not create material risks to the public health, safety, and general welfare.

The proposed text amendment meets Criterion 3. The proposed text amendment is required in order to promote economic growth and investment in the City by supporting an important Activity City key to the tourist industry in the City of Albuquerque as a whole and will not create material risks to the public health, safety, and general welfare.
IV. AGENCY AND NEIGHBORHOOD CONCERNS

Code Enforcement Staff was involved in the details of this text amendment. City staff, representing City Council, Landmarks Commission, Code enforcement and Long Range Planning walked through Old Town and reviewed how the proposed text would be interpreted. Code Enforcement Staff indicated that the proposed text amendments would be enforceable with clarifications making enforcement easier.

Comments were received from many departments and divisions, all stating No Adverse Effect.

Neighborhood concerns were expressed through the Virtual Task force which was used for generating these text amendments. Neighborhood Comment have been both in favor of and opposed to the new text amendments. Property owner does not want to see additional signage whereas a business owner feels the changes will promote business. These are found in Attachment A.

V. ANALYSIS of O-19-52- PROPOSED TEXT AMENDMENTS & DISCUSSION

Policy Citations are in Regular Text; Additions are [underlined]; Deletions are [stricken]. Staff Analysis is in Bold Italics. Staff’s suggested revisions are in grey highlighting.

IDO Section 14-16-3-5(J)(3) HPO 5 Old Town Other Development Standards: Replace existing Subsection 14-16-3-5(J)(3)(c) with the following and add new Subsections 14-16-3-5(J)(3)(d) and 14-16-3-5(J)(3)(e) as follows to incorporate changes for signs, outdoor display, and outdoor demonstration.

3-5(J)(3)(c) Signs

All regulations in IDO Section 14-16-5-12 apply unless modified by this Subsection 14-16-3-5(J).

1. Prohibited Signs

   a. Internally lit signs.¹
   b. Signs that flash or blink or signs with visible bulbs, neon tubing, luminous paint, or plastics (with the exception of vinyl lettering), except for neon signs allowed pursuant to Subsection 14-16-3-5(J)(3)(c).c.
   c. Signs with wind-activated parts or that rotate or move in any manner.²
   d. Signs or any part of any sign that changes its message or picture.³

¹ Added to clarify current practice, since these would otherwise be allowed per IDO Subsection 14-16-5-12(E)(5)(a)1 but have not been allowed in practice.
² Language updated to be consistent with terminology used in the IDO.
³ Language updated to be consistent with terminology used in the IDO, since these would otherwise be allowed per IDO Subsection 14-16-5-12(E)(5)(a)3-4.
e. Streamers.

No changes

2. Total Number of Signs
A total of 3 \(^{2}\) signs\(^{5}\) are allowed for any 1 establishment, pursuant to Table X-X-X, with the following exceptions.

a. Portable signs, allowed pursuant to Subsection 14-16-5-12(F)(4)(b), count toward this total.

b. Window signs, allowed pursuant to Table X-X-X, do not count toward this total.

c. Temporary signs displayed on the day of an outdoor demonstration of retail goods, allowed pursuant to Subsection 14-16-3-5(J)(3)(e)2, do not count toward this total.

d. Additional signs are allowed as follows:
   i. Restaurants are allowed an additional wall sign not to exceed 6 square feet.
   ii. An establishment with frontage on 2 or more streets is allowed 1 additional sign.

\[^{ iii.}\]The LC may approve 1 additional sign per premises where the LC determines that there is not reasonable visibility of the establishment(s) on the premises from the public right-of-way or adjacent property without such an additional sign or signs. Such signs shall meet the dimensional standards in Subsection d.iii.a through c above as relevant to the location of the establishment(s).

iv. Premises with 2 or more establishments, at least 1 of which does not face the public right-of-way, are allowed additional signs as follows:
   a. Total sign area of any additional sign(s) shall not exceed 25 square feet\(^{6}\).
   b. Within the sign sub-area established pursuant to Subsection 14-16-3-5(J)(3)(c)3.b. below, establishments are allowed 1 additional wall sign.
   c. Establishments in other locations are allowed either 1 additional wall sign or 1 additional freestanding sign that shall not exceed a height of 10 feet above finished grade.

d. The LC may approve 1 additional sign per premises where the LC determines that there is not reasonable visibility of the establishment(s) on the premises from the public right-of-way or adjacent property without such an additional sign or signs. Such signs shall meet the dimensional standards in Subsection d.iii.a through c above as relevant to the location of the establishment(s).\(^{6}\)

\(^{4}\) Increased from 2 signs.

\(^{5}\) Increased from 20 s.f.

\(^{6}\) Revised for consistency.
v. An additional wall or freestanding sign is allowed no more than 20 feet from the intersection of the public rights-of-way of 2 streets or alleys or the intersection of a public right-of-way and a parking lot with over 20 parking spaces.

a. The sign area shall not exceed 3 square feet per establishment or 18 square feet total.

b. The sign may advertise establishments on- or off-premises, as determined by the property owner where the sign is located, but all establishments advertised must be located within the HPO-5 boundary.

c. Sign height for a freestanding sign shall not exceed 9 feet.

Staff recommends maintaining the standard number of signs per business to be two and not increased to three. The added square footage for all signs combined with an additional sign allowance for all establishments could result in a glut of signage and be detrimental to the historic character of Old Town. For those businesses with poor visibility, LC staff would be able to approve an additional sign.

3. On-premises Signs

a. Sign types are allowed pursuant to Table X-X-X.
b. Within a sign sub-area established within a 150-foot radius of the Plaza Park, different allowable sign types and other standards apply.
c. Neon signs are allowed as window signs but shall not flash or blink.
d. No sign shall exceed the height of the façade, eaves, or fire wall of a building, whichever is lower.
e. The display of signs on railings is prohibited.

No Changes

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7 Increased from .5 s.f. per establishment
8 Added to provide a maximum total area.
9 New to clarify that these signs are for Old Town establishments only.
10 Reduced from 10 ft. to be consistent with IDO standard in the MX-T zone district.
11 New.
### Table 0X-X: On-premises Signs in Old Town HPO-5

<table>
<thead>
<tr>
<th>Sign Type</th>
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<tr>
<td></td>
<td></td>
<td>Sign Sub-area</td>
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</tr>
<tr>
<td>Wall Sign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Size, maximum</td>
<td>On a façade facing a street that is designated as an arterial or a collector street in the LRTS Guide and that is wholly visible from an arterial street: 20 s.f.(^{12}) Other locations: 10 s.f.(^{13})</td>
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<tr>
<td>Window Sign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Size, maximum</td>
<td>A total of 2 s.f.(^{14})</td>
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<tr>
<td>Canopy Sign</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Size, maximum</td>
<td>Ground floor: 4 s.f.(^{15}) Other floors: 5 s.f.(^{16})</td>
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</table>

\(^{12}\) Increased from 16 s.f.  
\(^{13}\) Increased from 8 s.f.  
\(^{14}\) Increased from 1.5 s.f.  
\(^{15}\) Increased from 3 s.f.  
\(^{16}\) Added new allowance for upper floors and increased from 3 s.f.
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<td>Projecting Sign</td>
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<tr>
<td>Size, maximum</td>
<td>Not allowed</td>
<td>Ground floor: 4 s.f.(^{17})</td>
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<tr>
<td></td>
<td></td>
<td>Other floors: 5 s.f.(^{18})</td>
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<td>Freestanding Sign</td>
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<tr>
<td>Temporary Sign on the Day of an Outdoor Demonstration of Retail Goods</td>
<td>3 s.f. each</td>
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3-5(J)(3)(d) Outdoor Display

1. Outdoor retail sales and related display of “handcrafted items” are allowed on specified portions of the public sidewalk in accordance with Section 13-3-2-4 of ROA 1994 (Old Town Solicitations).

2. The display of retail goods is allowed on private premises on tables, cases, racks, kiosks, boards, or chairs,\(^{20}\) provided that all of the following requirements are met:
   i. The tables, cases, racks, kiosks, boards, or chairs shall be removed outside of business hours, unless they are allowed to be permanently affixed to a structure pursuant to the procedures for a Certificate of Appropriateness - Minor in Subsection 14-16-6-5(D).
   ii. The display of retail goods on metal and/or plastic freestanding racks is prohibited.\(^{21}\)
   iii. The display of retail goods on railings is prohibited.\(^{22}\)
   iv. The area of any one surface of an individual item or the total (cumulative) surface area of more than one item displayed by any one establishment shall not exceed 15 square feet.

3. The display of chile ristras is not restricted.

No changes

3-5(J)(3)(e) Outdoor Demonstration

Outdoor demonstrations of the creation of retail goods that are for sale within the associated establishment are allowed, provided that all of the following requirements are met:

1. Only one demonstration is allowed at an establishment at any given time.

\(^{17}\) Increased from 3 s.f.
\(^{18}\) Added new allowance for upper floors and increased from 3 s.f.
\(^{19}\) Increased from 3 s.f.
\(^{20}\) Blankets removed.
\(^{21}\) New.
\(^{22}\) Prohibition of display of retail goods on second-story railings changed to be all railings.
2. The demonstration shall take place in an outdoor area on the same premises as the establishment selling the item being demonstrated.

3. A demonstration is limited to any combination of the following elements:
   
   i. People demonstrating the creation of retail goods that are for sale within the associated establishment.
   
   ii. Tables or other functional items associated with the demonstration.
   
   iii. The display of items created on the day of the demonstration.
   
   iv. Temporary signs, which can only be displayed on the day of the demonstration and must be removed at the end of the demonstration.

4. A demonstration shall not be conducted within the public right-of-way or in a location that obstructs the public right-of-way.

5. A demonstration shall not obstruct any entrance to an establishment or access to any establishment.\(^{23}\)

6. All sales shall be conducted entirely indoors within the associated establishment.

*No changes.*

Cross References:
- Subsection 14-16-5-12(F)(4)(b) for Portable Signs
- Subsection 14-16-5-12(l) Temporary Signs and Table 5-12-6 Temporary Sign Standards
- Subsection 14-16-5-12(F) On-premises Signs and Table 5-12-2 On-premises Signs in Mixed-use and Non-residential Zone Districts
- Subsection 14-16-5-12(G) Off-premises Signs

**VI. CONCLUSION**

Currently the Old Town sign, and display ordinance has resulted in confusion concerning what constitutes signage, how items may be displayed outside and what sort of lit signs can be used within the HPO-5 zone.

\(^{23}\) Added access to any establishment.
The intent of the proposed text amendments is to allow business owners to have more signage, larger signs, and to allow for the use of portable sandwich boards that are currently prohibited. It also clarifies what constitutes a rack for the display of items outside during business hours. Outside demonstration requirements and limitations is reintroduced to the ordinance.

Staff finds that the proposed text amendments would adequately regulate signage but suggests that increased size of signage is sufficient and that the addition of an additional sign for all premises is not warranted except in special cases. As of this writing, Staff has not been contacted by any members of the public and has not received any written comments. There is no known opposition to the request.

Staff recommends that the EPC forward a recommendation of approval, subject to conditions for recommendation of approval, to the City Council.


1. The City of Albuquerque City Council proposes to amend a portion of the text of the IDO to allow for more signage in HPO-5 Old Town. Specifically, the proposed text amendment would add language to page 115 of the IDO, under 14-16-3-5(J)(3)(c) Signs, and add new Subsections 14-16-3-5(J)(3)(d) and 14-16-3-5(J)(3)(e) to incorporate changes for signs, outdoor display, and outdoor demonstration.

2. The proposed text amendments are found in Council Bill No. O-19-52, which was introduced at the City Council on March 4, 2019 and subsequently referred to the Environmental Planning Commission (EPC). The EPC is tasked with evaluating the request and forwarding a recommendation to the City Council.

3. The intent of the request is to allow business owners additional opportunity to attract customers while maintaining a balance with the historic character of the Old Town HPO. It also proposes to include two new subsections relating to Outdoor Display and Outdoor Demonstration.

4. The subject area is designated an Activity Center as well as Area of Consistency. It is also a Historic Protection Overlay zone, Old Town HPO-5.

5. The request furthers the following applicable Goal and policies in the ABC Plan Chapter 4: Community Identity
   A. Goal 4.1 Character: Enhance, protect, and preserve distinct communities.
      Provisions of this text amendment intend to enhance, protect, and preserve the distinctive Old Town community.
B. Policy 4.1.3 Placemaking: Protect and enhance special places in the built environment that contribute to distinct identity and sense of place. The proposed text amendment is in keeping with protecting the special qualities of Old Town.

6. The request furthers the following applicable Goal and policies in the ABC Plan Chapter 5: Land Use
   A. Goal 5.1 Centers & Corridors: Grow as a community of strong Centers connected by a multi-modal network of Corridors.
   B. Policy 5.1.6 Activity Centers: Foster mixed-use centers of activity with a range of services and amenities that support healthy lifestyles and meet the needs of nearby residents and businesses.
   C. Incorporate a compatible mix of commercial and residential uses with a range of higher-density housing types.
   D. Provide neighborhood-oriented commercial, retail, institutional, and public services.
   E. Encourage gathering spaces for festivals, markets, and street fairs.
   F. Ensure that Activity Centers are pedestrian-friendly and provide convenient pedestrian connections to nearby residential areas.
   G. Provide good connectivity via bicycle between Activity Centers and nearby residential areas and multi-use trails.

Old Town has long been an Activity Center of Albuquerque. It is unique because it is an Area of Consistency whereas most Activity centers are Areas of Change. The proposed text amendment is ultimately intending to encourage the stability of this special activity center by allowing slightly larger signage while limiting placement and character.

7. Policy 5.6.3 Areas of Consistency: Protect and enhance the character of existing single-family neighborhoods, areas outside of Centers and Corridors, parks, and Major Public Open Space. Ensure that development reinforces the scale, intensity, and setbacks of the immediately surrounding context.

Old Town is an Area of Consistency. Its nature as an Activity Center and it predominantly commercial character requires a balance between the necessary signage of commercial establishments and the clutter of excessive signage and display.

8. Policy 5.7.2 Regulatory Alignment: Update regulatory frameworks to support desired growth, high quality development, economic development, housing, a variety of transportation modes, and quality of life priorities.

The proposed text amendment is fundamental to using regulatory framework to support desired growth and economic development. Old Town businesses believe the expanded signage and clarifications of display terminology will create more consumer traffic through the various shops.
9. The request generally furthers the following applicable Goal and policies in the ABC Plan Chapter 8: Economic Development.

A. Goal 8.1 Placemaking: Create places where business and talent will stay and thrive.
   Increased signage will encourage businesses to continue in Old Town.

B. Goal 8.2 Entrepreneurship: Foster a culture of creativity and entrepreneurship and encourage private businesses to grow.
   This amendment fosters growth and entrepreneurship.

C. Policy 8.2.1 Local Business: Emphasize local business development
   This text amendment is specifically directed towards the unique nature of businesses in the Old Town HPO, all of which are local businesses.

10. The request generally furthers the following applicable Goal and policies in the ABC Plan Chapter 11: Heritage Conservation

A. Goal 11.1 Traditional, Rural & Agricultural Heritage: Preserve and enhance farmland, the acequia system, and traditional communities.

B. Policy 11.2.3 Distinct Built Environments: Preserve and enhance the social, cultural, and historical features that contribute to the identities of distinct communities, neighborhoods, and districts.

C. Consider local history and the visual environment, particularly features unique to Albuquerque, as significant determinants in development and redevelopment decisions in light of their relationship to and effect upon the following:
   i. Architectural styles and traditions;
   ii. Current and historic significance to Albuquerque;
   iii. Historic plazas and Centers;
   iv. Encourage development that strengthens the identity and cohesiveness of the surrounding community and enhances distinct historic and cultural features.
   v. Culture, traditions, celebrations, and events
   vi. Design streets and streetscapes that match the distinctive character of historic areas.

Clarifications in terminology included in this text amendment will enhance the distinct built environment of Old Town. The increased size of signage is significant for shop owners but should not have an adverse effect on the historic nature of the built environment. The addition of one more sign for each business, however, runs the risk of flooding the Old Town area with signage. Consideration should be given to maintaining the quantity of signs to their current number.
11. Goal 11.5 Cultural Traditions & the Arts: Emphasize and support cultural traditions and arts as vital components of the community’s identities and well-being.

Reinstating the references for outdoor demonstrations encourages cultural traditions and arts.

12. Policy 11.5.1 Arts Promotion: Coordinate and promote the arts and the cultural sector as key assets in a vital economy; major contributors to quality of life and healthy communities; and the heart of high-quality, special places that contribute to the identity of distinct communities.

Temporary signage, demonstration and display criteria can all contribute to the promotion of the arts in Old Town.

13. Section 14-16-3-5(D)(1) Within the boundaries of an HPO zone, the exterior appearance of any new structure, including but not limited to any sign, shall not be altered; new structures shall not be constructed; and existing structures shall not be demolished until a Certificate of Appropriateness is approved pursuant to [in this case] Subsection 14-16-6-6(D) (Historic Certificate of Appropriateness-Major)

14. An application for a Certificate of Appropriateness Major shall be approved if it complies with all of the following criteria:

   A. 6-6(D)(3)(a) The change is consistent with Section 14-16-3-5 (Historic Protection Overlay Zones), the ordinance designating the specific HPO zone, and any specific development guidelines for the specific HPO zone. The change is consistent with the HPO ordinance.

   B. 6-6(D)(3)(b) The architectural character, historic value, or archaeological value of a structure or site itself or any HPO zone in which it is located will not be significantly impaired or diminished.

   Excessive signage in Old Town runs the risk of having an adverse effect on the historic value and character of the buildings therein. The increase in size will have a nominal effect but one additional sign for every shop could result in over signage. Staff recommends maintaining the number of signs per establishment to remain at two with an additional sign being approved by LC staff where visibility is an issue.

   C. 6-6(D)(3)(c) The change qualifies as a “certified rehabilitation” pursuant to the Tax Reform Act of 1976, if applicable.

   Not Applicable
D. 6-6(D)(3)(d) The structure or site’s distinguished original qualities or character will not be altered.

Original qualities of structures will not be affected.

E. 6-6(D)(3)(e) Deteriorated architectural features shall be repaired rather than replaced, if possible.

Not Applicable

15. The applicant has adequately justified the request pursuant to the Integrated Development Ordinance (IDO) Section 6-7(D)(3)-Review and Decision Criteria for Amendment to IDO Text as follows:

A. The request partially furthers the following Goals of the Comprehensive Plan:

The change to the IDO text does not apply to a single lot or development project.

A. Established Urban Goal: The proposed text amendments would allow temporary banner signage for businesses that have been adversely affected by a disaster and have to relocate. A new signage option would be available that could be considered a form of variety and maximum choice for such businesses. However, banner signage is generally not considered quality signage. Though the signage would be limited to one per business, if each business in a strip mall or shopping center opts to use such a sign, it could result in a visual environment that is cluttered by several signs in a wide variety of colors, designs, sizes and shapes.

B. Developed Landscape Goal: The CCP area, which spans from Central Ave. to NM 528/Corrales Rd., contains a wide variety of developed landscapes. Some natural landscape, particularly east of Coors Blvd., helps define the Plan area. The proposed text amendments would allow temporary banner signage which, in most locations, would not adversely affect the developed landscape. However, locations that are characterized by a more natural environment could be adversely affected despite the temporary nature of the signage.

16. The request furthers the Economic Development Goal and policy of the Comprehensive Plan:

A. Goal: The proposed text amendments would allow a new signage option, on a temporary basis, to help businesses redirect customers to their new locations. This would promote continued economic development while providing reasonable limitations on signage size and length of display.
B. Policy II.D.6b - development of local business/outside firms: The proposed text amendments would assist businesses that have been adversely affected by a disaster by allowing them to use temporary signage to inform customers of their new location. This would help the businesses to retain their customers, hopefully attract new ones, and therefore continue to develop.

11. WSSP Policy 4.6 refers to design guidelines will be developed later and addresses “signs” and other topics. The overarching idea of the WSSP is to minimize impairment of views of the roadway or unique views beyond the roadway. Staff finds that most of the land east of Coors Blvd. is zoned County A-1 or SU-1 for a residential use or an open space use. There is no commercial zoning close to these environmentally sensitive areas, so it is very unlikely that a business would need a temporary banner sign in these areas. Even if they did, the temporary signage would only be available in cases of disaster and would be subject to limitations regarding size and length of posting. Due to its narrow scope and applicability, Staff finds that the request furthers WSSP Policy 4.6.

12. The Planning Department notified the following Neighborhood Association representatives:

13. The request was advertised in the City’s Neighborhood News newsletter. As of this writing, Staff has not received any inquiries or written comments and is unaware of any opposition.


That a recommendation of APPROVAL of O-19-52, text amendments to the IDO regarding signage, display, and outside demonstrations in Old Town HPO-5 be forwarded to the City Council, based on the preceding Findings and subject to the following Conditions for recommendation of approval.


Notes: New language is [underline and bracketed]. Deleted language is [underlined, bracketed and struck through]. Planning Staff’s suggested language is indicated by grey highlighting.

2. Total Number of Signs
A total of 3 [2] signs\textsuperscript{24} are allowed for any 1 establishment, pursuant to Table X-X-X, with the following exceptions.
   a. Portable signs, allowed pursuant to Subsection 14-16-5-12(F)(4)(b), count toward this total.

\textsuperscript{24} Increased from 2 signs.
b. Window signs, allowed pursuant to Table X-X-X, do not count toward this total.
c. Temporary signs displayed on the day of an outdoor demonstration of retail goods, allowed pursuant to Subsection 14-16-3-5(J)(3)(c)2, do not count toward this total.
d. Additional signs are allowed as follows:
   i. Restaurants are allowed an additional wall sign not to exceed 6 square feet.
   ii. An establishment with frontage on 2 or more streets is allowed 1 additional sign.

[iii. The LC may approve 1 additional sign per premises where the LC determines that there is not reasonable visibility of the establishment(s) on the premises from the public right-of-way or adjacent property without such an additional sign or signs. Such signs shall meet the dimensional standards in Subsection d.iii.a through e above as relevant to the location of the establishment(s).]

iv. Premises with 2 or more establishments, at least 1 of which does not face the public right-of-way, are allowed additional signs as follows:
   a. Total sign area of any additional sign(s) shall not exceed 25 square feet.25
   b. Within the sign sub-area established pursuant to Subsection 14-16-3-5(J)(3)(c)3.b. below, establishments are allowed 1 additional wall sign.
   c. Establishments in other locations are allowed either 1 additional wall sign or 1 additional freestanding sign that shall not exceed a height of 10 feet above finished grade.
   d. The LC may approve 1 additional sign per premises where the LC determines that there is not reasonable visibility of the establishment(s) on the premises from the public right of way or adjacent property without such an additional sign or signs. Such signs shall meet the dimensional standards in Subsection d.iii.a through e above as relevant to the location of the establishment(s).26

Leslie Naji, AIA
Senior Planner

Notice of Decision cc list:
City of Albuquerque, City Council, Attn: Petra Morris, P.O. Box 1293, Abq. NM 87102
City of Albuquerque, Planning Department, P.O. Box 1293, Abq. NM 87102

25 Increased from 20 s.f.
26 Revised for consistency.
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<td>Sawmill Area NA</td>
<td>1735 Band Saw Place NW</td>
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<tr>
<td>Julie Henss</td>
<td>Sawmill Area NA</td>
<td>1724 Band Saw Place NW</td>
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<tr>
<td>Holly Siebert</td>
<td>Downtown Neighborhoods Assoc.</td>
<td>408 11th Street NW</td>
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<tr>
<td>David McCain</td>
<td>Downtown Neighborhoods Assoc.</td>
<td>1424 1/2 Lomas Boulevard NW</td>
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<tr>
<td>Jim Hoffsis- Historic</td>
<td>Property Owners Assoc.</td>
<td>2012 South Plaza Street NW</td>
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<td>Kathy Hlatt- Historic</td>
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<td>Kendra Robertson</td>
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<tr>
<td>Nancy Deskin</td>
<td>Sawmill Community Land Trust</td>
<td>990 18th Street NW, 2nd Floor</td>
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<tr>
<td>Michelle LaMeres</td>
<td>Old Town Business Assoc., Inc.</td>
<td>206 San Felipe Street NW, #1</td>
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<td>Heather Arnold</td>
<td>Old Town Business Assoc., Inc.</td>
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<td>MORRIS JANIE M TRUSTEE MORRIS RVL T</td>
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<td>1905/1909 INVESTMENT LLC</td>
<td>201 3RD ST NW SUITE 1150 ALBUQUERQUE NM 87102-4493</td>
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<td>ASSISTANCE LEAGUE OF ALBUQUERQUE INC</td>
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<tr>
<td>BOGGESS ELIZABETH M</td>
<td>PO BOX 1756 NATCHES MS 39121</td>
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<tr>
<td>ZAMORA ANDREA</td>
<td>2118 DORA AVE NW ALBUQUERQUE NM 87104-1505</td>
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<td>NEW MEXICO INVESTOR GROUP LLC</td>
<td>2020 S PLAZA ST NW ALBUQUERQUE NM 87104-1400</td>
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<tr>
<td>MUENALA RUMI JOE</td>
<td>PO BOX 67 PACIFIC MO 63069-0067</td>
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<td>ACEVES HENRY G &amp; KAREN M</td>
<td>7017 RIO GRANDE BLVD NW ALBUQUERQUE NM 87107-6423</td>
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<td>424 ROMERO LLC ZAMORA ROBERT &amp; ZAMORA CLARENCE S A</td>
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SANDOVAL GEORGE & EILEEN CON- 
TRUSTEES
1726 AVENIDA CRISTO REY NW 
ALBUQUERQUE NM 87107-3448

CLASSIC EMPORIUM I LLC
2100 CENTRAL AVE SW
ALBUQUERQUE NM 87102

BENAVIDEZ EDWARD L & BRUSUELAS 
KIMBERLY S
312 SAN PASQUALE AVE NW
ALBUQUERQUE NM 87104-1432

PATIO ESCONDIDO LLC
171 STILL RD
W HARTFORD CT 06117

WAGNER CHRISTA
828 SOUTHEAST CIR NW
ALBUQUERQUE NM 87104

CITY OF ALBUQUERQUE
PO BOX 1293
ALBUQUERQUE NM 87103-2248

VIGIL ANTONIO JR & ELSIE MARIE CO- 
TR VIGIL RVT & EDWINA BACA & ETAL
5504 GRANDE DR NW
ALBUQUERQUE NM 87107

SHARIFI HAMAYOON & SORAYA
202 SAN FELIPE ST NW
ALBUQUERQUE NM 87104

ROMERO STREET PROPERTIES LLC
2034 S PLAZA ST NW
ALBUQUERQUE NM 87104

ACEVES HENRY G & KAREN M
301 ROMERO ST NW
ALBUQUERQUE NM 87104-1482

GRIEGO RAYMOND A (ESTATE OF) C/O 
RUSSELL CYNTHIA M
1125 KINGSWOOD RD
BIRMINGHAM AL 35242-2436

ZOOK JAY K & LAURINDA ESTELLA
6127 ALVIS CIR SW
ALBUQUERQUE NM 87105

BACA RUDOLPH L & URCY
2111 DORA AVE NW
ALBUQUERQUE NM 87104

ASHBY JAVED
1815 PALOMAS DR NE
ALBUQUERQUE NM 87110-5112

POPP MARIE
210 SAN PASQUALE AVE NW APT APT E
ALBUQUERQUE NM 87104-1350

LOPEZ RAYMOND N & LOPEZ ELLEN 
BACA
1708 53RD ST NW
ALBUQUERQUE NM 87105

MARIANETTI PAUL A
704 KENT AVE NW
ALBUQUERQUE NM 87102-3031

MCHUGH JOHN MICHAEL III
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TUERAS NM 87059-0187

PONO PLACES LLC
5746 CALLE POLVOROSA
SAN CLEMENTE CA 92673-6404

DURAN ROSA L C/O VIDAL VELARDE
612 18TH ST NW
ALBUQUERQUE NM 87104-1314

NEW MEXICO INVESTOR GROUP LLC
2020 S PLAZA ST NW
ALBUQUERQUE NM 87104-1400

PATIO MARKET LLC
PO BOX K
ALBUQUERQUE NM 87103

WEISHEIT DENISE & ZAMORA RICARDO
4405 BERSFORD LN NW
ALBUQUERQUE NM 87120-3347

CANELARIA MARTIN J & JEANETTE
1810 SLATE AVE NW
ALBUQUERQUE NM 87104-1320

SIMON WILLIAM R & ROBERT S 
TRUSTEES WILLIAM & ROBERT SIMON 
CHILDRENS TRUST
1415 PARK AVE SW
ALBUQUERQUE NM 87104

SOZA NANCY M & ISAAC JACOB 
JOSEPH
61 VISTA DR
EDGEWOOD NM 87015

ALVARADO HOTEL LLC
310 RIO GRANDE BLVD SW
ALBUQUERQUE NM 87104

HORST MARK L & ELISABETH A
403 19TH ST NW
ALBUQUERQUE NM 87104

CIOE JAMES S
2104 MERRITT AVE SW
ALBUQUERQUE NM 87104-1630

BACA MARK P & PATRICIA M CO 
TRUSTEES BACA LVT
2111 DORA AVE NW
ALBUQUERQUE NM 87104-1504
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JANPOL SARAH E  
901 PARKLAND CIR SE  
ALBUQUERQUE NM 87108

GARCIA FAMILY LLC  
9121 EAGLE ROCK AVE NE  
ALBUQUERQUE NM 87122

HARTMAN GERALD S & HARTMAN TIMOTHY R  
3812 PEDRONCELLI RD NW  
ALBUQUERQUE NM 87107-3084

SANCHEZ ERNEST & PRISCILLA  
1805 SLATE AVE NW  
ALBUQUERQUE NM 87104-1319

TBJ FAMILY LIMITED PARTNERSHIP  
2020 S PLAZA ST NW  
ALBUQUERQUE NM 87104-1400

CASTILLO JOHANNA M  
241 55TH ST NW  
ALBUQUERQUE NM 87105

PLAZUELA VIGIL LTD CO  
1711 EVERGREEN PL  
SEATTLE WA 98122

ANDREWS FRANK III & CLARA J  
PO BOX 8386  
ALBUQUERQUE NM 87198

SUTTON JAMES  
1717 CARLISLE BLVD NE  
ALBUQUERQUE NM 87110

PLAZUELA SOMBRA LLC  
2908 RIO GRANDE BLVD NW  
ALBUQUERQUE NM 87104

COLBERT KATHRYN HENDON  
1911 LOMAS BLVD NW  
ALBUQUERQUE NM 87104-1207

ARCHDIOCESE OF SANTA FE REAL ESTATE CORP/ SAN FELIPE  
4000 ST JOSEPHS PL NW  
ALBUQUERQUE NM 87120-1714

GARCIA FAMILY LLC  
9121 EAGLE ROCK AVE NE  
ALBUQUERQUE NM 87122

CHAVEZ CONNIE B OR ANTHONY CHAVEZ  
5720 EL RITO AVE NW  
ALBUQUERQUE NM 87105

MontoYa PROPERTY TRUST  
1905 S LAKE RD  
LAKEWOOD CO 80227-3685

BACA MARK P  
612 ATRISCO DR NW  
ALBUQUERQUE NM 87105-1636

CITY OF ALBUQUERQUE  
PO BOX 1293  
ALBUQUERQUE NM 87103-2248

DURAN GILBERT & MARY LOU  
3904 AVALON RD NW  
ALBUQUERQUE NM 87105

GUTIERREZ JANE H  
8117 RIO GRANDE BLVD NW  
ALBUQUERQUE NM 87114-1218

RIO GRANDE HOTEL INVESTMENT LLC  
& ETAL  
201 3RD ST NW SUITE 1500  
ALBUQUERQUE NM 87102

MAHONEY CATHERINE  
412 19TH ST NW  
ALBUQUERQUE NM 87104-1441

LEYBA-BACA LUPE F & BACA PATRICK  
408 19TH ST NW  
ALBUQUERQUE NM 87104-1441

CORDOVA FLOSSIE M C/O  
BERNADETTE NEVAREZ  
6401 SUNRAY CT NW  
ALBUQUERQUE NM 87120

COULIE PATRICK A & SABRINA  
1827 MARBLE AVE NW  
ALBUQUERQUE NM 87104-1353

GONZALES MICHAEL A  
1819 MARBLE AVE NW  
ALBUQUERQUE NM 87104

BROTHERS PROPERTY HOLDINGS LLC  
12805 MENAUL BLVD NE  
ALBUQUERQUE NM 87112-2547

CIA MANUEL L  
PO BOX 7332  
ALBUQUERQUE NM 87194-7332

SANCHEZ RUTH ANN  
3820 FOX SPARROW TRL NW  
ALBUQUERQUE NM 87120-5004

CAIRD BRUCE R  
2425 SAN PEDRO DR NE SUITE 200  
ALBUQUERQUE NM 87110-4078

PERRINE GLORIA G  
912 BARELAS RD SW  
ALBUQUERQUE NM 87102-4018
CITY OF ALBUQUERQUE AGENCY COMMENTS

PLANNING DEPARTMENT

*Code Enforcement* has reviewed the proposed text amendments and spoken to Staff.

*Office of Neighborhood Coordination*

Sawmill Area NA, Downtown Neighborhoods Association, Historic Old Town Property Owners Association, West Park NA, West Old Town NA, Sawmill Community Land Trust, Old Town Business Association Incorporated

*Long Range Planning*

The ABC Comprehensive Plan goals and policies generally support this request.

CITY ENGINEER

*Transportation Development Services*

No comment

*Traffic Engineering Operations*

*Hydrology*

No Comments.

DEPARTMENT of MUNICIPAL DEVELOPMENT

*Transportation Planning*

Reviewed, but there are no comments.

*Traffic Engineering Operations*

*Street Maintenance*

*NMDOT*

No comments at this time.

WATER UTILITY AUTHORITY

*Utility Services*

No adverse effect

PARKS AND RECREATION

*Planning and Design*
Open Space Division

City Forester

POLICE DEPARTMENT/Planning

SOLID WASTE MANAGEMENT DEPARTMENT

Refuse Division
No Comments.

FIRE DEPARTMENT/Planning

TRANSIT DEPARTMENT

COMMENTS FROM OTHER AGENCIES

BERNALILLO COUNTY

ALBUQUERQUE METROPOLITAN ARROYO FLOOD CONTROL AUTHORITY
Reviewed, no comment.

ALBUQUERQUE PUBLIC SCHOOLS

| Project #2019-002253 | EPC Description: RZ-2019-00020 – Amendment of IDO Text | No adverse impacts |

MID-REGION COUNCIL OF GOVERNMENTS
MRMPO has no adverse comments.

MIDDLE RIO GRANDE CONSERVANCY DISTRICT

PUBLIC SERVICE COMPANY OF NEW MEXICO
PNM has no comments based on the information provided to date.
ATTACHMENT A
To: Leslie Naji  
City of Albuquerque Landmarks Commission 

From: Sylvia M. Ramos, M.D.  
Re: PROPOSED ZONING ORDINANCES CHANGES FOR OLD TOWN  
Date: April 29, 2019

As a Property Owner and Resident of Old Town, I want to express my thoughts on the proposed zoning ordinance changes. I have lived in Old Town for 20 years. During that time I have seen businesses come and go along with their oversize signs, dust-encrusted chile ristras, tulle bows, and giant candy canes, among other unsightly advertising adornments. Recently, a spate of sandwich board signs (that, I understand, are not allowed) have been cluttering the sidewalks. I have also seen merchants who follow the zoning rules and seem to be as prosperous, if not more so, than those who do not.

I fully support efforts to promote the well-being and prosperity of the Old Town business community. Businesses are the lifeblood of this town. I believe that keeping this historic area free of carnival-like signs and installations, and the sidewalks free of obstructions enhances the experience of visiting Old Town for tourists and local shoppers. In addition, it enhances the quality of life for those of us who own homes and choose to live here. Thus it’s a win-win-win situation for residents, merchants and tourists, who get to visit an authentic, dignified and historic place.

I respectfully ask the Landmarks Commission to keep the zoning ordinances as they are AND to enforce them so that Old Town will continue to be a vibrant place where merchants and residents not only coexist, but also work for the benefit of all.

Thank you.

Sylvia M. Ramos, M.D.  
2110 Charlevoix NW  
Albuquerque NM 87104  
505 401-0601
Good Morning,

I’m a member of Yucca Art Gallery, a co-op of local artists, in the Patio Market and, after reading through this proposal, I can only see a benefit in the proposed ordinance change for Yucca. Please count my comments in the “in favor” category as an interested citizen.

Thank you for publicizing this ordinance change proposal. Please feel free to contact me for more discussion about this issue.

Sincerely,

Terri Helmer

Yucca Art Gallery Jewelry Curator

505-506-1309
ZONING

Please refer to the Integrated Development Ordinance
for specifics of the NR-PO zone
APPLICATION INFORMATION
## Development Review Application

**City of Albuquerque**

**DEVELOPMENT REVIEW APPLICATION**

Effective 8/17/18

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<th>Policy Decisions</th>
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<td>□ Historic Design Standards and Guidelines (Form L)</td>
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<td>□ Archaeological Certificate (Form P3)</td>
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<td>□ Historic Certificate of Appropriateness – Minor (Form L)</td>
<td>□ Master Development Plan (Form P1)</td>
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<td>□ Alternative Signage Plan (Form P3)</td>
<td>□ Site Plan – EPC Including any Variances – EPC (Form P1)</td>
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<td>□ WTF Approval (Form W1)</td>
<td>□ Site Plan – DRB (Form P2)</td>
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<td>□ Minor Amendment to Site Plan (Form P3)</td>
<td>□ Subdivision of Land – Minor (Form S2)</td>
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<td>□ Decisions Requiring a Public Meeting or Hearing</td>
<td>□ Subdivision of Land – Major (Form S1)</td>
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<td>□ Conditional Use Approval (Form ZHE)</td>
<td>□ Vacation of Easement or Right-of-way (Form V)</td>
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<td>□ Demolition Outside of HPO (Form L)</td>
<td>□ Variance – DRB (Form V)</td>
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<tr>
<td>□ Expansion of Nonconforming Use or Structure (Form ZHE)</td>
<td>□ Variance – ZHE (Form ZHE)</td>
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<td>□ Decision by EPC, LC, DRB, ZHE, or City Staff (Form A)</td>
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### Application Information

**Applicant:** City of Albuquerque City Council  
**Address:** One Civic Plaza NW, 9th floor  
**Phone:** 768-3100  
**Email:** mmmontoya@cablet.org  
**City:** Albuquerque  
**State:** NM  
**Zip:** 87102

**Professional/Agent (if any):** City of Albuquerque Planning Dept  
**Address:** 600 Second St NW, 3rd floor  
**Phone:** 924-3860  
**Email:** sherrill@cablet.org  
**City:** Albuquerque  
**State:** NM  
**Zip:** 87102

**Proprietary Interest in Site:** List all owners:

### Brief Description of Request

Proposed site amendments to ZDO Section 14-16-3.5(F)(3) - Old Town, HPO-5, R2, signage (height and amount), outdoor display demonstration

### Site Information

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<td>J-13</td>
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<td># of Proposed Lots:</td>
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### Location of Property by Streets

- Boundaries are: Central Ave, Rio Grande Blvd NW, and:
- Site Address/Street: Mountain Rd NW, and 19th St NW

### Case History

| Signature: | Date: 3/27/2019 |
| Printed Name: | Catalina Lehner |

### FOR OFFICIAL USE ONLY

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| Meeting/Hearing Date: | Date: 3.28.19 |
| Staff Signature: | Project #: PR-2019-002253 |
Form Z: Policy Decisions

Please refer to the EPC hearing schedule for public hearing dates and deadlines. Your attendance is required.

A single PDF file of the complete application including all plans and documents being submitted must be emailed to PLNDRS@cabq.gov prior to making a submittal. Zipped files or those over 9 MB cannot be delivered via email, in which case the PDF must be provided on a CD.

☐ INFORMATION REQUIRED FOR ALL POLICY DECISIONS (Except where noted)
  - Interpreter Needed for Hearing? □ Yes, □ No, □ Other
  - Proof of Pre-Application Meeting with City staff per IDO Section 14-16-6-4(B)
  - Letter of authorization from the property owner if application is submitted by an agent
  - Traffic Impact Study (TIS) form (not required for Amendment to IDO Text)
  - Zone Atlas map with the entire site/plan amendment area clearly outlined and labeled (not required for Amendment to IDO Text) NOTE: For Annexation of Land, the Zone Atlas must show that the site is contiguous to City limits.

☐ ADOPTION OR AMENDMENT OF COMPREHENSIVE PLAN

☐ ADOPTION OR AMENDMENT OF FACILITY PLAN
  - Plan, or part of plan, to be amended with changes noted and marked
  - Letter describing, explaining, and justifying the request per the criteria in IDO Sections 14-16-6-7(A)(3) or 14-16-6-7(B)(3), as applicable
  - Required notices with content per IDO Section 14-16-6-4(K)(6)
  - Office of Neighborhood Coordination notice inquiry response, notifying letter, and proof of first class mailing
  - Proof of emailed notice to affected Neighborhood Association representatives
  - Buffer map and list of property owners within 100 feet (excluding public rights-of-way), notifying letter, and proof of first class mailing

☐ AMENDMENT TO IDO TEXT
  - Section(s) of the Integrated Development Ordinance to be amended with changes noted and marked
  - Justification letter describing, explaining, and justifying the request per the criteria in IDO Section 14-16-6-7(D)(3)
  - Required notices with content per IDO Section 14-16-6-4(K)(6)
  - Office of Neighborhood Coordination notice inquiry response, notifying letter, and proof of first class mailing
  - Buffer map and list of property owners within 100 feet (excluding public rights-of-way), notifying letter, and proof of first class mailing

☐ ZONING MAP AMENDMENT – EPC

☐ ZONING MAP AMENDMENT – COUNCIL
  - Proof of Neighborhood Meeting per IDO Section 14-16-6-4(C)
  - Letter describing, explaining, and justifying the request per the criteria in IDO Section 14-16-6-7(F)(3) or Section 14-16-6-7(G)(3), as applicable
  - Required notices with content per IDO Section 14-16-6-4(K)(6)
  - Office of Neighborhood Coordination notice inquiry response, notifying letter, and proof of first class mailing
  - Proof of emailed notice to affected Neighborhood Association representatives
  - Buffer map and list of property owners within 100 feet (excluding public rights-of-way), notifying letter, and proof of first class mailing
  - Sign Posting Agreement

☐ ANNEXATION OF LAND
  - Application for Zoning Map Amendment Establishment of zoning must be applied for simultaneously with Annexation of Land.
  - Petition for Annexation Form and necessary attachments
  - Letter describing, explaining, and justifying the request per the criteria in IDO Section 14-16-6-7(E)(3)
  - Board of County Commissioners (BCC) Notice of Decision

I, the applicant or agent, acknowledge that if any required information is not submitted with this application, the application will not be scheduled for a public meeting or hearing, if required, or otherwise processed until it is complete.

Signature:  
Printed Name:  
Date: 3/27/2019

☐ Applicant or ☐ If Agent

FOR OFFICIAL USE ONLY

Project Number:  
Case Numbers:

Staff Signature:  
Date: 3-28-19

Effective 5/17/18
PRE-APPLICATION REVIEW TEAM (PRT) MEETING NOTES

PA# 19-078 Date: 3/12/19 Time: 3:00 pm

Address: Old Town Historic District

AGENCY REPRESENTATIVES AT MEETING:
Planning: Catalina Lehner
Code Enforcement: 
Fire Marshall: 
Transportation: 
Other: 

PRT DISCUSSIONS ARE FOR INFORMATIONAL PURPOSES ONLY!
THEY ARE NON-BINDING AND DO NOT CONSTITUTE ANY KIND OF APPROVAL.
Additional research may be necessary to determine the exact type of application and/or process needed.
Factors unknown at this time and/or thought of as minor could become significant as the case progresses.

REQUEST: 

- proposed new signage and display ordinance
  - to be added to the PDO

SITE INFORMATION:
Zone: MX-T, MX-L Size: 
Use: variegated Overlay Zone: HPO-5, Old Town, 115
Comp Plan Area Of: Consistency, few Comp Plan Corridor: Major Transit Center
Comp Plan Center: Old Town MPOS or Sensitive Lands: No
Parking: 3:5(1:3)-p.115; Table 5-51 MR Area: Historic Central
Landscaping: 5-6 Street Trees: 5-6(1)
Use Specific Standards: no use as proposed
Dimensional Standards: 3:5(1)-HPO5, p.115

*Neighborhood Organization/s: Historic Old Town VA, Old Town Business

*This is preliminary information only. Neighborhood Organization information is only accurate when obtained from the Office of Neighborhood Coordination (ONC) at www.cabq.gov/neighboorhoods/resources.

PROCESS:
Type of Action: text amendment to the PDO 6-7(1), p.421
Review and Approval Body: EPC, Council Is this PRT a requirement? Yes
NOTES:

- 6-7(1) Amend EPC text - see 6-7(c) Amend Historic Overlay, but refers to boundaries as N/A.
- EPC text amendment Review and Decision criteria: 6-7(D)(3) p.421
- 3-5(1): HPO-5 Old Town Overlay zone
- Document from Council Services Planning Task Force results. This became Council Bill D-19-52.
- Legislation - is this old? Doesn't say "whereas" clause.
- Next deadline for EPC application: March 28
- QDialog application and Form 2 (available online) for EPC.
- Procedures - Table 6-1-1, p.327
- Notification required via published legal ad, mailed, web posting.
- See 6-4(k), public notice - mailed to neighbors, contacts - see 6-4(k)(2)(a) and 6-4(k)(2)(b) - buffer map of area & property in + within 100 feet of buffer map needed.
- for LUCC: follow "Historic Design Standards and Guidelines" - p.327
- for EPC: follow "Amendment to EPC text" - p.328
- will be some overlap
The attached ordinance was introduced by the City Council on March 4, 2019. The intent of the ordinance is to allow for increased types and amounts of signage in Old Town and to incorporate Outdoor Display and Outdoor Demonstration into the Old Town HPO5. These changes are in response to the 2018 online task force for Old Town property owners, businesses, and residents. These amendments seek to continue to balance the need to increase visibility of retail shops in Old Town and the interest maintaining the historic nature and integrity of Old Town.

We request that you submit this ordinance to the Landmarks Commission and then the Environmental Planning Commission for a hearing as soon as possible.

Please submit the Landmarks Commission and Environmental Planning Commission comments and recommendations, including the transcripts from the meetings, back to the City Council as soon as possible. Thank you.

cc: Leslie Naji, Senior Planner, Landmarks Commission
    Russell Brito, Division Manager, Urban Design & Development, Environmental Planning Commission
    File O-19-52
CITY of ALBUQUERQUE
TWENTY THIRD COUNCIL

COUNCIL BILL NO. O-19-52 ENACTMENT NO. 

SPONSORED BY: Isaac Benton

1
ORDINANCE
2 AMENDING THE INTEGRATED DEVELOPMENT ORDNANCE (IDO) SECTION
3 §14-16-3-5(J)(3) OLD TOWN HPO 5, OTHER DEVELOPMENT STANDARDS TO
4 ALLOW INCREASED TYPES AND AMOUNT OF SIGNAGE IN OLD TOWN AND
5 TO INCORPORATE OUTDOOR DISPLAY AND DEMONSTRATION INTO OLD
6 TOWN HPO 5; AND AMENDING SECTION §13-3-2-1 OLD TOWN
7 SOLICITATIONS ORDINANCE TO REPLACE ALL REFERENCES TO THE H1
8 HISTORIC OLD TOWN ZONE WITH OLD TOWN HPO 5.
9 BE IT ORDAINED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
10 ALBUQUERQUE:

SECTION 1. FINDINGS

(A) In 2010, the City Council amended (F/S O-10-34) the H-1 Historic
Old Town to allow limited outdoor demonstrations and displays in
Old Town, and sought to strike a balance between the need to
increase visibility of retail shops in Old Town and the interest in
maintaining the historic nature and integrity of Old Town.

(B) In 2018, an online Task Force was convened of Old Town property
owners, residents, and business owners to review the sign
regulations that apply to Old Town.

(C) The Task Force recommended that:
1. More types of signage be allowed in Old Town HPO 5, particularly
   Portable signs, commonly known as sandwich boards;
2. More signage be allowed in terms of size and number;
3. Outdoor Display language in the IDO be clarified to allow for the
display of retail goods; and
d. Outdoor Demonstration provisions be carried over from the H-1 zone to the IDO Old Town HPO 5.

(D) The following amendments seek to continue to balance the need to increase visibility of retail shops in Old Town and the interest in maintaining the historic nature and integrity of Old Town, while also ensuring that the language is clear and enforceable.

SECTION 2. Section §13-3-2-1 Old Town Solicitations Ordinance, find and replace all references to the “H1 Historic Old Town Zone” with “Old Town HPO 5”.

SECTION 3. IDO Section §14-16-7-1. Definitions. Add a definition for “Streamers” in the Sign category as follows: “A strand of pennants, triangular flags, or fringe made of any material other than paper.”

SECTION 4. IDO Section §14-16-4-3(D)(34)(a)(2) Outdoor retail sales and display in Old Town, delete this section.

SECTION 5. IDO Section §14-16-5-12(F)(4)(b)(2) Portable Signs. Delete Old Town – HPO 5 from the list of areas where Portable Signs are prohibited.

SECTION 6. IDO Section §14-16-3-5(J)(3)(c) Old Town – HPO 5, Other Development Standards, Signs, replace with the text in the attached Exhibit 1.

SECTION 7. IDO Section §14-16-3-5(J)(3), add a new sub section (d) Outdoor Display, per Exhibit 1.

Section 8. IDO Section §14-16-3-5(J)(3), add a new sub section (e) Outdoor Demonstration, per Exhibit 1.

SECTION 9. SEVERABILITY CLAUSE. If any section, paragraph, sentence, clause, work or phrase of this ordinance is for any reason held to be invalid or unenforceable by any court of competent jurisdiction, such decision shall not affect the validity of the remaining provisions of this ordinance and each section, paragraph, sentence, clause, word, or phrase thereof irrespective of any provision being declared unconstitutional or otherwise invalid.

SECTION 10. COMPILATION. Section 2 of this ordinance shall be incorporated in and made part of the Revised Ordinance of Albuquerque, New Mexico, 1994. Sections 3 through 8 of this ordinance shall be incorporated in and made part of the Revised Ordinance of Albuquerque, New Mexico, 1994 and shall occur in conjunction with the Effective Date for Sections 3 through 8.
SECTION 11. EFFECTIVE DATE AND PUBLICATION OF SECTION 2.

Section 2 of this ordinance shall take effect five days after publication by title and general summary.

SECTION 12. EFFECTIVE DATE AND PUBLICATION OF SECTIONS 3 THROUGH 8. Sections 3 through 8 of this ordinance shall take effect after publication by title and general summary upon the sooner of the effective date of the 2019 IDO Annual Update or January 31st, 2020.
Exhibit 1 - O-19-52

IDO Section 14-16-3-5(J)(3) HPO 5 Old Town Other Development Standards: Replace existing Subsection 14-16-3-5(J)(3)(c) with the following and add new Subsections 14-16-3-5(J)(3)(d) and 14-16-3-5(J)(3)(e) as follows to incorporate changes for signs, outdoor display, and outdoor demonstration.

3-5(J)(3)(c) Signs
All regulations in IDO Section 14-16-5-12 apply unless modified by this Subsection 14-16-3-5(J).

1. Prohibited Signs
   a. Internally lit signs.¹
   b. Signs that flash or blink or signs with visible bulbs, neon tubing, luminous paint, or plastics (with the exception of vinyl lettering), except for neon signs allowed pursuant to Subsection 14-16-3-5(J)(3)(c)3.c.
   c. Signs with wind-activated parts or that rotate or move in any manner.²
   d. Signs or any part of any sign that changes its message or picture.³
   e. Streamers.

2. Total Number of Signs
A total of 3 signs⁴ are allowed for any 1 establishment, pursuant to Table X-X-X, with the following exceptions.
   a. Portable signs, allowed pursuant to Subsection 14-16-5-12(F)(4)(b), count toward this total.
   b. Window signs, allowed pursuant to Table X-X-X, do not count toward this total.
   c. Temporary signs displayed on the day of an outdoor demonstration of retail goods, allowed pursuant to Subsection 14-16-3-5(J)(3)(e), do not count toward this total.
   d. Additional signs are allowed as follows:
      i. Restaurants are allowed an additional wall sign not to exceed 6 square feet.
      ii. An establishment with frontage on 2 or more streets is allowed 1 additional sign.
      iii. Premises with 2 or more establishments, at least 1 of which does not face the public right-of-way, are allowed additional signs as follows:
         a. Total sign area of any additional sign(s) shall not exceed 25 square feet⁵.
         b. Within the sign sub-area established pursuant to Subsection 14-16-3-5(J)(3)(c)3.b. below, establishments are allowed 1 additional wall sign.
         c. Establishments in other locations are allowed either 1 additional wall sign or 1 additional freestanding sign that shall not exceed a height of 10 feet above finished grade.
         d. The LC may approve 1 additional sign per premises where the LC determines that there is not reasonable visibility of the establishment(s) on the premises from the public right-of-way or adjacent property without such an additional

¹ Added to clarify current practice, since these would otherwise be allowed per IDO Subsection 14-16-5-12(E)(5)(a)1 but have not been allowed in practice.
² Language updated to be consistent with terminology used in the IDO.
³ Language updated to be consistent with terminology used in the IDO, since these would otherwise be allowed per IDO Subsection 14-16-5-12(E)(5)(a)3-4.
⁴ Increased from 2 signs.
⁵ Increased from 20 s.f.
sign or signs. Such signs shall meet the dimensional standards in Subsection d.iii.a through c above as relevant to the location of the establishment(s). An additional wall or freestanding sign is allowed no more than 20 feet from the intersection of the public rights-of-way of 2 streets or alleys or the intersection of a public right-of-way and a parking lot with over 20 parking spaces.

- The sign area shall not exceed 3 square feet per establishment or 18 square feet total.
- The sign may advertise establishments on- or off-premises, as determined by the property owner where the sign is located, but all establishments advertised must be located within the HPO-5 boundary.
- Sign height for a freestanding sign shall not exceed 9 feet.

3. On-premises Signs
   a. Sign types are allowed pursuant to Table X-X-X.
   b. Within a sign sub-area established within a 150-foot radius of the Plaza Park, different allowable sign types and other standards apply.
   c. Neon signs are allowed as window signs but shall not flash or blink.

---

6 Revised for consistency.
7 Increased from .5 s.f. per establishment.
8 Added to provide a maximum total area.
9 New to clarify that these signs are for Old Town establishments only.
10 Reduced from 10 ft. to be consistent with IDO standard in the MX-T zone district.
11 New.
d. No sign shall exceed the height of the façade, eaves, or fire wall of a building, whichever is lower.

e. The display of signs on railings is prohibited.

| Table Error! No text of specified style in document.X-X: On-premises Signs in Old Town HPO-5 |
|---------------------------------------------------------------|---------------------------------------------------------------|
| Sign Type                                                     | All Zone Districts                                            |
|                                                              | Sign Sub-area | All Other Locations |
| Wall Sign                                                     | On a façade facing a street that is designated as an arterial or a collector street in the LRTS Guide and that is wholly visible from an arterial street: 20 s.f.\textsuperscript{12}
|                                                              |                | Other locations: 10 s.f.\textsuperscript{13} |
| Window Sign                                                  | A total of 2 s.f.\textsuperscript{14}                       |
| Canopy Sign                                                  | Ground floor: 4 s.f.\textsuperscript{15}
|                                                              | Other floors: 5 s.f.\textsuperscript{16}                     |
| Projecting Sign                                              | Not allowed     | Ground floor: 4 s.f.\textsuperscript{17}
|                                                              |                | Other floors: 5 s.f.\textsuperscript{18} |
| Freestanding Sign                                            | Not allowed     | 4 s.f.\textsuperscript{19}                           |
| Temporary Sign on the Day of an Outdoor Demonstration of Retail Goods | 3 s.f. each                          |

3-5(J)(3)(d) Outdoor Display

1. Outdoor retail sales and related display of “handcrafted items” are allowed on specified portions of the public sidewalk in accordance with Section 13-3-2-4 of ROA 1994 (Old Town Solicitations).

2. The display of retail goods is allowed on private premises on tables, cases, racks, kiosks, boards, or chairs\textsuperscript{20} provided that all of the following requirements are met:

i. The tables, cases, racks, kiosks, boards, or chairs shall be removed outside of business hours, unless they are allowed to be permanently affixed to a structure pursuant to the procedures for a Certificate of Appropriateness - Minor in Subsection 14-16-6-5(D).

iii. The display of retail goods on metal and/or plastic freestanding racks is prohibited.\textsuperscript{21}

iv. The display of retail goods on railings is prohibited.\textsuperscript{22}

\textsuperscript{12} Increased from 16 s.f.
\textsuperscript{13} Increased from 8 s.f.
\textsuperscript{14} Increased from 1.5 s.f.
\textsuperscript{15} Increased from 3 s.f.
\textsuperscript{16} Added new allowance for upper floors and increased from 3 s.f.
\textsuperscript{17} Increased from 3 s.f.
\textsuperscript{18} Added new allowance for upper floors and increased from 3 s.f.
\textsuperscript{19} Increased from 3 s.f.
\textsuperscript{20} Blankets removed.
\textsuperscript{21} New.
\textsuperscript{22} Prohibition of display of retail goods on second-story railings changed to be all railings.
v. The area of any one surface of an individual item or the total (cumulative) surface area of more than one item displayed by any one establishment shall not exceed 15 square feet.

3. The display of chile ristras is not restricted.

3-5(J)(3)(e) Outdoor Demonstration
Outdoor demonstrations of the creation of retail goods that are for sale within the associated establishment are allowed, provided that all of the following requirements are met:

1. Only one demonstration is allowed at an establishment at any given time.
2. The demonstration shall take place in an outdoor area on the same premises as the establishment selling the item being demonstrated.
3. A demonstration is limited to any combination of the following elements:
   i. People demonstrating the creation of retail goods that are for sale within the associated establishment.
   ii. Tables or other functional items associated with the demonstration.
   iii. The display of items created on the day of the demonstration.
   iv. Temporary signs, which can only be displayed on the day of the demonstration and must be removed at the end of the demonstration.
4. A demonstration shall not be conducted within the public right-of-way or in a location that obstructs the public right-of-way.
5. A demonstration shall not obstruct any entrance to an establishment or access to any establishment. 23
6. All sales shall be conducted entirely indoors within the associated establishment.

Cross References:
- Subsection 14-16-5-12(F)(4)(b) for Portable Signs
- Subsection 14-16-5-12(I) Temporary Signs and Table 5-12-6 Temporary Sign Standards
- Subsection 14-16-5-12(F) On-premises Signs and Table 5-12-2 On-premises Signs in Mixed-use and Non-residential Zone Districts
- Subsection 14-16-5-12(G) Off-premises Signs

---

23 Added access to any establishment.
March 25, 2019

Dan Serrano, Chair
Environmental Planning Commission (EPC)
City of Albuquerque
600 Second St. NW
Albuquerque, NM 87102


Dear Mr. Chair,

Over the past year, City Staff has been working collaboratively with merchants and property owners of Old Town (HPO-5) to develop proposed changes to the text of the IDO to better address signage, outdoor display, and outdoor demonstrations in Old Town. The proposed changes are contained in Council Bill No. O-19-52, which was introduced at the March 4, 2019 City Council meeting.

Background
A public meeting was held on March 20, 2018 to address zoning regulations and code enforcement in the Old Town Historic Overlay Zone (HOZ). At that meeting, Old Town merchants and property owners expressed a desire to make recommendations to amend zoning regulations in Old Town with respect to signage, outdoor display, and outdoor demonstrations.

PO Box 1293
Albuquerque
NM 87103

www.cabq.gov

Since April 2018, City Council Staff and the Planning Department's Code Enforcement and Historic Preservation Divisions have been coordinating an online task force to gather community input from stakeholders regarding current IDO regulations and how they relate to signage, outdoor display, and outdoor demonstrations in the Old Town HOZ. The goals were to maximize participation and reduce the amount of time needed to complete the work. The City's website provided task force members access to current regulations; it was also a place for Staff to collect information through a series of online input sessions. Community members who wanted to participate in the task force had to identify themselves as business owners, property owners, and residents in order to access the website and provide input.

Each topic consisted of two tasks, which were completed by task force members over the course of one to two weeks, depending upon complexity. The first task was to review current IDO language related to the topic at hand and to provide input about how the regulations could be amended. A series of questions, which could be submitted with comments and recommendations, via an online form, was included. City Council Staff gathered the input and posted it on the City's website for task force members, and requested that they complete the second task. The second task involved ranking the recommendations that resulted from the first task, in order to identify potential opportunities for amending the IDO. Though each task had a deadline, participation did not require attendance at meetings and occurred according to individual time and interest.

Participants provided detailed answers and comments about each topic, which are included here in Attachment A. The results were evaluated and incorporated into the proposed text amendments to address the needs and concerns expressed, while continuing to be consistent with the intentions of the IDO and the Comprehensive Plan.
Review Criteria
The review criteria for an amendment to IDO Text are found in IDO Section 14-16-6-7(D)(3)(a-c), which states that an application for such an amendment shall be approved if it meets all of the following criteria. Staff's response to each criterion follows in italics.

(a) The proposed amendment is consistent with the spirit and intent of the ABC Comp Plan, as amended (including the distinction between areas of Consistency and Areas of Change), and with other policies and Plans adopted by the City Council.

_The Comprehensive Plan designates Old Town as both an activity center and an Area of Consistency; it is the only activity center not an Area of Change (see Appendix A). Old Town is also shown as a Historic Overlay zone (see Appendix M). The Comprehensive Plan clearly intends to treat Old Town as the unique, historic City center that it is. It is an Activity Center because of its economic, cultural, and historic importance for locals and visitors, but it is not intended to change through growth and development as are other activity centers._

_The proposed text amendments would allow increases to signage size and more sign types in Old Town, which would generally support economic opportunities for merchants while maintaining the area's distinct, historic character._

(b) The change to the IDO text does not apply to a single lot or development project.

_The proposed amendments to the IDO text would apply uniformly to all lots in HPO-5._

(c) The proposed amendment also meets any of the following criteria:

1. The change to the IDO text is required because of changed conditions or circumstances in all or a significant portion of the City.
2. The change to the IDO text is required in order to address a new or unforeseen threat to the public health, safety, and welfare.
3. The change to the IDO text is required in order to promote economic growth and investment in the City as a whole that will not create material risks to the public health, safety, and general welfare.

_The proposed text amendments would generally promote economic growth and investment in the Old Town area, which would support the tourism and lodging industries that benefit the City as a whole. The proposed changes to accommodate additional signage sizes and types would not create material risks to the public health, safety, and general welfare because the changes would maintain the historic nature and integrity of Old Town and would not result in hazards for the general public._

Based on these criteria, we ask that the EPC forward a recommendation of approval of the proposed text amendments to the City Council.

Sincerely,

Catalina Lehner
Catalina Lehner-AICP, Senior Planner
Urban Design & Development Division
NOTIFICATION &
NEIGHBORHOOD INFORMATION
Catalina,

See list of associations below and attached regarding your EPC submittal. In addition, we have included web links below that will provide you with additional details about the new Integrated Development Ordinance (IDO) requirements. The web links also include notification templates that you may utilize when contacting each association. Thank you.

<table>
<thead>
<tr>
<th>Association Name</th>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sawmill Area NA</td>
<td>Ralph</td>
<td>Roybal</td>
<td><a href="mailto:ralphroybal67@gmail.com">ralphroybal67@gmail.com</a></td>
<td>1735 Band Saw Blvd</td>
</tr>
<tr>
<td>Sawmill Area NA</td>
<td>Julie</td>
<td>Henss</td>
<td><a href="mailto:juliehenss@hotmail.com">juliehenss@hotmail.com</a></td>
<td>1724 Band Saw Blvd</td>
</tr>
<tr>
<td>Downtown Neighborhoods Association</td>
<td>Holly</td>
<td>Siebert</td>
<td><a href="mailto:holly.siebert@gmail.com">holly.siebert@gmail.com</a></td>
<td>408 11th St</td>
</tr>
<tr>
<td>Downtown Neighborhoods Association</td>
<td>David</td>
<td>McCain</td>
<td><a href="mailto:dmcain47@comcast.net">dmcain47@comcast.net</a></td>
<td>1424 1/2 Loma NW</td>
</tr>
<tr>
<td>Historic Old Town Property Owners Assoc</td>
<td>Jim</td>
<td>Hoffsis</td>
<td></td>
<td>2012 South Pla</td>
</tr>
<tr>
<td>Historic Old Town Property Owners Assoc</td>
<td>Kathy</td>
<td>Hiatt</td>
<td><a href="mailto:historicoldtown@gmail.com">historicoldtown@gmail.com</a></td>
<td>110 San Felipe</td>
</tr>
<tr>
<td>West Park NA</td>
<td>Sarah</td>
<td>Mandala</td>
<td><a href="mailto:sarah.mandala.14@gmail.com">sarah.mandala.14@gmail.com</a></td>
<td>2225 Alhambra Ave</td>
</tr>
<tr>
<td>West Park NA</td>
<td>Les</td>
<td>Fraser</td>
<td><a href="mailto:lscottfraser@aol.com">lscottfraser@aol.com</a></td>
<td>2215 New York</td>
</tr>
<tr>
<td>West Old Town NA</td>
<td>Glen</td>
<td>Effertz</td>
<td><a href="mailto:geffertz@gmail.com">geffertz@gmail.com</a></td>
<td>2918 Mountain Blvd</td>
</tr>
<tr>
<td>West Old Town NA</td>
<td>Kendra</td>
<td>Roberston</td>
<td><a href="mailto:krobtson@gmail.com">krobtson@gmail.com</a></td>
<td>2319 Edna Ave</td>
</tr>
<tr>
<td>Sawmill Community Land Trust</td>
<td>Nancy</td>
<td>Deskin</td>
<td><a href="mailto:ndeskin@sawmillcilt.org">ndeskin@sawmillcilt.org</a></td>
<td>990 18th St</td>
</tr>
<tr>
<td>Old Town Business Association Incorporated</td>
<td>Heather</td>
<td>Arnold</td>
<td><a href="mailto:heather@routesrentals.com">heather@routesrentals.com</a></td>
<td>2113 Charleston</td>
</tr>
<tr>
<td>Old Town Business Association Incorporated</td>
<td>Michelle</td>
<td>LaMeres</td>
<td><a href="mailto:wildharebiz@aol.com">wildharebiz@aol.com</a></td>
<td>206 San Felipe</td>
</tr>
</tbody>
</table>

IDO – Public Notice Requirements & Template: [https://www.cabq.gov/planning/urban-design-development/public-notice](https://www.cabq.gov/planning/urban-design-development/public-notice)


Respectfully,

Vicente M. Quevedo, MCRP  
Neighborhood Liaison  
Office of Neighborhood Coordination
Confidentiality Notice: This e-mail, including all attachments is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure or distribution is prohibited unless specifically provided under the New Mexico Inspection of Public Records Act. If you are not the intended recipient, please contact the sender and destroy all copies of this message.

From: webmaster=cabq.gov@mailgun.org [mailto:webmaster=cabq.gov@mailgun.org] On Behalf Of ISD WebMaster
Sent: Monday, March 25, 2019 2:21 PM
To: Lehner, Catalina L. <CLehner@cabq.gov>
Cc: Office of Neighborhood Coordination <onc@cabq.gov>
Subject: Public Notice Inquiry Sheet Submission

Public Notice Inquiry For:
  Environmental Planning Commission
If you selected "Other" in the question above, please describe what you are seeking a Public Notice Inquiry for below:
Contact Name
  Catalina Lehner
Telephone Number
  505-924-3935
Email Address
  clehner@cabq.gov
Company Name
  City of Albuquerque, Planning Department
Company Address
  600 Second St. NW, Third Floor
City
  ALBUQUERQUE
State
  NM
ZIP
  87102
Legal description of the subject site for this project:
  Old Town- HPO-5, as show on p. 115 of the IDO, Section 3-5(J).
Physical address of subject site:
  various
Subject site cross streets:
  Mountain Rd., Rio Grande Blvd., Central/Lomas, 19th St.
Other subject site identifiers:
  HPO-5 map
This site is located on the following zone atlas page:
  J-13

This message has been analyzed by Deep Discovery Email Inspector.
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<td>Roybal</td>
<td><a href="mailto:ralphroybal67@gmail.com">ralphroybal67@gmail.com</a></td>
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<td><a href="mailto:juliehenss@hotmail.com">juliehenss@hotmail.com</a></td>
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<td>Siebert</td>
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<td><a href="mailto:historicoldtown@gmail.com">historicoldtown@gmail.com</a></td>
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March 27, 2019

To: Old Town neighborhood or business association representatives

Subject: Public notice of proposed text amendments to the Integrated Development Ordinance (IDO) regarding signage and outdoor display in Old Town (HPO-5), Council Bill No. O-19-52.

Dear Neighborhood or Business Association Representative,

In accordance with the procedures of the City of Albuquerque’s Integrated Development Ordinance (IDO), Subsection 14-16-6-4(K)(2) Mailed Public Notice, we are notifying you as an Neighborhood or Business Association Representative that the City of Albuquerque Planning Department, as agent for the City Council, will be submitting an application for the abovementioned text amendments to the IDO to be reviewed by the Environmental Planning Commission (EPC). The EPC will make a recommendation to the City Council, which will make the final decision.

The proposed text amendments correspond to the area included in HPO-5, Old Town, designed in the IDO at Section 3-5(J) on p. 115 (see also Zone Atlas page J-13-Z).

Background
Over the past year, City Staff has been working collaboratively with merchants and property owners of Old Town (HPO-5) to develop proposed changes to the text of the IDO to better address signage, outdoor display, and outdoor demonstrations in Old Town.

The proposed changes are contained in Council Bill No. O-19-52, which was introduced at the March 4, 2019 City Council meeting. Pursuant to Section 14-16-6-7(D)(3) of the IDO, an amendment to IDO Text must meet the review criteria found in (D)(3)(a-c).

Process
The proposed text amendments are required to be heard by two boards—the Landmarks and Urban Conservation Commission (LUCC) and the Environmental Planning Commission (EPC). The LUCC hearing will take place on April 10th, 2019. More information about the LUCC process is available by contacting Leslie Najji, senior planner for the landmarks commission, at: lnajji@cabq.gov or (505) 924-3927.

The EPC hearing, the subject of this notice, will be held on May 9, 2019 starting at 8:30 am in the Hearing Room (Basement Level) of Plaza Del Sol, 600 2nd St NW, Albuquerque, NM 87102. This case will be assigned a number on the agenda. The EPC agenda, and the Staff report for the proposed text amendments, will be available one week prior to the hearing here:
http://www.cabq.gov/planning/boards-commissions/environmental-planning-commission/epc-agendas-reports-minutes or call the Planning Department at (505) 924-3860.

If you would like to provide written comments to the EPC regarding the proposed text amendments, please do so by Monday, April 29, 2019 by 10 am.
NOTE: Anyone may request, and the City may require, an applicant to attend a City-sponsored facilitated meeting with Neighborhood Associations based on the complexity and potential impacts of a proposed project [IDO Section 14-16-6-4(D)]. To request a Facilitated Meeting regarding this project, contact the Planning Department at devhelp@cabq.gov or 505-924-3955. To view and download the Facilitated Meetings Criteria, visit http://www.cabq.gov/planning/urban-design-development/facilitated-meetings-for-proposed-development.

Please contact the Planning Department with any questions or concerns at (505) 924-3860 or via email to dhenry@cabq.gov, EPC administrative assistant.

Sincerely,

Catalina Lehner
Catalina Lehner-AICP, Senior Planner
Urban Design & Development Division

Other Useful Links
Integrated Development Ordinance (IDO):

IDO Interactive Map
https://tinyurl.com/IDOzoningmap

City of Albuquerque Planning Department
https://www.cabq.gov/planning

Zone Atlas Pages for Download
http://data.cabq.gov/business/zoneatlas/
MAIL ROUTING SLIP

Department: Planning
Division: Office
Activity: # 501-000

ALL MAIL MUST HAVE A RETURN ADDRESS W/ DEPARTMENT NAME

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Please sort mail according to size and flag all international mail. Keep all stamped mail and interoffice mail separate. Face all envelopes in the same direction. If the mail is to be sealed please overlap the flaps.
If you have questions or need assistance in preparing mail please call the CITY MAIL ROOM AT 768-2647 * mailroom use only ** if needed by Dept
MORRIS JANIE M TRUSTEE MORRIS RVT
826 MULLEN RD NW
LOS RANCHOS DE ALBUQUERQUE NM
87107-5843

SUTTON JAMES
220 SAN PASQUALE AVE NW
ALBUQUERQUE NM 87104-1569

CHURCH STREET CAFE INC
2111 CHURCH ST NW
ALBUQUERQUE NM 87104-1408

1905/1909 INVESTMENT LLC
201 3RD ST NW SUITE 1150
ALBUQUERQUE NM 87102-4493

ASSISTANCE LEAGUE OF ALBUQUERQUE INC
2107 CHURCH ST NW
ALBUQUERQUE NM 87104-1408

GARCIA LUCIANA R TRUSTEE GARCIA RVT
3322 GABALDON PL NW
ALBUQUERQUE NM 87104

BOGGESS ELIZABETH M
PO BOX 1756
NATCHEZ MS 39121

ZAMORA ANDREA
2118 DORA AVE NW
ALBUQUERQUE NM 87104-1505

NEW MEXICO INVESTOR GROUP LLC
2020 S PLAZA ST NW
ALBUQUERQUE NM 87104-1400

MORRIS JANIE M TRUSTEE MORRIS RVT
826 MULLEN RD NW
LOS RANCHOS DE ALBUQUERQUE NM
87107-5843

COLE DANIEL & STACEY
1850 COLDWATER CANYON DR
BEVERLY HILLS CA 90210

STELFOX SALLIE
400 ROMERO ST NW UNIT #5
ALBUQUERQUE NM 87104-1422

ROADRUNNER OF OLD TOWN INC
1209 RIDGECREST DR SE
ALBUQUERQUE NM 87108-3459

VOLPE FRANK A & EMILY WILLIAMS
PO BOX 729
LOS LUNAS NM 87031-0729

SPIROPOULOS JAMES T & MARINA TR
SPIROPOULOS 1991 FAMILY TRUST
P O BOX 6005
SAN PEDRO CA 90734-6005

CHEN JO-ANN & WILSON LEIGH
509 SAN CARLOS CT SW
ALBUQUERQUE NM 87104

TBJ FAMILY LIMITED PARTNERSHIP NO 1
2020 S PLAZA ST NW
ALBUQUERQUE NM 87104-1400

DUNLAP ANN B TRUSTEE DUNLAP RLVT
& MOFFITT MELINDA J TRUSTEE
MOFFITT RLVT
2710 VERANDA RD NW
ALBUQUERQUE NM 87107

HARTMAN GERALD
3814 PEDRONCELLI RD NW
ALBUQUERQUE NM 87107

COOK GEORGE A & LYNDEE A
PO BOX 7308
ALBUQUERQUE NM 87194-7308

MUELANA RUMI JOE
PO BOX 67
PACIFIC MO 63069-0067

ACEVES HENRY G & KAREN M
7017 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87107-6423

424 ROMERO LLC ZAMORA ROBERT &
ZAMORA CLARENCE S A
424 ROMERO ST NW
ALBUQUERQUE NM 87104-1422
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509 LAGUNA BLVD SW
ALBUQUERQUE NM 87104-1116

JENKINS THOMAS C C/O REA MANAGEMENT LLC
P O BOX 7037
ALBUQUERQUE NM 87194-7037

SPIROPOULOS JAMES T & MARINA TR
SPIROPOULOS 1991 FAMILY TRUST
P O BOX 6005
SAN PEDRO CA 90734-6005

BLYTHE WILLIAM E & HORTENSIA S
TRUSTEES BLYTHE RVT
6901 GEORGETOWN AVE NW
ALBUQUERQUE NM 87120-1567

ASSISTANCE LEAGUE OF
ALBUQUERQUE
2107 CHURCH ST NW
ALBUQUERQUE NM 87104-1408

LILLY BARRACK OLD TOWN LTD
1205 3RD ST NW
ALBUQUERQUE NM 87102

GENESIS WORLDWIDE RESORTS LLC
310 RIO GRANDE BLVD SW
ALBUQUERQUE NM 87104

ARCHDIOCESE OF SANTA FE REAL
ESTATE CORP/ SAN FELIPE
4000 ST JOSEPHS PL NW
ALBUQUERQUE NM 87120-1714

SPIROPOULOS JAMES T & MARINA TR
SPIROPOULOS 1991 FAMILY TRUST
P O BOX 6005
SAN PEDRO CA 90734-6005

CHAVES RICHARD & KARA & MYKEL
LYNN & KATHLEEN CHAVES &
BARBARA GRIFFITH
1501 AIRCRAFT AVE SE
ALBUQUERQUE NM 87106-4289

RIO GRANDE WHOLESALE INC C/O
INDIAN STORES CONSOLIDATED
1920 CENTRAL AVE SW
ALBUQUERQUE NM 87104-1146

SAND N SUN LLC
2908 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87107-2929

MACY MARGARET E TRUSTEE MACY
TRUST
2469 CORRALES RD SUITE A5
CORRALES NM 87048-9104

BOTTGER MANSION OF OLD TOWN LLC
NEW MEXICO LIMITED LIABILITY
COMPANY
110 SAN FELIPE ST NW
ALBUQUERQUE NM 87104

TAFIOYA BARBARA F
106 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87104

DENNETT MICHAEL F
PO BOX 7456
ALBUQUERQUE NM 87194

CABRERA-ANAZCO PABLO V
209 19TH ST NW
ALBUQUERQUE NM 87104-1437

TUCKER BILL & BACA MONICA K CO
TRUSTEES TUCKER/BACA RVT & BACA
LUCILLE A
10105 GUADALUPE TRL NW
ALBUQUERQUE NM 87114-2014

MCCARTNEY CRISTY GENE
202 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87104

SANDIA FOUNDATION
6211 SAN MATEO BLVD NE SUITE 100
ALBUQUERQUE NM 87109

GUTIERREZ JOHN R & CONNIE L
5501 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87107
SPIROPOULOS JAMES T & MARINA TR
SPIROPOULOS 1991 FAMILY TRUST
P O BOX 6005
SAN PEDRO CA 90734-6005

HARTMAN GERALD S & HARTMAN TIMOTHY R
3812 PEDRONCELLI RD NW
ALBUQUERQUE NM 87107-3084

CONNOR THOMAS K
619 WESTVIEW AVE
NASHVILLE TN 37205

HARTMAN GERALD S & HARTMAN TIMOTHY R
3812 PEDRONCELLI RD NW
ALBUQUERQUE NM 87107-3084

CARROLL LOVETA G & JOHN M
PO BOX 7624
ALBUQUERQUE NM 87194-7624

GHATTAS ROBERT N & MONIKA W
TRUSTEES GHATTAS RVT
609 LOMA LINDA PL SE
ALBUQUERQUE NM 87108-3340

SANDOVAL KENNETH
2004 OLD TOWN RD NW
ALBUQUERQUE NM 87104-1413

COLEMAN MARIE E TRUSTEE
COLEMAN RVT
2111 CHURCH ST NW
ALBUQUERQUE NM 87104-1408

VILLA CHARLES J & SHIRLEY E
PO BOX 652
ALBUQUERQUE NM 87103-0652

HOFFSIS JAMES A TRUSTEE HOFFSIS RVT
509 LAGUNA BLVD SW
ALBUQUERQUE NM 87104-1116

TAFOYA BARBARA
106 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87104

LIU ALEX H
8139 WATERBURY PL NW
ALBUQUERQUE NM 87120

BATTAGLIA AVA
2011 CENTRAL AVE NW
ALBUQUERQUE NM 87104-1403

HARTMAN GERALD S & HARTMAN TIMOTHY R
3812 PEDRONCELLI RD NW
ALBUQUERQUE NM 87107-3084

COLEMAN MARIE E TRUSTEE
COLEMAN RVT
2111 CHURCH ST NW
ALBUQUERQUE NM 87104-1408

BENNERT PROPERTIES LLC C/O
ELIZABETH FISHER
62 S ULSTER ST
DENVER CO 80230-6997

VALLIANT DENNIS P & MARY M
1621 PARK AVE SW
ALBUQUERQUE NM 87104-1025

ROMERO JOE M JR & DINORAH A
PO BOX 36048
ALBUQUERQUE NM 87176-6048

JARAMILLO SHIRLEY C
315 IRON AVE SW
ALBUQUERQUE NM 87102-3848

ARCHDIOCESE OF SANTA FE REAL
ESTATE CORP/ SAN FELIPE
4000 ST JOSEPHS PL NW
ALBUQUERQUE NM 87120-1714

BERNAL DIANA
2219 MOUNTAIN RD NW
ALBUQUERQUE NM 87104-1522

ARMUJO MARY LOU TRUSTEE ARMUJO RVT
3843 RIVERVIEW RD NW
ALBUQUERQUE NM 87105

WELLS KENNETH E TRUSTEE WELLS
RVT & TALLEY BURNEY P TRUSTEE
TALLEY RVT
1814 SLATE RD NW
ALBUQUERQUE NM 87104-1320

CITY OF ALBUQUERQUE
PO BOX 1293
ALBUQUERQUE NM 87103-2248

MALOOF JUDY F TR MALOOF RVT
312 19TH ST NW
ALBUQUERQUE NM 87104

OLLER D'ANNA K
316 19TH ST NW
ALBUQUERQUE NM 87104

MONToya JOSEPHINE
1804 SLATE AVE NW
ALBUQUERQUE NM 87102

MATTHEWS M LEONE TRUSTEE
MATTHEWS RVT
176 ANGUS LN
CORRALES NM 87048-9100

CHAVEZ PAT P
1828 MARBLE AVE NW
ALBUQUERQUE NM 87104-1354

MARIANETTI PAUL A & PATRICIA A
704 KENT AVE NW
ALBUQUERQUE NM 87102-3031
WYLY JOHN WYATT III & LENORA J
114 BECKER AVE
BELEN NM 87002-2820

NYQUIST JULES J
1814 OLD TOWN RD NW
ALBUQUERQUE NM 87104

424 ROMERO LLC ZAMORA ROBERT &
ZAMORA CLARENCE S
424 ROMERO ST NW
ALBUQUERQUE NM 87104-1422

PLAZUELA SOMBRA LLC
2908 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87104

CARRUTHERS GEORGE L
2510 THOMPSON LP NW
ALBUQUERQUE NM 87104

ROBIE ANANDA
1824 SLATE AVE NW
ALBUQUERQUE NM 87104-1320

COOK GEORGE A & LYNDEE A
PO BOX 7308
ALBUQUERQUE NM 87194-7308

KARP ROBERT L MD TRUSTEE
EMPLOYEES PROFIT SHARING PLAN
6244 S ATLANTIC AVE
NEW SMYRNA BEACH FL 32169

PERRINE THOMAS J & SARGENT
LAURIANNA & TRUSTEES ETAL
1815 1/2 LOMAS BLVD NW
ALBUQUERQUE NM 87104

GHATTAS ROBERT N & MONIKA W
TRUSTEES GHATTAS RVT
609 LOMA LINDA PL SE
ALBUQUERQUE NM 87108-3340

SONNE ALICE M TRUSTEE OF THE ALICE
M SKINNER TRUST
5126 S URAVAN PL
CENTENNIAL CO 80015-2315

NAWMAN ROSELLA L TRUSTEE 1912
OLD TOWN ROAD TRUST
4205 PARSIFAL ST NE
ALBUQUERQUE NM 87111-3374

PLAZUELA SOMBRA LLC
2908 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87104

ACEVES HENRY G & KAREN M
301 ROMERO ST NW
ALBUQUERQUE NM 87104-1482

ACEVES HENRY G & KAREN M
301 ROMERO ST NW
ALBUQUERQUE NM 87104-1482

CHURCH STREET CAFE INC
2111 CHURCH ST NW
ALBUQUERQUE NM 87104-1408

OLLER DANNA K
316 19TH ST NW
ALBUQUERQUE NM 87104

BAR VICK III
726 19 TRAMWAY VISTA DR NE
ALBUQUERQUE NM 87122-1666

SUTTON JAMES
1717 CARLISLE BLVD NE
ALBUQUERQUE NM 87110

ZAMORA'S HISTORICAL MANSION
LIMITED PARTNERSHIP
2004 S PLAZA ST NW
ALBUQUERQUE NM 87104-1573

CHADWICK SHERRY L & SCHUBERT
THOMAS A
PO BOX 92556
ALBUQUERQUE NM 87199

PACHECO JOE B & JARAMILLO PAUL
THOMAS & JARAMILLO ROBERT
CHRISTOPHER
PO BOX 451
RATON NM 87740-0451

JARAMILLO SHIRLEY
315 IRON AVE SW
ALBUQUERQUE NM 87102-3848

ROCHE JUDITH ALLINE & KEVIN JOSEPH
13609 LEWISDALE RD
CLARKSBURG MD 20871-9655

GARCIA LUCIANA R TRUSTEE GARCIA
RVT
3322 GABALDON PL NW
ALBUQUERQUE NM 87104

GONZALEZ FRANCES MANUELITA
PO BOX 7652
ALBUQUERQUE NM 87194

SANCHEZ RICHARD LLOYD & ETAL
TRUSTEE L M SANCHEZ TRUST
2405 QUINCY ST NE
ALBUQUERQUE NM 87110-4047

VARELA FRANK LAWRENCE & DAVILA
PAULINE V & VARELA-SCHUM
BARBARA J
10510 STEWARD ST NW
ALBUQUERQUE NM 87114-5058

VIGIL JACOB G
2014 CENTRAL AVE SW
ALBUQUERQUE NM 87104-1467

CARRUTHERS LLC
2510 THOMPSON LP NW
ALBUQUERQUE NM 87104
GHATTAS ROBERT & MONIKA
609 LOMA LINDA PL SE
ALBUQUERQUE NM 87108-3340

GALLEGOS EUGENE R & SHIRLEY D
TRUSTEES GALLEGOS LVT
2540 ELFEGO RD NW
ALBUQUERQUE NM 87107-3011

JARAMILLO SHIRLEY C
315 IRON AVE SW
ALBUQUERQUE NM 87102-3848

FEELY JOHN G SR ETAL
2309 CUTLER AVE NE
ALBUQUERQUE NM 87106-2505

ATENCIO TOMAS C & PACHECO MARIA
CONSEULO CO-TRUSTEES
ATENCIO/PACHECO RVLT
1003 20TH ST NW
ALBUQUERQUE NM 87104

SAIS ANTHONY ALBERT
2114 HOLLYWOOD AVE NW
ALBUQUERQUE NM 87104-1622

GONZALEZ JOSEPH A & ROSEMARY
703 RAYNOLDS AVE SW
ALBUQUERQUE NM 87103-1034

PLAZUELA SOMBRA LLC
2908 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87104

BLYTHE WILLIAM E & HORTENSIA S
TRUSTEES BLYTHE RVT
6901 GEORGETOWN AVE NW
ALBUQUERQUE NM 87120-1567

CITY OF ALBUQUERQUE
PO BOX 1293
ALBUQUERQUE NM 87103-2248

CITY OF ALBUQUERQUE
PO BOX 1293
ALBUQUERQUE NM 87103-2248

GONZALEZ JOSEPH A & ROSEMARY
703 RAYNOLDS AVE SW
ALBUQUERQUE NM 87104-1034

ARCHDIOCESE OF SANTA FE REAL
ESTATE CORP/ SAN FELIPE
4000 ST JOSEPHS PL NW
ALBUQUERQUE NM 87120-1714

HARTMAN GERALD S & HARTMAN TIMOTHY R
3812 PEDRONCELLI RD NW
ALBUQUERQUE NM 87107-3084

TAYOYA BARBARA F
106 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87104

SUTTSON JAMES R
214 SAN PASQUALE AVE NW
ALBUQUERQUE NM 87104-1431

SAWYER KATHERINE M TRUSTEE
SAWYER RVT
148 ORTEGA RD NW
ALBUQUERQUE NM 87114-1506

BENNETT PROPERTIES LLC C/O
ELIZABETH FISHER
62 S ULSTER ST
DENVER CO 80230-6997

COLBERT KATHRYN HENDON
1911 LOMAS BLVD NW
ALBUQUERQUE NM 87104-1207

BACA RUDOLPH L & URCINIA CHAVEZ
DE BACA
2111 DORA AVE NW
ALBUQUERQUE NM 87104-1504

GONZALEZ MARK A
219 RICHMOND DR SE
ALBUQUERQUE NM 87106

HARTMAN GERALD S & HARTMAN TIMOTHY R
3812 PEDRONCELLI RD NW
ALBUQUERQUE NM 87107-3084

SANCHEZ TOMAS & IRENE M
1830 MARBLE AVE NW
ALBUQUERQUE NM 87104-1354

BACA RUDOLPH L & URCINIA CHAVEZ
DE BACA
2111 DORA AVE NW
ALBUQUERQUE NM 87104-1504

BOTTGER MANSION OF OLD TOWN LLC
NEW MEXICO LIMITED LIABILITY
COMPANY
110 SAN FELIPE ST NW
ALBUQUERQUE NM 87104-1425

CHAVEZ MARY ANN & EILEEN MARSHA
1809 SLATE AVE NW
ALBUQUERQUE NM 87104-1319

SANCHEZ TOMAS & IRENE M
1830 MARBLE AVE NW
ALBUQUERQUE NM 87104-1354

SHIBANOV NATALIA TRUSTEE
SHIBANOV FAMILY TRUST
PO BOX 1699
LA JOLLA CA 92038-1699

TUCKER BILL & BACA MONICA K CO
TRUSTEES TUCKER/BACA RVT & BACA
LUCILLE A
10105 GUADALUPE RD NW
ALBUQUERQUE NM 87114-2014

MILES PROPERTIES LLC
13631 APACHE PLUME PL NE
ALBUQUERQUE NM 87111

PETEERSON PROPERTIES C/O
WALGREEN CO. RE PROPERTY TAX
DEPT
PO BOX 1159
DEERFIELD IL 60015-6002

THABET NASIB M & MAIISON
4596 LOS POBLANOS CIR NW
ALBUQUERQUE NM 87107
JANPOL SARAH E
901 PARKLAND CIR SE
ALBUQUERQUE NM 87108

SANCHEZ ERNEST & PRISCILLA
1805 SLATE AVE NW
ALBUQUERQUE NM 87104-1319

PLAZUELA VIGIL LTD CO
1711 EVERGREEN PL
SEATTLE WA 98122

PLAZUELA SOMBRA LLC
2908 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87104

GARCIA FAMILY LLC
9121 EAGLE ROCK AVE NE
ALBUQUERQUE NM 87122

HARTMAN GERALD S & HARTMAN
TIMOTHY R
3812 PEDRONCELLI RD NW
ALBUQUERQUE NM 87107-3084

ANDREWS FRANK III & CLARA J
PO BOX 8386
ALBUQUERQUE NM 87198

CASTILLO JOHANNA M
241 55TH ST NW
ALBUQUERQUE NM 87105

COLBERT KATHRYN HENDON
1911 LOMAS BLVD NW
ALBUQUERQUE NM 87104-1207

SUTTON JAMES
1717 CARLISLE BLVD NE
ALBUQUERQUE NM 87110

CHAVEZ CONNIE B OR ANTHONY
CHAVEZ
5720 EL RITO AVE NW
ALBUQUERQUE NM 87105

ARCHDIOCESE OF SANTA FE REAL
ESTATE CORP/ SAN FELIPE
4000 ST JOSEPHS PL NW
ALBUQUERQUE NM 87120-1714

BACA MARK P
612 ATRISCO DR NW
ALBUQUERQUE NM 87105-1636

MONTOYA PROPERTY TRUST
1905 S LAKE RD
LAKEWOOD CO 80227-3685

GARCIA FAMILY LLC
9121 EAGLE ROCK AVE NE
ALBUQUERQUE NM 87122

DURAN GILBERT & MARY LOU
3904 AVALON RD NW
ALBUQUERQUE NM 87105

CITY OF ALBUQUERQUE
PO BOX 1293
ALBUQUERQUE NM 87103-2248

GUTIERREZ JANE H
8117 RIO GRANDE BLVD NW
ALBUQUERQUE NM 87114-1218

RIO GRANDE HOTEL INVESTMENT LLC
& ETAL
201 3RD ST NW SUITE 1500
ALBUQUERQUE NM 87102

MAHONEY CATHERINE
412 19TH ST NW
ALBUQUERQUE NM 87104-1441

LEYBA-BACA LUPE F & BACA PATRICK
408 19TH ST NW
ALBUQUERQUE NM 87104-1441

CORDOVA FLOSSIE M C/O
BERNADETTE NEVAREZ
6401 SUNRAY CT NW
ALBUQUERQUE NM 87120

COULIE PATRICK A & SABRINA
1827 MARBLE AVE NW
ALBUQUERQUE NM 87104-1353

GONZALES MICHAEL A
1819 MARBLE AVE NW
ALBUQUERQUE NM 87104

BROTHERS PROPERTY HOLDINGS LLC
12805 MENAUL BLVD NE
ALBUQUERQUE NM 87112-2547

CIA MANUEL L
PO BOX 7332
ALBUQUERQUE NM 87194-7332

SANCHEZ RUTH ANN
3820 FOX SPARROW TRL NW
ALBUQUERQUE NM 87120-5004

CAIRD BRUCE R
2425 SAN PEDRO DR NE SUITE 200
ALBUQUERQUE NM 87110-4078

PERRINE GLORIA G
912 BARELAS RD SW
ALBUQUERQUE NM 87102-4018
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<td>318 19TH ST NW</td>
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<td>87104-1450</td>
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<td>87106-2527</td>
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<tr>
<td>OLLER D'ANNA K</td>
<td>316 19TH ST NW</td>
<td>ALBUQUERQUE</td>
<td>87104-1463</td>
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To: Old Town area property owners

Subject: Public notice of proposed text amendments to the Integrated Development Ordinance (IDO) regarding signage and outdoor display in Old Town (HPO-5), Council Bill No. O-19-52.

Dear Neighborhood or Business Association Representative,

In accordance with the procedures of the City of Albuquerque’s Integrated Development Ordinance (IDO), Subsection 14-16-6-4(K)(2) Mailed Public Notice, we are notifying you as a property owner that the City of Albuquerque Planning Department, as agent for the City Council, will be submitting an application for the abovementioned text amendments to the IDO to be reviewed by the Environmental Planning Commission (EPC). The EPC will make a recommendation to the City Council, which will make the final decision.

The proposed text amendments correspond to the area included in HPO-5, Old Town, designed in the IDO at Section 3-5(I) on p. 115 (see also Zone Atlas page J-13-Z).

Background
Over the past year, City Staff has been working collaboratively with merchants and property owners of Old Town (HPO-5) to develop proposed changes to the text of the IDO to better address signage, outdoor display, and outdoor demonstrations in Old Town.

PO Box 1293 The proposed changes are contained in Council Bill No. O-19-52, which was introduced at the March 4, 2019 City Council meeting. Pursuant to Section 14-16-6-7(D)(3) of the IDO, an amendment to IDO Text must meet the review criteria found in (D)(3)(a-c).

Albuquerque

Process
The proposed text amendments are required to be heard by two boards—the Landmarks and Urban Conservation Commission (LUCC) and the Environmental Planning Commission (EPC). The LUCC hearing will take place on April 10th, 2019. More information about the LUCC process is available by contacting Leslie Naji, senior planner for the landmarks commission, at: lnaji@cabq.gov or (505) 924-3927.

NM 87103

www.cabq.gov

The EPC hearing, the subject of this notice, will be held on May 9, 2019 starting at 8:30 am in the Hearing Room (Basement Level) of Plaza Del Sol, 600 2nd St NW, Albuquerque, NM 87102. This case will be assigned a number on the agenda. The EPC agenda, and the Staff report for the proposed text amendments, will be available one week prior to the hearing here:

http://www.cabq.gov/planning/boards-commissions/environmental-planning-commission/epc-agendas-reports-minutes or call the Planning Department at (505) 924-3860.

If you would like to provide written comments to the EPC regarding the proposed text amendments, please do so by Monday, April 29, 2019 by 10 am.

NOTE: Anyone may request, and the City may require, an applicant to attend a City-sponsored facilitated meeting with Neighborhood Associations based on the complexity and potential impacts of a proposed project [IDO Section 14-16-6-4(D)]. To request a Facilitated Meeting regarding this project, contact the Planning Department at devhelp@cabq.gov or
505-924-3955. To view and download the Facilitated Meetings Criteria, visit http://www.cabq.gov/planning/urban-design-development/facilitated-meetings-for-proposed-development.

Please contact the Planning Department with any questions or concerns at (505) 924-3860 or via email to dhenry@cabq.gov, EPC administrative assistant.

Sincerely,

Catalina Lehner

Catalina Lehner-AICP, Senior Planner
Urban Design & Development Division

Other Useful Links

Integrated Development Ordinance (IDO):

IDO Interactive Map
https://tinyurl.com/IDOzoningmap

City of Albuquerque Planning Department
https://www.cabq.gov/planning

Zone Atlas Pages for Download
http://data.cabq.gov/business/zoneatlas/
MAIL ROUTING SLIP

Department: Planning       Date: 3/27/19
Division: UD+O           Approve:**
Activity: # 49200000     Location: #

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