Staff Report

<table>
<thead>
<tr>
<th>Agent</th>
<th>Century Sign Builders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicant</td>
<td>Presbyterian Healthcare</td>
</tr>
<tr>
<td>Request</td>
<td>Amendment to Site Development Plan Signage.</td>
</tr>
<tr>
<td>Legal Description</td>
<td>Tract 3-B plat of Lots 3A and 3B Coors Village 4515 Coors Blvd. NW, SW corner of Coors Boulevard and Western Trail NW 6.8 acres</td>
</tr>
<tr>
<td>Location</td>
<td>MX-M</td>
</tr>
</tbody>
</table>

Staff Recommendation


Staff Planner
Leslie Naji, AIA Senior Planner

Summary of Analysis

The request is for an amendment to the site's Subdivision Design Standards for part of an approximately 6.8 acre site, consisting of the eastern half of Tract 3B on the west side of Coors Blvd. in the northwestern portion of the City. The lot is zoned MX-M. The applicant has previous EPC approval for this site and is requesting a change to the approved Subdivision Design Standards to allow for two larger wall-mounted illuminated signs.

The subject site is in an Area of Change, as designated by the Comprehensive Plan. A zone map amendment was approved by EPC in December 2018 changing the site from MX-L to MX-M. The MX-M was requested to allow for the larger medical facility being constructed.

Subdivision Design Standards were written with the anticipation of multiple, smaller business retail buildings as allowed under the previous zoning.

The affected neighborhood organization is the Westside Coalition, which was notified as required. Property owners within 100 feet of the subject site were also notified as required. A facilitated meeting was not requested. Staff has not been contacted. There is no known opposition. Staff recommends approval.
LAND USE MAP

Key to Land Use Abbreviations:

- APRT | Airport
- LDRES | Low-density Residential
- MULT | Multi-family
- COMM | Commercial Retail
- CMSV | Commercial Services
- OFC | Office
- IND | Industrial
- INSMED | Institutional / Medical
- ED | Educational
- VAC | Vacant
- UTIL | Utilities
- CMTY | Community
- KAFB | Kirtland Air Force Base
- CATS | Transportation
- AGRI | Agriculture
- PARK | Parks and Open Space
- DRNG | Drainage
- CM | Commercial Services
- INSMED | Institutional / Medical
- ED | Educational
- VAC | Vacant
- UTIL | Utilities
- CMTY | Community
- KAFB | Kirtland Air Force Base

1 inch = 250 feet

Hearing Date:
9/12/2019

Project Number:
PR-2019-00267

Case Numbers:
SI-2019-00249

Zone Map Page:
F-11
Public Facilities Map with One-Mile Buffer

- Community Center
- Multi-Service Center
- Senior Center
- Library
- Museum
- Fire
- Police
- Sheriff
- Solid Waste
- Public Schools
- Proposed Bike Facilities
- ABQ Bike Facilities
- ABQ Ride Routes
- Albuquerque City Limits
- Landfill Buffer (1000-feet)
- Landfill designated by EHD
- Developed County Park
- Undeveloped County Park
- Developed City Park
- Undeveloped City Park

Project Number: PR-2019-002667
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I. INTRODUCTION

Surrounding zoning, plan designations, and land uses:

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<th>Site</th>
<th>Zoning</th>
<th>Comprehensive Plan Area; Applicable Rank II &amp; III Plans</th>
<th>Land Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>Right-of-way, R A, R-1A</td>
<td>Area of Consistency</td>
<td>Single-family homes</td>
</tr>
<tr>
<td>South</td>
<td>Right-of-way, R-ML</td>
<td>Area of Consistency</td>
<td>Duplex Condominiums</td>
</tr>
<tr>
<td>East</td>
<td>Right-of-way, R-1B, NR-PO-C</td>
<td>Area of Consistency</td>
<td>Single-family homes</td>
</tr>
<tr>
<td>West</td>
<td>MX-L, Right-of-way, MX-T</td>
<td>Area of Change</td>
<td>Vacant, Quaker Heights Place</td>
</tr>
</tbody>
</table>

Request

The request is for a site plan amendment for lot 3-B and affects a change or variance in the approved Subdivision Design Standards (SDS) to allow for larger signs.

While the IDO allows for wall signs in this location not to exceed 15% of the building face, the Subdivision Design Standards (SDS), as approved with the site subdivision in 2008, has a limit of 20% or 60 square feet maximum.

EPC Role

The EPC is hearing this case because the EPC is required to hear changes to a previously approved site plan. The sign size requires a change to the SDS and the EPC was the original approving body hence the site plan review. The EPC is the final decision-making body unless the EPC decision is appealed. If so, the Land Use Hearing Officer (LUHO) would hear the appeal and make a recommendation to the City Council. The City Council would make then make the final decision. The requests are quasi-judicial matters.

Context

The subject site is located in a largely developed area with large scattered vacant parcels along Coors Blvd. St. Pius High School is to the east of the southern end of the site. North of the subject site are the single-family homes of the Western Trails subdivision. South of the subject site are duplex condominiums of the Rancho Encantado subdivision. To the west of the subject site is a large undeveloped tract zoned MX-L which has been approved for a senior living facility. To the west of that site is Quaker Heights Place, and then another vacant lot zoned MX-T.
The subject site is not located in a designated Activity Center. The Ladera Activity Center is about three quarters of a mile to the south along Coors and provides several commercial outlets. Between the Ladera Activity Center and the project site are two large parcels zoned NR-C.

History
The University of Albuquerque area was designated as an Urban Center with the adoption of the Metropolitan Areas and Urban Centers Plan in 1975. The University of Albuquerque Sector Development Plan was adopted by the City Council in 1982, which included annexation and establishment of SU-3 Zoning. The sector plan was rescinded with the adoption of the IDO and the areas SU-3 zoning was converted to zones that reflected the entitlements for each property.

In 2008 the EPC reviewed the SU-3 land uses for reallocation, allowing for a senior housing development to be built on the western half of the property. This site plan was reviewed and signed-off by the DRB November 2, 2018.

In December 2019, EPC approved a zone map amendment for parcel 3-B to MX-M to allow for the construction of the Presbyterian Emergency care facility. This amendment is to the controlling Subdivision Design Standards for the entire Tract 3-A & 3-B.

Transportation System
The Long Range Roadway System (LRRS) map, produced by the Mid-Region Metropolitan Region Planning Organization (MRMPO), identifies the functional classifications of roadways. Coors Blvd. is a Regional Principal Arterial roadway. Western Trail is designated a Minor Arterial roadway. Less than half a mile to the west of the site along Western Trail is Atrisco Dr, designated a Major Collector.

Comprehensive Plan Corridor Designation
The subject site is located along Coors Blvd. NW, which the Comprehensive Plan designates as a Major Transit Corridor.

Trails/Bikeways
A Buffered Bike Lane - Conventional bike lanes paired with a designated buffer space, is located on Coors along the eastern edge of the site.

Transit
The subject site fronts a Major Transit Corridor and is served by three major bus lines. Standard bus route 155 has a stop along the east edge of the site approximately 300 feet south of the corner of Coors Blvd. and Western Trail. The 790 Rapid Ride 790 and the 96 Commuter Routes have a stop approximately one quarter of a mile south of the site located at St. Joseph’s Dr. and Coors Blvd.

Public Facilities/Community Services
Please refer to the Public Facilities Map (see attachment), which shows public facilities and community services located within one mile of the subject site.
II. ANALYSIS of APPLICABLE ORDINANCES, PLANS, AND POLICIES

Integrated Development Ordinance (IDO)

The subject site is zoned MX-M [Mixed Use Medium Intensity Zone District, IDO 14-16-2-4(B)], which was assigned through application for Zone Map Amendment from MX-L to the EPC in December 2018. The purpose of the MX-M zone district is to provide for a wide array of moderate-intensity retail, commercial, institutional and moderate-density residential uses, with taller, multi-story buildings encouraged in Centers and Corridors. The MX-M zone district would allow for medical offices larger than 10,000 square feet. Allowable uses are shown in Table 4-2-1.

IDO Review and Decision Criteria for Site Plan-EPC:

Criteria are shown in standard font. Applicant’s responses are in Italic font. Staff comments are in Bold Italic font.

6-6(H)(3)(a) The Site Plan is consistent with the ABC Comp Plan, as amended.

Albuquerque / Bernalillo County Comprehensive Plan

The subject site is located in an area that the 2017 Albuquerque/Bernalillo County Comprehensive Plan has designated an Area of Change. Applicable Goals and policies were reviewed at the time of initial application. These included Community Identity, Centers and Corridors, Efficient Development Patterns, City Development Areas and Entrepreneurship.

This site plan is congruent with the ABC Comp Plan and exemplifies its primary goal to: “better reflect new market demands, diversify and bolster the economy, better serve all demographics...and improve efforts to grow and develop in ways that are sustainable

The current request does not require additional justification through the ABC Comp Plan. Per previously approved application for this site and project:

This request for a SDP-BP to accommodate an Ambulatory Care Center and Medical Clinic is an appropriate request for an area intended to capture denser / intense uses and would support the city’s many growth and land use policies by:

• Providing a more equitable distribution of critical health care services throughout the city and particularly on the west side, to improve the overall quality of life for residents while reducing the need to commute.
• Establishing vibrant activity centers and complete communities that provide convenient access to a range of neighborhood-serving services within walking distance to residences.
• Expanding the concentration/ mix of services offered and the availability of higher paying, professional jobs within the vicinity of the Activity Center and Transit Corridor, increasing the range and variety of opportunities that currently exist in the area.
• Improving the housing to jobs imbalance and fostering west side employment by bringing and estimated 130 well-paying jobs to the area (approximately 40-50 at the ambulatory care center and 80 for the outpatient clinic, ranging from nurses to physicians).
• Encouraging developments that expand employment opportunities within designated Centers and Corridors and near existing high-frequency transit facilities.
• Protecting single-family neighborhoods from development that is of an inconsistent density and scale by locating denser, more intense uses within an Area of Change, thereby maintaining neighborhood stability.

• Reducing the need for automobile travel by increasing mixed-use infill development that brings critical services within a Major Transit corridor and in close proximity to an established Activity which enables residents to easily travel between them by walking, cycling or use of public transportation.

• Encouraging infill development on a vacant site that is contiguous to existing City infrastructure thereby leveraging public and private investments.

For sites located along Major Transit Corridor like Coors, the Comp Plan advocates for more suburban, linear strip commercial development to occur (Table 7-1& 2 Development Context, Comp Plan, pg. 7-6) in order to transition into surrounding single-family neighborhoods (sub-policy 5.1.9. b). The proposed Ambulatory Care Center and Medical Clinic offer more critical services situated in a higher quality of development type than the standard commercial strip would provide.

6-6(H)(3)(b) The Site Plan is consistent with any applicable terms and conditions in any previously approved NR-SU or PD zoning covering the property and any related development agreements and/or regulations.

The Site Development Plan for Subdivision allows for an area “20% of that wall or 60 square feet, whichever is less”. The requested size is within zoning code for the current 2018 IDO (under 15% of the façade) and exceedingly meets one of the two above requirements of the Site Development Plan for Subdivision (<20%).

We believe a larger letter size is necessary for this location as it is on a major thoroughfare and the inability to locate the facility due to signage illegibility is a life-safety issue as this is an emergency facility. At its current size, visibility is 232’ and at our proposed size, visibility is 348’ with a difference of 116’. We believe this visibility variance is significant enough to make a difference in public wayfinding.

Design Guidelines submitted with the initial site plan application in 2008 states:

Wall mounted signs shall not project more than 1 foot from the display wall or exceed an area of 20% of the wall or 60 square feet, whichever is less.

This application is for an amendment to the current Subdivision Design Standards which limit any size to a maximum of 60 square feet.

At the time of the 2008 application, the entire tract was zoned SU-3 which was converted to MX-L with the IDO. The purpose of the MX-L zone district is to provide for neighborhood-scale convenience shopping needs, primarily at the corners of collector intersections. Primary land
uses include non-destination retail and commercial uses, as well as townhouses, low-density multi-family residential dwellings, and civic and institutional uses to serve the surrounding area, with taller, multi-story buildings encouraged in Centers and Corridors.

Under MX-L, it would have been expected that the site would have a number of smaller retail and commercial outlets. The zone map amendment to MX-M was requested to allow for a medical facility that serves a wider area. Instead of multiple, smaller buildings there will ultimately be only two buildings; the Ambulatory Care Center and the Medical Clinic.

Signage regulations for MX-M allow for wall signs state:

Shall not exceed the following percentage of façade area, inclusive of door and window openings. MX-M: 15%

Both of the signs proposed, though larger than the 60 square foot maximum of the SDS, fall well within the IDO's 15% of façade limit. The sign facing Coors would cover 4% of the façade and the sign on Western Trails would cover 7% of the façade.

The increased size of the signs would allow for visibility before consumers get up to the intersection and may assist in people being in the appropriate lane or exiting mass transit at the nearest stop. (See Attachment A)

6-6(H)(3)(c) The Site Plan complies with all applicable provisions of this IDO, the DPM, other adopted City regulations, and any terms and conditions specifically applied to development of the property in a prior permit or approval affecting the property.

Relevant section of the IDO Include:

PART 14-16-5: DEVELOPMENT STANDARDS

5-8 OUTDOOR LIGHTING
5-8(B)(2)(g) Illuminated and electronic signs are regulated in Section 14-16-5-12 (Signs).

5-12 SIGNS
The purpose of the regulations in this Section 14-16-5-12 is to promote and protect the public health, welfare, and safety by regulating existing and proposed outdoor signs of all types. More specifically, these regulations are intended to help implement adopted ABC Comp Plan policies, protect property values, create a more attractive economic and business climate, enhance and protect the physical appearance of the community, preserve scenic and natural beauty, minimize sign clutter, reduce hazards that may be caused by signs overhanging or projecting over public rights-of-way, curb the deterioration of the community's appearance and attractiveness, comply with all applicable federal and state laws regarding the First Amendment and free speech, and avoid regulating signage based on content, viewpoint, or
message.

The façade facing Coors is 2,200 square feet (111 square foot sign = 4% of façade)

The façade facing Western Trails is 1,550 square feet (111 square foot sign = 7% of façade)

5-12(E)(4) Design And Construction

5-12(E)(4)(a) All signs shall be constructed of durable material and maintained in good condition and repair, shall be securely anchored and constructed to prevent lateral movement that would cause wear on supporting connections, and shall be constructed to withstand expected wind loads appropriate to design and installation.

The attachment method for these signs has been engineer stamped and approved for installation at a second location. These signs represent the highest quality in signage fabrication.

5-12(E)(4)(b) No sign may have overhead wiring to supply electric power, except for a freestanding off-premises sign where underground power cannot be accessed from the site.

Wiring will run through conduit from inside the building to the roof and the signs will be wired behind the parapet out of view.

5-12(E)(4)(c) Sign supports for building-mounted signs other than allowed rooftop signs shall be covered in a manner that integrates the sign with the building design.

These signs will be flush mounted, so no attachments/hardware will be visible.

5-12(E)(4)(d) Building-mounted signs shall not extend more than 2 feet above the wall of a building, except in the following mapped areas, a noted.

These signs do not extend above the façade.

5-12(E)(5) Illumination and Motion

5-12(E)(5)(a) General

1. Signs may be internally or externally lit, provided that the light source is not directly visible from the public right-of-way or from adjacent properties, unless specified otherwise in this IDO.

These signs are front lit with both perforated film and translucent vinyl applied to the faces, so there will be no direct light source.

2. No portion of an illuminated sign shall have a luminance greater than 200 foot lamberts or 685 nits at night.
Our signs comply with this requirement and will have dimmer switches to accommodate any requests post-install related to sign brightness.

3. No sign or any part of any sign shall move or rotate at a rate of more than once each 10 seconds, with the exception of wind devices, the motion of which is not restricted.

These signs are static

4. No sign or any part of any sign shall change its message or picture at a rate of more than once each 8 seconds.

These signs are not electronic

5-12(E)(5)(c) Mixed-use and Non-residential Zone Districts
An illuminated sign or illuminated element of a sign in any Mixed use or Non-residential zone district may turn on or off or change its brightness, provided that the following requirements are met, unless Subsection 14-16-5-12(H)(4) (Illumination, Brightness, and Images) applies any more restrictive standard or Subsection 14-16-5-12(F)(4)(a) (Neon Signs along Central Avenue) applies any less restrictive standard to eligible signs.

1. The sign is not within 200 feet of any Residential zone district and visible from that zone district.

These signs do not apply to this section as they are static (no flashing, movement, animation, etc.)

2. The sign is not within 330 feet of Major Public Open Space.

These signs do not apply to this section as they are static (no flashing, movement, animation, etc.)

3. Change of illumination does not produce any apparent motion of the visual image, including but not limited to illusion of moving objects, moving patterns or bands of light, expanding or contracting shapes, or any similar effect of animation except twinkling.

These signs do not apply to this section as they are static (no flashing, movement, animation, etc.)

4. There is no continuous or sequential flashing in which more than 1/3 of the lights are turned on or off at one time.

These signs do not apply to this section as they are static (no flashing, movement, animation, etc.)

5-12(E)(5)(c) Mixed-use and Non-residential Zone Districts

The current application complies with all city regulations. It is also in compliance with the site plan as approved by the EPC and DRB with the exception of the sign size. Although the
proposed signs are larger than the originally planned signs, the luminance from the signs will not exceed 200 foot lamberts or 685 nits at night, in compliance with IDO Section 14-16-5-12(E)(3)(a)(2).

6-6(H)(3)(d) The City's existing infrastructure and public improvements, including but not limited to its street, trail, drainage, and sidewalk systems, have adequate capacity to serve the proposed development, and any burdens on those systems have been mitigated to the extent practicable.

The requested variance does not affect any of the existing infrastructures listed above.

All infrastructure and traffic issues have been successfully addressed with previous applications regarding this project. Current City services available to the site are sufficient.

6-6(H)(3)(e) The application mitigates any significant adverse impacts on the surrounding area to the maximum extent practicable.

This signage will not adversely affect the surrounding areas. The luminance is equivalent to a 60W-75W standard household bulb and will be screened by translucent vinyl on the letter faces

- Illumination: Internal
- Style: Front-Lit
- Light Source: LED Modules
- Light Source Color: 7000K
- Primary Power Source Input Required: 277v
- Circuit Required: 20 Amp Dedicated
- Timer or Dusk to Dawn (Photo Cell): Yes
- Power supply LED Driver Input Voltage: 100-277v
- Service Disconnect Switch: Yes
- Dimmer: Yes
- Amp Draw: 4 Power Supplies (.45A draw each at 277V) Total of 1.8A at 277 Power
- Luminance Not to Exceed 200 Foot Lamberts or 685 Nits at Night

Client will also install a dimmer on the signs, so luminance can be adjusted once installed if there are any complaints from the surrounding area.

The light from these signs will not be any higher than other signs along Coors and will not extend to any properties beyond that which would be reached by the smaller signs. The applicant agrees to provide dimmers on each light should there be any complaints from neighboring properties.

III. AGENCY & NEIGHBORHOOD CONCERNS

Reviewing Agencies
City departments and other interested agencies reviewed this application from 7/29/2019 to 8/19/2019. Few agency comments were received. All responding agencies stated either No Comment or No Objection.

**Neighborhood/Public**

The West Side Coalition of Neighborhood Associations (NA), were required to be notified, which the applicant did (see attachments). The Ladera Heights NA submitted a letter of no objection, and Taylor Ranch/West Side Coalition NAs also responded with no objection.

Property owners within 100 feet of the subject site were also notified, as required (see attachments). Note that the 100 feet does not include the right-of-way of Coors Blvd, Western Trails, or Milne. No responses were received.

**IV. CONCLUSION**

The request is for an amendment to the site’s Subdivision Design Standards for part of an approximately 6.8 acre site, consisting of the eastern half of Tract 3B on the west side of Coors Blvd. in the northwestern portion of the City. The lot is zoned MX-M. The applicant has previous EPC approval for this site and is requesting a variance to the approved Subdivision Design Standards to allow for larger wall-mounted illuminated signs.

The subject site is in an Area of Change, as designated by the Comprehensive Plan. A zone map amendment was approved by EPC in December 2018 changing the site from MX-L to MX-M. The MX-M was requested to allow for the larger medical facility being constructed.

The IDO allows signage within the MX-M zone to cover up to 15% of a building facade. The Original SDS for the property had a 20% limit but had the added restriction of 60 square feet maximum. The proposed signs are 4% and 7% of the building’s facades but over the 60 square feet at 110 square feet.

The zoning at the time of the SDS approval supported the development of multiple smaller businesses with an expectation of numerous signs on the site. With the current approved site plan and construction, the site will only have two buildings. The approval of an amendment to the SDS to incorporate IDO limits on signage is appropriate for this request.

Staff recommends approval of the request to amend the SDS for the site.
FINDINGS - PR-2019-002667/SI-2019-00249-Amendment to Site Development Plan design Standards:

1. The request is for an amendment to the site’s Subdivision Design Standards for part of an approximately 6.8 acre site, consisting of the eastern half of Tract 3B, Coors Village.

2. The zoning was changed from MX-L to MX-M and the corresponding site plan was approved by EPC in December 2018, case # PR-2018-001584/SI-2018-001584.

3. Signage allowances within the MX-M zone are limited to 15% of the façade area.

4. The subject site is located in an Area of Change as designated in the ABC Comprehensive Plan. Coors Blvd. is designated as a major transit corridor.

5. The Albuquerque/Bernalillo County Comprehensive Plan and the Integrated Development Ordinance are incorporated herein by reference and made part of the record for all purposes.

6. The request is consistent with the Comprehensive Plan’s Goals and policies of Community Identity, Centers and Corridors, Efficient Development Patterns, City Development Areas and Entrepreneurship.

7. Both of the signs proposed, though larger than the 60 square foot maximum of the SDS, fall well within the IDO’s 15% of façade limit. The sign facing Coors would cover 4% of the façade and the sign on Western Trails would cover 7% of the façade.

8. The increased size of the signs would allow for visibility before consumers reach the intersection and may assist in people being in the appropriate lane or exiting mass transit at the nearest stop.

9. The current application complies with all city regulations. It is also in compliance with the site plan as approved by the EPC and DRB with the exception of the sign size. Although the proposed signs are larger than the originally planned signs, the luminance from the signs will not exceed 200 foot lamberts or 685 nits at night, in compliance with IDO Section 14-16-5-12(3)(5)(a)(2).

11. All infrastructure and traffic issues have been successfully addressed with previous applications regarding this project. The requested amendment would place no burden on the city’s infrastructure.

12. The light from these signs will not be any higher than other signs along Coors and will not extend to any properties beyond that which would be reached by the smaller signs. The applicant agrees to provide dimmers on each light should there be any complaints from neighboring properties.
13. The Westside Coalition was notified by the applicant. Property owners within 100 feet of the subject site were also notified, as required. No meeting was requested. There is no known opposition to the request.

RECOMMENDATION - SI-2019-00249, September 12, 2019

APPROVAL of Project #: 2019-002667, Case #: SI-2019-00249, an amendment to site development plan design guidelines for signage to reflect IDO standards for All or Portion of Tract 3B plat of Lots 3A and 3B, Coors village an approximately 6.8 acre site located at the west side of Coors Blvd. NW, between Western Trail NW and Milne Dr. NW, based on the preceding Findings are subject to the following Conditions of Approval.

Leslie Naji, AIA
Senior Planner

Notice of Decision cc list:
Scott Whittington, Univest-Coors Rd.LLC, 10611 N Heights Pl NW, Albuquerque, NM 87120
Christopher Gunning, DPS, 7601 Jefferson NE Suite 100, Albuquerque, NM 87109
Westside Coalition of NAs, Rene Horvath, 5515 Palomino Dr. NW, ABQ, NM 87120
Westside Coalition of NAs, Harry Hendrickson, 10592 Rio del Sol NW, ABQ, NM 87114
Kevin Morrow kmorrow@cabq.gov
Kathy Berglund kberglund@cabq.gov
CITY OF ALBUQUERQUE AGENCY COMMENTS

PLANNING DEPARTMENT

Zoning Enforcement

Office of Neighborhood Coordination

Long Range Planning

Address: 4515 Coors Blvd
IDO Zoning: MX-L
Request: Site Map Amendment/Variance
Comments for Site Map Amendment/Variance:

The request is for an amendment to a Site Plan approved prior to the adoption of the IDO by the Environmental Planning Commission. The approved site plan limits the size and heights of signs more than what's allowed by the zone district under the IDO. The request includes a variance to allow wall-mounted signs and a freestanding sign as allowed by Table 5-12-2 for Mixed-use zone districts. The freestanding sign would be visible from a major arterial to advertise an Emergency Room/24 Hour Urgent Care. The request seems appropriate for the use and is allowed under the IDO standards.

CITY ENGINEER

Transportation Development

Hydrology Development

• Please note that there was a revised site plan for Subdivision approved at the DRB for Tract 3B & Tract 3A back in February of this year. The main part that was removed was the round-a-bout. The provided Site Plan for Subdivision, Sheet C1 does not match this. Also the Presbyterian is currently constructing on Tract 3B which also is not reflected on the application. Also with the removal of the round-a-bout, the private storm drain shown on Sheet C6 was also revised.

NEW MEXICO DEPARTMENT OF TRANSPORTATION (NMDOT)

Department Comments:
• NMDOT requires that there will be not advertising within NMDOT ROW. All signs and monuments shall be located outside NMDOT ROW
DEPARTMENT of MUNICIPAL DEVELOPMENT

Transportation Planning

Traffic Engineering Operations (Department of Municipal Development)
No Comments

Street Maintenance (Department of Municipal Development)

WATER UTILITY AUTHORITY

SI-2019-00249 – Site Plan
- Identification: UPC – 10180620432453036
  a. No adverse comment to the proposed Site Plan
  b. There is currently an Availability Statement for this site. If the information pertaining to the site has changed since the issuance of Availability Statement 190111 (issued 01/24/2019) then a new request shall be made. A new Availability request shall be made in the event Availability Statement 190111 expires.

ENVIRONMENTAL HEALTH DEPARTMENT

Air Quality Division

Environmental Services Division

PARKS AND RECREATION

Planning and Design

Open Space Division

City Forester

POLICE DEPARTMENT/Planning

SOLID WASTE MANAGEMENT DEPARTMENT

#2019-002667 (Site Plan/Variance) - No Comment

FIRE DEPARTMENT/Planning

TRANSIT DEPARTMENT
No Comment

COMMENTS FROM OTHER AGENCIES

BERNALILLO COUNTY

ALBUQUERQUE METROPOLITAN ARROYO FLOOD CONTROL AUTHORITY

SI-2019-00249 – Site Plan • No objections.

ALBUQUERQUE PUBLIC SCHOOLS

APS Case Comments: No adverse impacts.

MID-REGION COUNCIL OF GOVERNMENTS

MRMPO has no adverse comments.

MIDDLE RIO GRANDE CONSERVANCY DISTRICT

PUBLIC SERVICE COMPANY OF NEW MEXICO

Conditions for Approval for Project #2019-002667 (SI-2019-00249; VA-2019-00239) Site Plan and Variance (Presbyterian Ambulatory Care Center – increased sign size located at 4515 Coors Blvd NW between Coors and Western Trails NW)

1. An existing overhead electric distribution line is located on the east side of the subject property along Coors Blvd NW and an existing overhead distribution line is located along a portion of the north side of the subject property along Western Trails NW. It is the applicant’s obligation to abide by any conditions or terms of these easements.

2. It is necessary for the applicant to coordinate with PNM to ensure that compliance with the National Electrical Safety Code for both horizontal and vertical clearances are met between the existing distribution line and the proposed sign footprint. The customer must also ensure applicable OSHA safe working clearance requirements for employees and equipment with respect to PNM’s lines are met during and after construction of the building.

It will be necessary for the developer to contact the PNM to coordinate proposed sign location and height in order to ensure sufficient safety clearances. Contact:

Mike Moyer
PNM Service Center
4201 Edith Boulevard NE
Albuquerque, NM 87107
Illustration of additional visibility distance at approaching intersection of Coors and Western Trail.
Figure 1: Looking Northwest along Coors from added visibility distance.

Figure 2: Looking Northwest along Coors from current visibility distance.
Figure 3: Looking Southwest along Namaste from added visibility distance.

Figure 4: Looking Southwest along Namaste from current visibility distance.
APPLICATION
**DEVELOPMENT REVIEW APPLICATION**

Effective 5/17/18

Please check the appropriate box and refer to supplemental forms for submittal requirements. All fees must be paid at the time of application.

<table>
<thead>
<tr>
<th>Administrative Decisions</th>
<th>Policy Decisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Archaeological Certificate (Form P3)</td>
<td>☐ Historic Certificate of Appropriateness – Major (Form L)</td>
</tr>
<tr>
<td>☐ Historic Certificate of Appropriateness – Minor (Form L)</td>
<td>☐ Wireless Telecommunications Facility Waiver (Form W2)</td>
</tr>
<tr>
<td>☐ Master Development Plan (Form P1)</td>
<td>☐ Historic Design Standards and Guidelines (Form L)</td>
</tr>
<tr>
<td>☐ Alternative Signage Plan (Form P3)</td>
<td>☐ Adoption or Amendment of Comprehensive Plan or Facility Plan (Form Z)</td>
</tr>
<tr>
<td>☐ WTF Approval (Form W1)</td>
<td>☐ Adoption or Amendment of Historic Designation (Form L)</td>
</tr>
<tr>
<td>☐ Minor Amendment to Site Plan (Form P3)</td>
<td>☐ Amendment of 100 Text (Form Z)</td>
</tr>
<tr>
<td>☐ Site Plan – EPC including any Variances – EPC (Form P1)</td>
<td>☐ Amendment of Land (Form Z)</td>
</tr>
<tr>
<td>☐ Silo Plan – DRB (Form P2)</td>
<td>☐ Amendment to Zoning Map – Council (Form Z)</td>
</tr>
<tr>
<td>☐ Subdivision of Land – Minor (Form S2)</td>
<td>☐ Amendment to Zoning Map – EPC (Form Z)</td>
</tr>
<tr>
<td>☐ Subdivision of Land – Major (Form S1)</td>
<td></td>
</tr>
<tr>
<td>☐ Variance – DRB (Form V)</td>
<td></td>
</tr>
<tr>
<td>☐ Variance – ZHE (Form ZHE)</td>
<td></td>
</tr>
<tr>
<td>☐ Decision by EPC, LC, DRB, ZHE, or City Staff (Form A)</td>
<td></td>
</tr>
</tbody>
</table>

**APPLICATION INFORMATION**

Applicant: James Jeppson, Presbyterian Healthcare Foundation

Phone: 505-563-6632

Email: dlamбро@pns.org

Address: 1011 Coal Avenue NE

City: Albuquerque

State: NM

Zip: 87106

Professional/Agent (if any): Ingrid Kocker

Phone: 314-550-4010

Email: ingridk@cspsigns.com

Address: 2117 Commercial St NE

City: Albuquerque

State: NM

Zip: 87102

Proprietary Interest in Site: List all owners:

**BRIEF DESCRIPTION OF REQUEST**

Amendment to the site development plan to increase the size of the two wall-mounted signs within 100 restrictions.

**SITE INFORMATION** (Accuracy of the existing legal description is crucial! Attach a separate sheet if necessary.)

Lot or Tract No.: 3A

Block: Coors Village Cont

Unit: MRGCD Map No.: 1011061229 09681302

Zone Atlas Page(s): F-11-Z

Existing Zoning: MX-L

Proposed Zoning: MX-L

# of Existing Lots: 

# of Proposed Lots: 

Total Area of Site (acres): 7

**LOCATION OF PROPERTY BY STREETS**

Site Address/Street: 4515 Coors Blvd NW

Between: Coors Blvd NW and: Western Trails NW

**CASE HISTORY** (List any current or prior project and case number(s) that may be relevant to your request.)

Signature: Ingrid Kocker

Printed Name: Ingrid Kocker

Date: 1/25/2019

☐ Applicant or ☑ Agent

**FOR OFFICIAL USE ONLY**

<table>
<thead>
<tr>
<th>Case Numbers</th>
<th>Action</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>S1-2019-00249</td>
<td>SP-EPC</td>
<td>$600</td>
</tr>
<tr>
<td>VA-2019-00239</td>
<td>VEPC</td>
<td>$275</td>
</tr>
</tbody>
</table>

Meeting/Hearing Date: September 12, 2019

Staff Signature: Date: 7-24-19

Project #: PR-2019-002667

Fee Total: $675
**PRE-APPLICATION REVIEW TEAM (PRT) MEETING NOTES**

**PA#** 19-168  
**Date:** 6-10-19  
**Time:** 1:00 pm

**Address:** 4515 Coors Blvd NW (SW corner of Coors and Western Trail)

**AGENCY REPRESENTATIVES AT MEETING:**
- Planning: **Catalina Lehner**
- Code Enforcement: **Carl Garcia**
- 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:**
- One of the approved types of more and increase size of illuminated menu-ment signs (12") and 2 increase size of wall-mounted signs from 45 ft to 711 ft.

**SITE INFORMATION:**

<table>
<thead>
<tr>
<th>Zone:</th>
<th>MX-L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use:</td>
<td>Medical Clinic</td>
</tr>
<tr>
<td>Comp Plan Area Of:</td>
<td>Change</td>
</tr>
<tr>
<td>Comp Plan Center:</td>
<td>400</td>
</tr>
<tr>
<td>Parking:</td>
<td>Table 5-5-1, p.231</td>
</tr>
<tr>
<td>Landscaping:</td>
<td>5-6, p.2251</td>
</tr>
<tr>
<td>Use Specific Standards:</td>
<td>4.3 (D)(25), p.153</td>
</tr>
<tr>
<td>Dimensional Standards:</td>
<td>Table 5-1-2, p.194</td>
</tr>
</tbody>
</table>

**Overlay Zone:** CPO-2 (Coors)

**Comp Plan Corridor:** Coors-Major Transit

**MPOS or Sensitive Lands:** No

**MR Area:** No

**Street Trees:** 5-6(D), p.258

**Neighborhood Organization/s:** Western Trails, Taylor Ranch, Westside Coalition

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

**PROCESS:**

<table>
<thead>
<tr>
<th>Type of Action:</th>
<th>Major Amendment to Site Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review and Approval Body:</td>
<td>DRB</td>
</tr>
<tr>
<td>Is this PRT a requirement?</td>
<td>No</td>
</tr>
</tbody>
</table>
FORM P1: SITE PLAN — EPC

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 Pndrs@cecn.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 SITE PLAN— EPC AND VARIANCE— EPC APPLICATIONS

Interpreter Needed for Hearing? [ ] Yes, indicate language: 

Letter of authorization from the property owner if application is submitted by an agent

Zone Atlas map with the entire site clearly outlined and labeled

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

Signed Traffic Impact Study (TIS) Form

Completed Site Plan Checklist

SITE PLAN — EPC

MASTER DEVELOPMENT PLAN

MAJOR AMENDMENT TO SITE PLAN — EPC OR MASTER DEVELOPMENT PLAN

EXTENSION OF SITE PLAN — EPC OR MASTER DEVELOPMENT PLAN

Proof of Pre-Application Meeting with City staff per IDO Section 14-16-6-4(B)

Proof of Neighborhood Meeting per IDO Section 14-16-6-4(C)

Sites 5 acres or greater: Archaeological Certificate in accordance with IDO Section 14-16-6-5(A)

Justification letter describing, explaining, and justifying the request per the criteria in IDO Sections 14-16-6-6(H)(3) or 14-16-6-6(F)(3), as applicable

Explanation of requested deviations, if any, in accordance with IDO Section 14-16-6-4(O)

Scaled Site Plan or Master Development Plan and related drawings (10 copies, 24" x 36" folded)

Master Development Plans should include general building and parking locations, as well as design requirements for buildings, landscaping, lighting, and signage.

Site Plan or Master Development Plan and related drawings reduced to 8.5" x 11" format (1 copy)

Landfill disclosure statement on the plat per IDO Section 14-16-6-2(G) if site is within a designated landfill buffer zone

VARIANCE — EPC

In addition to the above requirements for the Site Plan — EPC or Master Development Plan the proposed variance request is related to, please describe, explain, and justify the variance per the criteria in IDO Section 14-16-6-6(M)(3).

Note: Any variance request from IDO Standards in Sections 14-16-5-3 (Access and Connectivity), 14-16-5-4 (Subdivision of Land), 14-16-5-5 (Parking and Loading), or DPM standards shall only be granted by the DRB per IDO Section 14-16-6-6(L)

See Form V.

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: ___________________________ Date: ________________

Printed Name: ____________________ Applicant or Agent ____________

FOR OFFICIAL USE ONLY


VA-2019-00239

Staff Signature: ___________________________ Date: 7-24-18

Effective 5/17/18
Letter of Authorization

Date: 6/11/2019

I, James R. Jeppson, hereby authorize Ingrid Kocher to act on my behalf in all matters relating to this application for Special Exception filed for my property located at 4515 Coors Boulevard NW.

Property Owner(s) (Applicant) Printed Name: James R. Jeppson

Property Owner(s) (Applicant) Signature:

Mailing Address: P.O. Box 2666, Albuquerque, NM 87125

* Where a property has more than one owner, all owners must consent in writing to the filing of the application to the maximum extent practicable. In the case that not all of the property owners have consented in writing to the application, or when the ownership status of some parties is unclear (as shown on a title abstract or title insurance commitment), the owner shall attest in writing that all of the property owners shown on a title abstract or title insurance commitment have been notified of the application in writing at their last known address as shown on the property tax records of Bernalillo County.
Applicant: Ingrid Kocher

Date of Request: 06/12/19

Zone Atlas Page(s): F-11-2

Current:
Zoning: MX-L
Parcel Size (AC/Sq. Ft.): 1.4

Requested City Action(s):
Annexation
Zone Change: From ___ To ___
Sector, Area, FAC, Comp Plan
Amendment (Map/Text)

Proposed Development:
No Construction/Development
New Construction
Expansion of Existing Development

General Description of Action:

Note: changes made to development proposals / assumptions, from the information provided above, will result in a new TIS determination.

Applicant or Representative: Ingrid Kocher

Date: 06/14/19

(To be signed upon completion of processing by the Traffic Engineer)

Traffic Impact Study (TIS) Required: Yes [ ] No [X] Borderline [ ]

Thresholds Met? Yes [ ] No [X]

Mitigating Reasons for Not Requiring TIS: Previously Studied: [ ]

Notes: Work proposed will not alter traffic. If future development occurs, a new TIS form will be required to determine if a TIS is required.

If a TIS is required: a scoping meeting (as outlined in the development process manual) must be held to define the level of analysis needed and the parameters of the study. Any subsequent changes to the development proposal identified above may require an update or new TIS.

Traffic Engineer

6-14-19

Required TIS must be completed prior to applying to the EPC and/or the DRB. Arrangements must be made prior to submittal if a variance to this procedure is requested and noted on this form, otherwise the application may not be accepted or deferred if the arrangements are not complied with.

TIS -Submitted [ ] -Finalized [ ] Traffic Engineer

Date: Revised January 20, 2011
Amendment to the Site’s Subdivision Design Standards Justification

City of Albuquerque

1 Civic Plaza NW,

Albuquerque, NM 87102

RE: Request for Amendment to the Site's Subdivision Design Standards at 4515 Coors Boulevard NW, Albuquerque NM 87120 allowing the installation of two larger illuminated wall-mounted signs, one facing Coors Boulevard and the other facing Western Trails NW. The Subdivision Guidelines associated with this property restrict wall-mounted signage in the following way: “Wall mounted signs shall not...exceed an area of 20 percent of the wall or 60 square feet, whatever is less.” Our signage is less than 20% of the façade, but is greater than 60 square feet at 111 square feet. Our signage does comply with the IDO in that both signs are under 15% of the façade at 7% and 4%, so we are requesting the signage guidelines to be amended to reflect the IDO only. In the first section below see justifications for this allowance and in the second section, see our compliance with the IDO.

Section 1 - Justification

1. There are special circumstances applicable to the subject property that are not self-imposed and that do not apply generally to other property in the same zone district and vicinity. This site is on a major thoroughfare and is to be used as an emergency and urgent care facility. This requires visible and legible signage to direct visitors to the site from every direction 24/7.

   1) The Amendment will not be materially contrary to the public safety, health, or welfare because these signs are intended to assist in the safety, health, and welfare of the public by clearly marking an emergency facility.

   2) The Amendment does not cause adverse impacts on surrounding properties or infrastructure improvements in the vicinity because it falls well within the current 2018 IDO regulations.

   3) The Amendment will not materially undermine the intent and purpose of this IDO or the applicable zone district because it is within zoning code for the current 2018 IDO—both signs are under 15% of the façade (7% and 4%).

   4) The Amendment approved is the minimum necessary to avoid extraordinary hardship or practical difficulties in directing urgent care and emergency visitors quickly and efficiently to the appropriate location. The DRB approved size is not sufficient for visibility—please see the enclosed photos showing the smaller size letters installed on the 6400 Paseo clinic (with same exterior elevations and footprint) that led to the request for larger letters.
Section 2 — Compliance with IDO

Table 5-12-2: On-premises Signs in Mixed-use and Non-residential Zone Districts

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Zone District</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mixed-use Zone Districts, NR-C, NR-LM, NR-GM</td>
</tr>
<tr>
<td>Wall Sign</td>
<td>N/A</td>
</tr>
<tr>
<td>Number, maximum</td>
<td>Shall not exceed the following percentages of façade area, inclusive of door and window openings.</td>
</tr>
<tr>
<td>Size, maximum</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Where there is no side setback between 2 establishment frontages in the same or abutting buildings, no wall sign may extend closer than 2 feet to the shared edge of the frontage.</td>
</tr>
</tbody>
</table>

-The façade facing Coors is 2,200 square feet (111 square foot sign = 4% of façade)

-The façade facing Western Trails is 1,550 square feet (111 square foot sign = 7% of façade)

5-12(E)(4) Design and Construction
5-12(E)(4)(a) All signs shall be constructed of durable material and maintained in good condition and repair, shall be securely anchored and constructed to prevent lateral movement that would cause wear on supporting connections, and shall be constructed to withstand expected wind loads appropriate to design and installation. Response: The attachment method for these signs has been engineer stamped and approved for installation at a second location. These signs represent the highest quality in signage fabrication.
5-12(E)(4)(b) No sign may have overhead wiring to supply electric power, except for a freestanding off-premises sign where underground power cannot be accessed from the site. Response: Wiring will run thorough a conduit from inside the building to the roof and the signs will be wired behind the parapet and out of view.
5-12(E)(4)(c) Sign supports for building-mounted signs other than allowed rooftop signs shall be covered in a manner that integrates the sign with the building design. Response: These signs will be flush mounted, so no attachments/hardware will be visible.
5-12(E)(4)(d) Building-mounted signs shall not extend more than 2 feet above the wall of a building, except in the following mapped areas, as noted. Response: These signs do not extend above the façade.

5-12(E)(5) Illumination and Motion
5-12(E)(5)(a) General
1. Signs may be internally or externally lit, provided that the light source is not directly visible from the public right-of-way or from adjacent properties, unless specified otherwise in this IDO. Response: These signs are front-lit with both a perforated film and translucent vinyl applied to the faces, so there will be no direct light source.
2. No portion of an illuminated sign shall have a luminance greater than 200 foot lamberts or 685 nits at night. Response: Our signs comply with this requirement and will have dimmer switches to accommodate any requests post-install related to sign brightness.
3. No sign or any part of any sign shall move or rotate at a rate of more than once each 10 seconds, with the exception of wind devices, the motion of which is not restricted. **Response: These signs are static.**

4. No sign or any part of any sign shall change its message or picture at a rate of more than once each 8 seconds. **Response: These signs are not electronic.**

5-12(E)(5)(c) Mixed-use and Non-residential Zone Districts

An illuminated sign or illuminated element of a sign in any Mixed use or Non-residential zone district may turn on or off or change its brightness, provided that the following requirements are met, unless Subsection 14-16-5-12(H)(4) (Illumination, Brightness, and Images) applies any more restrictive standard or Subsection 14-16-5-12(F)(4)(a) (Neon Signs along Central Avenue) applies any less restrictive standard to eligible signs.

1. The sign is not within 200 feet of any Residential zone district and visible from that zone district. **Response: These signs do not apply to this section as they are static (no flashing, movement, animation etc.)**

2. The sign is not within 330 feet of Major Public Open Space. **Response: These signs do not apply to this section as they are static (no flashing, movement, animation etc.)**

3. Change of illumination does not produce any apparent motion of the visual image, including but not limited to illusion of moving objects, moving patterns or bands of light, expanding or contracting shapes, or any similar effect of animation except twirling. **Response: These signs do not apply to this section as they are static (no flashing, movement, animation etc.)**

4. There is no continuous or sequential flashing in which more than 1/3 of the lights are turned on or off at one time. **Response: These signs do not apply to this section as they are static (no flashing, movement, animation etc.)**

---

Name: Ingrid Kocher  
Title: Project Manager

Signature: [Signature]  
Date: 8.30.2019

*On Behalf of Presbyterian Healthcare Foundation*
Design Guidelines

Signage and Graphics
The following signage criteria creates a sense of arrival to the development and establishes a quality visual impact. Subdivision signage for this development will be consistent with Section 14-16-3-5 (C) of the Comprehensive City Zoning Code. Where there is a conflict between these guidelines and the City regulations, the more restrictive shall apply.

Standards
Prohibited signs include the following: those consisting of banners, pennants, ribbons, streamers, strings of light bulbs and spinners (except during holiday season or special thematic event); brashly colored signs with moving or flashing lights; signs which are animated in any manner; portable signs; off-premise signs referring to a business or merchant not doing business on the premise where the sign is displayed.

The developer shall provide entry signs for the project to create a sense of arrival and to contribute to the unique identity of the project. These signs shall be on private property and shall be maintained by the property owner.

One monument or freestanding sign is allowed on Coors Boulevard as a “landmark” identifying the Commercial Center and shall be of similar design and materials as the buildings, i.e. sculpture, tower, etc. The lower portion of this may identify no more than 10 tenants in an area not to exceed 75 square feet. This sign shall be of similar style and material as the other entry signs in keeping with the project theme.

Entry signs shall be located at primary entrances at Coors Boulevard and Western Trail, and at the secondary entrance at Milne.

All signage at the project entries shall be coordinated in order to have the same appearance (height, size, color, material, text height and style, etc.).

No sign may overhang a right-of-way or property line.

No sign shall intrude upon any architectural features, including windows, columns, moldings or any decorative features.

Wall mounted signs shall not project more than 1 foot from the display wall or exceed an area of 20 percent of that wall or 60 square feet, whichever is less. Canopy and marquee signs shall be included in the total area count allowed for wall signs.

Signs perpendicular to an elevation shall only occur under an awning or canopy/portal and shall not be more than eight square feet. These signs may not project past the overhang.

Guidelines
Signs which are directly spotlighted may be used provided there is no glare on the street or upon adjacent property or that the light does not distract motorists.

Signs should identify only the name and business of the occupant or of those offering the premises for sale or lease.

Entry walls may be on both sides of the entry driveways within the 35 foot x 35 foot space which should be plan the compatibility with entry.
To: Ingrid Kocher, CSB Signs

From: Leslie Naji, Senior Planner

Re: Site Plan for Building Permit — EPC Tract 3 (Tract 3-B), Coors Village

I have completed a first review of the proposed site plan variance request. I have a few questions and need for clarification. If you have any questions please feel free to contact me.

Regarding your application, please provide the following:

Please clarify how this application is addressing each of the Review and Decision Criteria for a Site Plan - EPC, as set forth under IDO 6-6(H)(2)(b) Procedure. To facilitate proper evaluation of the requested amendment, we require that your letter copy each criteria in order, 6-6(H)(3)(a) thru 6-6(H)(3)(e), and explain how this application fulfills that requirement. Even if a criterion does not apply, include it and state why it does not apply.

6-6(H)(3)(a) The Site Plan is consistent with the ABC Comp Plan, as amended.

Provide a statement addressing how the fulfillment of these criteria was explained in the original application for the site plan review. (PR-2018-001584/SI-2018-00221)

6-6(H)(3)(b) The Site Plan is consistent with any applicable terms and conditions in any previously approved NR-SU or PD zoning covering the property and any related development agreements and/or regulations.

Please discuss any conditions of the subdivision of this site through the DRB approval and the specific differences between this and the original approved plan.

6-6(H)(3)(c) The Site Plan complies with all applicable provisions of this IDO, the DPM, other adopted City regulations, and any terms and conditions specifically applied to development of the property in a prior permit or approval affecting the property.

5-12 SIGNS

5-12(F)(2)(a) General

Provide information on the allowable size and how this complies.
6-6(H)(3)(d) The City's existing infrastructure and public improvements, including but not limited to its street, trail, drainage, and sidewalk systems, have adequate capacity to serve the proposed development, and any burdens on those systems have been mitigated to the extent practicable.

6-6(H)(3)(e) The application mitigates any significant adverse impacts on the surrounding area to the maximum extent practicable.

*Include in this section the reason for the requested size increase.*

Clearly addressing each point will make for a stronger argument and better evaluation.

Any notes or public comments you have received should be included in the application.

Thank you.
Variance to the Site Development Plan for Subdivision Justification

City of Albuquerque

1 Civic Plaza NW,
Albuquerque, NM 87102.

RE: Request for a variance to the Site Development Plan for Subdivision at 4515 Coors Boulevard NW, Albuquerque NM 87120 allowing the installation of two larger illuminated wall-mounted signs, one facing Coors Boulevard and the other facing Western Trails NW.

1. There are special circumstances applicable to the subject property that are not self-imposed and that do not apply generally to other property in the same zone district and vicinity. This site is on a major thoroughfare and is to be used as an emergency and urgent care facility. This requires visible and legible signage to direct visitors to the site from every direction 24/7.

1) The Variance will not be materially contrary to the public safety, health, or welfare because these signs are intended to assist in the safety, health, and welfare of the public by clearly marking an emergency facility.

2) The Variance does not cause adverse impacts on surrounding properties or infrastructure improvements in the vicinity because it falls well within the current 2018 IDO regulations.

3) The Variance will not materially undermine the intent and purpose of this IDO or the applicable zone district because it is within zoning code for the current 2018 IDO—both signs are under 10% of the façade (7% and 4%).

4) The Variance approved is the minimum necessary to avoid extraordinary hardship or practical difficulties in directing urgent care and emergency visitors quickly and efficiently to the appropriate location. The DRB approved size is not sufficient for visibility—please see the enclosed photos showing the smaller size letters installed on the 6400 Paseo clinic (with same exterior elevations and footprint) that led to the request for larger letters.

Signature: [Signature]
Date: 7.24.2019
Notice to Neighborhood Associations

Date: July 11, 2019

To Whom This May Concern:

I, Ingrid Kocher, am representing the owner of property (Presbyterian Hospital) located at 4515 Coors Boulevard NW, Albuquerque NM 87120.

I am writing to notify you of my request for a variance to the Site Development Plan for Subdivision within the City of Albuquerque allowing the installation of two larger illuminated wall-mounted signs on the building facing Coors and Western Trails. The increase in size would be 66 square feet. Please see the enclosed sign package detailing the plans.

This letter is an offer to meet with you to provide additional information.

Per Ordinance, you must respond within 15 consecutive days to: 1) request a meeting; 2) decline the meeting; or 3) support the above request from approval.

A Hearing will be held on September 12, 2019 beginning at 8:30AM at the Plaza Del Sol Hearing Room, Basement Level on 600 Second Street, NW in Albuquerque, NM.

Thank you,

Ingrid Kocher
Project Manager

Century Sign Builders
Arizona & New Mexico Offices
ingridk@csbsigns.com
csbsigns.com / Facebook
Notice to Neighborhood Associations and Property Owners

Date: July 11, 2019

To Whom This May Concern:

I, Ingrid Kocher, am representing the owner of property (Presbyterian Hospital) located at 4515 Coors Boulevard NW, Albuquerque NM 87120.

I am writing to notify you of my request for a variance to the Site Development Plan for Subdivision within the City of Albuquerque allowing the installation of two larger illuminated wall-mounted signs on the building facing Coors and Western Trails. The increase in size would be 66 square feet. Please see the enclosed sign package detailing the plans.

Please contact me for details.

A Hearing will be held on September 12, 2019 beginning at 8:30AM at the Plaza Del Sol Hearing Room, Basement Level on 600 Second Street, NW in Albuquerque, NM.

Thank you,

Ingrid Kocher
Project Manager

Century Sign Builders
Arizona & New Mexico Offices
ingridk@csbsigns.com
csbsigns.com / Facebook
Hi Jolene and Rene,

I, Ingrid Kocher, am representing the owner of property (Presbyterian Hospital) located at 4515 Coors Boulevard NW, Albuquerque NM 87120.

I am writing to notify you of my request for a variance to the Site Development Plan for Subdivision within the City of Albuquerque allowing the installation of two larger illuminated wall-mounted signs on the building facing Coors and Western Trails. The increase in size would be 66 square feet. Please see the enclosed sign package detailing the plans.

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Thank you,

Ingrid Kocher
Project Manager
Century Sign Builders
Arizona & New Mexico Offices
ingridk@csbsigns.com
csbsigns.com / Facebook
Hi Allan and Marie,

I, Ingrid Kocher, am representing the owner of property (Presbyterian Hospital) located at 4515 Coors Boulevard NW, Albuquerque NM 87120.

I am writing to notify you of my request for a variance to the Site Development Plan for Subdivision within the City of Albuquerque allowing the installation of two larger illuminated wall-mounted signs on the building facing Coors and Western Trails. The increase in size would be 66 square feet. Please see the enclosed sign package detailing the plans.

This letter is an offer to meet with you to provide additional information.

**Per Ordinance, you must respond within 15 consecutive days to: 1) request a meeting; 2) decline the meeting; or 3) support the above request from approval.**

A Hearing will be held on September 12, 2019 beginning at 8:30AM at the Plaza Del Sol Hearing Room, Basement Level on 600 Second Street, NW in Albuquerque, NM.

This is the same request I sent last month for the OHR, but requiring different verbiage to be submitted to the EPA.

Thank you,

Ingrid Kocher  
Project Manager  
Century Sign Builders  
Arizona & New Mexico Offices  
[ingridk@csbsigns.com](mailto:ingridk@csbsigns.com)  
[csbsigns.com / Facebook](http://csbsigns.com)
Hi Rene and Harry,

I, Ingrid Kocher, am representing the owner of property (Presbyterian Hospital) located at 4515 Coors Boulevard NW, Albuquerque NM 87120.

I am writing to notify you of my request for a variance to the Site Development Plan for Subdivision within the City of Albuquerque allowing the installation of two larger illuminated wall-mounted signs on the building facing Coors and Western Trails. The increase in size would be 66 square feet. Please see the enclosed sign package detailing the plans.

This letter is an offer to meet with you to provide additional information.

Per Ordinance, you must respond within 15 consecutive days to: 1) request a meeting; 2) decline the meeting; or 3) support the above request from approval.

A Hearing will be held on September 12, 2019 beginning at 8:30AM at the Plaza Del Sol Hearing Room, Basement Level on 600 Second Street, NW in Albuquerque, NM.

This is the same request I sent last month for the DRB, but requiring different signage to be submitted to the EPC.

Thank you,

Ingrid Kocher
Project Manager
Century Sign Builders
Arizona & New Mexico Offices
ingridk@csbsigns.com
csbsigns.com / Facebook
Hi Michelle and Fran,

I, Ingrid Kocher, am representing the owner of property (Presbyterian Hospital) located at 4515 Coors Boulevard NW, Albuquerque NM 87120.

I am writing to notify you of my request for a variance to the Site Development Plan for Subdivision within the City of Albuquerque allowing the installation of two larger illuminated wall-mounted signs on the building facing Coors and Western Trails. The increase in size would be 66 square feet. Please see the enclosed sign package detailing the plans.

This letter is an offer to meet with you to provide additional information.

Per Ordinance, you must respond within 15 consecutive days to: 1) request a meeting; 2) decline the meeting; or 3) support the above request from approval.

A Hearing will be held on September 12, 2019 beginning at 8:30AM at the Plaza Del Sol Hearing Room, Basement Level on 600 Second Street, NW in Albuquerque, NM.

This is the same request I sent last month for the sign, but requiring different language to be submitted to the EPA.

Thank you,

Ingrid Kocher
Project Manager

Century Sign Builders
Arizona & New Mexico Offices

ingridk@csbsigns.com
cabsigns.com / Facebook
I spoke with Rene Horvath of the Taylor Ranch Neighborhood Association and Westside Coalition of Neighborhood Associations on the phone on Tuesday, July 23 at 9:30 pm. I answered all questions and explained the variance request in further detail. I then sent a requested follow-up e-mail with photos.
Hi Rene,

I do want to make one last thing clear. We are following the city code that is enforced in the area with 10% of the façade, so all the buildings up and down Coors follow that code. This particular property (three lots) has a "Subdivision Development Plan" that restricts the signage. So, our proposed signage would very much match all other signage in the area, we are just trying to have approval to make an exception to the Subdivision Development Plan—this only applies to this particular lot, not the surrounding area.

This is the lot on Coors. I have circled the section that PRESNow is on. The rest of the lot will be used for other development.

Please feel free to call or e-mail if you have any more questions.

Thank you,

Ingrid Kocher
Project Manager

Century Sign Builders
Arizona & New Mexico Offices
C 314.550.9096
csbsigns.com / Facebook
Your message

To:
Subject: Request for Neighborhood Association Meeting Re 4515 Coors PRESNow
Sent: Wednesday, July 24, 2019 2:45:47 PM (UTC-07:00) Mountain Time (US & Canada)

was read on Wednesday, July 24, 2019 2:45:44 PM (UTC-07:00) Mountain Time (US & Canada).
REDUCED DRAWINGS
INCREASE THE SIZE OF F24 (C3/Sgn Type B) BY 60% FOR BETTER LEGIBILITY.
Proposed Major Amendment Requires DRB Approval

**PRESNow**

**24/7 Urgent and Emergency Care**

**PROPOSED IS 111 SF**

- 66 SF = 60% INCREASE
- 4% OF FACADE (COORS FACADE = 2,553 SF)
- 7% OF FACADE (WESTERN TRAILS = 1,417SF)

**APPROVED SIGN IS 45 SF**

- 2% OF FACADE (COORS FACADE = 2,553 SF)
- 3% OF FACADE (WESTERN TRAILS = 1,417SF)

**SIGN TYPE APPROVED**

- Channel Letter Wall Sign (Type A)
- Channel Letter Wall Sign (Type B)
- Monument Sign (Type C)
- Monument Sign (Type D)

Sign Type Approved by DRB 3/22/2019
**Proposed Revised Site Plan**

**24/7 Urgent and Emergency Care**

**INCREASE THE SIZE OF SIGN TYPE B BY 60% FOR BETTER LEGIBILITY**

**Wall-mounted signs deferred to EPC**

**DRB sign-off for monument sign move only**

**PROJECT DATA**

- **PHS AMBULATORY CARE FACILITY**
- **PROJECT DATA GENERAL SHEET NOTES**
- **PARKING CALCULATIONS**
- **B3 SITE PLAN**
- **SDP1-**

**LEGEND**

- **VICTINITY MAP**
- **SDP-**
- **DEKKER PERICH SABATIN**
- **7601**
- **615 TALFORD WAY, EASTON, MD 21601**
- **715 12TH STREET, ROCKVILLE, MD 20852**
Proposed Major Amendment Requires DRB Approval

PRESNow
24/7 Urgent and Emergency Care

APPROVED SIGN IS 45 SF
PROPOSED IS 111 SF
66 SF = 60% INCREASE

45 SQ. FT.
CHANNEL LETTER WALL SIGN (TYPE A)

Sign Type Approved
by DRB 3/22/2019

45 SQ. FT.
CHANNEL LETTER WALL SIGN (TYPE B)

Sign Type Approved
by DRB 3/22/2019

62 SQ. FT.
MONUMENT SIGN (TYPE C)

Sign Type Approved
by DRB 3/22/2019

36 SQ. FT.
MONUMENT SIGN (TYPE D)

Sign Type Approved
by DRB 3/22/2019
PHOTO REFERENCE ONLY - ACTUAL LOCATION 6400 PASEO PRESNOW

EAST ELEVATION -
DAYTIME SIMULATION

SCALE: 1" = 100'
111 SqFt

* Note Space between brought in a bit more than original logo

PHOTO REFERENCE ONLY - ACTUAL LOCATION 6400 PASEO PRESNOW

PHOTO REFERENCE ONLY - ACTUAL LOCATION 6400 PASEO PRESNOW

PHOTO REFERENCE ONLY - ACTUAL LOCATION 6400 PASEO PRESNOW

PHOTO REFERENCE ONLY - ACTUAL LOCATION 6400 PASEO PRESNOW
PHOTO REFERENCE ONLY - ACTUAL LOCATION 6400 PASEO PRESNOW

NORTH ELEVATION -
DAYTIME SIMULATION

SCALE 3/32 = 1' 111 SqFt

* Note Space between brought in a bit more than original logo

PRES Now
24/7 Urgent and Emergency Care

Emergency "E"
Height: 31' Width: 525'
Visibility: 300'

Note: All dimensions are approximate and subject to change. Review all details before final approval.

Photo Overlay Design Concept
North of Building
PHOTO REFERENCE ONLY - ACTUAL LOCATION 6400 PASEO PRESNOW

NORTH ELEVATION -
NIGHT-TIME SIMULATION

SCALE: 1/12" = 1' 111 SqFt

* Note Space between brought in a bit more than original logo

PRESNow
24/7 Urgent and Emergency Care

PRES Height: 31'
Emergency "E"
Visibility: 300'
Height: 12'
Visibility: 500'

Jesus Cruces
Projects / GC: Presbyterian PRESNow
Client: Presbyterian PRESNow
Project: 26190313 PRESNow Clinic Exterior

APPROVAL REQUIRED
FOR PRODUCTION

Signature / Date