

R-2016-030

**CITY OF ALBUQUERQUE
CITY COUNCIL**

INTEROFFICE MEMORANDUM

TO: Richard J. Berry, Mayor

FROM: Jon K. Zaman, Director of Council Services

Jon 4/25/16

SUBJECT: Transmittal of Legislation

Transmitted herewith is Bill No. C/S R-15-274 Amending The Coors Corridor Plan As It Relates To Prohibited Signs (Sanchez), which was passed at the Council meeting of April 18, 2016 by a vote of 8 FOR AND 0 AGAINST.

Excused: Winter

In accordance with the provisions of the City Charter, your action is respectfully requested.

JKZ:mh
Attachment

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CITY OF ALBUQUERQUE

2016 APR 27 -4 PM 12:45

**CITY of ALBUQUERQUE
TWENTY-FIRST COUNCIL**

COUNCIL BILL NO. C/S R-15-274 ENACTMENT NO. R:2016-030

SPONSORED BY: Ken Sanchez

1 RESOLUTION
2 AMENDING THE COORS CORRIDOR PLAN AS IT RELATES TO PROHIBITED
3 SIGNS.
4 WHEREAS, the City Council adopted the Coors Corridor Plan (CCP) in 1984
5 and amended it in 1989, 1995 and 2003; and
6 WHEREAS, the Council has the authority to amend Sector Plans, Corridor
7 Plans and other land-use regulations; and
8 WHEREAS, the CCP establishes development regulations designed to
9 protect the scenic resources of the areas along Coors Boulevard; and
10 WHEREAS, CCP Issue 4, Section d., bullet 1 prohibits the use of banners,
11 pennants and other forms of non-permanent or portable signs in order to
12 encourage a more aesthetically pleasing environment on the corridor; and
13 WHEREAS, a structure fire on Coors Boulevard near Sequoia Rd. NW has
14 caused several businesses to have to relocate to new, but nearby locations;
15 and
16 WHEREAS, this type of forced relocation due to fire presents challenges
17 for businesses that rely upon their location as part of their success; and
18 WHEREAS, businesses that are forced to relocate due to a fire or other
19 type of non-self-inflicted damage to their location could benefit from an
20 opportunity to install temporary signage directing patrons to their new
21 locations for a limited period of time; and
22 WHEREAS, banner signs printed on vinyl and similar materials are
23 increasingly used by new or relocated businesses as they await fabrication of
24 formal, permanent signs that meet the requirements of the CCP and the Zoning
25 Code; and

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1 **WHEREAS, providing some limited allowance for temporary signage helps**
2 **implement City policies for encouraging small business and the use of**
3 **existing commercial structures.**

4 **BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF**
5 **ALBUQUERQUE:**

6 **Section 1. The design regulations related to “prohibited signs” within Issue**
7 **4, Subsection d. Policy 1 (page 112) of the Coors Corridor Plan is amended as**
8 **follows:**

9 **“In addition to the signs prohibited in Section 40.E., the following**
10 **signs are also prohibited:**

11 **Any sign which:**

- 12 • **consists of banners, pennants, ribbons, streamers, strings of**
13 **light bulbs and spinners; except during a holiday season, and for ethnic and**
14 **thematic special events; and except in cases where a business must close or**
15 **temporarily relocate due to fire, unavoidable casualty, force majeure, or**
16 **similar. In such situations, the Planning Director may, on forms provided by**
17 **the Planning Department, permit one up to 3-foot by 6-foot temporary banner**
18 **sign per business for a period of up to 90 days at the original location that**
19 **directs customers to the new location and/or advises of the re-opening date.”**

20 **Section 2. EFFECTIVE DATE. This resolution shall take effect five days**
21 **after publication by title and general summary.**

22 **Section 3. SEVERABILITY CLAUSE. If any section paragraph, sentence,**
23 **clause, word, or phrase of this resolution is for any reason held to be invalid**
24 **or unenforceable by any court of competent jurisdiction, such decision shall**
25 **not affect the validity of the remaining provisions of this resolution. The**
26 **Council hereby declares that it would have passed this resolution and each**
27 **section, paragraph, sentence, clause, word or phrase thereof irrespective of**
28 **any provisions being declared unconstitutional or otherwise invalid.**

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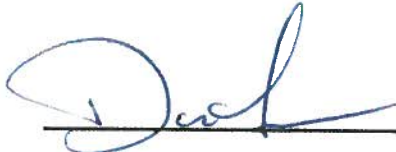
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1 PASSED AND ADOPTED THIS 18th DAY OF April 2016
2 BY A VOTE OF: 8 FOR 0 AGAINST.

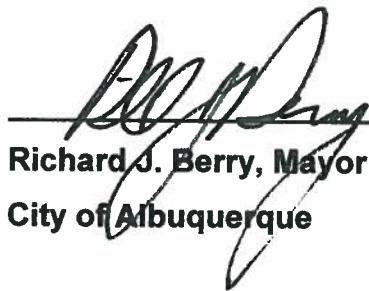
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4 Excused: Winter

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9 Dan Lewis, President
10 City Council

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12
13 APPROVED THIS 4th DAY OF May, 2016

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17 Bill No. C/S R-15-274

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20
21 Richard J. Berry, Mayor
22 City of Albuquerque

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25 ATTEST:

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28 Natalie Y. Howard, City Clerk

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