

CITY of ALBUQUERQUE

TWENTY-FIRST COUNCIL

COUNCIL BILL NO. R-15-274 ENACTMENT NO. _____

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 has amended it several times since; 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., prohibits the use of banners, pennants
11 and other forms of non-permanent or portable signs in order to encourage a
12 more aesthetically pleasing environment on the corridor; and

13 WHEREAS, a structure fire at 3270 Sequoia Northwest has caused several
14 businesses to have to relocate to new, but nearby locations; and

15 WHEREAS, this type of forced relocation due to fire presents challenges
16 for businesses who rely on their location as part of the success of their
17 business; and

18 WHEREAS, businesses who 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 underlying
25 zoning on affected properties; and

[Bracketed/Underscored Material] - New
[Bracketed/Strikethrough Material] - Deletion

[Bracketed/Underscored Material] - New
[Bracketed/Strikethrough Material] - Deletion

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
14 for ethnic and thematic special events[; and except that in
15 cases where a business must relocate due to fire, unavoidable
16 casualty, force majeure, or similar, the Planning Director may,
17 on forms provided by the Planning Department, permit one up
18 to 3-foot by 6-foot temporary banner sign per business for a
19 period of up to 90 days at the original location that directs
20 customers to the new location].”

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

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

30
31
32