

# CITY of ALBUQUERQUE

## TWENTY-FIRST COUNCIL

COUNCIL BILL NO. C/S 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 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  
14 for ethnic and thematic special events[; and except in cases  
15 where a business must **close or temporarily** relocate due to  
16 fire, unavoidable casualty, force majeure, or similar. **In such**  
17 **situations,** the Planning Director may, on forms provided by  
18 the Planning Department, permit one up to 3-foot by 6-foot  
19 temporary banner sign per business for a period of up to 90  
20 days at the original location that directs customers to the new  
21 location and/or **advises of the re-opening date**].”

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

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

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