



Legislation Text

File #: R-15-274, Version: 3

CITY of ALBUQUERQUE
TWENTY-FIRST COUNCIL

COUNCIL BILL NO. C/S R-15-274 ENACTMENT NO. _____

SPONSORED BY: Ken Sanchez

RESOLUTION

C/S Amending The Coors Corridor Plan As It Relates To Prohibited Signs (Sanchez)
AMENDING THE COORS CORRIDOR PLAN AS IT RELATES TO PROHIBITED SIGNS.

WHEREAS, the City Council adopted the Coors Corridor Plan (CCP) in 1984 and amended it in 1989, 1995 and 2003; and

WHEREAS, the Council has the authority to amend Sector Plans, Corridor Plans and other land-use regulations; and

WHEREAS, the CCP establishes development regulations designed to protect the scenic resources of the areas along Coors Boulevard; and

WHEREAS, CCP Issue 4, Section d., bullet 1 prohibits the use of banners, pennants and other forms of non-permanent or portable signs in order to encourage a more aesthetically pleasing environment on the corridor; and

WHEREAS, a structure fire on Coors Boulevard near Sequoia Rd. NW has caused several businesses to have to relocate to new, but nearby locations; and

WHEREAS, this type of forced relocation due to fire presents challenges for businesses that rely upon their location as part of their success; and

WHEREAS, businesses that are forced to relocate due to a fire or other type of non-self-inflicted damage to their location could benefit from an opportunity to install temporary signage directing patrons to their new locations for a limited period of time; and

WHEREAS, banner signs printed on vinyl and similar materials are increasingly used by

new or relocated businesses as they await fabrication of formal, permanent signs that meet the requirements of the CCP and the Zoning Code; and

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

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

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

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

Any sign which:

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

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

Section 3. SEVERABILITY CLAUSE. If any section paragraph, sentence, clause, word, or phrase of this resolution 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 resolution. The Council hereby declares that it would have passed this resolution and each section, paragraph, sentence, clause, word or phrase thereof irrespective of any provisions being declared unconstitutional or otherwise invalid.