

CITY OF ALBUQUERQUE

LAND USE FACILITATION PROGRAM

PROJECT MEETING REPORT

Project #: 1011410
Property Description/Address: Lot 6, Coors Pavilion
4001 Coors Blvd. NW
6051 Winter Haven Rd. NW

Date Submitted: February 7, 2018
Submitted By: Jessie Lawrence

Meeting Date/Time: February 5, 2018, 6:00 PM
Meeting Location: Don Newton-Taylor Ranch CC
4900 Kachina St. NW

Facilitator: Jessie Lawrence
Co-facilitator: Leslie Kryder

Parties (individual names and affiliations of attendees are listed at the end of the report):

- **Applicant**
 - o Red Shamrock 4, LLC
- **Agent**
 - o Josh Skarsgard
- **Affected Neighborhood Associations (per CABQ notification requirements)**
 - o Ladera Heights NA
 - o The Enclave at Oxbow HOA
 - o Vista Grande NA

Background/Meeting Summary:

This was a second facilitated meeting regarding signs proposed for Lot 6, Coors Pavilion, zoned SU-3, located at 4001 Coors Blvd. NW. Since the first meeting, on December 5, 2017, Applicant has amended the request. At this time, applicant requests a special exception to Section 14-16-2-24(A) and University of Albuquerque SDP Section B-2, a variance of 10 feet to the maximum four foot height, to allow a 14-foot sign. Applicant also requests a special exception to Section 14-16-2-24(A) and University of Albuquerque SDP Section B-2 and the Coors Corridor Plan p. 113, a variance of 109 square feet to the maximum allowable sign area of 24 square feet (University of Albuquerque SPD) and a variance of 58 square feet to the maximum allowable area of 75 square feet (Coors Corridor Plan) to allow a 133 square foot sign face for a free-standing sign.

The applicant and meeting participants continue to disagree about the request for the variance. While meeting participants expressed support for the overall shopping center project, they do not support variances from the existing sign codes and plans. They also believe that a 14-foot high and 133 square foot sign is too high and large, do not think it is necessary, and do not think it meets the requirements of a variance. The agent provided

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examples of other tall signs and stated that the size of the sign would be necessary to provide information about the tenants in the center.

Outcome:

- *Areas of Agreement*
 - o None noted among all meeting participants.
- *Unresolved Issues & Concerns*
 - o Meeting participants do not support a variance from the existing sign codes and plans, stating that they are the rules to be followed, other developments are able to comply with them, and this project has not shown exceptionality to meet the requirement of a variance.
 - o Meeting participants expressed concerns that the proposed signs, though smaller than before, are still too large and too high for the location.
 - o The agent and meeting participants disagreed about the status of the center and whether or not it is a regional center that will attract users from across Albuquerque.
 - o A meeting participant stated that the larger proposed sign has too much information, citing the Coors Corridor Plan.
 - o A meeting participant cited the University of Albuquerque SDP and said it stated that the background color must be darker than the message or graphic elements, differing from the proposed signs presented.

Meeting Specifics:

- 1) Overview of Request
 - a) Josh Skarsgard, Agent, provided an update on changes since the December 5 facilitated meeting.
 - b) The ZHE request was deferred to allow time for this facilitated meeting and discussion with neighbors.
 - c) One proposed sign, to be located at the corner of Coors and St. Josephs, was reduced in height from 26 feet to 14 feet.
 - d) The other style of proposed sign was reduced from 13 feet to 11 feet.
 - e) In response to neighbor feedback, the signs are not on two poles, but on a stacked stone base.
 - f) Agent provided examples and pictures of other signs on Coors that are higher than this proposed sign.
 - g) The sign is intended to match the buildings.
 - h) Agent said that he has shared these proposed signs with the existing tenants and shared the community concerns, and the tenants are ok with the current proposal.
- 2) Questions and Concerns
 - a) A meeting participant stated that the feedback from neighbors at the last facilitated meeting was that neighbors want to see the rules followed, which means no variance.

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- i) The meeting participant believed that this would mean an 8-foot high sign.
- ii) The meeting participant also stated that variance regarding the overall square footage of the sign is an issue.
- iii) The meeting participant said that while this proposal is an improvement, it still is not within the current rules.
- iv) Agent stated that a height much lower than the other centers along Coors would jeopardize the interests of the tenants and have potential long-term implications on leasing at the center.
- v) Another meeting participant said that it is possible to drive stakes into the ground and abide by those requirements.
- b) A meeting participant said that while there are some grandfathered tall signs to the south of the site, if the comparison is focused to the north, this center will be new, modern, and consistent with other developments that are following the code.
 - i) Another meeting participant said that along Coors between this site and Andalucia, the signs comply with the 72 square foot requirement, and this also seems to be the case on Unser.
 - ii) Another meeting participant said that they had measured a sign near Andalucia, and it was 6' x 12' and 8' high with a 2' base.
- c) Several meeting participants made comparisons to the Daskalos development to the east of Coors.
 - i) A meeting participant noted that that sign is low and appears to adhere to the code.
 - ii) Agent stated that he believed there was an agreement between the developer for that site and neighbors regarding visibility of the bosque.
 - (1) A meeting participant said that issue was related to air conditioning units on top of buildings.
 - iii) Another meeting participant noted that this development can be in compliance for signage even though it is below grade and difficult to see.
 - iv) A meeting participant shared an image of this sign, which they stated was compliant with the code, and said that is an example of what they support.
- d) A meeting participant expressed a concern about the process, noting that it's like bargaining, when they just want the rules followed.
- e) A meeting participant challenged the idea that a smaller sign wouldn't be acceptable to tenants, noting that there are already approximately six tenants there with no sign.
 - i) Agent stated that the sign is most necessary for the development at the rear of the property.
 - ii) A meeting participant compared the signs to small signs for businesses off Atrisco.
 - (1) Agent stated that those were professional office buildings and different from retail.
 - (a) A meeting participant disagreed and said there was small retail, e.g. a nail shop.

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- f) A meeting participant asked about the number of signs, saying that his reading of the regulations stated that one sign was allowed at each opening.
 - i) Agent stated that the number of signs is compliant with the shopping center regulations, and the only difference from the regulations at issue is the request to increase the height and size of the signs.
- g) A meeting participant asked if Agent thought he would lose certain businesses without the signage variance.
 - i) Agent stated that he would not lose any existing agreements with businesses, but signage is one piece that is used to try to attract businesses to the site.
 - ii) Another meeting participant asked in what way a small sign would be a problem for tenants.
 - (1) Agent stated that a store would want similar visibility to competitors down the street.
- h) Agent asked if he would have meeting participants' support if the signs were 8 feet high with 72 square feet.
 - i) Meeting participants indicated that he would have their support in this case.
 - ii) Agent said that he would share this information with the tenants, but he intends to continue to seek this variance.
- i) A meeting participant stated that Agent has not indicated why this property is exceptional to support a variance, and expressed a concern that variances like this set a precedent for other development that is not in compliance with the code.
 - i) Agent disagreed that a single case can set a precedent.
 - (1) The meeting participant said that appears to be what has happened up and down Coors.
- j) A meeting participant suggested having smaller signs that only list the tenants toward the back of the lot, rather than including the tenants that are right along the street.
 - i) Agent said that his agreements with tenants state that they will have a band on a sign, and in addition, he does not know at this time how many tenants in total will be on the site.
 - (1) Agent said that signage is important to tenants.
 - ii) Agent shared the site plan with meeting participants and explained that the large tracts in the back could be one large tenant or many small ones.
- k) A meeting participant pointed out that there is space between the tenants that face Coors so it's possible to see tenants in the back.
 - i) Agent agreed with this, but also noted that traffic is driving fast.
- l) A meeting participant suggested that most of the users of this shopping center will be locals who know what they're looking for, so they won't need large signs.
 - i) Agent disagreed with this and said that the Bernalillo County Comp Plan identified this area as a regional shopping center, similar to ABQ Uptown.
 - (1) A meeting participant disagreed with this, and said that he did not believe that plan was currently in effect.
 - (2) There was some disagreement about the current status of this site among other meeting participants as well.

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- m) A meeting participant suggested that Panera and Starbucks will be draws and traffic from the west side will be drawn to the businesses in this area with or without signs.
 - i) Another meeting participant suggested that social media could be used to promote these businesses.
- n) A meeting participant cited the Coors Corridor Plan and noted that signs must be aesthetically pleasing with a limited amount of information, up to 10 items of information.
 - i) The meeting participant noted that one proposed sign has 18 slots, and said that this was too much information.
- o) A meeting participant cited the University of Albuquerque SDP and said it stated that the background color must be darker than the message or graphic elements.
 - i) Agent said that he would look into this.
- p) Meeting participants estimated the height of a 14-foot sign and stated that they thought it was much too large.
- q) A meeting participant stated that the community's overwhelming feeling is welcoming toward the shopping center.
 - i) Agent expressed thanks for this.
- r) A meeting participant asked how the sign would be illuminated.
 - i) Agent said it would be internally illuminated with a nylon logo over it.
- s) A meeting participant expressed a concern that the facilitated meeting was not closer to the project site.
 - i) Facilitator stated that she was unaware that the Ladera Golf Course was an option for a meeting site and apologized for the location. The Ladera Golf Course has been noted as a possible option for future meetings.

Application Hearing Details:

- 1) Project hearing currently scheduled for Tuesday, February 20, 2018.
- 2) Hearing Details:
 - a. The Office of the Zoning Hearing Examiner conducts monthly quasi-judicial public hearings regarding Special Exceptions to the Zoning Code. (Please refer to Section 14.16.4.2 of the Comprehensive City Zoning Code.)
 - b. There are certain criteria that applicants must meet in order to obtain an approval of decision for their special exception request.
- 3) Hearing Process:
 - a. Comments from facilitated meetings will go into a report which goes to the Hearing Examiner.
 - b. All interested parties may appear at the hearing and voice their opinions or submit written comments prior to the day of public hearing.
 - c. The Zoning Hearing Examiner will render a determination of approval, approval with conditions or denial within 15 days after the close of the public hearing.
 - d. The determination can be appealed to the Board of Appeals.

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Any further questions or comments can be referred to:

Suzie Sanchez
Administrative Assistant to Hearing Officer
505-924-3894
suzannasanchez@cabq.gov

Names & Affiliations of Attendees:

David Skowran	Las Lomas NA
E. Ward	SRMNA
Mary Ann Bosworth	LHNA
Terry Ihnat	Oxbow Village
Nick Harrison	Oxbow Village
Nick Jarman	Rinconada Mesa
Candy Patterson	Laurelwood
Terri Spiak	TRNA
Dr. Joe Valles	GHNA
Jerry Worrall	West Side Coalition
Steven Loeffler	Ladera West
Rene Horvath	TRNA
Josh Skarsgard	Agent