



**NEW MEXICO**  
LIQUOR LICENSES

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May 16, 2022

**SENT VIA CERTIFIED MAIL# 7021 2720 0002 6460 9103**

**Nob Hill NA**

**c/o Gary Eyster**

**316 Amherst Drive NE**

**Albuquerque, NM 87106**

**RE:**

**Notice of Public Hearing**

**Applicant: Zazz ABQ, LLC**

**DBA: Hotel Zazz**

**Proposed Location: 3711 Central Ave. NE, Albuquerque, NM 87108**

To Whom It May Concern:

My name is Kyla Stoker; I am the representative for Zazz ABQ, LLC (hereinafter "Applicant"). The Applicant is requesting a Transfer of Ownership and Location of Canopy Liquor License at the above referenced address for fullservice alcohol for on-premises consumption only, including patio service.

The purpose of this letter is to provide your organization notice of the hearing. A public hearing is scheduled for May 26, 2022 at 9:00 a.m., via zoom video conference.

If any persons desire to testify, participate or otherwise submit comments, please contact Donna Montoya, Liquor License Coordinator at: (505) 768-3147 or by email [donna@cabq.gov](mailto:donna@cabq.gov) at least 72 hours before the hearing.

If you have any questions, please feel free to give me a call at (505) 980-5614 or email me at [kyla@newmexicoliquorlicense.com](mailto:kyla@newmexicoliquorlicense.com)

Also included with this letter is a letter from the Applicant explaining their mission and dedication to the continuing to be a beneficial member of the Nob Hill community.

Sincerely,

## NOTICE OF PUBLIC LIQUOR HEARING

NOTICE IS HEREBY GIVEN to anyone wishing to comment on the applications that the City of Albuquerque Liquor Hearing Officer, Steven M. Chavez, Esq., pursuant to § 60-6B-4D(1), NMSA 1978 as amended, and § 13-2-1 Revised Ordinances, of Albuquerque, New Mexico, 1994 as amended, will hold a public hearing Via Zoom Video Conference on Thursday, May 26, 2022 at 9:00 a.m., for the purpose of considering the applications for a liquor license set forth hereunder.

If any persons desire to testify, participate or otherwise submit comments, please contact Donna Montoya, Liquor License Coordinator at: (505) 768-3147 or by email [donna@cabq.gov](mailto:donna@cabq.gov) at least 72 hours before the hearing.

**NOTICE OF PERSONS WITH DISABILITIES:** If you have a disability and require special assistance to participate in this hearing, please contact Donna Montoya at least three days before the hearing date at 768-3147.

1. Liquor License/Application No.: Manufacturer (Rectifier)1222851  
Applicant: New Mexico Fresh Foods, LLC  
Doing Business As: Verde Food  
Proposed/Mailing Address: 5600 Venice Ave. NE, Albuquerque, NM 87113  
The Applicant is seeking Manufacturer (Rectifier) Liquor License. Applicant is requesting a Distance Waiver as the Premises Address is located within 300 and 400 ft. of the nearest Church.
  
2. Liquor License/Application No.: 1223071  
Applicant: Athenaoula, LLC  
Doing Business As: Tula's  
Proposed Address: 8100 Wyoming Blvd. NE, Albuquerque, NM 87113  
Mailing Address: 8525 Jefferson St NE, Albuquerque, NM 87113  
The Applicant is seeking a Restaurant B Liquor License with On-Premises Consumption and Patio Service.
  
3. Liquor License/Application No.: 1349/1226895  
Applicant: Zazz ABQ, LLC  
Doing Business As: Hotel Zazz  
Proposed/Mailing Address: 3711 Central Avenue NE, Albuquerque, NM 87108  
The Applicant is seeking a Transfer of Ownership and Change of Location of Canopy Liquor License No. 1349 with On-Premise Consumption and Patio Service. Applicant is requesting a Waiver from the City of Albuquerque as the Proposed Premises is within 300 Feet of the nearest Church.

Steven M. Chavez, Esq.  
Liquor Hearing Officer

April 25, 2022

To Our Neighbors,

My family and I wanted to bring Hotel Zazz to life in the heart of the historic Nob Hill neighborhood because we believe in the revitalization of this historic community and neighborhood. Recently, our organization filed a liquor license as "Zazz ABQ, LLC" and I wanted to take the opportunity to create an open dialogue about our plans. The intent of the liquor license is to operate a hotel lounge envisioned as a speakeasy.

As a long-time resident of the Nob Hill neighborhood, I know the potential this neighborhood has to grow and I want to be a part of it in any way I can. Although my family has owned the University Lodge since 1996, the property is turning a new leaf not only in appearance but how we interact and work with the community around us. We're looking towards the future and I want Hotel Zazz to be a place for generations to come to visit and enjoy within the Nob Hill neighborhood.

We're investing in the security of the property by:

- Installing state-of-the-art high-quality cameras around the property and high traffic areas
- Installing a specialized code lock system, that will keep track of who enters each room and all public spaces
- We've installed a dedicated fiberoptic line for Hotel Zazz, so we aren't sharing the internet with anyone and can protect the security of our guests
- Increasing the security of the hotel and speakeasy by hiring a security company to patrol the property 24/7 to ensure the safety of our guests and staff.

In addition to the above-enhanced security measures, guests will only be able to access the speakeasy by asking a guest service agent to open the door, ensuring that we know who is entering and exiting the establishment at all times. Individuals will also pass several security cameras when they enter the speakeasy.

Our intent is to have this speakeasy available primarily to our guests, and locals who live in the Nob Hill neighborhood. The opportunities when the larger community will have availability to the services from the speakeasy at Hotel Zazz is when the hotel is hosting events in our small event venue by the pool. The food and beverage services for this will often be sourced from the speakeasy but could also be outsourced from other vendors or restaurants located in the Nob Hill neighborhood (see menus attached).

I want you to know that I hear and understand your concerns about having another bar in the neighborhood because this too has been my home for many years. The speakeasy is only a piece of our vision to create a community gathering space, The Living Room of Nob Hill. A place to stay, play, and enjoy events and bring locals and tourists to Nob Hill, adding vitality and prosperity to the neighborhood.

If anyone has questions or concerns we encourage you to reach out so I can talk more about the exciting revitalization ahead.

Live Colorfully,  
Sharmin Dharas