

CITY OF ALBUQUERQUE

Planning Department

David S. Campbell, Planning Director
600 2nd Street NW – 3rd Floor
Albuquerque, NM 87102



Tim Keller, Mayor

March 6, 2018

Kenny Hinkes
Carlisle Condominiums LLC
PO Box 25782
Albuquerque, NM 87125

Dear Mr. Hinkes,

As per my authority given by Zoning Code Section 14-16-4-3(D)(2), I have reviewed your minor change request to the Nob Hill Highland Sector Development Plan, General Regulations, 1. Signage, D. 1. on page 103. Your request to alter the Signage regulation is for a single property located at 3600 Central Ave SE. Based on my review of your application for a minor change for this one project to allow a 30-inch sign letter height, I find the following:

1. A request has been submitted for a minor change to a Sector Development Plan, as described in Section 14-16-4-3-(D)(2) of the Zoning Code, for a property-specific project located at 3600 Central Ave SE (intersection of Carlisle Blvd. SE and Central Ave SE). The Legal Description of the property is Lot A-1, Block 1, Mankato Place Addition.
2. The project is located in the Nob Hill Highland Sector Development Plan (NHHS DP) and is zoned SU-2/CCR-2, and is subject to the General Regulations, including those for signage on page 103. The Signage regulations state: "Individual letters shall not exceed 18 inches in height . . ."
3. The applicant is requesting the minor change to allow signage letter heights of 30 inches for building-mounted signage above the third floor. The proposed sign design meets the wall sign area requirements per the General Regulations for Signage within the NHHS DP. The applicant is requesting approval of 30 inch sign letter height instead of 18-inches for only the site described in Finding 1.

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4. Section 14-16-4-3(D)(2) reads: “The Planning Director may approve minor changes to an approved Sector Development Plan or Landscape Plan if it is consistent with the use and other written requirements approved by the Planning Commission or City Council, if the buildings are of the same general size, the vehicular circulation is similar in its effect on adjacent property and streets, and the approving official finds that neither the city nor any person will be substantially aggrieved by the altered plan.” Each of the criteria is reviewed in the subparagraphs below:
- a. The requested minor change is consistent with the use and other written requirements approved by the City Council (see also Findings 6 – 8). The proposed development is mixed use (residential and non-residential) that is permissible in the NHHSDP SU-2/CCR-2 zone and the signage design meets applicable NHHSDP Signage regulations, including: type of signage (letters [individual] of metal), façade area (not exceed 20% of a building façade), and illumination (neon-like within individual channel lettering). Signage letter height is the only exception, hence the request for a minor change.
 - b. The building complies with the allowed building height. The NHHSDP does not restrict where wall signage may be located on a building façade. The proposed location of the signage (above the third floor) would make signage with 18-inch letters difficult to read from ground level.
 - c. Vehicular circulation is not affected by this signage letter height change request.
 - d. The Planning Director finds that neither the City nor any person will be substantially aggrieved by the requested minor change per Findings 5.a. through 5.d. and the following Findings that detail how the development will further applicable Goals and Policies of the NHHSDP.
6. Community Form Goal and Vision Policies (NHHSDP, pages 54-55) and Route 66 Action Plan Policy 1.3 (page 11):
- NHHSDP Community Form Goal: Reinforce the Nob Hill Highland district as a vibrant, high quality, pedestrian-oriented urban community and a destination for greater Albuquerque.
 - NHHSDP Community Form Policy 6. The city shall support the display of attractive signs that reflect the style and scale characteristic of historic Route 66.
 - Route 66 Action Plan, Policy 1.3: Signage on Route 66 should continue to contribute to the visual character of Route 66.

Neon-style signage, as proposed, reflects the style and scale characteristics of historic Route 66, consistent with the NHHSDP Community Form goal and policies and the Rank II Route 66 Action Plan. There is an historic importance of neon signs along Central Avenue and it is appropriate for historic buildings and

new developments because neon-style signage contributes to the visual character of Central Avenue.

7. Community Form, District 1: Route 66 Historic Core (Girard to Carlisle) Goal, Policy and Actions (NHSDP, pages 58-59):
 - NHSDP Route 66 Historic Core Goal: Future development for this district should emphasize designs and uses that fit within the existing context such as architectural style, outdoor eating spaces, pedestrian orientation and a relaxed atmosphere and provide expanded retail and upper story urban residential living opportunities.
 - NHSDP Route 66 Historic Core Policy 2. The city shall support the design of commercial/residential transition areas to provide easy access from neighborhoods and protect the integrity of historic districts.
 - NHSDP Route 66 Historic Core Action 3. Signage: Historic neon signs should be protected and restored whenever possible and new signs should take full advantage of the many exciting examples of this rich heritage of neon art.

Though the subject site is not within NHSDP District 1, it is adjacent to its eastern edge on the east side of Carlisle. The development serves as a transition from the Historic Core to Emerging Nob Hill to the neighborhood to the south with a contextual architectural style, pedestrian orientation, retail space, and upper story urban residential living opportunities. The proposed new signage will reflect the area's rich heritage of neon art.

8. Community Form, District 2: Emerging Nob Hill (Carlisle to Washington) Goal and Actions (NHSDP, pages 60-61):
 - NHSDP Emerging Nob Hill Goal: Future development should take advantage of the recently established Metropolitan Redevelopment Area designation to establish an upscale entertainment district with art galleries, antique shopping, live/work spaces and neighborhood services that continue the core Nob Hill character.
 - NHSDP Emerging Nob Hill Action 3. Signage: The signage in this area should reflect the traditions of historic Route 66 while at the same time allow for more contemporary design themes and materials. Signage should be consistent with the City of Albuquerque Sign Ordinance requirements but should prohibit backlit box signs.

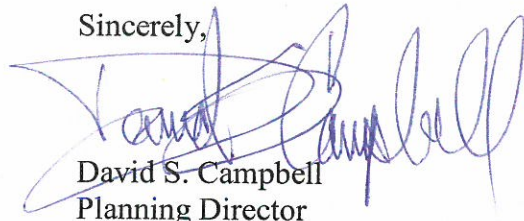
New residents of this mixed use project will be part of the local market that will help support and establish businesses, and help increase the viability of a variety of upscale shopping, live/work spaces, and neighborhood services. This infill

residential development has improved an underutilized property with a proposed signage design that reflects the traditions of historic Route 66 in a more contemporary manner with modern materials.

9. This minor change to the NHHSDP to alter “Individual letters shall not exceed 18 inches in height . . .” in General Regulations, Signage D.1. to allow 30-inch sign letters on the Central Ave and Carlisle Blvd facades above the third floor shall not be used as a precedent or justification for any other request for a change to the NHHSDP.

This residential building and its place-making wall signage will enhance the Nob Hill Highland area as appropriate infill development that furthers the intent, Goals, and Policies of the NHHSDP and the Rank II Route 66 Action Plan. Because your project meets all other NHHSDP requirements, and furthers all applicable intents, Goals, and policies, I find that it does not substantially aggrieve the City, nor any person, to allow 30-inch sign letters. Your request for a minor change to the NHHSDP, General Regulations, Signage D.1. to allow 30-inch sign letters on the building’s Central Ave and Carlisle Blvd facades above the third floor is hereby approved.

Sincerely,

A handwritten signature in blue ink, appearing to read "David S. Campbell", is written over a printed name and title.

David S. Campbell
Planning Director

cc: file
Jim Strozier, Consensus Planning
Nob Hill NA
Southeast Heights NA